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CUSTOMER SATISFACTION IN LOCAL COFFEE SHOPS: THE INTEGRATED EFFECTS OF SERVICE QUALITY, ONLINE CUSTOMER REVIEWS, AND STORE ATMOSPHERE

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ABSTRACT

This study aims to determine the influence of service quality, online customer reviews, and store atmosphere on customer satisfaction. A quantitative research method was used. The population consisted of all customers at the Pandang Kopi coffee shop. A sample of 100 people was used. The data analysis techniques used were validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, the coefficient of determination, the F-test, and the t-test. The results of the study indicate that service quality has a positive and significant effect on customer satisfaction, online customer reviews have a positive and significant effect on customer satisfaction, and store atmosphere has a positive and significant effect on customer satisfaction. The researcher's recommendations include: Pandang Kopi Coffee Shop should continue to supervise its employees in providing service, ensure timely service, ensure customer satisfaction, and encourage more positive reviews. They should also reorganize the store layout if it is not yet neat and attractive, and ensure that the products provided to consumers meet established standards.

Keywords: service quality, online customer reviews, store atmosphere, customer satisfaction

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1. INTRODUCTION

Coffee shops are spaces that are now frequently chosen as gathering places by the public and are evaluated not only based on the food and beverages available but also on the sense of comfort they provide to visitors. In this context, the habit of enjoying coffee in such places has evolved into a lifestyle and a prominent trend among today's youth (Alamsyah, 2024) . The increasingly popular habit of hanging out, particularly among teenagers, supports the existence and appeal of coffee shops as one of the favorite places in daily life. The large number of Gen Z individuals visiting coffee shops today is not merely for the purpose of relaxing or simply enjoying a cup of coffee, but also to work on academic assignments. This is due to the comfort of the space and the availability of facilities such as Wi-Fi. Additionally, the modern and aesthetic atmosphere of coffee shops helps motivate teenagers to work on their assignments, making them an effective alternative venue.

One business operator in this sector is Pandang Kopi. The Pandang Kopi coffee shop serves as a space for various activities, such as working, socializing, relaxing, or simply enjoying food and drinks. Located at Jl. Batuyang No. 130c, Batubulan Kangin, Sukawati, Gianyar, Pandang Kopi began operations on August 16, 2021, and has since grown into a favorite spot for the local community. The main offerings at Pandang Kopi include various coffee varieties and a wide selection of food and beverage options to enhance the customer experience during their visit.

After conducting an observation of the Pandang Kopi coffee shop, several issues were identified that need to be addressed, particularly regarding the quality of service provided. Regarding service quality, some customers visiting Pandang Kopi have voiced complaints—either directly or in online reviews on platforms like Google Maps—regarding the service provided by the coffee shop's staff. This often serves as a primary

factor affecting customer satisfaction during their visit and can impact the business's image among potential future customers.

Another issue that needs to be addressed is customer reviews (online customer reviews). Customer reviews on platforms like Google Maps also have a significant impact on a business's image and reputation. One of the main factors that often leads customers to give low ratings is a lack of customer satisfaction. When customer expectations are not met, they tend to express their dissatisfaction through negative reviews. These reviews are not merely an expression of customer disappointment but are intended to provide feedback to business owners so they can make improvements to enhance customer comfort.

The next issue that needs to be addressed is the store atmosphere. A comfortable ambiance enhances customer satisfaction with the establishment they visit. A pleasant atmosphere can improve the customer experience and satisfaction. However, there are issues with the store atmosphere at Pandang Kopi coffee shop, including discomfort caused by poor hygiene—such as the presence of insects and flies in the dining area—which leads to a decline in customer satisfaction during their visit. Despite these issues, the success of Pandang Kopi coffee shop is closely tied to the various strategies implemented by its owner. One of the main advantages for customers is the quality of the products, particularly the generous portions of food served at affordable prices. In addition to prioritizing product quality, Pandang Kopi coffee shop actively utilizes social media as a marketing strategy.

One of the key factors determining a coffee shop's success is customer satisfaction. In operating a coffee shop, it is essential to prioritize a customer-centric approach—specifically, identifying what actions the owner should take to attract customers to visit. According to , emotional feelings—such as joy or disappointment—that arise after comparing initial expectations with impressions or perceptions of a product's performance are understood as customer satisfaction. Kotler & Keller (2013) state that customer satisfaction is a stage where a product's perceived performance aligns with customer expectations. Customer satisfaction is also a positive assessment or evaluation by customers of their experience in using a product, service, and brand (Awalia & Mahyus, 2025) . Customer satisfaction is one of the keys to the success and achievement of a café because when customer satisfaction is met, repeat guests—that is, guests who return repeatedly—will emerge.

One of the factors influencing customer satisfaction is service quality. Service quality refers to the level of quality that customers expect (Sambara, et al., 2021) . According to Tjiptono (2020) , service quality is defined as a systematic effort to meet customers' needs and desires, ensuring that the delivery process is carried out accurately to align with customer expectations. The unidirectional relationship between customer satisfaction levels and service quality is described as a condition where service fulfillment that aligns with customer expectations results in higher levels of satisfaction toward the company and the products offered (Fikri, et al., 2025) . The service standards provided are considered to need to be of adequate and competitive quality to be able to compete in the race for market share already occupied by competitors (Nurcholis & Susanti, 2025) . Based on this, continuous attention to efforts to provide optimal service quality is positioned as a critical need to support sustainable growth and operational smoothness in the future (Lumoindong, et al., 2023) .

In addition to service quality, a factor influencing customer satisfaction is online customer reviews. According to Sari, et al., (2025) , online customer reviews are a feature that highlights the strengths or weaknesses of a product through the experiences of previous buyers and serves as an online promotional tool. Increased customer desire is driven by the formation of positive perceptions, which arise when other customers read online customer reviews written by buyers after making a purchase (Farid, 2023) . According to Toji & Sukati (2024) , online customer reviews are customers' evaluations of services or products they have purchased online. Suggestions, feedback, or experiences shared by buyers constitute this form of evaluation.

Another factor that influences customer satisfaction and must be considered by business owners is the store atmosphere. Anlisyah & Alam (2025) state that the café atmosphere is an essential aspect of the café business, encompassing elements of interior and exterior design, spatial layout, and the overall ambiance designed to create comfort and a pleasant experience for customers. Customer comfort is positioned as the primary goal to be achieved, realized through the availability of well-managed facilities and a clean, tidy business environment; attention to these aspects forms the foundation for business owners' efforts to improve the store atmosphere (Bunayya, et al., 2025) . According to , atmosphere is a crucial element in a store that can create sensory impressions through its design. Therefore, business owners should create a well-planned atmosphere that aligns with their target market. Essentially, store atmosphere is a factor that attracts customers to visit. The better the store atmosphere, the higher the level of customer satisfaction regarding that aspect.

Based on this phenomenon, researchers were motivated to conduct a study on The Influence of Service Quality, Online Customer Reviews, and Store Atmosphere on Customer Satisfaction at Pandang Kopi Coffee Shop.

2. LITERATURE AND HYPOTHESIS

Service Quality

According to Sumarwan & Tjiptono (2018:655) , service quality is the customer's perception formed from the fulfillment of initial needs through to the final outcome, where the customer provides a comprehensive evaluation of the perceived level of service excellence. This approach emphasizes how customers perceive the service they receive and how they experience satisfaction from the service provided. The satisfaction felt by customers serves as an indicator that the service received is deemed good. Sustained growth and operational smoothness in the future are viewed as requiring consistent attention to the methods of providing high-quality service (Lumoindong, et al., 2023) . Sustained growth and operational smoothness in the future are seen as requiring consistent attention to how quality service is provided (Fikri, et al.., 2025) . These measures of service quality are explained through five key indicators, which include Physical Evidence, Reliability, Responsiveness, Assurance & Certainty, and Empathy (Lupiyoadi, 2014) .

Online Customer Reviews

According to Anggraini et al. (., (2023), online customer reviews are evaluations containing negative, positive, or neutral comments about services and products. These reviews are provided by customers to be shared with other potential customers in a structured format and are subsequently published on customer review websites. The better the online customer reviews for a service or product, the more they can instill confidence in other customers that the product has good performance and quality. The implementation of online customer reviews written by consumers who have made purchases can enhance positive perceptions among other customers who come across these reviews, thereby increasing their desire to purchase the relevant product (Farid, 2023) . There are five indicators. According to Agesti, et al., (2021) , online customer reviews have five indicators, namely: Argument Quality, Source Credibility, Perceived Usefulness, Number of Reviews, and Review Valence.

Store Atmosphere

According to Kotler & Keller (2016:69) , store atmosphere refers to the ambiance of a store that is strategically designed by business owners to align with their target market, thereby creating an appeal that encourages customers to visit. The sensory experiences that arise during a customer's visit are influenced by the carefully designed spatial conditions, thereby capturing customers' attention and fostering satisfaction; this role positions the store atmosphere as a crucial factor in customer visitation activities. The comfort of the atmosphere is now a primary consideration for customers, especially in stores with a warm, comfortable, and aesthetically pleasing ambiance. In the face of intense competition, marketers should be able to provide a sense of comfort through the business environment's atmosphere,

as customer satisfaction can be fostered by an appealing business atmosphere (Rahakbauw & Nugraha, 2024) . Store atmosphere is a fundamental element in the culinary industry, encompassing interior and exterior design, spatial layout, and the overall atmosphere designed to provide comfort and a positive experience for customers (Anlisyah & Alam, 2025) . Referring to ,et al., (2021) state that the indicators of store atmosphere are: Interior, Layout, Exterior, and Interior Display.

Customer Satisfaction

Customer satisfaction is a key factor in the success and achievements of a café because when customer satisfaction is met, repeat customers will emerge—that is, guests who return repeatedly due to the excellent service provided by the café's staff. Consequently, these customers unconsciously promote the products offered by the café (Listiaty & Anggita, 2025) . According to , emotional feelings—such as joy or disappointment—experienced by an individual after comparing expectations with perceptions or impressions of a product's performance are understood as customer satisfaction. If the perceived performance falls short of expectations, customers are likely to experience dissatisfaction, which will lead to a decline in customer satisfaction. Customer satisfaction is part of a stage where the predicted performance of a product aligns with consumers' expectations (Kotler & Keller, 2013) . Referring to Tjiptono (2019) , there are six indicators of customer satisfaction: Price, Product, Location, Promotion, Atmosphere, and Facilities.

Hypotheses

The Effect of Service Quality on Customer Satisfaction

Customer satisfaction is viewed as a condition shaped by the critical role of service quality. The level of service quality is understood as a measure of the extent to which the services provided align with customer expectations, as defined by Tjiptono (2017:180) . The strong connection between service quality and customer satisfaction is evident when service quality falls into the "good" category, as this situation enables the formation of mutually beneficial long-term relationships and helps companies understand and meet customer needs. This statement is supported by findings from studies byet al., (2024) , Riyanto & Satinah (2023) , Setyawati (2023) , Devi & Yusuf (2022) which reveal that service quality has a significant positive impact on customer satisfaction. Conversely, different findings were presented by Marta (2024) , who stated that service quality has a negative and insignificant effect on customer satisfaction. Based on the differences in the findings of these studies, the research hypotheses are formulated as follows:

H_1 : Service quality has a significant positive impact on customer satisfaction at Pandang Kopi Coffee Shop.

The Effect of Online Customer Reviews on Customer Satisfaction

Online customer reviews are evaluations by consumers that play a crucial role in determining customer satisfaction. Positive reviews that align with consumer expectations tend to increase customer satisfaction levels. Conversely, negative reviews help customers avoid products that fail to meet their expectations. Online customer reviews also serve as a mechanism provided by customers and a recommendation system on online media platforms (Sulistia, et al., 2025) . This is supported by research Syahyudi & Wasiman (2024) , Sulistia, et al., (2025) , Alifia, et al., (2025) , Mahardini, et al., (2025) , which demonstrates that online customer reviews have a significant and positive impact on customer satisfaction. However, there are differing findings reported by Seliana, et al., (2023) , which reveal that online customer reviews have a negative and insignificant impact on customer satisfaction. Based on these differing study results, the following study hypotheses are formulated:

H_2 : Online customer reviews have a significant positive impact on customer satisfaction at Pandang Kopi Coffee Shop.

The Effect of Store Atmosphere on Customer Satisfaction

Store atmosphere refers to creating a café-like ambiance through the arrangement of decor, visuals, lighting, and music to establish a comfortable in-store environment that attracts customers to visit. The business environment, intentionally designed by store owners to align with their target market, serves as

an attraction capable of driving customer visits, as explained by (Kotler & Keller, 2016:69) . In an increasingly competitive market, creating a sense of comfort through the management of the store atmosphere has become a necessity for marketers, as customer satisfaction can be fostered by an appealing business environment (Rahakbauw & Nugraha, 2024) . This is further supported by studies from Nurjaya, et al., (2022) , Nasrul Efendi, et al., (2023) , Muh Fauzi & Andi Amri (2024) , Yani, et al., (2025) which reveal that store atmosphere has a significant positive influence on customer satisfaction. Contradictory findings were reported by , Wardhana & Sitohang (2021) , which showed that store atmosphere has a negative and insignificant impact on customer satisfaction. Based on the differences in the findings of these studies, the research hypotheses are formulated as follows:

H_3: Store atmosphere has a significant positive impact on customer satisfaction at Pandang Kopi Coffee Shop.

3. RESEARCH METHOD

The Pandang Kopi coffee shop, located at Jl. Batuyang No. 130c, Batubulan Kangin, Sukawati District, Gianyar Regency, was selected as the research site. The subjects of this study were all customers of the Pandang Kopi coffee shop, focusing on the variables of service quality, online customer reviews, store atmosphere, and customer satisfaction. The population of this study consists of all customers who visit and make purchases at the Pandang Kopi coffee shop, with the exact number unknown. The sampling technique used in this study is purposive sampling. The sample size was determined based on the " theory . (., (2010)), which states that for 20 indicators, the required sample size is 100 respondents, calculated as (20 × 5) = 100. Interviews, questionnaires, observations, and documentation were utilized in this study to collect data. The questionnaire was designed based on an appropriate measurement scale to obtain primary data from respondents. Subsequently, the collected data will be analyzed using several analytical techniques, namely instrument validation (reliability and validity tests), classical assumption tests, descriptive statistics, multiple linear regression analysis, the coefficient of determination test (Adjusted R^2), the F-test, and the t-test to test the study's hypotheses.

4. RESULTS AND DISCUSSION

Research Instrument Testing

a. Validity Test

Table 1. Validity Test Results

No	Variable	Item	Total Item Correlation	Description
1	Service Quality (X1)	X1.1	0.888	Valid
		X1.2	0.872	Valid
		X1.3	0.852	Valid
		X1.4	0.889	Valid
		X1.5	0.900	Valid
2	Online Customer Review (X2)	X2.1	0.902	Valid
		X2.2	0.891	Valid
		X2.3	0.908	Valid
		X2.4	0.913	Valid
		X2.5	0.791	Valid
3	Store Atmosphere (X3)	X3.1	0.894	Valid
		X3.2	0.883	Valid
		X3.3	0.910	Valid
		X3.4	0.893	Valid
4	Customer Satisfaction (Y)	Y.1	0.804	Valid
		Y.2	0.880	Valid
		Y.3	0.889	Valid
		Y.4	0.896	Valid
		Y.5	0.904	Valid

	Y.6	0.832	Valid

Source: Processed data, 2025

Referring to Table 1, which shows that all indicators for the variables of service quality, online customer reviews, store atmosphere, and customer satisfaction have correlation coefficients greater than 0.30. Based on these results, it can be concluded that all indicators used are considered valid.

b. Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Aplha	Description
Service Quality (X1)	0.924	Reliable
Online Customer Review (X2)	0.927	Reliable
Store Atmosphere (X3)	0.916	Reliable
Customer Satisfaction (Y)	0.931	Reliable

Source: Processed data, 2025

Referring to Table 2, it can be seen that the Cronbach's Alpha scores for each instrument in the variables of online customer reviews, service quality, store atmosphere, and customer satisfaction are all greater than 0.60. Therefore, it can be concluded that all instruments are reliable.

Descriptive Analysis Test

a. Respondent criteria are based on gender
   The test results show that the majority of respondents were male, totaling 63 people or 63%, while female respondents numbered 37 people or 37%.
b. Respondent criteria based on age
   The test results show that the majority of respondents in the study were aged 20 to 24 years, totaling 42 people (42%), while the smallest group consisted of respondents aged over 30 years, totaling 10 people (10%).
c. The respondent criteria were based on place of residence
   The test results show that the majority of respondents in the study reside in Sukawati, totaling 33 people (33%), while the fewest respondents reside in Tampaksiring, totaling 5 people (5%).
d. The respondent criteria are based on occupation
   The test results show that the majority of respondents in the study were students, totaling 45 people (45%), while the smallest group consisted of civil servants, totaling 5 people (5%).

Classical Assumption Test

a. Normality Test

Table 3. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	2.81960070
Most Extreme Differences	Absolute	0.054
	Positive	0.054
	Negative	-0.042
Test Statistic		0.054
Asymp. Sig. (2-tailed)		0.200[c,d]

Source: Processed data, 2025

The fulfillment of the normality assumption in the model is demonstrated by the normal distribution of the data, indicated by an Asymp. Sig. (2-tailed) value of 0.200 or > 0.05 as shown in Table 3, thus allowing this conclusion to be drawn.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.602	1.500		2.401	0.018		
	Service Quality	0.464	0.071	0.469	6.557	0.000	0.739	1.353
	Online Customer Review	0.353	0.073	0.349	4.825	0.000	0.722	1.384
	Store Atmosphere	0.246	0.089	0.185	2.753	0.007	0.835	1.197

Source: Processed data, 2025

The absence of multicollinearity in the regression model is indicated by the fulfillment of statistical criteria, where all independent variables have a tolerance score > 0.10 and a VIF score < 10, as presented in Table 4.

c. Autocorrelation Test

Table 5. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin-Watson
1	0.799[a]	0.638	0.626	2.863	2.023

Source: Processed data, 2025

The absence of autocorrelation in the model can be concluded from the results of the Durbin–Watson test, which yielded a value of 2.023, as shown in Table 5. Using a 5% significance level, a sample size of 100 (n), and three independent variables (k = 3), the upper limit score (du) is 1.736 according to the Durbin–Watson table. Since the DW value of 2.023 is above the du value of 1.736 and is still smaller than 4 − 1.736, which is 2.264, this indicates that the regression model does not contain autocorrelation.

d. Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	2.356	0.903		2.609	0.011
	Service Quality	0.027	0.043	0.074	0.629	0.531
	Online Customer Review	-0.008	0.044	-0.021	-0.177	0.860
	Store Atmosphere	-0.034	0.054	-0.070	-0.630	0.530

Source: Processed data, 2025

The absence of heteroscedasticity in the regression models is indicated by significance scores for each model being > 0.05, as shown in Table 6. This indicates that the residual variances between observations do not exhibit a consistent pattern.

Data Analysis Results

Table 7. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	3.602	1.500		2.401	0.018
	Service Quality	0.464	0.071	0.469	6.557	0.000
	Online Customer Review	0.353	0.073	0.349	4.825	0.000
	Store Atmosphere	0.246	0.089	0.185	2.753	0.007

Source: Processed data, 2025

a. Results of Multiple Linear Regression Analysis

Based on Table 7, which shows that the multiple linear regression model equation is as follows: $Y = 3.602 + 0.464X_1 + 0.353X_2 + 0.246X_3$.

This equation indicates that:

1) $\beta_1 = 0.464$. The regression coefficient of 0.464 indicates that if service quality (X_1) increases while other independent variables are held constant, customer satisfaction (Y) will increase.
2) $\beta_2 = 0.353$ The regression coefficient of 0.353 indicates that if online customer reviews (X_2) increase while other independent variables are held constant, customer satisfaction (Y) will increase.
3) $\beta_3 = 0.246$ The regression coefficient of 0.246 indicates that if store atmosphere (X_3) increases while other independent variables are held constant, customer satisfaction (Y) will increase.

b. Coefficient of Determination

Table 8. Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.799[a]	0.638	0.626	2.863

Source: Processed data, 2025

Referring to Table 8, which shows that the adjusted R-squared value is 0.626, this indicates that 62.6% of the variation in the customer satisfaction variable ( ) can be explained by the variation in the three independent variables: service quality, online customer reviews, and store atmosphere. Meanwhile, the remainder (100% - 62.6% = 37.4%) is explained by other variables not included in this study.

c. F-Test

Table 9. F-Test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	138.895	3	461.632	56.306	0.000[b]
	Residual	787.065	96	8.199		
	Total	2171.960	99			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Store Atmosphere, Service Quality, Online Customer Review

Source: Processed data, 2025

Significant influences on customer satisfaction (Y) were demonstrated by the variables of service quality, online customer reviews, and store atmosphere, as evidenced by significance scores of $0.000 < 0.05$, as shown in Table 9. Based on these results, the research model was deemed valid for testing, allowing the hypothesis testing process to proceed.

d. t-Test

Table 10. Results of the t-Test Statistical Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	3.602	1.500		2.401	0.018
	Service Quality	0.464	0.071	0.469	6.557	0.000
	Online Customer Review	0.353	0.073	0.349	4.825	0.000
	Store Atmosphere	0.246	0.089	0.185	2.753	0.007

Source: Processed data, 2025

Referring to Table 10, the following are the results of the data analysis obtained from the t-test:

1) The impact of the service quality variable (X_1) on customer satisfaction (Y). The service quality variable has a regression coefficient of 0.464 and a significance level of 0.000 < 0.05. This indicates that the service quality variable has a positive and significant impact on customer satisfaction, meaning $H_0$is rejected and $H_1$is accepted.
2) The effect of the online customer review variable (X_2) on customer satisfaction (Y). The online customer review variable has a regression coefficient of 0.353 and a significance level of 0.000 < 0.05. This indicates that the online customer review variable has a significant positive impact on customer satisfaction, meaning $H_0$is rejected and $H_2$is accepted.
3) The effect of the store atmosphere variable (X_3) on customer satisfaction (Y). The store atmosphere variable has a regression coefficient of 0.246 and a significance level of 0.007 < 0.05. This indicates that the store atmosphere variable has a significant positive impact on customer satisfaction, meaning $H_0$is rejected and $H_3$is accepted.

Discussion

The Effect of Service Quality on Customer Satisfaction at Pandang Kopi Coffee Shop

Customer satisfaction was demonstrated by test results yielding a regression coefficient score of 0.464 with a significance level of 0.000, indicating a positive and significant influence of service quality. This finding confirms that improvements in service quality have a direct impact on increased customer satisfaction at the Pandang Kopi coffee shop. The role of service quality is positioned as a crucial element in building customer satisfaction, given that the continuity of sales transactions cannot occur without the presence of customers as the parties involved. A service quality orientation is considered necessary to be directly aimed at achieving customer satisfaction, as stated by (Solihin & Kurniawan, 2024) . The findings of this study align with the results of studies byet al., (2024) , Riyanto & Satinah (2023) , Setyawati (2023) which reveal that service quality has a significant and positive impact on customer satisfaction. A similar statement was also made by Devi & Yusuf (2022) , who revealed that service quality has a significant and positive impact on customer satisfaction. Furthermore, studies presented by Novia, et al., (2020) and Haris (2023) suggest that service quality has a significant and positive impact on customer satisfaction.

The Influence of Online Customer Reviews on Customer Satisfaction at Pandang Kopi Coffee Shop

Online customer reviews have a significant positive impact on customer satisfaction, as indicated by the test results, which yielded a regression coefficient of 0.353 with a significance level of 0.000. These findings suggest that the better the online customer reviews, the higher the level of customer satisfaction at Pandang Kopi coffee shop will be. Online customer reviews written by customers after making a purchase are seen as capable of forming a positive perception for other customers who read them, thereby encouraging an increase in customers' desire to purchase the products offered (Farid, 2023) . The research findings align with studies by , Sulistia, et al., (2025) , Iftita Amelia & Mahfudz (2022) , which reveal that online customer reviews have a significant and positive impact on customer satisfaction. Similar studies were presented by Alifia, et al., (2025) , Mahardini, et al., (2025) indicating that online customer reviews have a significant and positive impact on customer satisfaction. This was followed by

Tatael, et al., (2022) which revealed that online customer reviews have a significant and positive impact on customer satisfaction.

The Influence of Store Atmosphere on Customer Satisfaction at Pandang Kopi Coffee Shop

Based on the test results, the regression coefficient was 0.246, and the significance level was 0.007. This indicates that store atmosphere has a positive and significant impact on customer satisfaction. This implies that a better store atmosphere can help increase customer satisfaction at the Pandang Kopi coffee shop. Store atmosphere involves creating a café ambiance through the arrangement of decor, visuals, lighting, and music to establish a comfortable store environment that attracts customers to visit. Store atmosphere is also a carefully planned ambiance by the store owner, aligned with the target market, designed to attract consumers to visit (Kotler & Lane, 2016:69) . This aligns with research byet al., (2022) , Anlisyah & Alam (2025) , Rachman, et al., (2021) , which reveals that store atmosphere has a significant positive impact on customer satisfaction. Similar research was presented by Nasrul Efendi, et al., (2023) , Yani, et al., (2025) which proves that store atmosphere has a significant positive impact on customer satisfaction. This is supported by the study Muh Fauzi & Andi Amri (2024) which reveals that store atmosphere has a significant positive impact on customer satisfaction.

5. CONCLUSIONS AND LIMITATIONS

Based on the findings from the discussion in the previous chapter, the research conclusions can be summarized as follows:

Regarding customer satisfaction, there is a significant positive impact on satisfaction levels related to service quality, meaning that the service quality provided contributes to increased customer satisfaction at Pandang Kopi coffee shop. Furthermore, a significant positive impact on customer satisfaction is also attributed to online customer reviews, indicating that the quality of online customer reviews can drive an increase in customer satisfaction at Pandang Kopi coffee shop. Additionally, customer satisfaction is further influenced by a significant positive impact resulting from the store atmosphere, meaning that the store's ambiance plays a role in enhancing customer satisfaction at Pandang Kopi coffee shop.

Based on the coefficient of determination, the variables of online customer reviews, service quality, and store atmosphere contribute 62.2% to customer satisfaction. Meanwhile, 37.4% of the variation in customer satisfaction is influenced by other factors outside the variables studied, indicating that the independent variables used in this study do not fully represent all factors affecting customer satisfaction at Pandang Kopi coffee shop.

Further research is possible by shifting the focus of the study, as differences in the variables used may yield distinct findings. Therefore, future researchers are advised to include variables likely to impact customer satisfaction, such as product quality, location, online customer ratings, promotions, and price. With the diversity of these variables, it is hoped that the research results obtained will have broader generalizability.

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