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The Effect of the Five Aspect Meal Model on Customer Satisfaction at Redback Speciality Coffee Surabaya Customers

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Abstract

RedBack Specialty Coffee is a coffee shop that was founded in 2017 with a modern concept located in elite real estate in West Surabaya. Aspects of the room at RedBack feature an attractive design; the cafe boasts indoor and outdoor spaces, each with its own allure. Customer reviews elaborate that RedBack Coffee GF has excellent decor that aligns with its vibes, which relates to the aspect of atmosphere influencing customer satisfaction. The objective of this research is to ascertain the impact of the Five Aspect Meal Model (consisting of the following elements: Room, Meeting, Product, Management Control System, and Atmosphere) on the dependent variable of Customer Satisfaction as it relates to RedBack Specialty Coffee Surabaya patrons. The research procedure employed in this study is quantitative in nature. The present study employs purposive sampling as its method of sampling. The participants for this study comprised 150 individuals who had patronized RedBack Specialty Coffee Surabaya on at least one occasion within the preceding half-year (November 2022-April 2023). This research employs the SPSS software to analyze the data. The findings of this research demonstrate that various elements of Redback Specialty Coffee—room, meeting, product, management control system, and atmosphere—have a substantial and positive impact on customer satisfaction. The findings of this study emphasize the significance of comprehensive dining experiences in augmenting customer contentment and propose ramifications for the management and marketing approaches of coffee shops..

Keywords: Five Aspect Meal Model, Customer Satisfaction, Room, Meeting, Product, Management Control System, Atmosphere

INTRODUCTION

East Java is one of the major cities whose food and beverage industry has high growth after the covid-19 pandemic (Napu et al., 2023). Widarti (2019) said in his coverage on Bisnis.com that, in 2019, the food and beverage industry in East Java is expected to grow by 20% - 30%. Widarti (2019) added that from the growth of the food and beverage industry in Indonesia and East Java, in 2019 many new cafes grew. Sumartini and Tias (2019) say that there are 5 important aspects that must be considered to meet customer needs which, if all five of these aspects are fulfilled, will provide a memorable experience to the person and will provide satisfaction to the customer. FAMM includes several aspects that describe the entire experience felt by customers when they first arrive at the restaurant until when the customer leaves the restaurant. The five aspects are aspects of room, meeting, product, management control system and atmosphere (Gustafsson et al., 2006).

One cafe that always strives to provide the best experience and satisfy customers is RedBack Speciality Coffee. RedBack itself is a coffee shop that was established in 2017 with a modern concept located in an elite residential area in West Surabaya. The Room aspect at RedBack has an attractive design, this café has indoor and outdoor rooms, each of which has its own charm. The service provided by Redback is immediately organized, where when entering the cafe, customers are directed to be able to place orders at the cashier, there is a menu display at the cashier and customers can choose the desired product and then immediately make payments at the cashier.

From the various kinds of offers provided by RedBack Coffee GF, a meal experience is created when eating at this Café. Reviews from customers explain that RedBack Coffee GF has good decoration and is in accordance with the vibes it has, this is related to the atmosphere aspect which affects customer satisfaction, Based on the above phenomenon, researchers want to know how customers respond to meal experience at RedBack Coffee GF based on FAMM, by conducting a deeper analysis of the effect of meal experience on satisfaction felt by customers using the five aspect meal model analysis.

OVERVIEW

Five Aspect Meal Model

In creating a memorable dining experience Gustafsson et al. (2006) explains that there are 5 important aspects that must be considered, namely the aspects of room, meeting, product, atmosphere and management control system, which then these five aspects form a model with the name Five Aspect Meal Model. The dining experience has a combination of indicators such as the level and speed of service of a restaurant, food and beverages, the price of a product, interior design, menu variety, children's facilities, mood and overall atmosphere of customers (atmosphere), and other customers that help to achieve customer satisfaction (Anderson & Mossberg, 2004).

Room

Davis et al. (2018) said that, the interior design of the entire restaurant is the first physical aspect of the operation of a restaurant that will be visited by customers. Because the first impression of a restaurant is very important, and will attract someone to decide to come and eat at the restaurant (Safitri and Sulaeman, 2022). The indicators in the room aspect are the size and shape of the room, furniture and equipment, and lighting (Davis et al, 2018).

Meeting

A restaurant must have an employee who is highly competent and can complete the meal experience of a customer in various ways such as workers' social skills, gender and age of

workers, uniforms, level of efficiency and speed of performance (Romadloni et al., 2022). In addition, the number of employees in a restaurant must also be adequate so that the performance of a restaurant runs optimally (Tangian and Wewengkang, 2020). At the end of the meal, employees must be able to convince customers of the customer's choice of meal experience (Anggoro and Baskoro, 2022). Customers really need certainty about the products that have been purchased, therefore employees must be able to master the products sold by the restaurant (Davis et al., 2018). The indicators of the meeting aspect are the level of efficiency and speed of employees, and product knowledge (Purnomo et al., 2021).

Product

According to Davis et al. (2018) The product aspect is the main aspect that is important in a restaurant. A restaurant must think about products from several aspects such as, the number of products or variations of products and portion sizes to be sold, the indicators of product aspects are the number and variety of products, flavors, and portion sizes (Davis et al, 2018).

Management Control System

The management control system, according to FAMM Gustafsson et al. (2006), is a system that oversees non-customer-visible operations of rooms, products, and meetings. There are things related to the management control system in restaurants such as giving bills to customers. The indicators of the management control system aspects are time management and computerization (Gustafsson et al, 2006).

Atmosphere

According to Davis et al. (2018), Atmosphere is an aspect that is difficult to express and is often described as a feeling that has no form in a restaurant. The atmosphere of a restaurant can be formed because it is influenced by several aspects of the operation, such as the decoration and interior design of the restaurant, table and chair arrangements, staff attire and attitude, service tempo, music played, room temperature and environmental cleanliness (Takwim et al., 2022). The indicators of the atmosphere aspect are decoration, scenery, and room cleanliness (Davis et al, 2018).

Customer Satisfaction

Sabir et al. (2014) define customer satisfaction as the evaluation made by clients regarding the extent to which the products and services they receive meet their requirements and expectations. In order to fulfil customer demands, service providers must possess a comprehensive understanding of the diverse tiers of customer expectations. According to Uzir et al. (2020), the Customer Satisfaction variable can be assessed using four indicators: customer satisfaction, product loyalty, product recommendation, and customer expectations being fulfilled following product purchase. Kotler and Keller (2009) delineate four distinct approaches for assessing customer satisfaction: customer satisfaction surveys, ghost purchasing, lost customer analysis, and complaints and suggestions systems.

Relationship between Variables and Hypothesis

A research hypothesis serves as a provisional response to the formulation of a problem. Furthermore, this provisional conjecture (hypothesis) illustrates the variables and relationship that is logically suspected.

Drawing upon the framework scheme and prior investigations, it is possible to formulate the subsequent hypothesis:

H1: The aspect room variables of RedBack Specialty Coffee have a significant impact on

consumer satisfaction.
Hypothesis 2: The variable Aspect Meeting significantly impacts customer contentment at RedBack Specialty Coffee.
Hypothesis 3: The impact of product variables on consumer satisfaction at RedBack Specialty Coffee is statistically significant.
Hypothesis 4: The impact of the Aspect Management Control System variable on consumer satisfaction at RedBack Specialty Coffee is statistically significant.
Hypothesis 5: The impact of atmosphere variables on customer contentment at RedBack Specialty Coffee is statistically significant.

Conceptual Framework

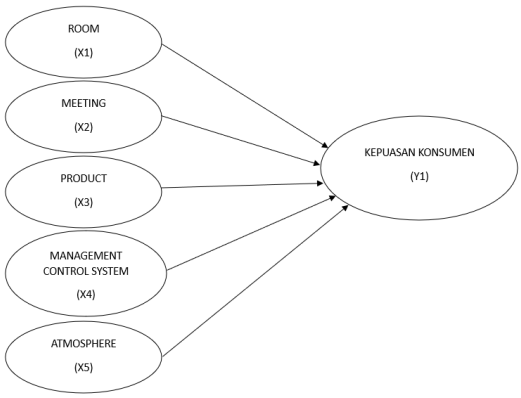

Figure 1. Conceptual Framework
Source: Data Processed (2023)

RESEARCH METHODOLOGY

Type of Research

The research methodology employed in this study is quantitative in nature. The research methodology employed is quantitative in nature, as it consists of numerical data that is analyzed statistically (Sugiyono, 2022). The causal relationship, also known as a cause-and-effect relationship, is the type of relationship utilized in this research.

Research Population and Sample

This study's participants were residents of Surabaya who had interacted with the RedBack Graha Family. The sampling method employed is purposive sampling, in which researchers select samples according to specific criteria (Sugiyono, 2022). The study's sample comprises consumers residing in Indonesia who meet the following criteria: they must be at least 17 years old and have made a purchase from RedBack Coffee Graha Family within the preceding six months prior to the distribution of the questionnaire. In order to ascertain the required sample size for the research, Hair et al. (2014) employ Hair's formula, which involves multiplying the number of indicators by 10. There were seventeen indicators utilized in this study. As a consequence, a minimum sample size of 170 respondents was required for this study.

Data Type, Data Source, and Measurement Scale

The information utilized in this study is quantitative in nature. Academics utilize a combination of primary and secondary sources of information. For primary data, questionnaires will be distributed by researchers and completed by respondents, specifically visitors to the RedBack Coffee Graha Family. Prior to that, scientists will seek for journals or multiple references to support their research. Researchers capture data through the utilization of an online questionnaire administered through Google Form. The metric employed is a Likert scale ranging from 1 to 5. Scale 1 indicates a profound disagreement. Level 5 indicates strong agreement.

Variables and Operational Definitions

Table 1. Operational Definition

Variables	Operational Definition of Variables	Indicator	Source
Roon (X1)	Room has a definition that is, a form of space that includes the interior and also the architecture and facilities contained in an eating place, restaurant, or cafe.	1. Size and shape of the room 2. Furniture and fixtures 3. Lighting	Davis et al (2018)
Meeting (X2)	Meeting has a definition, namely, the relationship that is created after a meeting between customers and employees, then employees and employees, as well as customers with other customers.	4. Employee efficiency and speed 5. Product Knowledge	Davis et al (2018)
Product (X3)	Product has a definition, namely, food and drinks which can be said to be the main element of creating a dining experience in a restaurant or café.	6. Number and variety of products 7. Taste 8. Serving size	Davis et al (2018)
Management Control System (X4)	Management Control System has a definition that is, a system that works behind the scenes and also a system that is used effectively and efficiently so that it can regulate all other aspects.	9. Time Management 10. Computerization	Gustafsson et al. (2006
Atmosphere (X5)	Atmosphere is the overall atmosphere obtained from cleanliness, aroma, temperature, lighting levels, and sound levels. Atmosphere is the atmosphere that exists in a restaurant or café.	11. Decoration 12. View 13. Room cleanliness	Davis et al (2018
Customer Satisfaction (Y1)	Customer satisfaction can occur if the expectations of customers have been met	14. Customers are satisfied 15. Always buy products 16. Recommend to others	(Uzir et al. 2020)

Source: Data processed (2023)

Data Analysis Method

The study utilized a descriptive quantitative methodology and conducted multiple linear regression analysis with the assistance of Statistical Product and Service Solution (SPSS)..

Data Analysis and Discussion

Validity test

Table 2. Validity Test Results

No.	Indicator	R count	R table	Description
Room Variable (X1)				
1	R1	0,778	0,1506	Valid
2	R2	0,754	0,1506	Valid
3	R3	0,764	0,1506	Valid
4	R4	0,745	0,1506	Valid
5	R5	0,766	0,1506	Valid
6	R6	0,780	0,1506	Valid
Meeting Variable (X2)				
1	M1	-	0,1506	Valid
2	M2	-	0,1506	Valid
Product Variable (X3)				
1	P1	0,814	0,1506	Valid
2	P2	0,787	0,1506	Valid
3	P3	0,775	0,1506	Valid
4	P4	0,809	0,1506	Valid
5	P5	0,819	0,1506	Valid
Management Control System Variable (X4)				
1	MCS1	0,815	0,1506	Valid
2	MCS2	0,800	0,1506	Valid
3	MCS3	0,807	0,1506	Valid
4	MCS4	0,782	0,1506	Valid
Atmosphere Variable (X5)				
1	A1	0,777	0,1506	Valid
2	A2	0,576	0,1506	Valid
3	A3	0,676	0,1506	Valid
Customer Variable (Y)				
1	Y1	0,840	0,1506	Valid
2	Y2	0,650	0,1506	Valid
3	Y3	0,645	0,1506	Valid

Source: Data processed (2023)

The room variable is considered valid and reliable due to its Pearson correlation value exceeding the critical value from the r-table (0.1506) and Cronbach's alpha value exceeding 0.6. Similarly, the meeting variable demonstrates validity and reliability owing to its Cronbach's alpha value exceeding 0.6 and also exceeding the r-table (0.1506). The product variable is deemed valid and reliable based on its Pearson correlation value exceeding the critical value from the r-table (0.1506) and Cronbach's alpha value surpassing 0.6. The validity and reliability of the management control system variable are established by its Pearson correlation value exceeding the critical value from the r-table (0.1506) and Cronbach's alpha value surpassing 0.6. The value of Cronbach's alpha if an item is deleted for indicator X5.1 is greater than the total Cronbach's alpha; therefore, it must be removed at X5.1.

Table 3. Atmosphere Variable Validity Test Results After Emylination

No.	Indicator	R count	R table	Description
1	A2	-	0,1506	Valid
2	A3	-	0,1506	Valid

Source: Data processed (2023)

The atmosphere variable is deemed valid and reliable based on its Pearson correlation value exceeding the critical value from the r-table (0.1506) and Cronbach's alpha value surpassing 0.6. The value of Cronbach's alpha if an item is deleted for indicator Y.1 is greater than the total Cronbach's alpha; therefore, it must be removed at Y.1. The value of Cronbach's alpha if an item is deleted for indicator Y.1 is greater than the total Cronbach's alpha; therefore, it must be removed at Y.1.

Table 4. Customer Variable Validity Test Results After Elimination

No.	Indicator	R count	R table	Description
1	A2	-	0,1506	Valid
2	A3	-	0,1506	Valid

Source: Data processed (2023)

The customer satisfaction variable is deemed valid and reliable based on its Pearson correlation value exceeding the critical value from the r-table (0.1506) and Cronbach's alpha value surpassing 0.6.

Reliability test

This study uses Cronbach's alpha in the reliability test.

Table 5. Reliability Test Results with Cronbach's Alpha if Item Deleted

Variables	**Cronbach's Alpha**	**Description**
Room	0.796	Reliable
Meeting	0.694	Reliable
Product	0.834	Reliable
Management Control System	0.843	Reliable
Atmosphere	0.763	Reliable
Customer Satisfaction	0.789	Reliable

Source: Data processed (2023)

The reliability test results show that all variables have a Cronbach's Alpha coefficient above 0.70, so it can be concluded that the statements of these variables are reliable and suitable for use as measuring instruments.

Classical Assumption Test

Normality test

Table 6. Normality Test Results

		Unstandardized Residual
N		170
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	1.03261063
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.041
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200c,d

Source: Data processed (2023)

Table 6 provides information regarding the Asymp. Sig. value of 0.200, which exceeds the 0.05 error rate threshold. Consequently, it can be concluded that the data follows a normal distribution.

Multicollinearity test

In order to certify the absence of multicollinearity symptoms in a regression model, two conditions must be fulfilled: the tolerance value must be greater than 0.1, and the VIF (variance inflation factor) must be less than 10. The outcomes of the VIF tests are displayed in the table of SPASS output coefficients..

Table 7. Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerance	VIF
Room	.571	1.750
Meeting	.764	1.309
Product	.427	2.340
Management Control System	.464	2.156
Atmosphere	.444	2.252

Source: Data processed (2023)

The conclusion that the model utilized in this investigation does not demonstrate multicollinearity is supported by the test results derived from the Variance Inflation Factor (VIF) in the Coefficients table of the SPSS output. This is because each of the independent variables possesses a tolerance value exceeding 0.1 and the VIF is below 10.

Heteroscedasticity test

In order to identify heteroscedasticity in a regression model, the Glejser test was employed by the researchers. To ascertain the existence of heteroscedasticity, researchers will examine the significance value in the coefficient table during this test. When the p-value of a regression model is greater than 0.05, it is possible to infer that the model is free from heteroscedasticity.

Table 8. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.252	.402		5.609	.000
	Room	-.005	.016	-.028	-.284	.777
	Meeting	.026	.034	.064	.756	.451
	Product	-.031	.026	-.137	-1.206	.229
	Management Control System	-.037	.028	-.146	-1.331	.185
	Atmosphere	-.020	0.38	-.059	-.526	.600

Source: Data processed (2023)

The significance value between the independent variable and the residual is greater than 0.05, as shown in Table 8. Therefore, heteroscedasticity symptoms are absent..

Linearity test

The criterion for the linearity test is that the significance coefficient has a value of <0.05.

Table 9. Linearity Test Results

	Sig.
Deviation from Linearity	.000

Source: Data processed (2023)

Based on table 9, it is known that the significance value has a value greater than the predetermined alpha, which is 0.05, it can be concluded that the regression line has a linear form. The variables room, meeting, product, management control system, and atmosphere have a linear relationship with customer satisfaction because the linearity sig value is smaller than 0.05, namely 0.000.

Multiple linear regression analysis

In this study, the multiple linear analysis method is determined to measure how much influence the independent variables, namely room, meeting, product, management control system, and atmosphere have on the dependent variable, namely customer satisfaction.

Table 10. Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.793	.691		2.594	.010
	Room	.061	.028	.137	2.174	.031
	Meeting	.116	.058	.109	1.997	.047
	Product	.195	.044	.321	4.400	.000
	Management Control System	.136	.048	.199	2.843	.005
	Atmosphere	.192	.066	.207	2.891	.004

Source: Data processed (2023)

$$Y = 1.793 + 0.061X_1 + 0.116X_2 + 0.195X_3 + 0.136X_4 + 0.192X_5$$

Each variable has a positive regression coefficient, indicating that the independent variable positively influences the dependent variable in a unidirectional fashion. The anticipated level of customer satisfaction is denoted by the constant 1.793, assuming that all other factors (room, meeting, product, management control system, and milieu) have no value. The regression coefficient of 0.061 for X1 (room) signifies that a one-unit increase in the room will result in a 0.061-unit increase in customer satisfaction. The regression coefficient of 0.116 for X2 (meeting) signifies that a one-unit increase in the meeting will result in a corresponding 0.116-unit increase in customer satisfaction. The regression coefficient of 0.195 for X3 (product) signifies that a one-unit increase in product quantity will result in a corresponding 0.195-unit increase in customer satisfaction. The regression coefficient of 0.135 for X4 (management control system) signifies that a one-unit increase in the management control system is associated with a 0.135-unit increase in customer satisfaction. With a regression coefficient of 0.192, a one-unit increase in the atmosphere is associated with a 0.192-unit increase in consumer satisfaction.

Hypothesis Test

F test

The F test is utilized to determine whether the dependent variable in the model is collectively influenced by the independent variables. The F test is utilized to ascertain whether the variations in the dependent variable are substantially influenced by all independent variables in the model, or if only a subset of the independent variables has a substantial impact.

Table 11. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	303.821	5	60.764	55.301	.000[b]
	Residuals	180.202	164	1.099		
	Total	484.024	169			

a. Dependent Variable: Customer Satisfaction

Source: Data processed (2023)

Based on table 11, it is known that the Sig. value is 0.000 (<0.05), it concludes that the independent variables have a significant effect simultaneously (together) on the dependent variable.

T test

The t-test is a statistical method utilized to assess the individual impact of independent variables on the dependent variable. Determining whether each independent variable has a statistically significant impact on the dependent variable is the objective of the t test.

Table 12. t-test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.793	.691		2.594	.010
	Room	.061	.028	.137	2.174	.031
	Meeting	.116	.058	.109	1.997	.047
	Product	.195	.044	.321	4.400	.000
	Management Control System	.136	.048	.199	2.843	.005
	Atmosphere	.192	.066	.207	2.891	.004

1. Dependent Variable: Customer Satisfaction

Source: Data processed (2023)

Based on the obtained significance value of 0.000 (<0.05) for the room variable (X1), it can be inferred that this variable significantly influences the customer satisfaction variable (Y). Based on the obtained significance value of 0.000 (<0.05) for the meeting variable (X2), it can be inferred that this variable significantly influences the customer satisfaction variable (Y). Based on the obtained significance value of 0.000 (<0.05) for the product variable (X3), it can be inferred that this variable significantly influences the customer satisfaction variable (Y). Based on the obtained significance value of 0.000 (<0.05) for the management control system variable (X4), it can be inferred that X4 significantly influences the customer satisfaction variable (Y). Based on the obtained significance value of 0.000 (<0.05) for the atmosphere variable (X5), it can be inferred that this variable significantly influences the customer satisfaction variable (Y).

Multiple correlation coefficient test (R)

The correlation coefficient (R) quantifies the degree to which the dependent variable (Y) and the independent variable (X) are correlated. The R value is bounded between 0 and 1, with a value closer to 1 signifying a more robust relationship and a value closer to 0 signifying a weakened one.

Table 13: Correlation Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	**.792[a]**	.628	.616	1.048

a. Predictors: (Constant), Celebrity Endorsement, Social Media Marketing

Source: Data processed (2023)

According to the data presented in Table 13, the correlation coefficient (R) is 0.792. This indicates that there is a significant and simultaneous relationship between customer satisfaction (Y) and the following variables: atmosphere (X5), management control system (X4), room (X1), meeting (X2), product (X3), and management control system (X4).

Test the coefficient of determination

The coefficient of determination test aims to determine the percentage of variation in the independent variable in explaining the variation in the related variable.

Table 14. Test Results of the Coefficient of Determination

Model	R Square
1	0,762

Source: Data processed (2023)

Based on the data in table 14, the r-square value is 0.762, where 76.2% of the brand awareness and brand trust variables are able to explain the brand loyalty variable and the remaining 23.8% is explained by other variables outside the study.

Discussion

The influence of room aspects on customer satisfaction

Respondents have a good perception of the room aspect at Redback Speciality Coffee supported by one of the room indicators which has the highest mean value, namely "The level of lighting in the Redback Speciality Coffee room is very appropriate". This is an advantage of Redback Speciality Coffee regarding the lighting provided, where customers can enjoy the view provided such as enjoying the sunset and taking pictures in the cafe room, so that this can create good customer satisfaction at Redback Speciality Coffee. In addition, it is supported by the profile of respondents where most customers who come are aged 20-23 years, where at that age most customers visit Rustic Market cafe with their peers (Nirwana, 2017). Customers can relax together and take pictures with friends who go together.

The influence of meeting aspects on customer satisfaction

In the meeting aspect, customers also have a good perception in this aspect, as evidenced by one of the indicators having the highest mean value, namely "Employees at Redback Speciality Coffee are friendly" indicating that customers agree that the services provided by Redback Speciality Coffee are friendly. This is evidenced by the experience of researchers when visiting Redback Speciality Coffee, where researchers saw the staff at Redback Speciality Coffee smiling at customers even though the atmosphere was crowded, then the service provided was also good and consistent. This indicator is very helpful in giving a good first impression to customers which can provide satisfaction for customers. This can be interpreted that the meeting aspect at Redback Speciality Coffee can be categorized as good.

The influence of product aspects on customer satisfaction

The product aspect gets a good perception from customers, with one of the indicators having the highest mean value which is categorized by the statement "The variety of drinks at Redback Speciality Coffee is diverse", this is evidenced by the researcher's experience when visiting Redback Speciality Coffee, where the researcher gets a drink with an attractive appearance and there are supporting garnishes, so the researcher agrees that the appearance with beverage products at Redback Speciality Coffee is diverse and attractive.

The influence of management control system aspects on customer satisfaction

Customers have a good perception of the management control system aspect at Redback Speciality Coffee, indicated by one of the indicators having the highest mean value with the statement "The payment transaction process is fast at RedBack Coffee". The ease of ordering food and drinks is illustrated by customers who have to order food and drinks first, then immediately make payments, and this seems easy and practical, then it can also minimize errors in order input because this process is carried out in front of the cashier.

The influence of atmosphere aspects on customer satisfaction

The hypothesis in this study is that the atmosphere aspect, which is reflected in the room, meeting, product, and management control system, has a positive and significant effect on customer satisfaction. This shows that atmosphere has a significant positive effect on customer satisfaction. "The view with the Golf View makes customers feel comfortable when they are at RedBack Coffee" is the indicator with the highest mean, it can be concluded that customers are comfortable in the large RedBack Coffee area, because RedBack Coffee cafe has a beautiful golf course view area, this creates satisfaction felt by customers. Then it is supported by the respondent's age profile data where most visitors are 20 to 23 years old, which shows that young people are very interested in all things aesthetic, such as the design of the room in the cafe, which aims to increase content on social media ("Unique Coffee Business Inspiration and Success tips [Definitely in demand]", 2020, September 7.

CONCLUSIONS AND SUGGESTIONS

Summary

1. The Room aspect has a significant effect on Customer Satisfaction for Redback Specialty Coffee customers
2. The Meeting aspect has a significant effect on Customer Satisfaction for Redback Specialty Coffee customers
3. Product aspects have a significant effect on Customer Satisfaction for Redback Specialty Coffee customers
4. Aspects of the Management Control System have a significant effect on Customer Satisfaction for Redback Specialty Coffee customers.
5. Aspects of Atmosphere have a significant effect on Customer Satisfaction for Redback Specialty Coffee customers

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