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Factors Influencing Consumer Interest in Visiting Coffee Shops in Medan

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The purpose of this study was to analyze the factors influencing consumer interest in visiting coffee shops in Medan. This study focused on five main variables: product quality, price, service, atmosphere, and product innovation. The research sample was determined based on the minimum criteria for multiple linear regression analysis, which was at least 5–10 times the number of research variable indicators, resulting in a sample size of 50 respondents. Respondents were coffee shop consumers in Medan who had visited Baraka, Sekata, Heloki, and Dominico coffee shops. Consumer interest in visiting coffee shops was primarily influenced by service quality and atmosphere, while product quality played a smaller role. Price and product innovation were insignificant, indicating that experience and comfort were more important. Therefore, coffee shops in Medan should focus on improving service, product quality, and atmosphere rather than lowering prices or increasing innovation.

Keywords: consumer interest, coffee shops, product quality, price, service, ambiance, product innovation, business strategy, customer loyalty

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis faktor-faktor yang memengaruhi minat konsumen dalam mengunjungi kedai kopi di Kota Medan. Penelitian ini berfokus pada 5 (lima) variabel utama, yaitu kualitas produk, harga, pelayanan, suasana, dan inovasi produk. Sampel penelitian ditentukan berdasarkan kriteria minimum analisis regresi linier berganda, yaitu setidaknya 5–10 kali jumlah indikator variabel penelitian, sehingga didapatkan jumlah sampel yang digunakan adalah 50 responden. Responden merupakan konsumen kedai kopi di Kota Medan yang pernah berkunjung ke kedai kopi Baraka, Sekata, Heloki, dan Dominico. Minat konsumen untuk mengunjungi kedai kopi terutama dipengaruhi oleh kualitas pelayanan dan suasana, sementara kualitas produk berperan lebih kecil. Faktor harga dan inovasi produk tidak signifikan, yang menunjukkan bahwa pengalaman dan kenyamanan lebih penting. Oleh karena itu, kedai kopi di Kota Medan sebaiknya berfokus pada peningkatan pelayanan, kualitas produk, dan suasana daripada menurunkan harga atau memperbanyak inovasi.

Kata Kunci: minat konsumen, kedai kopi, kualitas produk, harga, pelayanan, suasana, inovasi produk, strategi bisnis, loyalitas pelanggan

INTRODUCTION

Medan, as one of the major cities and economic centers in Indonesia, has experienced significant growth in the lifestyle and consumption sectors, particularly in the coffee shop industry. This growth is driven by various factors, such as increased public income, changing lifestyles, and the rising popularity of coffee among both young and adult generations (Harwani & Sihite, 2019; Lazuardie, 2023). According to data from the Central Statistics Agency of Medan City, the number of coffee shops in the city continues to increase each year, reflecting the growing demand for hangout spots that offer comfort, high-quality coffee, and engaging social experiences (Harwani & Sihite, 2019).

Design trends such as village-style, retro, and vintage aesthetics, wrapped in a modern ambiance, have become favorites in the café industry today. These concepts create a unique atmosphere that attracts consumers. According to Rancati et al (2023), one indicator of a café's success is when

visitors begin capturing moments through photographs, indicating their emotional connection to the atmosphere created. In this highly competitive market, coffee shop owners strive to provide unique experiences and lasting impressions for their customers.

However, this rapid growth has also led to intense competition within the coffee shop industry in Medan. To remain relevant, business owners must understand the factors influencing consumers' purchase intentions. According to Maulidah & Russanti (2021), consumer purchase intentions are influenced by factors such as occupation, lifestyle, motivation, social influences, price, and product quality. For instance, occupation affects consumers' purchasing power based on their income, while lifestyle determines product choices that align with personal habits and preferences. Personal motivation, social influence from friends or family, and promotional strategies such as discounts also play a crucial role in shaping consumer decisions.

Kotler & Keller (2016) further emphasize that product quality, service, ambiance, and product innovation are often the main determinants in selecting a coffee shop. For example, the use of high-quality raw materials and advanced technology in the production process can enhance consumer trust in the products. Amid economic uncertainties, effective marketing strategies, such as attractive promotions and providing a comfortable atmosphere, become key factors for business success (Setiawan & Fariyanti, 2019; Dhisasmitho & Kumar, 2020).

The urgency of research on consumer preferences in the coffee shop industry is increasing, given this sector's contribution to the local economy. In addition to creating job opportunities, the coffee shop industry also plays a role in supporting the tourism and lifestyle sectors in Medan (Dhisasmitho & Kumar, 2020). A deep understanding of consumer expectations will help business owners develop strategies to attract new customers while maintaining the loyalty of existing ones (Harwani & Sihite, 2019).

This study is also expected to provide empirical insights to coffee shop business owners regarding strategies for competing in a dynamic market. By adjusting prices, improving service quality, introducing product innovations, and creating an ambiance that aligns with consumer preferences, business owners can strengthen their market position. Furthermore, this study contributes to marketing literature in the hospitality and lifestyle sectors, particularly in the Indonesian market context (Rahmawati & Yulianto, 2023). The success of coffee shops in Medan depends on their ability to understand and fulfill consumers' needs and desires. With a strategic approach, this industry has significant potential to continue growing and making a meaningful contribution to the local economy (Aulia et al., 2021).

Customer Interest

Consumer interest is the tendency of an individual to purchase or use a product or service based on their preferences and needs. According to Kotler & Keller (2016), consumer interest is influenced by various factors, including personal, psychological, and social factors. In the context of coffee shops, consumer interest can be driven by the comfort of the place, product quality, social interactions, and the innovations offered. A high level of interest will influence consumers' decisions to visit repeatedly, ultimately increasing customer loyalty.

Product Quality

Product quality is one of the key factors influencing consumer interest. The concept of product quality is based on dimensions such as reliability, durability, and uniqueness. In the context of coffee shops, product quality includes aspects such as coffee taste, ingredient freshness, and consistency in presentation, which are key considerations for consumers (Zeithaml et al., 2018). Product quality serves as a primary determinant of consumer interest, encompassing factors like coffee taste, ingredient freshness, and consistency in serving (Harwani & Sihite, 2019). A reliable, durable product with unique offerings can further enhance consumers' perception of quality (Kusumaradya et al., 2021).

Literature Review

Price

Price is a crucial element in influencing consumer decisions, especially in a competitive market like coffee shops. According to Zeithaml et al. (2018), price perception has a direct impact on consumers' evaluation of the value provided by a product. In coffee shops, reasonable pricing that aligns

with the quality offered will have a positive effect on consumer interest. Price is also a significant factor affecting consumer interest, particularly in the competitive coffee shop industry (Harwani & Sihite, 2019). Consumers often evaluate the value they receive based on price, and fair pricing that corresponds to the quality offered can positively impact their interest (Natasha & Subakti, 2021).

Service

Service is a crucial factor that significantly influences the overall consumer experience. Kotler et al (2019) explain that good service can create customer satisfaction, which contributes to increasing consumer interest in returning. In coffee shops, service may include staff friendliness, service speed, and the ability of staff to provide recommendations. Service quality, including staff friendliness and responsiveness, service speed, and the ability to give recommendations, also plays an important role in shaping consumer interest.

Place Atmosphere

Ambience is a crucial element in creating a pleasant experience for consumers. According to Mohan & Sharma (2023), the atmosphere of a place can enhance the emotional value and overall consumer experience. In a coffee shop, a comfortable ambience, appealing interior aesthetics, and proper lighting can influence consumer interest in visiting and spending time there. The atmosphere or overall environment of a coffee shop, including comfort, cleanliness, and aesthetic appeal, can significantly impact consumer interest and their overall experience (Aprillia & Mustofa, 2022).

Product Innovation

Product innovation, particularly in the form of new menu items or beverage variations, is one of the key factors that can attract consumer interest. According to Wachdijono et al (2022), product innovation provides a competitive advantage for businesses, helping them capture consumer attention. In coffee shops, innovations such as seasonal drinks, diverse coffee bean selections, or unique flavor collaborations can enhance consumer interest. In coffee shops, innovations such as seasonal drinks, diverse coffee bean selections, or unique flavor collaborations can enhance consumer interest (Wachdijono et al., 2022). The purpose of this study is to analyze the factors influencing consumer interest in visiting coffee shops in Medan City. This research focuses on five key variables: product quality, price, service, ambience, and product innovation. By understanding how each of these factors contributes to consumers' decisions to visit coffee shops, this study aims to provide insights for business owners in designing more effective strategies to enhance customer attraction and loyalty.

METHODS

This research employs a quantitative approach with multiple linear regression analysis to identify the factors influencing consumer interest in coffee shops in Medan City. A survey method is used to collect data from coffee shop consumers in Medan City. The research instrument consists of a questionnaire containing statements related to the study variables, namely product quality, price, service, ambience, and product innovation.

The population of this study consists of all coffee shop consumers in Medan City. The sampling technique used is purposive sampling, with the criteria for respondents being consumers who have visited a coffee shop in Medan at least once in the last three months. The sample size is determined based on the minimum criteria for multiple linear regression analysis, which requires at least 5-10 times the number of research variable indicators. Since there are five independent variables in this study, the total sample size used is 50 respondents. The respondents are coffee shop consumers in Medan City who have visited Baraka, Sekata, Heloki, and Dominico coffee shops. These four coffee shops were selected due to their similar design and concept, as well as their focus on selling the same product, namely Gayo Arabica coffee.

Primary data was collected through an online questionnaire distributed to respondents. Each question in the questionnaire was measured using a 5-point Likert scale, where 1 indicates "strongly disagree" and 5 indicates "strongly agree.". The data obtained was analyzed using multiple linear regression analysis to determine the effect of each independent variable on the dependent variable, which is consumer interest. This analysis was conducted using SmartPLS 4 software. Although this

application is commonly used for Partial Least Squares (PLS) analysis, it is also effective in analyzing multiple linear regression.

Multiple Linear Regression Analysis with SmartPLS 4 involves several key steps. First, the instrument validation stage is conducted using SmartPLS 4 to test the validity and reliability of the research instrument. Validity is assessed through outer loading, where values must be above 0.7, while reliability is tested using Composite Reliability (CR) and Average Variance Extracted (AVE), with CR values required to be greater than 0.7 and AVE values above 0.5. Once the instrument is deemed valid and reliable, the structural model is analyzed to examine relationships between variables. This process includes evaluating the path coefficient, t-statistic, and p-value to determine the significance of the independent variables' effects on the dependent variable. Additionally, the coefficient of determination

R^2 is tested to assess the extent to which independent variables contribute to the dependent variable, indicating how much variation in consumer interest can be explained by the study's variables. Lastly, significance testing is conducted using t-tests and p-values for each path coefficient, with an effect considered significant if the p-value is less than 0.05.

RESULT

Respondents were randomly selected based on the fulfilled criteria, namely being over 17 years old, having visited a coffee shop, or currently being at the coffee shop. Respondents answered the questionnaire through the provided Google Form.

Table 1
Research Respondent Data

Category	Subcategory	Number	Percentage (%)
Gender	Female	18	36%
	Male	32	64%
Education	Master's Degree	4	8%
	Bachelor's Degree	14	28%
	Diploma	6	12%
	High School	24	48%
Occupation	Entrepreneur	19	38%
	Private Employee	11	22%
	Housewife	4	8%
	Civil Servant (ASN)	1	2%
	Student	9	18%
	Lecturer	3	6%
	Doctor	3	6%
Income (Million IDR)	Below 2 million	6	12%
	2 to 3.9 million	11	22%
	4 to 6.9 million	26	52%
	Above 7 million	7	14%

source: processed data

Table 2
Average Respondents' Answers

No	Variable	Question Item	Average
1	Product Quality	The product quality is good	4.059
		The taste meets expectations	4.098
		Cleanliness & safety standards are met	4.098
		Superiority compared to competitors	3.882
2	Price	Price matches quality	4.020
		Affordable price	4.020
		Competitive price	3.941
		Price corresponds to benefits	4.020

Table 2
Average Respondents' Answers

No	Variable	Question Item	Average
3	Service	Waiter/barista appearance is net & clean	3.992
		Employees are responsive	4.020
		Waiter/barista handles complaints well	4.000
		Friendly & comfortable service	4.020
		Ease of obtaining service	4.000
4	Ambience	Comfortable & attractive room layout	4.078
		Relaxing & crozy background music	4.098
		Cleanliness is maintained	4.098
		Good interior appearance	4.098
		Spacious area, photo spots & lighting are appropriate	4.059
5	Product Innovation	Products are innovative & unique	3.824
		Reguler product innovation	3.902
		Products follow trends	4.118
		Innovation adds value	4.020
6	Consumer Interest	Willing to repurchase & revisit	4.137
		Likely to recommed	4.098
		Interested in trying other variants	3.961
		Product becomes the main choice	4.039

source: processed data

Based on Table 2, it can be observed that overall, the product has good quality, the atmosphere of the place is comfortable, and the service is quite satisfactory. The price aspect is considered appropriate, although it is not yet highly competitive compared to competitors. Product innovation needs to be improved, especially in creating more unique products to attract more customer interest. Consumer interest in returning and recommending is quite high, indicating good satisfaction, but there is still room to enhance customer loyalty.

Validity and Reliability Testing of Research Questionnaires

A rigorous evaluation of validity and reliability in research questionnaires is essential to ensure accuracy and consistency in measuring the intended constructs or variables. In this context, validity refers to the extent to which a questionnaire accurately measures what it is supposed to measure, ensuring that the instrument truly captures the intended concept. Conversely, reliability pertains to the consistency of the questionnaire results, indicating the extent to which the instrument produces similar outcomes when administered repeatedly under comparable conditions.

The validation process ensures that the questionnaire is simple, feasible, reliable, precise, adequate for the research problem, reflects the underlying theory, and is capable of measuring change. By conducting validity and reliability tests on questionnaires, researchers enhance the accuracy and consistency of their instruments, thereby improving the validity and reliability of research findings (Al Jaghsi et al., 2021).

To determine whether a question item can measure what it is intended to measure, validity testing is conducted before concluding research results. If a study does not meet this requirement, the collected data will be questionable, and the survey conclusions cannot be trusted. Questionnaires are used to collect data from respondents in the form of self-reports or information about things they are familiar with.

Validity helps ensure that questions are written clearly and are easy to understand. The use of questionnaires in research requires a careful approach to ensure that the instrument used is robust and capable of generating meaningful data. Besides validity, reliability is a fundamental pillar in sound research methodology (Jaghshi et al., 2021).

The statistical analysis results present the Pearson Correlation Coefficient for each pair of questions in the research questionnaire. This coefficient measures the degree of linear relationship between two variables, which, in the context of questionnaire reliability, is used to assess the internal consistency among items. The test results indicate that the Pearson Correlation Coefficient ranges from

0.796 to 0.926, reflecting a strong positive relationship between items in the questionnaire. In other words, respondents' answers to one question tend to correlate with their responses to other questions. Since all obtained correlation coefficients exceed the critical value of the r-table, the questionnaire is considered valid for use in research.

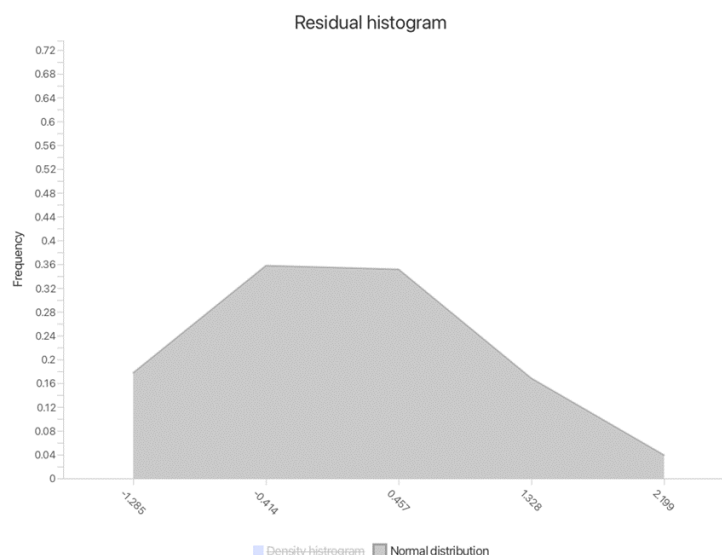
The reliability test aims to measure the extent to which the questionnaire is consistent and dependable in assessing the research variables. The reliability of a questionnaire reflects its ability to produce accurate and stable measurements of a particular construct or research variable. By conducting a reliability test, researchers can evaluate whether each question consistently measures the same aspect and how stable the results are when applied under different conditions or at different times. A high level of reliability indicates that the questionnaire can generate consistent data, thereby enhancing researchers' confidence in conducting analyses and drawing valid conclusions. Therefore, the reliability test is a crucial step in ensuring that the collected data can be trusted for further research.

The reliability test results show a Cronbach's Alpha value of 0.9864 for 26 questionnaire items. Cronbach's Alpha is a metric used to assess the internal consistency of a questionnaire or test, with values ranging from 0 to 1. Higher values indicate a greater level of internal consistency. In this case, the Cronbach's Alpha value of 0.9864 is extremely high, close to the maximum value of 1. This indicates that the items in the questionnaire have a very strong and consistent relationship with one another.

Therefore, this questionnaire can be reliably used to consistently measure the intended construct. This exceptionally high reliability level provides confidence that the questionnaire will produce consistent and dependable results in research. It confirms that the questionnaire has successfully passed the reliability test and is ready to be effectively used for data collection.

Classical Assumption Test

The classical assumption test is a series of statistical procedures used to verify whether the data meets the prerequisites required for a specific statistical analysis. This test is essential to ensure the validity and reliability of the analysis results. Meeting these assumptions ensures that the analysis findings can be correctly interpreted and that decisions based on the analysis are trustworthy. One of the assumptions tested is normality, which refers to the assumption that the data follows a normal distribution. The normality test is used to examine whether the data approximates a normal distribution. One method for testing normality is by using a residual histogram, which illustrates the distribution of residuals from the regression model. The residual histogram in Figure 1 indicates that this study demonstrates a normal distribution.



source: processed data

Figure 1
Residual Histogram

Another assumption tested is the absence of multicollinearity, which means that there is no strong linear relationship between independent variables in the regression model. Multicollinearity can cause issues in parameter estimation and model interpretation, as it leads to high variability in the regression coefficient estimates. A commonly used test to identify multicollinearity is the Variance Inflation Factor (VIF), which measures the extent to which an independent variable is influenced by other independent variables. A high VIF value (typically above 10) indicates serious multicollinearity, meaning that some independent variables are highly correlated with each other. In this study, no VIF values exceeded 10, with an average value of 1.

Partial Hypothesis Testing

Partial hypothesis testing in the context of regression analysis is used to examine the significance of the effect of a single independent variable on the dependent variable while controlling for the effects of other independent variables in the model. The results of the partial hypothesis test are obtained from the regression analysis output. This analysis is used to evaluate the relationship between independent variables (Product Quality, Price, Service, Atmosphere, and Product Innovation) and the dependent variable (Consumer Interest).

Table 3
Hypothesis Test Results

	Unstd. Coefficients	Std. Coefficients	Std. Error	T value	P value	2.50%	97.50%
Product Quality	0.261	0.235	0.129	2.020	0.049	0.001	0.522
Price	0.070	0.068	0.098	0.719	0.476	-0.127	0.267
Service	0.307	0.409	0.097	3.157	0.003	0.111	0.503
Place Atmosphere	0.284	0.346	0.097	2.932	0.005	0.089	0.479
Product Innovation	0.045	-0.044	0.129	0.350	0.728	-0.305	0.215
Intercept	-0.333	0.000	0.861	0.287	0.701	-2.065	1.399

source: processed data

Based on Table 3, the regression analysis results indicate that the independent variables have a significant influence on consumer interest. The variables Product Quality, Service, and Atmosphere significantly affect consumer interest. The unstandardized regression coefficient (B) values represent the direct impact of each independent variable on consumer interest. In this case, Service has the greatest impact with a coefficient of 0.307, followed by Atmosphere (0.284) and Product Quality (0.261). Thus, these regression analysis results provide a deeper understanding of the variables that significantly influence consumer interest, as well as the extent of contribution of each independent variable.

Simultaneous Testing

Simultaneous testing, also known as multivariate testing or simultaneous hypothesis testing, is a statistical method used to examine the collective influence of multiple independent variables on one or more dependent variables within a model. This method aims to determine whether the independent variables collectively have a significant impact on the dependent variable.

Table 4
F Test Result

	Sum square	df	Mean square	F	P value
Total	571.412	50	0.000	88.326	0.000
Error	52.840	45	1.174		
Regression	518.572	5	103.714		

source: processed data

Based on Table 4, the Anova analysis results show that the overall regression model is significant in predicting Consumer Interest, with an F-value of 88.326 and $p < 0.05$. This very small p-value indicates that at least one independent variable in the model has a significant influence on the dependent variable, which is Consumer Interest. This suggests that the regression model used is reliable in describing the relationship between independent variables and consumer interest.

This study reveals that the variables product quality, price, service, atmosphere, and product innovation collectively contribute significantly to variations in consumer interest. The magnitude of this contribution can be measured from the sum of squares in the regression section, which reaches 518.572. Meanwhile, the sum of squares in the residual section, reflecting variation unexplained by the model, is 52.840. This means that the regression model is able to explain most of the variations in Consumer Interest, with a relatively small residual sum of squares compared to the regression sum of squares. This indicates that the regression model has a strong predictive power in explaining the relationship between independent and dependent variables.

The coefficient of determination (R Square) in the context of the regression model measures the proportion of variation in the dependent variable that can be explained by the independent variables in the regression model. In this analysis, the Adjusted R Square value of 0.908 indicates that approximately 90.8% of the variation in Consumer Interest can be explained by the independent variables included in the regression model. Although this regression model is statistically significant, around 9.2% of the variation in consumer interest remains unexplained by the independent variables in this model. This suggests that there may be other factors beyond the independent variables used in this analysis that also influence Consumer Interest.

Overall, the simultaneous testing and regression analysis results indicate that the tested independent variables have a significant influence on Consumer Interest. However, there is still variation in Consumer Interest that the model cannot explain, highlighting the need for further research to identify other potential influencing factors.

These findings align with customer satisfaction theory proposed by Kotler & Keller (2016), which states that product quality is a key element in building customer loyalty and satisfaction. Product quality is a primary determinant influencing consumer preferences and choices in the coffee shop industry, significantly impacting customer visits and brand loyalty (Sari & Arini, 2021). Empirical evidence demonstrates a strong positive correlation between product quality and consumer interest, reinforcing the importance of maintaining high standards to attract and retain customers (Kim, 2018). These findings indicate that enhancing product quality directly contributes to increased consumer tendencies to visit and subscribe to a particular coffee shop (Tirtayasa, 2022). This observation aligns with established customer satisfaction theories, which position product quality as a fundamental element in long-term customer loyalty and satisfaction (Apigo et al., 2024). A commitment to superior product quality not only serves as an attraction for new customers but also strengthens relationships with existing customers through a consistent and positive experience.

In the coffee shop industry, product quality extends beyond just taste; it also encompasses various attributes such as texture, freshness, presentation, and consistency (Havidz et al., 2023). These factors collectively shape consumer perceptions and evaluations of product quality, ultimately influencing their purchase decisions. These results indicate that price is not the dominant factor. This may be because coffee shops often offer an experience rather than just a product. Various studies show that while price remains a consideration, its influence weakens when consumer experience factors come into play, such as the intrinsic quality of coffee, the ambiance of the shop, and the overall customer experience (Aulia, 2023; Bothma & Kuhn, 2018). This shift highlights the evolution of consumer preferences, especially in the context of specialty goods and services, where emotional and lifestyle aspects often outweigh purely price-based calculations.

In the coffee shop domain, price sensitivity is declining, as supported by findings indicating that most customers do not consider price a primary factor when choosing a coffee shop (Lee et al, 2015). Instead, aspects such as the availability of high-quality beverages, a comfortable and inviting atmosphere, and excellent customer service play a dominant role in shaping consumer preferences and loyalty (Husriadi, 2025). This aligns with research emphasizing coffee shops as providers of experiences and lifestyle affiliations, where purchasing activities go beyond merely acquiring a caffeinated beverage. The concept of perceived value further complicates the role of price, as consumer decisions are not solely based on absolute monetary costs but rather on a holistic perception of benefits versus sacrifices (Kim, 2018).

In this context, consumers demonstrate a willingness to pay more for a better experience, such as a conducive environment for work or socialization, personalized and attentive service, and expertly crafted coffee (Samoggia & Riedel, 2018). This phenomenon reflects a broader trend toward prioritizing hedonic and experiential value over purely utilitarian considerations, marking a fundamental shift from

traditional economic models that position price as the primary determinant of consumer choice (Kim & Kim, 2017). The transformation of coffee from a mere commodity into a high-demand specialty product also underscores the importance of understanding the key decision-making factors for consumers when selecting coffee powder produced by MSMEs (Samoggia & Riedel, 2018).

In the context of coffee shops, elements such as lighting, room layout, décor, aroma, and overall cleanliness create a holistic experience that enhances consumer appeal and encourages repeat visits (Morrison et al., 2010). Choosing the right location and creating a comfortable ambiance are also key factors in increasing customers' purchasing decisions (Aulia, 2023). A study revealed that a comfortable atmosphere in restaurants correlates with increased customer satisfaction, ultimately strengthening their intention to return (Morrison et al., 2010). Atmospheric factors such as lighting, interior colors, and background music have been proven to have a direct influence on the overall customer experience in the food and beverage service sector.

In the context of coffee shops, customer experience does not solely depend on the quality of the products offered but also on the creation of an environment that provides a sense of comfort and relaxation. Interior design and comfortable facilities are crucial in enhancing customer satisfaction and extending their visit duration. Customers tend to spend more time in cafés that offer a clean and comfortable environment (AbuThahir & Krishnapillai, 2018). Additionally, coffee shops are increasingly viewed as productive spaces for young professionals, creative entrepreneurs, and students, who use them as places to work and collaborate (Gwin, 2023).

The data indicates that product innovation does not have a significant influence on consumer interest in visiting coffee shops, as shown by a coefficient of -0.045 and a p-value of 0.728, which exceeds the 0.05 significance threshold. These results suggest that introducing new products may not effectively capture consumers' attention, possibly because they tend to prefer familiar products with consistent flavor profiles (Maciejewski & Mokrysz, 2019). These findings highlight the need to reassess conventional innovation theories in the coffee shop industry, where consumer behavior may differ from established models (Aulia et al., 2024). The preference for familiar products may reflect a deeper psychological tendency toward predictability and comfort, especially in environments designed for relaxation and social interaction (Christantyo & Shiratina, 2023).

CONCLUSION

Based on the regression analysis results, consumer interest in coffee shops is most influenced by service quality and atmosphere, both of which have been proven to have a positive and significant impact. Product quality also plays an important role, although with a more marginal level of significance. On the other hand, price and product innovation do not show a significant influence on consumer interest, indicating that customers prioritize experience and comfort over price or new product variations. Coffee shops should focus more on improving product quality, enhancing service, and creating a comfortable atmosphere rather than simply offering lower prices or excessive product innovation. Other factors not discussed in this study could serve as the basis for determining variables in future research, as the intercept has a p-value of 0.701, indicating that factors outside this model may also influence consumer interest.

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