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THE EFFECT OF BARISTAS ON CONSUMER SATISFACTION THROUGH COFFEE SHOP ATMOSPHERE AS AN INTERVENING VARIABLE

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Abstract

Coffee shop is a rapidly growing business in the downstream agribusiness subsystem in various countries. The role of the barista and the atmosphere of the coffee shop are vital in providing consumer satisfaction to win the competition in the market. The research objective was to analyze the influence of the barista on customer satisfaction through the variable atmosphere of the coffee shop in the city of Cirebon. Cirebon City was chosen as the research location because it can represent a lowland city with many modern coffee shops around the world. The research was carried out in June-October 2022 using a survey method and a quantitative design. The research population is coffee shop consumers in Cirebon City, and the number of samples is 120 respondents. Measurement of variable indicators using a Likert Scale, data analysis using Structural Equation Modeling, and Sobel test. The study results concluded that the barista influences customer satisfaction through the coffee shop atmosphere as an intervening variable. The most dominant indicators explaining quality: barista is "hospitality," customer satisfaction is "feeling happy," and the atmosphere of the coffee shop is "coffee room/place" and "toilet." For this reason, it is recommended that coffee shop business actors improve the quality of hospitality barista, products, and room and toilet designs to help satisfy consumers and win the competition.

keywords: Coffee shop atmosphere; Hospitality; Indicators; Intervening variables; Toilet

INTRODUCTION

Coffee shop is a form of business in the downstream agribusiness subsystem Krisnamurthi, (2020) whose existence is in this third marketing era Kotler, (2000), is no longer just for drinking coffee, but has developed into a place for discussions, doing assignments, gathering with friends/family, relaxing, live music and business meetings. Therefore coffee shops are very supportive of various socio-economic activities of the community so that it is attractive for other business people to open coffee shop businesses throughout the world, including in Indonesia.

Evidently, the number of coffee shops in Indonesia grew by 23% in the 2016-2017 period Haryanto (2019), in the United States increased by 3.3 % in the last two years (2020-2022) statista.com, (2023), in the UK grew 2.8% Allegra World Coffee Portal, (2018), in Australia it increased by 5.4 %

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ibisworld, (2022), and in China it increased by 21.2 % (Mobile Coffee 2015). It has been realized that bMany similar businesses on the market will bring an unavoidable risk, namely the occurrence of competition Casadesus-masanell & Ricart, (2009).

Competition between coffee shops has occurred, both at home and abroad,such as: in Indonesia itself, there is competition between Starbucks modern coffee and Excelso (Susanty & Kenny, 2015), then in Vietnam, competition occurs due to the rapid growth of coffee shops Tran, (2019); in the Philippines, due to the strong growth between local and global coffee shops(Ang, 2010), in China between local coffee shops and modern Starbucks coffee shops Ferreira, (2018), inSouth Korea Patterson et al., (2010). In addition, coffee shop competition also occurs on the American continent (Brazil, Argentina, Mexico, America, Canada), on the European continent (Russia, Turkey, Norway, England, Poland, Belgium, Germany), on the Australian continent (Australia, New Zealand).), and on the African continent (Morocco, Kenya, South Africa, Nigeria, Egipt), Euromonitor International's Team (2022). The presence of a modern coffee shop in a country, besides competing with fellow modern coffee shops or what is called competition at the global market level, is also a competitor for coffee shops in the local market Öztopcu, (2017).

Facts have shown that competition is unavoidable because the more profitable a business is, the newcomers will attack similar businesses, so that the first coffee shop entrepreneurs feel worried about this threat of competition Tri Sulistiowati, (2019). As for dthe impact of the competition is very clear, namely there are coffee shops that survive and continue to grow, but there are also those that close their businesses Wachdijono et. al., (2022). Even though the investment costs and operational costs to establisha coffee shop is considered high, can reach over IDR 1,000,000,000.00 Lubis, 2020; Julianti and Djunaedi, (2019). For this reason, serious efforts are needed to win the coffee shop business competition anywhere in this modern era, including coffee shops in the city of Cirebon.

Cirebon is a city in the coastal area adjacent to the north coast of Java Island and is located in the easternmost province of West Java, Republic of Indonesia. This city is in the lowlands Lala, (2023) so that it can represent cities in the lowlands where there are many modern coffee shops around the world, including: City of Pattani (Thailand), Vienna (Austria), Seattle (United States of America),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) Anonymous, (2022). In the city of Cirebon, many modern coffee shop businesses have been established. There will be 300 coffee shops recorded in 2021 (Sofyan, 2021), including: Starbuck, Exelco, Janji Jiwo, Baraja, Manao, Janji Kopi, Dclassic, Little Black, Olive Bistro, Famouz Cafe, Tremor Coffee, and so on (Ambiya, 2023).

In 2023, Cirebon City has added new coffee shops so that the number increases and so do the customers (Fithria 2023). But without realizing it, coffee shops that have been established with relatively the same products and goals, sooner or later will create a competition between the coffee shops themselves (Kotler, 2000). This is very relevant to the results of the study Afriyanti & Rasmikayati

(2018) and Deliana et al., (2018) which explains the problem faced by every coffee shop in several regions of Indonesia is competition. Given the serious risk of competition, every coffee shop business actor must try to win the competition he faces. These efforts can refer to several references to relevant research results.

Some of the results of previous research that are relevant to the above, among others: 1) Haristianti et al., (2021)And Farasa & Kusuma (2015) explains consumers feel at home for long in the coffee shop becausefeel comfortable with the atmosphere of the coffee shop; 2) Indasari & Bachri (2021) and Purnomo (2017) concluding that the atmosphere of the coffee shop influences the purchasing decision; 3) Medikana et al., (2018), and Pramatatya et. al., (2015)concluding that the atmosphere of the coffee shop has an effect on repurchasing; 5) Afriyanti and Rasmikayati (2018) explaining that consumers visit coffee shops with the aim of enjoying the atmosphere; 5) Spence et. al., (2014) emphasizing the atmosphere of a coffee shop has a high influence on consumer behavior in purchasing; 6) Aprilia & Suryani (2020), Pratiwi et al., (2022), Arnawa et. al., (2022) And Ayuningtyas et al., (2022) concludes that the atmosphere of the coffee shop has a significant effect on customer satisfaction.

In addition, several other research results add that the barista variable can increase brand values, including the image of a coffee shop atmosphere Dhifan and Yuningsih, (2022), consumer perceptions of coffee shop baristas are at an optimistic level in supporting business development Wachdijono and Yahya, (2021), the interpersonal communication variable of the barista has an effect on consumer satisfaction Pambayun & Soedarsono, (2019) and the barista competency variable is in the very high category so that it can support a comfortable coffee shop atmosphere for consumers (Ahmad Alvarizy and Yosini Deliana, 2021). However, there are differences with the results of the study Dwi & Utomo (2023) which shows that the barista service at the Starbucks Coffe Shop is still low so that it is not optimal in supporting consumer satisfaction.

Based on the results of the research above, it can be concluded that the coffee shop atmosphere variable can affect the variables of purchasing decisions, repurchasing, feeling at home/comfort, where the three variables that are affected are the characteristics of winning the competition. When it comes to opinions Kotler and Keller (2016), then winning the competition is synonymous with providing a greater sense of satisfaction to consumers when compared to competitors. Furthermore, the coffee shop atmosphere variable is influenced by the barista variable, but the barista variable is not certain to affect consumer satisfaction.

This study aims to analyze the influence of the barista on customer satisfaction through the variables of the coffee shop atmosphere in the city of Cirebon. The difference between this study and previous research lies in the position of the coffee shop atmosphere variable, where the coffee shop atmosphere is the independent variable (free) so that it cannot be influenced by other variables. However, in this study, the atmosphere of the coffee shop is defined as an intervening variable, namely a variable that can be influenced and also influences. This determination is based on the assumption of microeconomic theory which explains that each variable cannot stand alone or interdependence

(Sukurno, 2014). Additionally, variablesThe coffee shop atmosphere is also a recommendation from several practitioners that if you want to win the competition in this third marketing era, build a more pleasant coffee shop atmosphere so that consumers feel satisfied.(Utami, 2022; Popular Articles, 2021; InterActive crew, 2018). Therefore, the main focus of the discussion lieson the coffee shop atmosphere as an intervening variable, which has not been done by previous researchers.

The differences in the research above indicate that there are still gaps or research gaps, where these gaps will be closed with the results of this study. Therefore, the position of this research has an element of novelty so that it can be useful in the development of knowledge (theoretical), especially regarding changes in lifestyle (life style) or consumer behavior (consumers behavior) and can be a practical recommendation for coffee shop entrepreneurs. in order to win this tight business competition (high competition). Thus the research entitled :

The Influence of Baristas on Consumer Satisfaction Through the Coffee Shop Atmosphere as an Intervening Variablethis is important to implement.

Based on the results of previous research, it can also be studied that the barista variable has an effect on the atmosphere of the coffee shop and the atmosphere of the coffee shop has an effect on customer satisfaction, but the barista variable has no effect on customer satisfaction. For this study, a research hypothesis can be proposed, namely:

H1: Allegedly the barista variable (X) has a direct effect on the coffee shop atmosphere variable (Z);

H2: It is suspected that the coffee shop atmosphere variable (Z) has a direct effect on consumer satisfaction variable (Y);

H3: Allegedly the barista variable (X) has no direct effect on consumer satisfaction variable (Y);

H4: Allegedly the barista variable (X) has an indirect effect on consumer satisfaction variable (Y) through the coffee shop atmosphere variable (Z).

METHODS

The research location was determined namely in the city of Cirebon, West Java Province, on the basis of the consideration that the city of Cirebon is a city that can represent the condition of cities in the lowlands of the world where there are many coffee shops, and also in the city of Cirebon there are many modern coffee shops. where in 2021 there will be 300 coffee shops (Sofyan, 2021) and in 2023 there will be more. The research was conducted in June-October 2022. The objects of the research are: barista variable (X), coffee shop atmosphere variable (Z) and consumer satisfaction variable (Y), the three variables are latent variables (variables that cannot be measured directly) so that the measurement is carried out on each indicator. To facilitate and confirm the implementation of measurements on each variable.

Barista (X) is a person or group of people who have competence in terms of coffee drinks in the Cirebon City coffee shop (Panggabean, 2012), which is measured by 5 indicators, namely skill, accuracy, speed, friendliness and knowledge. All indicators are measured by a Likert Scale.

The atmosphere of the coffee shop (Z) is the condition of the room and environment of the coffee shop in the city of Cirebon which is strived to make consumers feel comfortable and satisfied in enjoying coffee drinks (Rosdiana and Wachdijono, 2021), which is measured by 10 indicators, namely: layout, music, consumer space, security, internet facilities, parking, interior design, non-cash payments, online marketing, and toilets. All indicators are measured using a Likert Scale

Consumer satisfaction (Y) is the condition of consumers' feelings after buying and consuming coffee drinks at coffee shops in Cirebon City, as measured by 5 indicators, namely: feeling satisfied, repurchasing, fulfilling expectations, commenting positively and not caring about other brands (Purnomo et. al., 2023).

To operationalize the measurement of latent variables and their indicators can be seen in Table 1

Table 1. Operationalization of research variables and indicators for 2023

Variable	Indicator	Criteria	Scale Measurement	Units of measurement
Barista (X)	Skilled (X1)	Skilled in making various coffee-based drinks	Ordinal/Likert	5,4,3,2,1
	Precision (X2)	Beverages are made according to the wishes / orders of consumers	Ordinal/Likert	5,4,3,2,1
	Speed (X3)	Making coffee drinks ordered by consumers is not long (fast)	Ordinal/Likert	5,4,3,2,1
	Friendliness (X4)	Demonstrate a smooth, friendly and polite attitude and speech	Ordinal/Likert	5,4,3,2,1
	Knowledgeable (X5)	Have adequate knowledge related to coffee	Ordinal/Likert	5,4,3,2,1
Coffee shop atmosphere(Z)	Table and chair layout(Z1)	Give consumers the freedom to traffic / choose a seat	Ordinal/Likert	5,4,3,2,1
	Music sound(Z2)	The sound of music according to the wishes / preferences of consumers	Ordinal/Likert	5,4,3,2,1
	The room smells good and fresh(Z3)	Conditions in the room look healthy, fragrant, fresh and clean	Ordinal/Likert	5,4,3,2,1
	Security guarantee (Z4)	There is a guarantee of safety for consumers and their vehicles	Ordinal/Likert	5,4,3,2,1
	Internet facilities available (Z5)	Wifi is available to facilitate consumer communication online	Ordinal/Likert	5,4,3,2,1

Variable	Indicator	Criteria	Scale Measurement	Units of measurement
	Large parking lot (Z6)	Consumer vehicle traffic can be done easily	Ordinal/Likert	5,4,3,2,1
	Unique and Instagrammable interior design(Z7)	The interior design (inside and outside) is unique and interesting to photograph	Ordinal/Likert	5,4,3,2,1
	Non-cash payment facilities available (Z8)	Digital payments (online) are available, for example: credit cards, e-money	Ordinal/Likert	5,4,3,2,1
	Doing online marketing (Z9)	Promotions, sales, orders and payments are made online	Ordinal/Likert	5,4,3,2,1
	Dry and clean toilet room (Z10)	The condition of the toilet is dry, fresh, spacious and clean	Ordinal/Likert	5,4,3,2,1
Consumer satisfaction (Y)	Feeling satisfied/happy (Y1)	Feelings of satisfaction after consuming coffee drinks	Ordinal/Likert	5,4,3,2,1
	2) Repurchase (Y2)	Purchase coffee drinks again after the 1st purchase	Ordinal/Likert	5,4,3,2,1
	) Fulfillment of expectations (Y3)	Consumer expectations are met, for example: price, quality, service	Ordinal/Likert	5,4,3,2,1
	) Give positive comments (Y4)	Telling good things about coffee drink products to other parties	Ordinal/Likert	5,4,3,2,1

The research population is coffee shop consumers in the city of Cirebon whose number is unknown. Therefore, the determination of the number of samples is based on the number of loading factors that are determined deliberately and are considered representative, which is equal to 0.5 Hair et. al., (2010) so that the total is 120 respondents. The sampling technique was carried out accidentally and was only applied once for the same consumer. The data analysis technique uses the Structural Equation Modeling instrument with the help of calculating the Moment of Structural Analysis application Ghozali and Fuad, (2005) which became known as SEM-AMOS analysis.

To test the hypothesis that has been proposed, it is carried out based on the hypothesis testing criteria:

a. If the significance value (sig) < 0.05 then H0 is rejected, meaning that there is a real influence from the exogenous variables on the endogenous variables.

b. If the significance value (sig) > 0.05 then H0 is accepted, meaning that there is no significant effect of the exogenous variables on the endogenous variables (Ghozali, 2016).

RESULTS AND DISCUSSION

Based on the analysis of research data using the SEM-AMOS instrument, the results of factor analysis (which produces factor loading values for each indicator) and path analysis results (which produce standardized regression coefficient values for each path between latent variables), simultaneously as can be seen in Figure 1.
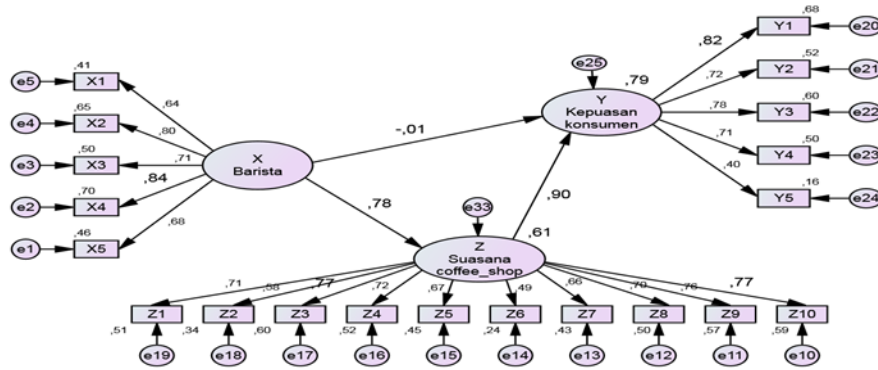

Figure 1. Factor loading values for each indicator and regression coefficients between latent variables (X, Z, Y)

Figure 1 shows variable X (barista) has a direct effect on variable Z (coffee shop atmosphere) with a standardized regression coefficient value of 0.78 and variable Z has a direct effect on variable Y (customer satisfaction) with a standardized regression coefficient value of 0.90. In addition, variable X also has a direct effect on variable Y with a standardized regression coefficient of -0.01. However, it is not yet known whether these effects are real or not. To find out whether or not the influence of each exogenous variable (X) on endogenous variables (Z and Y) is real and the exogenous variable Z on the endogenous variable Y, it can be seen from its significance value (sig) as in Table 2.

Table 2. Significance of the influence of variables X on Z and Z on Y and X on Y

			Estimates	SE	CR	P	Label
Z_Suasana_coffee_shop	<---	X_Barista	,842	, 132	6,360	***	par_19
Y_customer_satisfaction	<---	Z_Suasana_coffee_shop	,859	,144	5,947	***	par_1
Y_customer_satisfaction	<---	X_Barista	-.010	,130	-.077	,939	par_20

Source: Text output SEM-AMOS, 2023

Table 2 shows that the effect of variable X on Z is very significant, which is marked with a P-value of 3 stars (***), and the effect of variable Z on Y is also very real, which is marked with a P-value of 3 stars (***), while the effect of variable X to variable Y is not significant because the P value is greater (>) than the value of 0.05 (Ghozali, 2016). Thus the hypothesis states:

H1: Variable X has a direct effect on Z is acceptable;

H2: Variable Z has a direct effect on variable Y, which is acceptable.

H3: Variable X has no direct effect on variable Y, which is acceptable.

The full discussion of the influence of latent variables and their indicators is as follows:

The effect of variable X on Z

The direct effect of variable X (barista) on variable Z (coffee shop atmosphere) is very real because the role of the barista as the most important (prominent) human resource in the operation of the coffee shop(Hamden, 2018; Musika, 2018), so that it is very easy for consumers to see and assess the activities of baristas directly, especially in concocting or making various coffee drinks, their speed and accuracy, greeting (communication) and insight. This activity will clearly color the atmosphere of coffee shops in the city of Cirebon. If the baristas work professionally, they can create a more pleasant coffee shop atmosphere for consumers.

This argument is in accordance with several opinions of coffee experts who explain that baristas are people who are experts at mixing various coffee drinks, serving and serving them to consumers.(Sidewalk, 2019; Hamdan, 2018; Panggabean, 2012). In addition, professional baristas (providing excellent service) can have a very strategic role in coffee marketing in this third era, namely synergizing between upstream subsystems, processing subsystems and downstream subsystems.(Wachdijono and Jaeroni, 2021).

The results of this study are also in line with the results of previous studies, including: 1) Umbase & Areros (2022); 2) Arnawa et al., (2022); 3)Dhifan and Yuningsih (2022); 4)Wachdijono and Yahya (2021); 5)Alvarizy and Deliana (2021); 6)Sholihah (2020); 7) Hariaji & Iriyanto (2019), 8) Pambayun and Soedarsono(2019); and 9)Syahsudarmi (2018) who concluded that the barista variable supports or influences in creating a more pleasant coffee shop atmosphere so that it can attract consumers to make purchasing decisions or make repeat purchases.

Given that the barista (X) is a latent variable (cannot be measured directly), then to find out which indicators play the most role in explaining the condition of variable X, by looking at the largest loading factor (weight) value, as can be seen in Figure 1(x)). Figure 1(x) shows the largest loading factor value on indicator X4 which is equal to 0.84, meaning that the condition of variable X (barista) at the time of the study was more dominantly explained by indicator X4, namely the friendliness of a barista. Therefore, the condition of the coffee shop atmosphere in Cirebon City is more colored by barista indicators, especially in the friendliness aspect, meaning that the barista has spoken to (communicated) with consumers in a friendly, polite and smiling manner so that the coffee shop atmosphere becomes more enjoyable and becomes an experience. memorable for consumers. Thus the barista has succeeded in applying one of the experiences on*experiential marketing*to consumers (Schmitt, 2010).

This result is in accordance with the opinion of a consumer service expert from the United States (Joseph A. Michelli) who stated that the key to success for a barista in dealing with the first customer is friendliness (Michelli, 2006). AndIqbal Sofyanis (owner of Potpourri Authentic Coffee Jakarta) in Nainggolan (2016) which explains that the best baristas have three attitudes that must be remembered when dealing with visitors (consumers) and the first attitude is friendliness(friendly), also in

accordance with the results of the study Mongkol (2016) who recommends that baristas can maintain a good attitude to consumers.

The effect of variable Z on Y

The influence of the Z variable (coffee shop atmosphere) on the Y variable (shop customer satisfaction) is very significant because the coffee shop atmosphere is the first variable seen and felt by consumers before buying or consuming coffee drinks in a coffee shop. Therefore, the first experience felt by consumers and unforgettable (experiential marketing) is the atmosphere of the coffee shop. Schmitt (2010) explains experiential marketing as a marketing method that views consumers as rational and emotional human beings who care about having joyful experiences.

The results of this study are consistent with the results of previous studies, including: Legi et al., (2023); Ayuningtyas et al., (2022); Pratiwi et al., (2022); Ellitan (2022); Dewi et al., (2019); and Medikana et al., (2018) who concluded that the coffee shop atmosphere has a significant effect on consumer satisfaction. Given that the atmosphere of the coffee shop (Z) is a latent variable, in order to find out the indicators that can best explain the condition of the variable atmosphere of the coffee shop, we can see the factor loading value of each indicator, as shown in Figure 1(z).Figure 1(z) shows that the largest loading factor values are 2, namely in indicators Z3 and Z10, each of which is 0.77, meaning that the condition of the variable Z (coffee shop atmosphere) is more (dominant) explained by: 1) indicator Z3, namely the condition of the room where the drink is clean, fragrant and fresh; and 2) the Z10 indicator, namely the condition of a clean, dry and fresh toilet.

Such conditions can be interpreted that consumers prefer a place to drink coffee that is fresh, fragrant and clean and toilet conditions are clean, dry and fresh, in order to create consumer satisfaction. This is because the cleanliness of the room, especially the cleanliness of the toilet is always the main focus of attention for consumers because the cleanliness of the toilet can represent the overall cleanliness condition, starting from the cleanliness of the equipment, kitchen, products, barista services and the cleanliness of the room where you drink coffee as well as the branding or image of the coffee. shop itself. Therefore, it is very easy to understand if toilet cleanliness is the main concern of consumers, which will always be remembered.

The results of this study are consistent with the results of the study Kim & Bachman (2019) who stated that restaurant cleanliness is one of the most important aspects when a customer evaluates the quality of a restaurant and intends to return, especially the cleanliness of the toilets. Another opinion confirms that the first and foremost concern for coffee shop facilities is the cleanliness of the toilets, especially for consumers who intend to linger in the coffee shop.(Madarina, 2021). Research result Abney et al., (2021)added that good toilet hygiene is one that is able to minimize the potential for transmission of pathogens and the toilet in question is a flush toilet. Thus the cleanliness of the room and toilet is very important, because these hygiene conditions can reflect other hygiene conditions, so that it will have an impact on consumer satisfaction (Riell, 2021; Kim & Bachman, 2019; Tucker, 2015).

In order to find out the indicators that can best explain the condition of the consumer satisfaction variable (Y), the value of the factor loading can be seen as shown in Figure 1. Figure 1 shows the largest loading factor value on variable Y is Y1, namely feeling happy at 0.82, meaning that consumers feel satisfied after buying/consuming or enjoying the atmosphere of a coffee shop, where in variable Z the one that can provide the most customer satisfaction is indicators of the condition of the coffee drinking room (Z3) and the condition of the toilet (Z10). The method of calculating the factor loading value on variable Y and the results are almost the same as the results of the study Purnomo et al., (2023)which shows the loading factor value on the satisfied indicator (Y1) of 0.84. Thus this research can strengthen previous research.

In addition, the results of this study, especially on the Y1 consumer satisfaction indicator (feeling happy/satisfied) above, will have an impact on the next consumer behavior, namely consumer loyalty, where if there is a higher sense of satisfaction, customer loyalty will be created (J. Supranto, 2006). This theory is in line with the research results Wachdijono (2022) which explains that the "loyal" indicator on the coffee shop consumer loyalty variable in Kuningan City gets the highest factor loading value of 0.86. The loading value of this factor can be interpreted that the birth of consumer loyalty is because consumers feel comfortable and very satisfied after buying or consuming coffee shop beverage products, causing a feeling of liking, trust and a sense of confidence to remain loyal to buy it or be loyal(Tsalatsa, 2021; Setiawan, 2021; Permatasari et. al., 2021).

The effect of variable X on Y

The sig value on the X to Y path is 0.939 (see Table 2) meaning that the effect of the X variable on Y is not significant. In addition, the standardized regression coefficient value is –0.01 (opposite direction). The results of this study are consistent with the results of the studyDwi & Utomo (2023)which concludes that the barista service at the Starbucks Coffee Shop is not optimal, so it has not had a significant effect on consumer satisfaction. However, what is clearly different from the results of research in general, among others: 1)Umbase & Areros (2022); 2)Arnawa et al., (2022); 3)Waluyowati & Bustomi, (2022); and 4)Yurindra (2021), which generally concludes that there is a real influence from variable X (barista) on variable Y (customer satisfaction). Thus an interesting phenomenon has occurred and it is important to carry out a more in-depth discussion.

The indirect effect of variable X on Y through Z

The standardized regression coefficient value on the X to Y path is -0.01 and on the X to Z path is 0.78 and on the Z to Y path is 0.90 (see Figure 1). The significance value (sig) on the X to Y path is 0.939 and on the X to Z path is 0.000 and on the Z to Y path is 0.000 (see Table 2), meaning that the X variable does not have a direct effect on Y, but X has a direct effect on Z and Z has a direct effect on Y, so it can be said that variable X has an indirect effect on Y through Z. Thus the hypothesis states that the barista variable (X) has an indirect effect on consumer satisfaction variable (Y) through the coffee shop atmosphere variable (Z), namely H4, acceptable.

The absence of a direct effect of variable X on Y above, indicates two possible events, namely: 1) The first event, there are other variables that intervene in the influence of variable X on Y, where the

form of intervention can weaken or strengthen; and 2) The second event, the condition of variable X is indeed in a weak condition when dealing with variable Y alone, so other variables are needed to strengthen its influence. Another variable referred to in this incident is variable Z (coffee shop atmosphere) itself, which is positioned as an intervening variable. June in (2021), so that variable X can indirectly affect Y through variable Z (see Figure 1). To find out whether or not the variable Z acts as an intervening variable, the Sobel test is carried out(Ghozali, 2011), as in Figure 2
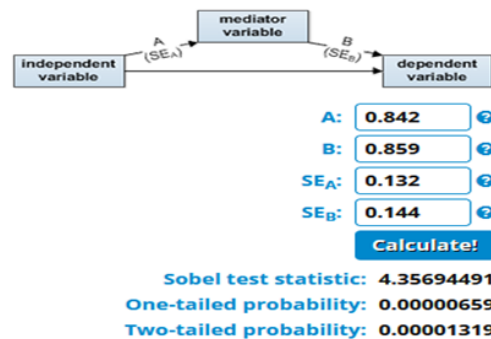

Figure 2. Sobel test results

Source: https://www.danielsoper.com/statcalc/calculator.aspx?id=31(June 1, 2023)

Figure 2 shows the Sobel test statistic value of 4.357 > 1.96, so it can be concluded that the atmosphere of the coffee shop (Z) plays a significant role as an intervening variable, meaning that the effect of variable X is not significant on Y but becomes significant after going through Z. This event is due to the direction the X to Z and Z to Y relationships are positive and stronger, while the direction of the X to Y relationships is negative and weaker (see Figure 1). The emergence of the intervening variable Z has a very important role because it shows an event that to satisfy coffee shop consumers it is not enough to just rely on the role of the barista (X), but the role of another variable, namely Z, is needed, meaning that no matter how great the condition of the barista variable (X) is, such as: highly skilled, fast, precise, friendly and knowledgeable, however, it has not been able to provide satisfaction to consumers without the support from variable Z (coffee shop atmosphere). The existence of this intervening variable is also consistent with the results of the study Binagusto et. al., (2020), Arismunandar et. al., (2019) And Artha (2019) which in his research showed the existence of intervening variables, even though the discussion was not that deep.

The results of these findings are very useful for coffee shop business actors that if you want to satisfy consumers and win the competition in this third marketing era, besides superior barista quality (X), especially "hospitality", you also have to pay attention to the atmosphere of the coffee shop (Z).) especially in terms of the condition of the coffee drinking room which is fresh, fragrant and clean (Z3) and the condition of the toilet which is clean, dry and fresh (Z10).

Managerial implications

Based on the results and discussion above, the most important finding from this study related to its contribution to the development of science theoretically and practically (novelty) is knowing the

most (dominant) loading factor values that can explain the conditions of variables X, Z and Y as well as the presence of intervening variable (Z). This is because the values of the largest loading factors (weights) and the intervening variables will become technical recommendations to improve the quality of these indicators and intervening variables so that it is very possible for development in related sectors to be very beneficial for improving the quality of life. human beings, for example: development in the agro-industrial sector (Sukardi, 2009).

Some examples of technical recommendations related to the findings in this study include: 1) Increasing the quality of baristas Rahman & Putri's Day, 2019;Pramita & Parma, (2020) Development of a more attractive coffee drinking room design Waluyowati & Bustomi, 2022; Haristianti et al.,(2021), a healthy and unique/attractive toilet design Kautsar, 2023; Setyorini, (2019) and increasing consumer satisfaction can focus on one marketing mix, for example on product variables, including: through product diversity (Wardhani & Dwijayanti, 2021), through product packaging design Fadhil et al., (2022), and through the taste of the product Hariyanto et. al., (2022).

Those are the results and discussion of this research which, if examined in a more comprehensive manner, will lead to and support efforts to realize the sustainability of the national and global coffee agro-industry. This effort is very aligned with opinion Tuckers (2017)who argues, that coffee is a commodity that binds the world, starting from coffee farmers, intermediary traders, coffee processors and consumers, this means that the existence of the world coffee agribusiness or commonly known as the "coffee industry" must be maintained at all times from upstream to downstream. Hopefully this article is useful. Amen.

CONCLUSION

The barista variable has a positive effect on the coffee shop atmosphere variable and the coffee shop atmosphere variable has a positive implication on the coffee shop customer satisfaction variable in Cirebon City. The most dominant indicator explaining the condition of the variables: the barista is "friendliness", the coffee shop atmosphere variable is "coffee drinking room" and "toilet", and the coffee shop consumer satisfaction variable in Cirebon City is feeling happy.

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