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# The Effects of Store Atmosphere, Product Quality, and Service Quality on Customer Satisfaction: Evidence from a Coffee Shop in Boyolali, Indonesia

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**Abstract**

Customer satisfaction is a critical factor in maintaining competitiveness in the food and beverage industry, particularly in the growing coffee shop sector. Customers increasingly evaluate coffee shops not only based on product offerings but also through the overall experience created by the physical environment and service interactions. This study aims to examine the effects of store atmosphere, product quality, and service quality on customer satisfaction at Argoloro Coffee & Eatery Boyolali. This study employed a quantitative approach using a survey method. The research population consisted of customers of Argoloro Coffee & Eatery Boyolali, with 100 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics. The analysis included validity testing, reliability testing, classical assumption testing, t-test, F-test, and coefficient of determination analysis. The results indicate that store atmosphere, product quality, and service quality have positive and significant effects on customer satisfaction. Among the three variables, store atmosphere demonstrated the strongest influence with a regression coefficient of 0.394, followed by service quality (0.366) and product quality (0.209). The simultaneous test showed that all independent variables significantly affected customer satisfaction, with an $R^2$ value of 0.873, indicating that 87.3% of customer satisfaction variation was explained by the research model. This study implies that coffee shop managers should adopt an integrated strategy by improving store ambience, maintaining consistent product quality, and strengthening service performance to enhance customer satisfaction and competitiveness.

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## 1. Introduction

The growth of the food and beverage industry has intensified competition among businesses, particularly in the coffee shop sector, where consumers are increasingly seeking not only products but also memorable experiences. Coffee shops have transformed from simple beverage providers into social and lifestyle spaces that offer comfort, interaction, and experiential value. This shift has encouraged businesses to develop competitive strategies that focus on understanding consumer expectations and improving overall customer experiences (Lestari, 2026). In highly competitive markets, customer satisfaction has become a critical determinant of business sustainability because satisfied customers are more likely to revisit, recommend the business to others, and develop long-term relationships with the brand (Rather, 2020; Ali et al., 2018).

Customer satisfaction reflects the extent to which consumers perceive that the performance of a product or service meets or exceeds their expectations. In the restaurant and coffee shop context, satisfaction is influenced by various factors, including the physical environment, product attributes, and service interactions experienced by customers. Previous studies have shown that customer satisfaction is closely related to consumers' evaluations of service performance, which subsequently influence their behavioral responses and future interactions with the business (Rita et al., 2019). Previous studies have emphasized that customer satisfaction is not determined solely by the quality of food and

beverages but also by the overall experience created during consumption. Therefore, businesses in the hospitality and food service sectors need to manage multiple dimensions of customer experience to maintain competitiveness and encourage positive behavioral intentions (Konuk, 2019; Prasetyo et al., 2021).

One important factor influencing customer satisfaction is store atmosphere. Store atmosphere refers to the design and environmental characteristics of a business establishment, including interior design, lighting, layout, music, cleanliness, and overall physical appearance. In coffee shops, atmosphere plays an important role because customers often evaluate the place not only based on the products offered but also based on the comfort and emotional experience created by the environment. A pleasant atmosphere can increase perceived value, create positive emotions, and encourage customers to spend more time in the establishment (Candra & Pandean, 2022; Dirgandana & Tamara, 2025). Research has demonstrated that physical environmental factors significantly influence customer satisfaction and behavioral intentions in hospitality settings (Kim et al., 2020; Kim et al., 2021).

In addition to atmosphere, product quality represents another essential determinant of customer satisfaction (Lestari et al. 2026). Product quality in the food and beverage industry includes aspects such as taste, freshness, presentation, consistency, and suitability with consumer expectations. Customers tend to evaluate their consumption experience by comparing the actual quality of products with their expectations before purchase. When businesses consistently provide high-quality products, customers are more likely to experience satisfaction and develop intentions to revisit. Previous studies have confirmed that perceived food and product quality significantly contribute to customer satisfaction and behavioral outcomes in restaurant contexts (Konuk, 2019; Prasetyo et al., 2021).

Furthermore, service quality is considered a crucial element in creating positive customer experiences. Service quality involves the ability of employees to provide reliable, responsive, and customer-oriented services throughout the consumption process. In coffee shops, employee friendliness, responsiveness, accuracy in delivering orders, and the ability to meet customer needs can significantly influence how customers evaluate their overall experience. High service quality can strengthen customer satisfaction because consumers perceive greater value when they receive professional and personalized service (Keshavarz & Jamshidi, 2018; Ladhari et al., 2017).

Although previous studies have widely examined the relationship between store atmosphere, product quality, service quality, and customer satisfaction, empirical evidence remains important because consumer preferences and competitive conditions differ across locations and business contexts. Coffee shops in developing urban areas face unique challenges in maintaining customer satisfaction due to changing consumer expectations, increasing competition, and the need to differentiate their services. Therefore, examining these factors in specific business contexts can provide practical insights for improving marketing strategies and operational performance.

Argoloro Coffee & Eatery Boyolali represents one of the coffee shop businesses that needs to maintain customer satisfaction amid increasing competition in the food and beverage sector. Argoloro Coffee & Eatery Boyolali represents a local coffee shop business that faces increasing competition in the food and beverage sector. Understanding the factors that influence customer satisfaction in this specific business context is important because consumer preferences may differ depending on location, market characteristics, and service experiences. Therefore, this study examines the effects of store atmosphere, product quality, and service quality on customer satisfaction at Argoloro Coffee & Eatery Boyolali.

However, previous studies have not fully explored the combined influence of these three factors within the context of a local coffee shop in Boyolali. Therefore, this study aims to analyze the effects of store atmosphere, product quality, and service quality on customer satisfaction at Argoloro Coffee & Eatery Boyolali. The findings are expected to provide theoretical contributions to consumer behavior research and practical implications for coffee shop managers in developing strategies to improve customer satisfaction and strengthen competitiveness.

## 2. Literature Review

### 2.1 Customer Satisfaction

Customer satisfaction is one of the most important indicators in evaluating business performance, particularly in service-oriented industries such as restaurants and coffee shops. Customer satisfaction represents consumers' evaluation of whether the performance of products and services received is consistent with their expectations. When customers perceive that their experiences meet or exceed expectations, they are more likely to develop positive attitudes toward the business, including repurchase intentions and willingness to recommend the brand to others (Ali et al., 2018; Rather, 2020). This evaluation process is closely related to consumers' behavioral decision-making, where perceived benefits and experiences influence future behavioral intentions (Han et al., 2019).

In the food and beverage industry, customer satisfaction is formed through a combination of functional and experiential evaluations. Consumers do not only assess the quality of food and beverages but also consider the surrounding environment, employee interactions, service efficiency, and overall consumption experience. Therefore, businesses need to manage multiple service attributes simultaneously because dissatisfaction in one dimension may negatively influence consumers' overall evaluations (Konuk, 2019; Prasetyo et al., 2021).

The relationship between customer satisfaction and business competitiveness has become increasingly important in the coffee shop industry. As coffee shops increasingly function as social and lifestyle spaces, customers expect businesses to provide valuable experiences beyond the core product. Consequently, understanding the factors that influence customer satisfaction is essential for developing effective strategies to retain customers and strengthen competitive advantages.

### 2.2 Store Atmosphere and Customer Satisfaction

Store atmosphere refers to the physical and sensory characteristics of a business environment that influence customers' perceptions and emotions during their consumption experience. The physical environment of a business establishment can also contribute to customers' perceptions of the place identity and overall image, which influence how consumers evaluate their experiences with a brand or service environment (Foroudi et al., 2019). These characteristics include interior design, lighting, spatial arrangement, cleanliness, decoration, music, and overall comfort. In the coffee shop context, atmosphere becomes an important element because customers often visit coffee shops not only to consume beverages but also to enjoy a comfortable environment for social activities, work, or relaxation (Rather & Sharma, 2017).

A well-designed atmosphere can create positive emotional responses and increase perceived value among customers. A pleasant physical environment can encourage customers to spend more time in the store, improve their evaluation of the business, and increase satisfaction levels. Previous studies have shown that the physical environment significantly contributes to customer satisfaction because customers use environmental cues as important indicators when evaluating service experiences (Ali et al., 2018; Kim et al., 2020).

Furthermore, the role of store atmosphere becomes more prominent in experience-based businesses where consumption involves emotional and social aspects. In restaurants and coffee shops, atmosphere can differentiate one business from competitors offering similar products. A comfortable and attractive environment can strengthen customer perceptions of quality and contribute to positive behavioral outcomes (Kim et al., 2021).

Based on these arguments, the following hypothesis is proposed:

H1: Store atmosphere has a positive and significant effect on customer satisfaction.

### 2.3 Product Quality and Customer Satisfaction

Product quality represents consumers' perceptions regarding the superiority and excellence of products based on specific characteristics that meet their expectations. In the food and beverage industry, product quality is commonly evaluated through taste, freshness, presentation, consistency, portion, and suitability with consumer preferences. Because customers directly experience food and beverages during consumption, product quality becomes a fundamental factor influencing satisfaction judgments.

According to expectation-confirmation perspectives, customers evaluate products by

comparing their actual performance with prior expectations. When the quality of products exceeds or meets expectations, customers are more likely to experience satisfaction. Conversely, inconsistent product quality may create negative perceptions and reduce customers' willingness to return (Konuk, 2019).

Previous empirical studies have confirmed that product quality is a significant determinant of customer satisfaction in restaurant settings. High-quality food and beverages improve customers' perceived value because consumers feel that the benefits obtained are appropriate with the costs incurred. Therefore, maintaining consistent product quality is essential for coffee shop businesses to create positive customer experiences and maintain customer relationships (Prasetyo et al., 2021).

Based on these arguments, the following hypothesis is proposed:
H2: Product quality has a positive and significant effect on customer satisfaction.

### 2.4 Service Quality and Customer Satisfaction

Service quality refers to customers' perceptions regarding the ability of service providers to deliver reliable, responsive, and professional services. In the hospitality and food service industry, service quality includes employee friendliness, responsiveness, communication ability, service speed, and the ability to fulfill customer needs. These elements influence how customers evaluate their overall experience with a business.

High service quality can increase customer satisfaction because customers perceive greater value when businesses provide efficient and personalized services. The service environment also contributes to customer evaluations by shaping perceptions of reliability, comfort, and relationship quality in hospitality businesses (Voon, 2017). In coffee shops, interactions between employees and customers are important because service encounters directly influence customers' emotional experiences. Friendly employees, accurate order processing, and quick responses to customer requests can create positive perceptions and strengthen satisfaction (Keshavarz & Jamshidi, 2018).

Several studies have demonstrated that service quality significantly affects customer satisfaction in hospitality and restaurant contexts. Customers who receive reliable and responsive services tend to develop higher satisfaction levels because service performance reduces uncertainty and increases trust toward the business. Therefore, improving service quality represents an important strategy for maintaining customer satisfaction and encouraging repeat visits (Ladhari et al., 2017; Hwang et al., 2021).

Based on these arguments, the following hypothesis is proposed:
H3: Service quality has a positive and significant effect on customer satisfaction.

## 3. Method

### 3.1 Research Design

This study employed a quantitative research approach with a survey method to examine the effects of store atmosphere, product quality, and service quality on customer satisfaction at Argoloro Coffee & Eatery Boyolali. The quantitative approach was selected because this study aims to measure the relationships between variables objectively through numerical data analysis. This research design allows researchers to identify the contribution of each independent variable in explaining variations in customer satisfaction.

The research model consisted of three independent variables, namely store atmosphere (X1), product quality (X2), and service quality (X3), while customer satisfaction was positioned as the dependent variable (Y). The proposed model was developed based on previous empirical studies suggesting that environmental, product-related, and service-related factors are important determinants of customer evaluations in restaurant and coffee shop businesses.

### 3.2 Population and Sample

The population of this study consisted of customers of Argoloro Coffee & Eatery Boyolali. Since the total number of customers could not be determined precisely, the study applied a non-probability sampling approach using purposive sampling. Purposive sampling was selected because respondents were required to meet specific criteria relevant to the research objectives.

The sample consisted of 100 respondents who had visited and experienced the services provided by Argoloro Coffee & Eatery Boyolali. The selection criteria included customers who had purchased products from the coffee shop and were considered capable of evaluating store atmosphere, product quality, service quality,

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and their level of satisfaction. The use of customers with direct experience ensured that the collected data reflected actual perceptions regarding the services and products provided by the business.

### 3.3 Data Collection and Research Instrument

Data were collected through questionnaires distributed to customers of Argoloro Coffee & Eatery Boyolali. In addition to questionnaires, supporting data were obtained through literature studies and observations related to the research object. The questionnaire items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The research instrument consisted of indicators representing each research variable. The measurement indicators were developed as follows:

*Table 1. indicators*

| Variable | Indicators |
|---|---|
| Store Atmosphere | Interior design, cleanliness, lighting, comfort, and store layout |
| Product Quality | Taste, product consistency, presentation, freshness, and suitability with customer expectations |
| Service Quality | Employee friendliness, responsiveness, service speed, accuracy, and ability to fulfill customer needs |
| Customer Satisfaction | Satisfaction with experience, willingness to revisit, recommendation intention, and overall satisfaction |

The questionnaire items were adapted to the context of Argoloro Coffee & Eatery Boyolali to ensure that each indicator accurately represented customer perceptions.

### 3.4 Data Analysis Technique

The collected data were analyzed using statistical procedures with the assistance of IBM SPSS Statistics. Several analytical steps were conducted to evaluate the quality of the research instrument and examine the proposed hypotheses. First, validity testing was conducted to determine whether questionnaire items accurately measured the intended constructs. Reliability testing was then performed using Cronbach's alpha to evaluate the consistency of measurement instruments.

Before conducting regression analysis, classical assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model met statistical requirements. Multiple linear regression analysis was applied to examine the influence of store atmosphere, product quality, and service quality on customer satisfaction. The regression model used in this study is expressed as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- **Y** = Customer Satisfaction
- **α** = Constant
- **β1, β2, β3** = Regression coefficients
- **X1** = Store Atmosphere
- **X2** = Product Quality
- **X3** = Service Quality
- **e** = Error term

Furthermore, hypothesis testing was conducted through partial significance testing (t-test) to examine the effect of each independent variable individually and simultaneous significance testing (F-test) to determine the collective effect of independent variables on customer satisfaction. The coefficient of determination ($R^2$) was also analyzed to determine the proportion of customer satisfaction variance explained by the research model.

## 4. Results

### 4.1 Respondent Characteristics

This study involved 100 respondents who were customers of Argoloro Coffee & Eatery Boyolali. The characteristics of respondents were analyzed based on gender, age, educational background, and visiting frequency to provide an overview of the consumer profile.

The results showed that female respondents represented the majority of the sample, accounting for 55 respondents (55%), while male respondents accounted for 45 respondents (45%). Based on age distribution, most respondents were between 17–25 years old (60%), followed by respondents aged 26–35 years (30%), and respondents above 35 years old (10%). Regarding educational background, respondents with a bachelor's degree (S1) represented the largest group (40%), followed by senior high school graduates (24%), D3/D4 graduates (15%), junior high school graduates (12%), and postgraduate graduates (9%). In terms of visiting frequency, 65 respondents (65%) had visited the coffee shop twice within the previous two months, while 35 respondents (35%) had visited more than twice.

These characteristics indicate that Argoloro Coffee & Eatery primarily attracts young adult consumers, particularly those

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within the 17–25 age group, who tend to engage with coffee shops as places for consumption, social interaction, and leisure activities.

### 4.2 Validity and Reliability Testing

The validity test was conducted to evaluate whether the questionnaire items accurately measured each research construct. The validity criteria were determined based on the significance value, where items were considered valid when the p-value was ≤ 0.05. The validity test results demonstrated that all measurement items for store atmosphere, product quality, service quality, and customer satisfaction were valid. All indicators obtained a significance value of 0.000, which is below the required threshold of 0.05. Therefore, all questionnaire items were considered appropriate for measuring the variables in this study. The reliability test was conducted using Cronbach's Alpha. The results are presented in Table 2.

*Table 2. Reliability Test Results*

| Variable | Cronbach's Alpha | Critical Value | Result |
|---|---|---|---|
| Store Atmosphere | 0.860 | 0.60 | Reliable |
| Product Quality | 0.868 | 0.60 | Reliable |
| Service Quality | 0.848 | 0.60 | Reliable |
| Customer Satisfaction | 0.899 | 0.60 | Reliable |

Table 2 shows that all variables obtained Cronbach's Alpha values above 0.60, indicating that the research instrument had good internal consistency and was reliable for further analysis.

### 4.3 Classical Assumption Testing

Before conducting regression analysis, several classical assumption tests were performed to ensure that the regression model was statistically appropriate. The multicollinearity test showed that all independent variables had tolerance values above 0.10 and VIF values below 10. Specifically, store atmosphere obtained a tolerance value of 0.243 with VIF of 4.121, product quality obtained a tolerance value of 0.248 with VIF of 4.030, and service quality obtained a tolerance value of 0.249 with VIF of 4.013. These results indicate that no multicollinearity problem existed among the independent variables. The heteroscedasticity test using the Glejser method indicated that all independent variables had significance values above 0.05.

Store atmosphere obtained a significance value of 0.646, product quality 0.959, and service quality 0.603. Therefore, the regression model did not experience heteroscedasticity problems. The autocorrelation test produced an Asymp. Sig. (2-tailed) value of 0.688, which was greater than 0.05. This indicates that the residual values occurred randomly and the model did not contain autocorrelation problems. Furthermore, the normality test using the Kolmogorov–Smirnov method showed an Asymp. Sig. value of 0.200 (>0.05), indicating that the residual data were normally distributed.

### 4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to determine the effect of store atmosphere, product quality, and service quality on customer satisfaction.

The regression equation obtained was:

$$Customer\ Satisfaction = -0.255 + 0.394(Store\ Atmosphere) + 0.209(Product\ Quality) + 0.366(Service\ Quality)$$

The regression results are presented in Table 2.

*Table 3. Multiple Linear Regression Results*

| Variable | Regression Coefficient (B) | t-value | Sig. |
|---|---|---|---|
| Store Atmosphere | 0.394 | 5.348 | 0.000 |
| Product Quality | 0.209 | 3.309 | 0.001 |
| Service Quality | 0.366 | 4.843 | 0.000 |

The regression coefficients show that all independent variables have positive effects on customer satisfaction. Store atmosphere has the largest regression coefficient (0.394), followed by service quality (0.366) and product quality (0.209). This indicates that improvements in these three factors contribute to increased customer satisfaction at Argoloro Coffee & Eatery Boyolali.

### 4.5 Hypothesis Testing

The partial hypothesis testing (t-test) was conducted to examine the individual effect of each independent variable on customer satisfaction. The first hypothesis (H1) proposed that store atmosphere has a positive and significant effect on customer satisfaction. The results showed that store atmosphere had a t-

value of 5.348 with a significance value of 0.000 (<0.05). Therefore, H1 was supported. The second hypothesis (H2) proposed that product quality has a positive and significant effect on customer satisfaction. The results indicated that product quality had a t-value of 3.309 with a significance value of 0.001 (<0.05). Thus, H2 was supported.

The third hypothesis (H3) proposed that service quality has a positive and significant effect on customer satisfaction. The results showed that service quality had a t-value of 4.843 with a significance value of 0.000 (<0.05). Therefore, H3 was supported.

Overall, the results indicate that store atmosphere, product quality, and service quality individually have significant positive effects on customer satisfaction. Among these variables, store atmosphere had the the largest contribution among the examined variables because it obtained the highest regression coefficient and t-value.

### 4.6 Simultaneous Test and Coefficient of Determination

The simultaneous test (F-test) was conducted to evaluate whether all independent variables jointly influenced customer satisfaction. The results showed an F-value of 219.315 with a significance value of 0.000 (<0.05). This indicates that store atmosphere, product quality, and service quality simultaneously have a significant effect on customer satisfaction.

The coefficient of determination analysis showed an $R^2$ value of 0.873, indicating that 87.3% of the variation in customer satisfaction can be explained by store atmosphere, product quality, and service quality. The remaining 12.7% is explained by other factors outside the research model.

## 5. Discussions

### 5.1 The Effect of Store Atmosphere on Customer Satisfaction

The results of this study demonstrate that store atmosphere has a positive and significant effect on customer satisfaction at Argoloro Coffee & Eatery Boyolali. The hypothesis testing results show that store atmosphere obtained the highest regression coefficient among the three independent variables ($\beta = 0.394$; $t = 5.348$; $p < 0.05$), indicating that atmosphere represents the most dominant factor influencing customer satisfaction. This finding suggests that customers perceive the physical environment of the coffee shop as an important component of their overall consumption experience. The significant influence of store atmosphere indicates that customers evaluate coffee shops not only based on the products consumed but also based on the comfort and emotional experiences created by the surrounding environment. Elements such as interior design, lighting, layout arrangement, cleanliness, decoration, and overall ambience contribute to customers' perceptions of value and satisfaction. In experience-based businesses such as coffee shops, the physical environment functions as a stimulus that shapes customer emotions and influences their evaluation of the service experience (Ali et al., 2018; Kim et al., 2020).

This finding is consistent with previous studies showing that the physical environment of hospitality businesses significantly affects customer satisfaction and behavioral intentions. A well-designed atmosphere can create positive emotional responses, increase customers' comfort, and encourage longer visits. Therefore, coffee shop managers need to consider atmosphere as a strategic marketing element rather than merely a supporting facility (Kim et al., 2021).

The dominant influence of store atmosphere in this study can also be explained by the changing role of coffee shops as lifestyle spaces. Modern consumers often visit coffee shops for various purposes, including social interaction, working, studying, and relaxation. Consequently, a comfortable and attractive atmosphere becomes an important determinant of customer preference and satisfaction. The findings indicate that improving visual appearance, spatial arrangement, and environmental comfort at Argoloro Coffee & Eatery can significantly strengthen customer satisfaction.

### 5.2 The Effect of Product Quality on Customer Satisfaction

The results indicate that product quality has a positive and significant effect on customer satisfaction. Product quality obtained a regression coefficient of $\beta = 0.209$ with a significance value of 0.001, confirming that improvements in product quality contribute to higher levels of customer satisfaction. This finding demonstrates that customers continue to consider the quality of food and beverages as a fundamental factor in evaluating their overall experience.

Product quality influences satisfaction because customers compare the actual performance of products with their expectations before consumption. When customers perceive that the taste, presentation, consistency, and quality of products meet their expectations, they are more likely to experience satisfaction. In the coffee shop industry, consistent product quality is particularly important because customers expect similar experiences every time they revisit the business (Konuk, 2019).

The findings support previous research showing that perceived food and beverage quality plays a significant role in shaping customer satisfaction and behavioral intentions in restaurant contexts. High-quality products provide functional value and strengthen customers' perceptions that the benefits received are appropriate with the cost paid. Therefore, maintaining consistent product standards is essential for building customer trust and encouraging repeat visits (Prasetyo et al., 2021).

Although product quality had a significant effect, its influence was lower compared with store atmosphere and service quality. This result suggests that customers of Argoloro Coffee & Eatery evaluate their experience holistically. Good products are necessary, but satisfaction is also shaped by how products are delivered and the environment in which consumption occurs. Therefore, product improvement strategies should be integrated with improvements in atmosphere and service quality.

### 5.3 The Effect of Service Quality on Customer Satisfaction

The findings reveal that service quality has a positive and significant effect on customer satisfaction. Service quality obtained a regression coefficient of β = 0.366 with a significance value of 0.000, indicating that better service performance leads to higher customer satisfaction. This result confirms that interactions between employees and customers represent an important aspect of coffee shop experiences.

Service quality influences customer satisfaction because customers evaluate not only what they receive but also how services are delivered. Friendly communication, employee responsiveness, accuracy in handling orders, and the ability to respond to customer needs create positive service experiences. In service-oriented industries, employees act as representatives of the business and directly influence customers' emotional responses toward the brand (Ladhari et al., 2017). The findings are consistent with previous studies emphasizing that service quality is a key determinant of customer satisfaction in hospitality and restaurant industries.

Customers who receive reliable and responsive services tend to develop stronger positive evaluations because service performance increases perceived value and reduces potential dissatisfaction (Keshavarz & Jamshidi, 2018). The relatively high influence of service quality in this study indicates that Argoloro Coffee & Eatery should continue improving employee performance, particularly in responsiveness and customer interaction. Although the physical environment attracts customers initially, positive service experiences can determine whether customers develop loyalty and intentions to revisit.

### 5.4 The Simultaneous Effect of Store Atmosphere, Product Quality, and Service Quality on Customer Satisfaction

The simultaneous test results indicate that store atmosphere, product quality, and service quality collectively have a significant effect on customer satisfaction. The F-test results show a significance value of 0.000, while the coefficient of determination indicates that the three variables explain 87.3% of customer satisfaction variation. This finding demonstrates that customer satisfaction in coffee shop businesses is influenced by multiple interconnected dimensions rather than a single factor.

The high explanatory power of the research model suggests that customers evaluate coffee shop experiences through a combination of environmental, functional, and interpersonal aspects. Store atmosphere provides experiential value, product quality provides functional value, and service quality provides relational value. This multidimensional evaluation is consistent with previous findings that food quality, service quality, and physical environment jointly influence customer satisfaction and behavioral intentions in restaurant contexts (Ryu & Han, 2018). When these three elements are managed effectively, businesses can create comprehensive experiences that increase customer satisfaction.

This finding supports previous research

emphasizing that customer satisfaction in hospitality businesses is a multidimensional construct influenced by various service attributes. Businesses that successfully integrate product excellence, attractive environments, and quality interactions are more capable of creating positive customer experiences and maintaining competitiveness (Ali et al., 2018; Rather, 2020).

The results also provide practical implications for Argoloro Coffee & Eatery Boyolali. Since store atmosphere was identified as the most dominant factor, management should prioritize maintaining a comfortable and attractive environment. However, improvements should not focus only on physical aspects because consistent product quality and excellent service remain important contributors to customer satisfaction. A balanced strategy involving all three dimensions can strengthen customer loyalty and support long-term business sustainability.

### 5.5 Theoretical and Practical Implications

From a theoretical perspective, this study contributes to customer satisfaction literature by confirming that environmental, product, and service dimensions simultaneously influence customer evaluations in the coffee shop context. The findings reinforce the argument that customer satisfaction is formed through integrated consumption experiences rather than isolated product evaluations.

From a practical perspective, the findings provide recommendations for coffee shop managers. First, businesses should continuously improve store atmosphere through better interior arrangement, comfort, and visual identity. Second, maintaining product consistency and improving menu quality are necessary to ensure customers receive expected value. Third, employee training should be strengthened to improve responsiveness, communication, and service effectiveness. These strategies can help coffee shops create stronger customer relationships and improve competitive positioning. Previous studies in the coffee shop industry also indicate that positive customer experiences and satisfaction are important foundations for developing customer loyalty (Silalahi & Novenson, 2024).

## 6. Conclusion

This study concludes that store atmosphere, product quality, and service quality have significant positive effects on customer satisfaction at Argoloro Coffee & Eatery Boyolali. The findings indicate that customer satisfaction is influenced not only by the quality of products offered but also by the overall experience created through the physical environment and service interactions. Among the three examined factors, store atmosphere demonstrated the strongest influence, indicating that customers highly value a comfortable, attractive, and enjoyable coffee shop environment. Product quality also contributes significantly by ensuring that the food and beverages provided meet customer expectations in terms of taste, consistency, and presentation. Furthermore, service quality plays an important role in strengthening customer satisfaction through responsive, friendly, and reliable employee interactions. These findings imply that coffee shop managers should adopt an integrated strategy by continuously improving store ambience, maintaining consistent product standards, and developing employee service capabilities to enhance customer experiences and maintain competitiveness.

This study has several limitations that should be considered. First, the research was conducted only at Argoloro Coffee & Eatery Boyolali, which limits the generalizability of the findings to other coffee shops with different characteristics and consumer profiles. Second, this study only examined three independent variables, namely store atmosphere, product quality, and service quality, while other factors such as price perception, customer experience, brand image, digital marketing activities, and perceived value may also influence customer satisfaction. Future studies are recommended to examine additional variables, involve broader research areas, and apply comparative approaches among different coffee shop businesses to obtain more comprehensive insights into the factors influencing customer satisfaction in the food and beverage industry.

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