
The Role of Perceived Value Mediation in the Relationship of Service Quality and Café Atmosphere to Consumer Satisfaction at Café Paddy Breeze Nganjuk

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Abstract (dalam bahasa Inggris)

Research Aim: The purpose of this research is to examine Cafe Paddy Breeze Fine Dining & Specialty Coffee in Warujayeng, Nganjuk to determine how service quality, café environment, and perceived value affect customer satisfaction.

Design/Method/Approach: A causal associative research strategy is used in this quantitative investigation. A standardized questionnaire with a Likert scale from 1 to 5 was given to 170 people to get data from. Using the SmartPLS 4.0 software, the data is analyzed using SEM-PLS.

Research Findings: Perceived value ($\beta = 0.447$; $p < 0.001$) and customer satisfaction ($\lambda = 0.366$; $p < 0.01$) were positively and significantly impacted by service quality, according to the findings. Both customer happiness ($\beta = 0.214$; $p < 0.05$) and perceived value ($\beta = 0.328$; $p < 0.001$) were positively and significantly impacted by the café's environment. Furthermore, the study found that perceived value positively and substantially impacted customer satisfaction ($\beta = 0.341$; $p < 0.01$) and served as a mediator between service quality and contentment, as well as between café environment and satisfaction.

Theoretical Contribution/Originality: This research contributes to the theoretical framework by illustrating the mediating effect of perceived value on the link among service quality, café ambiance, and customer happiness in non-metropolitan locations with fine dining cafés that provide specialty coffee.

Practical/Policy Implication: The results of this study provide practical implications for café managers to prioritize improving service quality and managing the café atmosphere that is oriented towards creating value that is perceived by consumers to increase business satisfaction and competitiveness.

Research Limitation: This study was limited to one café object and used a cross-sectional survey approach, so the results of the study could not be generalized widely and did not capture changes in consumer perception in the long term.

Keywords: *Service Quality*, *Café Atmosphere*, *Perceived Value*, *Customer Satisfaction*, SEM-PLS.

1. Introduction

Over the last decade, Indonesia's coffee sector has grown at a remarkable rate which is reflected in the increase in domestic coffee consumption and the increase in the number of café businesses in various regions. Data from the Central Statistics Agency (BPS) shows that national coffee consumption is projected to reach 4.8 million sacks in the 2024/2025 period, an increase from 4.45 million sacks in the previous period[1]. This growth shows that coffee has become an important part of the FnB industry and the national creative economy.

The increase in coffee consumption is in line with changes in consumer behavior, especially among millennials and generation Z, who make coffee drinking activities part of their lifestyle. Consumers are no longer oriented to the function of the product alone, but rather emphasize the consumption experience which includes the atmosphere of the place, the quality of service interaction, and the social value obtained from visiting the café[2]. Thus, consumer experience is a key factor in shaping satisfaction and return visit decisions.

In the context of service marketing, service quality is a fundamental variable that determines the success of a café business. Service quality is understood as a consumer's assessment of service excellence based on a comparison between expectations and perceived actual performance [3]. Fast, friendly, accurate, and consistent service will create positive perceptions and increase consumer satisfaction[4]. Therefore, service quality is the main element in creating a valuable consumption experience.

In addition to the quality of service, the atmosphere of the café also plays an important role in shaping consumer perceptions and emotions. The atmosphere of the café includes interior design, lighting, music, aromas, spatial layout, as well as physical comfort designed to stimulate the emotional response of consumers [4]. A comfortable and aesthetically pleasing physical environment can increase the duration of the visit, create an atmosphere of relaxation, and reinforce a positive impression of the café, which ultimately contributes to consumer satisfaction [5].

The quality of service and the atmosphere of the café not only directly affect satisfaction, but also shape the perceived value by consumers. Perceived value is defined as the consumer's subjective assessment of the comparison between the benefits received and the costs incurred, either in the form of money, time, or effort [6]. The greater the perceived benefit compared to the sacrifice given, the higher the value perceived by consumers.

In the café industry, perceived value has a strategic role because it acts as an evaluative mechanism that bridges the relationship between service attributes and consumer satisfaction. Consumers will be satisfied if they judge that the quality of service and atmosphere obtained is commensurate with or exceed the price paid[5]. Therefore, perceived value is often used as a mediating variable in consumer satisfaction research to explain the psychological processes that occur before satisfaction is formed.

Consumer satisfaction is an evaluative and emotional response that arises after consumers compare initial expectations with the actual experience they have[2]. High satisfaction indicates that the performance of the café's service and environment has managed to meet or exceed consumer expectations. Conversely, a mismatch between expectations and experience can lead to dissatisfaction, which has an impact on decreased loyalty and interest in repeat visits[7].

Based on an initial survey of 10 consumers, 30% of respondents are not satisfied with the service and atmosphere aspects of the café. This confirms that the aesthetics of the space do not always guarantee overall consumer satisfaction. Although Cafe Paddy Breeze Fine Dining & Specialty Coffee has a positive reputation with a rating of 4.7 from 2,811 Google reviews (2025 data) as well as a visitation volume of 100 people on weekends, operational challenges remain. Consumer criticism specifically highlights the low efficiency of serving time, the consistency of area cleanliness, and the limitations of supporting facilities for work from café (WFC) activities such as Wi-Fi and access to outlets. In addition to the results of other studies, reveal intricate and context-dependent relationships among service quality, café ambiance, perceived value, and customer happiness. This study considers it important to examine these four variables simultaneously at Cafe Paddy Breeze Fine Dining & Specialty Coffee in Warujayeng, Nganjuk. Developing experience-based marketing strategies for cafés is anticipated to benefit from a concentration on non-metropolitan locations, which should help to close knowledge gaps and provide both theoretical and practical insights.

1.2. Research Objectives

This research aims to:

1. Analyzing the influence of *service quality* on perceived *value* by consumers at Cafe Paddy Breeze Fine Dining & Specialty Coffee Warujayeng, Nganjuk.
2. Analyzing the influence of café atmosphere on perceived *value* by consumers at Cafe Paddy Breeze Fine Dining & Specialty Coffee Warujayeng, Nganjuk.
3. Analyzing the influence of *service quality* on consumer satisfaction at Cafe Paddy Breeze Fine Dining & Specialty Coffee Warujayeng, Nganjuk.
4. Analyzing the influence of café atmosphere on consumer satisfaction at Cafe Paddy Breeze Fine Dining & Specialty Coffee Warujayeng, Nganjuk.
5. Analyzing the influence of *perceived value* on consumer satisfaction at Cafe Paddy Breeze Fine Dining & Specialty Coffee Warujayeng, Nganjuk.

2. Method

Research design is a systematic framework that is used to answer problem formulations and achieve research objectives in a measurable manner. The research design covers the entire planning process to the implementation of research to obtain valid and reliable data[8]. In order to determine if there is a cause-and-effect link between the variables, this study used a quantitative technique consistent with causal associative research. The study's central hypothesis is that, via the mediation of perceived value, café ambiance and service quality (service quality) contribute to customers' overall happiness. The selection of this approach is based on the need for research to objectively test hypotheses through inferential statistical analysis. Quantitative research allows consumer behavior phenomena to be measured in numbers so that they can be analyzed consistently. Thus, the relationship between variables can be identified both in terms of strength and significance of their influence. This causality

framework is important to explain the dominant factors that shape consumer satisfaction in the context of cafes with the concept of fine dining and specialty coffee.

The researchers in this study used an explanatory survey approach, which collects main data from participants in order to explain the connection between variables.. The study population was defined as consumers of Cafe Paddy Breeze Fine Dining & Specialty Coffee in Warujayeng, Nganjuk who had visited and used the café's services. The main instrument used was a closed questionnaire with a Likert scale of 1–5 to measure respondents' perception of indicators on each variable [8]. The Likert scale was chosen because it effectively represents the level of respondents' approval of statements compiled based on construct indicators. Measurements are carried out on latent variables, so that each variable is operationalized into measurable indicators developed from theoretical references. Operational definitions are used to avoid differences in interpretation between parties, so that variables can be measured consistently [8]. Variabel *service quality* measured through SERVQUAL dimensions including tangibles, reliability, responsiveness, assurance, and empathy [9]. The café atmosphere variables are measured through visual, auditory, olfactory and tactile stimuli that make up the consumer's multisensory experience[4].

Because it could examine both direct and indirect effects simultaneously, the data was analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach in SmartPLS version 4.0. We chose this model because it works well with structural models that include mediating factors and visible indicators of latent variables [10]. Verifying the instrument's validity and reliability via convergent validity, discriminant validity, and construct reliability is the first step in the analysis stage, which is carried out by the evaluation outer model. According to references [11] and [12], an instrument is considered legitimate if its absolute loading value is more than 0.7. Reliability is determined by Cronbach's Alpha and Composite Reliability ≥ 0.70 , whilst constructability is observed by the value of the build outer loading and the AVE value ≥ 0.50 [13]. Subsequently, the internal model evaluation procedure is carried out to gauge the intensity of the inter-variable correlations using the R^2 , Q^2 , and significance of the path correlations as metrics. The hypothesis test is carried out using bootstrapping, and a correlation is considered significant if either the T-statistic value is more than 1.96 or the P-value is less than 0.05 [14]. The research also examined indirect impacts, such as perceived value's function as an intervening variable, using mediation analysis. A P-value of less than 0.05 and a T-statistic of 1.96 are considered significant, according to references [15] and [16]. Researchers hope that by following this protocol, they would be able to give concrete proof of how service quality and café ambiance affect customers' happiness.

Research Hypothesis

- H1: *Service quality* has a beneficial and substantial influence on consumer satisfaction.
- H2: The atmosphere of the café has a beneficial and substantial influence on consumer satisfaction.
- H3: *Perceived value* has a beneficial and substantial influence on consumer satisfaction.
- H4: *Service quality* has a beneficial and substantial influence on consumer satisfaction through *perceived value* (mediation).
- H5: The atmosphere of the café has a beneficial and substantial influence on consumer satisfaction through *perceived value* (mediation).

3. Results and Discussion

Here are the demographic details of the 200 participants in this research, as shown in table 1. Women made up 59.5% of the sample (119 respondents), while males made up 40.5% (81 respondents). This demonstrates that women make up a disproportionately large portion of Paddy Breeze café patrons.

Table 1.
Respondent demographic data

Demography	Category	Frequency (N)	Percentage (%)
Gender	Male – Male	81	59,5
	Women	119	40,5
Age	< 20 years old	24	12
	21-25 years old	119	59,5
	26-30 years	42	21
	31-40 years old	15	7,5
Final Education	High School / Vocational School	103	51,5
	Diploma	29	14,5
	S1	63	31,5
	S2 and above	5	2,5
Frequency of Visits	First Time	73	36,5
	1-3 times/month	103	51,5
	4-8/month	24	12
Expenses per visit	> Rp. 50.000	34	17
	IDR 50,000 – IDR 100,000	99	45,5
	IDR 100,000 – IDR 150,000	46	23
	> 150.000	21	10,5

Validitas Convergence

To ensure that each indicator in a construct consistently represents the same theoretical concept. An indicator is declared to meet the validity criteria if it has an outer loading value above 0.70 and an Average Variance Extracted (AVE) value above 0.50 [17].

Table 2.
Outer Loading

	Service Quality	Atmosphere Cafe	Consumer Satisfaction	Perceived Value
X1.1	0,756			
X1.2	0,717			
X1.3	0,729			
X1.4	0,765			
X1.5	0,738			
X1.6	0,813			
X1.7	0,745			
X1.8	0,776			
X2.1		0,750		
X2.2		0,757		
X2.3		0,786		
X2.4		0,791		
X2.5		0,763		
X2.6		0,765		
Y.1			0,771	
Y.2			0,810	
Y.3			0,791	
Y.4			0,726	
Y.5			0,765	
Y.6			0,787	
Y.7			0,834	
Z.1				0,787
Z.2				0,754
Z.3				0,765
Z.4				0,786
Z.5				0,758
Z.6				0,792
Z.7				0,724

The results of the convergent validity test using the loading value in table 2. Above, it is known that all variables have a loading value for all indicators > 0.7 , therefore it may be argued that the instrument used to measure the variables of Service Quality, Café Atmosphere, Consumer Satisfaction and Perceived Value is valid.

Table 3.
Average Variance Extracted (AVE)

	AVE Value
Service Quality	0,570
Atmosphere Cafe	0,591
Consumer Satisfaction	0,615
Perceived Value	0,588

Based on Table 1 above, it is known that all variables in this study have an AVE value of > 0.5 , therefore it may be argued that the instruments used to measure the variables of Service Quality, Cafe Atmosphere, Consumer Satisfaction and Perceived Value are declared valid.

Discriminatory Validity

to ensure that the constructs being tested are completely different from each other. The validity of the discriminator can be seen from two main criteria:

- The cross loading value of each indicator to its own construct is higher than that of other constructs.
- Fornell-Larcker Criterion value: the square root of AVE of each construct is greater than the correlation between constructs.

Table 3.
Fornell-Lacker Criterion

	Atmosphere Cafe	Consumer Satisfaction	Perceived Value	Service Quality
Atmosphere Cafe	0,769			
Consumer Satisfaction	0,675	0,784		
Perceived Value	0,646	0,735	0,767	
Service Quality	0,657	0,744	0,697	0,755

Table 3. above, you can see the outcomes of the validity test that was conducted using the Fornell-Lacker Criterion technique. The numbers on the diagonal of the table were carefully examined. According to the data shown above, the variables Service Quality, Cafe Atmosphere, Consumer Satisfaction, and Perceived Value have square roots of AVE values higher than their correlation values with other factors. As a result, we may say that discriminatory validity is satisfied.

Table 4.
Cross Loading

	Service Quality	Atmosphere Cafe	Consumer Satisfaction	Perceived Value
X1.1	0,756	0,507	0,534	0,516
X1.2	0,717	0,351	0,523	0,471
X1.3	0,729	0,514	0,553	0,557
X1.4	0,765	0,570	0,601	0,544
X1.5	0,738	0,503	0,541	0,477
X1.6	0,813	0,525	0,578	0,559
X1.7	0,745	0,525	0,556	0,555
X1.8	0,776	0,458	0,605	0,521
X2.1	0,414	0,750	0,483	0,476
X2.2	0,535	0,757	0,511	0,517
X2.3	0,493	0,786	0,472	0,526
X2.4	0,533	0,791	0,555	0,508
X2.5	0,526	0,763	0,536	0,471
X2.6	0,521	0,765	0,552	0,482
Y.1	0,558	0,509	0,771	0,546
Y.2	0,611	0,533	0,810	0,662
Y.3	0,588	0,500	0,791	0,569
Y.4	0,543	0,453	0,726	0,515
Y.5	0,579	0,542	0,765	0,619
Y.6	0,563	0,597	0,787	0,550
Y.7	0,637	0,563	0,834	0,559
Z.1	0,526	0,428	0,534	0,787
Z.2	0,543	0,479	0,564	0,754
Z.3	0,513	0,510	0,533	0,765
Z.4	0,578	0,537	0,619	0,786
Z.5	0,535	0,544	0,579	0,758
Z.6	0,571	0,517	0,562	0,792
Z.7	0,463	0,444	0,544	0,724

It can see that each indication has a larger value loading on the Service Quality, Café Atmosphere, Consumer Satisfaction, and Perceived Value variables than the value of cross loading against other factors based on the results of the discriminant validity test displayed in table 4. It follows that this study instrument's data satisfies the requirements for discriminant validity.

Reliability Test

To measure the internal consistency between indicators in measuring latent constructs. The reliability level of a construct can be met if the CR value is $\geq 0.70 \rightarrow$ reliable (good) and if Cronbach's Alpha value $\geq 0.70 \rightarrow$ high internal consistency [16].

Table 5.
Composite Reliability dan Cronbach Alpha

	Cronbach's alpha	Composite reliability
Service Quality	0,892	0,914
Atmosphere Cafe	0,862	0,897
Consumer Satisfaction	0,895	0,918
Perceived Value	0,883	0,909

Based on Table 5. The above shows that it can be known that the Cronbach's alpha and composite reliability values obtained by the variables Service Quality, Cafe Atmosphere, Consumer Satisfaction and Perceived Value > 0.7 can be concluded that the entire construct is reliable.

Inner Model R-Square (R²)

The statistic that is used to measure the degree of association between the independent variable and the dependent variable is known as R². The R² value is used to measure the predictive power of the model, where the acquisition of a number of 0.75 represents a significant or strong contribution. Meanwhile, 0.50 is categorized as a moderate level of influence and 0.25 is categorized as a low level of influence [17].

Table 6.
R-square

	R-square
Perceived Value	0,548
Consumer Satisfaction	0,668

The preceding study shows that with an R-squared value of 0.548 for the variable Perceived Value, Service Quality and Café Atmosphere account for 54.8% of the variance in Perceived Value, which is considered a reasonable model. Outside of this model, additional factors account for the remaining 45.2%.

The findings Service Quality, Café Atmosphere, and Perceived Value, which contain medium models, explain 66.8% of the variance in Consumer Satisfaction, according to the aforementioned research, which reveals an R-squared value of 0.668 for the variable Consumer Satisfaction. Excluding this model, additional factors account for the remaining 33.2%.

Predictive Relevance (Q2)

This test shows the model's predictive ability of observational data. A Q^2 value of > 0 indicates that the model has good predictive capabilities.

Table 7.
Q-square results

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Perceived Value	1190,000	816,591	0,314
Consumer Satisfaction	1190,000	714,178	0,400

The results of the above analysis obtained a Q-square value > 0 , therefore it may be argued that the model in this study has good predictive relevance.

Uji Hypothesis

Hypothesis testing was carried out using the bootstrapping method in SmartPLS to find out if the relationship between variables is statistically significant. A statistical relationship is categorized as significant if the t-statistical value > 1.96 ($\alpha = 0.05$) Equitably, the significance can be validated through a p-value of < 0.05 which indicates that the research hypothesis is empirically acceptable [16].

Table 8.
Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Quality -> Consumer Satisfaction	0,366	0,369	0,110	3,317	0,001
Cafe Atmosphere -> Consumer Satisfaction	0,214	0,212	0,087	2,472	0,013
Perceived Value -> Consumer Satisfaction	0,341	0,340	0,101	3,366	0,001

The results of the above analysis show that:

1. The first hypothesis test obtained a statistical t-value of $3.317 > 1.96$ and a p-value of $0.001 < 0.05$, then H1 is accepted, therefore it may be argued that Service Quality has a beneficial and substantial influence on Consumer Satisfaction.
2. The second hypothesis test obtained a statistical t-value of $2.472 > 1.96$ and a p-value of $0.013 < 0.05$, so H2 is accepted and It may be inferred that the Cafe Atmosphere has a beneficial and substantial influence on Consumer Satisfaction.
3. The third hypothesis test obtained a statistical t-value of $3.366 > 1.96$ and a p-value of $0.001 < 0.05$, then H3 is accepted, then It may be inferred that the Perceived Value has a beneficial and substantial influence on Consumer Satisfaction.

Mediation Test (Indirect Effect)

To test whether the *Perceived Value* (*Z*) variable acts as a mediating variable in the relationship between Service *Quality* (*X1*), Cafe Atmosphere (*X2*), and Customer *Satisfaction* (*Y*), an indirect effect analysis was used in SmartPLS software. The test procedure was carried out by applying the indirect effect bootstrapping technique. With the mediation criteria: If the direct and indirect influence is significant, then mediation is partial, If the direct influence is not significant but the indirect influence is significant, then mediation is full (full mediation).

Table 9.
Mediation Test (Indirect Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Quality -> Perceived Value -> Consumer Satisfaction	0,163	0,163	0,058	2,829	0,005
Cafe Atmosphere -> Perceived Value -> Consumer Satisfaction	0,113	0,113	0,048	2,379	0,017

1. The fourth hypothesis test obtained a statistical t-value of $2.829 > 1.96$ and a p-value of $0.005 < 0.05$, then H4 is accepted, then It may be inferred that Service Quality affects Consumer Satisfaction through perceived value.
2. The fifth hypothesis test obtained a statistical t value of $2.379 > 1.96$ and a p-value of $0.017 < 0.05$, then H5 is accepted, then It may be inferred that the Cafe Atmosphere has an effect on Consumer Satisfaction through perceived value.

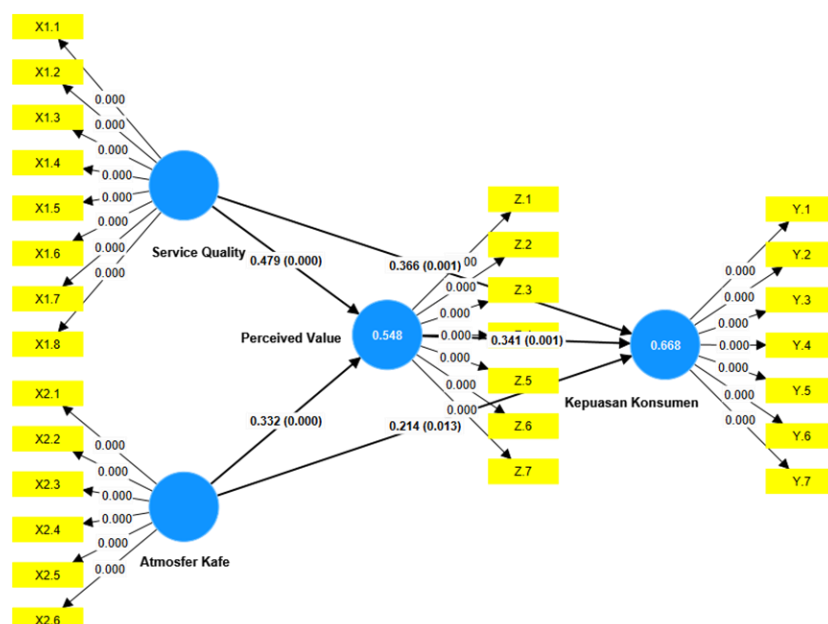


Image 1 Conceptual Framework

Source: SmartPLS 4.0 Processing Data (2026)

Discussion

The Effect of *Service Quality* on *Consumer Satisfaction* (H1)

The results showed that *service quality* had a positive and significant effect on *perceived value* with a coefficient value of $\beta = 0.366$, t-statistic = **3.317**, and p-value = **0.001**. This value indicates that the improvement in service quality significantly increases the perception of value felt by Cafe Paddy Breeze consumers. This means that the better the service provided, the higher the consumer's assessment of the benefits obtained compared to the sacrifices made. These findings confirm that service quality is a major factor in the formation of consumer value evaluations.

Theoretically, these results are in line with the concept *customer perceived value* that perceived value is formed from the comparison between the total benefit and the total cost. Quality of service is included in the components *service value* and *personnel value*, which directly increases non-monetary benefits such as convenience, sense of value, and trust. When the quality of service increases, the benefits felt by consumers also increase, so that the perceived value becomes higher [3]. The results of this study are consistent with research by [18].

In the context of Cafe Paddy Breeze, service quality such as speed of service, friendliness of staff, and reliability in fulfilling orders has been proven to increase the perception of consumer value. Consumers consider that a good service experience makes the price paid feel more commensurate. Therefore, improving service quality is an important strategy in strengthening consumer satisfaction.

The Influence of *Café Atmosphere* on *Consumer Satisfaction* (H2)

The results of the analysis showed that the café atmosphere had a positive and significant effect on consumer satisfaction with a value of $\beta = 0.214$, t-statistic = **2.472**, and p-value = **0.013**. This shows that the atmosphere of the café makes a real contribution to creating consumer satisfaction. A comfortable and pleasant environment enhances the emotional experience of consumers. These findings support the concept *servicescape* which states that the physical environment influences the affective response of consumers. A well-designed atmosphere can improve mood and comfort, thus strengthening satisfaction [5].

The results of this study are in line with the research conducted by [19] and [7] In the context of Cafe Paddy Breeze, the elegant atmosphere is the main plus. However, consumer satisfaction still depends on a balance between aesthetics and functional comforts such as cleanliness and layout.

The Effect of *Perceived Value* on *Consumer Satisfaction* (H3)

The results of the study show that *perceived value* has a beneficial and substantial influence on consumer satisfaction with a value of $\beta = 0.341$, t-statistic = **3.366**, and p-value = **0.001**. These findings show that consumers feel satisfied when the benefits received are considered worth the sacrifices made. *Perceived value* becomes the final evaluation before satisfaction is formed. These findings are in line with the theory that satisfaction is strongly influenced by the perception of value. When the perceived value is high, consumers will feel that the decision to visit is the right one [20].

These results support the research conducted by [21] and [10]. For Cafe Paddy Breeze, these findings show the importance of ensuring that the prices offered are worth the experience provided. The perception of "worth it" is the key in shaping consumer satisfaction.

Service quality affects consumer satisfaction through perceived value (H4).

Based on the findings of the tests, it can be concluded that the perceived value of service quality significantly impacts customer satisfaction. As the fourth hypothesis (H4) is lower than 0.05, the t-statistics value is 2,829, which is more than 1,96, and the p-value is 0,005, which is smaller than 0.05, it may be concluded that this is the case. Based on these results, it's clear that service quality has an effect on customer happiness both directly and indirectly, via the value that customers perceive. Service quality and customer happiness are inversely related; perceived value mediates this connection. The results of this study are in line with the research conducted by [22].

The atmosphere of the café affects Consumer Satisfaction through perceived value (H5).

The results of the fifth hypothesis test show that the atmosphere of the café has an effect on consumer satisfaction through perceived value. This is evidenced by the value of $\beta = 0.332$, the t-statistical value of **2.379** which is greater than 1.96 and the p-value of **0.017** which is smaller than **0.05**, so that the fifth hypothesis (H5) is declared accepted. These findings indicate that the influence of café atmosphere on consumer satisfaction is not only direct, but also occurs through the formation of perceived value perceptions by consumers. Thus, perceived value acts as an intervening variable that bridges the relationship between café atmosphere and consumer satisfaction.

Theoretically, these results are in line with the concept of atmosphere, which states that environmental design through visual, auditory, olfactual, and tactile stimuli is able to create certain emotional responses in consumers. These emotional responses then affect the consumer's cognitive evaluation of the benefits obtained during the visit. A comfortable, aesthetic, and conducive café atmosphere will increase consumers' perception that the experience obtained has high value, thus strengthening perceived value before finally triggering satisfaction [4].

The findings of this study are also consistent with previous research conducted by [10] and [19]. In the context of Cafe Paddy Breeze Fine Dining & Specialty Coffee, these results imply that optimal management of the café atmosphere will improve the perception of consumer value and ultimately have a positive impact on consumer satisfaction levels.

4. Conclusion

1. Service *quality* has a beneficial and substantial influence on consumer satisfaction. The test results showed a coefficient value of $\beta = 0.366$, t-statistic = **3.317**, and p-value = **0.001**, which means that services that meet or exceed consumer expectations directly encourage the creation of consumer satisfaction.
2. The atmosphere of the café has a beneficial and substantial influence on consumer satisfaction. The test results showed a coefficient value of $\beta = 0.214$, t-statistic = **2.472**, and p-value = **0.013**, which means that the café atmosphere directly encourages the creation of consumer satisfaction. Comfortable and pleasant environment enhances the emotional experience of consumers

3. Perceived value *has* been proven to have a positive and significant effect on consumer satisfaction. The results of the analysis showed a coefficient value of $\beta = 0.341$, t-statistic = **3.366**, and p-value = **0.001**, which confirms that consumers will feel more satisfied when they judge the benefits obtained to be proportional to or greater than the sacrifices made.
4. Perceived value is proven to play a role as an intervening variable of the influence of service quality on consumer satisfaction as evidenced by the value of the coefficient of $\beta = 0.479$, the t-statistical value of **2.829** which is greater than **1.96** and the p-value of **0.005** which is smaller than **0.05**. These findings indicate that the influence of service quality on consumer satisfaction is not only direct, but also occurs through perceived value felt by consumers.
5. Perceived value was proven to play a role as an intervening variable of the influence of café atmosphere on consumer satisfaction as evidenced by a t-statistical value of **2.379** (> 1.96) and a p-value of **0.017** (< 0.05). These findings confirm that a comfortable, aesthetically pleasing and supportive café atmosphere can increase consumer perception of value, which further encourages the creation of satisfaction.

The contribution of this study lies not only in filling a gap in the literature regarding specific geographic contexts and market segments, but also in offering empirical insights into the development of a model of inter-variable relationships within the context of the experience-oriented culinary industry. Theoretically, this study is expected to make a significant contribution to enriching the literature on service quality, atmosphere, perceived value, and customer satisfaction, particularly in the context of fine-dining cafes in non-metropolitan areas.

There are some disadvantages associated with this research, however. First of all, it was conducted in just one coffee shop, which limits its generalizability to other sites. Secondly, the cross-sectional methodology cannot give information about how consumer attitudes could have changed throughout the observation period. Future studies can solve this problem by extending the scope of the object of research and using longitudinal analysis techniques. Additionally, it would be worthwhile for the researchers to include extra variables in their analysis to obtain better insights into customer satisfaction.

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