The Influence of Free Wi-Fi and Music on Consumer Satisfaction in Coffee Shops at Garuda Street, Tambakrejo, Jombang

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ABSTRACT

This research aims to determine the influence of free Wi-Fi and music on consumer satisfaction. The research method used is a quantitative descriptive method. The data collection instrument used a questionnaire given to 90 respondents. Data were analyzed using multiple linear regression with the help of SPSS version 22 software. The independent variables of this research were free Wi-Fi and music, while the dependent variable was consumer satisfaction in coffee shops around Garuda Streat, Tambakrejo, Jombang. Results all statements are valid, reliable and pass the classical assumption test. Based on the results of the tests carried out, the variables free Wi-Fi and music have a partial positive effect on consumer satisfaction with regression coefficient values of 0.588 and 0.160 respectively. The free Wi-Fi variable has a significant effect on consumer satisfaction with a Sig value. 0.006 < 0.05 or t count 2.381 > t table 1.988. Meanwhile, the music variable has no significant effect on consumer satisfaction with the Sig value. 0.110 > 0.05 or calculated t value 1.617 < t table 1.988. The free Wi-Fi variable and the music variable simultaneously have a significant effect on the consumer satisfaction variable, because the Sig. value is 0.000 < 0.05 or the calculated F value is 10.753 > F table 3.100. According to the R Square value, it can be concluded that from the 100% figure, 19.8% of the free Wi-Fi and music variables simultaneously / together influence the consumer satisfaction variable, while the remaining 80.2% is influenced by other variables outside the model.

Keywords: Free Wi-Fi; Music; Consumer Satisfaction

INTRODUCTION

One of the downstream industries for coffee commodities is coffee shops. Currently, many coffee shops are popping up in various regions. The spread of the downstream coffee commodity industry is caused by several factors, one of which is the increase in people's coffee consumption. Data from the International Coffee Organization states that in the 2020/2021 period, coffee consumption in Indonesia reached 5 million sacks (60 kg), an increase of 4.04% from the previous year. Based on this data, Indonesia is the 5th largest coffee consumer in the world after Japan (Bilal & Achmad, 2023).

The proliferation of coffee shops is also proof that coffee is currently part of a trend that is popular with the public. The tradition of drinking coffee has become a tradition of Indonesian society, this tradition not only relieves fatigue and thirst, but also accompanies social life activities such as meetings, business, dating and studying. This is what makes the trend of drinking coffee increase sharply and indirectly the tradition of drinking coffee becomes part of a lifestyle. As coffee becomes a lifestyle, various brands and coffee shops appear around the community (Rahayu, 2023).

The era of globalization has changed the marketing paradigm, from initially product-oriented marketing, it has now shifted to consumer-oriented marketing. Marketing must be planned in advance by conducting analysis to determine consumer needs, wants and expectations. Marketers are required to know consumer purchasing behavior, because buyers' reactions to marketing strategies determine the success or failure of a company (Ermansyah & Muhajirin, 2022). Marketers are also required to not only sell goods, but also create impressive experiences for consumers. Consumers who have an impressive experience will generally tell their experiences to their relatives and colleagues or what is termed word of mouth, this can help the company, so they don't need to spend more on promotions (Sukatmadiredja, 2016).

Consumer satisfaction is one of the most important factors for a company's sustainability in competition (Kenda et al, 2022). Consumers tend to make repeat purchases when they are satisfied with what the company provides, be it product quality, service or facilities (Putri, 2016). To provide maximum satisfaction to consumers, companies must know the preferences that consumers prioritize most, although this is not easy to do.

Coffee shops use various methods to satisfy consumers by improving product quality, service and facilities. Looking at current developments, almost all people need an internet network, whether for socializing online, playing games, watching videos, and so on. Therefore, currently almost all coffee shops provide free internet services in the form of free Wi-Fi to support consumers' needs. In fact, most urban teenagers often access the internet in coffee shops, even though their schools are provided with facilities to access the internet for free (Panuju, 2017).

Apart from free Wi-Fi, the coffee shop also provides a sound system that is used to play music. This is not without reason, human life today is very closely linked to music. Almost all people today like music, regardless of age, gender, economy, education, and even if they are not educated in the art of music. Music is a means to express oneself or as entertainment because the lyrics contained in it can represent emotions within oneself, such as sadness, happiness, jealousy, enthusiasm and various other types of emotions (Hamzah, 2010). Music has also been shown to have a positive influence on purchases. This is in accordance with research (Andersson et al., 2012) that music has a positive influence on one of the most important things in consumer behavior, namely purchasing, as well as the level of arousal, although it depends on gender.

The description above initiated the author to take the final assignment title in the form of "The Influence of Free Wi-Fi and Music on Consumer Satisfaction in Coffee Shops Around Garuda Street, Tambakrejo, Jombang" as a requirement for graduation and obtaining a bachelor's degree in agriculture. The objectives of this research are: 1) to find out the effect of free Wi-Fi and music on consumer satisfaction in coffee shops around Garuda Street, Tambakrejo, Jombang, 2) to find out the effect of music on consumer satisfaction in coffee shops around Garuda Street, Tambakrejo, Jombang, and 3) to determine the effect of free Wi-Fi and music on consumer satisfaction in coffee shops around Garuda Street, Tambakrejo, Jombang.

METHOD

The method used in this research is a quantitative method. According to (Sugiyono, 2019:8), quantitative methods are used to research certain populations or samples, data collection uses research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. Data collection techniques were carried out using observation, questionnaires and documentation. The research instrument used in this research was a questionnaire with closed statements. Data analysis techniques in this research are: 1) data quality test (validity and reliability test), 2) classic assumption test (normality, linearity, multicollinearity and heteroscedasticity tests), and 3) multiple linear regression analysis in the form of hypothesis testing (t test and F test) and coefficient of determination all of which was done using the help of the IBM SPSS version 22 program.

The subject of this research is a coffee shop located around Garuda Street, Tambakrejo, Jombang. This location was chosen because no similar research had been conducted and the location was affordable/close to the author's domicile. The author in this study took 3 coffee shops, namely: 1) Leaders Coffee (Askum Cafe), located across the road from the Al-Musthofa prayer room, 2) Antheng coffee shop which is west of the Al-Musthofa prayer room, and 3) the Kopi Lawas Jombang coffee shop which is to the west of the Sinar Alami building shop. All of these coffee shops are located on Garuda Street and west of KH University. A. Wahab Hasbullah, Tambakberas, Jombang. These 3 stalls were used as research locations because they met the desired criteria, such as the availability of free Wi-Fi facilities and regularly played music.

The population in this research is coffee shop consumers around Garuda Street, Tambakrejo, Jombang, especially consumers at 3 coffee shops located to the west of the KH. Abdul Wahab Hasbullah campus. The sample taken in this research amounted to 90 respondents. This number was taken referring to suggestions regarding sample size by Roscoe in Sugiyono (2019:91), namely: A suitable sample size in research is between 30 and 500. The sampling technique in this research is Accidental Sampling. Accidental Sampling is the selection of samples from anyone who happens to be present or encountered by the researcher.

Independent variables (X): free Wi-Fi (X1) and music (X2)

Dependent variable (Y): consumer satisfaction.

RESULT AND DISCUSSION
Result
Multiple Linear Regression Analysis
Table 1 Multiple Linear Regression Analysis Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	*Sig.*
	B	Std. Error	Beta		
1 (Constant)	13,553	2,378		5,699	,000
free Wi-Fi (X1)	,558	,197	,320	2,831	,006
music (X2)	,160	,099	,183	1,617	,110

a. Dependent Variable: consumer satisfaction (Y)

From the table of results of the multiple linear regression equation between the free Wi-Fi and music variables on consumer satisfaction, it can be presented as follows.
$$Y = a + b1X_1 + b2X_2 + e$$
$$Y = 13,553 + 0,558X_1 + 0,160X_2 + e$$
From the equation above it can be interpreted as follows.

a   = 13,553, shows that if the free Wi-Fi and music variables are zero or constant, then consumer satisfaction is worth 13.553.

b1   = 0,558, shows that for every additional 1% free Wi-Fi (X1), consumer satisfaction will increase by 0.558. Based on the regression coefficient figure of +0.588, it can be stated that free Wi-Fi (X1) has a positive effect on consumer satisfaction (Y).

b2   = 0,160, shows that for every 1% addition of music (X2), consumer satisfaction will increase by 0.160. Based on the regression coefficient figure of +0.160, it can be stated that music (X2) has a positive effect on consumer satisfaction (Y).

- **Hypothesis Test**

T test

Free Wi-Fi: From the results of the Coefficient table, the Sig. value on variable X1 is 0.006 <0.05, so it can be stated that Ho1 is rejected and Ha1 is accepted, meaning that there is a significant influence between free Wi-Fi (X1) partially on the consumer satisfaction variable (Y). Meanwhile, based on the t value, variable X1 has a value of 2.381> t table 1.988, so it can be stated that Ho1 is rejected and Ha1 is accepted, meaning that there is a significant influence between free Wi-Fi (X1) partially on the customer satisfaction variable (Y).

Music: From the results of the Coefficient table, the Sig. value of the X2 variable is 0.110> 0.05, so it can be stated that Ho2 is accepted and Ha2 is rejected, which means that the music variable (X2) partially has no significant effect on the customer satisfaction variable (Y). Meanwhile, based on the t value, the X2 variable has a value of 1.617 < t table 1.988, so it can be stated that Ho2 is accepted and Ha2 is rejected, which means that the music variable (X2) partially has no significant effect on the customer satisfaction variable (Y).

F test

Table 2 F Test Results

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	*Sig.*
1	Regression	178,856	2	89,428	10,753	,000ᵇ
	Residual	723,544	87	8,317		
	Total	902,400	89			

a. Dependent Variable: consumer satisfaction (Y)

b. Predictors: (Constant), music (X2), free Wi-Fi (X1)

From the results of the Anova table, it can be seen that there is a Sig. value of 0.000 <0.05, so it can be stated that H1 is accepted and H0 is rejected, which means that free Wi-Fi (X1) and music (X2) together (simultaneously) have a significant effect on customer satisfaction (Y). From the Anova table it can also be seen that there is a calculated F value of 10.753> F table 3.100. so it can be stated that H1 is accepted and H0 is rejected, which means that free Wi-Fi (X1) and music (X2) together (simultaneously) have a significant effect on customer satisfaction (Y).

- **Determination Coefficient Test**

Table 3 Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,445ᵃ	,198	,180	2,884

a. Predictors: (Constant), musik (X2), free Wi-Fi (X1)

From the results of the coefficient of determination using the summary model above, it can be seen that R Square has a value of 0.198. This can be interpreted that out of 100%, 19.8% of the free Wi-Fi and music variables simultaneously / together affect the customer satisfaction variable, while the remaining 80.2% is influenced by other variables outside the model.

Discussion

The Influence of Free Wi-Fi on Customer Satisfaction

From the results of data analysis that has been carried out using the SPSS version 22 statistical program software, by going through several tests, it can be seen that the free Wi-Fi variable has a positive and significant effect on customer satisfaction. The free Wi-Fi variable has a positive effect on customer satisfaction can be seen by looking at the regression coefficient number of the free Wi-Fi variable, which is + 0.588 and can be interpreted that every 1% increase in the level of free Wi-Fi (X1), customer satisfaction will increase by 0.558. Meanwhile, to find out that the free Wi-Fi variable partially (individually) has a significant effect on customer satisfaction, it can be seen by looking at the results of the t test calculation, which in this case can be done in 2 ways of testing the hypothesis, namely based on the Sig. value and based on the t value. calculated. Based on the Sig. value, the free Wi-Fi variable has a significant effect on customer satisfaction, because the Sig. value is 0.000 less than 0.05, so that according to the test provisions based on the Sig. value, if Sig. <0.05, it can be stated that Ho1 is rejected and Ha1 is accepted, meaning that there is a significant influence between free Wi-Fi (X1) partially on the customer satisfaction variable (Y). Meanwhile, if based on the t value, the X1 variable has a value of 2.381> t table 1.988, so it can be stated that Ho1 is rejected and Ha1 is accepted, meaning that there is a significant influence between free Wi-Fi (X1) partially on the consumer satisfaction variable (Y).

In accordance with this description, it can be concluded that H1: there is a significant influence between the free Wi-Fi variable (X1) on customer satisfaction (Y) is proven, meaning that the better the

free Wi-Fi facilities provided to consumers, the customer satisfaction will also increase significantly. These results are in accordance with research (Ula Ananata Fauzi, 2017) which in his research found the results of the analysis that the free Wi-Fi variable has a significant effect on consumer purchasing decisions at Angkringan in Karas district, Magetan Regency. This can happen because in this day and age, almost all people depend on the internet, be it for communication needs, transactions, watching, playing games, and other pleasures. They will be attracted by the offer of a stall that in selling its products is accompanied by free internet service facilities with qualified quality.

The Influence of Music on Customer Satisfaction

From the results of data analysis that has been carried out using the SPSS version 22 statistical program software, after going through several tests, it can be seen that the music variable has a positive and insignificant effect on customer satisfaction. The free Wi-Fi variable has a positive effect on customer satisfaction can be seen by looking at the regression coefficient number of the music variable, which is + 0.160 and can be interpreted that every 1% increase in the level of music (X2), customer satisfaction will increase by 0.160. Meanwhile, to find out that the music variable partially (individually) has no significant effect on customer satisfaction, it can be seen by looking at the results of the t test calculation, which in this case can be done in 2 ways of testing the hypothesis, namely based on the Sig. value and based on the t value. calculated. Based on the Sig. value, the music variable does not have a significant effect on customer satisfaction, because the Sig.value is 0.110 greater than 0.05, so that according to the test provisions based on the Sig. value, if Sig. > 0.05, it can be stated that Ho2 is accepted and Ha2 is rejected, which means that the music variable (X2) partially has no significant effect on the customer satisfaction variable (Y). Meanwhile, if based on the t value, the music variable (X2) has a value of 1.617 < t table 1.988, so it can be stated that Ho2 is accepted and Ha2 is rejected, which means that the music variable (X2) partially has no significant effect on the customer satisfaction variable (Y).

From the description above, it can be concluded that H2: there is a significant influence between the music variable (X2) on customer satisfaction (Y) is not proven, although the music variable has a positive effect on customer satisfaction (Y) but the effect is not significant. This means that even though the music played by Wirung Kopi is getting better, it does not necessarily have a significant impact on customer satisfaction. This result is different from research (Wulansari et al., 2024), the results of which show that Musicscape has a positive and significant effect on Customer Satisfaction at Coffee Shop in Padang City for Generation Y and generation Z. This is not surprising, because when consumers are not satisfied with the music they play, they are not satisfied. This is not surprising, because when consumers want to listen to music, it is not uncommon for them to prefer to play custom songs on their smartphones, and even found respondents who relaxed by wearing earphones in their ears.

The Influence of Free Wi-Fi and Music on Customer Satisfaction

From the results of data analysis that has been carried out using the SPSS version 22 statistical program software, after going through several tests, it can be seen that the free Wi-Fi variable and the music variable have a positive and significant effect on customer satisfaction. The free Wi-Fi variable and the music variable have a positive effect on the customer satisfaction variable, which can be seen by looking at the regression coefficient number. The free Wi-Fi variable and the music variable simultaneously (together) have a significant effect on the customer satisfaction variable, it can be seen by looking at the results of the F test calculation, which in this case can be done in 2 ways of hypothesis testing, namely based on the Sig. value and based on the calculated F value. Based on the Sig. value, the free Wi-Fi variable and the music variable simultaneously (together) have a significant effect on the customer satisfaction variable, because the Sig. value is 0.000 less than 0.05, so that according to the test provisions based on the Sig. value, if if Sig. <0.05, it can be stated that H1 is accepted and H0 is rejected, which means that free Wi-Fi (X1) and music (X2) together (simultaneously) have a significant effect on customer satisfaction (Y). Meanwhile, based on the calculated F value, the X1 and X2 variables have a calculated F value of 10.753> F table 3.100. so it can be stated that H1 is accepted and H0 is rejected, which means that free Wi-Fi (X1) and music (X2) together (simultaneously) have a significant effect on customer satisfaction (Y). The amount of contribution of the free Wi-Fi (X1) and music (X2) variables to customer satisfaction (Y) can be seen from the results of the coefficient of determination which in this study uses a summary model. From the summary table, it can be seen that R Square has a value of 0.198. This can be interpreted that out of 100%, 19.8% of the free Wi-Fi and music variables simultaneously / together affect the customer satisfaction variable, while the remaining 80.2% is influenced by other variables outside the model. These results indicate that H3: there is a significant influence between the free Wi-Fi variable (X1) and the music variable (X2) on customer satisfaction (Y) is proven.

CONCLUSIONS

The conclusion obtained from this study is that the free Wi-Fi variable partially has a positive and significant effect on customer satisfaction, the music variable partially has a positive and insignificant effect on customer satisfaction, the free Wi-Fi and music variables simultaneously have a positive and insignificant effect on customer satisfaction. For further researchers or developers who are involved in this problem, they should conduct further research, such as conducting research to determine the effect of coffee shops on the socio-cultural life of the surrounding community, research on the influence of friends / relationships in product sales, and others.

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