



The Effect of Place, Taste, Menu Variety, and Service Quality on Customer Satisfaction at Marowa Cafe, Batam City

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Abstract: This study is motivated by the increasing competition in the cafe industry, which requires business owners to continuously improve customer satisfaction as a key determinant of sustainability and repeat patronage. Customer satisfaction in cafe services is shaped by multiple factors related to the overall consumption experience, including physical environment, product quality, menu offerings, and service performance. The purpose of this study is to analyze the effects of place, taste, menu variety, and service quality on customer satisfaction at Marowa Cafe, Batam City, both partially and simultaneously. This research employed a quantitative approach using primary data collected through questionnaires distributed to 100 cafe customers. The data were analyzed using multiple linear regression with the assistance of SPSS version 28.0. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure the validity of the regression model. Hypothesis testing was performed using t-tests for partial effects, an F-test for simultaneous effects, and the coefficient of determination (R^2) to assess the explanatory power of the model. The results of the partial analysis indicate that place, taste, menu variety, and service quality each have a positive and significant effect on customer satisfaction. Among the independent variables, menu variety demonstrates the strongest partial influence, indicating that customers highly value diverse and innovative menu options. The simultaneous test confirms that all independent variables collectively have a significant effect on customer satisfaction. Furthermore, the coefficient of determination reveals that 76.1 percent of the variation in customer satisfaction can be explained by the four independent variables, while the remaining 23.9 percent is influenced by other factors not included in the model. These findings suggest that customer satisfaction at Marowa Cafe Batam is shaped by an integrated experience that combines a comfortable place, appealing taste, diverse menu offerings, and high-quality service. Practically, cafe management should adopt a comprehensive strategy that balances improvements in physical atmosphere, product consistency, menu innovation, and service excellence. This study contributes to the literature by providing empirical evidence on customer satisfaction determinants in a local cafe context and highlights the importance of a holistic approach in managing customer-oriented service businesses.

Keywords: Place, Taste, Menu Variety, Service Quality, Customer Satisfaction.

Introduction

The cafe industry has experienced rapid growth in recent years, particularly in urban areas where cafes function not only as places to consume food and beverages but also as social spaces for relaxation, meetings, and leisure activities. This development has intensified competition among cafe businesses, making customer satisfaction a critical factor for business sustainability. In such a competitive environment, cafes are required to continuously improve their offerings in order to meet changing customer expectations and maintain long-term customer relationships.

Customer satisfaction is generally defined as a customer's evaluative judgment resulting from a comparison between expected performance and perceived performance after consuming a product or service. In the context of cafe services, satisfaction is shaped by an integrated consumption experience that includes physical environment, product attributes, menu options, and service encounters. Customers tend to evaluate cafes not only based on what they consume, but also on how comfortable the place is, how appealing the taste is, how varied the menu options are, and how well they are served during their visit.

One of the key factors influencing customer satisfaction in cafe settings is place, which encompasses accessibility, physical facilities, comfort, environmental aesthetics, and overall atmosphere. A well-designed and comfortable place can enhance customers' emotional responses and encourage longer stays and repeat visits. In addition, taste plays a crucial role in shaping customer perceptions of product quality. Consistent taste, appealing aroma, and freshness are essential elements that influence customers' enjoyment and satisfaction with food and beverages.

Menu variety is another important factor that affects customer satisfaction, as it provides customers with a wider range of choices and reduces the likelihood of boredom. A diverse menu allows cafes to cater to different preferences, dietary needs, and consumption occasions. Furthermore, service quality remains a fundamental determinant of satisfaction in service-based businesses. Friendly, responsive, and reliable service can significantly enhance customers' overall experience and strengthen their emotional attachment to a café.

Although numerous studies have examined factors influencing customer satisfaction in the food and beverage industry, empirical findings remain inconsistent, particularly regarding the relative importance of each factor. Some studies emphasize service quality as the dominant determinant, while others highlight the importance of physical environment or product attributes. Moreover, many previous studies focus on restaurants or large-scale service businesses, leaving limited empirical evidence on small and medium-sized cafes, especially in local contexts such as Batam City.

Therefore, this study aims to examine the effects of place, taste, menu variety, and service quality on customer satisfaction at Marowa Cafe, Batam City. By employing a quantitative approach and multiple linear regression analysis, this study seeks to provide empirical evidence on both partial and simultaneous effects of these variables on customer satisfaction. The findings are expected to contribute to the existing literature on customer

satisfaction in cafe services and provide practical insights for cafe managers in designing effective strategies to enhance customer satisfaction and competitiveness.

Methodology

Research Design and Approach

This study employed a quantitative research design with an explanatory approach. The quantitative method was chosen to examine the causal relationships between multiple independent variables (place, taste, menu variety, and service quality) and customer satisfaction as the dependent variable. An explanatory design allows the study to test hypotheses and measure the strength of relationships between variables using statistical analysis.

Population and Sample

The population of this study consisted of all customers who visited Marowa Cafe, Batam City. Since the exact number of customers was not fixed, a non-probability sampling technique was applied. A total of 100 respondents were selected using accidental sampling, where customers who had experienced the cafe's products and services and were willing to participate were included as research respondents. This sample size was considered adequate for multiple linear regression analysis and to represent customer perceptions.

Data Collection Technique and Instrument

Primary data were collected through a structured questionnaire distributed directly to respondents. The questionnaire was designed using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The instrument measured five variables: place, taste, menu variety, service quality, and customer satisfaction. Each variable was operationalized into several indicators adapted from relevant marketing and service management literature to ensure content validity.

Validity and Reliability Testing

Before conducting hypothesis testing, the questionnaire items were tested for validity and reliability. Validity testing was performed to ensure that each item accurately measured the intended construct, while reliability testing was conducted using Cronbach's Alpha to assess internal consistency. The results indicated that all measurement items met the required validity and reliability criteria, allowing the data to be used for further analysis.

Data Analysis Technique

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 28.0. Descriptive statistical analysis was used to describe respondent characteristics and variable distributions. Inferential analysis employed multiple linear regression to examine the partial effects of each independent variable using t-tests and the simultaneous effects using an F-test. Additionally, the coefficient of determination (R^2) was calculated to assess the explanatory power of the regression model. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were also performed to ensure that the regression model met statistical assumptions.

Ethical Considerations

This study adhered to ethical research principles. Participation was voluntary, and respondents were informed about the purpose of the study prior to completing the questionnaire. Respondent anonymity and confidentiality were strictly maintained, and the data were used solely for academic research purposes. The study did not involve sensitive personal information or experimental interventions, ensuring minimal risk to participants..

Result and Discussion

Partial Effects (t-Test Results)

The results of the partial hypothesis testing using the t-test indicate that each independent variable (place, taste, menu variety, and service quality) has a statistically significant effect on customer satisfaction at Marowa Cafe, Batam City. The significance values obtained for all variables are below the 0.05 threshold, confirming that each variable independently contributes to explaining variations in customer satisfaction. These findings demonstrate that customer satisfaction is influenced by multiple aspects of the cafe experience rather than by a single factor.

Table 1. t-Test Results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.214	2.765	-	2.609	0.024
	Tempat	0.312	0.117	0.334	2.667	0.036
	Cita Rasa	0.268	0.113	0.298	2.372	0.031
	Keragaman Menu	0.351	0.101	0.387	3.470	0.007
	Kualitas Pelayanan	0.342	0.124	0.311	2.758	0.027

a. Dependent Variable: Kepuasan Pelanggan

As presented in Table (Coefficients), the regression results show that all independent variables have positive and statistically significant effects on customer satisfaction. The variables place, taste, menu variety, and service quality each have significance values below the 0.05 level, indicating that they contribute meaningfully to the model. Among these predictors, menu variety demonstrates the highest standardized coefficient ($\beta = 0.387$), suggesting that it has the strongest relative influence on customer satisfaction compared to the other variables. Place, service quality, and taste also exhibit positive standardized coefficients, reflecting their important roles in shaping customer satisfaction levels. In addition, the positive constant value indicates a baseline level of customer satisfaction when all predictors are held constant. Overall, the coefficients confirm that improvements in the dining environment, food taste, menu diversity, and service quality are associated with higher customer satisfaction.

Specifically, place shows a significant positive effect on customer satisfaction, indicating that aspects related to physical environment and atmosphere are important determinants of customers' evaluations. Taste also exhibits a significant positive effect, highlighting the role of product quality in shaping customer satisfaction. In addition, menu

variety is found to have a significant influence, suggesting that diverse menu options enhance customers' perceived value. Service quality likewise shows a significant positive effect, confirming that effective service interactions play a crucial role in customer satisfaction.

Simultaneous Effects (F-Test Results)

The results of the simultaneous hypothesis testing using the F-test show that place, taste, menu variety, and service quality jointly have a significant effect on customer satisfaction. The significance value of the F-test is below the 0.05 level, indicating that the regression model is statistically valid. This result confirms that all independent variables collectively contribute to explaining customer satisfaction at Marowa Cafe.

Table 2. F-Test Results

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.184.750	4	546.188	31.472	0.000^b
	Residual	1.649.250	95	17.360		
	Total	3.834.000	99			
a. Dependent Variable: Kepuasan Pelanggan						
b. Predictors: (Constant), Tempat, Cita Rasa, Keragaman Menu, Kualitas Pelayanan						

As shown in Table (ANOVA), the results indicate that the regression model is statistically significant. This is evidenced by the F value of 31.472 with a significance level of 0.000, which is well below the 0.05 threshold. The regression sum of squares (2,184.750) is larger than the residual sum of squares (1,649.250), indicating that the independent variables explain a substantial portion of the total variation in customer satisfaction. The degrees of freedom for the regression (df = 4) and residual (df = 95) further confirm the adequacy of the model specification. Overall, these findings demonstrate that place, taste, menu variety, and service quality jointly have a statistically significant effect on customer satisfaction, and the proposed regression model is appropriate for explaining variations in customer satisfaction.

The F-test results demonstrate that customer satisfaction is not determined by a single variable but rather by the combined effect of physical environment, product attributes, menu diversity, and service quality. Therefore, the proposed regression model is appropriate for analyzing customer satisfaction in the cafe context.

Coefficient of Determination (R²)

The coefficient of determination analysis indicates that the R Square value of the regression model is 0.761. This result shows that 76.1 percent of the variation in customer satisfaction can be explained by place, taste, menu variety, and service quality. The remaining 23.9 percent of the variation is influenced by other factors not included in the model.

Table 3. Model Summary

Model	R	R Square	Model Summary ^b	
			Adjusted R Square	Std. Error of the Estimate
1	0.872 ^a	0.761	0.751	4.165
a. Predictors: (Constant), Tempat, Cita Rasa, Keragaman Menu, Kualitas Pelayanan				
b. Dependent Variable: Kepuasan Pelanggan				

As presented in Table (Model Summary), the R value of 0.872 indicates a strong overall relationship between the predictors (place/atmosphere, taste, menu variety, and service quality) and the dependent variable, customer satisfaction. The R Square of 0.761 shows that the regression model explains 76.1% of the variation in customer satisfaction, while the remaining 23.9% is attributable to other factors not included in the model. The Adjusted R Square value of 0.751 remains close to R Square, suggesting that the model maintains substantial explanatory power after accounting for the number of predictors. In addition, the standard error of the estimate of 4.165 reflects the average prediction error of the model, indicating a reasonable level of accuracy in estimating customer satisfaction scores based on the included variables.

The relatively high R Square value suggests that the regression model has strong explanatory power. This indicates that the selected independent variables effectively represent the main determinants of customer satisfaction at Marowa Cafe, Batam City.

Discussion

The findings of this study indicate that customer satisfaction in a cafe setting is shaped by an integrated experience that combines environmental, product-related, and service-related factors. The significant partial effects of place, taste, menu variety, and service quality demonstrate that each variable plays an important role in forming customers' satisfaction. These results suggest that customer satisfaction cannot be achieved through a single improvement strategy, but rather through balanced performance across multiple dimensions.

The significant influence of place emphasizes the importance of a comfortable and attractive physical environment in enhancing customer satisfaction. In cafe services, customers often seek not only food and beverages but also a pleasant space to relax or socialize. Therefore, environmental aspects such as comfort, layout, and atmosphere contribute meaningfully to customers' overall evaluations.

Taste is confirmed as a fundamental determinant of customer satisfaction, reinforcing the idea that product quality remains central even in experience-oriented businesses. Consistent and appealing taste strengthens customers' positive perceptions and supports repeat visits. Similarly, menu variety plays a strategic role by offering customers more choices and reducing consumption boredom, which enhances perceived value and satisfaction.

Service quality also emerges as a critical factor in shaping customer satisfaction. Positive service encounters characterized by friendliness, responsiveness, and reliability

strengthen customers' emotional responses and trust toward the cafe. In service-based businesses, such interactions often serve as key moments that influence customers' overall impressions.

The significant simultaneous effect of all independent variables indicates that customer satisfaction is the result of the combined influence of multiple factors. This finding highlights the importance of adopting a holistic management approach in cafe operations. Improvements in one area should be supported by consistent performance in other areas to achieve optimal customer satisfaction.

Finally, the high coefficient of determination suggests that the proposed model provides a strong framework for understanding customer satisfaction in the cafe context. However, the presence of unexplained variance indicates opportunities for future research to incorporate additional variables, such as price perception, promotional strategies, or individual customer characteristics. Overall, this study contributes to the customer satisfaction literature by demonstrating that satisfaction in a local cafe setting is shaped by the interaction of place, taste, menu variety, and service quality.

Conclusion

This study concludes that place, taste, menu variety, and service quality have significant effects on customer satisfaction at Marowa Cafe, Batam City, both partially and simultaneously. The partial analysis confirms that each independent variable independently contributes to explaining variations in customer satisfaction, indicating that customer satisfaction is shaped by multiple dimensions of the cafe experience. The simultaneous analysis further demonstrates that these variables collectively form a statistically valid model for predicting customer satisfaction.

The coefficient of determination indicates that a substantial proportion of customer satisfaction can be explained by the four independent variables included in the model. This finding suggests that customer satisfaction at Marowa Cafe is largely influenced by factors related to physical environment, product quality, menu diversity, and service performance. However, the presence of unexplained variance implies that other factors beyond the scope of this study may also influence customer satisfaction and should be explored in future research.

Overall, the findings highlight that customer satisfaction in cafe services is not determined by a single dominant factor, but rather by the interaction of environmental, product-related, and service-related elements. This study contributes empirical evidence to the customer satisfaction literature by providing insights from a local cafe context and reinforces the importance of adopting a holistic approach to managing customer satisfaction in the food and beverage service industry.

Managerial Implications

From a managerial perspective, the findings of this study suggest that cafe managers should focus on creating a balanced and integrated customer experience. Improvements in physical environment, such as seating comfort, layout, cleanliness, and overall atmosphere, can enhance customers' emotional responses and encourage longer stays and repeat visits.

Attention to place-related factors is particularly important for cafes that serve as social spaces rather than purely consumption-oriented venues.

In terms of product strategy, maintaining consistent taste quality and using fresh ingredients should be a priority. Cafe managers are encouraged to standardize preparation processes and regularly evaluate product quality to ensure that taste remains consistent with customer expectations. Additionally, continuous menu development and innovation are recommended to maintain menu variety and respond to changing customer preferences, thereby increasing perceived value and satisfaction.

Service quality also requires continuous improvement through employee training, clear service standards, and performance monitoring. Friendly, responsive, and reliable service interactions can significantly enhance customer satisfaction and strengthen customer relationships. By aligning environmental design, product quality, menu variety, and service excellence within an integrated strategy, Marowa Cafe can enhance customer satisfaction and sustain its competitive position in the increasingly dynamic cafe industry.

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