

**ANALYSIS OF CAFÉ ATMOSPHERE, PRICES, AND MENU VARIATIONS ON  
CONSUMER VISITING INTERESTS: STUDY IN SA. TUANG COFFEE SHOP  
CIPONDOH, TANGERANG)**

**Nadira Awalia Putri<sup>1</sup>**

**Institut Daarul Qur'an, Jakarta, Indonesia**  
[nadiraptr1909@gmail.com](mailto:nadiraptr1909@gmail.com)

**Sulfarid<sup>2</sup>**

**Institut Daarul Qur'an, Jakarta, Indonesia**  
[farid.idaqu@gmail.com](mailto:farid.idaqu@gmail.com)

**Sri Mulyono<sup>3</sup>**

**Institut Daarul Qur'an, Jakarta, Indonesia**  
[srimulyono63@gmail.com](mailto:srimulyono63@gmail.com)



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**Abstract**

Currently, the orientation of visiting a cafe has evolved from just buying coffee to becoming a lifestyle. Many factors determine consumer interest in visiting, some of which are: cafe atmosphere, price, and menu variations. The problem in this research is whether cafe atmosphere, prices, and menu variations influence consumer interest in visiting SA.TUANG Coffee Shop partially and simultaneously. This research aims to determine the influence of cafe atmosphere, prices, and menu variations on consumer interest in visiting SA.TUANG Coffee Shop partially and simultaneously. The research method used is a quantitative method using a survey with a questionnaire as a data collection method for 99 respondents in the age range 15 - 40 years and using the Slovin formula in determining the sample size. The data analysis method in this research is descriptive analysis and multiple linear regression analysis using SPSS 21.0 for Windows. The results of this research show that café atmosphere, prices, and menu variations have a positive and significant effect on consumer interest in visiting SA. Tuang Coffee Shop. And with the results of the coefficient of simultaneous determination ( $R^2$ ) of 0.962, mean that 96.2% of consumers are interested in visiting SA. Tuang Coffee Shop is influenced by the café atmosphere, prices, and menu variations, while other variables outside the variables studied influence the remaining 3.8%.

**Keywords:** Café Atmosphere, Prices, Menu Variations, Interest in Visitingy

## INTRODUCTION

Cafes are synonymous with coffee and aesthetic offerings from the varied atmosphere of the place. Several reasons are the cause of the rapid development of this business, one of which is the increasing demand for domestic Indonesian coffee. Due to the increase in coffee consumption among Indonesian people, entrepreneurs are innovating the experience of enjoying coffee. A report by the Global Agricultural Information Network on coffee consumption in Indonesia provides conclusive evidence of this.



**Figure 1**  
**Coffee Consumption in Indonesia**

Source: International Coffee Organization (ICO) Data

Indonesia increased by 4.04 % from the previous period, reaching 5 million 60-kilogram bags in 2021 compared to 4.81 million 60-kilogram bags in 2020. The data is shown in Figure 1 (Central Statistics Agency, 2020). Since 2020, Indonesia has reached an all-time high in coffee consumption. As a result, coffee from Indonesia is among the best in the world. Indonesia is in fifth position after Japan, whose coffee consumption exceeds 7.39 million bags of coffee weighing 60 kg. The rise of cafes in all cities in Indonesia, including Tangerang City, has contributed to the increasingly rapid increase in coffee consumption. The following is a list of restaurants in Tangerang City.

**Table 1**  
**Number of Restaurants in Tangerang City**

Subdistrict	Number of Eating Houses/Restaurants by District	
	2021	2022
Ciledug	51	51

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<b>Larangan</b>	45	45
<b>Karangtengah</b>	32	45
<b>Cipondoh</b>	65	65
<b>Pinang</b>	146	146
<b>Tangerang</b>	166	166
<b>Karawaci</b>	74	74
<b>Jatiuwung</b>	23	23
<b>Cibodas</b>	89	89
<b>Periuk</b>	38	38
<b>Batuceper</b>	20	20
<b>Neglasari</b>	16	16
<b>Benda</b>	108	108
<b>Kota Tangerang</b>	873	880

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Source: BPS Tangerang City (2021)

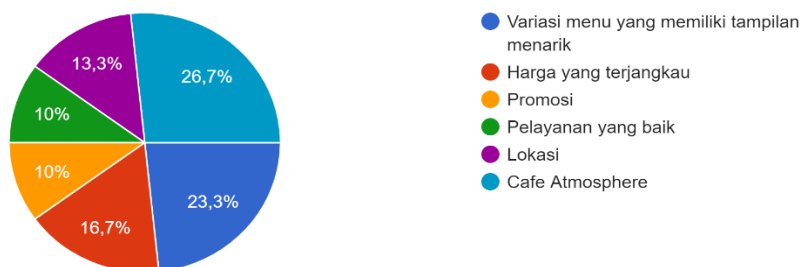
It can be seen from the table above that the number of restaurants increases every year. What is also triggering the rapid growth of cafes in Indonesia is the increasing population of millennials and Gen Z who are bringing new lifestyles. Finishing work or just hanging out while drinking coffee and eating snacks in beautiful colors with the aesthetic background of cafe facilities is a lifestyle trend brought by millennials and Gen Z.

From this it can be seen that cafes are no longer just places to eat food and drink, the current cafe paradigm has shifted towards experience, where business actors must adapt to the pattern of community needs which makes cafes a lifestyle-supporting factor. One of the main factors that influence consumer choices in determining cafe visits is the atmosphere of the cafe. Therefore, business people in running a business no longer only focus on profit and profit alone. Needs and desires from a consumer perspective must also be taken into consideration when managing a business.

In developing a cafe business, business actors' interest in consumer visits is always a factor that business actors must always pay attention to. Currently, many business actors who run businesses in the cafe sector increasingly understand the importance of consumer interest and develop strategies to attract the interest of potential visitors to their cafes. According to Sutarno (in Bramantya & Arfa, 2020), Interest is a strong inclination towards something, a person's passion or desire is influenced by external factors. So business actors need to

innovate and explore factors that can attract consumer interest. So the more interesting the experience the cafe provides, the higher the consumer's interest in visiting the cafe.

Consumer interest in visiting can be found in several factors, the factors that attract people's interest in visiting a cafe can be from the affordable price of the menu, the service experience provided, the many menu choices that have unique shapes, to the cafe atmosphere that provides comfort for the consumer. visitors. Thus, this is in line with the author's research plan, namely regarding the influence of these factors on consumers' interest in visiting a cafe. What can be concluded is that the more interesting experiences a cafe offers to consumers, the higher the consumer's interest in visiting the cafe and this is what makes consumers make repeat visits and even recommend them to their colleagues. Therefore, researchers conducted this pre-survey using the observation method with 30 consumers who had a high interest in visiting cafes in Tangerang City to ask what reasons made them interested in visiting these cafes. The results that researchers got from consumer responses are as follows:



**Figure 2**  
**Percentage Diagram of SA. Tuang Coffee Shop Visitor Pre-Survey Results** Source:  
Personal Sports Data (2024)

From the percentage diagram image above, it can be seen that there are many reasons for customers to visit cafes. However, based on the survey results above, researchers found that café atmosphere was the main reason for most people, namely 26% of the total respondents, and menu variations were the second reason, 23% of the total respondents, followed by the price factor, 16.7%. from the total number of respondents, and others, namely promotion, service, location, and others. The conclusion from the survey results is that there are 3 reasons why consumers visit a cafe, namely the cafe atmosphere, menu variations, and the prices offered.

Wikstrom argues (in Kurnain & Marlina, 2021) that the environment can influence consumers, cafe atmosphere has a very important role. This is evidenced by consumer behavior when visiting cafes just to take photos of the food products being sold, the unique cafe interior concept, and the busy atmosphere of a cafe which of course always has differences between one cafe and another.

When choosing a cafe, another thing that consumers consider is the price of the menu offered. Pricing is made based on various considerations, including benefits, product quality, value, and competitive prices. This is necessary because of adjustments to product quality, value, profits, and competitive prices when competing with other cafes. According to Kotler (in Sihombing et al., 2022), Consumers will feel satisfied when they get quality products according to the price paid. If the price offered is too expensive and not a competitive price, then interest in visiting cafes can decrease and cause a decrease in the level of product purchases, because as we know, cafe visitors usually come from young people, such as students and college students, who of course will be more choose a menu with affordable prices and still suit your tastes.

After that, customers consider menu variations when choosing a cafe. To make the cafe and restaurant business look more attractive, cafes must be able to offer advantages in products or types of food, for example, a more diverse menu choice, different tastes, prices and the atmosphere served, these things can help increase sales volume. Because a varied menu makes consumers want to come back for more and makes it difficult for them to go elsewhere to satisfy their needs, this tactic is also used to increase customer loyalty.

One of the cafes in Tangerang City that made researchers interested in observing consumer visiting interest is SA.Tuang Coffee Shop which is located on Jl. Wijaya Kusuma No. 26, District. Cipondoh, Tangerang. This cafe has a cafe atmosphere that always looks busy, in terms of the cafe atmosphere, it is enough to make visitors feel at home spending time there, with the theme of an industrial building making the cafe look friendly to all groups. So, this is what supports researchers to follow up on research related to the superior factors in the pre-survey diagram. Researchers want to know whether these three components influence on consumer interest in visiting SA. Tuang Coffee Shop. The author hopes that the results of this research can provide understanding and suggestions to increase consumer

interest in visiting SA. Tuang Coffee Shop, which is following the factors that influence consumer interest in visiting. Apart from that, this research can also contribute to the development of research regarding the factors that influence consumer interest in visiting cafes and restaurants.

## **LITERATURE REVIEW**

### **Café Atmosphere**

The appeal of a café depends on its atmosphere, which is defined by Kusumaningrum & Wiwoho (2024), café atmosphere is an attractive place with light, color, music, fragrance, and other elements that create certain feelings that encourage customers to visit or buy something. One of the several advantages that every café offers is an atmosphere that can encourage visitors to make purchases, as shown by Kurnain & Marlina (2021). Room design, layout, smell, cleanliness, sound, light, and room temperature are questionnaire indicators used to measure the café atmosphere variable in this study.

Based on this explanation and the results of research that has been carried out by several researchers, including Grace Amalia Tondang et al., (2023), states that there is a positive and significant influence on the café atmosphere variable on consumer interest in visiting. Research carried out Sholihah (2020), also states that the atmosphere of the café has a positive and significant effect on consumers' interest in visiting. Based on the results of a pre-survey that researchers have conducted, show that some consumers think that café atmosphere is one of the factors that consumers visit a café. This is in line with the findings of previous research conducted by several previous researchers. It can be said that the café atmosphere variable has a significant influence on consumers' interest in visiting,

### **Price**

According to Kotler and Armstrong (2018), price is the amount of money given to a product or service, as well as the value made by customers for some of the benefits resulting from owning or using the product or service. Price can be an important factor influencing consumer interest because consumers are very concerned about matching the price with the value offered to meet their needs (Tondang., et. al: 2023). Questionnaire indicators used to measure price variables include price competitiveness of similar products, suitability of

product prices to product quality and benefits obtained, as well as price range to consumer purchasing power.

From the description above, it is clear that pricing plays a role in determining consumers' interest in visiting a place, especially cafes. This is in line with research that has been carried out by Astuti (2022) who said that price shows a significant influence on consumer interest in visiting. Research conducted by Gunawan (2021) also shows that price has a significant influence on purchasing decisions, where purchasing decisions are made after consumers decide to visit a cafe. Based on the results of a pre-survey that researchers have conducted, some consumers think that price is one of the factors that consumers visit a cafe. As well as the results of previous research carried out by several other researchers, it can be stated that the price variable influences consumer interest in visiting.

### **Menu Variations**

According to Philip Kotler (in Sihombing et al., 2022), the availability of all types of menus created by producers is called menu diversity or variety. According to Timo (2021), the main function of the menu is to determine the needs of business operations and coordination tools to achieve management goals. A menu can be said to be good if customers are satisfied and achieve the quality expected economically and objectively. Because every customer has unique food preferences. Therefore, companies must make the right decisions regarding the variety of menus they sell. According to Kotler and Keller in Aniza (2023) with a variety of menus, both food, and drinks provided by cafes, it is hoped that [help](#) fulfill the desires of each consumer who has tastes diverse. According to Philip Kotler (2015), there are 3 indicators of menu variation, namely: taste, aroma, and shape.

From the explanation above, it can be concluded that menu variations can influence consumer interest in visiting a cafe or restaurant. Consumers in a cafe will be more likely to buy a product if the shape and taste of the food or drink they serve are more varied. This will result in an increased average number of sales, which then has an impact on the entrepreneur's turnover. This is in line with research conducted by Buana et al., (2024) which states that menu variations have a significant influence on consumer interest in visiting. Khong & Tandiwan (2024) also obtained the same results in the research conducted, namely that in partial and simultaneous tests it had a significant effect on consumer interest in visiting. As well as

results from research which has carried out by several other researchers, it can be said that the menu variation variable influences consumer interest in visiting.

### **Visit Interest**

According to Kotler and Keller (in Kusuma, visiting interest is how customers choose or decide to visit a place based on their experience when visiting. Hapsari (2022), also added that a person's interest in visiting can be interpreted as a strong inner urge to visit a particular object or place. From this, it can be seen that interest in visiting is always based on encouragement from various parties, both oneself and external parties who provide suggestions regarding their interest in visiting a cafe. The indicators for visiting interest are: 1) Transactional interest; 2) Referential interest; 3) Preferential interest; and 4) Exploratory interest.

### **Café Atmosphere, Prices, and Menu Variations from a Sharia View.**

As Muslims live their lives accompanied by religious rules through the Shari'a, these rules not only contain commands or prohibitions on big things, but these rules also enter the lives of their followers down to the small things. When visiting a place, Muslims have several considerations that rely on sharia or religious rules. This includes that the place to be visited does not have elements that conflict with the Sharia, for example, shirk ornaments, apart from that, the place is a clean, comfortable, and safe place. This is in line with the hadith about cleanliness and beauty narrated by Tirmidhi:

إِنَّ اللَّهَ طَيِّبٌ يُحِبُّ الطَّيِّبَ, نَظِيفٌ يُحِبُّ النَّظَافَةَ, كَرِيمٌ يُحِبُّ الْكَرَمَ, فَنَظِّفُوا أَفْنِيَّتَكُمْ

"From the Messenger of Allah *Sallallaahu 'Alaihi Wa Sallam*: Verily Allah is pure who loves holy things, He is the Cleanest who loves cleanliness, He is the Most Noble who loves glory, He is the Most Beautiful who loves beauty, therefore clean your places." (HR. Tirmidhi)

This hadith clearly illustrates that Allah likes things that are clean and beautiful, this can be seen as a recommendation for Muslims to maintain their appearance and environment so that it remains clean and beautiful to look at. As with considerations for visiting a place based on Islamic principles, the research was conducted at the SA. Tuang Coffee Shop is following the things mentioned, namely: the cleanliness of the cafe is maintained, there are adequate prayer rooms and toilet facilities, and there are also no shirk ornaments on them. interior and exterior design at SA. Tuang Coffee Shop.

A Muslim is also prohibited from exaggerating his wealth because this can result in property damage. Therefore, when visiting a place, Muslims must consider the prices set by a place, and whether the goods they get are worth what they spend. This is explained in the Al-Qur'an surah Al-Furqan verse 67

وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا

"And including the servants of the Most Merciful God) those who when spending (wealth), they are not excessive, and are not (also) stingy, between the two in a reasonable manner."

Al Isra: 27

"Indeed, those who are wasteful are the brothers of the devil and the devil is very disbelieving of his Lord."

These two verses refer to the prohibition of a Muslim from wasting his wealth. In line with Islamic principles which teach not to waste wealth or be extravagant, the research carried out at SA. Tuang Coffee Shop is in accordance with the things mentioned, namely the prices set at this cafe are affordable and follow the benefits received by consumers.

As Islam teaches several important aspects that must be considered to ensure a product is halal and thayyib, 2 of them are, it does not contain alcohol or anything that is haram and minimizes waste. Following the principles of the Islamic religion which recommends consuming food and drinks that are halal and thayyib and not excessive, the menu at SA.Tuang Coffee Shop is following Islamic principles, namely not selling non-halal food or drinks, maintaining product safety and not overdoing its excess in packaging.

## RESEARCH METHOD

In this research, the method used is a quantitative research method using a survey research type, where the process of collecting information is by asking questions about research variables using a questionnaire research instrument that will be submitted to respondents. The variables in this research consist of 2 variables, namely independent variables, namely cafe atmosphere, price, and menu variations. With visiting interest as the dependent variable.

The population in this study is the number of SA.TUANG Coffee Shop consumers during the last 2 months, namely December 2023 and January 2024 with a total of 10,206 consumers. The characteristics of the respondents in this study were 1) SA.TUANG Coffee

Shop consumers who were visiting and purchasing products 2) SA.TUANG Coffee Shop consumers who had visited, 3) Respondents aged between 15 and 40 years, because they tend to be able to understand the questions proposed and make purchases based on their own needs and desires, as well as their financial situation.

This research uses a purposive sampling strategy, which is defined by Sugiyono (2018) as a way of selecting research samples by considering various factors according to predetermined criteria. The following information is provided on a Likert scale from 1 to 4, with a total of 32 statement items: strongly disagree, disagree, agree, and strongly agree. Data analysis procedures are then used after completion of data collection. Multiple linear regression, run using SPSS 24, is the data analysis approach used in this research. To calculate the sample size, this study uses the Slovin approach. According to Sugiyono (2016),

$$n = \frac{N}{1 + Ne^2}$$

Information:

n : Number of samples

N: Number of population

e : Sample error rate is 10% / 0.10

The total population in this study was 10,206 people with an error rate of 10%. The sample size is determined using the Slovin formula, shown below:

$$n = \frac{10,206}{1 + 10,206 \cdot (0.10)^2}$$

$$n = 99,02969144 (99)$$

Based on this formula, an n value of 99.029 was obtained and rounded up to 99 respondents.

## RESULTS AND DISCUSSION

### Validity Test

The validity test is carried out by comparing the calculated r-value with the r-table value, using the formula degree of freedom (df) = n-2, where n is the number of samples and

the significance level = 0.05. According to the rule, if the  $r$  calculated is greater than  $r$  table, then the question item is declared valid.

Based on the validity test, it shows that all question items in this research are valid with a calculated  $r$  value  $> 0.3$ .

### Reliability Test

The results shown in the reliability test are the Cronbach's Alpha ( $\alpha$ ) value for the café atmosphere variable (X1), namely  $0.814 > 0.60$ , so it can be concluded that the café atmosphere variable (X1) is reliable and suitable for use as a measuring tool for this research instrument. The results shown in the reliability test on the price variable (X2) also show that the Cronbach's Alpha ( $\alpha$ ) value is  $0.902, > 0.60$ , so it can be concluded that the price variable (X2) is reliable and suitable for use as a measuring tool for this research instrument.

For the menu variation variable (X3), the results shown in the reliability test were a Cronbach's Alpha ( $\alpha$ ) value of  $0.895 > 0.60$ , so it can be concluded that the menu variation variable (X3) is reliable and suitable for use as a measuring tool for this research instrument. The reliability test on variable Y or interest in visiting produced a Cronbach's Alpha ( $\alpha$ ) value of  $0.860 > 0.60$ , so it can be concluded that the variable interest in visiting is reliable and suitable for use as a measuring tool for this research instrument.

### Classical Assumption Test

According to Ghozali (2017), the normality test aims to test whether there is a normal distribution or not in the residual value regression model. This is important because hypothesis testing cannot be carried out if the data for each variable is not normal.

**Table 2**  
**Data Normality Test with the Kolmogorov Smirnov Test**

	<b>Unstandardized Residuals</b>
Statistical Tests	1,017
Asymp. Sig. (2-tailed)	,253

Source: Personal Sports Data (2024)

The data normality test was carried out using One Sample Kolmogorov Smirnov provided that if the Sig.  $> 0.05$  then the data is normally distributed. Vice versa, if the Sig

value.  $< 0.05$  then the data is not normally distributed. Results shown *unstandardize residuals* in this research is the Sig value.  $0.253 > 0.05$  so it can be concluded that the data in this study is normally distributed and suitable for use in research.

### Multikolinearity Test

**Table 3**  
**Multicollinearity Test**

	Collinearity Statistics	
	Tolerance	VIF
Café Atmosphere (X1)	.343	2,915
Price (X2)	.408	2,452
Menu Variations (X3)	.280	3,576

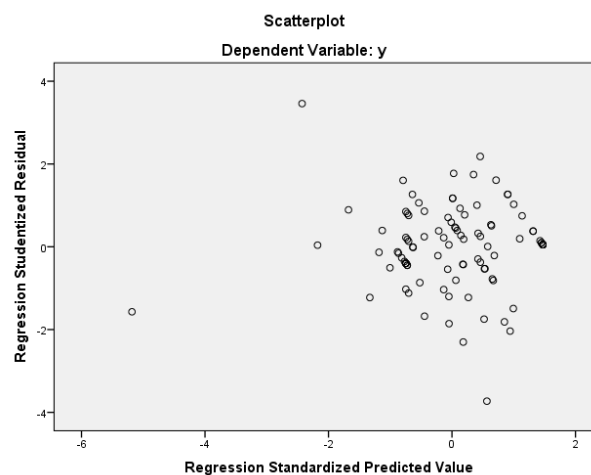
Source: Personal Sports Data (2024)

The multicollinearity test shows that the cafe atmosphere variable (X1) has a VIF value of  $2.915 < 10$  with a tolerance value of  $0.343 > 0.1$ . The price variable (X2) has a VIF value of  $2.452 < 10$  with a tolerance value of  $0.408 > 0.1$ . The menu variation variable (X3) has a VIF value of  $3.576 < 10$  with a tolerance value of  $0.280 > 0.1$ .

Based on the multicollinearity test above, it can be concluded that there are no symptoms of multicollinearity in this research data.

### Heteroscedasticity Test

**Figure 4**  
**Heteroscedasticity test**



Source: Personal Sports Data (2024)

Figure 4 shows the distribution of points in the test, both above and below the zero on the y-axis, and to the right and left of the zero on the x-axis. It can be concluded that there were no symptoms of heteroscedasticity in this research.

### Multiple Linear Regression Test (Partial T-Test)

**Table 5**  
**Partial Regression Test (T Test)**

<b>Model</b>	<b>T</b>	<b>Sig.</b>
Constant	2,409	.018
Café Atmosphere (X1)	3,066	,003
Price (X2)	19,442	,000
Menu Variations (X3)	13,412	,000

Source: Researcher Data

For the café atmosphere variable (X1), the t count produces a value of 3,066 with a Sig value.  $0.003 < 0.05$ . So it is said that the café atmosphere (X1) has a positive influence on consumer interest (Y) in SA.TUANG Coffee Shop. This is in line with Tondang et al., (2023), stating that there is a positive and significant influence on the cafe atmosphere variable on consumer interest in visiting. If there is an improvement in the cafe atmosphere, in this case in terms of the uniqueness of the room design, cleanliness, lighting, and room temperature, consumer visits will also increase.

The calculated price variable t (X2) produces a value of 19,442 with a Sig value.  $0.000 < 0.05$ . So it is said that price (X2) has a positive influence on consumer interest in visiting (Y) in SA.TUANG Coffee Shop. This is in line with research conducted by Astuti (2022) which states that price shows a significant influence on consumer interest in visiting. If the price of food and drinks increases and consumers feel they are not getting benefits commensurate with what they spend, then there will be a decrease in interest in visiting.

In the menu variation variable (X3) the t count produces a value of 13,412 with a Sig value.  $0.000 < 0.05$ . So it is said that menu variations (X3) have a positive influence on consumer interest in visiting (Y) at SA.TUANG Coffee Shop. This is in line with research carried out by Khong & Tandiwani (2024), namely that in partial and simultaneous tests it significantly influence consumer interest in visiting. There will be an increase in consumers

if menu variations, in this case in terms of menu choices, taste, and appearance, are increased because this attracts visitors to come. Based on the results presented in the partial test for each variable, it is known that:

- 1) H1 is accepted and Ho is rejected, with the result that the calculated t value > t table for the cafe atmosphere variable is  $3,066 > 1,985$  with a Sig value.  $0.003 < 0.05$ . So it is said that the cafe atmosphere has a positive and significant effect on consumer interest in visiting SA.TUANG Coffee Shop;
- 2) H1 is accepted and Ho is rejected, with the result that the calculated t value > t table on the price variable is  $19,442 > 1,985$  with a Sig value.  $0.000 < 0.05$ . So it is said that price has a positive and significant effect on consumer interest in visiting SA.TUANG Coffee Shop.
- 3) H1 is accepted and Ho is rejected, with the result that the calculated t value > t table for the menu variation variable is  $13,412 > 1,985$  with a Sig value.  $0.000 < 0.05$ . So it is said that menu variations have a positive and significant effect on consumer interest in visiting SA.TUANG Coffee Shop.

**Multiple Linear Regression Test (Simultaneous F-Test)**

**Table 6**  
**Simultaneous Regression Test (F Test)**

Model	Sum of Squares	df	F	Sig.
Regression	1056.835	3		
Residual	41,243	95	811,447	,000
Total	1098.077	98		

Source: Personal Sports Data (2024)

The F test produces a sig value.  $0.000 < 0.05$ . So it can be interpreted that the three independent variables, namely cafe atmosphere, price and menu variations, simultaneously influence the dependent variable, namely consumer interest in visiting. It can be concluded that Ha is accepted and Ho is rejected.

**Coefficient of Determination**

**Table 7**  
**Categorization of Financial Behavior Levels**

Model Summary		
Model	R	R Square

$$\frac{1}{.981a} \quad ,962$$

Source: Personal Sports Data (2024)

There are several categories in determining the R-Square value, according to Ghozali (2016:95) R-Square is categorized as strong if the R-Square value is more than 0.67, categorized as moderate if the R-Square value is 0.33 – 0.67, and categorized as weak if the R-value -Square 0.19 – 0.33. The greater the R-Square value, the better the research will be.

It can be seen in table 7 that the correlation value (r) or R-Square between cafe atmosphere, price and menu variations on consumer interest in visiting SA.TUANG Coffee Shop is 0.962, which means that based on Ghozali's opinion (2016: 95), the results of research on the coefficient of determination The café atmosphere, prices and menu variations are said to be strong with visitor interest.

The purpose of the coefficient of determination is to find out what proportion of the total influence the independent factors have on the dependent variable. The summary table findings show that  $R = 0.981$  and  $R \text{ squared} = 0.962$  for the coefficient of determination. Thus, the independent variables (X1), (X2), and (X3) contribute 96.2% to the dependent variable (Y) according to SPSS 21 processing findings and the formula  $KP = 0.962 \times 100\% = 96.2\%$ . Other factors not examined here accounted for the remaining 3.8%.

## CONCLUSION

The café atmosphere variable has a positive and significant influence on consumer interest in visiting, meaning that the better the decoration design, lighting, cleanliness, and service, the more interested consumers are in visiting. The price variable has a positive and significant influence on consumer interest in visiting, meaning that the more affordable and competitive a price is, the more interested consumers will be in visiting. The menu variation variable has a positive and significant influence on consumer interest in visiting, meaning that diverse menu variations and attractive menu displays can increase consumer interest in visiting.

The proportion of the contribution of the independent variables (cafe atmosphere, price, menu variations) to the dependent variable (intention to visit) was 96.2%, while the remaining 3.8% came from other variables not examined by this research. This research was limited by time and human resources, so the sample used was not large. Therefore, it is hoped

that future researchers can use more comprehensive methods. It is recommended to adopt a broader approach, such as in-depth interviews, direct observation, or advanced statistical analysis. This approach will provide a more in-depth and valid understanding of the phenomenon under study.

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