

THE EFFECT OF WORK ENVIRONMENT, SERVICE, CUSTOMER SATISFACTION ON EMPLOYEE PERFORMANCE AT COFFEE SHOP GEKO MEDAN CITY

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Received : 10 March 2026

Accepted : 30 April 2026

Revised : 15 March 2026

Published : 12 May 2026

Abstract

This study aims to analyze the influence of work environment, service, customer satisfaction on employee performance at Coffee Shop Geko Medan City. The research sample was 30 respondents. Based on the results of the t hypothesis test, it can be concluded that work environment, service and customer satisfaction have a significant effect on employee performance. Based on the results of the F hypothesis test, it can be concluded that simultaneously/together work environment, service and customer satisfaction on employee performance with an $F_{count} 39.713 > F_{table} 2.975$ and a significance value of $0,000 < 0,05$. Based on the analysis of the coefficient of determination, the coefficient of determination or Adjusted R-Square value of 0.800 or 80% of work environment, service and customer satisfaction on employee performance, while 20% is the influence of other variables that did not participate in this study.

Keywords: *Work Environment, Service, Customer Satisfaction, Employee Performance.*

INTRODUCTION

Coffee is produced from coffee beans that have been roasted or processed. Due to its caffeine content, coffee is generally consumed to increase energy and prevent fatigue. Coffee varieties vary around the world. Coffee can improve a country's economy and create business for the community. Coffee shops, which are open to everyone, are a popular industry for entrepreneurs. The owner must evaluate menu prices and provide good service to persuade customers to drink coffee and come to Geko Coffee, Medan City. Geko Coffee Medan City is a comfortable and warm place to enjoy a cup of coffee while relaxing or working. Usually equipped with a calm atmosphere, aesthetic decoration, and the tempting aroma of coffee, coffee shops are a favorite choice for many people to gather, discuss, or just enjoy time alone.

The menu offered is varied, from espresso, lattes, to various snacks and snacks. In addition, many coffee shops also provide Wi-Fi access and suitable corners for working, making them ideal places for students, freelancers, and true coffee lovers. The work environment is one of the factors that influences performance in a coffee shop, it is relaxed but still professional. The warm atmosphere, distinctive aroma of coffee, and music support concentration and creativity. Even though the coffee shop is busy, the coffee shop atmosphere tends to be conducive to work, especially for freelancers, students, or anyone who needs an alternative to the office and home. The work environment in a coffee shop also definitely has work pressure. Individual needs are met through service. Geko Coffee Shop staff listens to customers and adjusts drinks according to orders. Improving service quality is an important focus for coffee shops in order to create a positive image, retain customers and increase competitiveness in the market. Customer satisfaction is key in business because retaining clients is as important as getting new clients. Customer satisfaction occurs when expectations for a product or service are met or exceeded. To provide excellent service, companies must understand consumer needs, wants and preferences. High satisfaction leads to customer loyalty and positive word of mouth. Dissatisfaction can affect company image and market confidence. Therefore, client happiness is an important factor in business growth and sustainability. In the discussion explained above,

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researchers are interested in conducting research entitled “The Influence of Work Environment, Service, Customer Satisfaction on Employee Performance at the Geko Coffee Shop, Medan City”.

LITERATURE REVIEW

Work Environment

“The work environment is everything surrounding employees while they are working, whether physical or non-physical, directly or indirectly, that can affect them and their work while they are working”, Budiasa (2021:39).

Service

“Service is an attitude that can result in a feeling of satisfaction or dissatisfaction experienced by consumers when the action process occurs”, Tjiptono & Chandra (2016:204).

Customer Satisfaction

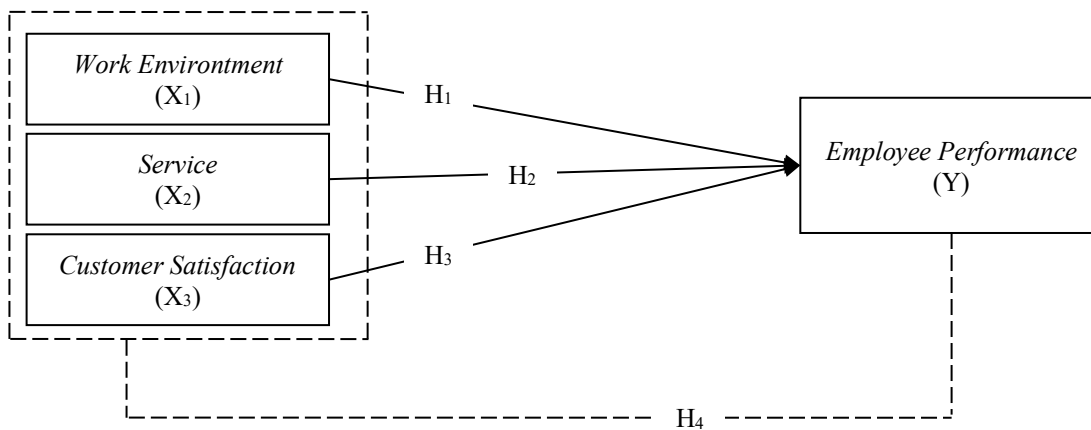
“Customer satisfaction is the overall attitude shown by customers towards goods and services after they have obtained and used them”, Irawan (2023:233).

Employee Performance

“Employee performance is the quality and quantity of work results achieved by an employee in carrying out their duties in accordance with the responsibilities assigned to them”, Mangkunegara (2021:67).

Framework Of Thinking

In summary, the framework of thinking used in this research is described as follows:



METHOD

The type of research conducted in this study is quantitative research. In this research, the researcher used primary and secondary data as data sources. This research was conducted at Geko Coffee Shop located in Sei Sikambing B, Medan Sunggal District, Medan City, North Sumatra 20122. The research period was from May 2025 to April 2026. The research population at Geko Coffee Shop was 30 people. The sampling method used in this study is saturated sampling or total sampling, which is a sampling technique where all members of the population are used as samples. Thus, the number of samples taken was 30 respondents.

RESULTS AND DISCUSSION

Table 1. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Work Environment	30	13	30	23.87	3.848
Service	30	22	30	25.40	2.568
Customer Satisfaction	30	21	30	24.97	3.146
Employee Performance	30	21	29	24.77	2.431
Valid N (listwise)	30				

1. Of the 30 samples collected, work environment data showed a minimum score of 13 and a maximum score of 30. The average was 23.87 with a deviation of 3.848.

2. Of the 30 samples collected, service data showed a minimum score of 22 and a maximum score of 30. The average was 25.40 with a deviation of 2.568.
3. Of the 30 samples collected, customer satisfaction data showed a minimum score of 21 and a maximum score of 30. The average was 24.97 with a deviation of 3.146.
4. Of the 30 samples collected, employee performance data showed a minimum score of 21 and a maximum score of 29. The average was 24.77 with a deviation of 2.431.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.02886713
Most Extreme Differences	Absolute	0.096
	Positive	0.078
	Negative	-0.096
Test Statistic		0.096
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Table 2 shows the probability value p or Asymp. Sig. (2-tailed) of 0.200. Because the probability value p, which is 0.200, is greater than the significance level, which is 0.05. This means the data is normally distributed.

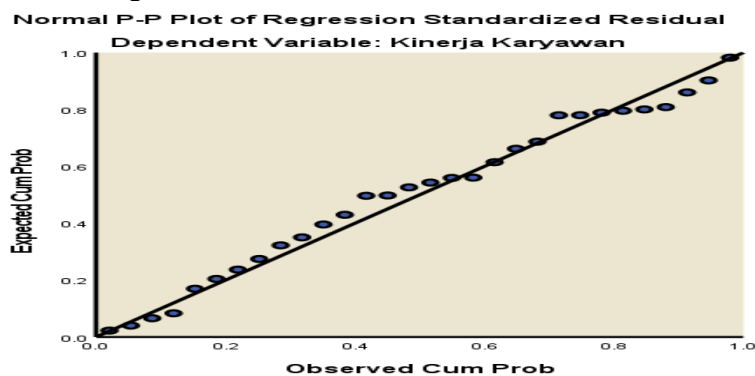


Figure 1. Normality Test–Normal Probability Plots

Figure 1 above is a normality test using a normal probability plot approach, while in Figure 2 above is a normality test using a histogram approach. As seen in Figure 1, the dots spread around the diagonal line.

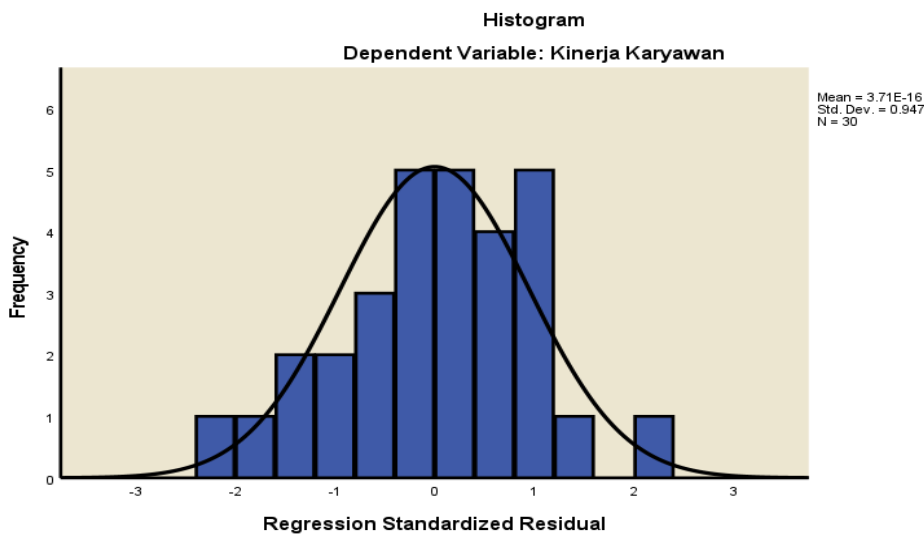


Figure 2. Normality Test–Histogram

Meanwhile in Figure 2, you can see that the curve is a normal curve, namely bell-shaped and in the middle, so the data is said to be normally distributed.

Table 3. Multicollinearity

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Work Environment	0.707	1.415
	Service	0.612	1.635
	Customer Satisfaction	0.579	1.729

a. Dependent Variable: Employee Performance

Table 3 above shows the VIF value is below 10 and the Tolerance value is not < 0.1, this means that among the independent variables in this study there is no relationship or no relationship with each other, so it can be concluded that the regression model does not contain multicollinearity.

Table 4. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.196	1.141		-1.048	0.304
	Work Environment	0.018	0.034	0.109	0.524	0.605
	Service	-0.024	0.055	-0.099	-0.442	0.662
	Customer Satisfaction	0.088	0.046	0.437	1.896	0.069

a. Dependent Variable: Abs Res

Based on the results of the heteroscedasticity test via the Glejser test in Table 4, it can be seen that Sig. each variable has a value of more than 0.05 and it can be said that this shows that heteroscedasticity does not occur in the regression model in this study. and the independent variables can be stated as not experiencing heteroscedasticity.

Table 5. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.860	2.083		1.373	0.181
	Work Environment	0.154	0.062	0.244	2.475	0.020
	Service	0.400	0.100	0.422	3.979	0.000
	Customer Satisfaction	0.323	0.084	0.418	3.832	0.001

a. Dependent Variable: Employee Performance

Table 5 Above it can be seen that the multiple linear regression equation is obtained as follows:

$$Y = 2,860 + 0,154X_1 + 0,400X_2 + 0,323X_3 + 0,5$$

Based on this equation it can be interpreted as follows:

1. The table above shows a constant value of 2.860, indicating that the work environment, service, and customer satisfaction variables are 0. If the value is 0, then the employee performance level is 2.860.

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2. The table above shows that the work environment variable has a significant effect on employee performance of 0.154, where changes in the work environment variable affect employee performance by 0.154 units.
3. The information above shows that the service variable has a significant effect on employee performance of 0.400, where changes in the service variable affect employee performance by 0.400 units.
4. The information above shows that the customer satisfaction variable has a significant effect on employee performance of 0.323, where changes in the customer satisfaction variable affect employee performance by 0.323 units.

Table 6. Hypothesis Testing - F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	140.668	3	46.889	39.713	0.000
	Residual	30.698	26	1.181		
	Total	171.367	29			

The information above shows the results of the simultaneous F_{test} . Based on the test results, the calculated F_{value} is $39.713 > F_{table} 2.975$. From the results, it can be concluded that the study accepts H_4 . Therefore, it can be concluded that all independent variables included in this study have an effect on employee performance.

Table 7. Hypothesis Testing - T

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.561	2.561		1.000	0.327
	Work Environment	0.260	0.068	0.365	3.797	0.001
	Service	0.168	0.073	0.326	2.303	0.030
	Customer Satisfaction	0.231	0.069	0.469	3.341	0.003

a. Dependent Variable: Employee Performance

Table 7 above that the results obtained:

1. Testing the First Hypothesis (H_1)
The work environment significantly influences employee performance with a value of $0.020 < 0.05$. This is supported by a calculated t_{value} of $2.475 > t_{table}$ of 2.055. This indicates that the work environment has a positive and significant impact on employee performance.
2. Testing the Second Hypothesis (H_2)
The service significantly influences employee performance with a value of $0.000 < 0.05$. This is supported by a calculated t_{value} of $3.979 > t_{table}$ of 2.055. This indicates that service positively and significantly influences employee performance.
3. Testing the Third Hypothesis (H_3)
The customer satisfaction significantly influences employee performance with a value of $0.001 < 0.05$. This is supported by a calculated t_{value} of $3.832 > t_{table}$ of 2.055. This indicates that customer satisfaction positively and significantly influences employee performance.

Table 9. Analysis of the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.906 ^a	0.821	0.800	1.087

The table above displays the results of the coefficient of determination test, which shows a coefficient of determination of 0.800. This means that the work environment, service, and customer satisfaction variables influence employee performance by 80%. Meanwhile, the remaining 20% of the coefficient of determination can be explained by other factors not included in the study, such as leadership style, motivation, salary perception, incentives, and so on.

DISCUSSION

The Influence of the Work Environment on Employee Performance

The work environment is everything surrounding employees, including physical, social, and psychological conditions, that influences them in carrying out their tasks. A conducive environment increases employee motivation, performance, and productivity. A significant effect of the work environment on employee performance was found at $0.020 < 0.05$. This is supported by the calculated t_{value} of $2.475 > t_{\text{table}}$ of 2.055 . This indicates that the work environment has a positive and significant impact on employee performance. These findings align with previous research by Tristara (2025), which states that the work environment has a positive and direct influence on employee performance.

The Influence of Service on Employee Performance

Service is an activity carried out by an individual or organization to meet the needs of others, either directly or indirectly, including services, administrative services, or the provision of goods with friendliness, clear procedures, and the ultimate goal of satisfaction. A significant effect of service on employee performance was found at $0.000 < 0.05$. This is supported by the calculated t_{value} of $3.979 > t_{\text{table}}$ of 2.055 . This indicates that service has a positive and significant impact on employee performance. This finding aligns with previous research by Savina & Rachmawati (2025). The results of this study indicate that service variables significantly influence employee performance.

The Influence of Customer Satisfaction on Employee Performance

Customer satisfaction is the level of pleasure or disappointment a person feels after comparing product/service performance to their expectations. Customers are satisfied if performance meets or exceeds expectations, creating loyalty, repeat purchases, and positive word-of-mouth recommendations. A significant effect of customer satisfaction on employee performance was found at $0.001 < 0.05$. This is supported by the calculated t_{value} of $3.832 > t_{\text{table}}$ of 2.055 . This indicates that customer satisfaction significantly impacts employee performance. This finding aligns with previous research by Dinanti & Imroni (2024). Study revealed that customer satisfaction significantly influences employee performance.

CONCLUSION

From the results of the study on “The Influence of Work Environment, Service, and Customer Satisfaction on Employee Performance at Geko Coffee Shop, Medan City” the following conclusions can be drawn:

1. Partially, it shows that the Work Environment at Geko Coffee Shop, Medan City is positively and significantly influenced by the independent variable, Work Environment (X_1).
2. Partially, it shows that service at Geko Coffee Shop, Medan City is positively and significantly influenced by the independent variable, Service (X_2).
3. Partially, it shows that customer satisfaction at Geko Coffee Shop, Medan City is positively and significantly influenced by the independent variable, Customer Satisfaction (X_3).
4. Simultaneously, it shows that the work environment, service, and customer satisfaction have a very beneficial influence on employee performance at Geko Coffee Shop, Medan City.

SUGGESTION

1. The Geko Coffee Shop work environment can be improved by creating a calm, comfortable, and cool atmosphere, ideal for working (WFC) or relaxing. Key focuses include providing outlets in every corner, spacious seating areas, maintaining cleanliness, and friendly service.
2. Service recommendations for Geko Coffee Shop focus on improving staff friendliness, speed of service, consistency of taste, and a comfortable atmosphere. It is important to train baristas to be communicative and implement a fast payment system.
3. Based on current coffee shop industry trends, customer satisfaction recommendations to improve the experience at Geko Coffee Shop include maintaining flavor consistency, ensuring consistent roasting profiles and barista brewing techniques to ensure consistent coffee flavors every visit. Diversify the menu by adding non-coffee options or trendy side snacks to attract non-caffeine customers. Serve specialty menus by offering a unique “signature” menu item not found in other shops.
4. Coffee Shop Geko, Medan City must improve the quality of the work environment so that employees feel comfortable and satisfied in working and improve the services provided to consumers and make various policies related to factors that can increase customer satisfaction at Coffee Shop Geko Medan City itself.

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