

# Comparison Of Café Atmosphere At Ekopilogi And Ame Coffee

## Perbandingan Suasana Kafe Di Ekopilogi Dan Ame Coffee

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#### ABSTRACT

The development of retail stores, especially in the field of food or hangout places, namely cafes in Indonesia, precisely in Sidoarjo, is becoming increasingly interesting to be explored more deeply. This study aims to determine the differences in café atmosphere at Ekopilogi and Ame Coffee. There is one hypothesis in this study, namely café atmosphere. There is a difference between Ekopilogi's café atmosphere and Ame Coffee's café atmosphere. Data obtained from distributing questionnaires with non-probability sampling techniques with accidental sampling types, which means an infinite population or spontaneous respondents. The sample taken was 100 respondents from each cafe in Ekopilogi and Ame Coffee, the analysis calculation tool used was SPSS. The results of the data analysis processed are biased data with the value of the variance is 47.147 or less than 50%, which can indicate the absence of common method bias that occurs in the study. In addition, researchers conducted a oneway anova test with that the calculated f value was 34.619. This shows that the calculated f value is greater than the f table value (34.619> 3.89), so the researcher concluded to accept Ha and reject Ho. By accepting Ha, it can be concluded that there are differences in café atmosphere at Ekopilogi and Ame Coffee. there are differences in café atmosphere at Ekopilogi and Ame Coffee. This can be seen from the results of the independent sample T-test test, it can be seen that the probability value of t (sig. 2-tailed) is 0.000 [Sig (2-tailed) <0.05]. So Ho is rejected, meaning that there is a difference in café atmosphere at Ekopilogi and café atmosphere at Ame Coffee. This study is to prove the difference in café atmosphere at Ekopilogi and Ame Coffee, this study used 100 respondents from each cafe with 7 kinds of questionnaires consisting of 7 indicators of café atmosphere with this type of comparative test research using data analysis techniques validity test, reliability test, common method bias test, anova test and independent sample Ttest test. The analytical tool used is SPSS version 25 with a confidence level of 0.05. Keywords: Café Atmosphere, Ecopilogy, Ame Coffee

#### ABSTRAK

Perkembangan toko ritel khususnya di bidang makanan atau tempat nongkrong yaitu kafe di Indonesia, tepatnya di Sidoarjo, menjadi semakin menarik untuk ditelusuri lebih dalam. Penelitian ini bertujuan untuk mengetahui perbedaan atmosfer kafe di Ekopilogi dan Ame Coffee. Terdapat satu hipotesis dalam penelitian ini, yaitu café atmosphere. Terdapat perbedaan antara café atmosphere di Ekopilogi dengan café atmosphere di Ame Coffee. Data diperoleh dari penyebaran kuesioner dengan teknik non-probability sampling dengan jenis accidental sampling, yang berarti populasi tak terhingga atau responden spontan. Sampel yang diambil sebanyak 100 responden dari masing-masing kafe di Ekopilogi dan Ame Coffee, alat bantu perhitungan analisis yang digunakan adalah SPSS. Hasil analisis data yang diolah merupakan data yang bias dengan nilai varians sebesar 47,147 atau kurang dari 50%, yang dapat mengindikasikan tidak adanya bias metode umum yang terjadi dalam penelitian. Selain itu, peneliti melakukan uji oneway anova dengan hasil nilai f hitung sebesar 34,619. Hal ini menunjukkan bahwa nilai f hitung lebih besar dari nilai f tabel (34,619 > 3,89), sehingga peneliti menyimpulkan untuk menerima Ha dan menolak Ho. Dengan menerima Ha, maka dapat disimpulkan bahwa terdapat perbedaan café atmosphere di Ekopilogi dan Ame Coffee. terdapat perbedaan café atmosphere di Ekopilogi dan Ame Coffee. Hal ini dapat dilihat dari hasil uji independent sample T-test, terlihat bahwa nilai probabilitas t (sig. 2-tailed) sebesar 0,000 [Sig (2-tailed) < 0,05]. Maka Ho ditolak, artinya terdapat perbedaan café atmosphere di Ekopilogi dan café atmosphere di Ame Coffee. Penelitian ini untuk membuktikan perbedaan café atmosphere di Ekopilogi dan Ame Coffee, penelitian ini menggunakan 100 responden dari masing-masing kafe dengan 7 macam kuesioner yang terdiri dari 7 indikator café atmosphere dengan jenis penelitian uji komparatif dengan menggunakan teknik analisis data uji validitas, uji reliabilitas, uji bias metode umum, uji anova dan uji independent sample T-test. Alat analisis yang digunakan adalah SPSS versi 25 dengan tingkat kepercayaan 0,05.

Kata Kunci: Suasana Kafe, Ekopilogi, Kopi Ame

#### 1. Introduction

The development of retail stores is not only limited to supermarkets or minimarkets, but now the growth of cafes, especially in Sidoarjo. The development of the number of cafes in Sidoarjo has made the competition to create a store atmosphere to be more creative in responding to competition, there is a paradigm shift in cafes in Sidoarjo, now not only selling food and drinks, but also shifting towards experience, adjusting the pattern of people who now visit cafes as a lifestyle (lifestyle) (Baker et al, 2002; Ajiwibawani & Edwar, 2015). For example, visiting a cafe just to take photos of its products or the uniqueness of the cafe concept and upload them on social media accounts (Instagram and Facebook). One of the social media used, Instagram, is a social application that is popular among smartphone users. The name Instagram is taken from the word "insta" which comes from "instant" and "gram" from the word "Telegram". From these user words, it can be interpreted as an application to send information quickly, namely in the form of photos, and share (share) to other social networks (Miliza Ghazali, 2016). The community also indirectly helped introduce the existence of the cafe (Hutama & Subagio, 2014).

This phenomenon motivates café entrepreneurs to think critically, provide creative café concepts, attract consumers to visit, one of which is creating a café atmosphere (café astmosphere) is an effort to design environments such as building design, lighting, spatial layout, odors, colors, shapes, and sounds to shape the emotional influence of consumers so that they are interested in deciding to buy. Cafe atmosphere is another weapon element that the cafe has. According to Kotler and Armstrong (2018) who explain that café atmosphere is an important factor in product warehouses at resellers. Space is a facility for carrying out human activities, which in doing so must provide comfort.

Visual aspects in designing become more dominant, namely light, material, color, shape, and size. the senses of smell, touch, hearing have an important role that humans have. The sensory aspect should be a reference for a designer in designing an interior. Currently, there are many aesthetic millennial coffee shops such as TBRK Coffee, Janji Jiwa, Lain Hati, Titik Koma, Labuda, Sehari Sekopi, Vlog, Sowan coffee and many others that compete with each other in dominating the market which is currently viral. One of the factors that is the main competition in the café atmosphere strategy is an instagramable place and Instagram social media that has many followers on each cafe Instagram account.

No.	Cafe Name	Visitors		
1.	Playgo Café	15.23		
2.	Ame Coffee	25.33		
3.	Kopico Coffee and Garden	14.25		
4.	The Roster Coffee Company	12.22		
5.	Opus Ex Amino	10.00		
6.	Ekopilogi	23.33		
7.	Makmu	13.22		
8.	Istoria	15.62		
9.	Emiko Coffee Bar	6.00		
10.	Taketama	4.49		

Table 1. Instagramable Cafes in the House o	of Representatives Lot Sidoarjo
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Source: Processed by the author (2023)

Studies on the comparison of cafe atmosphere have indeed been carried out by many previous researchers, for example in research conducted by Parmar & Patel (2015); Mowen (2012) explains that Atmosphere relates to managers through building design, interior space, layout, hallways, carpet and wall textures, odors and colors. Various studies show significant differences in the café atmosphere. The same thing was stated by Kamajaya (2017) and Syafina (2018), namely generation Y likes to come to cafes that offer

comfort, decoration, entertainment facilities, and wifi access. In contrast to research conducted by (Gunawan & Syahputra, 2020) "Comparative analysis of the influence of store atmosphere on coffee shop customer loyalty in Bandung". Based on the data that has been managed, the researchers concluded to accept Ho and reject Ha. By accepting Ho, it can be concluded that although customer loyalty has been rated very well, there is no difference in store atmosphere on customer loyalty at coffee shops in the city of Bandung. Akbar Sanjaya (2019) This research is to prove the difference in Store atmosphere at Dr. Coffee and Test Coffee Shop in Bandar Lampung. This study used 100 questionnaires using descriptive statistical methods, classical assumption tests, data order tests, data analyst requirements tests, and Independent Sample T-test analysis, the analytical tool used was SPSS version 2.0 with a confidence level> 0.05. Definition of Café Atmosphere Levy and Weitz (2012) "Atmospheric refers to the design of an environment communication, lighting color, music and scent to stimulate customers' perceptual and emotional responses and ultimately affect their purchase behavior". Can be interpreted as an environmental design that includes visual communication, lighting, color, music, and aroma to simulate customer responses, perceptions and emotions and ultimately influence purchasing decisions. Meanwhile, Gilbert (2013) states that the atmosphere of a cafe is a message conveyed physically through a setting that produces an emotional effect to influence purchasing decisions. The variables of this study are measured by indicators so that the indicators to measure Café Atmosphere are: cleanliness, music, room fragrance, room temperature, lighting, color, layout. This study aims to determine the differences in café atmosphere at Ekopilogi and Ame Coffee. The existence of this research contributes to the study that the importance of understanding the café atmosphere in the restaurant and café business can be used as a strategy to attract consumers in terms of interior and exterior design in order to increase the desire to visit and increase café and restaurant sales.

## Hypothesis

Retail businesses are currently in great demand by new business people, especially cafes for chatting, doing chores, relaxing places and many others. New business people must be able to read consumer interests that are currently trending, namely the café atmosphere or cafe atmosphere. The atmosphere of the cafe greatly influences consumer interest in visiting the cafe, for example the object studied by the researcher is a comparison of the café atmosphere at Ekopilogi and Ame Coffee.

Definition of cafe atmosphere according to Berman and Evan (2020) "Atmosphere refers to the store's physical characteristics that project an image and draw customers". Meanwhile, according to Utami (2021), cafe atmosphere is the design of the environment through visual communication, lighting, color, music, and fragrances to design emotional responses and customer perceptions and to influence customers to buy goods ". Based on the two definitions above, the authors conclude that cafe atmosphere is an environment that is arranged attractively with the support of light, color, music, fragrances, and so on to cause certain emotional responses as an impetus to make purchases.

After conducting the research, the results showed that there were no significant differences in store atmosphere, product variety and trust in Coma Cafe and Koopi Otu Cafe. Although there is no difference, both have the same contemporary place design, the smell of the room is fragrant, the arrangement of the place is good, not crowded and the service to consumers is very friendly (Dewi, Sri & Diana, 2022).

Based on the results of previous researchers, the researcher proposes the following hypothesis:

Ho: It is suspected that there is no difference in café atmosphere at Ekopilogi and

#### Ame Coffee.

Based on the results of data processing, it is known that there are differences in consumer perceptions of store atmosphere at Selaz café & Resto and Arosa café & Resto in Sumedang (Fariq & Farah, 2017). Based on the results of previous researchers, the researcher proposes the following hypothesis:

Ha: It is suspected that there are differences in café atmosphere at Ekopilogi and Ame Coffee.

#### **Conceptual Framework**

This framework is made to determine the difference in café atmosphere at Ekopilogi and Ame Coffee's café atmosphere based on the independent sample T-test test.

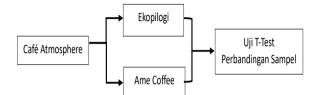


Figure 1. Conceptual Framework

## 2. Research Methods

This research is a type of comparative test. Comparative or difference research is a type of research that aims to distinguish or compare research results between two research objects. Different types of research methods and not interconnected. Widiyanto (2010) Population is a group or collection of objects or objects that will be generalized from the research results. The population in this study is an infinite population. The population in this study are consumers of Ekopilogi and Ame Coffee who are visiting Ekopilogi and Ame Coffee.

Gulo (2010) The sample is a set of parts / subsets of a population, the sample provides a true picture of the population. The sampling technique used is non-probability sampling technique is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2018), with an infinite sample size. In this study, researchers used the Accidental Sampling sample type (Notoatmodjo 2010). Notoatmodjo said that the accidental sampling technique was carried out by chance to see respondents at the targeted place. For the sample size in this study using the following formula (Widiyanto 2008):

$$n = \frac{z^2}{4(Moe)^2}$$

Description:

n: sample size

z: score at a certain level of significance (degree of confidence is determined 95%) then z =
1.96

Moe = Margin of error with a maximum error rate of 10%

Based on the sample measurement formula, the determination of the number of samples is known to be 97 people and rounded up to 100 respondents. Respondents are based on visitors to Ekopilogi and Ame Coffee.

The data collection technique used by researchers is by interviewing and distributing questionnaires to respondents to obtain primary data. The questionnaires distributed to visitors to Ekopilogi and Ame Coffee cafes are closed, respondents will provide responses that are limited to predetermined answer alternatives. The

questionnaire was distributed in order to find out the differences in café atmosphere at Ekopilogi and Ame Coffee. Secondary data sources are obtained from Instagram, photos of Ekopilogi and Ame Coffee cafes, journals, reference books, the internet.

This research data uses primary data and secondary data, as for the measurement scale used, namely the Likert scale. For the data analysis technique in this study, a validity test, reliability test, cmb test, anova test were carried out, besides that, for hypothesis testing, data analysis was used using SPSS.

## 3. Results and Discussions

## Results

#### Validity Test

In this study, the validity test was carried out on each question indicator. This validity test is sought by comparing r count with r in the table. If r count is greater than r table then, the research instrument is valid. And if r count is smaller than r table then the research instrument is invalid (Sri Hartati, 2020).

1.     Café Atmosphere     X1.1     0,688     0,1946     Valid       X1.2     0,735     0,1946     Valid       X1.3     0,643     0,1946     Valid       X1.4     0,648     0,1946     Valid       X1.5     0,724     0,1946     Valid       X1.6     0,715     0,1946     Valid		Table	z. valiu	ty rest kes	ouits	
X1.20,7350,1946ValidX1.30,6430,1946ValidX1.40,6480,1946ValidX1.50,7240,1946ValidX1.60,7150,1946Valid	No.	Variable	Item	r count	r table	Description
X1.30,6430,1946ValidX1.40,6480,1946ValidX1.50,7240,1946ValidX1.60,7150,1946Valid	1.	Café Atmosphere	X1.1	0,688	0,1946	Valid
X1.4 0,648 0,1946 Valid X1.5 0,724 0,1946 Valid X1.6 0,715 0,1946 Valid			X1.2	0,735	0,1946	Valid
X1.5 0,724 0,1946 Valid X1.6 0,715 0,1946 Valid			X1.3	0,643	0,1946	Valid
X1.6 0,715 0,1946 Valid			X1.4	0,648	0,1946	Valid
			X1.5	0,724	0,1946	Valid
X1.7 0,627 0,1946 Valid			X1.6	0,715	0,1946	Valid
, ,			X1.7	0,627	0,1946	Valid

Table 2. Validity Test Result	Tab	ble 2.	Validity	Test	Result
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Source: Data processed by the author (2023)

This calculation is carried out with a significant level of 5% (0.05). Each question item must have an r table that is greater than r table for 100 respondents has an r table of 0.1946. The following are the results of the data processed through SPSS.

## **Reliability Test**

In this study, the reliability test process was carried out using Cronbach alpha for variables using the SPSS application. The significant level used is 0.6. If the Cronbach alpha value is more than 0.6, the questionnaire is considered reliable. If the Cronbach alpha value is less than 0.6 for the significance level, then the questionnaire is not reliable (Sri Hartati, 2020).

	Table 3. Relia	ability Test Results	
Variable	Cronbach Alpha Results	Cronbach Alpha Value	Test Results
Café	0,804	0,6	Reliable
Atmosphere			

Source: Data processed by the author (2023)

This study tested 7 questions and was distributed to 100 respondents who were in accordance with the sample criteria previously set. Based on SPSS processing, the results state that the variable is proven to be reliable because it has a Cronbach alpha value of more than 0.6 as evidenced by the description in table 3.

## Common Method Bias (CMB) Test

In the study, the results of Harman's single factor were tested with SPSS software version 25 and can determine the level of the variance method in the collected respondent data.

Table 4. CMB Test Results				
Total % of Variance Cumulative %				
3.300	47.147	47.147		
Source: Data processed by the author (2023)				

## able 4 CMP Test Desi

### Source: Data processed by the author (2023)

In this study, the value of the variance is 47.147 or less than 50%, which indicates that there is no common method bias that occurs in the study. This is due to the appropriate respondents.

#### Anova Test

The value of the anova test results using SPSS version 25 for this study can be seen in the following table:

	Table 5. Anova	Fest Results	
		F	
_	Between group	34.619	
Source	: Data processed k	by the author	(2023)

The hypothesis in this oneway anova test is:

Iz Ho is accepted: there is no difference in café atmosphere at Ekopilogi and Ame Coffee If Ha is accepted: there is a difference in café atmosphere at Ekopilogi and Ame Coffee

Based on the data in table 5, it can be seen that the calculated f value is 34.619. This shows that the value of f count is greater than the value of f table (34.619> 3.89), so the researcher concludes to accept Ha and reject Ho. By accepting Ha, it can be concluded that there are differences in café atmosphere at Ekopilogi and Ame Coffee.

## Independent Sample T-test Test

This test is conducted to determine whether there is a difference in café atmosphere at Ekopilogi and Ame Coffee, the criteria for determining the results of the independent sample T-test test are:

1. If sig> 0.05 then Ho is accepted, meaning there is no difference.

2. If sig <0.05 then Ho is rejected meaning there is a difference

Table 6. Independent Sample T-test Test Results					
t <sub>count</sub> Sig.(2-tailed) Condition t <sub>table</sub> Alpha					
-5.884 0,000 Sig <alpha 0,05<="" 0,67572="" td=""></alpha>					

Source: Data processed by the author (2023)

From the results of data processing, it can be seen that the probability value of t (sig. 2-tailed) is 0.000 [Sig (2-tailed) <0.05]. So Ho is rejected, meaning that there is a difference in café atmosphere at Ekopilogi and café atmosphere at Ame Coffee.

The results of this study indicate that there are differences in the café atmosphere at Ekopilogi and the café atmosphere at Ame Coffee seen from several test results that have been processed by researchers with appropriate respondents. From the results of data processing, it can be seen that the Ho value is rejected and Ha is accepted, the conclusion is that there are differences in the café atmosphere at Ekopilogi and the café atmosphere of Ame Coffee. This shows that the main cause of the difference in the café atmosphere of Ekopilogi and Ame Coffee is that these two cafes have their own advantages that have been implemented by the cafe owner. The advantages of Ekopilogi's color design are able to provide valuable memories and experiences for consumers. In contrast to Ame Coffee, the advantages of the table and chair arrangement or placement system are in accordance with the size of the Ame Coffee place so that consumers feel comfortable.

This is supported by previous researchers who showed that there were differences

in the café atmosphere Akbar Sanjaya (2019) This study is to prove the difference in Store atmosphere at Dr. Coffee and Test Coffee Shop in Bandar Lampung. This study uses one hundred questionnaires using descriptive statistical methods, classical assumption tests, data order tests, data analysis requirements tests, and Independent Sample T-test analysis, the analytical tool used is SPSS. Parmar & Patel (2015); Mowen (2012) explains that Atmosphere relates to managers through building design, interior space, layout, hallways, carpet and wall textures, odors and colors. This shows a significant difference to the café atmosphere.

### 4. Conclusion

This study is to prove the difference in café atmosphere at Ekopilogi and Ame Coffee, this study used one hundred respondents from each cafe with seven kinds of questionnaires consisting of seven indicators of café atmosphere with this type of comparative test research using data analysis techniques validity test, reliability test, common method bias test, anova test and independent sample T-test test. The analysis tool used is SPSS. The results of this study prove that there are differences in Ekopilogi and Ame Coffee based on indicators, it can be seen from Ekopilogi having an environment that is very clean, has a comfortable music taste to listen to, a fresh and not pungent room fragrance, a cool room temperature that is not too cold or hot, lighting that does not damage the view, with building colors that create memories and attract consumers to visit, and a neat interior design arrangement strategy that makes visitors comfortable and calm. In contrast to the café atmosphere owned by Ame Coffee, it has an environment that maintains cleanliness, has lighting that matches the exterior design, has a swing spot that is suitable for visitors, especially children, the music that is heard is very soft, the fragrance of the room is less fresh, the room temperature is stable, the layout is in accordance with the size of the building, and the outdoor part is wider than the indoor. With this, the researcher concluded that there are differences in café atmosphere at Ekopilogi and Ame Coffee.

Future contributions of researchers for reference in the café and restaurant business such as cafes that have instagramable designs. This research can add insight and knowledge and provide information to researchers related to the comparison of café atmosphere at Ekopilogi and Ame Coffee. This research can provide information for consumers who want to visit Ekopilogi and Ame Coffee as a reference for a cafe atmosphere with an instagramble concept.

Researchers also suggest that for coffee business people or newcomers, hanging out in cafes has indeed become a trend among the public, especially young people. However, in addition to buying coffee flavors, it is necessary to pay attention to the café atmosphere such as Ekopilogi and Ame Coffee, business people come up with unique concepts different from the others and also for those who are interested in wanting to do the coffee business, it is necessary to think carefully to be able to open this business. In the midst of the rise of the coffee business if it cannot attract the attention of customers, it cannot survive in this business competition. Café atmosphere is not only about creating a place atmosphere that provides comfort to consumers, but how to increase sales and gain loyalty from consumers.

For future research with similar topics, researchers suggest using different research methodologies and research objects, for example Playgo Café, The Roster Coffee Company, Kopico Coffee and Garden and many others. It can be seen the differences and similarities between current research and future research. Future research should need to add the number of question indicators. Researchers used seven question indicators on the café atmosphere variable, this was not able to describe a good comparison. Further

suggestions because, this study only examines the comparison of café atmosphere at Ekopilogi and Ame Coffee, so further research should examine other factors such as visiting decisions, repurchase interest, customer satisfaction, and others.

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