

ANALYSIS OF CONSUMER SATISFACTION LEVEL TOWARDS THE EXISTENCE OF CAFE ANGGREK IN MEDAN CITY

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ABSTRACT

This study aims to analyze the level of consumer satisfaction with the existence of Café Anggrek and identify the factors most influential in this satisfaction within the context of developing floriculture-based urban agriculture. This study employed a quantitative descriptive and associative approach using accidental sampling techniques. The results showed that all independent variables significantly influenced consumer satisfaction, both partially and simultaneously. These findings demonstrate that the application of the urban floriculture concept through green café design and educational interactions with orchid plants can increase customer satisfaction and strengthen the potential for urban horticultural agribusiness development in Medan.

INTRODUCTION

The development of the culinary industry in Indonesia, particularly in the café and coffee shop sector, continues to show significant growth. In major cities like Medan, cafés are no longer simply places to enjoy food and drinks, but have become part of the urban lifestyle. Their function has now expanded to include places to work, socialize, and even provide inspiration for young people. Competition among cafés is also increasingly fierce, requiring every business to innovate and understand customer satisfaction to survive amidst changing market trends.

One of the thriving cafés in Medan is Café Anggrek, a place that not only offers delicious cuisine but also creates an atmosphere that blends with the beauty of orchids as its main concept. This unique floral theme gives Café Anggrek a distinct identity compared to other cafés in the area. This café is often chosen by visitors who want to relax in a natural atmosphere while enjoying a light education about the various types of orchids that inspired its founding.

The Anggrek Café was inspired by orchid cultivation, specifically *Dendrobium* orchids, which are known to require moderate to high sunlight, depending on the variety. In extremely high temperatures, these plants require misting to prevent excessive evaporation. The Orchid Farm, which serves as the café's inspirational partner, boasts a variety of *Dendrobium* varieties, resulting in a wide range of colors—not just purple and white, but also yellow, red, orange, and other combinations.

In addition to *Dendrobium* orchids, the farm also boasts moon orchids and various growing media, making them a valuable resource for both aspiring ornamental plant entrepreneurs and the general public looking to decorate their homes with orchids. In the future, the Orchid Farm will also include a café and educational area for visitors to learn more about local orchid varieties. Thus, the Orchid Farm in Medan will not only serve as a culinary destination but also support educational activities and the introduction of regional horticultural potential.

The presence of Café Anggrek symbolizes the synergy between the horticultural agribusiness and the culinary service industry. The use of orchids as its primary identity demonstrates that the café not only sells products but also offers aesthetic and educational value. This contributes to enhancing the business's positive image while introducing the beauty of local flora to the wider community. This combination strengthens Café Anggrek's position as a creative business that combines economics, culture, and the environment in a unified customer experience.

In the increasingly competitive culinary industry, customer satisfaction is a key indicator of business success. The level of satisfaction reflects the extent to which the café is able to meet customer expectations in terms of product, service, price, amenities, and ambiance. Evaluating customer satisfaction not only helps

management improve service quality but also serves as a basis for developing innovations to ensure Café Anggrek remains relevant to the public's tastes.

Based on the description above, this study focuses on analyzing the level of consumer satisfaction with the existence of Café Anggrek in Medan City and identifying the factors that influence it. The research aims to gain a deeper understanding of how elements such as product quality, service, price, facilities, and the café's atmosphere shape customer satisfaction. In doing so, it seeks to reveal the extent to which these variables collectively determine visitors' perceptions and loyalty. Furthermore, this study intends to offer strategic insights that can assist Café Anggrek's management in improving service quality, enhancing the customer experience, and strengthening its role as part of the city's creative and locally-based economy.

LITERATURE REVIEW

Consumer satisfaction has been a central topic in marketing and service management studies for decades. According to Kotler and Keller (2016), satisfaction represents a consumer's emotional response when comparing the perceived performance of a product or service to prior expectations. When actual performance meets or exceeds expectations, satisfaction occurs; otherwise, dissatisfaction follows. In the café and hospitality industry, satisfaction strongly influences customer loyalty, revisit intention, and word-of-mouth behavior, making it an essential determinant of long-term business success.

Several scholars have identified multiple variables that influence consumer satisfaction. One of the most critical is service quality, defined by Parasuraman, Zeithaml, and Berry (1988) through the SERVQUAL model, which includes tangibility, reliability, responsiveness, assurance, and empathy. Numerous quantitative studies confirm that service quality significantly affects satisfaction levels in café and restaurant settings, with regression models showing strong predictive power for satisfaction and customer retention.

Another important determinant is product quality, which encompasses the sensory and functional attributes of products, including taste, freshness, and presentation. Research by Aini and Yuliani (2022) showed that product quality has a significant positive impact on satisfaction and loyalty, especially when products reflect local agricultural or cultural values. In the case of Café Anggrek, product quality is closely tied to the café's unique integration of floriculture, which provides both visual appeal and a distinctive thematic identity.

Price also plays an essential role in shaping satisfaction. According to Kotler (2019), customers evaluate price fairness based on perceived value rather than absolute cost. Studies show that when customers perceive prices as fair and proportional to the benefits received, satisfaction increases. However, evidence is mixed; in some quantitative studies (e.g., café businesses in Medan), price did not significantly affect satisfaction, suggesting that contextual factors such as income level and brand positioning may moderate the relationship.

Facilities and atmosphere are additional factors that influence customers' emotional comfort and overall experience. Research by Wijaya and Yani (2023) and Dewi and Wulandari (2021) found that a café's physical environment, including cleanliness, design, lighting, and seating comfort, has a direct and significant effect on satisfaction. Aesthetic aspects such as floral displays or natural decorations contribute to positive emotions and customer attachment. The combination of visual appeal, comfort, and environmental harmony forms an essential part of what is known as "experiential satisfaction."

From an agricultural and creative economy perspective, integrating floriculture—specifically *Dendrobium* orchids—into the café environment aligns with the principles of urban agriculture and sustainable entrepreneurship. Studies by Fitriani and Putra (2021) and Sutopo and Nurjanah (2022) highlight that urban floriculture not only improves city aesthetics but also provides educational and economic value, linking agribusiness to tourism and hospitality. Café Anggrek thus represents a hybrid concept where local floriculture and café culture coexist, offering both aesthetic pleasure and experiential learning for visitors.

Therefore, the hypotheses proposed in this research can be summarized as follows:

- Product quality positively influences consumer satisfaction.
- Service quality positively influences consumer satisfaction.
- Price has a positive relationship with consumer satisfaction.
- Facilities positively affect consumer satisfaction.
- Café atmosphere positively influences consumer satisfaction.

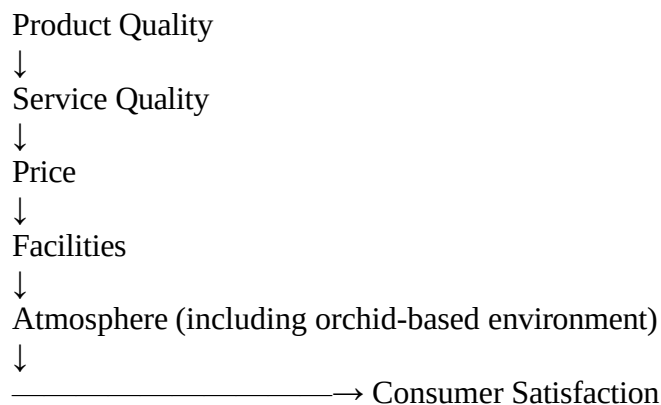


Figure 1. Contextual Framework of the Study

The contextual framework of this study is grounded in the above relationships. It assumes that each of the five independent variables—product quality, service quality, price, facilities, and atmosphere—directly affects the dependent variable, consumer satisfaction. Additionally, the incorporation of orchid cultivation and display in Café Anggrek enriches the atmosphere variable, representing a fusion of urban floriculture and service innovation that enhances customer experience and strengthens Medan's creative economy.

METHODOLOGY

This study used a descriptive and associative quantitative approach to analyze consumer satisfaction with Café Anggrek in Medan and to identify the influencing factors. The research location was purposively selected at Café Anggrek in Medan, given its unique thematic concept that combines agribusiness and horticulture with culinary activities. The study was conducted over three months, from January to March 2025. The population in this study was all consumers who had visited and made purchases at Café Anggrek. Because the exact population size was unknown, the sampling technique used accidental sampling with 100 respondents.

The data used were primary data, obtained through a closed-ended questionnaire using a Likert scale of 1–5. The research variables consisted of product quality (X_1), service quality (X_2), price (X_3), facilities (X_4), and café atmosphere (X_5) as independent variables, and consumer satisfaction (Y) as the dependent variable.

The data analysis technique was carried out in several stages, namely validity and reliability tests to test the feasibility of the instrument, descriptive analysis to describe the respondent profile and level of consumer satisfaction, and multiple linear regression analysis to determine the effect of independent variables on the dependent variable. In addition, the t-test and F-test were used to see the significance of the influence partially and simultaneously, as well as the coefficient of determination (R^2) to determine how much the independent variables contribute to consumer satisfaction at Café Anggrek, Medan City.

RESULTS RESEARCH

Respondent Characteristics

This study involved 100 consumers of Café Anggrek in Medan. Based on the tabulation, the majority of respondents were aged between 20 and 35 (64%), with 58% female and 42% male. Most respondents were students and young workers who chose Café Anggrek as a place to relax, work, and hang out. Regarding frequency of visits, 52% of respondents reported visiting more than three times, indicating a fairly high level of customer loyalty to this café.

Validity and Reliability Testing

Before further analysis, the research instrument was tested for validity and reliability. The validity test results showed that all items had a calculated r value $> r$ table (0.195), thus all items were deemed valid. Reliability testing was conducted using the Cronbach Alpha coefficient, with the following results:

Table 1. Result Validity and Reliability Testing

Variable	Number of Items	Cronbach Alpha	Description
Product Quality (X_1)	5	0,842	Reliable

Variable	Number of Items	Cronbach Alpha	Description
Service Quality (X ₂)	5	0,873	Reliable
Price (X ₃)	4	0,811	Reliable
Facilities (X ₄)	4	0,864	Reliable
Café Atmosphere (X ₅)	5	0,897	Reliable
Consumer Satisfaction (Y)	5	0,902	Reliable

Source: Processed data, 2025

Based on the results above, all variables had an α value > 0.7 , thus being deemed reliable and suitable for use in this study.

Descriptive Analysis of Research Variables

Descriptive analysis was conducted to determine respondents' perceptions of each variable. Scores were obtained from the average of respondents' assessments of each indicator using a Likert scale of 1–5.

Table 2. Descriptive Analysis of Research Variables

Variable	Average Score	Category
Product Quality (X ₁)	4,15	Good
Service Quality (X ₂)	4,28	Good
Price (X ₃)	3,95	Fair
Facilities (X ₄)	4,10	Good
Café Atmosphere (X ₅)	4,42	Very Good
Consumer Satisfaction (Y)	4,18	Good

Source: Processed data, 2025

From the results above, the cafe atmosphere received the highest score with an average score of 4.42. This indicates that consumers are most satisfied with the natural and artistic atmosphere of Café Anggrek, which displays various varieties of Dendrobium orchids, moon orchids, and hybrids with unique colors such as yellow, red, and orange. Conversely, the price aspect received the lowest score (3.95), indicating that some consumers consider menu prices relatively high compared to similar cafes.

Multiple Linear Regression Analysis Results

A multiple linear regression model was used to determine the effect of independent variables on customer satisfaction. The resulting regression equation is as follows:

$$Y = 1.215 + 0.216X_1 + 0.241X_2 + 0.142X_3 + 0.188X_4 + 0.312X_5$$

The results of data processing using SPSS are presented in the following table:

Table 3. Results of Multiple Linear Regression Analysis

Variable	Coefficient (B)	t-test	Sig.	Description
Constant	1,215	-	-	-
Product Quality (X ₁)	0,216	3,75	0,000	Significant
Service Quality (X ₂)	0,241	4,11	0,000	Significant
Price (X ₃)	0,142	2,35	0,021	Significant
Facilities (X ₄)	0,188	2,89	0,005	Significant
Café Atmosphere (X ₅)	0,312	5,89	0,000	Significant

Source: Processed data, 2025

Table 4. F-Test and Coefficient of Determination

Statistical Test	Value	Description
F-calculated	35,72	> F-table (2,31) → Significant
Sig. F	0,000	< 0,05
R	0,884	Strong
R ²	0,781	78,1% of variable Y is explained by X ₁ –X ₅

Source: Processed data, 2025

Based on these results, all independent variables significantly influence customer satisfaction, both partially and simultaneously. The variable with the most dominant influence is café atmosphere (X₅), with a coefficient of 0.312 and a calculated t of 5.89. The R² value of 0.781 indicates that 78.1% of the variation in customer satisfaction is explained by the five independent variables, while the remaining 21.9% is influenced by other factors such as promotion, location, and brand loyalty.

DISCUSSION

The results indicate that café atmosphere is the most dominant factor influencing customer satisfaction at Café Anggrek Kota Medan. This finding not only reflects consumer preferences for aesthetics and comfort but also demonstrates that the concept of integrating floriculture agribusiness and culinary businesses can be an innovative strategy for developing urban agriculture.

Café Anggrek as a Model for Integrating Urban Agriculture and the Creative Economy

Café Anggrek promotes a green café concept that combines recreational, educational, and commercial functions. In the café area, visitors not only enjoy food and drinks but also can directly observe the cultivation process of *Dendrobium* and moon orchids, including various hybrids that produce diverse flower colors—purple, yellow, orange, and even pink combinations. This integration aligns with the principles of urban horticulture developed by the FAO (2020), which emphasizes the utilization of urban space for high-value agricultural activities such as floriculture.

This model is crucial amidst limited urban land. According to Nugraha & Yuliani (2022), the development of urban floriculture can encourage the creation of productive green spaces, improve air quality, and provide an alternative source of income for city dwellers. Café Anggrek demonstrates that agriculture does not have to be solely food-oriented; it can also evolve into educational recreation and a horticultural creative economy.

Synergy with the Floriculture Agricultural Development System

The urban floriculture development system emphasizes four aspects: production, variety innovation, education, and marketing. Based on field observations, Café Anggrek has implemented all four:

1. **Production:** Orchid cultivation is carried out in a field that has been in operation for over 30 years, using a propagation system through cross-breeding of local and imported *Dendrobium*, resulting in superior varieties that are adaptable to Medan's climate.
2. **Variety Innovation:** Flower color and shape are continuously developed to create aesthetic value and new markets.
3. **Education:** Visitors can learn about growing media, sunlight requirements, and spraying techniques to maintain humidity—providing non-economic added value through knowledge sharing.
4. **Marketing:** Through the café, floriculture products are not only sold as potted plants but also become part of the café's branding experience.

This reinforces the Value Co-Creation theory (Prahalad & Ramaswamy, 2004) that value is created not only from products, but also from experiences built between producers and consumers. In this context, customer satisfaction at Café Anggrek is not only caused by the quality of the menu and service, but by the experience of being at one with the green space and interacting with the world of ornamental plants.

CONCLUSION

Conceptually, Café Anggrek has successfully integrated the values of urban floriculture into a modern culinary venture. By combining elements of recreation, education, and the aesthetics of ornamental plants, this café serves as a model for

the practical application of urban agriculture, oriented toward sustainability and value co-creation. This success demonstrates that the agricultural sector, particularly horticulture and floriculture, has significant potential for development in urban areas as part of the creative economy and educational agro-tourism.

More broadly, this research demonstrates that innovation in agribusiness is not only related to increasing productivity but also to creating experiences and added value through aesthetic and educational approaches. The Café Anggrek model can inspire MSMEs and local governments to encourage the transformation of urban agriculture to be more inclusive, adaptive, and environmentally friendly.

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