

Comparison Of Café Atmosphere At Ekopilogi And Ame Coffee

Perbandingan Suasana Kafe Di Ekopilogi Dan Ame Coffee

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ABSTRACT

The development of retail stores, especially in the field of food or hangout places, namely cafes in Indonesia, precisely in Sidoarjo, is becoming increasingly interesting to be explored more deeply. This study aims to determine the differences in café atmosphere at Ekopilogi and Ame Coffee. There is one hypothesis in this study, namely café atmosphere. There is a difference between Ekopilogi's café atmosphere and Ame Coffee's café atmosphere. Data obtained from distributing questionnaires with non-probability sampling techniques with accidental sampling types, which means an infinite population or spontaneous respondents. The sample taken was 100 respondents from each cafe in Ekopilogi and Ame Coffee, the analysis calculation tool used was SPSS. The results of the data analysis processed are biased data with the value of the variance is 47.147 or less than 50%, which can indicate the absence of common method bias that occurs in the study. In addition, researchers conducted a oneway anova test with that the calculated f value was 34.619. This shows that the calculated f value is greater than the f table value ($34.619 > 3.89$), so the researcher concluded to accept H_a and reject H_o . By accepting H_a , it can be concluded that there are differences in café atmosphere at Ekopilogi and Ame Coffee. There are differences in café atmosphere at Ekopilogi and Ame Coffee. This can be seen from the results of the independent sample T-test test, it can be seen that the probability value of t (sig. 2-tailed) is 0.000 [Sig (2-tailed) < 0.05]. So H_o is rejected, meaning that there is a difference in café atmosphere at Ekopilogi and café atmosphere at Ame Coffee. This study is to prove the difference in café atmosphere at Ekopilogi and Ame Coffee, this study used 100 respondents from each cafe with 7 kinds of questionnaires consisting of 7 indicators of café atmosphere with this type of comparative test research using data analysis techniques validity test, reliability test, common method bias test, anova test and independent sample T-test test. The analytical tool used is SPSS version 25 with a confidence level of 0.05.

Keywords: Café Atmosphere, Ecopilogy, Ame Coffee

ABSTRAK

Perkembangan toko ritel khususnya di bidang makanan atau tempat nongkrong yaitu kafe di Indonesia, tepatnya di Sidoarjo, menjadi semakin menarik untuk ditelusuri lebih dalam. Penelitian ini bertujuan untuk mengetahui perbedaan atmosfer kafe di Ekopilogi dan Ame Coffee. Terdapat satu hipotesis dalam penelitian ini, yaitu café atmosphere. Terdapat perbedaan antara café atmosphere di Ekopilogi dengan café atmosphere di Ame Coffee. Data diperoleh dari penyebaran kuesioner dengan teknik non-probability sampling dengan jenis accidental sampling, yang berarti populasi tak terhingga atau responden spontan. Sampel yang diambil sebanyak 100 responden dari masing-masing kafe di Ekopilogi dan Ame Coffee, alat bantu perhitungan analisis yang digunakan adalah SPSS. Hasil analisis data yang diolah merupakan data yang bias dengan nilai varians sebesar 47,147 atau kurang dari 50%, yang dapat mengindikasikan tidak adanya bias metode umum yang terjadi dalam penelitian. Selain itu, peneliti melakukan uji oneway anova dengan hasil nilai f hitung sebesar 34,619. Hal ini menunjukkan bahwa nilai f hitung lebih besar dari nilai f tabel ($34,619 > 3,89$), sehingga peneliti menyimpulkan untuk menerima H_a dan menolak H_o . Dengan menerima H_a , maka dapat disimpulkan bahwa terdapat perbedaan café atmosphere di Ekopilogi dan Ame Coffee. terdapat perbedaan café atmosphere di Ekopilogi dan Ame Coffee. Hal ini dapat dilihat dari hasil uji independent sample T-test, terlihat bahwa nilai probabilitas t (sig. 2-tailed) sebesar 0,000 [Sig (2-tailed) $< 0,05$]. Maka H_o ditolak, artinya terdapat perbedaan café atmosphere di Ekopilogi dan café atmosphere di Ame Coffee. Penelitian ini untuk membuktikan perbedaan café atmosphere di Ekopilogi dan Ame Coffee, penelitian ini menggunakan 100 responden dari masing-masing kafe dengan 7 macam kuesioner yang terdiri dari 7 indikator café atmosphere dengan jenis penelitian uji komparatif dengan menggunakan teknik analisis data uji validitas, uji reliabilitas, uji bias metode umum, uji anova dan uji independent sample T-test. Alat analisis yang digunakan adalah SPSS versi 25 dengan tingkat kepercayaan 0,05.

Kata Kunci: Suasana Kafe, Ekopilogi, Kopi Ame

1. Introduction

The development of retail stores is not only limited to supermarkets or minimarkets, but now the growth of cafes, especially in Sidoarjo. The development of the number of cafes in Sidoarjo has made the competition to create a store atmosphere to be

more creative in responding to competition, there is a paradigm shift in cafes in Sidoarjo, now not only selling food and drinks, but also shifting towards experience, adjusting the pattern of people who now visit cafes as a lifestyle (lifestyle) (Baker et al, 2002; Ajiwibawani & Edwar, 2015). For example, visiting a cafe just to take photos of its products or the uniqueness of the cafe concept and upload them on social media accounts (Instagram and Facebook). One of the social media used, Instagram, is a social application that is popular among smartphone users. The name Instagram is taken from the word "insta" which comes from "instant" and "gram" from the word "Telegram". From these user words, it can be interpreted as an application to send information quickly, namely in the form of photos, and share (share) to other social networks (Miliza Ghazali, 2016). The community also indirectly helped introduce the existence of the cafe (Hutama & Subagio, 2014).

This phenomenon motivates café entrepreneurs to think critically, provide creative café concepts, attract consumers to visit, one of which is creating a café atmosphere (café atmosphere) is an effort to design environments such as building design, lighting, spatial layout, odors, colors, shapes, and sounds to shape the emotional influence of consumers so that they are interested in deciding to buy. Cafe atmosphere is another weapon element that the cafe has. According to Kotler and Armstrong (2018) who explain that café atmosphere is an important factor in product warehouses at resellers. Space is a facility for carrying out human activities, which in doing so must provide comfort.

Visual aspects in designing become more dominant, namely light, material, color, shape, and size. the senses of smell, touch, hearing have an important role that humans have. The sensory aspect should be a reference for a designer in designing an interior. Currently, there are many aesthetic millennial coffee shops such as TBRK Coffee, Janji Jiwa, Lain Hati, Titik Koma, Labuda, Sehari Sekopi, Vlog, Sowan coffee and many others that compete with each other in dominating the market which is currently viral. One of the factors that is the main competition in the café atmosphere strategy is an instagramable place and Instagram social media that has many followers on each cafe Instagram account.

Table 1. Instagramable Cafes in the House of Representatives Lot Sidoarjo

No.	Cafe Name	Visitors
1.	Playgo Café	15.23
2.	Ame Coffee	25.33
3.	Kopico Coffee and Garden	14.25
4.	The Roster Coffee Company	12.22
5.	Opus Ex Amino	10.00
6.	Ekopilogi	23.33
7.	Makmu	13.22
8.	Istoria	15.62
9.	Emiko Coffee Bar	6.00
10.	Taketama	4.49

Source: Processed by the author (2023)

Studies on the comparison of cafe atmosphere have indeed been carried out by many previous researchers, for example in research conducted by Parmar & Patel (2015); Mowen (2012) explains that Atmosphere relates to managers through building design, interior space, layout, hallways, carpet and wall textures, odors and colors. Various studies show significant differences in the café atmosphere. The same thing was stated by Kamajaya (2017) and Syafina (2018), namely generation Y likes to come to cafes that offer

Ame Coffee.

Based on the results of data processing, it is known that there are differences in consumer perceptions of store atmosphere at Selaz café & Resto and Arosa café & Resto in Sumedang (Fariq & Farah, 2017). Based on the results of previous researchers, the researcher proposes the following hypothesis:

Ha: It is suspected that there are differences in café atmosphere at Ekopilogi and Ame Coffee.

Conceptual Framework

This framework is made to determine the difference in café atmosphere at Ekopilogi and Ame Coffee's café atmosphere based on the independent sample T-test test.

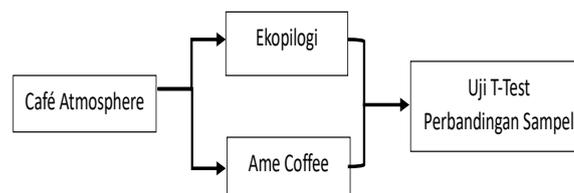


Figure 1. Conceptual Framework

2. Research Methods

This research is a type of comparative test. Comparative or difference research is a type of research that aims to distinguish or compare research results between two research objects. Different types of research methods and not interconnected. Widiyanto (2010) Population is a group or collection of objects or objects that will be generalized from the research results. The population in this study is an infinite population. The population in this study are consumers of Ekopilogi and Ame Coffee who are visiting Ekopilogi and Ame Coffee.

Gulo (2010) The sample is a set of parts / subsets of a population, the sample provides a true picture of the population. The sampling technique used is non-probability sampling technique is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2018), with an infinite sample size. In this study, researchers used the Accidental Sampling sample type (Notoatmodjo 2010). Notoatmodjo said that the accidental sampling technique was carried out by chance to see respondents at the targeted place. For the sample size in this study using the following formula (Widiyanto 2008):

$$n = \frac{z^2}{4(Moe)^2}$$

Description:

n: sample size

z: score at a certain level of significance (degree of confidence is determined 95%) then z = 1.96

Moe = Margin of error with a maximum error rate of 10%

Based on the sample measurement formula, the determination of the number of samples is known to be 97 people and rounded up to 100 respondents. Respondents are based on visitors to Ekopilogi and Ame Coffee.

The data collection technique used by researchers is by interviewing and distributing questionnaires to respondents to obtain primary data. The questionnaires distributed to visitors to Ekopilogi and Ame Coffee cafes are closed, respondents will provide responses that are limited to predetermined answer alternatives. The

Table 4. CMB Test Results

Total	% of Variance	Cumulative %
3.300	47.147	47.147

Source: Data processed by the author (2023)

In this study, the value of the variance is 47.147 or less than 50%, which indicates that there is no common method bias that occurs in the study. This is due to the appropriate respondents.

Anova Test

The value of the anova test results using SPSS version 25 for this study can be seen in the following table:

Table 5. Anova Test Results

	F
Between group	34.619

Source: Data processed by the author (2023)

The hypothesis in this oneway anova test is:

If H_0 is accepted: there is no difference in café atmosphere at Ekopilogi and Ame Coffee

If H_a is accepted: there is a difference in café atmosphere at Ekopilogi and Ame Coffee

Based on the data in table 5, it can be seen that the calculated f value is 34.619. This shows that the value of f count is greater than the value of f table ($34.619 > 3.89$), so the researcher concludes to accept H_a and reject H_0 . By accepting H_a , it can be concluded that there are differences in café atmosphere at Ekopilogi and Ame Coffee.

Independent Sample T-test Test

This test is conducted to determine whether there is a difference in café atmosphere at Ekopilogi and Ame Coffee, the criteria for determining the results of the independent sample T-test test are:

1. If $\text{sig} > 0.05$ then H_0 is accepted, meaning there is no difference.
2. If $\text{sig} < 0.05$ then H_0 is rejected meaning there is a difference

Table 6. Independent Sample T-test Test Results

t_{count}	Sig.(2-tailed)	Condition	t_{table}	Alpha
-5.884	0,000	Sig<Alpha	0,67572	0,05

Source: Data processed by the author (2023)

From the results of data processing, it can be seen that the probability value of t (sig. 2-tailed) is 0.000 [Sig (2-tailed) < 0.05]. So H_0 is rejected, meaning that there is a difference in café atmosphere at Ekopilogi and café atmosphere at Ame Coffee.

The results of this study indicate that there are differences in the café atmosphere at Ekopilogi and the café atmosphere at Ame Coffee seen from several test results that have been processed by researchers with appropriate respondents. From the results of data processing, it can be seen that the H_0 value is rejected and H_a is accepted, the conclusion is that there are differences in the café atmosphere at Ekopilogi and the café atmosphere of Ame Coffee. This shows that the main cause of the difference in the café atmosphere of Ekopilogi and Ame Coffee is that these two cafes have their own advantages that have been implemented by the cafe owner. The advantages of Ekopilogi's color design are able to provide valuable memories and experiences for consumers. In contrast to Ame Coffee, the advantages of the table and chair arrangement or placement system are in accordance with the size of the Ame Coffee place so that consumers feel comfortable.

This is supported by previous researchers who showed that there were differences

suggestions because, this study only examines the comparison of café atmosphere at Ekopilogi and Ame Coffee, so further research should examine other factors such as visiting decisions, repurchase interest, customer satisfaction, and others.

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