Kontigensi: Jurnal Ilmiah Manajemen
Vol 9 , No. 2, November 2021, pp. 560 - 573
ISSN 2088-4877

The Effect of Price, Positioning and Cafe Atmosphere on Consumer Satisfaction at the Janji Jiwa Cafe, Sorong City

Ratnawati[1], Wisang Candra Bintari[2], Digor Mufti[3], Rais Dera Pua Rawi[4]
[1,2,3,4]Muhammadiyah University, Sorong, Indonesia
E-mail: ratna.watikaddas@gmail.com[1], binaricandra@gmail.com[2] widyadigormufti27@gmail.com[3], raisderaprawi@um-sorong.ac.id[4]

ABSTRACT

This research aims to determine if The Price, Positioning, and Suasnaa Cafe affect Customer Satisfaction at the Janji Jiwa Cafe Sorong City. The method used in this study is the quantitative method with descriptive and correlation approaches. The data was obtained by sharing questionnaires with 80 respondents—sampling techniques using the Purposive Sampling technique. The data analysis method uses multiple linear regression analysis of hypothesis testing (t-test, f-test, and determination coefficient). Researchers tested the primary data in this study by using the spss application program version 20 for windows and secondary data. The results of the research data analysis showed that price had a positive and significant effect on Consumer Satisfaction of 9.467 with a probability of 0.000. The positioning has a positive and significant effect on Consumer Satisfaction of 6,039 with a probability of 0.000. Cafe atmosphere has a positive and significant effect on Customer Satisfaction of 8,150 with a probability of 0.000. Price, Positioning, and Atmosphere Cafe are influential together (simultaneously). It indicates that all variables have a partially significant effect.

Keywords: price, positioning and atmosphere cafe and customer satisfaction

INTRODUCTION

The high level of business development of this Cafe and providing opportunities for entrepreneurs also pose a challenge for Cafe business owners to carry out marketing strategies that can face business competition.

One of the cafes that are a destination for young people in Sorong City is the Janji Jiwa Cafe. Each product offered at the Janji Jiwa Cafe follows the market price and the quality of the materials used. Pricing needs to be considered carefully because this is the main factor influencing consumers to determine consumer decisions.

The tight competition in the culinary business, especially cafes, requires cafe business owners to carry out a positioning strategy so that the resulting product gets the best position in the community's eyes, not just survival. According to (Soegoto, 2009) positioning is a way to build an image or identity in the minds of consumers for a particular product, brand, or institution by building a relative perception of a product to other products.

In addition, to maximize the marketing strategy of a product, especially in the cafe business, in addition to pricing and positioning, the cafe's atmosphere also needs to be considered. According to (Cindy 2013), a cafe atmosphere creates a cafe atmosphere through visuals, arrangement, light, music, and aromas that can create a comfortable buying environment to influence consumer perceptions and emotions to make purchases.

Like the research conducted by Apriliani Isnandari Sunarti (2018) entitled The Effect of Product Quality, Cafe Atmosphere and Prices on Consumer Satisfaction (Survey on Java Dancer Coffee) which obtained the results of the independent variable (X) (Product quality (X1), Cafe atmosphere (Survey on Java Dancer Coffee). X2), and Price (X3) affect the dependent variable (Y) (Consumer Satisfaction (Y)). The difference between the author's research and this study lies in the X variable used the product quality variable. In contrast, the author used the price variable conducted by John Sebastian Sirait (2013) concerning the Effect of Positioning on Smartfren's Consumer Satisfaction, which obtained the results of Variable positioning partially influencing consumer satisfaction of Smartfren internet connection services.

Based on the description above, the researcher intends to examine the effect of price, positioning, and cafe atmosphere at Janji Jiwa Cafe in Sorong City on consumer satisfaction at the Janji Jiwa Cafe.

Literature review

1. Price Definition

According to (Kotler & Armstrong, 2014), price is the amount that must be prepared by consumers who want to get goods or services or the amount of the value that consumers exchange for the benefits of having or using the product or service.

According to (Assauri 2014), price is the only element of the marketing mix that generates sales revenue, while the other elements are only elements of cost.

According to (Alma 2011), "Price is the value of an item expressed in the form of money."

2. Definition of Positioning

According to (Soegoto 2009), positioning is a way to build an image or identity in the minds of consumers for certain products, brands, or institutions by building a relative perception of a product to other products.

According to (Daryanto 2011), positioning is how consumers determine the product based on several essential attributes (the place the product occupies in the consumer's memory about competing products).

According to (Rahmi 2013), positioning is an action to design the company's offerings and images to create its place and value in the minds of consumers.

Based on the definition of positioning according to the experts above, it can be concluded that positioning is an action or step from producers to design a company image and offer value where consumers are in a particular segment.

3. Cafe atmosphere

According to (Syihabudhin, 2008) the atmosphere of the cafe is an influential factor for consumers in visiting and then buying.

According to (Churchill 2013), the cafe/store atmosphere is a combination of physical messages that have been planned. Cafe atmosphere can be described as a change to the planning of the buying environment that produces a special emotional effect that can cause consumers to make a purchase action.

According to (Cindy 2013), a cafe atmosphere creates a cafe atmosphere through visuals, arrangement, light, music, and aromas that can create a comfortable buying environment to influence consumer perceptions and emotions to make purchases.

4. Consumer Satisfaction

According to (Tjiptono Fandy, 2012), consumers' satisfaction is when they realize that their needs and desires are as expected and well fulfilled.

According to (Jasfar 2012), consumer satisfaction is an assessment of the product's features or service itself that provides a level of

consumer pleasure related to fulfilling consumer consumption needs.

According to (Sunyoto Danang, 2015), consumer satisfaction is one of the reasons where consumers decide to shop somewhere. If consumers are satisfied with a product, they are more likely to continue buying and using it and tell others about their pleasant experience with the product.

METHOD

The population used in this study was 100 people at the Promised Soul Cafe. This study uses the purposive sampling technique using the Slovin formula. The slovin formula is as follows:
a=N/(1+Ne^2)
N: Sample Size
N: Population Size
E: Allowance Presentation

inaccuracy that can still be tolerated in sampling.

Where:

In this study, it was determined that e was 0.05% while N was 100. So the minimum sample taken by the researcher was:
n=N/(1+N(e^2))
n= N/(1+ N(〖0,05〗 ^2))
n=100/(1+100 (0,0025))
n=100/(1+ 0,25)
n=100/1,25
n = 80
n=100/1.25
n = 80

Based on the calculations above, the sample that will be used in this study is 80 people.

Sources of research data include Primary data obtained through a questionnaire. Secondary Data can be obtained from literature studies in the form of books, references, documents, and so on that function to complement primary data.

The distribution of questionnaires to measure respondents' perceptions using the Likert Scale developed by Rensis Likert. The Likert scale generally uses five research points, namely:
Strongly Agree (SS) with a score of 5.
Agree (S) with a score of 4.
Doubtful (RR) with a score of 3.
Disagree (TS) with a score of 2.
Strongly Disagree (STS) with a score of 1.

The order of agreeing or disagree can be reversed from strongly disagree to agree strongly.

The operational definition is to assign meaning to a variable by specifying the desire or action necessary to measure the variable. The research variables of the research to be studied are Price (X1), Positioning (X2), and Cafe Atmosphere (X3) as independent variables. Meanwhile, Consumer Satisfaction (Y) is the dependent variable.

Table 3. 1 Operational Definition

No.	Variable Definition	Indicator	Scale
1.	**Price (X1)** Kotler and Armstrong (2011): Price is the amount of money demanded by consumers in order to receive benefits and benefits for a product or service	Kotler and Armstrong (2012:278) Price 1. Price affordability 2. Price match with product quality 3. Price competitiveness 4. Price match with benefits	Likert
2.	***Positioning* (X2)** Rahmi (2013) : *Positioning* is the act of designing a company's offerings and images to create their place of value in the minds of consumers.	Kotler and Armstrong (2008) Positioning 1. Attributes and benefits 2. Quality and price 3. Usability and users 4. Competitors	Likert

3.	**Cafe Ambience (x3)** Cindy (2013) : Cafe atmosphere creates a cafe atmosphere through visuals, arrangement, light, music, and aroma that can create a comfortable buying environment to influence consumer perceptions and emotions to make purchases.	Wibowo (2013:37) **Cafe atmosphere** 1. Lighting 2. Item layout 3. Indoor temperature 4. Color design	Likert
4.	**Consumer satisfaction (Y)** Danang Sunyoto (2015: 140): Consumer satisfaction is one of the reasons where consumers decide to shop at a place.	Irawan (2008) **Consumer Satisfaction** 1. Satisfied Feeling 2. Always buy products 3. I Will recommend it to others 4. Fulfillment of consumer expectations after buying the product.	Likert

RESULT and DISCUSSION

1. Descriptive Results Characteristics of Respondents

Characteristics of respondents can be identified by age, sex , gender, Employment Status, and education. The following presents the results of the research from the identification of respondents.

Table 4.1 Characteristics of Respondents by Age

No.	Gender	Respondent	Percent
1	Man	32	40%
2	Woman	48	60%
Total		80	100%

Table 4.2. Characteristics of Respondents Civil Servants, BUMN, Private Employees, Entrepreneurs, Students, and Teachers

No.	Respondent Status	Gender		Amount	%
		Man	Woman		
1	Government employees	0	1	1	1%
2	BUMN	0	1	1	1%
3	Private employees	12	12	24	30%
4	entrepreneur	4	4	8	10%
5	Student	16	27	43	54%
6	Teacher	0	3	3	4%
TOTAL		32	48	80	100%

Source: Primary Data Processed, 2021

Table 4. 3 Characteristics of Respondents Based on Age

No.	Age	Amount	%
1	15 years	1	1.2%
2	18 years	1	1.2%

3	19 years old	3	4%
4	20 years	5	6%
5	21 years	18	23%
6	22 years	17	21%
7	23 years	11	14%
8	24 years old	7	9%
9	25 years	5	6%
10	26 years	4	5%
11	27 years	1	1.2%
12	30 years	5	6%
13	31 years	1	1.2%
14	32 years	1	1.2%
Amount		80	100%

Table 4. 4 Characteristics of Respondents Based on Education

No.	Gender	Respondent	Percent
1	SD	0	0%
2	junior high school	1	1%
3	senior High School	39	49%
4	Diploma	4	5%
5	S1	29	36%
6	Postgraduate	7	9%
TOTAL		80	100%

2. Validity test

The validity test will test each of the variables used in this study, where the entire research variable contains 32 statements that the respondent must answer. The support for the total score indicates item validity. The criteria used in determining the validity of the statements used in the study were r table = 0.223. If the calculated r (for each item can be seen in the Corrected Item – Total Correlation column) is more significant than the r table and the value of r is positive, then the statement item is valid (Ghozali, Imam, 2005). Based on the analysis that has been done, the results of the validity test can be shown in Table 4.6 as follows:

Table 4. 6 Validity Test Results

Variable	Indicator	R Count	R Table	Information
Price (X1)	H1	,606**	0.223	VALID
	H2	,480**	0.223	VALID
	H3	,627**	0.223	VALID
	H4	,543**	0.223	VALID
	H5	,439**	0.223	VALID
	H6	,604**	0.223	VALID
	H7	,740**	0.223	VALID

	H8	,615**	0.223	VALID
Positioning (X2)	P1	,462**	0.223	VALID
	P2	,414**	0.223	VALID
	P3	,318**	0.223	VALID
	P4	,651**	0.223	VALID
	P5	,390**	0.223	VALID
	P6	,305**	0.223	VALID
	P7	,343**	0.223	VALID
	P8	,401**	0.223	VALID
	P9	,394**	0.223	VALID
Cafe Atmosphere (X3)	SC1	,553**	0.223	VALID
	SC2	,475**	0.223	VALID
	SC3	,405**	0.223	VALID
	SC4	,543**	0.223	VALID
	SC5	,428**	0.223	VALID
	SC6	,562**	0.223	VALID
	SC7	,573**	0.223	VALID
	SC8	,568**	0.223	VALID
Consumer Satisfaction (Y)	KP1	,711**	0.223	VALID
	KP2	,658**	0.223	VALID
	KP3	,509**	0.223	VALID
	KP4	,602**	0.223	VALID
	KP5	,724**	0.223	VALID
	KP6	,614**	0.223	VALID
	KP7	,680**	0.223	VALID

Source: Primary Data Processed (2021)

Table 4.6 above shows that 4 variables become research material from the three variables studied, which have 8 price questions, 9 Positioning items, 8 Cafe Atmosphere items, and 7 Consumer Satisfaction items. From each question item on each variable, both independent and dependent, it turns out to have a calculated r-value more significant than the r table, so the data obtained in the field can be declared valid.

3. Reliability Test

The reliability test is to measure a questionnaire which is an indicator of a variable or constructs. A questionnaire is reliable if a person's answer to the statement is consistent or stable over time. A variable is said to be reliable if it gives a Cronbach Alpha value > 0.60. The results of the reliability test in this study can be seen in table 4. 7 below

Table 4. 7 Reliability Test Results

Variable	Cronbach's Alpha	Role of Thumb	Information
X1	.770	0.60	*Reliable*
X2	.721	0.60	*Reliable*
X3	.753	0.60	*Reliable*
Y	.777	0.60	*Reliable*

Source: Primary Data Processed (2021)

4. Normality test

The normality test is used to test whether the confounding or residual variables have a normal distribution in the regression model. The normality test method that can be used to test residual normality is the Kolmogorov-Smirnov (KS).

Table 4.8 Normality Test Results
One-Sample Kolmogrov- Smirnov Test

		Unstandardized Predictive Value
N		80
Normal Parameters Sa,b	mean	25,9125000
	Std. Deviation	2.90549406
Most Extreme Difference	Absolute	0.060
	Positive	,033
	negative	-,060
Kolmogorov-Smirnov Z		,541
A symp. Sig. (2-tailed)		,932

a. Test distribution is Normal
b. Calculated From data
Source: Processed Data, 2021

Based on Table 4.8 shows that the value generated in Asymp. Sig is 0.932, which can be said that the Asymp. The Sig value is 0.932, which is more significant than 0.05; it can be said that the data is usually distributed.

5. Linearity Test

According to (Sugiyono; Susanto, Agus 2015), The linearity test is used to determine the relationship between the independent variable and the dependent variable is linear or not. The linearity test can be run through the Test of Linearity. The criteria that apply if the value of Sig. at linearity < 0.05, then there is a linear relationship.

From table 4.9 below, it can be seen that the results of the linearity test show that the price variable has a significant value of 0.000 <0.05, so it can be concluded that the relationship between the price variable and the consumer satisfaction variable has a linear relationship.

Table 4. 9 Results of Price Linearity Test (X1)

			Sum of Squares	df	Mean Square	F	Sig.
CUSTOMER SATISFACTION * PRICE	Between Groups	(Combined)	632,061	17	37,180	6,327	,000
		linearity	532,764	1	532,764	90.664	,000
		Deviation from Linearity	99,296	16	6,206	1.056	,415
	Within Groups		364,327	62	5,876		
	Total		996,388	79			

Source: Primary Data Processed (2021)

Table 4. 10 Positioning Linearity Test Results (X2)

			Sum of Squares	df	Mean Square	F	Sig.
CUSTOMER SATISFACTION * POSITIONING	Between Groups	(Combined)	473.271	16	29.579	3,562	,000
		linearity	317,472	1	317,472	38,234	,000
		Deviation from Linearity	155.798	15	10,387	1.251	,260
	Within Groups		523,117	63	8,303		
	Total		996,388	79			

Source: Primary Data Processed (2021)

From table 4.10 above, the linearity test results show that the positioning variable has a significant value of 0.000 <0.05, so it can be concluded that the relationship between the positioning variable and the customer satisfaction variable has a linear relationship.

Table 4. 11 Linearity Test Results for Cafe Atmosphere (X3)

			Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction *Cafe Attitude	Between Groups	(Combined)	635,161	16	39,698	6,923	,000
		linearity	458,270	1	458,270	79.925	,000
		Deviation from Linearity	176,890	15	11,793	2.057	,024
	Within Groups		361,227	63	5,734		
	Total		996,388	79			

Source: Primary Data Processed (2021)

From table 4.11 above, it can be seen that the linearity test results show the cafe atmosphere variable has a significant value of 0.000 <0.05, so it can be concluded that the relationship between the cafe atmosphere variable and the customer satisfaction variable has a linear relationship.

6. Multicollinearity Test

It aims to test whether there is a correlation between the independent variables found in the regression model. A good regression model should not correlate with the independent variables. To find out the existence of multicollinearity in the regression model, it can be seen from the value of Variance Inflation Factor (VIF).

Table 4. 12 Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	-,322	2,226		-,145	,885		
	PRICE	,392	,071	,457	5.553	,000	,642	1,558
	POSITIONING	,171	0.070	,190	2,429	0.017	,712	1,405
	CAFE AMAZING	,312	0.077	,336	4.059	,000	,636	1,573

a. Dependent Variable: Consumer Satisfaction

Source: Primary Data Processed (2021)

Based on the results of Table 4.12, both Price, Positioning, and Cafe Atmosphere have a tolerance value of less than one, and VIF has a value of less than 10, so it can be said that the data does not experience multicollinearity

7. Multicollinearity Test

The heteroscedasticity test aims to test whether there is an inequality of variance from the residuals or other observations in the regression model. There are several ways to determine the presence or absence of heteroscedasticity in the regression model, but this study uses the Glejser test.

Table 4. 13 Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.364	1.355		1.007	,317
	PRICE	,022	.043	,074	,520	,605
	POSITIONING	-,015	.043	-,049	-,358	,721
	CAFE AMAZING	,002	0.047	,007	0.052	,958

a. Dependent Variable: ABS_RES
Source: Primary Data Processed (2021)

Based on Table 4.13 above, it can be seen that the sig value in the price variable is 0.605 > 0.05, so there is no heteroscedasticity. The sig value in the positioning variable is 0.721 > 0.05, so there is no heteroscedasticity. Furthermore, the sig value on the Cafe atmosphere variable is 0.958 > 0.05, so there is no heteroscedasticity.

8. Multiple Linear Regression Analysis

The results of the multiple linear tests in this study can be seen in the table below. Based on the data in table 4.14 where the results of the regression analysis obtained the following regression equation:

Y=-0.322+0.392X_1+0.171X_2+0.312X_3

Table 4. 14 Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,322	2,226		-,145	,885
	PRICE	,392	,071	,457	5.553	,000
	POSITIONING	,171	0.070	,190	2,429	0.017
	CAFE AMAZING	,312	0.077	,336	4.059	,000

a. Dependent Variable: Consumer Satisfaction
Source: Primary Data Processed (2021)

The constant value is -0.322, meaning that if the price, positioning, and cafe atmosphere variables are assumed to be equal to zero, then customer satisfaction will change by -0.322, so it can be concluded that if there is a change in the price, positioning and cafe atmosphere variables affect customer satisfaction, it is worth -0.322 and this shows the constant value shows a negative result.

The value of the Regression Coefficient (X1) is 0.392 or has a positive effect, which means that if the Price variable increases by 1, it affects on.

Consumer Satisfaction will increase by 0.392.

The value of the Regression Coefficient (X2) is 0.171 or has a positive effect, which means that if the Positioning variable increases by 1, the effect on Consumer Satisfaction will increase by 0.171.

The value of the Regression Coefficient (X3) is 0.312 or has a positive effect, which means that if the Consumer Satisfaction variable increases by 1, then the effect on consumer satisfaction will increase by 0.312.

9. Hypothesis test

Before concluding the accepted hypothesis, first determine a table with a significance level of 5% or 0.05 with a value of t Table = t (a/2:nk-1) = t(0.05: 80-3-1) = t (0.025 : 76) = 1.992.

Based on these tests, the results obtained for the t-table are 1.992. So it can be concluded that the assessment of the existing hypotheses is as follows:

Table 4. 15 Price T-Test Results (X1)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,856	1,927		4,078	,000
	PRICE	,626	,066	,731	9,467	,000

a. Dependent Variable: Consumer Satisfaction
Source: Primary Data Processed (2021)

Table 4. 16 T Positioning Test Results (X2)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,149	2,631		3,858	,000
	POSITIONING	,508	,084	,564	6,039	,000

a. Dependent Variable: Consumer Satisfaction
Source: Primary Data Processed (2021)

Table 4. 17 Susasana Cafe T Test Results (X3)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,448	2,406		2,680	,009
	CAF ATTEMPT	,630	0.077	,678	8,150	,000

a. Dependent Variable: Consumer Satisfaction
Source: Primary Data Processed (2021)

H1 = Price hypothesis test on Consumer Satisfaction from the calculation results obtained that tcount for X1 is 9.467, which is more significant than t-table of 1.992 with a significance of 0.000 more petite than a significance level of 0.05. It means that it can be

concluded that H1 is accepted, so this shows that the price variable has a positive and significant effect on consumer satisfaction.

H2 = Positioning hypothesis test on Consumer Satisfaction from the calculation results obtained that tcount for X2 is 6.039, more significant than t-table 1.992 with a significance of 0.000 more petite than a significance level of 0.05. It means that it can be concluded that H1 is accepted, then this shows that the Positioning variable has a positive and significant effect on Consumer Satisfaction

H3 = Hypothesis test of Cafe Atmosphere on Consumer Satisfaction from the calculation results obtained that tcount for X3 is 8,150, more significant than t-table 1,992 with a significance of 0.000 more petite than a significance level of 0.05. It means that it can be concluded that H1 is accepted, so this shows that the Cafe Atmosphere variable has a positive and significant effect on consumer satisfaction.

10. Hypothesis test

Table 4. 18 F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	666,910	3	222,303	51,278	.000b
	Residual	329,478	76	4,335		
	Total	996,388	79			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Cafe Attitude, Positioning, Price
Source: Primary Data Processed (2021)

H4 = Test the fourth hypothesis, Price, Positioning and Cafe Atmosphere (simultaneously) on Consumer Satisfaction from the calculation results obtained that the value of Fcount is equal to and cheerful. While the Ftable obtained a value of 2.72. This value explains that the value of Fcount > Ftable is 51.278 > 2.72, meaning that it can be concluded that H4 is accepted so that it can be concluded that "the price, positioning and Cafe atmosphere together has a positive influence on consumer satisfaction.

The value of R2, which is close to one, means that the study's independent variable provides almost all the information needed to predict the variation of consumer satisfaction. The results of the coefficient of determination can be seen in Table 4.19 below:

Table 4.19 Results of the Coefficient of Determination Analysis (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818a	,669	,656	2.082

a. Predictors: (Constant), Cafe Attitude, Positioning, Price
b. Dependent Variable: Customer Satisfaction
Source: Primary Data Processed (2021)

11. The Influence of Price on Consumer Satisfaction at the Promise Soul Cafe, Sorong City

The results of this study support the first hypothesis, which states that there is a significant or positive effect of the price variable on consumer satisfaction at the Janji JiwaCafe, Sorong City. Testing the first hypothesis

produces a regression coefficient of 0.392. It shows that if the price value (X1) increases by 1 unit, the Promised Life Product Price value will increase by 0.392 units. The variable tcount is 9.467, more significant than the t-table value, 1.992 with a significance value of 0.000, smaller than 0.05. Thus, from the test results above, it is obtained that H1 is accepted, which means that it can be said that the price partially has a positive and significant influence on consumer satisfaction at the Janji JiwaCafe, Sorong City.

12. The Effect of Positioning on Consumer Satisfaction at the Janji JiwaCafe, Sorong City

The results of this study support the second hypothesis, which states that there is a significant or positive effect of the Positioning variable on Consumer Satisfaction at the Janji JiwaCafe, Sorong City. Testing the second hypothesis resulted in a regression coefficient of 0.171. It shows that if the value of Positioning (X2) has increased by 1 unit, then Positioning at the Promise Soul Cafe in Sorong City will increase by 0.171 units. Positioning variable tcount is 6.039, more significant than the ttable value, 1.992 with a significance value of 0.000, more diminutive than 0.05. Thus, from the test results above, it is obtained that H2 is accepted; it is said that positioning partially has a positive and significant influence on Consumer Satisfaction at the Janji JiwaCafe, Sorong City.

13. The Effect of Cafe Atmosphere on Consumer Satisfaction at the Promise Soul Cafe in Sorong City

The results of this study support the third hypothesis, which states that there is a significant or positive effect of the Cafe Atmosphere variable on Consumer Satisfaction at the Janji JiwaCafe, Sorong City. Testing the third hypothesis produces a regression coefficient of 0.312. It shows that if the value of the Cafe Atmosphere (X3) has increased by 1 unit, then the value of the Cafe Atmosphere at the Janji JiwaCafe in Sorong City will increase by 0.312. units. Cafe Atmosphere variable tcount of 8.150 is greater than the value of t-table, which is 1.992 with a significance value of 0.000, which is smaller than 0.05. Thus, from the above test results obtained, H3 is accepted,

14. The Effect of Positioning on Consumer Satisfaction at the Janji JiwaCafe, Sorong City

The results of this study support the fourth hypothesis, which states that there is an effect of Price, Positioning, and Cafe Atmosphere together on Consumer Satisfaction at the Janji JiwaCafe, Sorong City. The analysis results in this test indicate that the Fcount value has a value of 51.278, where the Fcount value of the variable is more significant than Ftable, which is 2.72. Furthermore, it has a significant probability value of 0.000 where the value is smaller than 0.05. Thus, from the test results above, it is obtained that H4 is accepted; it is said that the cafe's price, positioning, and atmosphere simultaneously on consumer satisfaction at the Janji JiwaCafe, Sorong City.

CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn:

The price is obtained tcount of 9.467 with a probability of 0.000 whose value is below 0.05 so that H1 is accepted, which means that it can be said that the price partially has a positive and significant influence on consumer satisfaction at the Janji JiwaCafe, Sorong City.

Positioning obtained a tcount of 6.039 with a probability of 0.000 whose value is below 0.05 so that H2 is accepted; it is said that positioning partially has a positive and significant influence on consumer satisfaction at the Janji JiwaCafe, Sorong City.

Cafe atmosphere obtained a tcount of 8.150 with a probability of 0.000, whose value is below 0.05 so that H3 is accepted; it is said that the Cafe Atmosphere partially has a positive and significant influence on consumer satisfaction at the Janji JiwaCafe, Sorong City.

Price, Positioning, and Cafe Atmosphere together are obtained, Fcount is 51.278 with a

probability of 0.000 below 0.05. So that H4 is accepted, it is said that the price, positioning, and atmosphere of the cafe simultaneously affect consumer satisfaction at the Janji Jiwa Cafe, Sorong City.

REFERENCES

Akbar, S. d. 2006. MetodePenelitian Sosial. Jakarta: Bumi Aksara.

Alma, B. 2011. Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabeth.

Assauri, S. 2014. Manajemen Pemasaran. Jakarta: Rajawali Pers.

basu, s., & Irawan. 2008. Manajemen Pemasaran Modern. Yogyakarta: Liberty.

Churchill, A. G. 2013. Dasar-Dasar Riset Pemasara. Jakarta: Erlangga.

Cindy, D. J. 2013. tore Atmosphere Pengaruhnya Terhadap Keputusan Pembelian Konsumen Di Texas Chicken Multimart II Manado. Jurnal EMBA, 845 Vol.1, No.3.

Daryanto. 2011. Manajemen Pemasaran : sari Kuliah. Bandung: Satu Nusa.

Fraenkel, J. R. 2009. How to Design and Evaluate Research in Education. New York: McGraw-Hill Companies.

Ghozali Imam. 2012. Aplikasi Analisis Multivariate dengan Program IBM SPSS. Yogyakarta: Universitas Diponegoro.

Ghozali, I. 2005. Aplikasi Analisis Multivariate dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. 2005. Aplikasi Analisis Multivariate dengan SPSS. Semarang: UNDIP.

Idrus, M. 2009. Metode Penelitian Ilmu Sosial. Yogyakarta: PT. Gelora Akasara Pratama.

Jasfar, F. 2012. 9 Kunci Keberhasilan Bisnis Jasa. Jakarta: Salemba Empat.

Kotler, & Amstrong. 2012. Dasar-Dasar Pemasaran. Jakarta: Prenhalindo.

Kotler, P., & Amstrong, G. 2014. Principles of Marketin 12th Edition. Jakarta: Erlangga.

Kotler; Amstrong. 2008. Prinsip-Prinsip Pemasaran. Jakarta: Erlangga.

Rahmi, Y. 2013. Analaisis Strategi Pemasaran pada Produk Sepeda Motor Matic berupa Segmentasi, Targeting, Positioning serta Pengaruhnya terhadap Keputusan Pembelian Konsumen di Semarang. Jurnal Vol. 5 No.2.

Riwidikdo, H. 2012. Statistik kesehatan. Yogyakarta: Nuha Medika.

Riyanto, B.-b. 2012. Dasar–Dasar Pembelanjaan Perusahaan. Yogyakarta: BPFE.

Akbar, S. d. 2006. MetodePenelitian Sosial. Jakarta: Bumi Aksara.

Alma, B. 2011. Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabeth.

Assauri, S. 2014. Manajemen Pemasaran. Jakarta: Rajawali Pers.

basu, s., & Irawan. 2008. Manajemen Pemasaran Modern. Yogyakarta: Liberty.

Churchill, A. G. 2013. Dasar-Dasar Riset Pemasara. Jakarta: Erlangga.

Cindy, D. J. 2013. tore Atmosphere Pengaruhnya Terhadap Keputusan Pembelian Konsumen Di Texas Chicken Multimart II Manado. Jurnal EMBA, 845 Vol.1, No.3.

Daryanto. 2011. Manajemen Pemasaran : sari Kuliah. Bandung: Satu Nusa.

Fraenkel, J. R. 2009. How to Design and Evaluate Research in Education. New York: McGraw-Hill Companies.

Ghozali Imam. 2012. Aplikasi Analisis Multivariate dengan Program IBM SPSS. Yogyakarta: Universitas Diponegoro.

Ghozali, I. 2005. Aplikasi Analisis Multivariate dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. 2005. Aplikasi Analisis Multivariate dengan SPSS. Semarang: UNDIP.

Idrus, M. 2009. Metode Penelitian Ilmu Sosial. Yogyakarta: PT. Gelora Akasara Pratama.

Jasfar, F. 2012. 9 Kunci Keberhasilan Bisnis Jasa. Jakarta: Salemba Empat.

Kotler, & Amstrong. 2012. Dasar-Dasar Pemasaran. Jakarta: Prenhalindo.

Kotler, P., & Amstrong, G. 2014. Principles of Marketin 12th Edition. Jakarta: Erlangga.

Kotler; Amstrong. 2008. Prinsip-Prinsip Pemasaran. Jakarta: Erlangga.

Rahmi, Y. 2013. Analaisis Strategi Pemasaran pada Produk Sepeda Motor Matic berupa Segmentasi, Targeting, Positioning serta Pengaruhnya terhadap Keputusan Pembelian Konsumen di Semarang. Jurnal Vol. 5 No.2.

Riwidikdo, H. 2012. Statistik kesehatan. Yogyakarta: Nuha Medika.

Riyanto, B.-b. 2012. Dasar–Dasar Pembelanjaan Perusahaan. Yogyakarta: BPFE.

Rumengan. 2011. Metodologi Penelitian Dengan SPSS. Batam: uniba press.

Rumengan, J. 2013. Metodologi Penelitian. Bandung: Cita Pustaka Media Perintis.

Soegoto, E. S. 2009. Enterpreneurship. Jakarta: PT. Elek Media Komputindo.

Sudjana. 2001. Metode & Teknik Pembelajaran Partisipatif. Bandung: Falah Production.

sugiyono. 2011. Metode Penelitian Kuantitaif Kualitatif dan R & B. Bandung: ALFABETA.

Sugiyono. 2011. Metode Penelitian Kuantitaif Kualitatif dan R & B. Bandung: Alfabeta.

Sugiyono. 2012. Memahami Penelitian Kualitatif. Bandung: alfabeta.

Sugiyono. 2013. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Sugiyono. 2017. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta, CV.

Sugiyono; Susanto, Agus. 2015. Cara mudah belajar SPSS & Lisrel. Bandung: Alfabeta.

Sunyoto, Danang. 2015. Manajemen dan Pengembangan Sumber Daya Manusia (Cetakan Pertama). Yogyakarta: CAPS (Center for Academic Publishing Service).

Syihabudhin, S. 2008. Manajemen Bisnis Ritel. Yogyakarta: Andi.

Tjiptono, Fandy. 2012. Service Management Mewujudkan Layanan Prima. Yogyakarta: CV Andi Offset.

Usman, H., & Akbar, R. S. 2020. Pengantar Statistik Cara Mudah Memahami Statistika. Jakarta: Bumi Aksara.

Wibowo. 2013. Perilaku Dalam Organisasi. Jakarta: PT. Raja Gravindo Persada.