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THE INFLUENCE OF EXPERIENTIAL MARKETING, STORE ATMOSPHERE AND LOCATION ON CUSTOMER SATISFACTION AT ROMANSA KOPI MARELAN

Fitriyani [1]*, Aisyah Azhar Adam [2]
[1,2] Faculty of Economic and Business, Management Study Program / Universitas Potensi Utama, Medan, Indonesia
E-mail: fitriyani9703@gmail.com[1]* , azharadamaisyah@gmail.com[2]

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Abstract

The increasingly competitive coffee shop industry compels business owners to enhance customer satisfaction through various marketing strategies. Romansa Kopi Marelan experienced a decline in sales during the 2023–2025 period, necessitating an analysis of the factors influencing customer satisfaction. This study aims to examine and analyze the impact of experiential marketing, store atmosphere, and location on customer satisfaction at Romansa Kopi Marelan. A quantitative approach with an associative method was employed. The study sample consisted of 120 respondents selected using purposive sampling. Data were collected through questionnaires, observation, and documentation. Data analysis was conducted using multiple linear regression with the aid of IBM SPSS version 25. The results indicate that experiential marketing and location have a positive and significant partial effect on customer satisfaction, whereas store atmosphere does not have a significant effect. Simultaneously, experiential marketing, store atmosphere, and location significantly influence customer satisfaction. The Adjusted R-Square value of 0.739 indicates that these three variables explain 73.9% of the variation in customer satisfaction.

Keywords: Experiential Marketing, Store Atmosphere, Location, Customer Satisfaction

INTRODUCTION

The coffee shop industry in Indonesia continues to show a positive trend, driven by rising coffee consumption and shifting lifestyle patterns. Visiting a coffee shop is no longer solely about enjoying a beverage; it has become an integral part of modern life, serving as a venue for working, studying, holding discussions, and fostering social connections. This behavioral shift has fueled demand for coffee products and stimulated the growth of coffee shop businesses across various regions. The industry's expansion is evident in the increasing number of coffee shops in major cities, including Medan. As the capital of North Sumatra and a hub for trade, education, and services, Medan experiences high levels of public mobility, creating a growing need for comfortable spaces to work, converse, or relax. Consequently, coffee shop businesses have evolved, adopting diverse concepts tailored to the specific characteristics of their consumer base. Competition now extends beyond product quality to encompass the ability to create enjoyable experiences, cultivate a welcoming atmosphere, and offer easily accessible locations. With a wide array of options available to them, customers can be selective about which coffee shops to visit; this compels business owners to deeply understand consumer needs and expectations to ensure the long-term viability of their enterprises.

The coffee shop business in Medan is characterized by increasingly fierce competition. The growing number of coffee shops compels business owners to introduce concepts that capture consumer attention. Consumers no longer focus solely on product quality; they also seek distinctive experiences, a comfortable atmosphere, adequate supporting facilities, and satisfying service. This landscape demonstrates that a coffee shop's success depends not only on its product offerings but also on the business's ability to create positive customer experiences. This aligns with research by Tanjung and Prabowo (2025), which indicates that the evolution of the coffee shop sector requires businesses to deliver experiences that boost consumer satisfaction through effective marketing strategies. One such establishment in Medan is Romansa Kopi, located in the Medan Marelan District. Romansa Kopi Marelan operates in the food and beverage sector, offering a variety of coffee and non-coffee beverages alongside complementary menu items. Beyond its products, the shop provides facilities that cater to various consumer needs, such as seating areas suitable for family or social gatherings, studying, remote work, and informal meetings. With this concept, Romansa Kopi Marelan serves not merely as a venue for consuming food and drinks but also as a social hub that

supports diverse community activities. Amidst the proliferation of coffee shops in Medan—each boasting unique concepts and amenities— Romansa Kopi Marelan must continuously enhance its business quality to retain customers and remain competitive against other establishments.

Data indicates that Romansa Kopi Marelan total sales have declined over the past three years. Total sales reached Rp786,000,000 in 2023, then fell to Rp777,000,000 in 2024—a decrease of 1.15%. Subsequently, in 2025, sales dropped further to Rp700,000,000, representing a 9.91% decline compared to the previous year. This consecutive drop in sales suggests that Romansa Kopi Marelan is struggling to retain customers amidst increasingly fierce competition in the coffee shop industry. Such conditions indicate that certain aspects may not yet fully meet customer expectations, necessitating an identification of the factors that influence customer satisfaction. According to Kotler & Keller (2022), customer satisfaction is the level of feeling a person experiences after comparing perceived performance or results against their expectations. If the performance received meets or exceeds expectations, the customer will feel satisfied. Conversely, if the performance falls short of expectations, the customer will feel dissatisfied.

According to Schmitt (1999), experiential marketing is a strategy focused on creating experiences that engage customers' sensory, emotional, cognitive, behavioral, and social-relational aspects through five dimensions: sense, feel, think, act, and relate. A positive experience fosters a favorable perception of a product or service, thereby enhancing customer satisfaction. Tanjung and Prabowo (2025) explain that modern coffee shop consumers seek not only the taste of the coffee but also the experience gained while at the shop. This experience is shaped by the venue's concept, a comfortable atmosphere, and the interactions that occur while customers enjoy the products. These factors demonstrate that creating a positive experience is a strategy capable of increasing customer satisfaction. In the context of Romansa Kopi Marelan, the customer experience is determined not only by the quality of the food and beverages served but also by the overall experience during their time at the coffee shop. Customers expect a comfortable atmosphere, friendly service, an appealing venue concept, and an experience that leaves a positive impression. If the experience falls short of customer expectations, satisfaction levels may decline.

In addition to the customer experience, store atmosphere is a factor that can influence customer satisfaction. According to Kotler & Keller (2016), store atmosphere refers to the overall ambiance of a store, created by a combination of physical elements (such as the exterior, interior, layout, and displays) and psychological elements (including comfort, service, cleanliness, product availability, creativity, promotions, and technology). At Romansa Kopi Marelan, store atmosphere is a key aspect that customers consider when deciding to visit. Coffee shops are no longer viewed merely as places to enjoy coffee, but also as venues for working, holding discussions, and socializing. Consequently, a comfortable atmosphere is expected to provide a positive experience for customers. Conversely, an inefficient layout, inadequate lighting, or an uncomfortable environment can detract from the customer's comfort while at the coffee shop. The results of the pre-survey indicate that customer satisfaction at Romansa Kopi Marelan still requires improvement. If this situation is not addressed promptly, it could lead to a decline in customers' willingness to revisit and a reduction in their inclination to recommend Romansa Kopi Marelan to others. Therefore, further study regarding the factors influencing customer satisfaction is necessary so that the company can formulate appropriate strategies to enhance it.

Previous research indicates that customer satisfaction can be influenced by various factors. Prabowo et al. (2023) found that product quality, price, and service quality significantly influence customer satisfaction at PT. Mondelez Internasional Medan. That study involved different subjects and independent variables compared to the present research. This study examines the impact of experiential marketing, store atmosphere, and location on customer satisfaction at Romansa Kopi Marelan. Furthermore, research concerning these three variables has yielded inconsistent results. Khairanti and Purwanti (2025) demonstrated that experiential marketing has a positive and significant effect on customer satisfaction, whereas Elsa and Sukardi (2025) reported different findings. Regarding the store atmosphere variable, Hikmah (2025) found a positive and significant influence on customer satisfaction, while Kholifah (2023) found that store atmosphere did not have a significant effect. Discrepancies in results were also observed for the location variable. Juriyanti et al. (2023) stated that location significantly affects customer satisfaction, whereas Kalijaga (2024) found that location was not a dominant factor in shaping customer satisfaction at coffee shops.

Another factor believed to influence customer satisfaction is location. According to Tjiptono (2020), location refers to the place where a company conducts its business operations, requiring consideration of factors such as ease of access, visibility, parking facilities, and the surrounding environment. A strategic location makes it easier for customers to visit the business, thereby enhancing convenience when obtaining products or services. Romansa Kopi Marelan is situated in a developing area within the Medan Marelan District. Nevertheless, ease of access, the

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availability of parking, and the condition of the surrounding environment remain concerns for some customers. These conditions demonstrate that location serves not merely as a place of business but also as a factor that shapes customer perceptions regarding the quality of service received.

LITERATURE REVIEW

Customer Satisfaction

According to Kotler et al. (2022), customer satisfaction is the feeling of pleasure or disappointment that arises after a consumer compares the performance of a received product or service with their expectations. If the product's performance meets or exceeds expectations, the customer will feel satisfied; conversely, if the performance falls short of expectations, the customer will feel dissatisfied. This view is supported by Tjiptono (2022), who states that customer satisfaction is a consumer's evaluation of the experience of consuming a product or service, serving as the foundation for building customer loyalty. The higher the level of satisfaction experienced by the customer, the greater the likelihood that they will maintain a relationship with the company. According to Tjiptono (2022), the indicators of customer satisfaction include: (1) alignment with expectations, (2) intention to revisit, and (3) willingness to recommend.

Experiental Marketing

According to Schmitt (1999), experiential marketing is a marketing strategy focused on creating customer experiences through five dimensions: sense, feel, think, act, and relate. This approach aims to provide memorable experiences capable of fostering an emotional connection between the customer and the brand. Smith and Hanover (2016) explain that experiential marketing is the process of creating experiences that evoke customer emotions through direct interaction with the product or the company's environment. Such experiences shape positive perceptions that can enhance customer satisfaction. According to Priansa (2017), the indicators of experiential marketing include: (1) sense, (2) feel, (3) think, (4) act, and (5) relate.Satisfaction

Store Atmosphere

According to Berman and Evans (2018), store atmosphere refers to the physical environment designed to create comfort and influence customer behavior while inside the store. This atmosphere is shaped by interior design, spatial layout, lighting, music, scent, color, and décor. This view is supported by Indahsari and Bangun (2024), who state that store atmosphere plays a crucial role in enhancing customer satisfaction by providing comfort while customers enjoy the offered products or services. Research by Hikmah (2025) demonstrates that store atmosphere has a positive and significant impact on customer satisfaction in coffee shops. According to Berman and Evans (2018), the indicators of store atmosphere include: (1) exterior, (2) general interior, (3) store layout, and (4) interior display.

Location

An easily accessible location offers convenience and comfort to customers. According to Tjiptono (2020), location refers to the place where a company conducts its business activities, requiring consideration of accessibility, visibility, parking facilities, expansion potential, and the surrounding environment. This view is supported by Ballang et al. (2023), who state that a strategic location enhances customer convenience, thereby influencing customer satisfaction. The indicators for location, as outlined by Tjiptono (2020), include: (1) accessibility, (2) visibility, (3) parking area, (4) expansion, and (5) surrounding environment.

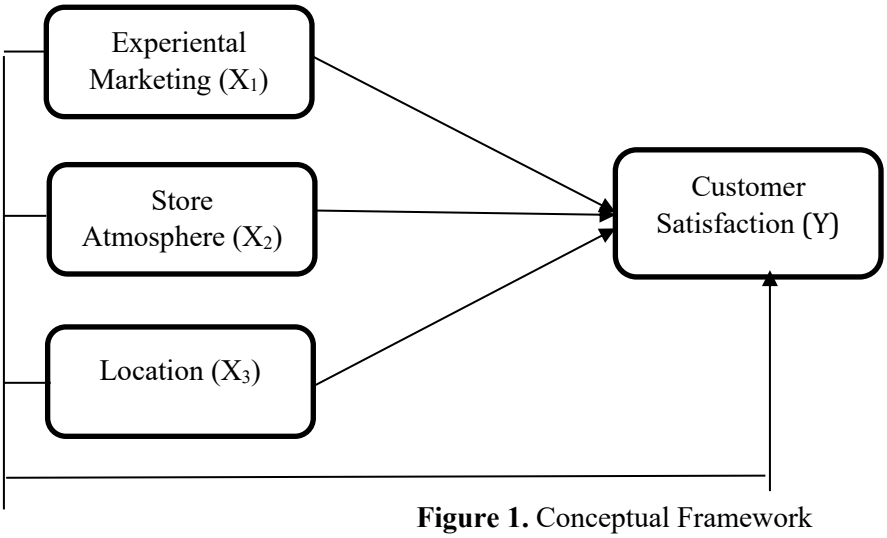


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Experiential marketing has a positive and significant partial effect on customer satisfaction at Romansa Kopi Marelan.
2. H2: Store atmosphere has a positive and significant partial effect on customer satisfaction at Romansa Kopi Marelan.
3. H3: Location has a positive and significant partial effect on customer satisfaction at Romansa Kopi Marelan.
4. H4: Experiential marketing, store atmosphere, and location have a positive and significant simultaneous effect on customer satisfaction at Romansa Kopi Marelan.

METHOD

This study employs an associative research approach using quantitative methods. It was conducted at Romansa Kopi Marelan, located in Medan Marelan District, Medan City, North Sumatra, between March 2026 and July 2026. The study population consists of all consumers who have visited and made a purchase at Romansakopii Marelan. As the exact population size is unknown, a non-probability sampling technique—specifically purposive sampling—was used.

The criteria for respondents in this study are as follows:

1. Have visited Romansakopii Marelan.
2. Are at least 17 years old.
3. Have made a purchase at least once.
4. Are willing to complete the research questionnaire.

$$n = \frac{z^2 P(1-P}{d^2}$$

Description:
n = Sample size
z = 95% confidence level (α = 0.05), resulting in z = 1.96
p = Estimated proportion of 50% (0.5)
d = Sampling error = 10% (0.1)

Based on the formula above, the sample size to be used can be calculated as follows:

$$n = \frac{1{,}96^2\ 0{,}5\ (1-0{,}5)}{10^2}$$

$$n = \frac{3{,}8416.0{,}25}{0{,}01}$$

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$$n = \frac{96}{0,01}$$

$$n = 96,04$$

Based on calculations using the Lemeshow formula, the minimum sample size was determined to be 96 respondents. To enhance the study's representativeness, the sample size was set at 120 respondents. During the pre-survey phase, 30 respondents were included to obtain an initial overview of the research subject's condition. The data collection techniques employed in this study include observation, questionnaires, and documentation. SPSS version 25 was used as the analysis tool.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Experiential Marketing (X1), Store Atmosphere (X2), Location (X3) and Customer Satisfaction (Y)

Statement Items	r-count	r-table	Description
EM1	0,654	0,361	Valid
EM2	0,653	0,361	Valid
EM3	0,822	0,361	Valid
EM4	0,675	0,361	Valid
EM5	0,706	0,361	Valid
EM6	0,772	0,361	Valid
EM7	0,599	0,361	Valid
EM8	0,690	0,361	Valid
EM9	0,588	0,361	Valid
EM10	0,674	0,361	Valid
SA1	0,462	0,361	Valid
SA2	0,747	0,361	Valid
SA3	0,598	0,361	Valid
SA4	0,513	0,361	Valid
SA5	0,620	0,361	Valid
SA6	0,694	0,361	Valid
SA7	0,638	0,361	Valid
SA8	0,515	0,361	Valid
L1	0,391	0,361	Valid
L2	0,420	0,361	Valid
L3	0,607	0,361	Valid
L4	0,588	0,361	Valid
L5	0,652	0,361	Valid
L6	0,661	0,361	Valid
L7	0,738	0,361	Valid
L8	0,746	0,361	Valid
L9	0,708	0,361	Valid
L10	0,645	0,361	Valid
CS1	0,587	0,361	Valid
CS2	0,634	0,361	Valid
CS3	0,653	0,361	Valid
CS4	0,786	0,361	Valid
CS5	0,771	0,361	Valid

Statement Items	r-count	r-table	Description
CS6	0,629	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Experiential Marketing (X1), Store Atmosphere (X2), Location (X3) and Customer Satisfaction (Y)

Variabel	Cronbach Alpha	Provision	Description
Experiential Marketing	0,868	0,60	Reliable
Store Atmosphere	0,744	0,60	Reliable
Location	0,821	0,60	Reliable
Customer Satisfaction	0,740	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of experiental marketing, store atmosphere, location and consumer satisfaction is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	120
Mean	0.0000000
Std. Deviation	1.9870092
Absolute	0.063
Positive	0.056
Negative	-0.063
Test Statistic	0.063
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
(Constant)	-	-
Experiential Marketing	,303	3,298
Store Atmosphere	,253	3.952
Location	,487	2,053

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the experiental marketing, store atmosphere, location variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

Table 5. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1,378	,814		1,694	1.694
Experiential Marketing	-,008	,029	-,045	-,265	-.265
Store Atmosphere	,007	,045	,028	,154	.154

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Location	-,008	,024	-,046	-,346	-.346

Sources: SPSS versi 25 (2026)

Based on Table 5 above, since the significance values for the three independent variables are greater than 0.05, it can be concluded that heteroscedasticity is not present.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error
(Constant)	3,718	1,315
Experiential Marketing	,332	,047
Store Atmosphere	,111	,073
Location	,109	,039

Sources: SPSS versi 25 (2026)

Based on Table 6, the multiple linear regression equation is as follows:

Y = 3.718 + 0.332 X1 + 0.111 X2 + 0.109 X3 + e

1. Constant α = 3.718
   From the constant α = 3.718, it can be seen that if experiential marketing, store atmosphere, and location do not increase (or have a value of 0), customer satisfaction is 3.718 units.
2. $\beta_1 = 0.332$
   If experiential marketing increases by one unit, customer satisfaction is estimated to increase by 0.332 units, assuming store atmosphere and location remain constant.
3. $\beta_2 = 0.111$
   If store atmosphere increases by one unit, customer satisfaction is estimated to increase by 0.111 units, assuming experiential marketing and location remain constant.
4. $\beta_3 = 0.109$
   If location increases by one unit, customer satisfaction is estimated to increase by 0.109 units, assuming experiential marketing and store atmosphere remain constant

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**
(Constant)	3,718	1,315		2,828	,006
Experiential Marketing	,332	,047	,604	7,096	,000
Store Atmosphere	,111	,073	,142	1,524	,130
Location	,109	,039	,188	2,800	,006

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The effect of experiential marketing on customer satisfaction: the calculated t-value of 7.096 exceeds the t-table value of 1.66 (df = n-k-1 = 120-3-1 = 116 at α = 0.05/5%), and the significance value is 0.000 (< 0.05); thus, Ha is accepted and H0 is rejected, indicating that experiential marketing has a significant partial effect on customer satisfaction. (Hypothesis 1 accepted).
2. The effect of store atmosphere on customer satisfaction: the calculated t-value of 1.524 is less than the t-table value (df = n-k-1 = 120-3-1 = 116 at α = 0.05/5%), and the significance value is 0.130 (> 0.05); thus, Ha is rejected and H0 is accepted, indicating that store atmosphere does not have a significant partial effect on customer satisfaction. (Hypothesis 2 rejected).
3. The effect of location on customer satisfaction: the calculated t-value of 2.800 exceeds the t-table value of 1.66 (df = n-k-1 = 120-3-1 = 116 at α = 0.05/5%), and the significance value is 0.006 (< 0.05); thus, Ha is accepted and H0 is rejected, indicating that location has a positive and significant partial effect on customer satisfaction. (Hypothesis 3 accepted).

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	500,602	3	166,887	113,204	0,000
Residual	170,989	116	1,474		
Total	671,592	119			

Sources: SPSS versi 25 (2026)

Based on the above, the results of the simultaneous test (F-test) show a calculated F-value of 113.204, whereas the F-table value is 2.68, with degrees of freedom df1 = 3 and df2 = 116 at a 5% significance level (α = 0.05). Since the calculated F-value (113.204) exceeds the F-table value (2.68) and the significance value (0.000) is less than 0.05, Ha is accepted and H0 is rejected. This indicates that the variables of experiential marketing, store atmosphere, and location have a significant simultaneous effect on customer satisfaction. Consequently, the fourth hypothesis (H4)—stating that experiential marketing, store atmosphere, and location collectively influence customer satisfaction—is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	,863[a]	,745	,739	1,21410

Sources: SPSS versi 25 (2026)

Based on Table 9, the Adjusted R-Square value is 0.739. This indicates that the regression model has a strong ability to explain the variation in customer satisfaction. The variables of experiential marketing, store atmosphere, and location collectively explain 73.9% of the changes in customer satisfaction, while the remaining 26.1% is influenced by variables outside the research model that were not included in this study.

Discussion

The Influence of Experiental Marketing on Customer Satisfaction

Statistical analysis involving 120 respondents indicates that experiential marketing has a positive and significant effect on customer satisfaction at Romansa Kopi Marelan. This is evidenced by the partial test (t-test) results, which show a calculated t-value for experiential marketing of 7.096—exceeding the t-table value of 1.66—with a significance level of 0.000 (below the 0.05 threshold). Consequently, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected, leading to the conclusion that experiential marketing has a positive and significant partial effect on customer satisfaction at Romansakopii Marelan. The findings demonstrate that the better the experience Romansa Kopi Marelan Marelan provides to its customers, the higher the level of customer satisfaction. Experiential marketing—encompassing the dimensions of sense, feel, think, act, and relate—creates a more memorable experience for consumers during their time at the coffee shop. Customers consider not only the quality of the products offered but also the experience derived from the venue's atmosphere, service, interactions, and overall comfort during their visit. These results align with studies by Khairanti and Purwanti (2025) and Rahmasari et al. (2025), which also found that experiential marketing positively influences customer satisfaction.

The Influence of Store Atmosphere on Customer Satisfaction

Statistical analysis of 120 respondents indicates that store atmosphere does not have a significant effect on customer satisfaction at Romansa Kopi Marelan. This is evidenced by the partial test (t-test) results, which show a calculated t-value for store atmosphere of 1.524—below the t-table value of 1.66—and a significance value of 0.130, which exceeds the 0.05 threshold. Consequently, the alternative hypothesis (Ha) is rejected and the null hypothesis (H0) is accepted; thus, it can be concluded that store atmosphere does not have a significant partial effect on customer satisfaction at Romansa Kopi Marelan. These findings suggest that changes to the store atmosphere have not yet exerted a strong influence on customer satisfaction levels at Romansa Kopi Marelan. Although the coffee shop's atmosphere is a consideration for customers, it is not the primary determinant of their satisfaction. This may be because Romansa Kopi Marelan customers prioritize other factors, such as the overall experience, service quality, product offerings, or the ease of obtaining service. These results differ from the study by Hikmah (2025), which found that store atmosphere has a positive and significant effect on customer satisfaction. However, the current findings support the possibility that the impact of store atmosphere can vary depending on consumer characteristics, business location, and the specific business environment of the coffee shop being studied.

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The Influence of Location on Customer Satisfaction

Statistical analysis of 120 respondents indicates that location has a positive and significant effect on customer satisfaction at Romansa Kopi Marelan. This is evidenced by the partial test (t-test) results, which show a calculated t-value for location of 2.800 (exceeding the t-table value of 1.66) and a significance value of 0.006 (below 0.05). Consequently, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected; thus, it can be concluded that location has a positive and significant partial effect on customer satisfaction at Romansa Kopi Marelan. The findings demonstrate that the greater the convenience of the location offered by Romansa Kopi Marelan, the higher the level of customer satisfaction. An easily accessible location with good connectivity and supporting facilities—such as a parking area—enhances customer comfort during visits. These results support the study by Juriyanti et al. (2023), which found that location significantly influences customer satisfaction. This highlights that, within the coffee shop industry, location is a crucial factor to consider, as it directly relates to the ease with which customers can access services.

The Influence of Experiental Marketing, Store Atmosphere and Location on Customer Satisfaction

Based on the simultaneous test results (F-test), it is evident that experiential marketing, store atmosphere, and location collectively exert a significant influence on customer satisfaction at Romansa Kopi Marelan. The test results show an F-calculated value of 113.204, which exceeds the F-table value of 2.68, with a significance level of 0.000 (less than 0.05). Consequently, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected, meaning the fourth hypothesis is confirmed. These results indicate that customer satisfaction at Romansa Kopi Marelan is not driven by a single factor but rather by a combination of customer experience, the coffee shop's atmosphere, and the convenience of its location. Experiential marketing provides customers with an emotional experience, store atmosphere fosters comfort while visiting the shop, and the location ensures easy access for customers. The coefficient of determination analysis reveals an Adjusted R-Square value of 0.739, indicating that experiential marketing, store atmosphere, and location account for 73.9% of the variation in customer satisfaction, while the remaining 26.1% is influenced by factors outside the scope of this study. These findings suggest that the management of Romansa Kopi Marelan should focus on the combination of customer experience, venue comfort, and location accessibility to enhance customer satisfaction. Strategies to improve customer satisfaction should not rely solely on product quality but must also encompass the creation of memorable experiences and ensure convenient access to the coffee shop.

CONCLUSION

Research on the influence of experiental marketing, store atmosphere, location on consumer satisfaction can yield the following conclusions:

1. Experiential marketing has a positive and significant partial effect on customer satisfaction at Romansa kopi Marelan
2. Store atmosphere does not have a significant partial effect on customer satisfaction at Romansa kopi Marelan
3. Location has a positive and significant partial effect on customer satisfaction at Romansa kopi Marelan
4. Simultaneously, experiential marketing, store atmosphere, and location have a significant effect on customer satisfaction at Romansa kopi Marelan.

Based on the research findings, Romansa Kopi Marelan is advised to better align its venue concept with customers' lifestyles and social activities, as well as to enhance the visual appeal of the coffee shop's storefront. Management also needs to optimize the capacity and layout of the customer area to ensure comfort, particularly during periods of high foot traffic. Furthermore, improving the customer experience, maintaining service consistency, and implementing programs that encourage repeat visits should be prioritized to boost customer satisfaction.

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