



The Influence of Prices, Baristas, Product, and Store Atmosphere on the Sustainability Coffee Shop Business in the Lowlands

Dhifa Meita Jihan Nabilah, Putri Anggini Ryandi, Riyan Frediansyah, Wachdijono

Universitas Swadaya Gunung Jati, Indonesia

Email: wachdijono@ugj.ac.id

Abstract

Business sustainability in the lowlands is the ability to continue to adapt to changing consumer trends and preferences. Therefore, these business actors must carry out research related to the sustainability of the business. This research aims to determine the influence of prices, baristas, products, and atmosphere on the sustainability of coffee shop businesses in the lowlands. The research was conducted in Tangerang City, which is a lowland area and has many modern coffee shops. The research time is July to September 2023. The research design used is quantitative and survey methods. The research population is coffee shop consumers in Tangerang City whose number is unknown so the sample size was determined deliberately, namely 100 consumers. Data analysis uses the Structural Equation Modeling instrument. The research results show that the price and product variables have a positive effect on the sustainability of coffee shop businesses in the lowlands of Tangerang City, but the barista variables and shop atmosphere have no effect. The indicator that can best explain the condition of the price variable is "price according to brand" and for products is "product innovation". For this reason, it is recommended that coffee shop business managers in the lowlands of Tangerang City maintain or improve product branding and innovate products so that their business is sustainable.

keywords: Coffee shop, Lowland, Product Innovation, Product brand, Business sustainability

INTRODUCTION

The coffee shop business has become an important part of people's daily lives in the social realm (Ferreira & Ferreira, 2018). Coffee shops become places for social meetings, negotiations, creativity and reflection for individuals (Ferreira et al., 2021). This phenomenon creates significant business opportunities in the coffee shop sector and can inspire business people to set up new coffee shops. The coffee shop industry has experienced rapid growth in recent decades to become a significant element in people's lifestyles in various regions and social classes (Song et al., 2019). In 2019 the growth of coffee shops in Indonesia was around 23% (Hariyanto, 2019).

The increasingly widespread presence of coffee shops has encouraged high competition in this industry to seize opportunities (Li et al., 2019). Increasingly fierce competition among existing

coffee shops has inspired coffee shop managers to continue to innovate and adapt and implement strategies that focus on the sustainability of their business (Raniya et al., 2023). The condition of coffee shop business sustainability can be a key factor in improving bargaining position and competitiveness (Song et al., 2019). This situation encourages coffee shop business managers to continue making efforts to ensure that their business is sustainable throughout the business area (topography), whether their business is in the highlands or lowlands.

Geographic topography in the lowlands and highlands can create different characteristics of coffee shop consumers (Arif & Agastya, 2022). Lowland and highland areas have significant differences in terms of climatic and cultural conditions which influence consumer preferences, habits and behavior (Untari & Widyantari, 2013). Tangerang City, Banten Province, Republic of Indonesia is one of the large urban areas located in the lowlands. The height of the area is in the range of 10 to 30 meters above sea level. Such conditions can represent the condition of modern coffee shops that stand in the lowlands, including: Pattani City (Thailand), Vienna (Austria), Seattle (United States), Selangor (Malaysia), Noord-Holland (Netherlands), Barcelona (Spain), Victoria (Australia), Cape Town (South Africa), Marrakech (Morocco), Cairo (Egypt), Hanoi (Vietnam), Busan (South Korea), Doha (Qatar), Muscat (Oman), Osaka (Japan), Vancouver (Canada), Mumbai (India) and Colombo (Sri Lanka). Because there is a common desire among coffee shop business managers in any region, namely wanting a sustainable business, in the current era, the issue of coffee shop business sustainability has become a major concern for coffee shop management throughout the world. Thus, research on variables related to business sustainability is very important to carry out.

Based on literature studies, the results of previous research related to business sustainability were obtained, including: Purnomo & Munggaran (2023) explained that in the context of coffee shop business sustainability, it involves considering important issues regarding environmental, economic and social impacts resulting from business operational lines. Furthermore, Lee & Ruck (2022) explained that there are many variables that can influence the sustainability of a coffee shop business, including: barista variables and beverage product variables offered (Eva & Wachdijono, 2021; Ferreira et al., 2021; Oktafiani et al., 2023) and price variables (Eva & Wachdijono, 2021; Karomah et al., 2018; Laili & Canggih, 2021; Permatasari et al., 2021; Ratnasari & Wachdijono, 2021; Samoggia & Riedel, 2018) and shop atmosphere (Adhinda et al., 2022; Gunawan & Syahputra, 2020; Sofia et al., 2023). Referring to the previous research above, this research will focus on variables that are considered related or influential to the sustainability of the coffee shop business, namely: price, barista, product and shop atmosphere.

This research aims to determine the influence of price, barista, product and shop atmosphere variables on the sustainability of coffee shop businesses in the lowlands of Tangerang City. The difference between this research and the previous one is that in this research, the 4 variables were combined, namely: price, barista, product and shop atmosphere into a single independent variable, whereas in previous research these 4 variables had never included the

The Influence of Prices, Baristas, Product, and Store Atmosphere on the Sustainability Coffee Shop Business in the Lowlands

barista variable in a single independent variable. so that this research can add new knowledge. Therefore, this research will be useful and contribute academically to the development of knowledge, especially regarding variables that influence the sustainability of coffee shop businesses and also make practical contributions in the form of recommendations for coffee shop business managers in their business sustainability efforts. Thus, research entitled: The Influence of Prices, Baristas, Products and Store Atmosphere on the Sustainability of Coffee Shop Businesses in the Lowlands is important to carry out.

Based on the results of previous research, it can also be used as a basis for preparing the framework for this research, as can be seen in Figure 1.

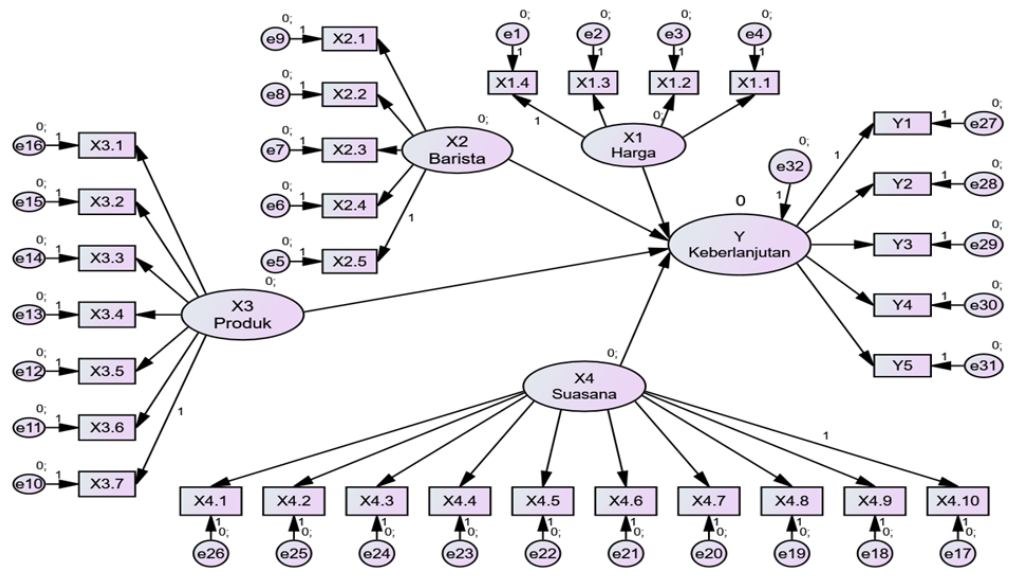


Figure 1. Research rationale framework

Source: Results of previous research

Based on the framework in Figure 1, this research hypothesis is proposed, namely:

- 1) H1: X1 (price) has a significant effect on Y (sustainability of the coffee shop business)
- 2) H2: X2 (barista) has a significant effect on Y (sustainability of the coffee shop business)
- 3) H3: X3 (product) has a significant effect on Y (coffee shop business sustainability)
- 4) H4: X4 (shop atmosphere) has a significant effect on Y (coffee shop business sustainability)

METHODS

This research was conducted in Tangerang City, Banten Province, Republic of Indonesia, with the reason that this city is in the lowlands and has many modern coffee shops standing. The research was carried out from July to September 2023. The research objects were: price variables (X1), baristas (X2), products (X3), coffee shop atmosphere (X4) and sustainability of the coffee shop business (Y). To facilitate and confirm the implementation of measurements on each of these variables, an operational definition is needed for each variable, as follows:

1. Price (X1) is the consumer's perception regarding the amount of value which shows the amount of money that must be paid by consumers to buy products at a coffee shop at a certain time and location (Apriliya, 2023; Tama & Cahyono, 2023) which is measured by 4 indicators, namely : 1) price affordability, 2) price match with quality, 3) price match with brand, and 4) recommend the price to others. All indicators are measured using a Likert Scale.
2. Barista (X2) is a person or group of people who have competence in making and serving coffee drinks at the coffee shop at the research location (Oktafiani et al., 2023; Prasetyo et al., 2023; Rafsanjani, 2022) which is measured by 5 indicators, namely: 1) skills, 2) suitability of preferences, 3) speed, 4) friendliness and 5) knowledgeable. All of these indicators are measured using a Likert Scale.
3. Products (X3) are all types of goods or services offered by coffee shops to consumers which include various types of coffee drinks and food (Jaeroni & Wachdijono, 2023; Pradina & Rohim, 2023; Soedirlan et al., 2022), which is measured by 7 indicators, namely: 1) taste, 2) aroma, 3) product stock, 4) product variants, 5) product innovation, 6) container, and 7) brand popularity. All indicators are measured using a Likert Scale.
4. Coffee shop atmosphere (X4) is the condition of the coffee shop room and environment which is sought to ensure that consumers are comfortable and feel satisfied in enjoying products from (Adhinda et al., 2022; Eva & Wachdijono, 2021; Jeon et al., 2016; Prasetyo et al., 2023; Sofia et al., 2023; Tumanan & Lansangan, 2012) which is measured by 10 indicators, namely: 1) layout of tables and chairs, 2) sound of music, 3) room condition, 4) environmental safety, 5) internet facilities, 6) parking, 7) interior design, 8) non-cash payments, 9) online marketing, and 10) toilets.
5. Sustainability of the coffee shop business (Y) is the condition or status of the coffee shop business which reflects the ability of the coffee shop to operate sustainably, both from an economic, social and environmental perspective (Purnomo & Munggaran, 2023), which is measured by 5 indicators, namely: 1) additional equipment and renovation of premises, 2) no conflict, 3) no environmental damage, 4) application of technology, and 5) presence of supporting associations. All indicators are measured using a Likert Scale.

To make it easier to measure the variables above, a variable operationalization table was created which can be seen in Table 1.

The Influence of Prices, Baristas, Product, and Store Atmosphere on the Sustainability
Coffee Shop Business in the Lowlands

Table 1. Operational Variable

Variable	Indicator	Interpretation	Measurement Scale	Measurement Unit
Price (X1)	1. Affordability	prices are affordable to consumers	Likert/Ordinal	5,4,3,2,1
	2. Quality compliance	Prices correspond to the quality of the coffee	Likert/Ordinal	5,4,3,2,1
	3. Brand sustainability	Price according to brand condition	Likert/Ordinal	5,4,3,2,1
	4. Recommendations	Consumers recommend to others	Likert/Ordinal	5,4,3,2,1
Barista (X2)	1. Skill	Baristas have coffee making skills	Likert/Ordinal	5,4,3,2,1
	2. Reference suitability	Baristas provide services according to consumer preferences	Likert/Ordinal	5,4,3,2,1
	3. Speed	Baristas serve quickly	Likert/Ordinal	5,4,3,2,1
	4. Friendliness	Barista serves in a friendly manner	Likert/Ordinal	5,4,3,2,1
	5. Knowledge	Baristas have knowledge regarding coffee profiles	Likert/Ordinal	5,4,3,2,1
Product (X3)	1. Taste	The product has a delicious taste	Likert/Ordinal	5,4,3,2,1
	2. Aroma	The product has a distinctive aroma	Likert/Ordinal	5,4,3,2,1
	3. Stock availability	Products ordered by consumers are always available	Likert/Ordinal	5,4,3,2,1
	4. Variant	The product has various variants	Likert/Ordinal	5,4,3,2,1
	5. Innovation	There is an innovative coffee drink menu	Likert/Ordinal	5,4,3,2,1
	6. Container	Coffee drink holder made of	Likert/Ordinal	5,4,3,2,1
	7. Brand popularity	glass/ceramic The product brand is already popular	Likert/Ordinal	5,4,3,2,1
Atmosphere coffee shop (X4)	1. Table-chair layout	The layout of tables and chairs makes consumers comfortable	Likert/Ordinal	5,4,3,2,1

Variable	Indicator	Interpretation	Measurement Scale	Measurement Unit
	2. Music sound	The sound of music suits consumer tastes	Likert/Ordinal	5,4,3,2,1
	3. Consumer space	The aroma of the coffee shop smells good	Likert/Ordinal	5,4,3,2,1
	4. Environmental safety	Consumer safety is guaranteed	Likert/Ordinal	5,4,3,2,1
	5. Internet facilities	Internet services are available to support consumer activities	Likert/Ordinal	5,4,3,2,1
	6. Ample parking	There is a large parking area	Likert/Ordinal	5,4,3,2,1
	7. Interior design	The coffee shop has an attractive interior design	Likert/Ordinal	5,4,3,2,1
	8. Non cash payment	Digital (online) payments are available, for example:	Likert/Ordinal	5,4,3,2,1
	9. Online marketing	credit cards, e-money Promotions, sales, orders and payments are made online	Likert/Ordinal	5,4,3,2,1
	10. Toilets	The condition of the toilets is dry, fresh, spacious and clean	Likert/Ordinal	5,4,3,2,1
Sustainability (Y)	1. Addition of equipment and renovations	The tools that support services are increasingly complete and there are renovations to the coffee shop building	Likert/Ordinal	5,4,3,2,1
	2. There is no conflict	There is no social conflict in the establishment of the coffee shop	Likert/Ordinal	5,4,3,2,1
	3. No environmental damage occurs	There is no environmental damage caused	Likert/Ordinal	5,4,3,2,1
	4. Application of technology	The coffee shop has implemented	Likert/Ordinal	5,4,3,2,1

The Influence of Prices, Baristas, Product, and Store Atmosphere on the Sustainability
Coffee Shop Business in the Lowlands

Variable	Indicator	Interpretation	Measurement Scale	Measurement Unit
		supporting technology		
	5. There are associations or institutions	There are associations that support the coffee shop business	Likert/Ordinal	5,4,3,2,1

The population in the research is coffee shop consumers in the lowlands of Tangerang City whose number is unknown, so the sample size was determined based on the Lemeshow Formula, namely 100 respondents (Azizah et al., 2023). The sampling technique is accidental sampling. Data analysis uses the Structure Equation Modeling (SEM) instrument with the help of the Analysis of Moment Structural (AMOS) data processing application, it is known as SEM-AMOS analysis (Oktafiani et al., 2023; Prasetyo et al., 2023; Sofia et al., 2023; Wachdijono et al., 2022).

Considering that the measurement of the indicators for each latent variable above uses a Likert Scale (5,4,3,2,1), the application is: Scale 5 means "strongly agree" if the statement is very consistent with the facts; Scale 4 means "agree" if the statement matches the facts; Scale 3 means "quite agree" if the statement is quite in accordance with the facts; Scale 2 means "disagree" if the statement does not match the facts; and Scale 1 means "strongly disagree" if the statement is very inconsistent with the facts. To test the hypothesis that has been proposed, it is carried out based on the hypothesis testing criteria, namely: 1) If the significance value (sig) < 0.05 then Ho is rejected, meaning that there is a real influence of variable X (independent) on variable Y (dependent); and 2) If the significance value (sig) is > 0.05 then Ho is accepted, meaning that there is an unreal influence from variable X (independent) on variable Y (dependent) (Ghozali, 2018).

RESULTS AND DISCUSSION

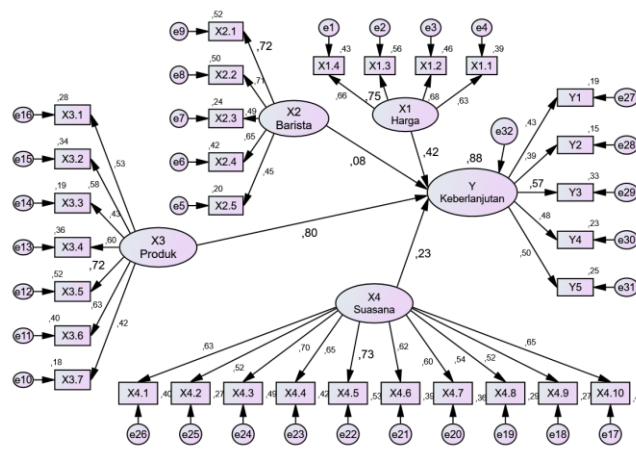


Figure 2. The influence of price, barista, product and shop atmosphere on the sustainability of coffee shop businesses in the lowlands of Tangerang City

Source: SEM-AMOS analysis output, 2023

Figure 2 shows that variables X1, X2, X3 and X4 have an effect on variable Y. However, to find out the significance (real or not) of this influence, it can be seen in the probability value (P) as shown in Table 2.

Table 2. significance of the influence of variables X1,X2,X3,X4 on Y

Variabel Y (dependen)	Line	Variabel X (independent)	Estimate	S.E.	C.R.	P	Label	Standardized Estimate
Y_Keberlanjutan	<---	X1_Harga	,249	,092	2,713	,007	par_29	,420
Y_Keberlanjutan	<---	X2_Barista	,082	,120	,681	,496	par_1	,078
Y_Keberlanjutan	<---	X3_Produk	,821	,288	2,847	,004	par_2	,803
Y_Keberlanjutan	<---	X4_Suasana	,136	,072	1,894	,058	par_30	,228

Source: SEM-AMOS analysis output-texoutput (adjusted), 2023

Table 2 path X1→Y shows that the influence of X1 (price) on Y (business sustainability) with a P value of 0.007 ($P < 0.05$), meaning that the influence of Therefore, the hypothesis which states that the price variable (X1) has a real effect on variable Y (business sustainability), **can be accepted**.

Table 2 path X2 → Y shows the influence of X2 (barista) on Y (business sustainability) with a P value of 0.496 ($P > 0.05$), meaning that the influence of Therefore, the hypothesis which states that the barista variable (X2) has a real effect on variable Y (business sustainability), **cannot be accepted**.

Table 2 path X3 → Y shows the influence of X3 (product) on Y (business sustainability) with a P value of 0.004 ($P < 0.05$), meaning that the influence of Therefore, the hypothesis which states that the product variable (X3) has a real effect on variable Y (business sustainability), **can be accepted**.

Table 2 path X4 → Y shows that the influence of X4 (store atmosphere) on Y (business sustainability) with a P value of 0.058 ($P > 0.05$) means that the influence of Therefore, the hypothesis which states that the shop atmosphere variable (X4) has a significant effect on variable Y (business sustainability), **cannot be accepted**.

To find out the indicators that best explain the condition of variables X1, X2, X3, X4 and Y, you can see the largest factor loading values, as shown in Table 3.

Table 3. The largest loading factor values are for variables X1, X2, X3, X4 and Y

Research Variable	Indicator with the largest loading factor value	The largest loading factor value	P
X1 (Price)	X1.3 (Price according to brand)	0,75	***
X2 (Barista)	X2.1 (Barista skills)	0,72	***
X3 (Product)	X3.5 (Product innovation)	0,72	***
X4 (Atmosphere Coffee Shop)	X4.5 (Internet facilities are available)	0,73	***
Y (Business Sustainability)	Y3 (no environmental damage occurs)	0,57	***

Source: SEM-AMOS analysis output-texoutput (adjusted), 2023

The Influence of Prices, Baristas, Product, and Store Atmosphere on the Sustainability Coffee Shop Business in the Lowlands

Table 3 shows the largest loading values for the variable indicators X1, X2, X3, X4, Y and everything is significant because the probability value (P) is *** (0.000) or below 0.05. These indicators can best explain the condition of each variable, if variable X has a real effect on variable Y. However, if there is one of the X variables that does not have a real effect on the Y variable, then the indicators cannot explain the condition of each variable, unless it is possible that there is an intervening variable that has a real effect in mediating the X variable to Y, then the indicators can explain the condition of these variables again so that they have more statistical meaning (Oktafiani et al., 2023).

Discussion

Based on the research results above, the following discussion can be made:

The Influence of price (X1) on coffee shop business sustainability (Y)

The price of coffee beverage products is a measure or value that must be paid by consumers to get these products. This size or value is generally expressed in rupiah (Rp / glass). However, consumers buy / pay for coffee beverage products, not only for this purpose, but there are several purposes for consumers to buy coffee beverage products in coffee shops, including: 1) Enjoying specialist and innovative coffee; 2) getting a unique place experience; 3) Looking for menu variations; 4) Enjoying quality and branded coffee; and 5) Enjoying social experiences. Therefore, knowledge about the effect of price on consumer purchasing decisions, which has an impact on the sustainability of the coffee shop business, is very important.

The results show that the effect of X1 on Y ($X1 \rightarrow Y$) is significant (real) with a standardised regression coefficient value of 0.42 and is positive, meaning that if X1 is increased by 100% it will increase Y by 42%. The nature of the effect is inelastic, meaning that the proportion of changes in X1 is greater than the proportion of changes in Y (Wachdijono & Yahya, 2021). Price has a positive effect on the sustainability of coffee shops in the lowlands of Tangerang City, because the prices offered are in line with the brand. The brands of coffee beverage products are considered by consumers to reflect good product quality and service, so that even though the price to be offered is high, consumers will still buy it. The brands of coffee beverage products in coffee shops in Tangerang City that are modern and have many consumers include: Starbuck, Janji Jiwa, Oxigen Coffe, Kobar Coffee, Kopi Tuku, and My Coffee. Thus, in this context, it can be explained that price affects consumer purchasing decisions or repurchases and consumer purchases will have a positive impact on the sustainability of the coffee shop business. For this reason, a strategy is needed in implementing prices in order to influence the level of sales, profits and the ability of coffee shops to reinvest in sustainable practices (Raniya et al., 2023; Ratu et al., 2023).

The argument above is based on the largest loading factor value (0.75) on the price variable indicator, namely "the price is in accordance with the brand" so that it can be interpreted that if the price is increased at any price, consumers will still buy it as long as the coffee shop business actors can maintain their brand, including in the aspects of product quality and good service. The

loading factor value of 0.75 can be seen in Figure 2 and Table 3 above. The results of this study are in line with the results of the study: (Darmansyah et al., 2020; Fathurrahman et al., 2023; Putra & Ekawati, 2017; Ratnasari & Wachdijono, 2021) which explain that price affects consumer purchases. However, it is contrary to the results of the research by Anwardin et al. (2021) which concluded that price has no significant effect on the sustainability of fish feed stores and also contradicts the law of demand which says: "if the price increases, the number of products demanded will decrease" (Gilarso, 2008; Sadono Sukirno, 2014). The differences in the results of these studies indicate that the conditions of the price variable are conditionally variable so that the results cannot be applied in general (generalisation).

The Influence of Barista (X2) on coffee shop business sustainability (Y)

Barista is a person or group of people in a coffee shop who plays a role in mixing/making various coffee beverage products ordered by consumers, then serving them. Therefore, the barista's position is very strategic in the operationalisation of a coffee shop anywhere. In addition, baristas can provide superior quality coffee products, ensure good customer service and contribute to brand image. Thus, barista expertise can attract consumers and at the same time create customer satisfaction to support business sustainability.

The results showed that the effect of X2 on Y ($X2 \rightarrow Y$) was not significant because the P value was 0.496 (> 0.05). Such conditions are due to competition among coffee shops themselves, so that product quality and price have a greater impact than the skills of a barista. In addition, the assessment of coffee shop managers that good management, operational strategies, and efficient financial management are also decisive in maintaining the sustainability of their business, so the role of baristas is not significant. The results of this study are in line with the results of research Oktafiani et al. (2023) which concluded that baristas have no effect on consumer loyalty, but in contrast to the results of research Jaeroni & Wachdijono (2023) which concluded that baristas affect coffee shop consumer loyalty in the highlands of Bandung City.

However, in general, barista variables have a positive effect on customer satisfaction and loyalty, which has a positive impact on the sustainability of the coffee shop business. This argument is based on several research results that conclude so, including: (Alvarizy & Deliana, 2021; Basir & Hanafi, 2019; Pambayun & Soedarsono, 2019; Wulandari, 2019). Baristas are very important human resources for coffee shop operations, especially barista skills in blending coffee, recognising different types of beans and understanding consumer preferences contribute greatly to customer satisfaction (Lee & Ruck, 2022; Sofia et al., 2023). In addition, the ability of baristas to understand sustainability values and practice them in their daily work can play an important role in maintaining the sustainability of coffee shops (Lucas, 2020; Sidewalk, 2019). However, if there are research results that conclude that baristas have no effect on business sustainability, then this is an interesting event, because there is an opportunity to apply intervening variables so that baristas can have an indirect and significant effect (Oktafiani et al., 2023).

The Influence of Product (X3) on coffee shop business sustainability (Y)

Products are all types of drinks in coffee shops made with coffee raw materials, which are then sold to consumers. The essence of a product is the benefit obtained by consumers after buying and consuming it (Gilarso, 2008; Kotler & Keller, 2016; Sumarwan & Tjiptono, 2019). Therefore, the product must adjust to the needs or desires of consumers. Suitable products will be purchased, while products that are not suitable will not be purchased by consumers. Continuous product purchases can create consumer satisfaction and loyalty which then have a positive impact on the sustainability of the coffee shop business concerned.

The results showed that the effect of product (X3) on business sustainability (Y) or $X3 \rightarrow Y$ is significant (real) with a standardised regression coefficient value of 0.8 and is positive, meaning that if X3 is increased by 100% it will increase Y by 80%. The nature of the effect is inelastic, meaning that the proportion of changes in X3 is greater than the proportion of changes in Y (Wachdijono & Yahya, 2021). Products have a positive effect on the sustainability of coffee shops in the lowlands of Tangerang City, indicating that consumers are very concerned about the existence of coffee beverage products, meaning that if there is a change in product conditions, it will have an impact on the sustainability of the coffee shop business. This condition is because the coffee beverage products offered by coffee shops can fulfil the wants or needs of consumers, so that products have a strategic position to attract consumers. This argument is in line with the results of research by (Adnan et al., 2020; Bungin et al., 2023; Ferreira et al., 2021; Hasanuddin et al., 2020; Paludi & Juwita, 2021; Prasetyo et al., 2023).

To find out the indicator that can best explain the condition of the product variable (X3) is by looking at the largest loading factor value, as shown in Figure 2 and Table 3 above is 0.72 which is located on indicator X3.5, namely "product innovation". This finding can be interpreted that coffee shop consumers in the lowlands of Tangerang City prefer the "product innovation" indicator over the other 6 indicators. This consumer attitude is because "product innovation" in coffee drinks can help coffee shops to differentiate themselves from other coffee shops, so that they can become a coffee shop identity that is more unique and favoured by consumers. Some examples of coffee beverage product innovation include: white coffee, coldbrew, wine coffee, split coffee, foam cake coffee, black insomnia coffee, decaffeinated coffee, joss/arang coffee, avocado coffee, and clear coffee. These results are in line with the results of previous studies, among others: (Aryani, 2019; Mustamu & Ngatno, 2021; Nasihin et al., 2020; Raniya et al., 2023; Sobri et al., 2023).

According to Pambayun & Soedarsono (2019), innovation is the result of developing or utilising skills and experience to create or improve new products, processes or systems that provide significant value. This value is the key to creating a competitive advantage for the product. Furthermore, Kotler & Keller (2016) added that product innovation involves a series of processes that interact with each other Kotler & Keller (2016). Therefore, coffee beverage product innovation

is very important to pay attention to, especially at this time where there has been competition among coffee shops (Puspasari & Rahardjo, 2017).

This argument is in line with the results of research by (Afriyanti & Rasmikayati, 2018; Deliana, 2018) which state that competition between coffee shops lies in product variables, then (Aryani, 2019) and Mustamu & Ngatno (2021) added that the attention to coffee beverage products related to consumer loyalty is product innovation. Coffee drink products that are created from the results of innovation have a better bargaining position compared to products from other coffee shops that do not have innovative products (Sari & Halim, 2022). In addition, product innovation can show an innovative menu that creates an exclusive menu (Wahyuwanti, 2022) and is favoured by consumers.

Regarding innovative products that consumers like, there is something very important regarding the stage of product innovation, namely the timing of innovation (Wachdijono et al., 2022). The importance of timing in innovation is in choosing the appropriate time to introduce innovative products or new products to the market (Kotler & Keller, 2016), because if innovative products are not introduced at the right time, it can have a serious impact, namely product innovation will fail in the market.

The Influence of Atmosphere Coffee Shop (X4) on coffee shop business sustainability (Y)

The shop atmosphere is the overall condition of the coffee shop business place, which can be seen and felt by consumers. The shop atmosphere is built to attract new consumers or also to retain old consumers. A good shop atmosphere can attract consumers, create a pleasant experience and build a loyal consumer base (Rasmikayati et al., 2020). Jeon et al., (conveyed that a comfortable, environmentally friendly and unique store atmosphere can create a bond between consumers and coffee shops. Furthermore, Ilyas & Sari (2021) added that consumers have a preference for a shop atmosphere that suits their personality, tend to be able to return and recommend it to others. But on the other hand, if the shop atmosphere is not attractive, then consumers do not want to visit the coffee shop or even be abandoned by old consumers. Therefore, only in a store atmosphere that matches consumer preferences, will be able to attract consumers who ultimately support the sustainability of their business.

The results of research on the effect of store atmosphere (X4) on business sustainability (Y) or $X4 \rightarrow Y$ are not significant because the P value is 0.058 (> 0.05). This condition is due to the preference of coffee shop consumers in the lowlands of Tangerang City at the time of the research, more on product variables, prices or other variables, so that the store atmosphere variable (X4) has not been able to have a significant influence. For this reason, the indicators (there are 10 indicators) also cannot explain their influence on the variable of business sustainability (Y), either directly or indirectly. These results contradict the results of research by (Alfandry & Sitinjak, 2022; Fibrianto et al., 2020; Indasari & Bachri, 2021; Kumalasari, 2022) which concluded that the store

The Influence of Prices, Baristas, Product, and Store Atmosphere on the Sustainability Coffee Shop Business in the Lowlands

atmosphere has an effect, both on purchasing decisions, customer satisfaction and customer loyalty, all of which support business sustainability.

The difference in the results of this study with previous studies indicates a research gap, in the form of a theoretical gap, namely a research gap caused by inconsistent research results (Miles et al., 2018). Such conditions are very good in supporting the development of science, namely the idea of involving other variables, namely intervening variables as suggested by Oktafiani et al. (2023) through the results of his research entitled: *The Influence of Barista on Coffee Shop Consumer Loyalty (Utilizing Indicators for Theoretical and Practical Purposes)*. By involving the intervening variable, it is expected that the store atmosphere variable (X4) can at least indirectly affect the coffee shop business sustainability variable (Y). The idea of involving this intervening variable is in line with the results of research by Sofia et al. (2023) which concluded that the barista variable has an indirect effect on customer satisfaction through the store atmosphere as an intervening variable.

CONCLUSION

Price and product variables have a positive effect on the sustainability of coffee shops in the lowlands of Tangerang City, while barista and shop atmosphere variables have no effect. The indicator that can best explain the condition of the price variable is "price in accordance with the brand" and on the product variable is "product innovation". For this reason, it is recommended for coffee shop business managers in the lowlands of Tangerang City to maintain or improve product branding and product innovation so that their businesses are sustainable.

REFERENCES

- Adhinda, E. G., Arief, M. Y., & Soeliha, S. (2022). Harga dan Suasana Toko (Store Atmosphere) dalam Menentukan Kepuasan Konsumen dengan Kepercayaan Konsumen Sebagai Variabel Intervening pada Coffee Shop Titik Kumpul Capore Situbondo. *Jurnal Mahasiswa Entrepreneurship (JME)*, 1(3), 508–522.
- Adnan, A., Naumann, M., Mörlein, D., & Pawelzik, E. (2020). Reliable discrimination of green coffee beans species: A comparison of UV-Vis-based determination of caffeine and chlorogenic acid with non-targeted near-infrared spectroscopy. *Foods*, 9(6), 788.
- Afriyanti, S., & Rasmikayati, E. (2018). Studi strategi pemasaran terbaik berdasarkan perilaku konsumen dalam menghadapi persaingan antar kedai kopi di Jatinangor. *Jurnal Ilmiah Mahasiswa Agroinfo Galuh*, 4(3), 856–872.
- Alfandry, R., & Sitinjak, T. J. R. (2022). Pengaruh Suasana Toko, Promosi dan Harga Terhadap Kepuasan Pelanggan Janji Jiwa di Wilayah Bekasi. *JEMBA: JURNAL EKONOMI, MANAJEMEN, BISNIS DAN AKUNTANSI*, 1(6), 961–972.
- Alvarizy, A., & Deliana, Y. (2021). Kompetensi Barista dalam Menyampaikan Experiential Marketing di Coffee Shop di Bandung Barista's Competency in Delivering Experiential Marketing in Coffee Shop in Bandung City. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*. Juli, 7(2), 1338–1348.

- Anwardin, K., Saufi, A., & Athar, H. S. (2021). Pengaruh Daya Saing, Harga, dan Kualitas Pelayanan terhadap Keberlangsungan Usaha. *ALEXANDRIA (Journal of Economics, Business, & Entrepreneurship)*, 2(1), 6–10.
- Apriliya, W. (2023). Analisis Suasana Café, Kualitas Produk dan Persepsi Harga terhadap Kepuasan Pelanggan di café Masalalu. *BULLET: Jurnal Multidisiplin Ilmu*, 2(3), 728–738.
- Arif, D. N., & Agastya, M. Z. (2022). Kekuatan Topografi Menjadi Potensi Bisnis Coffee Shop. *J-MARKS*, 1(1), 47–52.
- Aryani, D. I. (2019). Tinjauan Sensory Branding dan Psikologi Desain Kedai Kopi Kekinian Terhadap Perilaku Konsumen. *Waca Cipta Ruang*, 5(1), 330–336.
- Azizah, D. N., Ammbiya, W., & Wachdijono, W. (2023). Pengaruh Harga dan Kualitas Produk Terhadap Kepuasan Konsumen Keripik Singkong di Kota Cirebon Provinsi Jawa Barat. *Prosiding: Seminar Nasional Ekonomi Dan Teknologi*, 130–137.
- Basir, M., & Hanafi, M. A. N. (2019). Analisis Penentuan Biaya Tetap Dan Biaya Variabel Dalam Meningkatkan Laba Pada Outlet The Coffee Bean & Tea Leaf Grand Indonesia di Kota Makassar. *PAY Jurnal Keuangan Dan Perbankan*, 1(2), 107–115.
- Bungin, J., Pagiu, C., & Tangdialla, R. (2023). Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Konsumen Pada Logikaa Coffee House Kabupaten Toraja Utara. *Journal Economic Excellence Ibnu Sina*, 1(4), 69–85.
- Darmansyah, D., Agustia, D., & Nugroho, Y. (2020). Perubahan atribut konsumen dalam memilih coffee shop provinsi aceh pada masa pandemi. *Jurnal Bisnis Tani*, 6(1), 37–43.
- Deliana, Y. (2018). Factors that affect consumers'. *Research Journal of Recent Sciences*, 7(1), 1–6.
- Eva, R., & Wachdijono. (2021). Media Sosial, Suasana, Bangunan dan Pengembangan Usaha Coffee Shop pada Era SDGs di Kota Cirebon. *Proceeding Seminar Hasil Penelitian UNIMUS*.
- Fathurrahman, M., Pratama, A. R., & Al-Mudzakir, T. (2023). Perbandingan Algoritma Apriori Dan Fp Growth Terhadap Market Basket Analysis Pada Data Penjualan Bakery. *Kesatria: Jurnal Penerapan Sistem Informasi (Komputer Dan Manajemen)*, 4(2), 266–274.
- Ferreira, J., & Ferreira, C. (2018). Challenges and opportunities of new retail horizons in emerging markets: The case of a rising coffee culture in China. *Business Horizons*, 61(5), 783–796.
- Ferreira, J., Ferreira, C., & Bos, E. (2021). Spaces of consumption, connection, and community: Exploring the role of the coffee shop in urban lives. *Geoforum*, 119, 21–29.
- Fibrianto, K., Daryanto, K. A., Sholihah, N., Wahibah, L. Y., Hasyati, N., Al-Baarri, A. N., & Hariyadi, D. M. (2020). Sensory profiling of Robusta and Liberica coffee leaves functional tea by modifying brewing temperature. *IOP Conference Series: Earth and Environmental Science*, 475(1), 12028.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. UNDIP.
- Gilarso, T. (2008). *Pengantar Ilmu Ekonomi Mikro, Edisi 5*. Yogyakarta: Kanisius.
- Gunawan, C. B., & Syahputra, S. (2020). Analisis perbandingan pengaruh store atmosphere terhadap loyalitas pelanggan coffee shop di Bandung. *Jurnal Manajemen Maranatha*, 20(1), 51–62.
- Hariyanto. (2019). Riset TOFFIN: Bisnis Kedai Kopi Makin Menggeliat di 2019. *Industry Coid*, 1.
- Hasanuddin, M. R., Rachma, N., & Wahono, B. (2020). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan (Pada Pelanggan Kedai Kopi Mr Beard Coffee Jl, Saxophone No. 47 Tunggul Wulung Lowokwaru Malang). *E-JRM: Elektronik Jurnal Riset Manajemen*, 9(11).

The Influence of Prices, Baristas, Product, and Store Atmosphere on the Sustainability Coffee Shop Business in the Lowlands

- Ilyas, M., & Sari, D. (2021). Analisis Faktor-Faktor yang Menjadi Preferensi Konsumen dalam Memilih Coffee Shop di Kota Bandung. *EProceedings of Management*, 8(4).
- Indasari, I., & Bachri, S. (2021). Pengaruh Suasana Toko Terhadap Keputusan Pembelian Konsumen Pada Mr. Dav Coffee Shop Palu. *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, 7(1), 30–38.
- Jaeroni, A., & Wachdijono, W. (2023). Pengaruh Barista Terhadap Loyalitas Konsumen Coffee Shop di Kota Bandung. *Prosiding Seminar Nasional Hasil Penelitian Agribisnis*, 7(1), 109–117.
- Jeon, S., Park, C., & Yi, Y. (2016). Co-creation of background music: A key to innovating coffee shop management. *International Journal of Hospitality Management*, 58, 56–65.
- Karomah, R., Arifin, R., & Hufron, M. (2018). Pengaruh kualitas produk, pelayanan, harga dan lokasi terhadap loyalitas pelanggan melalui kepuasan sebagai variabel intervening (studi kasus konsumen rumah makan super geprek Dinoyo Malang). *E-JRM: Elektronik Jurnal Riset Manajemen*, 7(11).
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th global ed.)*. England: Pearson, 803–829.
- Kumalasari, V. F. (2022). Pengaruh Store Atmosphere dan Lokasi Terhadap Keputusan Pembelian di Grands Coffee Blitar. *Jurnal Aplikasi Bisnis*, 8(2), 241–246.
- Laili, R. R., & Canggih, C. (2021). Pengaruh Kualitas Produk, Citra Merek, Dan Label Halal Terhadap Kepuasan Konsumen Produk Body Lotion Citra (Studi Kasus Mahasiswa Surabaya). *Jurnal Ekonomi Syariah Teori Dan Terapan*, 8(6), 743.
- Lee, K.-S., & Ruck, K. J. (2022). Barista Diary: An autoethnography studying the operational experience of third-wave coffee shop baristas. *International Journal of Hospitality Management*, 102, 103182.
- Li, Y., Liu, B., & Huan, T.-C. T. C. (2019). Renewal or not? Consumer response to a renewed corporate social responsibility strategy: Evidence from the coffee shop industry. *Tourism Management*, 72, 170–179.
- Lucas, D. V. T. (2020). The consumption of experiences in specialty coffee shops. In *Coffee Consumption and Industry Strategies in Brazil* (pp. 275–295). Elsevier.
- Miles, I., Lee, M.-F., & Sawatwarakul, K. (2018). 16. Wake up and smell the coffee: Innovation in the coffee shop experience. *Services, Experiences and Innovation: Integrating and Extending Research*, 284.
- Mustamu, E. J., & Ngatno, N. (2021). Pengaruh Inovasi Produk Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada KFC Sronдол. *Jurnal Ilmu Administrasi Bisnis*, 10(1), 689–696.
- Nasihin, M. A., Subagyo, S. E. F. S., Erfariani, S. A., & Farida, S. N. (2020). Strategi Bisnis Era New Normal Pada Kedai Kopi Di Surabaya (Studi Kasus Pada Beby's Coffee Di Jalan Srikana Timur No. 44 Surabaya). *E-Bisnis: Jurnal Ilmiah Ekonomi Dan Bisnis*, 13(2), 76–88.
- Oktafiani, A. R., Nita, D. A. N., Rosiyani, R., Khijjah, D. R., & Wachdijono, W. (2023). The Influence of Barista on Coffee Shop Consumer Loyalty (Utilizing Indicators for Theoretical and Practical Purposes). *Journal Transnational Universal Studies*, 1(8), 786–799.
- Paludi, S., & Juwita, R. (2021). Pengaruh Persepsi Harga, Lokasi dan Kualitas Produk terhadap Keputusan Pembelian. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, 18(01), 41–53.
- Pambayun, M. R. P., & Soedarsono, D. K. (2019). Pengaruh Komunikasi Interpersonal Barista

- Terhadap Kepuasan Konsumen. *EProceedings of Management*, 6(2).
- Permatasari, S. A., Prasetyo, E., & Santoso, S. I. (2021). Analisis Stimulus Pemasaran Produk Kopi terhadap Kepuasan dan Loyalitas Konsumen (Studi Kasus pada Kafe Semasa Semarang). *Jurnal Ekonomi Pertanian Dan Agribisnis*, 5(3), 805–818.
- Pradina, I., & Rohim, A. N. (2023). The Effect of Halal Label Product Quality and Service Quality and Service Quality on Purchase Decisions. *International Journal of Business Reflections*, 3(2).
- Prasetyo, E. D., Maulana, M. T., & Wachdijono, W. (2023). Pengaruh Barista Terhadap Suasana Coffee Shop Melalui Variabel Produk. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 9(2), 2860–2883.
- Purnomo, B. R., & Munggaran, M. W. (2023). Model Bisnis Sosial Kedai Kopi Ramah Lingkungan di Yogyakarta. *Jurnal Kawistara*, 13(2), 202–221.
- Puspasari, E. L., & Rahardjo, S. T. (2017). Pengaruh Orientasi Kewirausahaan, Inovasi Produk, dan Dukungan Partner Terhadap Keunggulan Bersaing (Studi Pada Industri Makanan Dan Minuman Skala Kecil Dan Menengah Di Kota Semarang). *Diponegoro Journal of Management*, 6(3), 225–232.
- Putra, M. C. S. D., & Ekawati, N. W. (2017). Pengaruh inovasi produk, harga, citra merek dan kualitas pelayanan terhadap loyalitas pelanggan sepeda motor vespa. Udayana University.
- Rafsanjani, M. A. (2022). Sebiji Kopi Ditangan Petani, Secangkir Kopi Ditangan Barista: Kajian Mengenai Barista Dan Perannya Dalam Budaya Kopi Di Jogja. *Journal SOSIOLOGI*, 5(1), 29–36.
- Raniya, R. F., Lubis, P. H., & Kesuma, T. M. (2023). The Influence Of Social Media Marketing And Store Atmosphere On Purchase Decision Mediated By Consumer Trust In Millennial Coffee Shops In Banda Aceh. *International Journal of Business Management and Economic Review*, 6(1), 144–155.
- Rasmikayati, E., Deaniera, A. N., Supyandi, D., Sukayat, Y., & Saefudin, B. R. (2020). Analisis Perilaku Konsumen: Pola Pembelian Kopi Serta Preferensi, Kepuasan Dan Loyalitas Konsumen Kedai Kopi Consumer Behavior: Purchase Pattern Of Coffee, Preferences, Satisfaction And Loyalty Of Coffee Shop Consumer. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*. Juli, 6(2), 969–984.
- Ratnasari, & Wachdijono. (2021). Bauran Pemasaran dan Perilaku Konsumen Kopi Pada Masa Pandemi Covid-19. *Prosiding Seminar Nasional UNIMUS E-ISSN*, 4, 524–532.
- Ratu, S., Suriadi, S., & Pardana, D. (2023). Analisis Strategi Pemasaran dalam Meningkatkan Penjualan pada Rendezvous Coffee di Kota Baubau. *Value: Jurnal Ilmiah Manajemen*, 1(2), 71–85.
- Sadono Sukirno. (2014). *Mikroekonomi teori pengantar (Revisi)*. Raja Grafindo Persada.
- Samoggia, A., & Riedel, B. (2018). Coffee consumption and purchasing behavior review: Insights for further research. *Appetite*, 129, 70–81.
- Sari, R., & Halim, C. (2022). Analisis Strategi Bisnis Guna Meningkatkan Daya Saing pada Coffee Shop di Bandar Lampung (Studi Kasus Dr. Coffee). *Jurnal Ekonomi Dan Bisnis Digital*, 1(3), 231–248.
- Sidewalk, W. (2019). *Barista# NoCingCong*. Jakarta: Agromedia Pustaka.
- Sobri, T. R., Alfianra, M. A., Fadilah, R. A., & Wachdijono, W. (2023). Pengaruh Barista Terhadap Produk Coffee Shop di Kota Majalengka Provinsi Jawa Barat. *Agropross: National*

The Influence of Prices, Baristas, Product, and Store Atmosphere on the Sustainability Coffee Shop Business in the Lowlands

Conference Proceedings of Agriculture, 565–574.

- Soedirlan, N. D., Kurniawan, A., & Tristiyono, B. (2022). Studi Kebutuhan Desain Set Alat Manual Brew Coffee Untuk Coffee Shop Self-Service Dining Experience Dari Bahan Keramik Dan Kayu. *Jurnal Desain Idea: Jurnal Desain Produk Industri Institut Teknologi Sepuluh Nopember Surabaya*, 21(2), 76–82.
- Sofia, S., Firyal, R. N., Oktaviani, A., Ghifari, N. M., & Wachdijono, W. (2023). The Effect of Baristas on Consumer Satisfaction through Coffee Shop Atmosphere as an Intervening Variable. *Journal Transnational Universal Studies*, 1(8), 769–785.
- Song, H., Wang, J., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79, 50–59.
- Sumarwan, U., & Tjiptono, F. (2019). *Strategi Pemasaran dalam Perspektif Perilaku Konsumen (I)*. PT Penerbit IPB Press.
- Tama, M. Y., & Cahyono, K. E. (2023). Pengaruh Kualitas Produk, Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian Coffee Shop Pesen Kopi Cabang Ketabang Surabaya. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 12(2).
- Tumanan, M. A. R., & Lansangan, J. R. G. (2012). More than just a cuppa coffee: A multi-dimensional approach towards analyzing the factors that define place attachment. *International Journal of Hospitality Management*, 31(2), 529–534.
- Untari, U., & Widyantari, I. N. (2013). Uji Preferensi Masyarakat Lokal Terhadap Nasi dari Varietas Padi Inpari 7, Inpari 8 dan Inpara 2. *Agricola*, 3(1), 43–52.
- Wachdijono, W., Febriyanti, B., Wibowo, S. N., & Wahyuni, I. T. (2022). The relationship between consumer loyalty and time of innovation through coffee shop product innovation variables. *Research Trend in Technology and Management*, 1(1), 13–24.
- Wachdijono, W., & Yahya, A. C. (2021). Persepsi Konsumen Terhadap Keberadaan Coffee Shop Dan Barista Pada Era Pemasaran Kopi Ke Tiga. *Paradigma Agribisnis*, 4(1), 11–24.
- Wahyuwanti, R. A. (2022). Pengaruh Proses Transnasionalisasi Coffeeshouse Company "Starbucks Coffee" terhadap Budaya Tradisional Minum Teh di China. *Transformasi Global*, 9(1), 1–13.
- Wulandari, D. P. (2019). Analisis Dampak Perkembangan Pariwisata terhadap Perubahan Kondisi Sosial Ekonomi Masyarakat Desa Kersik Tuo Kecamatan Kayu Aro Kabupaten Kerinci. *Ensiklopedia of Journal*, 2(1).

Copyright holder:

Dhifa Meita Jihan Nabilah, Putri Anggini Ryandi, Rihan Frediansyah, Wachdijono (2024)

First publication right:

Journal Transnational Universal Studies (JTUS)

This article is licensed under:

