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The Influence of Interior Design and Comfort on Customer Satisfaction at Casuground Coffee Shop, Medan

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Abstract

This study aims to examine the influence of Interior Design and Comfort on Customer Satisfaction at Casuground Coffee Shop Medan, as well as to determine the variable that has the most dominant influence on Customer Satisfaction.The research was conducted at Casuground Coffee Shop Medan with a total sample of 98 respondents. The sampling technique used was purposive sampling. This study employed a quantitative method with multiple linear regression analysis to determine the magnitude of the influence of the independent variables on the dependent variable, analyzed using the Statistical Package for the Social Sciences (SPSS) version 26.Based on the F-test results, the calculated F-value was (792.700) with a significance value of (0.000). These results indicate that Interior Design and Comfort simultaneously have a positive and significant effect on Customer Satisfaction at Casuground Coffee Shop Medan. Furthermore, the t-test results show that Interior Design has a calculated t-value of (7.919) with a significance value of (0.000), while Comfort has a calculated t-value of (6.720) with a significance value of (0.000). Therefore, both variables partially have a positive and significant effect on Customer Satisfaction. Based on the regression analysis results, Interior Design has a more dominant influence on Customer Satisfaction. The coefficient of determination (R Square) of (0.943) indicates that Interior Design and Comfort are able to explain (94.3%) of the variation in Customer Satisfaction, while the remaining (5.7%) is explained by other factors outside this study.

Keywords Interior Design; Comfort; Customer Satisfaction

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INTRODUCTION

The coffee shop business in Indonesia, particularly in Medan, has grown rapidly alongside changes in people's lifestyles, with coffee shops serving as places to relax, work, study, and socialize. This has intensified business competition, requiring business owners to pay attention to interior design and comfort in order to create positive experiences and improve customer satisfaction.

Interior design is one factor that can influence customer satisfaction through spatial layout, lighting, colors, decorations, and furniture selection. Comfort, meanwhile, relates to environmental conditions that support customers' activities, such as air circulation, spacing between tables, cleanliness, and the availability of facilities. Initial observations at Casuground Coffee Shop Medan identified several issues, including furniture arranged too closely together, suboptimal lighting, easily peeling floor materials, and underutilization of the second floor. In addition, ventilation in the smoking area and the availability of electrical outlets remained challenges for customers.

These issues are particularly important amid competition with businesses such as OSLO & CO and Komma Ground, which offer minimalist interior concepts, comfortable atmospheres, and facilities that support customers' activities. These differences in concept indicate that interior design and comfort are important aspects of shaping customer experiences and maintaining business competitiveness.

Based on data from Casuground Coffee Shop Medan for February–May 2026, the number of buyers declined from 2,355 in February to 1,765 in May. This decline indicates a phenomenon that warrants further investigation, including its possible relationship with interior design and comfort. However, this relationship needs to be demonstrated through empirical testing to determine the effects of both variables on customer satisfaction.

Previous research by Pipit Ghozali, Adhi Hermawan, and Andiyan (2024) showed that interior design and the concept of openings significantly affect customer satisfaction. Meanwhile, Egi Radiansyah and Ayu Andini (2024) examined atmosphere, comfort, and facilities in relation to consumer satisfaction. Building on these studies, the present research focuses on testing the joint effects of interior design and comfort on customer satisfaction at Casuground Coffee Shop Medan, taking into account the decline in buyer numbers and complaints concerning the space and facilities.

Therefore, this study aims to analyze the effects of interior design and comfort on customer satisfaction at Casuground Coffee Shop Medan, both partially and

simultaneously. The findings are expected to provide empirical evidence and serve as a consideration for management in improving spatial quality, comfort, and customer satisfaction.

METHODS (Palatino Linotype 12, 1.15 spacing, justified)

This study uses a quantitative approach with an associative research design to determine the effects of interior design and comfort on customer satisfaction at Casuground Coffee Shop Medan. The research was conducted at Jalan Sultan Agung No. 8B, Petisah Tengah, Medan Petisah District, Medan City, from March to September 2026.

The study population comprised all customers of Casuground Coffee Shop Medan, totaling 8,233 customers according to data from February–March 2026. The sample was selected using non-probability sampling with a purposive sampling technique. Eligible respondents were customers aged at least 17 who were willing to participate. Based on Slovin's formula with a 10% margin of error, the sample consisted of 98 respondents.

Data were collected through questionnaires, interviews, and observation. The data were then processed and analyzed using SPSS. The analysis stages included instrument quality testing, classical assumption tests, multiple linear regression, hypothesis testing, and the coefficient of determination (R^2).

FINDINGS (Palatino Linotype 12, 1.15 spacing, justified)

1. Respondent Characteristics

Before processing the data, the researchers categorized respondents' characteristics to understand the backgrounds of those included in the sample. The characteristics recorded were gender, age, occupation, and purchase frequency.

Table 1. Gender

		Frequency	Percent
Valid	Male	45	45,9
	Female	53	54,1
	Total	98	100,0

Sumber: Data Penelitian diolah SPSS (26)

Table 1 shows that 45 respondents (45.9%) were male, while 53 (54.1%) were female. This indicates that the majority of respondents in this study were female.

Table 2. Age

		Frequency	Percent
Valid	18-25 Years	51	52,0
	26-33 Years	42	42,9
	34-40 Years	5	5,1
		98	100,0

Table 2 shows that 51 respondents (52.0%) were aged 18–25, 42 (42.9%) were aged 26–33, and 5 (5.1%) were aged 34–40. These results indicate that most respondents were

18–25 years old.

Table 3. Purchase Frequency

		Frequency	Percent
Valid	Once	14	14,3
	2–3 times	34	34,7
	More than 3 times	50	51,5
	Total	98	100,0

Table 3 shows that 14 respondents (14.3%) had made a purchase once, 34 (34.7%) had purchased 2–3 times, and 50 (51.5%) had purchased more than three times. These results indicate that most respondents had made purchases at Casuground Coffee Shop more than three times.

2. Description of Research Variables

This descriptive analysis was conducted to summarize the data in the analytical model. The dependent variable was Customer Satisfaction, while the independent variables were Interior Design and Comfort. The analysis was based on responses from 98 eligible respondents, with the following results:

Table 4. Descriptive Statistics

Interior Design	98	28,14	5,317
Comfort	98	28,38	5,234
Customer Satisfaction	98	28,33	5,293

Source: Research data processed using SPSS (26)

3. Instrument Quality Testing

a. Validity Test

The validity test was conducted using SPSS by comparing the calculated r-value (r-count) with the table r-value (r-table). With 98 respondents and a 5% significance level, the degrees of freedom were df = n − 2 = 96. An instrument was considered valid if r-count > r-table, and invalid if r-count < r-table.

Table 3. Validity Test for the Interior Design Variable (X1)

Statement	Calculated r-value	Table r-value	Description
X1.1	0,798	0,198	Valid
X1.2	0,837	0,198	Valid
X1.3	0,820	0,198	Valid
X1.4	0,791	0,198	Valid
X1.5	0,855	0,198	Valid
X1.6	0,804	0,198	Valid
X1.7	0,821	0,198	Valid
X1.8	0,840	0,198	Valid

Source: Research data processed using SPSS (26)

Table 3 presents the validity test results for the Interior Design variable (X1). All instruments were considered valid because their calculated r-values exceeded the table value (0.198). Therefore, all instruments were suitable for use in the study.

Table 4. Validity Test for the Comfort Variable (X2)

Statement	Calculated r-value	Table r-value	Description
X2.1	0,836	0,198	Valid
X2.2	0,828	0,198	Valid
X2.3	0,812	0,198	Valid
X2.4	0,824	0,198	Valid
X2.5	0,836	0,198	Valid
X2.6	0,832	0,198	Valid
X2.7	0,803	0,198	Valid
X2.8	0,828	0,198	Valid

Source: Research data processed using SPSS (26)

Table 4 presents the validity test results for the Comfort variable (X2). All instruments were considered valid because their calculated r-values exceeded the table value (0.198). Therefore, all instruments were suitable for use in the study.

Table 5. Validity Test for the Customer Satisfaction Variable (Y)

Statement	Calculated r-value	Table r-value	Description
Y.1	0,839	0,198	Valid
Y.2	0,844	0,198	Valid
Y.3	0,809	0,198	Valid
Y.4	0,836	0,198	Valid
Y.5	0,818	0,198	Valid
Y.6	0,821	0,198	Valid
Y.7	0,849	0,198	Valid
Y.8	0,862	0,198	Valid

Source: Research data processed using SPSS (26)

Table 5 presents the validity test results for the Customer Satisfaction variable (Y). All instruments were considered valid because their calculated r-values exceeded the table value (0.198). Therefore, all instruments were suitable for use in the study.

b. Reliability Test

The reliability test determines the extent to which repeated measurements of the same object produce consistent data. Reliability was assessed using the following criteria:

1. If Cronbach's Alpha ≥ 0.60, the data are considered reliable.
2. If Cronbach's Alpha ≤ 0.60, the data are considered unreliable.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Description
Interior Design	0,931	8	Reliable
Comfort	0,932	8	Reliable
Customer Satisfaction	0,937	8	Reliable

Source: Research data processed using SPSS (26)

Reliability was tested using Cronbach's Alpha, with a threshold of > 0.60. The results showed values of 0.931 for Interior Design (X1), 0.932 for Comfort (X2), and 0.937 for Customer Satisfaction (Y). Thus, all variables were reliable, and the research instrument was suitable for data collection.

4. Classical Assumption Tests

a. Normality Test

The normality test examines whether the error terms or residuals in the regression model are normally distributed.

1. 1. If the significance value (Asymp. Sig.) is > 0.05, the residuals are normally distributed.
2. 2. If the significance value (Asymp. Sig.) is < 0.05, the residuals are not normally distributed.

Table 7. Kolmogorov–Smirnov (K–S) Normality Test

		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	,0000000
Most Extreme Differences	Std. Deviation	1,25851480
	Absolute	,071
	Positive	,071
	Negative	-,066
Test Statistic		,071
Asymp. Sig. (2-tailed)		,200[c,d]

Test distribution is normal.
Source: Research data processed using SPSS (26)

Table 7 shows an Asymp. Sig. (2-tailed) value of 0.200 > 0.05, indicating that the research data are normally distributed.

b. Multicollinearity Test

The multicollinearity test examines correlations among independent variables in the regression model by assessing Tolerance and the Variance Inflation Factor (VIF). The regression model is considered free from multicollinearity when Tolerance ≥ 0.01

and VIF ≤ 10.00 (Sugiyono, 2017).

Table 8. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Interior Design	,131	7,655
Comfort	,131	7,655

Dependent variable: Customer Satisfaction

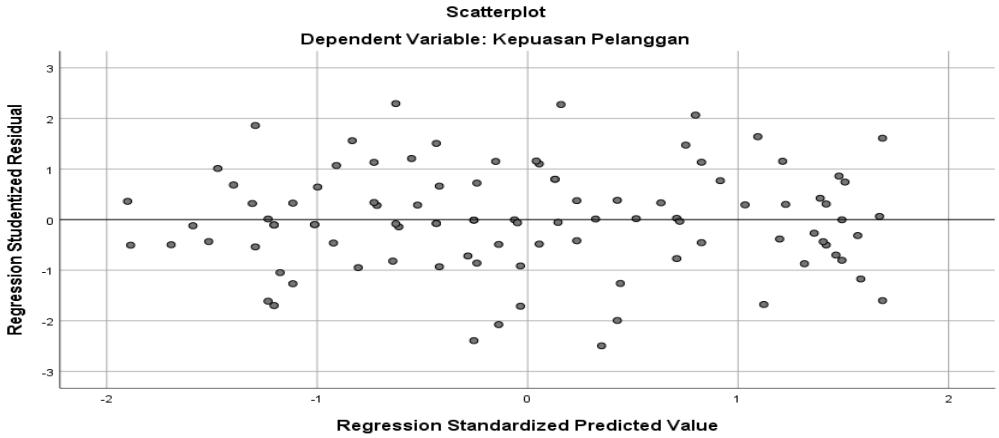
Source: Research data processed using SPSS (26)

Table 8 indicates that the regression model does not exhibit multicollinearity among the independent variables. The Tolerance value for both Interior Design and Comfort is 0.131 ≥ 0.01, while the Variance Inflation Factor (VIF) is 7.655, which is ≤ 10.00.

c. Heteroscedasticity Test

According to Sugiyono (2017), heteroscedasticity can be detected using SPSS output based on the following decision criteria:

1. 1. If the points form a clear, regular pattern (such as waves, widening, and then narrowing), this indicates heteroscedasticity.
2. 2. If there is no clear pattern and the points are scattered above and below zero on the Y-axis, heteroscedasticity is not present.



Source: Research data processed using SPSS (26)

Figure 1. Scatterplot

The scatterplot shows points distributed both below and above zero on the Y-axis. Therefore, the regression model does not appear to have a heteroscedasticity problem and can be used to analyze the independent and dependent variables.

5. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the relationship between the independent variables, Interior Design (X1) and Comfort (X2), and the dependent variable, Customer Satisfaction (Y).

Table 9. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,335	,717		,467	,641
	Interior Design	,532	,067	,534	7,919	,000
	Comfort	,459	,068	,454	6,720	,000

Dependent variable: Customer Satisfaction

Source: Research data processed using SPSS (26)

Based on the data in Table 9, the multiple linear regression equation is Y = 0.335 + $0.532X_1$ + $0.459X_2$ + e. The equation is interpreted as follows:

a. The constant (a) = 0.335. This indicates that when Interior Design (X_1) and Comfort (X_2) are both zero, Customer Satisfaction (Y) is 0.335, assuming all other variables remain constant.
b. The regression coefficient for Interior Design (b_1) = 0.532. This indicates that Interior Design (X_1) has a positive effect on Customer Satisfaction (Y). In other words, better interior design is associated with an increase of 0.532 in customer satisfaction, and vice versa.
c. The regression coefficient for Comfort (b_2) = 0.459. This indicates that Comfort (X_2) has a positive effect on Customer Satisfaction (Y). In other words, greater comfort is associated with an increase of 0.459 in customer satisfaction, and vice versa.

6. 6. Hypothesis Testing

a. Partial Test (t-test)

The t-test is a statistical test used to determine the effect of each independent variable on the dependent variable. The test compares the calculated t-value with the table t-value at a 5% significance level (α = 0.05).

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	,335	,717		,467	,641
	Interior Design	,532	,067	,534	7,919	,000
	Comfort	,459	,068	,454	6,720	,000

Table 10. Partial Test Results (t-test)

Source: Research data processed using SPSS (26)

The t-test results presented in Table 10 are as follows:

1. The Interior Design variable (X1) has a calculated t-value of 7.919, greater than the table value of 1.661, and a significance value of 0.000 < 0.05. Therefore, Interior Design has a positive and significant effect on Customer Satisfaction at Casuground Coffee Shop Medan.
2. The Comfort variable (X2) has a calculated t-value of 6.720, greater than the table value of 1.661, and a significance value of 0.000 < 0.05. Therefore, Comfort has a positive and significant effect on Customer Satisfaction at Casuground Coffee Shop Medan.
3. Comparing the two independent variables, Interior Design has a higher calculated t-value than Comfort, at 7.919.

b. Simultaneous Test (F-test)

The F-test determines the simultaneous effect of the independent variables on the dependent variable at a 5% significance level (α = 0.05). With 98 respondents and two independent variables, the degrees of freedom (df) are 95 and the table F-value is 3.09. The null hypothesis (H_0) states that the independent variables have no significant simultaneous effect on the dependent variable, while the alternative hypothesis (H_1) states that they have a significant simultaneous effect. The decision is based on comparing the calculated F-value with the table F-value.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2563,917	2	1281,958	792,700	,000
Residual	153,634	95	1,617		

Total	2717,551	97				

Table 11. Simultaneous Test Results (F-test)

Source: Research data processed using SPSS (26)

Table 11 shows a calculated F-value of 792.700 > the table value of 3.09 and a significance value of 0.000 < α (0.05).

7. Coefficient of Determination (R^2)

The coefficient of determination measures how well the model (independent variables) explains variation in the dependent variable (Sugiyono, 2017).

Table 12. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,971[a]	,943	,942	1,272

Source: Research data processed using SPSS (26)

Table 12 shows an R Square value of 0.943, indicating that Interior Design and Comfort explain 94.3% of the variation in Customer Satisfaction. The remaining 5.7% is attributable to factors outside the scope of this study.

DISCUSSION

1. The Effect of Interior Design on Customer Satisfaction

The results show that Interior Design (X1) has a positive and significant effect on Customer Satisfaction at Casuground Coffee Shop Medan, with a calculated t-value of 7.919 > the table value of 1.661 and a significance value of 0.000 < 0.05. This indicates that better interior design is associated with higher customer satisfaction.

This finding is supported by Ching and Binggeli (2018), who describe interior design as the process of planning and arranging spaces through layout, color, lighting, texture, ventilation, and furniture to create functional, comfortable, and aesthetically pleasing environments. Good interior design can create an attractive and pleasant atmosphere, thereby improving customer experience and satisfaction. This result is consistent with Ghozali, Hermawan, and Andiyan (2024), who found that interior design and the concept of openings significantly affect customer satisfaction. Therefore, the first hypothesis (H1) is accepted.

2. The Effect of Comfort on Customer Satisfaction

The results show that Comfort (X2) has a positive and significant effect on Customer Satisfaction at Casuground Coffee Shop Medan, with a calculated t-value of 6.720 > the table value of 1.661 and a significance value of 0.000 < 0.05. This means that the greater the comfort perceived by customers, the higher their satisfaction.

This finding is supported by Purwanti and Damanik (2024), who explain that comfort is a condition in which a person's physical and psychological needs are met, creating a sense of safety, calm, and pleasure. Thermal, visual, acoustic, and spatial comfort can create positive customer experiences. This result is consistent with Dhahelsa Dwi Santhica and Musthofa Hadi (2025), who found that comfort has a positive and significant effect on customer satisfaction, both partially and simultaneously, with the model explaining 97% of the variation. Therefore, the second hypothesis (H2) is accepted.

3. The Effect of Interior Design and Comfort on Customer Satisfaction

The results show that Interior Design and Comfort simultaneously have positive and significant effects on Customer Satisfaction at Casuground Coffee Shop Medan, with a calculated F-value of 792.700 > the table value of 3.09 and a significance value of 0.000 < 0.05. The R Square value of 0.943 indicates that the two variables explain 94.3% of the variation in customer satisfaction, while the remaining 5.7% is explained by factors outside this study.

This finding is supported by Ching and Binggeli's (2018) theory of functional, comfortable, and aesthetic interior design, as well as Purwanti and Damanik's (2024) theory concerning the fulfillment of physical and psychological needs in creating comfort. The combination of attractive interior design and a comfortable environment can create positive experiences and improve customer satisfaction.

These findings are consistent with Ghozali, Hermawan, and Andiyan (2024), who identified a significant effect of interior design and the concept of openings on customer satisfaction; Dhahelsa Dwi Santhica and Musthofa Hadi (2025), who found a positive and significant effect of comfort on customer satisfaction; Ade Tiara Yulinda, Merta Kusuma, and Winda Susanti (2022), who reported a positive effect of interior design on customer satisfaction; and Dian Hartanto, Lefran Mango, and Tabita R. Matana (2024), who found that interior design, exterior design, and customer experience simultaneously have significant effects on customer satisfaction. Therefore, the third hypothesis (H3) is accepted.

CONCLUSION (Palatino Linotype 12, single spacing, justified)

1. Interior Design (X1) has a calculated t-value of 7.919 > the table value of 1.661 and a significance value of 0.000 < 0.05. Therefore, Interior Design has a positive and significant partial effect on Customer Satisfaction at Casuground Coffee Shop Medan. This indicates that better interior design leads to higher customer satisfaction.
2. Comfort (X2) has a calculated t-value of 6.720 > the table value of 1.661 and a significance value of 0.000 < 0.05. Therefore, Comfort has a positive and significant partial effect on Customer Satisfaction at Casuground Coffee Shop Medan. This indicates that greater customer-perceived comfort leads to higher customer satisfaction.
3. Interior Design (X1) and Comfort (X2) have a calculated F-value of 792.700 > the table value of 3.09 and a significance value of 0.000 < α (0.05). Therefore, Interior Design and Comfort simultaneously have positive and significant effects on Customer Satisfaction at Casuground Coffee Shop Medan. The R Square value of 0.943 (94.3%) indicates that these variables explain 94.3% of the variation in Customer Satisfaction, while the remaining 5.7% is explained by factors not examined in this study.

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