


The Influence Of Servicescape On Customer Satisfaction Coffee Shop Karya Karsa, Bandung

Lulu Hasna Luthfiani¹, Sri Surjani Tjahjawati^{2*}

^{1,2*}Politeknik Negeri Bandung

Article Info	ABSTRACT
Keywords: Servicescape, customer satisfaction, coffee shop, work from cafe	Most Indonesians have changed their lifestyle by following the work from café (WFC) trend. This trend makes business people in the field of coffee shops must pay attention to a good servicescape to support customer satisfaction while on the move there. The purpose of this study was to determine the effect of servicescape on customer satisfaction of Karya Karsa Bandung Coffee. This research uses a quantitative approach method by sampling 120 respondents of Generation Z customers of Karya Karsa Bandung Coffee who do work from café (WFC) there. The results of the data collection were then processed with SPSS version 25. The result of this study is that servicescape has a positive and significant effect of 70.1% on customer satisfaction.
This is an open access article under the CC BY-NC license 	Corresponding Author: Sri Surjani Tjahjawati Politeknik Negeri Bandung sri.surjani@polban.ac.id

INTRODUCTION

Most of Indonesian society has changed their lifestyle by spending their time, activities, and income to consume coffee beverages at coffee shops. Various other purposes such as social interaction, learning, and working can also be done there (Lee et al., 2018). A recent study from opentable.org states that the trend of visiting coffee shops to study and work has become very popular among Generation Z (Swinburne, 2023).

This trend of studying and working at coffee shops has eventually given rise to the term 'Work From Café,' which describes a person doing their work at a café or coffee shop (Astuti, 2022). Research from Swinburne University of Technology, in collaboration with Third-Place.org, revealed several attractive factors in working at a café, such as enjoying good coffee, great music, comfortable open spaces, and adequate facilities. Coffee shops, which serve as a place for social interaction, have shown an increase in number and have become an inseparable part of people's daily routines in recent years (Shen & Bae, 2018). This increase in the number of coffee shops has also been experienced in the city of Bandung. Below is a graph showing the increase in the number of coffee shops in Bandung from 2018 to 2022.

The explanation of the image above shows that in 2018, the number of coffee shops in the city of Bandung was only 139 coffee shops. In 2019, there was a slight increase to 157 coffee shops, and then in 2020, the number rose again to 227 coffee shops. However, in 2021, there was a slight decrease to 200 coffee shops, caused by the spread of COVID-19, which led to the closure of many coffee shop businesses. However, in 2022, there was a

significant increase in the number of coffee shops in Bandung, reaching a total of 582 coffee shops.

Among the many coffee shops located in the city of Bandung, Kopi Karya Karsa was chosen as the research object because this coffee shop operates from 8 AM to 10 PM every day. This operating hours range aligns with the productive hours of Generation Z, which typically run from 9 AM to 6 PM (Databoks, 2022). Kopi Karya Karsa is located at Jalan Setrasari Indah No. 4A, Bandung. The facilities provided at Kopi Karya Karsa include a restroom, prayer room, Wi-Fi, power outlets, parking area, and both indoor and outdoor seating areas. This coffee shop has the slogan 'Accompanying you to create and achieve dreams.' One of the key factors supporting Work From Café (WFC) in a coffee shop is an adequate servicescape.

The servicescape of a coffee shop affects several customer experiences when enjoying coffee and doing work. When customers visit a coffee shop, they will first assess the physical environment to assume the type of service they will receive. Therefore, it is important for businesses to pay close attention to the servicescape they offer. The concept of servicescape must be considered because it is closely related to customer satisfaction.

Customer satisfaction is a key element in creating competitive advantage. Customer satisfaction is necessary so that business owners can understand how customers feel after experiencing the products or services offered (Muliana & Hadian, 2021). Achieving customer satisfaction with the products and services provided by a business will indirectly help promote the business. This, of course, can increase sales and profits for the coffee shop business. In this study, the researcher measures the application of servicescape, the level of satisfaction, and the impact of servicescape on customer satisfaction at Kopi Karya Karsa Bandung.

Referring to the basic model of environmental psychology, Mary Jo Bitner developed a comprehensive model known as servicescape (Lovelock, 2016). Servicescape is the physical environment where customers directly interact with a business, which then creates impressions from the interactions that occur (Ferdinal & Tjahjawati, 2017). The main dimensions identified in servicescape, according to Lovelock (2016), are: 1) Ambient Conditions, ambient conditions refer to environmental characteristics that relate to the five senses. The atmosphere created by a place will generate the mood experienced by customers. Ambient conditions have several indicators, including music, sound, aroma, color, lighting, and temperature. 2) Space and Functionality, in general, the servicescape must serve specific purposes and customer needs, making layout and functionality very important. The layout refers to the floor plan, the size and shape of furniture, counters, machines, and how they are arranged. Functionality refers to how well these items facilitate business performance. 3) Signs, Symbols, and Artifacts, many elements in a servicescape serve as explicit or implicit signals to communicate the company's image. These signals can help customers find their way and serve as a means to convey the services intended to be provided. Specifically, customers who are visiting for the first time will automatically try to draw perceptions from the environment to guide them through the service process.

Customer satisfaction is a measure of how pleased customers are with the products or services they receive. When a product's performance does not meet expectations, customers

will feel disappointed. If a product functions as promised, customers will feel satisfied. On the other hand, if the product exceeds expectations, customers will feel very satisfied (Puspitasari & Tjahjawati, 2016). After consuming the offered products or services, customer satisfaction will be evident. Consumer satisfaction involves two key factors: expectations and the outcomes received. Customer satisfaction is a parameter for business success in the future, assessing the potential customer reactions to the company (Tjiptono, 2019). According to Tjiptono (2019), there are 3 dimensions in forming customer satisfaction, namely: 1) Expectation Conformance : Expectation conformance is the comparison between the performance of a product or service expected by the customer and the reality of how the customer feels about the product or service. 2) Intention to Revisit : Intention to revisit refers to the customer's desire to return and make more purchases of similar goods or services. 3) Willingness to Recommend: Willingness to recommend refers to the customer's actions in recommending a product or service they have used to others.

Servicescape and satisfaction are strongly interconnected, as customers' perceptions of satisfaction are highly influenced by how a servicescape concept is interpreted. The perception customers form when using the servicescape then impacts their subsequent actions, either positively or negatively (Wachidyantari & Setiawardani, 2022). A comfortable servicescape has the ability to influence customers' thoughts and feelings, ultimately creating satisfaction with the atmosphere that supports the surrounding environment (Ainun & Setiawardani, 2019). Therefore, the social servicescape has a positive influence on customer satisfaction (Yoo & Park, 2019). This study aims to determine the effect of servicescape on customer satisfaction at Kopi Karya Karsa Bandung. Below is the research framework and hypothesis for this research

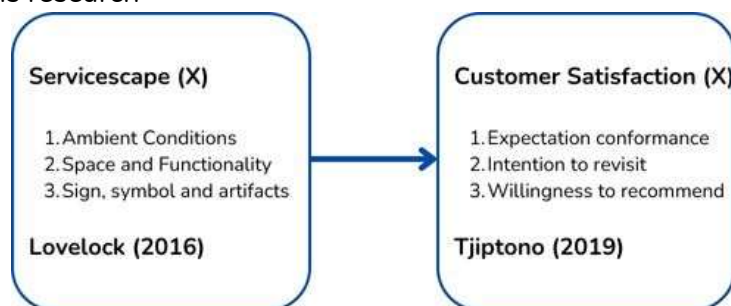


Figure 1. Research Framework and Hypothesis

METHODS

This research methodology was conducted using a quantitative approach in order to measure the relationship between the variables to be tested. The population in this study is the customers of Kopi Karya Karsa. Data collection was carried out through the distribution of research instruments, namely a questionnaire, to a sample of 120 Generation Z customers of Kopi Karya Karsa who engage in WFC (Work From Café). The sampling technique used was non-probability sampling with a purposive sampling method. The research instrument, namely the questionnaire, needs to be tested through validity and reliability tests in order to determine whether the instrument used is valid and reliable. The validity test is used as a

measure to determine whether a statement item is valid or not. Meanwhile, the reliability test is useful for determining the consistency of the measurement tool when measurements are repeated. The data obtained from the questionnaires during the research period, which have been tested for validity and reliability, were then analyzed using descriptive statistics, classical assumption tests consisting of normality and linearity tests, correlation analysis, simple linear regression analysis, hypothesis testing, and the coefficient of determination test.

RESULTS AND DISCUSSION

Demographic characteristics of respondents

In this research study, respondent demographics are categorized into several groups: gender, age, occupation, monthly income, and frequency of visits to Kopi Karya Karsa Bandung for WFC. The demographic details are presented in the following table.

Table 1. Demographic characteristics of respondents

characteristic	n	%
Gender		
Woman	70	58%
Man	50	42%
Age		
12 – 14 years old	2	1%
15 – 17 years old	8	7%
18 – 22 years old	90	75%
23 – 27 years old	20	17%
Job		
Student	10	9%
College Student	88	73%
Employee	22	18%
Monthly income/salary		
< Rp 1.000.000	39	32%
Rp 1.000.000 – Rp 2.000.000	44	37%
Rp 2.000.000 – Rp 3.000.000	14	12%
Rp 3.000.000 – Rp 4.000.000	8	7%
> Rp 4.000.000	15	15%
Frequency of visits to WFC		
1 – 2 /month	87	72%
3 – 5 /month	24	20%
> 6 /month	9	8%

Based on the table above, it can be seen that the respondents, who are Generation Z customers of Kopi Karya Karsa engaging in WFC there, are predominantly female, with an

age range of 18 to 22 years. This age range is consistent with the characteristics of the workforce, which is mainly comprised of students, with a monthly income or allowance range of IDR 1,000,000 to IDR 2,000,000.

Result of Validity and Reliability

The validity test in this study is assessed based on the Pearson Correlation value to determine whether the indicators used as research instruments are valid. Since the number of respondents for the validity test is 30 people, the r (table) value set is 0.361. Therefore, if the questionnaire statement item has an r (calculated) value greater than 0.361, it is considered valid. All statement items for the servicescape (X) and customer satisfaction (Y) variables have an r (calculated) value above 0.361, so all are considered valid.

A statement item is considered reliable if the Cronbach's alpha (α) value is greater than 0.70. The Cronbach's alpha value for the servicescape (X) variable is 0.922, and the Cronbach's alpha value for the customer satisfaction (Y) variable is 0.876. Based on this, it can be stated that all statement items for the servicescape (X) and customer satisfaction (Y) variables are reliable because they have Cronbach's alpha values above 0.70.

Result of Descriptive Statistics Analysis

The results of the descriptive analysis show that the mean value of servicescape is categorized as good. This indicates that the overall servicescape variables at Kopi Karya Karsa Bandung are considered good by the respondents. The statement items with the highest values are X11, which refers to good air circulation under the ambient conditions dimension, X13, which refers to spacious seating arrangements under the space and functionality dimension, and X17, which refers to clear product ordering instructions under the signs, symbols, and artifacts dimension. This indicates that the air circulation at Kopi Karya Karsa is very good, as it feels cool due to the many trees around the area. The spacious seating area at Kopi Karya Karsa is also categorized as very good, making it easy for customers to move around. The product ordering area at Kopi Karya Karsa is very well located, as it is easily accessible to customers.

However, in the servicescape variable, there are still aspects that are not yet adequate or optimal, as indicated by the lower values of some statement items compared to others. The lowest statement item value is X2, which refers to the music setting that helps maintain focus, and X10, which refers to the lighting in the indoor area under the ambient conditions dimension. The next lowest statement item is X16, which refers to the adequacy of the parking area under the space and functionality dimension. The following lowest statement item is X18, which refers to the clarity of the no-smoking area signs under the signs, symbols, and artifacts dimension. This indicates that the music setting at Kopi Karya Karsa is not yet optimal, as it sometimes disrupts the focus of customers who are doing WFC. The lighting in the indoor area is also not optimal, as it is not bright enough to support customers at Kopi Karya Karsa in doing WFC. The parking space at Kopi Karya Karsa is not yet optimal or sufficient because the area is not very spacious and there is no dedicated parking space for cars. The no-smoking area sign is also not optimal because its placement is unclear.

The customer satisfaction variable is overall categorized as good. This indicates that the overall customer satisfaction variable is considered good by the respondents. The statement

item with the highest value is Y5, which refers to customers providing positive reviews to others. This means that customers are willing to give positive reviews and encourage others to visit Kopi Karya Karsa for WFC. The lowest statement item is Y2, which refers to the service and facilities exceeding customer expectations. This means that Kopi Karya Karsa has not yet optimally met the expectations of customers who are doing WFC there.

Result of Classic Asumption

The results of the normality test obtained show a significance value of $0.200 > 0.05$, indicating that the data distribution is normal. This can also be seen from the significance result, which shows a value above 0.05, indicating that the residual values are normally distributed. The results of the linearity test show a significant value for deviation from linearity of $0.798 > 0.05$. This value indicates that when the linearity value is greater than 0.05, there is a linear relationship between the servicescape variable (X) and the customer satisfaction variable (Y). Based on the result of analysis correlation, it can be seen that the Sig. (2-tailed) value is $0.000 < 0.05$. This means that the servicescape variable (X) and the customer satisfaction variable (Y) have a significant relationship simultaneously. Additionally, this value indicates that the servicescape variable (X) is correlated with the customer satisfaction variable (Y). In the table, it shows that the Pearson correlation value is 0.837, which means that the correlation value ≥ 0.8 is classified as very strong or very good. A correlation value of 0.837 also indicates a positive correlation, meaning that as the value of the servicescape variable (X) increases, the value of the customer satisfaction variable (Y) also increases.

Result of Multiple Linear Regression Analysis

The significance testing of the model is carried out by interpreting the regression model. Below are the results of the simple linear regression analysis in this study

Table 2. Multiple Linear Regression Analysis

		Coefficients			
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t Sig.
1	(Constant)	,508	1,476		,344 ,731
	<i>Servicescape</i>	,327	,020	,837	16.632 ,000

Based on the results obtained from the table, it can be seen that the constant value is 0.508, which means that if there is no change in the value of the servicescape variable, the value of the customer satisfaction variable will be 0.508. The regression coefficient value for the servicescape variable is 0.327 and positive, meaning that every increase of 1 in the servicescape variable will cause the customer satisfaction variable to increase by 0.327.

Result of Hypothesis Analysis

Table 2. Hypothesis Analysis

		Coefficients			
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t Sig.
1	(Constant)	,508	1,476		,344 ,731
	<i>Servicescape</i>	,327	,020	,837	16,632 ,000

Based on the table above, regarding the results of the partial significance test using the t-test, it shows that the calculated t-value is 16.632. Meanwhile, the t-table value is calculated using $(\alpha/2 ; n-k-1)$, which is $(0.05/2 ; 120-1-1) = (0.025 ; 118) = 1.980$. It can be seen that the calculated t-value of 16.632 is greater than the t-table value of 1.980. Furthermore, the significance value is $0.000 < 0.05$. From this test, we can conclude that the servicescape variable (X) has an effect on the customer satisfaction variable (Y). Therefore, the results of the test state that H_0 is rejected and H_1 is accepted. This means that H_1 , which states that the implementation of servicescape affects customer satisfaction at Kopi Karya Karsa Bandung, is accepted.

Result of Coefficient Determination Test

Table 2. Coefficient Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,837	,701	,698	2,132

Based on the table above, it can be seen that the value of the correlation or the coefficient of determination (R square) is 0.701, which means that the servicescape (X) variable has an influence of 70.1% on the customer satisfaction (Y) variable.

Discussion

The Influence of Servicescape on Customer Satisfaction at Kopi Karya Karsa Bandung

Based on the results of the coefficient of determination or R Square analysis of 0.701, it means that 70.1% of the factors contributing to customer satisfaction are influenced by servicescape. Meanwhile, the remaining 29.9% indicates the influence of other factors on customer satisfaction. These factors could include service quality, product quality, promotions, pricing, and other factors.

The findings in this study align with previous research by Ainun & Setiawardani (2019), which stated that servicescape has a significant positive impact and contributes to customer satisfaction at Eduplex Bandung by 56.3%. Additionally, there is consistent evidence from previous studies, such as Mulyandi et al. (2023), which found that 55.4% of the servicescape variable influences customer satisfaction at coffee shops in Tangerang City.

CONCLUSION

Based on the results of the research study, it was found that one of the factors influencing customer satisfaction is servicescape. The application of servicescape has a positive and significant impact on customer satisfaction. Therefore, the better the implementation of servicescape, the more positive the customer satisfaction will be. The following are several conclusions from this study: Based on the results of the descriptive analysis, it can be seen that all indicators of the servicescape variable have a mean that falls into the "good" category. Therefore, it can be concluded that the implementation of servicescape at Kopi Karya Karsa is good. However, there are still several aspects that need improvement and optimization, such as the music setting and indoor lighting in the ambient conditions dimension, parking space in the space and functionality dimension, and the "no smoking" sign in the sign, symbol,

and artifacts dimension. Furthermore, based on the results of the descriptive analysis, it can also be seen that all indicators of the customer satisfaction variable have a mean that falls into the "high" category. Therefore, it can be concluded that the customer satisfaction level at Kopi Karya Karsa is already high.

REFERENCE

- Ainun, A. M., & Setiawardani, M. (2019). Servicescape dan Pengaruhnya Terhadap Kepuasan Pelanggan: Studi Pada Konsumen Eduplex Bandung. *Jurnal Riset Bisnis Dan Investasi*, 5(2), 21. <https://doi.org/10.35697/jrbi.v5i2.1624>
- Astuti, R. P. (2022). *Antusiasme Work From Cafe di Tengah Geliat Perkembangan Coffee Shop*. Kompasiana. <https://www.kompasiana.com/ratnapujiaa/62a724baf5f329500431a0f3/antusiasme-work-from-cafe-di-tengah-geliat-perkembangan-coffee-shop>
- Databoks. (2022). *Dari Baby Boomers Sampai Gen Z, Ini Waktu Paling Produktif untuk Bekerja*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/04/21/dari-baby-boomers-sampai-gen-z-ini-waktu-paling-produktif-untuk-bekerja>
- Ferdinal, E., & Tjahjawati, S. S. (2017). Pengaruh Servicescape Terhadap Kualitas Pelayanan. *Jurnal Riset Bisnis Dan Investasi*, 3(1), 52. <https://doi.org/10.35697/jrbi.v3i1.546>
- Lee, W. S., Moon, J., & Song, M. (2018). Attributes of the coffee shop business related to customer satisfaction. *Journal of Foodservice Business Research*, 21(6), 628–641. <https://doi.org/10.1080/15378020.2018.1524227>
- Lovelock, J. W. & C. (2016). Service Marketing: People, Technology, Strategy. In *Encyclopedia of Tourism Management and Marketing*. <https://doi.org/10.4337/9781800377486.service.marketing.mix>
- Muliana, I., & Hadian, A. (2021). Pengaruh Servicescape terhadap Kepuasan Konsumen pada Cafe Aceh Corner Medan. *Regress: Journal of Economics & Management*, 1(1), 18–23. <https://doi.org/10.57251/reg.v1i1.129>
- Mulyandi, M. R., Dyanti, D. M., & ... (2023). Pengaruh Service Scape Terhadap Kepuasan Pengunjung Coffeeshop. *Journal of Student ...*, 1(3), 32–38.
- Puspitasari, D., & Tjahjawati, S. S. (2016). Pengaruh Kualitas Produk kartuHALO Terhadap Kepuasan Pengguna (Studi pada GraPARI Telkomsel MTC Bandung) Oleh. *Jurnal Bisnis Dan Investasi*, 2(3), 105–120.
- Shen, X., & Bae, B.-R. (2018). The Effect of Coffee Shop's Servicescape on the Customer Loyalty - Focused on Jeonju Area. *Journal of Industrial Distribution & Business*, 9(3), 89–98. <https://doi.org/10.13106/ijidb.2018.vol9.no3.89>
- Swinburne. (2023). You're about to see a growing trend of 'laptop workers' in cafés - new research reveals why. [Http://Swinburne.Edu.Au](http://Swinburne.Edu.Au). <https://www.swinburne.edu.au/news/2023/01/Youre-about-to-see-a-growing-trend-of-laptop-workers-in-cafes-new-research-reveals-why/>
- Tjiptono, F. (2019). *Kepuasan Pelanggan, Konsep, Pengukuran, dan Strategi* (A. Diana (ed.); 1st ed.). CV Andi Offset.

- Wachidyantari, C., & Setiawardani, M. (2022). Efektivitas Penataan Servicescape dalam Meningkatkan Kepuasan Konsumen Wingz O Wingz di Kota Bandung. *Applied Business and Administration Journal*, 1, 128–140.
- Yoo, Y.-J., & Park, S.-H. (2019). *The Effect of the Social Servicescape on the Customer Satisfaction, Customer Trust, and Customer Loyalty in Japanese Restaurants*. 698–711.