



Product quality and cafe atmosphere perspectives on fore coffee customer satisfaction

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Article Info

Article history:

Received: Oct 17, 2023

Revised: Nov 17, 2023

Accepted: Nov 30, 2023

Keywords:

Brand Image;
Cafe Atmosphere;
Customer Satisfaction;
Fore Coffee;
Product Quality.

ABSTRACT

The purpose of this study is to evaluate and examine the influence of product quality and cafe atmosphere on Fore Coffee customer satisfaction. This research involved 200 responders who are Indonesian citizens, are at least 17 years old and have consumed Fore Coffee products at least twice in the last four months. Using a purposive sampling approach and an online questionnaire, data was gathered. Data were analyzed using Structural Equation (SEM) using AMOS 24. Research shows that product quality and cafe atmosphere have a positive and significant effect on brand image. Product quality also has a positive and significant effect on customer satisfaction. Meanwhile, cafe atmosphere has a negative and insignificant effect on customer satisfaction. In this research, brand image has an indirect influence between product quality and customer satisfaction. Brand image also has an indirect influence between cafe atmosphere and customer satisfaction. With brand image acting as an intervening variable, it is intended that the research findings would offer scientific knowledge and insight into the relationship between product quality and cafe atmosphere and Fore Coffee customer happiness. It is hoped that this research can help Fore Coffee to find out what factors have a big influence on Fore Coffee's brand image and customer satisfaction. Additionally, it is hoped that this research will serve as a guide for Fore Coffee as it develops its business by enhancing the atmosphere of its cafes and product quality factors.

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1. INTRODUCTION

Business development is becoming more sophisticated in the current globalization era, helped by the extremely quick advancements in information and technology. The rapid development of technology and information requires companies to keep up with existing developments so as not to be left behind by their competitors. Companies that are not strong enough to keep up with current developments in technology and information will of course lose and go bankrupt.

The business development that is currently trending is the coffee shop. Technological developments such as coffee grinders and espresso coffee machines have made making coffee easier. Nowadays, coffee shops can be found almost along the road. With so many coffee shops spread around

nowadays, consumers have many choices in visiting the coffee shop they want. Nowadays, coffee drinks are not only enjoyed by adult men, but are enjoyed by almost all ages, regardless of gender.

Nowadays coffee shops are almost dominated by young people, this seems to suggest that enjoying coffee drinks is part of the modern lifestyle. Consumers today visit coffee shops not only to enjoy coffee blends, but also to gather, relax and chat with friends. The habit of drinking coffee which has become a modern lifestyle in today's society creates a challenge that must be faced by business actors in this sector. The challenge is how companies maintain their company brand image so that it continues to be good in the eyes of consumers, so that the company's future is well protected. Apart from maintaining brand image, companies also have to face the challenge of always maintaining and creating consumer satisfaction. Consumer satisfaction can be built by offering good quality products and by providing a comfortable and pleasant store atmosphere.

To respond to people who are making coffee drinks a modern lifestyle, business actors can develop and innovate the quality of existing products in their business to maintain and create consumer satisfaction. (Brama Kumbara, 2021) Product quality, according to his research, is determined by how well a product performs in terms of its intended uses and worth. Product quality is many product characteristics that can be an intermediary in creating a sense of consumer satisfaction (Dewi et al., 2022) Product quality refers to the degree of excellence or inferiority of a product, ensuring that the product is capable of meeting or surpassing consumer expectations when utilized (Kurniawan et al., 2022). According to (Hernikasari et al., 2022) a product is considered to be of high quality if it can meet or surpass the expectations of its customers in terms of performance and results. (Santoso, 2019) stated that product quality is among the most important policies in increasing product competitiveness.

With excellent and consistent product quality at all times, it will create customer confidence in the product. (Budiarno et al., 2022) As stated in the research, maintaining the product quality provided to customers will help the company's sustainability. In other words, in this case, product quality has a relationship with brand image because company sustainability can occur if the company image is always good. This assertion finds backing in the findings of studies conducted by (Hernikasari et al., 2022); (Oktavianti & Budiarti, 2021) both of which demonstrated a positive and substantial impact of product quality on the brand image of the respective companies.

Product quality not only influences brand image, but product quality can influence customer satisfaction. This statement follows the research conducted (Hernikasari et al., 2022) these studies concluded that there is a positive and significant correlation between product quality and customer satisfaction. A study (Triyoko, 2022) shows that product quality significantly influences customer satisfaction. Product quality is currently a crucial part because having good product quality can create a sense of customer satisfaction and increase product competitiveness in today's very tight competition.

Apart from that, business people can also create a unique and comfortable atmosphere in their shop. (Adnan, n.d.) The atmosphere is the atmosphere that the company has planned to meet the target market's needs while creating something that can attract consumers. (Churrohmah & Juma, n.d.) Defining store atmosphere combines all the store's physical characteristics, including lighting, colour, temperature, music, and aroma, creating an image that will stick with consumers. A shop or cafe's atmosphere is one of its most important features.; a pleasing appearance or atmosphere can attract consumers (Ramadhan, n.d.). Store atmosphere creates creating an atmosphere of comfort that encourages patrons to stay in the location (Erlangga et al., 2022). Creating a comfortable, attractive and comfortable atmosphere to look at will attract more consumer interest in the shop (Nadiroh & Suja'i, 2022).

According to (Rumajar et al., 2022) For business actors, the physical aspect of a store's atmosphere is crucial. This store atmosphere plays a role in creating a welcoming environment for customers, which will make customers desire to relax and chat for a long time in that place. The store atmosphere is now a means companies provide to create a pleasant consumer experience. Store atmosphere can be an added value that attracts customer interest. A store ambiance that fosters

comfort has the potential to prolong customer stays, creating a homely environment and subsequently enhancing customer satisfaction. Study (Putra & Wimba, 2021); (Ekonomi et al., 2018) The outcomes revealed that the store atmosphere exerts a positive and statistically significant influence on satisfaction of the customer. In contrast to the findings (Bisnis Dan Pembangunan & Januari-Juli, 2022a) the present results indicate that store atmosphere significantly affects customer satisfaction. It is noteworthy that store atmosphere not only impacts customer satisfaction but also plays a role in shaping the brand image of the company. (Ekonomi et al., 2018) his research stated that store atmosphere is essential to forming a brand image by involving tangible and intangible store attributes. Business actors must continue to innovate to create a unique and comfortable store atmosphere for customers.

Many coffee shops today require business actors to maintain consistent product quality and create a unique and comfortable atmosphere. Brand image is information that is formed from past experiences that have been felt by customers and has the aim of improving the brand in the long term (Hasna Al Aliyah & Budi Istiyanto, 2022). (Larasati & Suryoko, 2020), Defines brand image is a representation of how consumers view a brand overall, shaped by their prior interactions with it. (Semuel & Wibisono, 2019) defines brand image as consumers' thoughts and impressions of a brand. Brand image can usually be developed through advertising with a consistent theme and is confirmed directly by consumers' personal experiences.

According to (Sudarman et al., 2021) Brand image can be described as a customer's trust in a specific brand. According to (Hasna Al Aliyah & Budi Istiyanto, 2022) the brand image evolves from information and previous experiences acquired by consumers. The brand image represents the perspective of customers towards a product brand (Wahyudi, 2021). (Avidha & Budiarmo, 2020) Brand image must continue to be considered because it has a crucial role in the company's sustainability. Enhanced customer satisfaction is a direct outcome of a positive brand image (Fiquhta et al., 2020). Studies (Wandira & Arief Hadian, 2022); (Prawinata, 2020) obtained the results that brand image has a significant positive effect on customer satisfaction. Order to ensure the survival of the business they operate, business actors should take into consideration the importance of maintaining the company's brand image.

Customer satisfaction is the extent to which customers perceive that the product or service they have received aligns with their expectations. Numerous factors may have an impact satisfaction, comprising customer perceptions regarding the good or service and experience of using the service (Siswadi et al., 2020). Customer satisfaction is the overall attitude that emerges from a customer after obtaining and using the desired goods and services (Supertini et al., 2020). A sensation of pleasure that develops is called satisfaction within a person when his needs or desires are met. The outcome of customer satisfaction is comparing the product or service they receive according to their expectations or even exceeding customer expectations (Sasongko, 2021).

(Haralayya, 2021) Customer satisfaction is a measuring tool for how the company's goods and services have the potential to surpass clients' expectations. Client satisfaction results from what consumers have received in proportion to their desired benefits (Hafidz & Muslimah, 2023). Customer satisfaction is support in the form of a positive impression from customers regarding the products or services that the company has provided (Khairawati, 2019).

Prior research has delved into the impact of product quality, store ambiance, and brand image on customer satisfaction. However, there is a limited body of literature that has explicitly focused on investigating the correlation between store atmosphere and brand image. Based on the explanation above, there are differences between this research and previous research. The first difference is using independent variables, including product quality and cafe atmosphere. Second, there are differences in research objects. The object of this research focuses on Fore Coffee customers in Indonesia. This object was chosen because there were still customer reviews who were dissatisfied with the quality of the products offered by Fore Coffee. The differences in the shape of the shop at each Fore Coffee outlet spread across various regions in Indonesia create differences in the atmosphere created in the shop, this is the reason Fore Coffee became the object of research.

This research aims to test and analyze the influence of product quality and cafe atmosphere on Fore Coffee customer satisfaction with brand image as an intervening variable. It is hoped that this research will provide scientific information and scientific insight regarding the influence of product quality and cafe atmosphere on Fore Coffee customer satisfaction with brand image as an intervening variable. It is hoped that this research can help Fore Coffee to find out what factors have a big influence on Fore Coffee's brand image and customer satisfaction. Additionally, it is hoped that this research will serve as a guide for Fore Coffee as it develops its business by enhancing the atmosphere of its cafes and product quality factors.

2. RESEARCH METHOD

The study's sample was chosen using purposeful sampling, and the selection criteria were established by the researcher. For this study, questionnaires are used as primary data sources. A 5-point Likert scale (1 being strongly disagree, and 5 being strongly agree) is used in the questionnaire. There were 200 responders in the sample size for this research. The criteria for respondents are being at least 17 years old and being a Fore Coffee customer who has made at least two purchases in the last 4 months. In order to assess and analyze the measurement and structural model of the research constructs being developed, this study will employ Structural Equation Modeling (SEM) with the AMOS 24 statistical tool. According to fit index parameters like CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root mean squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Additional Fit Index (IFI), Comparative Fit Index (CFI), and Normal Fit Index (NFI), the fit test model will be evaluated.

In this research, 200 respondents provided samples. A sample consisting of customers aged 17 to 40 who had made at least two purchases from Fore Coffee within the previous four months was used. An online questionnaire spread Sampling locations across five large islands in Indonesia, including Kalimantan, Java, Sumatra, and Sulawesi.

A valid standard loading factor (SLF) value of ≥ 0.50 will be used to assess validity (Hair et al., 2014), the average variance value extracted (AVE) and the tabulated construct reliability (CR) results will be used to determine construct reliability. The assessment of developed research hypotheses that are approved or denied, structural model analysis, or SEM analysis, is another method. The t-value for each coefficient will be displayed via SEM analysis. If the value of t count \geq t table (1.96), with a significant level of α , say 0.05, then the hypothesis can have a causal relationship. The indirect impact of the mediating variable will be ascertained through the Sobel test.

3. RESULTS AND DISCUSSIONS

Data pertaining to respondent characteristics is outlined in Table 1, encompassing a total of 200 participants. The majority of respondents are female (56%), residing in Kalimantan (68%), falling within the age range of 21-30 years (68.5%), with a significant proportion identifying as students (66.5%). Furthermore, 55.5% of respondents reported a shopping frequency of twice in the last 4 months.

Table 1. Respondent Characteristics

Category	Items	F	%
Gender	Male	88	44
	Female	112	56
	Total	200	100
Age	17-20 Years	57	28.5
	21-30 Years	137	68.5
	31-40 Years	5	2.5
	41-50 Years	1	0.5
	>50 Years	0	0
	Total	200	100
Domicile	Kalimantan	136	68

Category	Items	F	%
Occupation	Java	53	26.5
	Sumatra	7	3.5
	Sulawesi	1	0.5
	Papua	0	0
	Bali	1	0.5
	Tangerang	1	0.5
	Bogor	1	0.5
	Total	200	100
	Student	6	3
	Student	133	66.5
	Civil servants	1	0.5
	TNI/POLRI	3	1.5
	BUMN	2	1
	Private sector employee	48	24
	Car repair shop	1	0.5
	Unemployment	1	0.5
	Admin	1	0.5
	DJ	1	0.5
	Parking Guard	1	0.5
	Teacher	1	0.5
Businessman	1	0.5	
Total	200	100	
In the last 4 months, how many times have you purchased Fore Coffee products?	2 times	111	55.5
	3-4 times	63	31.5
	5-6 times	17	8.5
	>6 times	9	4.5
	Total	200	100

Source : Processing by Author

Measurement Model

The outcomes of AMOS 24 data processing output validity and reliability tests were used to determine the findings of research indicator validity and reliability tests.

Table 2. Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) Values on Overall Model Fit

Items	SLF	CR	AVE	
Product Quality	Fore Coffee provides comfort when I enjoy it	0.892	0.97395	0.70316
	Fore Coffee can help eliminate the urge to drink	0.807		
	The quality of Fore Coffee products is better than other similar products products	0.856		
	The consistency of Fore Coffee product quality is always maintained every time I buy it	0.820		
	The Fore Coffee products promoted are by reality	0.825		
	Fore Coffee products have quite a long shelflife	0.806		
	Fore Coffee service is very good if there is a discrepancy with the product I got	0.853		
	Fore Coffee's packaging design is attractive	0.825		
	Fore Coffee has good quality in terms of price, facilities and service	0.859		
	Café Atmosphere	The front of Fore Coffee matches the image of the shop		
The entrance to Fore Coffee is designed to be very attractive		0.828		
The layout of Fore Coffee includes floors, colours and attractive designs		0.862		
The room temperature at Fore Coffee is very comfortable		0.838		
Fore Coffee's cleanliness is well-maintained		0.864		
The allocation of space for interaction between employees and customers is quite extensive		0.846		
The area for customers includes toilets, as well as a perfect and comfortable waiting room		0.846		
Fore Coffee product displays are very appropriate and clear	0.834			

Items		SLF	CR	AVE
Brand Image	I got to know the Fore Coffee brand through the product logos	0.880	0.68543	0.9605
	I got to know the Fore Coffee brand through the product tagline	0.836		
	Fore Coffee has a good reputation	0.818		
	Fore Coffee has an attraction for customers to consume it	0.844		
	Fore Coffee has a uniqueness that differentiates it from other brands	0.785		
	Fore Coffee sticks in my mind every time I want to drink coffee and relax	0.801		
Customer Satisfaction	I am satisfied with the various products at Fore Coffee	0.891	0.97084	0.7559
	I am happy with the caliber of the goods that Fore Coffee sells.	0.851		
	I am satisfied with the building on Fore Coffee	0.854		
	I'm happy that I can access Fore Coffee.	0.859		
	I am satisfied that the product at the price offered is in accordance with needs and is affordable for consumers	0.870		
	I'm comfortable staying for a long time at Fore Coffee	0.868		
	I am satisfied with the atmosphere created at Fore Coffee	0.892		

Source : Processing by Author

Table 2. is the outcome of assessing the overall model's validity and reliability. The standard loading factor (SLF) value of the indicator variable in the full model is above 0.50. That indicates that every indicator has been deemed legitimate and is thought to be able to gauge the overall model's construct. The reliability test's findings show pertinent outcomes. Every device is deemed trustworthy and capable of measuring the model's construction consistently. This is evidenced by the Variance Extraction (AVE) values for all indicator instruments, achieving a value of ≥ 0.50 , and the Construct Reliability (CR) values, which attained a value of ≥ 0.70 .

Table 2 shows what is evident that the standard loading factor (SLF) value for the first question on the product quality variable shows the highest value of 0.892. This shows that consumers feel that the products offered by Fore Coffee can provide the enjoyment that consumers want. The first question on the cafe atmosphere variable also got the highest (SLF) value of 0.887. The front of the Fore Coffee shop displays a good and attractive appearance in the eyes of consumers, so this makes consumers interested in visiting Fore Coffee.

The first question on the brand image variable got the highest value (SLF) of 0.880. This shows that Fore Coffee has succeeded in creating their brand image inside the head of buyers through a logo design that is simple and easy for consumers to remember. In the customer satisfaction variable, the highest value (SLF) was obtained in the seventh question with a value of 0.892. This means that most Fore Coffee consumers are satisfied with the atmosphere created in the shop. Fore Coffee must continue to innovate to create a comfortable and unique atmosphere, because the cafe atmosphere factor is an important part in increasing consumer satisfaction.

Tabel 3. Goodnes of Fit Index

Goodness of Fit Index	Cut Off Value	Results
CMIN/DF	≤ 3.00	1,676
RMSEA	≤ 0.08	0.058
RMR	≤ 0.05	0.121
GFI	≥ 0.90	0.826
TLI	≥ 0.90	0.951
IFI	≥ 0.90	0.955
CFI	≥ 0.90	0.955
NFI	≥ 0.90	0.896

Source : Processing by Author

Table 3 is the model fit test's outcome. According to the model suitability test results, the model satisfies the prerequisites for acceptance and declaration as feasible. Results of eight measurements indicated fit. (Hair et al., 2014) claim that if three or four measurements yield fit results or surpass the limit value, the research model construct is deemed fit and accepted.

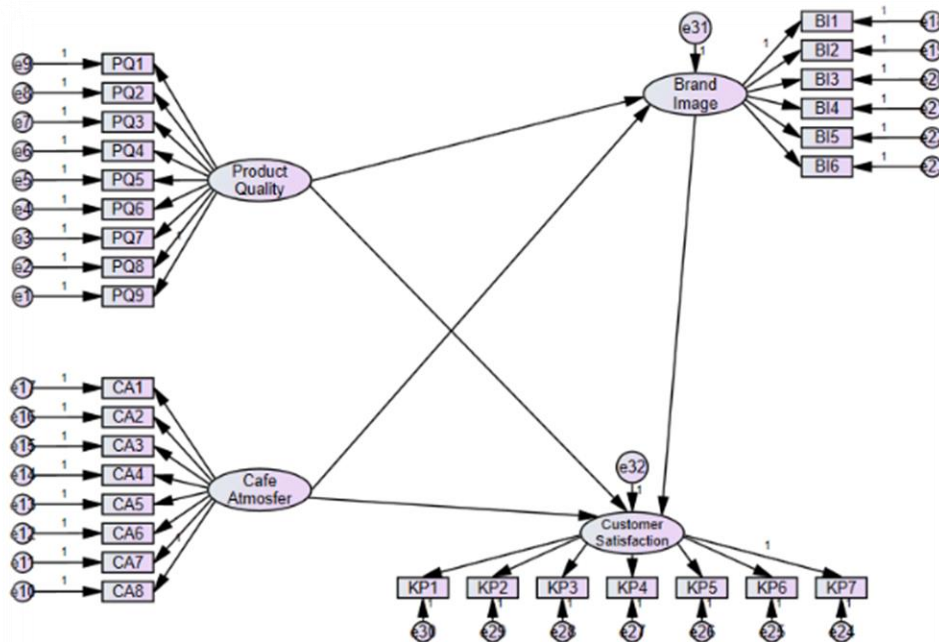


Figure 1. Full Model Testing

Hypothesis Test

Here are the findings from examining how the relationships between the variables affected the research constructs used in this research.

Table 4. Hypothesis Test

		Estimate	S.E	CR	P Label
Product_Qualiy	---> Brand_Image	0.165	0.057	2,883	0.004 Significant
Café_Atmosphere	---> Brand Image	0.837	0.077	10,866	*** Significant
Brand_Image	---> Customer_Satisfaction	0.265	0.075	3,523	*** Significant
Product_Quality	---> Customer_Satisfaction	0.845	0.067	12,657	*** Significant
Café_Atmosphere	---> Customer_Satisfaction	-0.075	0.082	-0.913	0.361 Insignificant

Source : Processing by Author

According to the findings in Table 4, the computed t-value for the variable of product quality influencing brand image is 2.883. This value exceeds the critical t-table value of 1.96. Similarly, the obtained p-value is 0.004, signifying a value below 0.05 ($\alpha = 0.05$). This implies that the initial hypothesis concerning the influence of product quality on brand image is both positive and statistically significant. This shows that good product quality will strengthen consumers' good image or view of the company. Having a good brand image can also make consumers indirectly recommend our products to other people. The findings of this study are also consistent with those of studies carried out by (Sisca et al., 2021);(Kurniawan et al., 2022) product quality has a positive and significant effect on brand image. By always maintaining good product quality and maintaining the company's image, it will help the company maintain sustainability in the future in the face of today's intense competition.

For the second hypothesis, the computed t-value for the influence of cafe atmosphere on brand image is 10.866, and the corresponding p-value is below 0.001. This indicates that the cafe atmosphere exerts a positive and statistically significant impact on brand image. This shows that the better the atmosphere created in the store can create a pleasant experience for customers and can give

consumers a good image of the company. Fore Coffee must continue to maintain this comfortable shop atmosphere so that the brand image is maintained well.

The third hypothesis, the computed t-value for the relationship between brand image and customer satisfaction is 3.523, with a corresponding p-value below 0.001. This indicates that brand image exerts a positive and statistically significant influence on customer satisfaction. These results indicate that improving brand image through product quality and cafe atmosphere can help increase customer satisfaction, conversely if the company's brand image decreases it will have an impact on decreasing customer satisfaction and disrupting the company's sustainability. These results are supported by research (Trihudyatmanto, 2021), that brand image has a positive and significant effect on customer satisfaction.

For the fourth hypothesis, the computed t-value regarding the impact of product quality on customer satisfaction is 12.657, with a p-value below 0.001. This means that product quality has a positive and significant effect on customer satisfaction. In this research, it was found that good product quality can increase customer satisfaction. This research is in line with research (Triyoko, 2022) showing that product quality has a significant effect on customer satisfaction. Customers who are satisfied with the quality of the product provided will assume that they are getting results commensurate with the costs incurred to obtain the product. Continuously increasing customer satisfaction can help companies achieve long-term success.

For the fifth hypothesis, the computed t-value pertaining to the impact of the cafe atmosphere on customer satisfaction is -0.913, and the associated p-value is 0.361. This means that the cafe atmosphere has a negative and insignificant effect on customer satisfaction. In this research, it was found that creating a comfortable and pleasant atmosphere in the store does not have a direct effect on consumer satisfaction. These findings align with previous research (Bisnis Dan Pembangunan & Januari-Juli, 2022b), that the cafe atmosphere does not have a statistically meaningful impact on customer satisfaction.

To examine the indirect impact through the constructed mediating variables, the results are presented in Table 4, derived from the outcomes of the Sobel test. To confirm the indirect influence of the inherent mediating variable, Table 5 is presented which is obtained from the outcomes of the Sobel statistical test.

Table 5. Sobel Test – Mediation Significance

	Sobel test statistics	Two-tailed probability
Customer Satisfaction <--- Brand Image <--- Product Quality	2.23921336	0.02514204
Customer Satisfaction <--- Brand Image <--- Cafe Atmosphere	3.36027120	0.00077866

Source : Processing by Author

Based on the Sobel test results which can be seen in Table 5, the Sobel test statistics on product quality and customer satisfaction through brand image obtained a value of 2.23921336, and the p-value obtained a value of 0.02514204. These findings indicate that the Sobel test statistic surpasses the critical t-table value of 1.96, and the obtained p-value is below 0.05 ($\alpha = 0.05$). This indicates a noteworthy indirect impact of product quality and customer satisfaction through the intermediary variable of brand image. Good product quality will create a good image in the minds of consumers. A good brand image regarding the quality of Fore Coffee products will indirectly create customer satisfaction.

The Sobel test for cafe atmosphere on customer satisfaction through brand image obtained a value of 3.36027120 and a p-value of 0.00077886. In light of these results, the t-table value of 1.96 is less than the Sobel test statistic, and the obtained p-value is below 0.05 ($\alpha = 0.05$). These findings indicate a meaningful indirect impact of cafe atmosphere on customer satisfaction through the intermediary variable of brand image. The unique and comfortable cafe atmosphere at Fore Coffee increases the brand image. By increasing the image of the Fore Coffee brand by offering a unique and comfortable café atmosphere, it can indirectly create a sense of satisfaction in consumers.

Discussion

This research proposes a conceptual model of product quality and cafe atmosphere on customer satisfaction Fore Coffee with brand image as an intervening variable. The first and second hypothesis were accepted based on the research's findings, indicating that product quality and cafe atmosphere influence the Fore Coffee brand image. The third and fourth hypotheses are also accepted, which demonstrate how product quality and brand image influence customer satisfaction Fore Coffee. While the fifth hypothesis is rejected, these results show that the cafe atmosphere does not affect customer satisfaction Fore Coffee. Besides that, brand image can mediate product quality on customer satisfaction and cafe atmosphere on customer satisfaction. The research's findings can be used as input by other Indonesian coffee shop business actors as well as by Fore Coffee in its ongoing development.

The outcomes of this study align with previous research conducted by (Pradana et al., 2018);(Oktavianti & Budiarti, 2021);(Kurniawan et al., 2022);(Hernikasari et al., 2022), The research indicates that product quality has both a positive and significant impact on brand image, as well as a positive and significant influence on customer satisfaction. The quality of a product plays a role in shaping the image of the company producing it or the brand associated with the product (Sisca et al., 2021). The results of this study also support other studies (Wandira & Arief Hadian, 2022), that brand image influences customer satisfaction. The study's findings support previous research (Bisnis Dan Pembangunan & Januari-Juli, 2022b), that cafe atmosphere does not significantly affect customer satisfaction. Results from this research show that to create a good brand image, and the company must maintain consistent product quality that will be provided to customers. The company must also create a comfortable atmosphere in the store so that customers feel at home to linger in the store. Apart from that, creating a good brand image indirectly increases the sense of satisfaction among customers.

4. CONCLUSION

Fore Coffee's brand image in Indonesia is apparently influenced positively and significantly by both the cafe atmosphere and product quality, as shown by the research results presented above. Brand image also has a positive and significant effect on Fore Coffee customer satisfaction in Indonesia. Product quality also directly has a positive and significant effect on Fore Coffee customer satisfaction in Indonesia. Meanwhile, the cafe atmosphere has a negative and insignificant effect on Fore Coffee customer satisfaction in Indonesia. The Sobel test results show that brand image can mediate product quality on Fore Coffee customer satisfaction. Brand image can also mediate the cafe atmosphere on Fore Coffee customer satisfaction. In this research, Fore Coffee has created a good brand image through the product quality and cafe atmosphere provided to customers. By consistently maintaining product quality and creating an attractive and comfortable atmosphere, Fore Coffee customers will feel satisfied and become loyal. The theoretical implications derived from the findings of this study suggest that generating products of superior quality can elevate customer satisfaction and enhance an organization's standing in the eyes of customers. By creating a comfortable and pleasant cafe atmosphere for consumers, Fore Coffee cannot yet create customer satisfaction, but by always creating a comfortable and pleasant cafe atmosphere both in terms of interior, exterior and good layout, it can improve the brand image in the eyes of consumers. From the results of this research, practical implications can also be put forward that the findings of this study can be consulted for further information for Fore Coffee in innovating through developing product quality and developing a comfortable and unique cafe atmosphere. Limitations in research are the limited time and ability of researchers in compiling research. During the data collection phase, the details provided by participants through surveys may occasionally fail to accurately reflect their genuine opinions. Respondents sometimes still fill out questionnaires dishonestly and seemingly randomly, this can cause inaccurate results. It is recommended for future researchers to prepare themselves in the process of collecting and processing data so that it can be carried out well and get maximum results. Future researchers can also research with the same object, with different variables that can influence consumer satisfaction. Because using different variables can produce broader research. Future researchers can use a larger number of respondents in order to obtain better results. The findings of

this study are expected to be beneficial. Fore Coffee continue to maintain product quality, cafe atmosphere and brand image in order to maintain the company's sustainability in facing today's intense competition.

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