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The Dominant Factors That Influence Preferences for Visiting Grin Cafe

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Abstract. Recently, the café industry has experienced significant growth as consumer lifestyles evolve, transforming cafés into spaces for socializing, working, and personal experiences. This shift has prompted café owners to better understand the factors influencing customer visit preferences and to identify the most dominant factors shaping these preferences. This study aims to identify and map the key factors influencing customer visit preferences to Grin Kafe, a local café business with two branches that possess distinct characteristics. A quantitative approach is employed in this study by applying the Analytical Hierarchy Process (AHP) method, which enables analysis of the relative importance of various factors determining customer visit decisions. The two primary variables analyzed include atmosphere and interior design. Data were collected through a paired comparison questionnaire distributed to customers who had visited Grin Kafe. The results of this study are expected to provide insights into the priority of customer perceptions regarding these factors, serve as a strategic foundation for service development, enhance the attractiveness of Grin Kafe, and contribute to the broader study of consumer behavior in the local café sector.

Keywords: customer preferences, cafes, AHP, dominant factors, consumer behavior

INTRODUCTION

In recent years, the café industry has experienced significant growth as the consumer lifestyle has increased, making cafes not only a place to eat and drink, but also a social, work, and personal experience. This phenomenon requires café business people to be able to understand more deeply what factors affect customer visit preferences to a café? What factors are perceived to be the most dominant by customers in determining visit preferences?

Grin Kafe, as one of the local café industry players, has two branches with different characteristics. Grin Kafe 1 is designed to be simple, but able to attract customer loyalty in the long run. In contrast, Grin Kafe 2, which was built with a more modern design concept and more complete facilities, experienced challenges in achieving the same level of visits. This difference indicates that the design and facilities factors of the café are not the only determinants of customer visit decisions. There are other elements that may have a greater influence on consumer preferences.

This phenomenon is interesting to research, especially because of the mismatch between the volume of visits between the Grin1 café and the Grin2 café. Some previous studies have highlighted factors such as product and service quality, atmosphere, interior design, location, price, and customer experience as key determinants in consumer behavior in the food and beverage sector. However, many of these studies only tested the influence between variables, not showing the degree of dominance between these factors in a single integrated model.

Table 1. Journal Summary

No	Journal Title	Author Name	Research Summary	Information
1	Factors Influencing Gen Z's Interest in Visiting SUBA Coffee	Diki Fajrin, James Dhimas Prasetya, Muprihan Thaib	Examining the influence of the atmosphere of the place, menu variants, and prices on Gen Z's interest in visiting Suba Coffee.	Using linear regression, it tests only three variables without comparing the dominance between factors on a priority basis.
2	Identify Factors That Affect Interest in Visiting Olivier Café	Tashia Tariq	Analyze the influence of Brand Image, Word of Mouth, Store Atmosphere,	The study was quantitative with linear regression, not showing a

No	Journal Title	Author Name	Research Summary	Information
			and Product Quality on visitor interest.	hierarchy of priorities between variables.
3	Analysis of Factors for Choosing Cafes Visited in the Sampit Community	Nurhasanah	Using regression to assess the influence of price, service, atmosphere, and menu on café selection.	Focus only on the direct influence between variables, not show the degree of dominance between factors.
4	The Influence of Café Atmosphere, Lifestyle, and Consumer Satisfaction on Purchase Decisions	Defi Triana, Hendro Sukoco, Herdian Farisi, Anjar Safitri	Analyze the relationship between café atmosphere, lifestyle, and satisfaction to purchasing decisions.	Variables were analyzed separately using regression, not arranging weights or priorities between factors.
5	The Influence of Cafe Atmosphere and Lifestyle on Generation Z's Purchasing Decisions	Dania Okta Amelia, M Adhitya Nugraha Pratama	Examining the influence of café lifestyle and atmosphere on Gen Z's purchasing decisions.	Focusing on just two variables, there is no unified model to determine which one is dominant.

source: processed data

Thus, there is a need to not only identify, but also prioritize such factors based on consumer perceptions in a systematic and objective manner.

To answer these needs, this study applies the Analytical Hierarchy Process (AHP) method, a quantitative approach based on multicriteria decision-making. According to Suryadi and Ramdhani (2014), AHP is suitable for solving problems that involve many complex criteria that are difficult to measure directly and can incorporate intuition and subjective judgment into a systematic decision-making model. The use of AHP in the context of tourism, restaurants, and cafés has also been shown to be effective in various previous studies (Satria & Manurung, 2020; Ermawati & Mahameruaji, 2021). This approach is particularly relevant compared to other approaches because it can capture the subjective perception of customers within a structured quantitative framework.

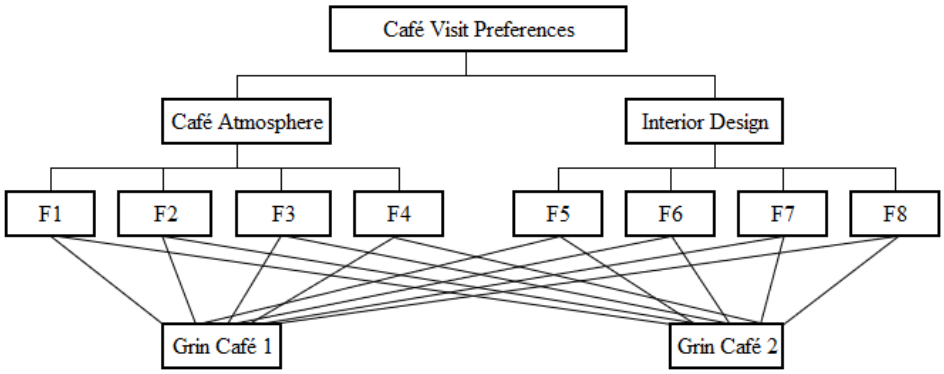
Consumer preferences form the basis of consumer behavior theory in microeconomics, where consumers are assumed to have the ability to choose between different combinations of goods or attributes based on the level of satisfaction (utility) they receive. Utility in this context is understood as a measure of the extent to which a product or service can meet the needs and desires of consumers (Varian, 2014). In this study, there are two factors that affect the preferences for visiting *Grin Cafe*, namely the café atmosphere and interior design. Each factor provides a different level of utility for café visitors.

Consumer Behavior Theory, as explained by Kotler and Keller (2016), shows that purchasing decisions are influenced not only by elements such as product quality and price but also by emotional factors that arise from on-site experiences. An emotionally comfortable atmosphere provides calm for visitors, making them feel at home and eager to return (Sambara et al., 2021). The friendly service of the staff creates a pleasant social experience and can build emotional closeness between customers and the café (Izzuddin & Muhsin, 2020). Background music also influences consumer mood, strengthens the desired atmosphere, and increases customer satisfaction while in the café (Seftianingsih & Wibawa, 2021). For some customers, cafés serve not only as places to buy food and drinks but also as social spaces to gather and share stories with friends (Amelia et al., 2025).

Equally important in attracting customers to visit a café is its interior design. Interior design is the process of creating physical spaces that are both aesthetically pleasing and functional, aimed at producing immersive sensory, cognitive, and social experiences, in line with the concept of Experiential Interior Design (EID) (Wikipedia). Bitner (1992) revealed the importance of "servicescapes" in creating a positive experience for customers, classifying

interior design as part of the physical environment that influences consumer perceptions, decisions, and interactions within the service space.

Modern consumers, especially millennials and Gen Z, tend to choose places with high visual appeal that can be shared on social media (Susanti et al., 2021). Cleanliness aspects such as floors, walls, furniture, and common areas are key indicators in assessing the quality of service and professionalism of a business establishment (Mariansyah & Syarif, 2020). The layout of tables and chairs should not be overlooked either. A spatial arrangement that provides enough space to move fosters privacy and freedom for visitors to engage in activities without feeling disturbed (Wendhi & Heldi, 2024). Finally, seat comfort is a practical yet crucial factor. Comfortable chairs not only support longer visits but also determine whether customers will feel comfortable working, socializing, or simply relaxing for extended periods (Sholihah, 2020). The following is the AHP preference structure for visits to *Grin Kafe*:



Keterangan:

F1 : Warm and cozy atmosphere
F2 : Background music
F3 : Friendliness of the staff
F4 : Presence of friends to chat with
F5 : Availability of photo spots (Instagrammable)
F6 : Visual cleanliness (floor, walls, furniture)
F7 : Table and chair layout (space and movement)
F8 : Seating comfort

Figure 1. AHP Structure of Café Visit Preferences

This study aims to identify and map the dominant factors influencing customer visit preferences to Grin Kafe, a local café business that has two branches with different characteristics. The results of this study are expected to be able to provide a deeper understanding of the dominant factors that affect the preference of visits to Grin Kafe, as well as become a strategic basis for the development of services and increase the attractiveness of Grin Kafe and make a practical contribution to the café business development strategy in the midst of increasingly competitive competition in the café industry.

RESEARCH METHOD

This study employed a descriptive quantitative approach using the Analytical Hierarchy Process (AHP), which allowed for the systematic analysis of the relative importance of several criteria through paired comparisons. Data were collected through a paired comparison questionnaire designed based on the hierarchical structure of AHP. The questionnaire was distributed to respondents who had experience visiting *Grin Kafe*. Respondents were asked to rate pairs of factors based on their importance in influencing the decision to visit a café.

The population of this study was unknown, but the estimated number of visitors per day was around 20 to 40 people. Unlike methods such as Structural Equation Modeling (SEM) or regression, AHP did not require a large sample size but instead emphasized the quality and consistency of respondents' assessments. According to Saaty (1980), the AHP method can be effectively applied with a small number of decision-makers who understand the decision-

making context, generally ranging from 3 to 20 individuals. This aligned with Ishizaka and Labib (2011), who stated that AHP focuses on pairwise comparisons based on the evaluations of relevant respondents or experts.

The study used purposive sampling, with criteria requiring respondents to have visited *Grin Kafe* at least three times, experienced other cafés for comparison, and possessed the ability to provide assessments based on personal experience. The quality of the study results depended on the quality of the selected respondents, as the validity of preference weights was influenced by their expertise, experience, and consistency of judgment (Schmidt et al., 2015). Therefore, the respondent selection process was conducted in stages to ensure participants had adequate competence and experience. Selected respondents were aged between 19 and 25 years and were deemed capable of providing valid and consistent responses. After several screening stages, ten qualified respondents were selected. Data collection took place from July 26 to August 24, 2025.

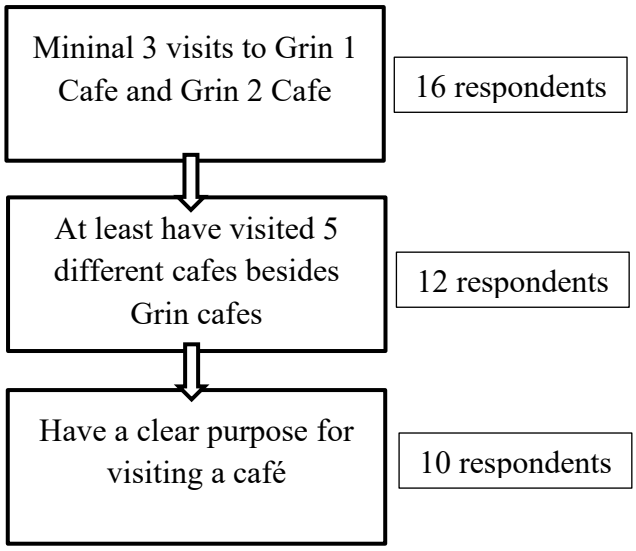


Figure 2. Stages of respondent selection

RESULTS AND DISCUSSION

Data analysis using the Analytical Hierarchy Process (AHP) which consists of several stages. The first stage is to compile a paired comparison matrix (Pairways Comparison) based on input from respondents for each criterion that refers to the Saaty scale.

Table 2. AHP Scale and Its Definition

Scale	Definition of "Importance"
1	Equal *Importance*
3	Slightly *more importance*
5	Materially *more important*
7	Significantly *more important*
9	Absolutely *more important*
2,4,6,8	Doubt between two adjacent values *(Compromise values)*
Source:	Saaty, TL *The Analytical Hierarchy*
Process:	*Planning, Priority Setting, Resource Allocation*

source: processed data

From the results of the collection of questionnaire data from respondents, a Pairways Comparison *Matrix was prepared*. The value of the criterion weight was taken from the average results of the questionnaire calculation from the respondents.

Table 3, Results of the criteria assessment questionnaire

Criterion	Respondents										Flat-flat	Weight
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**		
F1 – F2	9	9	7	9	9	8	7	9	7	9	8,3	**8**
F1 – F3	0,5	1	1	2	0,5	1	1	0,5	1	1	0,95	**1**
F1 – F4	0,5	2	0,5	1	1	2	0,5	2	1	1	1,15	**1**
F1 – F5	2	2	1	2	1	2	2	3	3	2	2	**2**
F1 – F6	3	2	2	3	3	2	2	3	2	2	2,4	**2**
F1 – F7	8	7	7	8	8	8	8	7	8	8	7,7	**8**
F1 – F8	5	7	7	9	8	7	6	9	7	8	7,3	**7**
F2 – F3	0,125	0,111	0,143	0,111	0,125	0,143	0,125	0,111	0,167	0,111	0,127	**0,125**
F2 – F4	0,111	0,111	0,111	0,111	0,111	0,111	0,111	0,111	0,125	0,125	0,114	**0,111**
F2 – F5	0,111	0,125	0,111	0,111	0,111	0,111	0,111	0,111	0,125	0,125	0,115	**0,111**
F2 – F6	0,167	0,167	0,25	0,25	0,2	0,167	0,2	0,25	0,25	0,2	0,210	**0,2**
F2 – F7	1	2	2	2	1	2	3	2	2	3	2	**2**
F2 – F8	1	1	0,5	0,5	0,5	1	1	0,5	0,5	0,5	0,7	**0,5**
F3 – F4	1	1	2	1	2	0,5	1	0,5	0,5	0,5	1	**1**
F3 – F5	0,5	2	1	2	2	1	1	2	2	2	1,55	**2**
F3 – F6	0,5	2	1	1	3	2	2	3	3	2	1,95	**2**
F3 – F7	7	6	7	8	8	8	7	7	7	8	7,3	**7**
F3 – F8	9	9	8	7	7	8	7	5	7	7	7,4	**7**
F4 – F5	3	3	5	5	5	6	7	5	5	5	4,9	**5**
F4 – F6	2	3	3	4	2	4	3	2	5	3	3,1	**3**
F4 – F7	8	7	9	8	8	7	8	7	7	9	7,8	**8**
F4 – F8	8	8	7	7	8	8	8	8	7	8	7,7	**8**
F5 – F6	2	3	5	5	3	3	4	2	3	3	3,3	**3**
F5 – F7	5	7	8	7	7	5	5	7	7	8	6,6	**7**
F5 – F8	5	7	8	7	6	6	7	8	7	8	6,9	**7**
F6 – F7	9	7	5	7	6	6	5	7	7	7	6,6	**7**
F6 – F8	9	7	6	5	7	7	6	6	7	8	6,8	**7**
F7 – F8	0,5	0,5	0,333	1	0,5	0,5	0,5	0,5	0,5	0,333	0,517	**0,5**

Source: processed data

The next step is mCalculate the weights of criteria by creating a simplified paired comparison matrix

Table 4. Simplified criteria comparison matrix

Criteria	F1	F2	F3	F4	F5	F6	F7	F8
F1	1	8	1	1	2	2	8	7
F2	0.125	1	0.125	0.111	0.111	0.2	2	0.5
F3	1	8	1	1	2	2	7	7
F4	1	9	1	1	5	3	8	8
F5	0.5	9	0.5	0.2	1	3	7	7
F6	0.5	5	0.5	0.333	0.333	1	7	7
F7	0.125	0.5	0.143	0.125	0.143	1	0.5	0.5
F8	0.143	2	0.143	0.125	0.143	2	1	1
Sum	4.393	42.5	4.411	3.894	10.73	11.486	42	38

source: processed data

Carry out the normalization process by dividing the matrix value by the number of matrix values in one column. The *Eigen Vector* value is obtained by summing the relative weight value of each row divided by the number of criteria.

Table 5. Normalization of criteria comparison matrix

Criteria	F1	F2	F3	F4	F5	F6	F7	F8	Total	Eigen Value	Ranking
F1	0.228	0.188	0.227	0.257	0.186	0.174	0.190	0.204	1.635	0.204	5
F2	0.028	0.024	0.028	0.029	0.010	0.017	0.048	0.013	0.197	0.025	7
F3	0.228	0.188	0.227	0.257	0.186	0.174	0.167	0.184	1.611	0.201	3
F4	0.228	0.212	0.227	0.257	0.466	0.261	0.190	0.211	2.051	0.256	1
F5	0.114	0.212	0.113	0.051	0.093	0.261	0.167	0.112	1.196	0.149	4
F6	0.114	0.118	0.113	0.086	0.031	0.087	0.167	0.112	0.899	0.112	6
F7	0.028	0.012	0.032	0.032	0.013	0.012	0.024	0.013	0.244	0.021	8
F8	0.033	0.047	0.032	0.032	0.013	0.012	0.048	0.026	0.244	0.030	6

source: processed data

1) *Eigen Vector* F1 is obtained from 1.635 / 8 = 0.204
2) *Eigen Vector* F2 is obtained from 0.197 / 8 = 0.025
3) *Eigen Vector* F3 is obtained from 1.611 / 8 = 0.201
4) *Eigen Vector* F4 is obtained from 2.051 / 8 = 0.256
5) *Eigen Vector* F5 is obtained from 1.196 / 8 = 0.149
6) *Eigen Vector* F6 is obtained from 0.899 / 8 = 0.112
7) *Eigen Vector* F7 is obtained from 0.167 / 8 = 0.021
8) *Eigen Vector* F3 is obtained from 0.244 / 8 = 0.030

The *Eigen vector* value shows the weight of each criterion. The higher the *eigenvector* value, the more important the criterion will be.
The maximum Eigen Vector (λmax) is obtained from the total multiplication of *the eigen vector* by the sum of the comparison criteria:

λmax = (0.204 x 4.393) + (0.025 x 42.5) + (0.201 x 4.411) + (0.256 x 3.894) + (0.149 x 10.730) + (0.112 x 11.486) + (0.021 x 42) + (0.030 x 38) = 8.765

To calculate the Consistency Index (CI) value, the formula Eigen Vector maximum (λmax) minus the number of criteria divided by the number of criteria minus 1 is used.

$$\mathrm{CI} = \frac{(\lambda_{max} - n)}{(n-1)}$$

CI = (8.765 – 8) / (8 – 1) = 0.109

The Consistency Ratio (CR) value is obtained from the CI value divided by the IR, where the IR value is obtained from table 6.

Table 6. Random Index (RI)

n	1,2	3	4	5	6	7	8	9	10
RI	0	0,58	0,9	0,112	1,24	1,32	1,41	1,45	1,49

source: processed data

CR = 0.109/1.41 = 0.077
Because the CR value < 0.1, the results are considered consistent

The next stage is to enter the weight of the criteria for each alternative obtained from the interview results.

Table 7. The results of the weight assessment of each criterion in Grin 1 and Grin 2

Criteria	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Respondent 6	Respondent 7	Respondent 8	Respondent 9	Respondent 10	Average	Weight
F1	5	7	5	5	3	5	4	7	3	5	4.9	5
F2	0.111	0.111	0.111	0.111	0.111	0.111	0.111	0.111	0.111	0.111	0.111	1/9
F3	5	5	3	7	6	5	3	4	5	3	4.6	5
F4	3	3	1	3	5	3	2	3	3	5	3.3	3
F5	0.200	0.167	0.250	0.167	0.250	0.2	0.250	0.250	0.250	0.200	0.218	1/5
F6	0.333	0.5	0.333	0.333	0.250	0.250	0.333	0.250	0.250	0.333	0.348	1/3
F7	0.5	0.250	0.333	0.250	0.200	0.143	0.200	0.200	0.200	0.200	0.253	1/4
F8	0.200	0.333	0.250	0.333	0.250	0.200	0.250	0.333	0.333	0.200	0.263	1/4

source: processed data

Discussion

The results of the study show that the preference of visiting Grin Kafe is more determined by social and emotional factors reflected in the atmosphere of the café. The three sub-criteria that occupy the top position are the presence of friends to chat, the warmth of the cozy atmosphere, and the friendly and relaxed impression of the staff and the environment. This confirms that cafes are seen not just as places to buy food and drinks, but rather as social spaces where customers seek comfort, interaction, and a pleasant experience with friends (Amelia et al., 2025).

The presence of friends (F4) is the main reason customers choose a café, while the warm atmosphere (F1) and the friendliness of the staff (F3) strengthen the emotional bond that encourages repeat visits. Previous research has highlighted the atmosphere as an important factor influencing consumer satisfaction and visitation decisions, but rarely maps the priorities of its sub-aspects in detail. For example, a study by Sambara et al. (2021) emphasizes the influence of store atmosphere on café customer satisfaction in general regardless of the weight of the constituent dimensions. Meanwhile, Sholihah (2020) also found that the atmosphere of the café had a significant effect on visitor interest, but did not map the priorities of the sub-aspects in detail. With the AHP approach, this study provides a clearer picture of the most dominant atmospheric dimensions in shaping customer preferences.

Practically, this result provides direction for Grin Kafe managers to focus more on creating a space that supports conversations in a group, maintains a cozy feel, and ensures that staff are able to provide service with a friendly attitude. The combination of these three factors will strengthen the appeal of cafes and increase customer loyalty, even in the midst of increasingly fierce competition in the café industry. These results are in line with the theory of Consumer Behavior by Kotler and Keller (2016), which asserts that emotional factors and social interaction experiences often influence consumer decisions more than the functional attributes of products.

This research expressly positions Grin café as a Social Café / Community Café, which is a café that is oriented towards social experience and interaction between customers. This segmentation is in accordance with the concept of third place introduced by Oldenburg (1999), which is a place other than home (first place) and office (second place), cafes (third place) function as informal public spaces to socialize, build relationships, and find emotional comfort.

CONCLUSION

Based on the results of the research, the manager of Grin Kafe 2 should focus on the three main aspects that most determine customer preferences, namely the presence of friends to chat, the cozy atmosphere, and the friendliness of the staff. Cafes need to provide a layout that supports social interaction, maintains a warm atmosphere that makes customers feel at home, and ensures that staff are able to provide friendly and relaxed service. These three things are key factors to attract customers at Grin 2 cafes as well as to strengthen customer loyalty. This study has limitations, including the relatively small number of respondents and only

focusing on Grin Kafe customers in the Pare – Kediri area so that the results cannot be generalized widely. In addition, the variables analyzed are still limited to the criteria of café atmosphere and interior design, while other factors such as price, product quality, and digital strategy have not been accommodated. Therefore, further research is recommended to expand the scope of the region, increase the number of respondents, and include other variables in order to obtain a more comprehensive picture of café consumer preferences.

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