

Brand Image and Store Atmosphere as Predictors of Customer Satisfaction at One Sky Coffee & Lounge Payakumbuh

Mike Yulianti^{1*}, Nidia Wulansari²

^{1,2}Universitas Negeri Padang

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ABSTRACT

This study examines the effects of brand image and store atmosphere on customer satisfaction at One Sky Coffee & Lounge Payakumbuh, Indonesia. The research was motivated by preliminary customer concerns regarding product distinctiveness, access, and interior layout. A quantitative cross-sectional survey was conducted with 204 customers selected through purposive sampling from a population of 14,175 visitors. Data were collected using a five-point Likert-scale questionnaire and analyzed with multiple linear regression in SPSS 29. Brand image (70.4%), store atmosphere (67.4%), and customer satisfaction (73.8%) were categorized as good. The regression model was statistically significant, $F(2, 201) = 9.063$, $p < 0.001$. Brand image positively predicted customer satisfaction ($B = 0.286$, $\beta = 0.208$, $t = 3.076$, $p = 0.002$), while store atmosphere also showed a positive effect ($B = 0.181$, $\beta = 0.192$, $t = 2.847$, $p = 0.005$). However, the model explained only 8.3% of satisfaction variance (adjusted R-squared = 0.074), indicating that branding and atmosphere make statistically meaningful but limited contributions. Management should prioritize a distinctive signature-product identity and improve access, circulation, flooring, and interior comfort while also addressing food quality, service quality, price fairness, and waiting time.

Corresponding Author:

Mike Yulianti

Universitas Negeri Padang

Email: mike3yulianti@gmail.com

1. INTRODUCTION

Customer satisfaction is a central outcome in food-service businesses because consumers evaluate whether the experience received is consistent with, or better than, what they expected before the visit. Expectation-disconfirmation theory explains satisfaction as the result of comparing perceived performance with prior expectations [1]. A broader behavioral perspective treats satisfaction as a post-consumption judgment that can shape subsequent choice and loyalty [2]. Marketing theory likewise positions satisfaction as a strategic outcome because favorable evaluations can support retention, recommendation, and repeat purchase [3]. For a local cafe in Payakumbuh, this evaluation is particularly important because customers assess not only food and beverages but also the identity of the business and the experience created by the physical setting.

Brand image represents the set of associations held in consumer memory about a brand [4]. Strong and distinctive associations help consumers recognize an offering and differentiate it from competing alternatives [5]. In restaurant settings, overall image can influence perceived value and satisfaction before shaping later behavioral intentions [6]. Brand image also affects how restaurant customers evaluate attributes such as ambience, food quality, and service quality [7]. For a cafe, this means that a recognizable concept should be supported by tangible evidence, especially memorable products, visual identity, service style, and communication. A weak signature-product identity can therefore dilute the brand promise even when customers are generally familiar with the business.

Store atmosphere concerns the designed physical and sensory characteristics of the service environment. The servicescape framework explains how ambient conditions, spatial layout, signs, symbols, and artifacts influence customers and employees [8]. Atmospheric research further shows that

environmental cues such as layout, lighting, color, music, exterior appearance, and interior design can affect consumer evaluation and behavior [9]. In food-service settings, DINESCAPE identifies facility aesthetics, ambience, lighting, service product, layout, and social factors as relevant components of the dining environment [10]. Restaurant atmospherics have been shown to influence dining satisfaction and behavioral intentions [11], while the impact of the physical environment can differ between first-time and repeat customers [12]. Servicescape and service encounters can also work together to influence emotions and satisfaction [13]. These mechanisms are directly relevant to One Sky because circulation, interior flooring, access, and visual attractiveness are part of how customers experience the cafe rather than merely decorative features.

Customer satisfaction in cafes is nevertheless multidimensional. Food, service, and the physical environment jointly contribute to satisfaction in quick-casual restaurant settings [14]. A broader restaurant model similarly shows that physical-environment quality, food quality, and service quality influence image, perceived value, satisfaction, and behavioral intentions [15]. Hotel-restaurant research confirms that physical environment, service, food, and overall image can all contribute to satisfaction [16]. Food quality itself remains an important determinant of satisfaction and behavioral intentions [17], while service quality and food quality may interact with atmospheric perceptions [18]. Service-quality and value research also demonstrates that customer satisfaction develops within a wider evaluation of quality and value [19]. Favorable service evaluations can translate into behavioral consequences [20], while customer-satisfaction systems emphasize that multiple drivers may underlie an overall satisfaction judgment [21]. Store image is related to satisfaction and loyalty [22], and corporate image can reinforce satisfaction in complex service settings [23].

One Sky Coffee & Lounge Payakumbuh combines a cafe concept with a rice-field view. Preliminary interviews with ten customers identified concerns about reduced visual attractiveness during rice-harvest and rainy periods, weak recognition of a distinctive signature product, ordinary product taste, a narrow vehicle-access road, and an indoor gravel floor that generated dust and made movement less comfortable. The ten preliminary interview participants were customers aged approximately 19 to 42 years. Six were repeat customers who had visited One Sky Coffee & Lounge at least twice, while four were first-time visitors. All participants had purchased and consumed at least one food or beverage item during the visit, allowing them to comment on both the cafe concept and the physical environment. Local evidence supports the need to consider these issues alongside other food-service drivers. Service quality and price have been linked to guest satisfaction in a hotel dining context [24]. In a Padang coffee-shop setting, service quality and price were associated with repurchase intention [25]. Similar cafe evidence shows that service quality and price perception contribute to repurchase intention [26]. Hospitality studies in West Sumatra also show that facilities and service quality can contribute to guest satisfaction [27], while facilities, service quality, and location may operate together in shaping satisfaction [28]. The present study contributes context-specific evidence by testing brand image and store atmosphere simultaneously at a local cafe whose concept depends on both product identity and a distinctive physical setting. The hypotheses are H1: brand image positively predicts customer satisfaction; H2: store atmosphere positively predicts customer satisfaction; and H3: brand image and store atmosphere jointly provide a significant explanation of customer satisfaction.

2. METHOD

This study used a quantitative cross-sectional survey with a causal-associative analytical approach [29]. The population consisted of 14,175 customer visits recorded during the six months preceding the survey. The population figure of 14,175 customer visits represented the six-month period from October 2022 to March 2023. A total of 204 respondents were selected using purposive sampling because the study required participants who could evaluate both the cafe brand and the physical service environment. The purposive-sampling criteria required respondents to be at least 18 years old, to have purchased and consumed at least one food or beverage product at One Sky Coffee & Lounge, and to complete the questionnaire only after they had experienced the cafe environment and service during the visit.

The questionnaire used a five-point Likert scale. Brand image was measured with 12 statements, store atmosphere with 16 statements, and customer satisfaction with 12 statements. Conceptually, the brand-image domain was aligned with brand-association and brand-equity theory [4], [5]; the store-atmosphere domain reflected servicescape and dining-environment concepts [8], [10]; and customer satisfaction was grounded in expectation-disconfirmation theory [1], [2]. The brand-image items were adapted from Keller [4] and Aaker [5], the store-atmosphere items from Bitner [8] and Ryu and Jang [10], and the customer-satisfaction items from Oliver [1], [2]. All items exceeded the corrected item-total correlation criterion of

0.30. The estimated validity coefficients ranged from 0.411 to 0.782 for brand image, 0.386 to 0.815 for store atmosphere, and 0.427 to 0.806 for customer satisfaction. Cronbach's alpha was estimated at 0.891 for brand image, 0.924 for store atmosphere, and 0.903 for customer satisfaction, indicating satisfactory internal consistency. Descriptive analysis used respondent-achievement rates (TCR). Regression assumptions were evaluated through Kolmogorov-Smirnov residual normality, Glejser heteroskedasticity tests, and tolerance/VIF diagnostics for multicollinearity. Multiple linear regression was conducted in SPSS 29 at a 5% significance level, following standard multivariate-analysis procedures [30] and regression interpretation guidance [31].

3. RESULTS AND DISCUSSION

3.1. Descriptive Results

Brand image achieved a respondent-achievement rate of 70.4% and was categorized as good. The highest observed item score was 77.5%, while the lowest was 63.1%. The lowest brand-image item concerned the product-image dimension, indicating that customers did not evaluate the cafe's product identity as strongly as other brand aspects. This result is consistent with the preliminary concern that One Sky lacks a sufficiently distinctive signature product. Management should therefore define one or two recognizable menu items, standardize their presentation and taste, and connect them consistently with the cafe's visual communication.

Store atmosphere obtained a TCR of 67.4%, the lowest among the three constructs, although it remained in the good category. The strongest item reached 72.5%, whereas store layout was lowest at 59.2%. This weakness is consistent with concerns about the narrow access route, gravel flooring, dust, and internal circulation. Customer satisfaction reached 73.8%, with a highest observed item score of 78.3% and the lowest score of 67.5% on willingness to recommend. The lower recommendation score suggests that a generally satisfactory visit has not yet translated equally into customer advocacy.

Table 1. Descriptive results

Construct	Items	Total score	TCR (%)	Category	Observed item range
Brand image	12	8,622	70.4	Good	63.1-77.5
Store atmosphere	16	11,003	67.4	Good	59.2-72.5
Customer satisfaction	12	9,038	73.8	Good	67.5-78.3

Source: Primary data processed with SPSS 29, 2023.

3.2. Regression Assumption Tests

The standardized residuals met the normality criterion because the Kolmogorov-Smirnov significance value was 0.200, above 0.05. The Glejser test produced $p = 0.583$ for brand image and $p = 0.314$ for store atmosphere, indicating no detected heteroskedasticity. Tolerance values were 0.999 and VIF values were 1.001 for both predictors, indicating no multicollinearity. Because the reported assumptions were satisfied, the analysis was considered appropriate to proceed to multiple linear regression.

Table 2. Summary of regression assumption tests

Test	Variable/statistic	Value	Criterion	Decision
Normality	Kolmogorov-Smirnov p	0.200	$p > 0.05$	Normal residuals
Heteroskedasticity	Brand image p	0.583	$p > 0.05$	Not detected
Heteroskedasticity	Store atmosphere p	0.314	$p > 0.05$	Not detected
Multicollinearity	Brand image tolerance / VIF	0.999 / 1.001	Tolerance > 0.10 ; VIF < 10	Not detected
Multicollinearity	Store atmosphere tolerance / VIF	0.999 / 1.001	Tolerance > 0.10 ; VIF < 10	Not detected

Source: Primary data processed with SPSS 29, 2023.

3.3. Hypothesis Testing

The overall regression model was statistically significant, $F(2, 201) = 9.063$, $p < 0.001$. H3 was therefore supported: brand image and store atmosphere jointly provided a statistically significant explanation of customer satisfaction. The estimated unstandardized equation was $Y = 22.434 + 0.286X_1 + 0.181X_2$, where Y represents customer satisfaction, X_1 brand image, and X_2 store atmosphere.

Table 3. Analysis of variance for the regression model

Source	Sum of squares	df	Mean square	F	p
Regression	163.877	2	81.938	9.063	<0.001
Residual	1,817.280	201	9.041		
Total	1,981.157	203			

Source: Primary data processed with SPSS 29, 2023.

Brand image had a positive and statistically significant coefficient ($B = 0.286$, $\beta = 0.208$, $t = 3.076$, $p = 0.002$), supporting H1. Holding store atmosphere constant, a one-unit increase in the brand-image score was associated with a 0.286-unit increase in predicted satisfaction. Store atmosphere also had a positive and significant coefficient ($B = 0.181$, $\beta = 0.192$, $t = 2.847$, $p = 0.005$), supporting H2. Holding brand image constant, a one-unit increase in the store-atmosphere score was associated with a 0.181-unit increase in predicted satisfaction.

Table 4. Multiple linear regression coefficients

Predictor	B	SE	Beta	t	p
Constant	22.434	5.144		4.361	<0.001
Brand image	0.286	0.093	0.208	3.076	0.002
Store atmosphere	0.181	0.064	0.192	2.847	0.005

Source: Primary data processed with SPSS 29, 2023.

The model produced $R = 0.288$ and $R\text{-squared} = 0.083$. Thus, brand image and store atmosphere explained 8.3% of the observed variance in customer satisfaction, and the adjusted $R\text{-squared}$ was 0.074. This explanatory contribution is statistically significant but substantively limited. The result should not be interpreted to mean that brand image and store atmosphere are the main determinants of satisfaction. Most variation in satisfaction remains outside the two-predictor model and may reflect food and beverage quality, service quality, price fairness, waiting time, cleanliness, accessibility, perceived value, and customer expectations.

Table 5. Model summary

Model	R	R-squared	Adjusted R-squared	Standard error
1	0.288	0.083	0.074	3.007

Source: Primary data processed with SPSS 29, 2023.

3.4. Discussion

The brand-image result indicates that customers report higher satisfaction when One Sky is perceived as recognizable and meaningfully differentiated. The standardized coefficient for brand image ($\beta = 0.208$) was slightly larger than that for store atmosphere ($\beta = 0.192$), but the difference is small and should not be treated as evidence of a dominant effect. The practical concern is therefore not simply promotional visibility but whether the cafe delivers a coherent identity. Restaurant research shows that employees' personal and functional service behavior can materially influence satisfaction [32], which means that the signature-product promise must also be supported by consistent service. Positive restaurant experiences can subsequently stimulate electronic word of mouth [33]. For One Sky, a signature menu item should therefore be distinctive in taste, presentation, naming, and service explanation so that the brand association is reinforced at the point of consumption.

Store atmosphere also contributed significantly, and its lower descriptive TCR makes it an immediate operational priority. Food-service research shows that attributes such as service speed, cleanliness, price value, menu variety, atmosphere, image, and satisfaction operate together in shaping customer responses [34]. A full-service restaurant study likewise demonstrates that servicescape can influence satisfaction and later behavioral intentions [35]. Social elements of the service environment can additionally influence restaurant image and consumer behavior [36]. The weakest One Sky item concerned layout, so management should first improve the functional environment: create a clearer vehicle-entry and parking flow, provide safer walking surfaces, reduce dust from the gravel floor, define customer circulation zones, and ensure seating does not obstruct staff or customer movement. These changes should be evaluated alongside lighting, temperature, music, visual coherence, and the rice-field view rather than as isolated decorative improvements.

The low R-squared is one of the most important findings of this study. Restaurant evaluations are often driven by a broader experience than image and physical atmosphere alone. Perceived quality and emotional responses can shape behavioral intentions in restaurant settings [37], while servicescape effects may vary by restaurant type [38]. Store-environment cues can influence perceived value and patronage intentions [39]. In full-service restaurants, food quality, atmosphere, and the fairness of waiting procedures can all contribute to customer satisfaction [40]. Retail-management principles also emphasize that layout and presentation should support convenient movement and a coherent customer experience [41]. Accordingly, the statistically significant coefficients should be interpreted as evidence that brand image and store atmosphere matter, but not that they are the primary drivers of satisfaction at One Sky. Management should use a broader diagnostic dashboard that includes product taste and consistency, service responsiveness, price fairness, waiting time, cleanliness, accessibility, perceived value, complaint themes, recommendation intention, and repeat patronage.

4. CONCLUSION

Brand image, store atmosphere, and customer satisfaction at One Sky Coffee & Lounge Payakumbuh were all evaluated in the good category. Brand image positively predicted customer satisfaction ($B = 0.286$, $\beta = 0.208$, $p = 0.002$), while store atmosphere also showed a positive relationship ($B = 0.181$, $\beta = 0.192$, $p = 0.005$). The predictors were jointly significant, $F(2, 201) = 9.063$, $p < 0.001$. However, R-squared was only 0.083 and adjusted R-squared was 0.074, indicating that the two predictors provide a meaningful but limited explanation of customer satisfaction.

For management, the immediate priorities are to establish a distinctive signature product, strengthen consistency between brand communication and the actual dining experience, improve access and customer circulation, replace or modify the dusty gravel flooring, and maintain an attractive interior experience when the rice-field scenery is less favorable. These actions should be accompanied by monitoring of food quality, service quality, price fairness, waiting time, and willingness to recommend. For future research, the model should be extended with food and beverage quality, service quality, perceived value, price fairness, accessibility, waiting time, and customer expectations. Multi-cafe samples and longitudinal or repeat-customer designs would also provide stronger evidence regarding the relative contribution of brand image and store atmosphere.

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