

**An Investigation of Cafe Atmosphere and Value Creation on Guest Decision in Makassar City**

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**ABSTRACT**

Various studies have been conducted regarding the decision to visit a cafe. The decision to visit a cafe is a topic that remains hotly researched, especially with the emergence of variations in governance by creating a cafe atmosphere and value creation of cafe. This study aims to analyze the impact of cafe atmosphere and value creation on visitor decisions at several cafes in Bumi Tamalanrea Permai, Makassar City - Indonesia. The design of this study is a causal relationship design using survey methods to collect data through distributing questionnaires to 150 visitors to several cafes. The data were analyzed using multiple linear regression analysis through SPSS version 25 software. The results of this study indicate that the two factors studied, namely cafe atmosphere and value creation, have a significant and positive effect on visitor decisions at several cafes. This research was conducted in a unit of analysis that varies greatly in population members so that the total sample used is not in accordance with the proportions of each population characteristic.

**Keywords: Cafe Atmosphere, Value Creation, Visitor Decision, Micro, SMEs**

**1. INTRODUCTION**

One of the issues that remains interesting to study is the problem of consumer behaviour. Research on consumer behaviour is an interesting study because on the one hand consumers have the freedom to buy or use products (Shao, Zhang, dan Guo, 2014). On the other hand, product providers, both goods and services, have limitations in providing products that match the values or needs expected by consumers (Prapti dan Rahoyo, 2018). The behaviour of consumers who are free to determine their decisions when buying or using goods or services is interesting because of various influencing factors. Various studies have been carried out such as Valvi, Frangos, and Frangos (2013) and Ananth (2019) which found that many consumers are influenced by developing or popular trends in product use. Consumers tend to buy an item or service simply because almost everyone uses the product (Shao, Zhang, dan Guo, 2014). Some also use the product based on need, not because of the tendency of people to use the product a lot (Gilde, Pace, Pervan, dan Strong, 2011).

According to Kotler and Keller (2017), consumer behaviour is learning about how individuals, groups, and organizations choose, buy, use, and place goods and services to meet consumer needs and satisfaction. On the other hand, consumers are very obsessed and follow trends, especially in products that have novelty (King, Dennis, dan Wright, 2010). For most people, buying is normal and a regular part of everyday life (Bobâlcă, Gătej-Bradu, dan Ciobanu,

2012). The tendency to consume products certainly requires strategies and governance concepts from business people to approach the values and needs expected by consumers and determine their choices (Bobâlcă *et al.*, 2012). Likewise, cafe service providers, of course, need governance in order to have an attraction for consumers who decide to visit the cafe.

The way of cafe industry to present a cafe atmosphere and value creation is a contemporary cafe business concept in order to be able to penetrate consumer awareness to decide to visit the cafe (Aknesia, Daryanto, dan Kirbrandoko, 2015; Kristian dan Indrawan, 2019). Cafe atmosphere is one of the most important parts of managing this business because this business will help visitors get the atmosphere they need both in enjoying the existing dishes, as well as to meet the need for freshness after carrying out routines (Mahastra, 2017). Likewise, efforts to create value in each cafe, of course, will also be interesting for consumers to visit cafe (Mahastra, 2017; Rahardjo, Hasbullah, dan Taqi, 2019). So that consumers are expected to have a decision to visit based on this cafe atmosphere and value creation factor. Furthermore, the condition of cafe management, which is located around the largest housing estate in Eastern Indonesia, really highlights the concept of cafe atmosphere and value creation. But the question is whether these two factors really have an impact on the decision to visit. In addition, theoretically, cafe atmosphere and value creation have been extensively researched on various research objects, but specifically for cafes around the Bumi Tamalanrea Permai housing complex, Makassar City, it is certainly still difficult to find related articles.

Based on the problem statement regarding the behaviour of visitors to the cafe, in general, the formulation of the problem in this research is whether the cafe atmosphere and value creation factors are influential factors in deciding to visit or not. In more detail, the research questions that can be asked in this study are: does the cafe atmosphere influence the guests' decision to visit the cafe around Bumi Tamalanrea Permai Makassar City? Does value creation influence the guests' decision to visit the cafe around Bumi Tamalanrea Permai Makassar City? Referring to this research question, the objectives of this research are: To analyze the effect of cafe atmosphere on the decision to visit guests at cafes around Bumi Tamalanrea Permai Makassar City. To analyze the effect of cafe atmosphere on the decision to visit guests at cafes around Bumi Tamalanrea Permai - Makassar City.

## **2. LITERATURES REVIEW**

In the beginning, Ajzen dan Fishbein, (1977) have studied on individual behaviour to determine the buying decision of goods or services. The results of studies carried out a very popular theory, namely the Theory of Planned Behaviour which is very well known also by the abbreviation TPB (Ajzen, 1985; 2005). Essentially, prior to this theory, Ajzen dan Madden (1986) developed the Theory of Reason Action or commonly known as the abbreviation TRA. Ajzen and Madden (1986) argued that individual behaviour arises from one's attitudes and subjective norms as a reaction to experience or information after using products, both goods, and services. This experience forms attitudes and generally accepted norms that will shape individual behaviour in buying and choosing a product so Ajzen concludes with a well-known theory, namely: The theory of Reasoned Action (Vallerand, Pelletier, Deshaies, Cuerrier, dan Mongeau, 1992). The theory of TPB illustrates that individual behaviour is influenced by several factors. There are internal factors that are always significant in shaping a person's behaviour. Internal factors include experience, information, and abilities. Each person plans to actualize his individual behaviour and tries to fulfill it based on experience, information, and abilities. So this experience needs to be supported by the ability to understand and consider several things before making a decision to buy or use the product. However, there are some of unpredictable factors can lead

someone to buy or use product and in the end usually experiences regrets. In this case, experience is an important factor but not the only one because there are other factors that must be considered.

A person also certainly needs accurate information so that it can support his behaviour in buying or using the product. Thus it can be expected that the behaviour of individuals in buying and using the product can be as expected. These internal factors will be a guide for someone to behave, especially in buying and using goods or services (Ajzen, 2005). Apart from that, other things that shape individual behaviour are self-actualization such as attitudes, perceptions, and norms that apply and shape a person's personality. Finally, the TPB theory actually appears because as a continuation of the TRA theory is a controlling factor for someone who is accepted after comparing and perceiving an item or service.

## **1.1 Consumer Behaviour**

Research on consumer behaviour is indeed countless with a variety of studies that have been carried out because talking about consumer behaviour is a topic that is always changing and has its own uniqueness and freedom in making choices (Dyke, Kappelman, dan Prybutok, 2013; Grönroos, 1978, 1984; Keillor *et al.*, 2014). According to Kotler and Keller (2017) consumer behaviour is the study of how individuals, groups, and organizations choose, buy, use, and place goods, services, ideas, or experiences to satisfy their needs and wants. Consumer behaviour is learning about consumers exchanging a product or service value to satisfy their needs and desires (Assael, 2001). According to Valvi *et al.* (2013) that there are three main factors that can influence consumer behaviour in determining their choice to buy or use products, namely: cultural, social, and personal factors. Cultural background is undeniably very important in influencing a person's behaviour in determining his choice.

There are two main reasons why consumer behaviour needs to be studied and why consumers are the center of attention so that companies can compete:

1. Understanding consumers who are able to guide marketers to effective and efficient marketing policies, because learning what the needs and wants of consumers are today is the key to marketing success.
2. Current trade developments indicate that there is strong competition between traders and more products are offered than consumer demand.

Furthermore, social factors are more directed to the conditions that develop in the community and the surrounding environment (Davis, Campbell, Hildon, Hobbs, dan Michie, 2014). Therefore, there are times when people buy something because it is only triggered by a neighbor who has just bought a new car and without much thought that person tries to buy a new car. So basically, individuals are strongly influenced by factors in their social environment.

## **1.2 Cafe Atmosphere**

The cafe atmosphere is a very important factor in managing a cafe because almost all visitors really expect a cafe atmosphere that is representative of the needs of visitors (Soebandhi and Darmawanti, 2022). Meanwhile, Sitinjak, Pangaribuan, and Tafriza (2019) have conducted a study and revealed a relatively similar thing that the behaviour of visitors to visit a cafe, then considers the problem of the condition of the room and the situation that exists in the cafe. Therefore, it is necessary to pay attention to the problem of the atmosphere of the cafe. In line with that, cafes really need an atmosphere that pleases their visitors because cafes are services that need to provide comfort for their visitors (Abu Thahir and Krishnapillai, 2018). Indeed, this factor plays a significant factor to be considered by the cafe manager and needs to provide an atmosphere that is in

accordance with the expectations of its visitors. Effendy, Khuzaini, and Hidayat (2019) have sited indicators of cafe atmosphere which consist of cleanliness, music, aroma, temperature, lighting, color, display or layout.

**1.3 Value Creation**

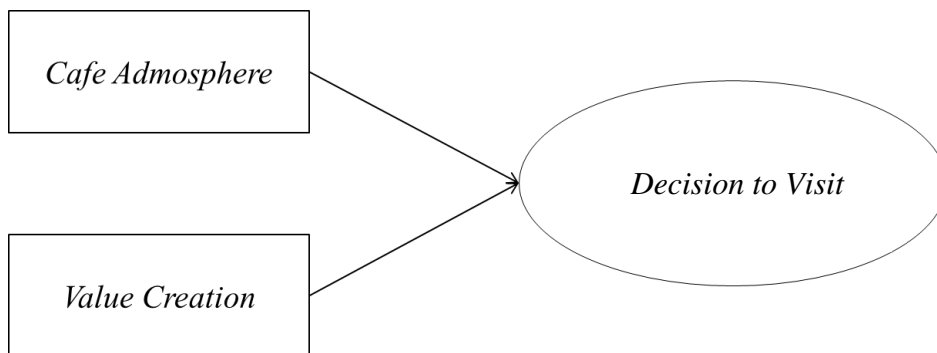
Modern cafe management should be able to create a value that is expected by visitors because this kind of governance becomes a form of service that accommodates the behaviour of visitors who have varied backgrounds and needs (Ali, Gardi, Othman, and Ahmed, 2021). In addition, the presence of the values adopted by a cafe will be a stimulus for visitors to enjoy the service and dissolve in the values that are being developed by the cafe owner (Trott, 2017 ). The results of research conducted by Damanik, Wibowo, and Firmansyah (2018) show that the value that exists in a cafe as one of the cafe management strategies is indeed created to stimulate consumer behaviour to decide to visit the cafe.

Cafe visitors who feel that they are part of the value created by the cafe such as a modern cafe that accommodates local culture, there is a novelty that shows quality but is affordable, feel that this cafe is as if it belongs to the visitors themselves and is incomplete if they don't visit this cafe. Hypothesis 1: Cafe Atmosphere significantly influences the decision to visit several cafes in Bumi

Tamalanrea Permai Makassar City.

Hypothesis 2: Value Creation significantly influences the decision to visit several cafes in Bumi Tamalanrea Permai Makassar City.

Based on the formulation of the hypothesis, conceptual research can be described as follows:



**Figure 1:** Konseptual Penelitian

Based on the conceptual research, the research method will be described in the next chapter.

**3. RESEARCH METHODS**

This research is explanatory research, which is a quantitative research method that aims to confirm the results of previous research regarding the effect of cafe atmosphere and value creation on visiting decisions. Therefore, this research design is an explanatory research design (Creswell, 2018) that aims to statistically test the causal relationship between variables that have been formulated in terms of conceptual research.

The research population includes all visitors to several cafes in Bumi Tamalanrea Permai Makassar City. Determination of the sample of this study uses convenience sampling because it

is not known the probability of each visitor to be selected as a sample to be surveyed, so anyone who is found in the cafe will be sampled (Sekaran, 2017; Cooper and Schindler, 2014; Creswell, 2018). The number of respondents to be surveyed is 150 visitors. This study uses a survey method in collecting data by distributing questionnaires to all respondents who visited the cafe. According to Creswell and Creswell (2018) that the survey was conducted to obtain respondents' responses to a concept proposed in the study so that it can be used as a basis for confirming the concept.

This study intends to provide an explanatory approach on the effect of cafe atmosphere and value creation on the decision to visit several cafes in Bumi Tamalanrea Permai Makassar City. Cafe atmosphere is a cafe atmosphere formed by several cafes in Bumi Tamalanrea Permai to attract visitors based on indicators of a comfortable, safe, atmosphere according to visitors' expectations, which can accommodate the special needs of visitors. Value creation is a culture formed by several cafes in Bumi Tamalanrea Permai to attract visitors based on modern indicators but accommodate local culture, there are novelties that show quality but are affordable. Visitors' decisions are the behaviour of cafe guests who decide to enjoy the atmosphere and value provided by several cafes in Bumi Tamalanrea Permai in order to attract visitors.

This study uses a questionnaire that will be validated in terms of content, sentence structure, validity, and reliability before being distributed. This research questionnaire includes two independent variables and one dependent variable. Cafe atmosphere as a independent variable is measured by seven statement items (Kadang and Tahendrika, 2021), namely comfortable, safe, atmosphere according to visitors' expectations, can accommodate special needs of visitors. The second independent variable of value creation include five statement items as a measurement (Kadang and Tahendrika, 2021), namely modern but accommodating local culture, there is something new that shows quality but is affordable. The dependent variable of visiting decisions is measured by five statement items (Kotler and Keller, 2017). The data analysis used in this study was multiple linear regressions with the help of SPSS version 25 to confirm the results of previous studies.

#### **4. RESULT AND DISCUSSION**

This seccion consists of an attribute of respondents, descriptive and regression analysis that are arranged as follows.

##### **4.1 Respondents Attribute**

This study was conducted aroud the cafe in Makassar City particularly around the residential area of Bumi Tamalanrea Permai. There are 150 of the respondents have completed to fulfil the questionnaires by majority of them are female, 87 respondents and 63 are male. Furthermore, the respondents are dominated by young people aged less than 35 years as much as 66% and work as students and employees around 62%. Indeed, the cafe guests are young people who are still students and some are workers. This information is illustrated in the Table 1 of respondents attribute.

**Table 1**  
**Respondents Attribute**

<b>Respondents attribute</b>	<b>Number</b>	<b>Perentage</b>	
Gender	Male	63	.42

	Female	87	.58
Age	< 25 years old	41	.27
	25 – 34 years old	59	.39
	35 – 44 years old	32	.22
	> 44 years old	18	.12
Job	Student	45	.30
	Employee	48	.32
	Civil Servant	25	.17
	Professional	12	.08
	Others	20	.13

Those respondents who fulfilled the questionnaires became an unit analysis to investigate the causal relationship among cafe atmosphere, value creation, and guest decision.

#### 4.2 Descriptive Analysis Results of Variables and Items

Table 2 indicates the responses of the unit analysis regarding the variables and items of each variables.

**Table 2**  
**Descriptive Analysis Results of Variables and Items**

<b>Variables/Items</b>	<b>Mean</b>	<b>Standar Deviasi</b>
CA1	3,93	0,745
CA2	3,86	0,651
CA3	4,04	1,029
CA4	4,01	1,014
CA5	3,78	0,591
CA6	3,95	0,618
CA7	3,72	1,099
<b>CA</b>	<b>3,81</b>	<b>0,517</b>
VC1	3,96	0,529
VC2	4,12	0,53
VC3	3,73	0,917
VC4	4,54	0,551
VC5	4,03	0,400
<b>VC</b>	<b>4,03</b>	<b>0,427</b>
GD1	3,96	0,529
GD 2	4,12	0,530
GD 3	3,73	0,917
GD 4	4,54	0,551
GD 5	4,03	0,400
<b>GD</b>	<b>4,17</b>	<b>0,532</b>

n = 100

Source: SPSS 25, (2022).

Descriptively, the responses of the respondents showed that the decision to visit the cafe guests was gradually positive because the mean value of the DV variable was 4.17. while respondents' responses to CA and VC are also relatively the same because they lead to a positive stage. This means that the observed condition of the cafe has given a relatively good performance in accordance with the expectations of visitors.

**4.3 Regression Analysis Results**

The results of the regression analysis showed that the two factors that predicted the decision to visit the cafe had a significant impact. For example, cafe atmosphere has a significant effect on the decision to visit a cafe. Likewise, value creation has a significant effect on the decision to visit the cafe.

**Tabel 3**  
**The Results of Regression Analysis**

<b>Independent Variables</b>	<b>Regression Coefficient</b>	<b>t</b>	<b>Sig.</b>	<b>Dependent Variables</b>
Constant	1,587	3.154	.000	Decision to Visit
Cafe Atmosphere	0,479	3.558	.000	
Value Creation	0,351	2,983	.007	
R2 = .493	Fhit = 197.275			
Adj R2 = .478	Sig = .000			
n = 100				

Source: SPSS 25, (2022).

Both CA and VC variables are able to direct visitors to enjoy services at the cafe because the determination value is 48%. This means that the two variables studied are not dominant factors because there are other factors that determine the decision to visit the cafe guests. In line with that, the constant value also indicates that there are other factors that also have an impact on the decision to visit cafe guests.

**5. CONCLUSION**

Based on the results of data analysis and discussion, it can be concluded that the cafe atmosphere has a significant impact on visitor decisions at several cafes in Tamalanrea Makassar City. This means that the cafe needs to maintain the atmosphere or cafe culture that has been formed to ensure that visitors come to the cafe.

Likewise with the value creation that has been created by cafe managers so far because the impact is also significant on the decision of visitors to come to enjoy services at the cafe according to the value offered and visitors also enjoy it. This gives an indication that the value created by the cafe manager to provide a sense of comfort for visitors needs to be maintained.

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