



The Influence of Social Media and Live Music on Customer Satisfaction at Lawaka Café in Ampana City

Sa'adia Ayahu^{1*}, Rosida P. Adam², Syamsul Bahri Dg Parani³

¹Student of Management Department, Faculty of Economics and Business, PSDKU Tadulako University Tojo Una-Una

^{2,3}Lecturer, Department of Management, Faculty of Economics and Business, PSDKU Tadulako University, Tojo Una-Una

Corresponding Author: Sa'adia Ayahu saadiaayahu@gmail.com

ARTICLE INFO

Keywords: Social Media, Live Music, Customer Satisfaction

Received : 3 April

Revised : 18 May

Accepted: 20 June

©2025 Ayahu, Adam, Parani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to determine and analyze: (1) The Influence of Social Media and Live Music on Customer Satisfaction of Lawaka Café in Ampana City (2) The influence of context on customer satisfaction of Lawaka Café in Ampana City, (3) The influence of communication on customer satisfaction of Lawaka Café in Ampana City. The type of research used is quantitative. The population of this study were all consumers who had visited Lawaka Café. The sampling technique in this study used incidental sampling and purposive sampling, with a sample size of 60 respondents. Data collection used online and offline questionnaires that had been tested for validity and reliability. The analysis method used multiple linear regression tests. The results of the study showed that (1) there was a significant simultaneous influence of social media consisting of (context, communication, collaboration, connection) and live music on customer satisfaction of Lawaka Café in Ampana City. (2) there is a significant influence of context on customer satisfaction of Lawaka Café in Ampana City. (3) there is no significant influence of communication on customer satisfaction of Lawaka Café in Ampana City. (4) there is no significant influence of collaboration on customer satisfaction of Lawaka Café in Ampana City. (5) there is a significant influence of connection on customer satisfaction of Lawaka Café in Ampana City. (6) there is a significant influence of live music on customer satisfaction of Lawaka Café in Ampana City

INTRODUCTION

Currently, business competition in the culinary sector is increasing rapidly. Because it results in many similar businesses, causing tight competition (Fridayani et al., 2021; Kusnedi et al., 2024) The need for food and beverages is a basic human need that must be met so that the culinary business is a trend among Indonesian people. This opportunity can be utilized by business actors to get involved in the culinary business by competing to meet the needs and desires of consumers with the products offered, thus making competition in the culinary business world increasingly tight, which causes more choices for consumers in choosing products that can satisfy their needs (Department of Management, Indonesian Computer University, Indonesia et al., 2021; Hindarto, 2023) Companies must strive to understand and study the needs and desires of their customers. Then it will provide important input for companies to design marketing strategies in order to create customer satisfaction (Phelan et al., 2017; Sambodo et al., 2024) Cafes are an important part of modern social and cultural life, especially in urban areas. Cafes not only offer food and drinks, but also combine culinary functions, social spaces, and entertainment. The emergence of this cafe is to provide a change in lifestyle in society, where people are not only looking for consumption but also looking for unique experiences (Dharma & Hawignyo, 2022; Febriani & Ahmad Fadili, 2021) Customer satisfaction is the main thing in the business world because customer satisfaction can determine the success of a business organization. The increasingly advanced developments today are closely related to the advancement of existing technology. Because in today's life, it causes the activities carried out to be carried out more easily. Like information and communication technology in Indonesia is currently based on the internet (Arjadi et al., 2018; Blackburn & Athayde, 2000) because internet users are common, efforts to promote are not only on conventional media, but through modern media, namely the internet, such as social media that allows users to interact with each other. Current progress also has an impact on fulfilling the needs of the community such as what people want to know about a place, product, facility and information about something they want to know (Bakos & Brynjolfsson, 2000; Tambunan, 2019)

Social media is a tool or way for users to share writing, audio, images, and videos as information to the target person and the company or vice versa (Ausat, 2023; Fatawu et al., 2023) Can also increase awareness, company image, and to increase sales. Currently, cafes are a favorite place for various groups, from students, workers, to groups of families who use cafes as a place to relax (Adler & Dika, 2022; Muhammad Annang Fahmi Roziq et al., 2024) Factors such as aesthetic interior design, comfortable atmosphere, free internet access, and live music or special events are the main attractions that influence customer satisfaction. Therefore, cafe owners must continue to provide cafe advantages directly or indirectly, such as the presence of live music facilities can provide an experience for customers so that it can foster consumer interest. In addition, cafes not only compete on products and services, they can also compete in building an image through existing platforms that they can use to present something to attract the attention of the audience. In observing its current popularity, cafes

have challenges in the form of competition. The number of new cafes requires entrepreneurs to be able to innovate better in terms of menus, cafe atmosphere and how to attract customers.

Lawaka coffee is a cafe located on Jl. Tj. Lawaka, Dondo, Kec, Ampana Kota, Tojo Una-Una Regency, Central Sulawesi, which offers a warm, romantic atmosphere, so that it can create a relaxed and intimate atmosphere, suitable for teenagers or adults. In terms of finding customers, of course, a business must promote their business so that it is widely recognized by the public, such as using a sophisticated platform in today's era. Like Lawaka Coffee which uses social media to promote their business. Of course, with that, Lawaka Coffee has a great opportunity to build closer relationships with customers, build brands and increase sales. However, it is not only in promoting that Lawaka Cafe pays attention to, they also offer an attractive impression for customers so that they feel satisfied so that they will make repeat purchases and recommend this cafe to others for what they feel. Such as by presenting live music, because it can increase the appeal for customers so that they want to come back. In addition, live music can also improve the atmosphere of the cafe to feel more alive and provide an experience for customers because they can feel the energy and emotions directly from the singer who is performing. In essence, the purpose of starting a business is to create profit, so customer satisfaction is important.

LITERATURE REVIEW

Social Media

The presence of social media is one of the developments of a technology in the field of communication that is no longer foreign to Indonesian society today. In the past, technology only functioned as sending electronic messages via email. However, over time, social media can be used as a new network along with the development of the era. Therefore, social media is one of the tools that is widely used by business actors in disseminating information about a product or their business to consumers. Saputra & Kusumaningrum, (2022) said that social media is one of the effects of the growth of the development of the new world today. Social media is an online media that allows users to introduce themselves as well as interact, collaborate, share, communicate with other worlds and enter into social relationships virtually. Maretno & Marlini, (2021) classify social media into six types, namely:

1. Blogs and Microblogs
2. Virtual Game World
3. Content
4. Virtual Social World
5. Collaborative Projects
6. Social Networking Sites

Live Music

Live music is an event that brings together musicians and audiences in one place at one time and involves performance on vocals or instruments and other music technology, or with music recordings (Septiyan, 2021) The music played makes the cafe atmosphere comfortable. The existence of live music facilities

prepared by business actors can improve the company's image so that consumers are interested in the products and services offered with the layout or interior owned by the cafe.

Live music functions as a differentiating component in creating a brand image for the company, which can ultimately increase customer loyalty. Because customers who can feel connected in feelings with the pressure created by live music are more likely to feel satisfied. Aguiar, (2017) explains that the indicators of live music are:

1. Musical ability
2. Music sound
3. Stage appearance
4. Facilities
5. Visitor interaction
6. Music genre

Customer Satisfaction

According to Kotler & Armstrong, consumer satisfaction is the consumer's perception of the product's perceived performance relative to the buyer's expectations. If the product's performance does not meet expectations, the customer is disappointed. Meanwhile, according to Tjiptono, customer satisfaction is the buyer's assessment of the seller's offer that is felt to exceed his expectations in buying. One way to achieve customer satisfaction is to improve the quality of service. In addition, the company can also make customers satisfied by providing quality services.

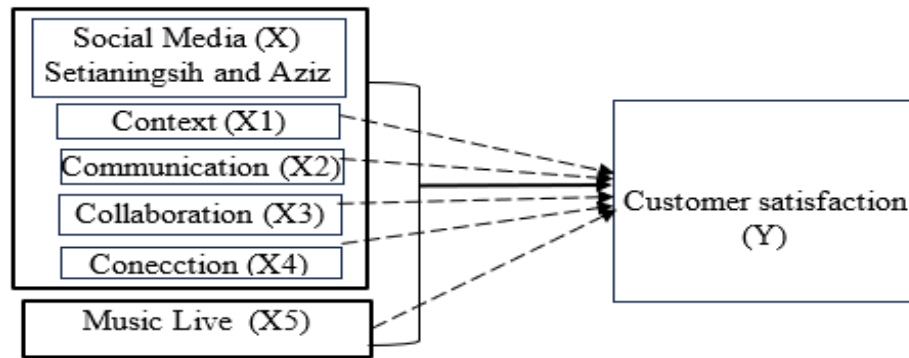
Kharisma, Simatupang, & Hutangalung (2023) in their research said that the indicator of customer satisfaction is a place of satisfaction after comparing the services or products received according to what was expected. Customers who are satisfied with the value provided by the company through a product or service will become loyal customers for a long time.

Indicators of customer satisfaction according to Tjiptono (2014) are:

Conformity to expectations is the level of conformity between the service performance expected by consumers and what they feel is provided by the company.

1. Returning interest is the consumer's willingness to return or reuse the related service.
2. Willingness to recommend is the consumer's willingness to recommend the service they have experienced to friends or family.

Theoretical Framework



Hypothesis

Based on the theory and framework of thought above, several hypotheses can be formulated as follows:

1. Social media and live music simultaneously have a major impact on client satisfaction at Lawaka Café in Ampana City.
2. The variable Social Media partially has a major impact on client satisfaction at Lawaka Café in Ampana City.
3. The variable Live music partially has a major impact on client satisfaction at Lawaka Café in Ampana City.

METHODOLOGY

The relationship between variables can be determined by determining the independent variables and dependent variables. If the independent variable has a relationship with one or more of the two dependent variables, then the analysis used is multiple linear regression analysis.

The research model used in this study is associative quantitative research. Associative research is research that aims to determine the influence or relationship between two or more variables (Sugiyono, n.d.) This study seeks the influence between the independent variables Social Media and Live Music (X), on the dependent variable Customer Satisfaction (Y). researchers conducted a survey to collect data in the field. Data collection techniques use (interviews or questionnaires) that are not in-depth, and the results of the study tend to be generalized.

1. Independent Variable

The independent variable (X) in this study is social media and live music. The measurement of social media uses 4 indicators, namely: context, communications, collaboration, connections and the measurement of live music uses 6 indicators, namely: musical ability, musical sound, stage appearance, facilities, visitor interaction, and music genre.

2. Dependent Variable

The dependent variable (Y) in this study is customer satisfaction at Lawaka Café in Ampana City which consists of several indicators, namely: conformity to expectations, speed of service, responsiveness to requests or complaints, and price and value received.

Population and Sample

The population of this study is the entire population in this study are all consumers who have visited Lawaka Café in Ampana City. The sampling technique to determine the sample to be used in this study uses the incidental sampling method and purposive sampling.

The sample in this study were consumers who had visited or had made transactions at Lawaka Café Ampana. To determine the number of samples, the researcher referred to Roscoe's opinion in Sugiyono, (2020) which stated that if this study uses multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied. This study uses the SPSS (Statistical Program for Social Scane) software application version 27 which is used to analyze the direct and indirect influence of social media and live music on customer satisfaction at Lawaka Café in Ampana City. The data analysis technique used in this study is multiple linear regression analysis. According to Sugiyono in (Mallinson & Hatemi, 2018) multiple linear analysis is used to evaluate more deeply the causal relationship between the independent variables, namely Social Media and Live Music and the dependent variable, namely Customer Satisfaction. This test is carried out using the formula:

RESULTS

Multiple Linear Regression Analysis

The purpose of regression analysis is to express the dependent variable as a function of the independent variables. The duality of fit and accuracy of conclusions depends on the data used. Therefore, unrepresentative or improperly compiled data results in poor fit and conclusions. So, for effective use of regression analysis, one must go through the following steps:

- 1) Investigate the data collection process,
- 2) Find limitations in the collected data
- 3) Limit appropriate conclusions

The data analysis used in this study is Multiple Linear Regression which is used to determine the factors that affect Stock Prices. Based on the results of data processing calculations with the help of the SPSS version 21 program.

Table 1. Multiple Linear Regression Results

Variable dependent Y = Customer satisfaction					
Variable Independent	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig
	B	Std. Error	Beta		
(constant)	-1.977	1.072		-1.845	.071
X1 (Context)	.256	.098	.251	2.599	.012
X2 (Communixation)	.098	.113	.095	.861	.393
X3 (Collaboration)	-.002	.124	-.002	-.020	.984
X4 (Connection)	.374	.135	.331	2.775	.008
X5 (Music Live)	.245	.068	.339	3.602	.001
R	= .916		Sig.F = 0,000		
R Square	= .839		α = 0,05		
Adjusted R Squaer	= .824				

Based on the calculation of the results of multiple linear regression analysis with the help of the SPSS program, the equation function can be compiled as follows:

$$Y = 1,977 + 0,256X_1 + 0,098X_2 + 0,002X_3 + 0,374X_4 + 0,245X_5$$

DISCUSSION

a) Simultaneous Hypothesis Testing

"The influence of social media and live music on customer satisfaction at Lawaka Cafe" is the study's simultaneous hypothesis. According to the multiple linear regression analysis test results, the hypothesis is accepted because the sig F is 0.000, which is less than the necessary value, $\alpha = 0.05$. This indicates that factors related to live music and social media have a big impact on customer happiness. The first hypothesis is therefore deemed to be true.

b) Partial Context Hypothesis Testing

"Context has an effect on customer satisfaction" is the second hypothesis in this study. The significance level value, as determined by the context variable (X1) calculation, is $t = 0.012$. The hypothesis is accepted since 0.012 is less than 0.05 when compared to α (0.05). This indicates that customer happiness is significantly impacted by the context dimension (X1). The hypothesis is therefore deemed to be true.

c) Partial communication hypothesis testing

The third hypothesis in this study states that "communication does not affect customer satisfaction". The results of the communication variable test show a significant value of $t = 0.393$, when compared to α (0.05) the number $0.393 > 0.05$ therefore, the hypothesis is not accepted. This means that the X2 dimension (communication) does not have a significant effect on customer satisfaction at Lawaka Café.

d) Partial Collaboration Hypothesis Testing

The fourth hypothesis in this study states that "collaboration does not affect customer satisfaction" The results of the collaboration variable test show a value of $t = 0.984$, when compared to α (0.05) the number $0.984 > 0.05$ therefore, the hypothesis is not accepted. This means that the X3 dimension (collaboration) does not have a significant effect on customer satisfaction.

e) Partial Connection Hypothesis Testing

The fourth hypothesis in this study states that "connection affects customer satisfaction". The results of testing the connection variable show a value of $t = 0.008$, when compared to α (0.05) the number $0.008 < 0.05$ therefore, the hypothesis is accepted. This means that the X4 dimension (connection) has a significant effect on customer satisfaction.

f) Partial Live Music Hypothesis Testing

The fifth hypothesis in this study states that "live music affects customer satisfaction". The results of testing the live music variable show a value of $t = 0.001$, when compared to α (0.05) the number $0.001 < 0.05$ therefore, the hypothesis is accepted. This means that the X5 variable (live music) has a significant effect on customer satisfaction.

CONCLUSIONS

1. Social media consisting of context, communication, collaboration, connection simultaneously have a significant effect on customer satisfaction at Lawaka Café in Ampana City. The magnitude of the influence of social media simultaneously on customer satisfaction at Lawaka Café in Ampana City is 82.4%, while the remaining 17.6% is influenced by other factors not included in the study.
2. Context has a significant effect on customer satisfaction at Lawaka Café in Ampana City. The magnitude of the influence of context on customer satisfaction at Lawaka Café in Ampana City is 25.1%, while the remaining 74.9% is influenced by other factors.
3. Communication does not have a significant effect on customer satisfaction at Lawaka Café in Ampana City. The magnitude of the influence of communication on customer satisfaction at Lawaka Café in Ampana City is 9.5%, while the remaining 90.5% is influenced by other factors.
4. Collaboration does not have a significant effect on customer satisfaction at Lawaka Café in Ampana City. The magnitude of the influence of collaboration on customer satisfaction at Lawaka Café in Ampana City is 0.2%, while the remaining 99.8% is influenced by other factors.
5. Connection has a significant effect on customer satisfaction of Lawaka Café in Ampana City. The magnitude of the influence of connection on customer satisfaction of Lawaka Café in Ampana City is 33.9%, while the remaining 66.1% is influenced by other factors.
6. Live music has a significant effect on customer satisfaction of Lawaka Café in Ampana City. The magnitude of the influence of live music on customer satisfaction of Lawaka Café in Ampana City is 25.1%, while the remaining 74.9% is influenced by other factors.

RECOMMENDATIONS

1. Researchers suggest that Lawaka Café maximize the use of social media, such as adjusting content to audience characteristics, local trends, and relevant times. This strategy can increase the relevance and appeal of marketing communications, thus having a positive impact on customer satisfaction.
2. Researchers also suggest that Lawaka Café needs to strengthen connections with customers through active and responsive interactions on social media. This connection can be formed through two-way communication, such as replying to comments or direct messages, greeting customers personally, and holding regular live or Q&A sessions. Content that features customers directly, such as repost stories or testimonials, can also create emotional closeness that has an impact on increasing satisfaction.
3. Live music has been proven to contribute positively to customer satisfaction, Lawaka Café is advised to make this element a core part of its customer experience strategy. Collaboration between social media programs and live music, for example by creating content of performance clips or short interviews with musicians, can increase engagement and attract more visitors. Thus, effective integration of social media and quality live music experiences will be the main force in increasing customer satisfaction at Lawaka Café.

FURTHER STUDY

This research still has limitations so further research is needed on the topic of The Influence of Social Media and Live Music on Customer Satisfaction at Lawaka Café to perfect this research and increase insight for readers and writers.

REFERENCES

- Adler, J., & Dika, R. (2022). Sistem Informasi Pemesanan Menu Makanan dan Minuman Berbasis Web Sebagai Penentu Nilai Menu Terbaik. *Majalah Ilmiah UNIKOM*, 20(1), 33–43. <https://doi.org/10.34010/miu.v20i1.7712>
- Aguiar, L. (2017). Let the music play? Free streaming and its effects on digital music consumption. *Information Economics and Policy*, 41, 1–14. <https://doi.org/10.1016/j.infoecopol.2017.06.002>
- Arjadi, R., Nauta, M. H., Suryani, A. O., & Bockting, C. L. H. (2018). Guided Act and Feel Indonesia – Internet-based Behavioral Activation Intervention for Depression in Indonesia: A Systematic Cultural Adaptation. *Makara Human Behavior Studies in Asia*, 22(1), 3. <https://doi.org/10.7454/hubs.asia.2050418>
- Ausat, A. M. A. (2023). The Role of Social Media in Shaping Public Opinion and Its Influence on Economic Decisions. *Technology and Society Perspectives (TACIT)*, 1(1), 35–44. <https://doi.org/10.61100/tacit.v1i1.37>
- Bakos, Y., & Brynjolfsson, E. (2000). Bundling and Competition on the Internet. *Marketing Science*, 19(1), 63–82. <https://doi.org/10.1287/mksc.19.1.63.15182>
- Blackburn, R., & Athayde, R. (2000). Making the connection: The effectiveness of Internet training in small businesses. *Education + Training*, 42(4/5), 289–299. <https://doi.org/10.1108/00400910010373723>
- Departemen Manajemen, Universitas Komputer Indonesia, Indonesia, Soegoto, E. S., Amelia, N., Departemen Ilmu Komunikasi, Universitas Komputer Indonesia, Indonesia, Dhafina, N. A., Departemen Ilmu Komunikasi, Universitas Komputer Indonesia, Indonesia, Berlianti, W., & Departemen Ilmu Komunikasi, Universitas Komputer Indonesia, Indonesia. (2021). Utilization of Word-of-Mouth Marketing Strategy in Culinary Business. *International Journal of Research and Applied Technology*, 1(2), 439–447. <https://doi.org/10.34010/injuratech.v1i2.6779>
- Dharma, C. S., & Hawignyo, H. (2022). Analisis Pengaruh Atmosfer Cafe Terhadap Keputusan Pembelian Produk Coffe pada Masyarakat Karawang. *J-MAS (Jurnal Manajemen Dan Sains)*, 7(1), 369. <https://doi.org/10.33087/jmas.v7i1.334>
- Fatawu, A., Fuseinii, M. A.-B., & Khalid, A.-M. (2023). The Benefits and Challenges of Social Media in Higher Education. In V. Goar, M. Kuri, R. Kumar, & T. Senju (Eds.), *Advances in Information Communication Technology and Computing* (Vol. 628, pp. 107–122). Springer Nature Singapore. https://doi.org/10.1007/978-981-19-9888-1_9

- Febriani, F., & Ahmad Fadili, D. (2021). Pengaruh Store Atmosphere Dan Kualitas Produk Terhadap Kepuasan Pelanggan (Survey Pada Café Patroli Kopi Karawang). *Jurnal Pemasaran Kompetitif*, 4(3), 368. <https://doi.org/10.32493/jpkpk.v4i3.10100>
- Fridayani, H. D., Iqbal, M., & Atmojo, M. E. (2021). Cloud Kitchen: Strategy for Indonesian Culinary Business (SMEs) Growth During and Post Pandemic Era. *Management Research and Behavior Journal*, 1(2), 41. <https://doi.org/10.29103/mrbj.v1i2.5128>
- Hindarto, D. (2023). Indonesian Culinary Application System Design with UML Method. *Journal of Computer Networks, Architecture and High Performance Computing*, 5(2), 612–622. <https://doi.org/10.47709/cnahpc.v5i2.2675>
- Kusnedi, R., Arafah, W., Ingkadijaya, R., & Oktadiana, H. (2024). Prioritizing the Development of Indonesian Culinary Businesses Over the Legal Transition of International Food Businesses in Relation to Traditional Nusantara Cuisine. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1275–1284. <https://doi.org/10.37641/jimkes.v12i4.2682>
- Mallinson, D. J., & Hatemi, P. K. (2018). The effects of information and social conformity on opinion change. *PLOS ONE*, 13(5), e0196600. <https://doi.org/10.1371/journal.pone.0196600>
- Muhammad Annang Fahmi Roziq, Agus Suyatno, & Esti Dwi Rahmawati. (2024). Analisis Dampak Live Music Dan Atmosfer Kafe Terhadap Kepuasan Pelanggan Kafe Legi Pait Surakarta. *Demokrasi: Jurnal Riset Ilmu Hukum, Sosial Dan Politik*, 1(3), 333–347. <https://doi.org/10.62383/demokrasi.v1i3.450>
- Phelan, H., Hennelly, J., Chappell, D., & Roberts, A. N. (2017). The Irish World Music Café: Performing and Recording as Tools for Sustainable Social Integration. *Voices: A World Forum for Music Therapy*, 17(3). <https://doi.org/10.15845/voices.v17i3.939>
- Sambodo, M. T., Silalahi, M., & Firdaus, N. (2024). Investigating technology development in the energy sector and its implications for Indonesia. *Heliyon*, 10(6), e27645. <https://doi.org/10.1016/j.heliyon.2024.e27645>
- Septiyan, D. D. (2021). Apresiasi Lintas Genre Musik Indonesia Melalui Synchronize Festival. *Musikolastika: Jurnal Pertunjukan Dan Pendidikan Musik*, 3(1), 1–8. <https://doi.org/10.24036/musikolastika.v3i1.57>
- Sugiyono. (n.d.). *Metode Penelitian Pendidikan Pendekatan Kuantitatif Kualitatif, dan R&D*. Alfabeta.
- Tambunan, T. T. H. (2019). Micro and Small Industries and the Use of Internet: Findings from Indonesian. *Jurnal Ekonomi Indonesia*, 8(2), 203–224. <https://doi.org/10.52813/jei.v8i2.20>