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The Influence of Atmosphere, Price, Location, and Product Design on Consumer Satisfaction (Case Study of Kopi Kulo in Bandar Lampung)

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ABSTRACT

Coffee is a high-value agricultural commodity in the global economy, both as a source of foreign exchange for producing countries and a global trade commodity. This study aims to examine the influence of atmosphere, price, location, and product design on consumer satisfaction at Kopi Kulo Bandar Lampung. This type of research is quantitative research. The study was conducted among all consumers in Bandar Lampung with a total of 133 respondents. The results of the study indicate that partially atmosphere and price do not have a significant effect on consumer satisfaction, and subsequently location and product design partially have a significant effect on consumer satisfaction. Simultaneously, atmosphere, price, location, and product design have a significant effect on consumer satisfaction.

ABSTRAK

Kopi merupakan komoditas pertanian bernilai tinggi dalam perekonomian global, baik sebagai sumber devisa negara produsen maupun komoditas perdagangan global. Penelitian ini bertujuan untuk menguji Pengaruh Suasana, Harga, Lokasi dan Desain Produk terhadap Kepuasan Konsumen di Kopi Kulo Bandar Lampung. Jenis penelitian ini adalah penelitian kuantitatif. Penelitian di lakukan di seluruh konsumen Bandar Lampung dengan jumlah responden sebanyak 133 orang. Hasil penelitian menunjukan bahwa secara parsial suasana dan harga tidak berpengaruh signifikan terhadap kepuasan konsumen dan selanjutnya lokasi dan desain produk secara parsial berpengaruh signifikan terhadap kepuasan konsumen. Secara simultan Suasana, Harga, Lokasi dan Desain Produk berpengaruh signifikan terhadap kepuasan konsumen.

INTRODUCTION

Coffee is a high-value agricultural commodity that plays a vital role in the global economy, both as a source of foreign exchange for producing countries and as a global trade commodity supporting multibillion-dollar downstream industries. Global coffee trade reaches USD 460 billion annually, with global coffee bean production accounting for approximately 2.5% of the total value of agricultural commodity trade (ICO, 2024). This commodity is the backbone of the economies of many developing countries, particularly in Latin America, Africa, and Asia, where the coffee sector directly employs 125 million people (ICO, 2024). Furthermore, the coffee processing industry (roasting, retail, and cafes) in consuming countries such as the United States and Europe creates an economic multiplier effect of 3-5 times the export value of raw coffee beans (ITC, 2024).

Kopi Kulo is a coffee shop that serves ready-to-drink coffee using modern coffee equipment. Kopi Kenangan, Janji Jiwa, Fore, and Kedai Kopi Kulo are some local coffee brands that implement a digital marketing mix. These coffee brands are now in high demand in the market. However, not all of the brands mentioned have succeeded in attracting customers. The

latest data from the Top Brand Index (2025) Phase 1, Kopi Kulo ranks fourth in the coffee shop category. This is a decline for Kopi Kulo, considering that Kopi Kulo previously held the top spot and is now in fourth place, overtaken by Kopi Kenangan.

Figure 1: Top Brand Index for Coffee Shops
Source: topbrand-award.com, 2025

Based on Figure 1, it can be seen that the Kulo brand graph shows a downward trend every year from 2021 to 2025. In 2021, Kulo had an index of 12.40%, then decreased in 2022 (around 11%) decreased by around 8% in 2023, then decreased to around 6% in 2025. This decline is consistent and reflects a decrease in brand strength or a decrease in consumer perception of Kulo from year to year, which can be caused by various factors such as increased competition, decreased product innovation or decreased consumer satisfaction.

A place's atmosphere can increase satisfaction because it can also influence consumers to make repeat purchases. According to Rooroh (2020), the atmosphere of a place is defined as the overall emotional effect created by the physical attributes of a store, which should be able to satisfy both parties involved. According to Arif & Ekasasi (2020), there are several indicators of a place's atmosphere, including: 1) Exterior (the outside of the cafe), 2) Interior (the inside of the cafe).

Price can increase satisfaction because it can influence consumers. Businesses can increase customer satisfaction by setting affordable prices for consumers (Farisi & Siregar, 2020). Therefore, price is the value that must be paid to own, use, or consume a product or service to achieve satisfaction. According to Rahayu (2020), there are several price indicators, including: 1) Price affordability; 2) Price according to ability or price competitiveness; 3) Price appropriateness to product quality; and 4) Price appropriateness to benefits.

Location can increase satisfaction because it influences consumers. In marketing, location is the place where a business operates or where a business conducts activities that prioritize its economic aspects (Saota et al., 2021). Location also plays a role in the success of the buying and selling process, as it is closely linked to potential markets. According to Suryati and Rahmat (2020), location indicators include: 1) Access; 2) Visibility; 3) Ample parking; and 4) environment and competition.

Product design can increase satisfaction because it can also influence consumers to make repeat purchases (Irvanto and Sujana, 2020). Therefore, Kedai Kopi Kulo needs to offer an attractive design to remain competitive in the Indonesian coffee shop industry and compete in the current and future markets. According to Kotler and Sisilia (2021), there are four indicators for determining product design: 1) Varied motifs, 2) Attractive decoration, 3) Attractive shapes, and 4) Up-to-date models.

For retail businesses, the key to winning the competition is satisfying customers by offering high-quality products and services at competitive prices. According to Lutfi (2021), customer satisfaction is a person's emotional state related to perceived performance. According to Khotim Fadhli Nia Dwi Pratiwi (2021), there are several indicators of customer satisfaction: 1) Product quality, 2) Service quality, 3) Product price, 4) Ease of product access, and 5) Product advertising methods.

In a study conducted by Indra (2023) entitled "The Effect of Product Quality, Price, and Place Atmosphere on Consumer Satisfaction at WR. Gado-Gado Maya," the results showed that product quality, price, and atmosphere had a positive and significant impact on consumer satisfaction at WR. Gado-Gado Maya. Meanwhile, according to Kurniawan (2022) with the title "The Influence of Products, Prices, Places, Processes and People in the Marketing Mix on Customer Satisfaction at Mustep.Id", the research results show that place and products do not affect customer satisfaction.

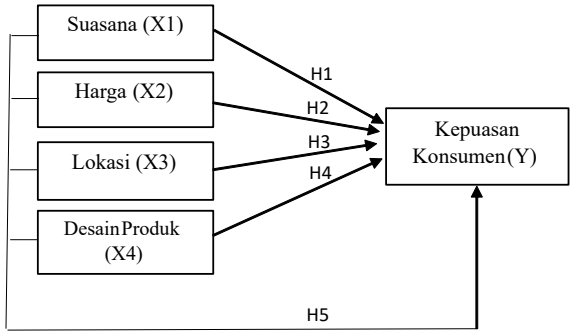


Figure 2. Conceptual Framework

Hypothesis:

H1: Ambience is suspected to partially influence Kulo Coffee Consumer Satisfaction in Bandar Lampung.

H2: Price is suspected to partially influence Kulo Coffee Consumer Satisfaction in Bandar Lampung.

H3: Location is suspected to partially influence Kulo Coffee Consumer Satisfaction in Bandar Lampung.

H4: Product Design is suspected to partially influence Kulo Coffee Consumer Satisfaction in Bandar Lampung.

H5: Ambience, Price, Location, and Product Design are suspected to simultaneously influence Kulo Coffee Consumer Satisfaction in Bandar Lampung.

Based on the above explanation, this research aims to determine and analyze the influence of atmosphere, price, location, and product design on customer satisfaction at Kopi Kulo in Bandar Lampung. This research also provides benefits for readers and provides conclusions or final research results.

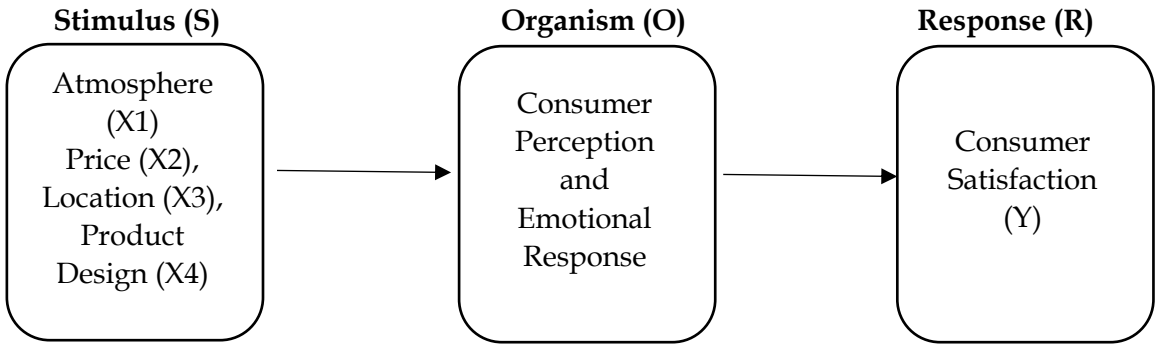
This study adopts the Stimulus–Organism–Response (S-O-R) Model as the main theoretical foundation to explain consumer satisfaction behavior in coffee shop settings. According to Mehrabian and Russell (1974), the S–O–R model proposes that environmental stimuli (S) influence an individual's internal state or organism (O), which then generates a behavioral response (R). In the context of Kopi Kulo, Atmosphere, Price, Location, and Product Design act as environmental stimuli that affect consumers' internal evaluations—such as

perceived value, comfort, and affective satisfaction which subsequently influence Consumer Satisfaction as the behavioral response.

The S–O–R framework is relevant to coffee shop studies because consumers often make purchase decisions and satisfaction judgments not only based on product quality or price but also on emotional and sensory experiences formed through store environment and design. Therefore, each independent variable in this study represents a type of stimulus affecting consumer cognition and affect, leading to satisfaction as the final response.

In addition, the Customer Satisfaction Model (Oliver, 1980) supports this framework by emphasizing that satisfaction results from the congruence between consumer expectations and perceived performance. Thus, if the perceived store atmosphere, pricing fairness, location convenience, and product design aesthetics meet or exceed expectations, consumer satisfaction will increase.

Based on the theoretical framework above, the conceptual model of this study can be described as follows: Stimulus (S): Atmosphere (X1), Price (X2), Location (X3), Product Design (X4). Organism (O): Consumer Perception and Emotional Response. Response (R): Consumer Satisfaction (Y).



The diagram illustrates that each stimulus variable (atmosphere, price, location, and product design) directly affects consumer satisfaction through consumers' internal cognitive and affective evaluations. This model integrates behavioral theory to strengthen the rationale for the five research hypotheses proposed in this study.

RESEARCH METHOD

Research The research method used was quantitative, aiming to answer questions related to the relationship between independent and dependent variables. This method employed a correlation study and descriptive approach, designed to determine the level of relationship between existing variables. Data analysis was quantitative or statistical in nature, with the aim of testing the established hypotheses (Sugiyono, 2023).

The population in this study was unlimited because the number of consumers in Bandar Lampung was unknown. The respondent sample was determined using non-probability sampling, a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample (Sugiyono, 2023). The sampling method used was purposive sampling, where the sample is selected based on certain criteria or specific characteristics (Sugiyono, 2023).

The criteria used to determine the sample in this study were consumers who had purchased Kulo Coffee in Bandar Lampung. The sample size was determined based on the

theory of Hair & Alamer (2022), which states that five times the number of statements is needed to obtain a minimum sample size of 5-10 times the total number of indicators. The formula is multiplied by a factor of 7. In this context, the study used 19 indicators, resulting in a sample size of 133 consumers.

The sampling method used in this study was non-probability purposive sampling, where respondents were selected based on specific inclusion and exclusion criteria to ensure data relevance. The inclusion criteria were:

1. Consumers who have made at least one purchase at Kopi Kulo Bandar Lampung during the past six months,
2. Consumers aged 18 years or older,
3. and Consumers who voluntarily agreed to participate through an online questionnaire.

Exclusion criteria included respondents who had never visited Kopi Kulo or submitted incomplete questionnaires.

Although the population is considered unlimited due to the unknown total number of customers, the sample size (n = 133) was determined using the guideline by Hair et al. (2022), which recommends 5–10 respondents per indicator. This number is statistically sufficient for regression analysis.

A detailed demographic profile of the respondents is shown below to describe the representativeness of the sample:

Table 1. Respondent Catogory

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	56	42.1
	Female	77	57.9
Age	18–24 years	71	53.4
	25–34 years	45	33.8
	35–44 years	13	9.8
	>45 years	4	3
Education Level	Junior High School	2	1.6
	Senior High School	53	39.8
	Bachelor's Degree	65	49.6
	Master's Degree	13	9
Occupation	Student	68	51.1
	Private employee	41	30.8
	Entrepreneur	16	12
	Civil servant	8	6.1
Monthly Income	< IDR 2,000,000	50	37.6
	IDR 2,000,000–4,000,000	58	43.6
	> IDR 4,000,000	25	18.8
Frequency of Visits to Kopi Kulo	Once a month	39	29.3
	2–3 times a month	64	48.1
	>3 times a month	30	22.6

This study recognizes several limitations. First, the respondent composition is dominated by individuals aged 18–24 years (53%), which may introduce a youth bias that limits generalization to older consumer groups. Second, data were collected through self-administered online surveys, which may be prone to self-report bias. Finally, the sample was limited to one

city (Bandar Lampung), so results cannot be generalized to all Kopi Kulo branches in Indonesia. Future research should include comparative samples across cities and different generational cohorts to improve external validity.

This study used Google-From data collection techniques. The data source was primary data, namely data sources derived from Google-from several consumers who had purchased Kulo Coffee in Bandar Lampung, in addition to secondary data obtained from several previous research journals. The variables in this study were measured using a Likert scale. There are five scales used: SS = Strongly Agree (5), S = Agree (4), CS = Quite Agree (3), TS = Disagree (2), STS = Strongly Disagree (1). For data analysis purposes, (1) Instrument Testing was conducted. This research instrument was tested using validity and reliability tests. Validity tests were conducted to determine whether the items presented in the questionnaire accurately revealed the research objectives, thus demonstrating internal consistency.

Operational Definition of Variables

To ensure clarity and transparency in variable measurement, this study presents the operational definitions of all variables used. Each variable is measured using several indicators developed from previous theoretical and empirical studies. All indicators were assessed using a Likert scale (1–5), where 1 = Strongly Disagree and 5 = Strongly Agree.

Table 2. Operational Variables

Variable	Definition	Indicators	Source	Scale
Atmosphere (X1)	The overall emotional effect created by a café's physical attributes that influence consumer perceptions.	1. Exterior attractiveness 2. Interior comfort 3. Lighting and music suitability 4. Cleanliness and layout arrangement	Rooroh (2020); Arif & Ekasari (2020)	Likert 1–5
Price (X2)	The amount of money paid by consumers in exchange for coffee products and services, reflecting affordability and perceived value.	1. Price affordability 2. Price according to ability (competitiveness) 3. Price appropriateness with product quality 4. Price appropriateness with benefits	Farisi & Siregar (2020); Rahayu (2020)	Likert 1–5
Location (X3)	The geographical accessibility and environmental factors of the café that influence customer convenience and satisfaction.	1. Ease of access 2. Visibility and strategic location 3. Parking availability 4. Environmental comfort and competition	Suryati & Rahmat (2020); Saota et al. (2021)	Likert 1–5
Product Design (X4)	The creative arrangement of product elements to attract consumers visually and emotionally.	1. Variety of motifs 2. Attractive decoration 3. Product shape aesthetics 4. Up-to-date design and style	Irvanto & Sujana (2020); Kotler & Keller (2021)	Likert 1–5
Consumer Satisfaction (Y)	The overall consumer's emotional response comparing perceived product performance and expectations.	1. Product quality 2. Service quality 3. Price fairness 4. Ease of access 5. Product promotion effectiveness	Lutfi (2021); Pratiwi (2021)	

Next, a reliability test was conducted to determine the instrument's reliability. A reliable instrument can be used repeatedly and will produce consistent results. Data analysis used multiple linear regression with the following mathematical model:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + \varepsilon$$

Where Y is satisfaction, a = constant, b1 = regression coefficient between atmosphere and satisfaction, b2 = regression coefficient between price and satisfaction, b3 = regression coefficient between location and satisfaction, b4 = regression coefficient between product design and satisfaction, X1 = atmosphere variable, X2 = price variable, X3 = location variable, X4 = product design variable, e = standard error. Hypothesis testing also included partial (T) tests, simultaneous (F) tests, and coefficient of determination (R2) tests. The data processing and analysis were conducted using IBM SPSS version 25.

RESULTS AND DISCUSSION

Based on the results of the processed data of the researcher, it can be seen that most of the respondents in this study were female respondents as many as 77 or 57.9% while the male gender was 56 or 42.1%. Based on age characteristics, it shows that the number of respondents came from the age of 18-24 years as many as 71 people with a percentage value of 53.38%, aged 25-34 years as many as 45 people with a percentage value of 33.83% and aged 35-44 years as many as 13 people with a percentage of 9.77%, aged >45 years as many as 4 people with a percentage value of 3.1%. In this study the dominant age is 18-24 years.

Based on educational characteristics, it shows that the last education was a master's or S2 for 13 people or 9%, while members who had a last education of S1 were 65 people or 49.6%, then those who had the last education 53 people (39.8%) had a high school diploma, and 2 people (1.6%) had a junior high school education.

The data analysis used in this study used multiple linear regression to determine the influence of the variables consisting of Atmosphere (X1), Price (X2), Location (X3), Product Design (X4), and Customer Satisfaction (Y).

Table 3. Results of Multiple Linear Regression Analysis Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.962	.837		2.344	.021
	Suasana	.010	.027	.008	.367	.714
	Harga	.005	.021	.005	.241	.810
	Lokasi	.358	.081	.286	4.399	.000
	Desain Produk	.681	.063	.695	10.747	.000

a. Dependent Variable: Kepuasaan Konsumen

Source: SPSS data processing results, 2025

Based on the test results presented in Table 1, the multiple linear regression equation obtained is Y = 1.962 + 0.010 X1 + 0.005 X2 + 0.358 X3 + 0.681 X4 + e. It can be interpreted that

the constant value (α) of 1.962 is a constant value or value when the Consumer Satisfaction variable is not influenced by other variables, namely Atmosphere (X1), Price (X2), Location (X3), and Product Design (X4). The value (e) indicates confounding variables or standard errors outside the model being studied. If the independent variables are absent, the Consumer Satisfaction variable will not change.

The b1 value (regression coefficient for X1) of 0.010 indicates that the atmosphere variable has a positive influence on consumer satisfaction, meaning that every 1-unit increase in the atmosphere variable will have an impact on consumer satisfaction of 0.010, assuming that the other variables in this study remain constant. The b2 value (regression coefficient for X2) of 0.005 indicates that the price variable also has a positive influence on consumer satisfaction, which means that every 1 unit increase in the price variable will have an impact on consumer satisfaction of 0.005, assuming that other variables in this study remain unconsidered. The b3 value (regression coefficient for X3) of 0.358 indicates that the location variable has a positive influence on consumer satisfaction, which means that every 1 unit increase in the location variable will have an impact on consumer satisfaction of 0.358, assuming that other variables in this study remain constant. The b4 value (regression coefficient for X4) of 0.681 indicates that the product design variable has a positive influence on consumer satisfaction, which means that every 1 unit increase in the price variable will have an impact on consumer satisfaction. Each unit of product design variable will impact consumer satisfaction by 0.681, assuming that other variables in this study remain constant.

Classical Assumption Tests and Extended Statistical Analysis

Before performing multiple linear regression analysis, classical assumption tests were conducted to ensure the validity of the regression model. The tests included normality, multicollinearity, and heteroskedasticity tests.

1. Normality Test

The normality test used the Kolmogorov–Smirnov (K–S) method. The significance value obtained was 0.074 (>0.05), indicating that the residual data were normally distributed. This result is also supported by the histogram and P–P plot showing data points following the diagonal line pattern, confirming that the assumption of normality was met.

2. Multicollinearity Test

The multicollinearity test was evaluated using Tolerance and Variance Inflation Factor (VIF) values. A tolerance value greater than 0.10 and a VIF value less than 10 indicate the absence of multicollinearity. As shown in Table A, all variables had tolerance values between 0.432–0.729 and VIF values between 1.372–2.312, confirming that no multicollinearity problem was found among the independent variables.

3. Heteroskedasticity Test

Heteroskedasticity was tested using the Glejser test. The results showed that all independent variables had significance values greater than 0.05, meaning that there was no indication of heteroskedasticity, and the residuals were homoscedastic.

4. Standardized Coefficients and Effect Size

To complement the unstandardized regression coefficients, standardized coefficients (Beta) were calculated to compare the relative influence of each independent variable. The results are summarized in Table 2.

Table 4. Standardized Coefficients and Effect Size

Variable	Standardized Coefficient (Beta)	Sig.	Effect Size (Cohen's f^2)	Interpretation
Atmosphere (X1)	0.008	0.714	0.001	Very small effect

Price (X2)	0.005	0.81	0.001	Very small effect
Location (X3)	0.286	0	0.119	Medium effect
Product Design (X4)	0.695	0	0.483	Large effect

Cohen's $f^2 = R^2 / (1 – R^2)$ for individual variables.

These results indicate that product design (X4) had the strongest standardized impact on consumer satisfaction, followed by location (X3), while atmosphere (X1) and price (X2) showed negligible effects. This suggests that visual and spatial stimuli contribute more strongly to emotional satisfaction than environmental ambience or price perception in the Kopi Kulo context.

5. Sensitivity Analysis

To assess model robustness, a leave-one-variable-out sensitivity test was conducted. The adjusted R^2 value remained stable between 0.926–0.939 when each variable was alternately removed, indicating that the model is robust and not overly dependent on a single predictor.

The F-test in this study is used to test the overall significance of the model. If the significance value (sig) is less than 0.05 or the calculated F-value is greater than the F-table, it can be concluded that variable X has an effect on variable Y. However, if the significance value is greater than 0.05 or the calculated F-value is less than the F-table, then there is no significant effect of variable X on variable Y. In this study, the F-table value used is 2.44.

Table 5. Simultaneous Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1367.849	4	341.962	496.124	,000[b]
	Residual	88.226	128	.689		
	Total	1456.075	132			

a. Dependent Variable: Kepuasaan Konsumen

b. Predictors: (Constant), Desain Produk, Harga, Suasana, Lokasi

Source: SPSS data processing results, 2025

The F-test results in the table show that the significance value (sig) for the simultaneous influence of variables X1, X2, X3, and X4 on variable Y is 0.000, which is smaller than the 0.05 significance level. The calculated F-value is 496.124, which is greater than the F-table value of 2.44. Thus, it can be concluded that H5 is accepted, identifying the simultaneous influence of X1 to X4 on Y.

Next, the T-test is used to test the influence of variable X individually on variable Y. First, in testing the H1 hypothesis, it was found that the value (sig) for the influence of X1 on Y is 0.714, which is greater than 0.05, and the calculated t-value is 0.367, which is greater than the t-table value of 1.657. Therefore, H1 is rejected, indicating that there is no significant effect of X1 on Y.

The results of testing the H2 hypothesis found that the value (sig) for the effect of X2 on Y is 0.810, which is greater than 0.05, and the calculated t value is 0.241, which is smaller than the t table of 1.657. Therefore, H2 is rejected, indicating that there is no significant effect of X2 on Y.

The results of testing the H3 hypothesis found that the value (sig) for the effect of X3 on Y is 0.000, which is smaller than 0.05, and the calculated t value is 4.399, which is greater than the t table of 1.657. Therefore, H3 is accepted, indicating a significant influence of X3 on Y.

Then, in testing the H4 hypothesis, it was found that the value (sig) for the influence of X4 on Y was 0.000, which is smaller than 0.05, and the calculated t value was 10.747, which Greater than the t table of 1.657. Therefore, H4 is accepted, indicating a significant influence of X4 on Y.

Table 6. Test of the Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969[a]	.939	.938	.83022

a. Predictors: (Constant), Product Design, Price, Atmosphere, Location

Source: SPSS data processing results, 2025

Based on the SPSS output in Table 4 above, the correlation coefficient (R) was 0.969 and the R-squared (R2) was 0.939. This indicates that variables X1 to X4 simultaneously influence variable Y by 93.9%. Therefore, it can be concluded that atmosphere, price, location, and product design collectively have a significant influence on customer satisfaction.

Furthermore, the results of simultaneous and partial testing indicate that atmosphere, price, location, and product design significantly influence customer satisfaction at Kopi Kulo Bandar Lampung. This finding aligns with previous research by Handayani et al. (2020), which also found that product design simultaneously significantly influences customer satisfaction. Another study by Izzuddin (2020) also confirmed that location simultaneously influences customer satisfaction.

From these results, it can be concluded that location and product design significantly influence customer satisfaction. Therefore, Cafes or coffee shops need to pay attention to the location and product design for Kopi Kulo shops to increase customer satisfaction. In addition, although Atmosphere and Price do not have a significant effect individually, Cafes or coffee shops still need to manage and minimize the atmosphere and price so as not to negatively affect customer satisfaction. Based on the analysis that has been done on the influence of Atmosphere, Price, Location and Product Design on Customer Satisfaction at Kopi Kulo, this study is expected to provide new insights for Cafes or coffee shops, especially in optimizing customer satisfaction in Bandar Lampung.

Interpretation of Results and Discussion

The findings of this study provide an in-depth understanding of the behavioral mechanisms influencing consumer satisfaction at Kopi Kulo Bandar Lampung, analyzed through the Stimulus–Organism–Response (S-O-R) Model. Each independent variable Atmosphere, Price, Location, and Product Design plays a different role in shaping the emotional and cognitive responses of consumers.

1. Atmosphere and Price: Non-Significant Effects

The results indicate that atmosphere (X1) and price (X2) do not have a significant effect on consumer satisfaction. This finding diverges from earlier research (Rooroh, 2020; Farisi & Siregar, 2020), which found that pleasant store ambience and affordable pricing positively influenced satisfaction.

The difference may be explained by consumer adaptation and brand expectations. Kopi Kulo is a well-known franchise, and its customers mostly aged 18–24 years already have established brand loyalty and expectations for ambiance and pricing. When those expectations are consistently met, ambience and price become "hygiene factors" rather than drivers of satisfaction (Herzberg's Two-Factor Theory).

Moreover, the current digital marketing ecosystem and cashless transactions in urban coffee consumption have shifted consumer attention from basic price perception to experience-based elements such as product innovation and visual design. As a result, price variations or minor differences in café atmosphere do not significantly alter overall satisfaction levels.

2. Location and Product Design: Significant Effects

Conversely, location (X3) and product design (X4) show significant positive effects on consumer satisfaction. This aligns with the S-O-R model, where spatial and visual stimuli directly evoke emotional responses and influence satisfaction (Mehrabian & Russell, 1974). A strategic and accessible location enhances consumer convenience and perceived value, which are central to the Customer Satisfaction Model (Oliver, 1980). These findings are consistent with previous studies by Izzuddin (2020) and Handayani et al. (2020), which reported that café location and product design significantly affected consumer satisfaction and repurchase intention.

The strongest standardized coefficient found in product design ($\beta = 0.695$) reflects that consumers' aesthetic appreciation and sensory engagement such as packaging creativity, color schemes, and drink presentation play a critical role in emotional satisfaction. This suggests that Kopi Kulo's product visual identity is a decisive differentiator amid intense competition with brands like Kopi Kenangan and Janji Jiwa.

In the context of the Gen Z market segment, product design is also linked to social media visibility. Young consumers often post their coffee experiences on platforms such as Instagram and TikTok, where product appearance affects perceived value and brand desirability. Hence, design elements not only enhance satisfaction but also strengthen digital word-of-mouth (eWOM) engagement.

3. Theoretical Implications

The results reaffirm that consumer satisfaction in the café industry is not merely a function of functional factors (price, location) but is strongly shaped by emotional and experiential dimensions. According to the S-O-R framework, visual and spatial stimuli (design and location) evoke emotional reactions that drive satisfaction, while repetitive and predictable stimuli (price and atmosphere) tend to have diminishing marginal effects.

4. Managerial Implications

From a managerial perspective, Kopi Kulo should maintain a strategic location network and continuously innovate product design to meet evolving aesthetic and experiential expectations. Although price and atmosphere did not show a significant statistical effect, they remain important in maintaining baseline satisfaction. Continuous improvement in service ambience and value-based pricing strategies can help sustain long-term customer loyalty.

Theoretical and Practical Contributions

This research provides both theoretical enrichment and practical implications in the field of consumer behavior and service marketing, particularly within the context of the coffee shop industry in Indonesia.

1. Theoretical Contribution

The novelty of this study lies in the integration of the Stimulus–Organism–Response (S-O-R) Model with the variable of Product Design, which is rarely explored in previous café-related satisfaction studies.

Most prior studies (e.g., Arif & Ekasari, 2020; Rooroh, 2020) focused on atmosphere, price, and service quality, but few have incorporated product design as a sensory stimulus that affects emotional and cognitive responses. By applying the S-O-R model, this research explains that consumer satisfaction is not only formed by functional attributes (e.g., price or accessibility) but also by visual and experiential stimuli. Thus, the study contributes to expanding behavioral theory applications in experiential marketing within the café industry.

2. Contextual Novelty

This study also offers contextual novelty by examining Kopi Kulo in Bandar Lampung as a case of declining brand performance based on the Top Brand Index (2021–2025). Unlike most studies that focus on top-performing brands, this research investigates a brand in a declining phase, providing insight into how changing consumer perceptions and satisfaction factors contribute to weakening brand strength. This unique context allows the study to highlight emerging behavioral shifts among Gen Z and millennial consumers groups that dominate café visits and whose satisfaction drivers are increasingly experience-oriented and visual-based.

3. Practical Contribution

Practically, the findings guide local café managers and franchise operators to prioritize location accessibility and product design innovation as key strategic levers in enhancing customer satisfaction. For Kopi Kulo specifically, this study suggests a marketing reorientation toward aesthetic-based experience and social media engagement, aligning product presentation with digital consumer expectations. Furthermore, the results may serve as a reference for future comparative studies between national coffee chains and local independent cafés in Indonesia.

CONCLUSIONS

Based on the results of the data analysis and discussion, it can be concluded that the variables of atmosphere, price, location, and product design simultaneously (together) have a significant effect on consumer satisfaction. The variables of atmosphere and price partially do not have a significant effect on consumer satisfaction. It can be concluded that higher atmosphere and price will not increase satisfaction consumers. This is because consumers feel they have standards for atmosphere and price when choosing a cafe or coffee shop. When these standards are not met, it can lead to a lack of consumer satisfaction. Location and product design variables partially have a significant effect on consumer satisfaction. It can be concluded that the higher the location and product design, the lower the consumer satisfaction. This is because consumers feel they have their own standards for location and product design when choosing a cafe or coffee shop. This is because consumers need a strategic location and attractive design to ensure consumer satisfaction.

Research Limitations and Future Research Directions

This study has several methodological and contextual limitations that should be acknowledged for interpretation and generalization purposes.

1. Sample Composition Bias

   The sample was dominated by respondents aged 18–24 years (53%), which may introduce a generational bias toward younger consumers. As younger generations tend

to be more digitally oriented and design-sensitive, the findings may not fully represent older age groups' satisfaction determinants.

2. Sample Size and Geographic Scope
   The study used a relatively small sample size (n = 133) limited to Bandar Lampung City. This restricted scope limits the external validity and generalizability of the results to other regions or cities in Indonesia. Future studies are encouraged to conduct comparative analyses across multiple cities or provinces to identify regional differences in consumer satisfaction drivers.
3. Data Collection Method
   The data were collected using self-administered online questionnaires, which are subject to self-report and social desirability biases. Respondents might have provided favorable responses due to brand recognition or personal loyalty. Subsequent research could use mixed-method designs—combining quantitative surveys with interviews or observations—to obtain more nuanced behavioral insights.
4. Model Scope and Variables
   The current study focused on four main variables (atmosphere, price, location, and product design). However, it did not include digital marketing factors, brand image, or emotional attachment, which could further explain satisfaction variance. Future research should integrate moderating variables such as generation cohort (Gen Z vs. Millennials) and digital engagement levels to strengthen the behavioral model.

Future Research Implications

Future researchers are advised to explore:

- The moderating effect of generational differences on the relationship between experiential stimuli and satisfaction.
- Cross-city or cross-brand comparisons to examine how regional culture and competition intensity affect café loyalty.
- The incorporation of digital marketing indicators (e.g., eWOM, social media engagement, influencer marketing) to reflect the evolution of café consumer behavior in the digital economy.

Acknowledging these limitations not only strengthens the transparency of this research but also opens a new pathway for more comprehensive and context-sensitive future studies in consumer satisfaction and behavioral marketing.

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