Analysis of Live Music, Taste, and Product Diversity on Customer Satisfaction at Parewa Coffee Padang

Analisis Live Music, Cita Rasa dan Keragaman Produk Terhadap Kepuasan Pelanggan di Parewa Coffee Padang

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ABSTRACT
This study aims to determine the effect of live music, taste and product variety on customer satisfaction at Parewa Coffee Padang. The research method used is descriptive quantitative. The sample in this study amounted to 100 respondents, with purposive sampling technique. The data analysis technique used is multiple linear regression, t test, f test, and the coefficient of determination. The results of the t-test were carried out partially with the live music variable, taste and product variety having a significant effect on Parewa Coffee customer satisfaction. the results of the f test variable live music, taste and product variety have a significant effect on customer satisfaction Parewa Coffee, while the results of the coefficient of determination are found in the Adjusted R-Square value of 23.0%.
Keywords : *Live Music, Taste, Product Diversity, Customer Satisfaction*

ABSTRAK
Penelitian ini bertujuan untuk mengetahui pengaruh *live music,* cita rasa dan keragaman produk terhadap kepuasan pelanggan di Parewa Coffee Padang. Metode penelitian yang digunakan adalah kuantitatif deskriptif. Sampel dalam penelitian ini berjumlah 100 orang responden, dengan teknik pengambilan sampel *purposive sampling.* Teknik analisis data yang digunakan adalah regresi linear berganda, uji t, uji f, dan koefisien determinasi. Hasil uji t yang dilakukan secara parsial variabel *live music*, cita rasa dan keragaman produk berpengaruh signifikan terhadap kepuasan pelanggan Parewa Coffee. hasil uji f variabel *live music*, cita rasa dan keragaman produk berpengaruh signifikan terhadap kepuasan pelanggan Parewa Coffee, sementara hasil koefisien determinasi terdapat pada nilai *Adjusted R-Square* sebesar 23,0%.
Kata Kunci: Live Music, Cita Rasa, Keragaman Produk, Kepuasan Pelanggan

1. Introduction

Kota Padang is a strategic place to build a business as Kota Padang is densely populated, there are many similar cafe and coffee shop businesses in Kota Padang and more and more competitors emerge. One of them is Palewa Coffee, which was established in January 2016. This study was conducted at Parewa Coffee Shop Jl. carried out. Purus City No.17 Kota Padang. Parewa his coffee shop is one of the Kota Padang coffee shops currently under development and he has three branches in Kota Padang so the choice of location was intentional. The company offers a variety of products such as coffee milks, coffee bases, coffee flavors, non-coffee products, summer drinks and snacks. Live music is a form of entertainment that has a major function alongside entertainment. It also plays a role in the process of social interaction, as the interaction between musicians and audience takes place through the single medium of music. The featured music group came from Kota Padang. A technical aspect of a live music performance is sound quality and volume. Both are of high quality as each live show involves a team responsible for adjusting the

technical sound levels and volume to ensure good output. This may affect the performance or increase the number of visitors to Parewa his coffee as it improves audience satisfaction when watching his performance live.

According to (Supardi, 2018) Flavors are the characteristics of beverages including appearance, smell, taste, texture and temperature. The types of coffee used in Palewa Coffee are Arabica and Robusta. Arabica and Robusta have unique and attractive flavors and aromas. The aroma that comes out of coffee bean extract is also influenced by how the coffee is processed. Parewa Coffee's milk coffee uses special roasted beans for any kind of milk coffee, so you can feel a unique taste no matter which milk coffee you drink. Roasted beans made directly by Parewa Roastery. The texture and consistency of an ingredient affect the flavors it evokes. Temperature also affects how hot or cold food and drinks feel, and how they feel when ingested.

Various products with guaranteed superior quality stimulate consumer expectations to consume them to meet their life needs. Consumer interest in various products greatly influences sales volume. Product variation is the development of a product in such a way that it offers a wide variety of choices. With the ever-changing trend of the economy, the variety of products, goods, brands, prices and suppliers to choose from, as well as the needs and desires of our customers are increasing. This is because many entrepreneurs hold competitions to create various business opportunities in order to survive. Therefore, to outperform the competition and create profitable business opportunities, you need excellent business skills with a wide variety of products.

Customer satisfaction is one of the business goals if a company is able to meet all the expectations of its customers, and these expectations also include the customer's idea of what they will get when they consume the product or service. included. Moreover, customer satisfaction for a business is a measure of how something should be changed, maintained or improved in the future because customers are dissatisfied or disadvantaged. If a customer is dissatisfied or feels unfairly treated and may complain to other customers, it is a threat to the company.

According to (Hariyah, 2021) Some information from Tribun (2020) suggests that what cafés really want is that comfortable atmosphere, so live music in certain genres of cafés creates a comfortable atmosphere and is an attractive customer acquisition. said it could be. Listening to and watching live music while spending time with friends and family is more enjoyable than just listening to recorded music. Loud (Christy, 2016) Live music is a form of entertainment that has a primary function other than entertainment and also plays a role in the process of interaction between musicians and audience through the medium of music.

According to (Hoeven and Hitters, 2019) defines live music as "an event that brings musicians and an audience together in one place of hers at the same time and involves the performance of songs or other instruments or technology or recorded music". This definition states that live music is an event that brings together musicians and an audience in one place at the same time and involves the performance of songs or other instruments or techniques, or recorded music. According to (Maurana, 2019), live music can expand, reshape, and reinvigorate a personal listening experience that can be repeated by a single listener, turning it into a communal experience that engages all the senses simultaneously. Based on the above definition, live music also makes the atmosphere more pleasant, there is interaction between the audience and the musicians, live music as an attraction and part of the cafe's services are provided live and can produce live music. We can conclude that we can. The pleasant atmosphere is a special incentive for customers, especially children and young people, to stay in the café.

According to Minor et al. (2004) in (Alwandi, 2015), live music can be used not only for entertainment purposes, but also to promote products and encourage consumers to visit the venue. According to Minor et al. (2004) in (Alwandi, 2015:) have identified factors that influence customer satisfaction in live music performances; Music skills, music sound Stage performance, Equipment live music ads

According to Minor et al. (2004) in (Alwandi, 2015) concluded that the metrics that influence live music performance are: Musical skills, sound, stage, Equipment, Audience interaction. According to Minor et al., 2004 and Christy, 2015, 5. Consumer satisfaction with live music performances is influenced by many factors, including: B. A musician's ability to make music, a musician's performance, sound, stage performance, equipment, and audience interaction.

According to Sarah Stanner et al. (2015: 30) Flavor is a type of food choice and should be distinguished from food/drink taste. Flavors are the characteristics of food/beverages including appearance, aroma, taste, texture and temperature. According to Anas (2019: 2) The concept of taste is how we choose foods that need to be distinguished from their taste. Flavors are the characteristics of food, including appearance, smell, taste, texture and temperature. According to Asda et al. (2022: 3878) suggests that taste is a tangible form, reliably conveyed by the goods it produces. All consumers will pay close attention to these flavors, especially those that they and their families use. Talking about the taste of the product plays a very important and very important role when choosing the type of product.

According to Hariyah (2021: 2) Some information from Tribun (2020) suggests that what cafés really want is that comfortable atmosphere, so live music in certain genres of cafés creates a comfortable atmosphere and is an attractive customer acquisition. said it could be. Listening to and watching live music while spending time with friends and family is more enjoyable than just listening to recorded music. (Christy, 2016: 3) Live music is a form of entertainment that has a primary function other than entertainment and also plays a role in the process of interaction between musicians and audience through the medium of music.

According to Hoeven and Hitters (2019: 263) defines live music as "an event that brings musicians and an audience together in one place of hers at the same time and involves the performance of songs or other instruments or technology or recorded music". This definition states that live music is an event that brings together musicians and an audience in one place at the same time and involves the performance of songs or other instruments or techniques, or recorded music. According to Maurana (2019: 13), live music can expand, reshape, and reinvigorate a personal listening experience that can be repeated by a single listener, turning it into a communal experience that engages all the senses simultaneously. Based on the above definition, live music also makes the atmosphere more pleasant, there is interaction between the audience and the musicians, live music as an attraction and part of the cafe's services are provided live and can produce live music. We can conclude that we can. The pleasant atmosphere is a special incentive for customers, especially children and young people, to stay in the café.

Taste complexity arises from the perceptual diversity of nature. Taste is influenced by his four indicators: Smell, taste, texture, temperature. (Drummond KE and Brefere LM, 2010 Dilasari and Yosita (2020: 27): Smell, Taste, Texture, Temperature

A study conducted by Prasti and Maisara (2022: 278) Taste has a huge impact on consumer satisfaction. In order to stimulate the consumer's desire to buy, it is still necessary to focus on taste. If the taste is unsatisfactory, consumers would rather try somewhere else. 3. Product type Loudly (Romawati, 2018: 22) Product diversity is the creation of slightly different products from the standard to meet or complement consumer needs and desires. These

differences necessitate product diversity in order for products to meet consumer preferences, wants, or expectations.

(Khoiriah, 2017) is product completeness in terms of depth, breadth, quality of products offered and constant availability of products in the store. From the above understanding, it can be concluded that product diversity is the diversity of products in terms of brand, size, completeness of products, including quality, and availability in stores. increase. According to Hadita (2018: 367), product diversity is an area companies need to pay attention to. With the right kind of product, a business can lure customers into shopping. Companies need to think about how they can make current and future product mix decisions. According to (Shimamora, 2013) defines a product type as the set (type) of product lines and items offered to a purchaser by a particular seller. (Sablan, 2015) argues that "a variety of products is the set of products or commodities offered for sale by a firm to a particular vendor." The main characteristics of the company's various products are length, width, depth and consistency.

According to (Izawati, 2013) A factor influencing product diversity is the existence of a product life cycle. H. The life cycle of the product from the moment the product is put on the market until the product disappears. According to Kotler and Keller (2015: 358) have shown that product diversity indicators include: Product brand variations, Variation in product perfection, Variation in product size, Fluctuations in product quality

Botti and Iyengar (2006) are published in (Willgen, 2015), product diversity is attractive to consumers, especially as it provides alternative and more diverse options. Consumers are more satisfied when they have more choices. According to (Tjiptono, 2015), customer satisfaction is a person's feelings of joy or disappointment that arise when an individual's perception of a product's performance (results) is compared to expectations.

According to (Indrasari. 2019), it is the desire of companies to meet the needs of consumers. In addition to being a key factor for a company's survival, meeting consumer needs can increase competitive advantage. Consumers who are satisfied with a product or service are more likely to purchase the product or service again if the same need arises in the future.

According to (Shiffman and Kanuk, 2007) (Candra et al, 2015) Customer satisfaction is an individual's perception of a product's or service's performance against expectations. Customer satisfaction is an individual's perception of the performance of a product or service.

According to (Hendy Tannady et al, 2022) Customers will be satisfied if the company can meet all their expectations. These expectations also include the customer's idea of what they will get when they consume your product or service. In addition, customer satisfaction is also a measure for a company that something needs to be changed, serviced or repaired in the future because the customer was satisfied or felt disadvantaged. Aloud (Putra and Candra, 2017) Consumer satisfaction is determined by the quality of products and services. Higher quality levels lead to higher customer satisfaction, leading to higher prices and (in many cases) lower costs. Quality is definitely the key to value creation and customer satisfaction.

Factors Affecting Customer Satisfaction

1. Live music, Factors Affecting Customer Satisfaction in Live Music Performances, (Minor et al, 2004), (Christy, 2016) Including aspects such as musical ability, musical sound, stage performance, equipment, and visitor interaction.
2. Taste, Taste is an element that attracts customers. Flavors are the characteristics of food, including its appearance, smell, taste and texture. The more delicious and liked the food and drink, the more it influences customer satisfaction. When customers are satisfied with the taste your company offers, they become more loyal to the products you offer.

3. Product type, When evaluating satisfaction with a company, the determinants used may be a combination of the determinants of satisfaction with products and services. In general, consumers often value the service aspect and quality of the purchased goods and services. (Ciptono, 2015). customer satisfaction index

According to (Tjiptono, 2014), the indicators of customer satisfaction are: Price compliance, I would like to visit again, Willingness to recommend .

2. Methods

In this study, the authors used a descriptive-quantitative research method. Descriptive research methods are statistics used to analyze data by describing or describing the data in a manner intended to draw generally accepted conclusions or generalizations. Quantitative research can be interpreted as a research method used to study a specific population or sample, based on a positivist philosophy. Survey tools are used to collect data. Data analysis is a quantitative/statistical technique aimed at testing hypotheses made.

The research was conducted at Parewa Coffee in Padang City. The study population is unknown, but the sample is 100 and a targeted sampling technique is used. The purpose of this study was to obtain an overview of the relationship between live music (X1), taste (X2) and product diversity as independent variables and customer satisfaction (Y) as dependent variable. For validation, this study aims to test the hypothesis using statistical analysis with multiple linear regression analysis.

3. Results and Discussion

Research Results Descriptive Analysis

Based on the data analysis on the impact of live music (X1), taste (X2) and product type (X3) on customer satisfaction partially and simultaneously in Parewa Coffee Padang, the following results are obtained.

1. Effects of Live Music Variables on Customer Satisfaction

Testing live music variables to increase customer satisfaction. Known values for $t_{count} > t_{table}$ 3.098 > 1.660 and significant 0.003 < 0.05, we can conclude that Ho is rejected and H1 is accepted. This means that live music has a significant impact on Parewa Coffee's customer satisfaction.

Based on the findings, it can be concluded that live music has a significant impact on Pelewa Coffee's customer satisfaction. This is because the live music provided by Parewa Coffee is a direct connection between the audience and the musicians. This is supported by the following opinion (Harya, 2021: 2) Live music itself can be interpreted as live music commonly found in restaurants, cafes and bars. Live music performances at this café typically take place in a minimalistic format with 3-5 people. In addition, live music can also create an enjoyable atmosphere for consumers.

The results of this study were echoed in a previous study titled Effect of Live Music Performance on Visitor Satisfaction at It's Coffee Bar Yogyakarta conducted by Yonathan Novan Yudhistira Christi in 2016. It was something to back up. The factors that affect visitor satisfaction with a live music performance at Its Coffee Espresso Bar Yogyakarta are musical ability, acoustics, stage performance, facilities and visitor interaction.

2. Effects of Taste Variables on Customer Satisfaction

Test taste variables to increase customer satisfaction. $t_{count} > t_{table}$ 3.366 > 1.660 and 0.001 < are known to be significant values. For 0.05, we can conclude that Ho is rejected and H2 is accepted. This means that taste has a big impact on customer satisfaction with Parewa coffee.

Based on the results of this study, it can be concluded that taste has a significant impact on customer satisfaction with Parewa coffee. This is supported by the opinion of Anas (2019: 2) The concept of taste is how we choose foods that need to be distinguished from their taste. Flavors are the characteristics of food, including appearance, smell, taste, texture and temperature. Taste is a form of coordination of the five human senses: taste, smell, touch, sight and hearing. Taste has a significant impact on consumer satisfaction. In order to attract the interest of consumers, taste is pushed to the fore.

The results of this study will be published in 2022 by Agung Triyonomor Haryanth, Sri Wahyuni and Widodo on the Impact of Taste and Service Quality on Customer Satisfaction (Bank One 2, Jalan Mastrip). It corroborates a previous study titled "A case study on a food stall". Jembers). The results showed that the variables of taste and quality of service simultaneously had a significant impact on customer satisfaction of the stalls of Bank One 2, Jalan Mastrip Jember. That is, $F_{count}=188.892 > F_{table}=3.132$, and the significance level is F=0.000 α = 0.05.

3. Effects of Product Type Variables on Customer Satisfaction

Test different variables of your product to increase customer satisfaction. It is known to have values of $t_{count} > t_{table}$ 3.087 > 1.660 and significant 0.003 < 0.05, we can conclude that Ho is rejected and H3 is accepted. This means that product diversity has a significant impact on Parewa Coffee's customer satisfaction. Based on the findings, it can be concluded that product diversity has a significant impact on Parewa Coffee customer satisfaction. This is backed up by her 2018 research by Rohmawati. 22) Product diversity is the creation of slightly different products from the standard to meet or complement consumer needs and desires. These differences necessitate product diversity in order for products to meet consumer preferences, wants, or expectations.

The study results support a previous 2021 study by Febila Kusuma Wardhani and Renny Dwijayanti, titled Effect of store atmosphere and product diversity on customer satisfaction study among customers in Coffee Shop Rustic Market Surabaya. became. The results of this study show that the variable 'store atmosphere' has a large positive impact on customer satisfaction, while the variable 'product type' has a positive impact on customer satisfaction. At the same time, at coffee shop Rustic Market Surabaya, store atmosphere (X_1) and product type (X_2) have a positive impact on customer satisfaction (Y) at a rate of 58%, with the remaining 42% is affected by cause.

4. Effects of Live Music Variables, Flavors, and Product Diversity on Customer Satisfaction

Based on the F-test, the Fcount value is 10.831, and we know that for the Ftable values df1 = k-1 (4-1), df2 = n-k (100-4=96), the Ftable is 2.70 , Fcount > Ftable is 10.831 > 2.70 and the significance value is 0.000 <; 0.05, then Ho is rejected and H4 is accepted. This means that live music, flavors and product diversity have a significant impact on Parewa Coffee customer satisfaction.

squared tests indicate that the independent variables (live music, taste, product type) can contribute up to 0.230 to the dependent variable (customer satisfaction), with the remaining 77.0% not considered in this study. are accounted for by other variables that are not It consists of his four factors: motivation, perception, knowledge, belief, and belief, including the psychological factors that drive people to purchase (Kotler and Keller, 2012:137). From this we can conclude

that if good taste, live music and a wide variety of products can create good taste, customer satisfaction will be higher. Therefore, visitors who are very enthusiastic about watching live music and having a variety of interesting products always visit Parewa Coffee.

4. Conclusions

Live music variable has a positive and significant impact on Parewa Coffee customer satisfaction. Nonetheless, live music, done well, can increase customer satisfaction at Parewa Coffee. Taste variables have a positive and significant impact on Parewa Coffee's customer satisfaction. This means that customers can be more satisfied with Parwa coffee if it tastes good. Product diversity has a positive and significant impact on Parewa Coffee's customer satisfaction. This means that various products are correctly implemented to increase Parewa Coffee customer satisfaction. Live music variables, flavors and product diversity have a positive and significant impact on Parewa his coffee customer satisfaction. This means that live music, flavors and product diversity, if implemented well, can improve customer satisfaction at Parewa Coffee.

Taking note of the musicians' ability to play music, Parewa Coffee occasionally invites musicians from out of town to perform different genres of music to keep visitors entertained with live music. Improve flavor performance. Flavors make Pelewa coffee known to the wider community and have a very positive impact on increasing consumer satisfaction. In order to increase consumer satisfaction when visiting our stores, we will increase product diversity, focusing on product quality, brands and sizes, and provide consumer services centered on safety and convenience. . 4. Improve customer satisfaction and create loyal customers. Satisfaction is key to the company's customer loyalty, both in terms of facilities, taste and product variety that customers desire.

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