

The Influence of Live Music Quality and Menu Pricing on the Consumer Attraction of Generation Z at Kulumanu Kopi Café in Tangerang City

Suryanto Sosrowidigdo

Faculty of Economics and Business, Bina Sarana Informatika University.
Jl. Kramat Raya No. 98, Central Jakarta, Jakarta 10450, Indonesia

Article Info

Keywords:

Live Music Quality,
Menu Pricing, Consumer
Attraction,
Generation Z,
Café Experience,
Marketing Strategy.

ABSTRACT

This study investigates the influence of live music quality and menu pricing on the consumer attraction of Generation Z at Kulumanu Kopi Café in Tangerang City. The research adopts a quantitative approach, utilizing a structured questionnaire distributed to respondents who represent Generation Z consumers. The findings reveal that both live music quality and menu pricing significantly affect consumer attraction, with menu pricing showing the more dominant influence. Generation Z consumers tend to value not only affordability but also the overall experience offered by a café, including entertainment elements such as live music. This study highlights the importance of combining pricing strategies with experiential features to attract and retain young customers. The results are relevant for café owners and marketing practitioners seeking to develop competitive strategies tailored to the preferences of the younger generation. Further research is encouraged to include additional factors such as service quality, ambience, or digital engagement.

This is an open access article
under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license



Corresponding Author:

Suryanto Sosrowidigdo
Faculty of Economics and Business, Bina Sarana Informatika University.
Jl. Kramat Raya No. 98, Central Jakarta, Jakarta 10450, Indonesia
suryanto.sys@bsi.ac.id

INTRODUCTION

The food and beverage (F&B) industry has emerged as one of the most dynamic and rapidly expanding sectors in Indonesia's economy. As consumer preferences continue to evolve, particularly among younger generations, the industry has shifted from merely offering food to delivering comprehensive lifestyle experiences (Matondang, 2024). Coffee shops, in particular, have become cultural hubs for socializing, working, and leisure, rather than just places to consume beverages.

In recent years, the growing popularity of coffee culture has led to a significant increase in the number of cafés across urban areas in Indonesia. According to Lindiani et al. (2024), this expansion is largely influenced by the social habits of younger consumers who view cafés as extensions of their daily routines. Coffee drinking has become a form of self-expression, a trend that aligns with the values and behavior of Generation Z.

Generation Z, often characterized by their digital fluency, fast-paced preferences, and hedonistic tendencies, has become a key target market for lifestyle-based businesses (Arum

et al., 2023). Their purchasing decisions are strongly influenced by emotional connections, brand experiences, and affordability. Consequently, cafés that aim to attract this segment must adopt innovative marketing approaches that address both functional and emotional expectations.

Live music is one such experiential component that has been increasingly incorporated by cafés to enhance customer engagement. As noted by Maharani (2024), live music adds vibrancy and emotional depth to the customer experience, creating a more immersive environment that encourages longer visits and brand loyalty. This is especially relevant for Generation Z, who often seek entertainment and social interaction in their consumption choices.

Beyond ambiance and entertainment, pricing remains a fundamental determinant of customer behavior. According to Firmansyah and Indra (2023), perceived value plays a critical role in determining consumer satisfaction. A café's pricing strategy must therefore strike a balance between affordability and perceived quality, especially when targeting price-sensitive yet experience-driven customers like Generation Z.

While previous studies have explored the individual impacts of service quality, ambiance, and product offerings on consumer satisfaction (Septianingrum, 2024; Rey et al., 2022), limited research has focused on the integrated role of live music and menu pricing in influencing consumer attraction. This research seeks to address that gap by investigating how these two variables contribute to the decision-making process of Generation Z consumers in café settings.

Kulumanu Kopi, a local café located in Tangerang City, provides a relevant case study due to its emphasis on live music and competitive pricing. The café has positioned itself as a vibrant space that caters to youth preferences, combining aesthetic appeal with entertainment and value-driven offerings. Understanding how these features influence consumer attraction can offer practical insights for similar businesses.

Furthermore, the café landscape has become increasingly competitive, requiring businesses to differentiate themselves through unique value propositions. As highlighted by Nabila and Saifudin (2024), consumer attraction is no longer driven solely by product quality, but also by the overall customer experience, including elements of personalization, ambiance, and interaction. Live music and pricing strategies can serve as key differentiators in this context.

Given these considerations, the present study aims to examine the influence of live music quality and menu pricing on the consumer attraction of Generation Z. By exploring these relationships within the specific context of Kulumanu Kopi, the research seeks to contribute both theoretically and practically to the discourse on consumer behavior in the modern café industry. Ultimately, the findings of this study are expected to inform strategic marketing efforts in the F&B sector, particularly for businesses targeting the youth demographic. The results may also serve as a reference for future academic inquiries into the experiential and economic factors that drive customer engagement in lifestyle-oriented service industries.

METHODS

This study adopts a quantitative research approach to examine the influence of live music quality and menu pricing on consumer attraction among Generation Z visitors at Kulumanu Kopi Café in Tangerang City. The method was selected to allow for a structured and statistical analysis of relationships between the research variables. The study employed a survey-based design, utilizing questionnaires as the primary tool for collecting data from a clearly defined target population.

The location of the study was Kulumanu Kopi, a local café in Sukarasa, Tangerang City, known for its youthful ambiance and live music performances. The café was selected as the research setting due to its popularity among Generation Z consumers and its active use of live entertainment as part of its customer experience strategy. Data collection was conducted over a period of approximately one month, from mid-April to early May.

The target population consisted of Generation Z individuals, defined as those born between the late 1990s and early 2010s, who had visited or were familiar with Kulumanu Kopi. Since the total number of Generation Z customers who visited the café was unknown and potentially unlimited, the sampling was based on an infinite population approach. This allowed the researchers to generalize findings within the scope of the demographic.

The sampling method used was non-probability purposive sampling, chosen for its effectiveness in targeting respondents who met specific inclusion criteria. The criteria included individuals aged between seventeen and twenty-eight years, who had experienced or were aware of the live music performances at the café, and who were willing to complete the questionnaire sincerely and thoroughly. A total of one hundred fifty responses were collected and used for analysis.

Data were gathered using a structured questionnaire consisting of closed-ended questions measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The questionnaire was designed to capture respondents' perceptions regarding live music quality, menu pricing, and their overall attraction to the café. Items were developed based on existing literature and tailored to fit the context of the café industry.

In addition to the survey, observations were conducted during live music sessions to gain a contextual understanding of the atmosphere, consumer behavior, and service dynamics. These observations supported the quantitative data and provided additional nuance to the interpretation of findings, particularly in understanding the impact of ambiance on customer engagement.

The validity and reliability of the instrument were tested using SPSS software. Validity was confirmed through Pearson correlation, where all items exceeded the threshold value. Reliability was assessed using Cronbach's Alpha, with all variables demonstrating coefficients above the standard benchmark, indicating high internal consistency.

Data were analyzed using multiple linear regression analysis, supported by classical assumption tests including normality, multicollinearity, heteroscedasticity, and linearity. The statistical analysis aimed to evaluate both individual and simultaneous effects of the independent variables on the dependent variable. This methodological approach ensured

robust and credible results that reflect the dynamics of Generation Z consumer behavior within the café setting.

RESULTS AND DISCUSSION

Overview of the Research Object

1. History of Kulumanu

Kopi Kulumanu Kopi was established on December 14, 2021. The name "Kulumanu" is derived from a street in Hawaii, meaning "the peak of happiness." The café was founded with the intention of providing a space where people could create and express their own happiness.

2. Purpose

The primary goal of Kulumanu Kopi is to serve as a gathering and self-expression space for the youth of Tangerang City. It aims to offer a comfortable environment for relaxation and creative engagement.

Respondent Profile

Data were collected using a structured questionnaire distributed via Google Forms, with a total of 150 valid responses. After verifying and cleaning the data, respondents were categorized based on gender, age, occupation, and residence. This demographic breakdown was used to provide a clear picture of the research sample and ensure the accuracy of the subsequent analysis.

Table 1. Respondent Characteristics Based on Age

No	Age Group	Frequency	Percentage (%)
1	Under 17 years	5	3.33%
2	17 – 22 years	99	66.00%
3	23 – 28 years	46	30.67%
	Total	150	100.00%

Age is a crucial demographic factor in this study, as variations in respondents' age can influence their level of satisfaction after making a purchase. As shown in Table IV.1, only a small portion (3.33%) of respondents are under 17 years old, a group typically still in adolescence and not fully independent in purchasing decisions. The majority of respondents (66.00%) are between 17 and 22 years old, representing Generation Z, an age group highly active on social media, responsive to trends, and drawn to social spaces like cafés. They are often influenced by visual promotions, ambiance, and digital services. Meanwhile, the 23–28 age group (30.67%) generally consists of senior university students or young professionals with higher purchasing power and more thoughtful decision-making when choosing a café for leisure or socializing.

Table 2. Respondent Characteristics Based on Gender

No	Gender	Frequency	Percentage (%)
1	Female	102	68.00%
2	Male	48	32.00%
	Total	150	100.00%

Table 2 shows that female respondents outnumber male respondents. Women represent the majority (68%) of the sample, suggesting that female customers are more attracted to Kulumanu Kopi Café. This may be influenced by factors such as the café's ambiance, interior design, or its function as a social gathering space. Male respondents (32%) also represent a significant portion, indicating that men remain an important part of the café's target market.

Table 3. Respondent Characteristics Based on Occupation

No	Occupation	Frequency	Percentage (%)
1	Student	94	62.67%
2	Employee	49	32.67%
3	Entrepreneur	6	4.00%
4	Contract Worker	1	0.67%
5	Butcher	1	0.67%
6	Care Worker	1	0.67%
	Total	150	100.00%

The majority of respondents (62.67%) were students, indicating that Kulumanu Kopi Café is particularly appealing to those in formal education. Employees made up 32.67% of the respondents, suggesting that the café is also a popular spot for workers to relax after work. Although occupations such as entrepreneurs, contract workers, and butchers were less represented, they reflect the diversity of the café's visitors.

Table 4. Respondents' Visit Status to Kulumanu Kopi

No	Visited Before	Frequency	Percentage (%)
1	Yes	104	69.33%
2	No	46	30.67%
	Total	150	100.00%

Approximately 69.33% of respondents indicated they had previously visited Kulumanu Kopi, suggesting that most had firsthand experience shaping their perception of the café. Meanwhile, 30.67% had never visited but still completed the questionnaire—likely basing their responses on online promotions, social media, or recommendations from friends.

Research Findings Analysis

This study explored the influence of live music quality and menu pricing on the consumer attraction of Generation Z at Kulumanu Kopi in Tangerang. Live music, widely used in cafés and entertainment venues, serves as a key attraction for visitors who value immersive musical experiences. At Kulumanu Kopi, live performances are deliberately used to engage visitors, offering a unique and memorable ambiance. Interviews revealed that guests often interact directly with performers, enhancing the overall atmosphere.

The owner shared that the idea to establish Kulumanu Kopi stemmed from a passion for coffee and a desire to create an aesthetically pleasing and comfortable social space, particularly for younger consumers. An initial investment of approximately one hundred fifty million rupiah was allocated for location rental, renovation, equipment, and operational needs.

The café adopts a modern, minimalist outdoor concept with photogenic spots that align with current social media trends. The menu features a variety of coffee drinks, snacks, and main courses catering to young tastes. Looking forward, the owner plans to expand the business by opening new branches, particularly around the Tangerang area, depending on customer response and business growth.

Validity Test

A question item is considered valid if the Pearson correlation value (r -calculated) is greater than the r -table value. Conversely, if the r -calculated is less than the r -table, the item is considered invalid. The following tables present the validity test results for each variable:

Table 5. Validity Test – Live Music Quality (X1)

Item	Pearson Correlation	r-table	Description
Question 1	0.546	0.16	Valid
Question 2	0.711	0.16	Valid
Question 3	0.847	0.16	Valid
Question 4	0.837	0.16	Valid
Question 5	0.769	0.16	Valid
Question 6	0.804	0.16	Valid
Question 7	0.834	0.16	Valid
Question 8	0.857	0.16	Valid

After testing the validity of the items related to the live music quality variable (X1), the next step is to examine the validity of the items used to measure menu pricing (X2). This table evaluates whether each question under the pricing variable meets the minimum correlation threshold to be considered valid and reliable for further analysis.

Table 6. Validity Test – Menu Pricing (X2)

Item	Pearson Correlation	r-table	Description
Question 1	0.456	0.16	Valid
Question 2	0.828	0.16	Valid
Question 3	0.819	0.16	Valid
Question 4	0.826	0.16	Valid
Question 5	0.858	0.16	Valid
Question 6	0.782	0.16	Valid
Question 7	0.77	0.16	Valid
Question 8	0.84	0.16	Valid

Following the validation of the menu pricing variable, the study continues with the assessment of the consumer attraction variable (Y). The table below presents the Pearson correlation values for each item, determining whether they accurately represent the construct of consumer attraction in this research context.

Table 7. Validity Test – Consumer Attraction (Y)

Item	Pearson Correlation	r-table	Description
Question 1	0.611	0.16	Valid

Item	Pearson Correlation	r-table	Description
Question 2	0.727	0.16	Valid
Question 3	0.795	0.16	Valid
Question 4	0.827	0.16	Valid
Question 5	0.722	0.16	Valid
Question 6	0.787	0.16	Valid
Question 7	0.751	0.16	Valid
Question 8	0.798	0.16	Valid

All items for variables X1 (Live Music Quality), X2 (Menu Pricing), and Y (Consumer Attraction) have Pearson correlation values above the r-table threshold (0.160). This indicates that all questionnaire items are valid and suitable for further analysis.

Reliability Test

Reliability Test Result for Variable X1 (Live Music Quality)

The reliability test for the live music quality variable (X1), conducted using SPSS version 25.0 and the Cronbach's Alpha method, yielded a score of 0.912. Since the value exceeds 0.70, it can be concluded that the instrument is reliable.

Table 8. Reliability Test – Live Music Quality (X1)

Reliability Statistics	Value
Cronbach's Alpha	0.912
Number of Items	8

Reliability Test Result for Variable X2 (Menu Pricing)

The reliability test for the menu pricing variable (X2), using the same method and software, showed a Cronbach's Alpha of 0.916. This indicates that the items used for this variable are highly reliable.

Table 9. Reliability Test – Menu Pricing (X2)

Reliability Statistics	Value
Cronbach's Alpha	0.916
Number of Items	8

Reliability Test Result for Variable Y (Consumer Attraction – Generation Z)

The reliability test for the consumer attraction variable (Y) produced a Cronbach's Alpha of 0.891, confirming that the measurement items are consistent and reliable for use in further analysis.

Table 10. Reliability Test – Consumer Attraction (Y)

Reliability Statistics	Value
Cronbach's Alpha	0.891
Number of Items	8

Classical Assumption Test

The classical assumption test is a statistical requirement that must be fulfilled when conducting multiple linear regression analysis. These assumptions are not mandatory in simple linear regression analysis.

Normality Test

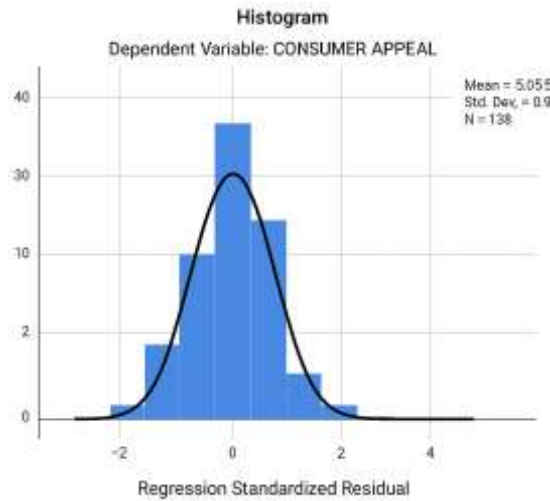


Figure 1. Normality Test – Histogram

The bell-shaped histogram is centered and symmetrically spread, indicating that the residuals are normally distributed.

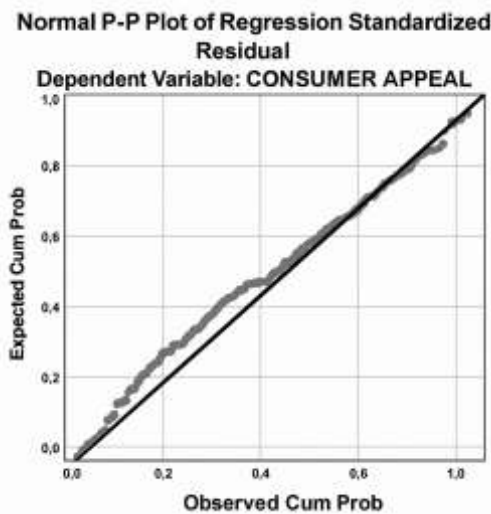


Figure 2. Normality Test Results – Normal P-P Plot

The Influence of Live Music Quality and Menu Pricing on the Consumer Attraction of Generation Z at Kulumanu Kopi Café in Tangerang City The Normal P-P Plot shows that the regression standardized residuals closely follow the diagonal line, indicating that the residuals are approximately normally distributed. This supports the assumption of normality in the regression model for the dependent variable "Consumer Appeal."

Table 11. Normality Test - Kolmogorov-Smirnov

Variable	Unstandardized Residual
N	138
Normal Parameters	

– Mean	0
– Std. Deviation	2.1737454
Most Extreme Differences	
– Absolute	0.069
– Positive	0.068
– Negative	-0.069
Test Statistic	0.069
Asymp. Sig. (2-tailed)	0.200

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Interpretation: If the Asymp. Sig. (2-tailed) value is greater than 0.05, the data is normally distributed. Conversely, if it is less than 0.05, the data is not normally distributed. Based on the one-sample Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value is 0.200, indicating that the data is normally distributed.

Multicollinearity Test

This test aims to determine whether there is a correlation among the independent variables in a regression model. To detect multicollinearity, we examine the Tolerance and Variance Inflation Factor (VIF) values. The general rule is: there is no multicollinearity if Tolerance > 0.10 or VIF < 10.

Table 12. Multicollinearity Test Results

No.	Independent Variable	Tolerance	VIF
1	Live Music Quality	0.463	2.16
2	Menu Price	0.463	2.16

Based on the results, the tolerance values for both Live Music Quality and Menu Price are 0.463, which is greater than 0.10, and the VIF values are 2.160, which are less than 10. This indicates that there is no multicollinearity among the independent variables.

Heteroscedasticity Test

To detect heteroscedasticity using a scatterplot, we observe the pattern of the residuals:

- a. There is no heteroscedasticity (i.e., homoscedasticity) if the points are randomly scattered without forming a specific pattern.
- b. Heteroscedasticity is present if the residuals form a clear pattern (e.g., funnel-shaped—either widening or narrowing as predicted values increase).

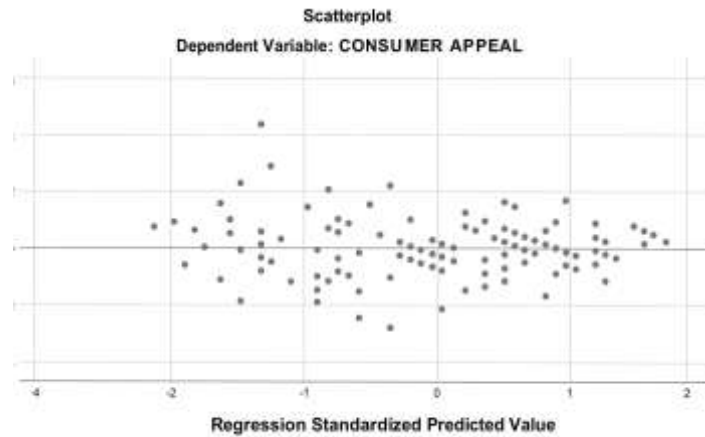


Figure 3. Heteroscedasticity Test – Scatterplot

Based on the scatterplot, the data points are randomly scattered and do not form a specific pattern. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity.

Linearity Test

Between the dependent variable (Consumer Appeal) and X1 (Live Music Quality)

Table 13. Linearity Test Table (ANOVA)

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	1773.497	18	98.528	12.788	0
— Linearity	1571.638	1	1571.638	203.98	0
— Deviation from Linearity	201.858	17	11.874	1.541	0.092
Within Groups	916.887	119	7.705		
Total	2690.384		137		

Based on the ANOVA output, the significance value for the Linearity row is 0.000, which is less than 0.05, indicating a linear relationship between Live Music Quality and Consumer Appeal. Meanwhile, the significance value for Deviation from Linearity is 0.092, which is greater than 0.05, meaning there is no significant deviation from linearity. Thus, it can be concluded that the relationship between Live Music Quality and Consumer Appeal is linear and meets the assumption of linearity. Between Variable Y (Consumer Appeal) and X2 (Menu Price).

Table 14. Linearity Test between Consumer Appeal (Y) and Menu Price (X2)

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	1994.275	17	117.31	20.223	0
— Linearity	1920.66	1	1920.66	331.097	0
— Deviation from Linearity	73.615	16	4.601	0.793	0.691
Within Groups	696.109	120	5.801		
Total	2690.384		137		

Based on the ANOVA output, the significance value for Linearity is 0.000 (less than 0.05), indicating a linear relationship between Menu Price and Consumer Appeal. The significance value for Deviation from Linearity is 0.691 (greater than 0.05), meaning there is no significant deviation from linearity. Thus, it can be concluded that the relationship between Menu Price and Consumer Appeal is linear and meets the assumption of linearity.

Hypothesis Testing

- a. Hypothesis 1: The effect of live music quality on consumer appeal
- b. Hypothesis 2: The effect of menu price on consumer appeal
- c. Hypothesis 3: The effect of live music quality and menu price on consumer appeal

t-Test Criteria

- a. If the significance value (Sig.) < 0.05 or the t-calculated > t-table, then variable X has a significant effect on variable Y.
- b. If the significance value (Sig.) > 0.05 or the t-calculated < t-table, then variable X has no significant effect on variable Y.

t-table value: With $\alpha = 0.05$ and degrees of freedom = $n - k = 138 - 3 = 135$
 \rightarrow t-table = 1.977

Table 15. t-Test Results (Coefficients Table)

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	3.882	1.414	—	2.745	0.007
Live Music Quality	0.298	0.059	0.313	5.052	0.000
Menu Price	0.593	0.06	0.615	9.915	0.000

Based on the partial t-test results, the Live Music Quality variable has a significance value of 0.000 and a t-value of 5.052, while the Menu Price variable has a significance value of 0.000 and a t-value of 9.915. Both significance values are less than $\alpha = 0.05$ and their t-values are greater than the t-table value of 1.977. Therefore, it can be concluded that both Live Music Quality and Menu Price have a significant effect on Consumer Appeal. This means the better the live music quality and the more appropriate the menu pricing, the greater the consumer appeal toward the venue.

F-Test Criteria:

- a. If the significance value (Sig.) < 0.05, it means that the independent variables simultaneously affect the dependent variable.
- b. If the significance value (Sig.) > 0.05, it means there is no simultaneous effect.

F-table value: $F(k-1; n-k) = F(2; 135) = 3.06$.

Table 16. F-Test (ANOVA Table)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2043.036	2	1021.518	213.031	0.000
Residual	647.348	135	4.795		
Total	2690.384				137

- a. Dependent Variable: Consumer Appeal
- b. Predictors: (Constant), Menu Price, Live Music Quality

Based on the F-test results, the calculated F-value is 213.031 with a significance (Sig.) value of 0.000, which is less than the 0.05 threshold ($0.000 < 0.05$). Meanwhile, the F-table value with degrees of freedom (2; 135) is 3.06. Since the F-calculated $>$ F-table and Sig. $<$ 0.05, it can be concluded that Live Music Quality and Menu Price simultaneously have a significant effect on Consumer Appeal.

Partial Coefficient of Determination

Table 17. Model Summary – Partial Coefficient of Determination (X1: Live Music Quality)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.764	0.584	0.581	2.868

- a. Dependent Variable: Consumer Appeal
- b. Predictor: Live Music Quality

The coefficient of determination (R^2) is 0.584, indicating that the Live Music Quality variable (X1) influences the Consumer Appeal variable (Y) by 58.4%. The remaining 41.6% is explained by other factors not examined in this study.

Table 18. Model Summary – Partial Coefficient of Determination (X2: Menu Price)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.845	0.714	0.712	2.379

- a. Dependent Variable: Consumer Appeal
- b. Predictor: Menu Price

The coefficient of determination (R^2) is 0.714, indicating that the Menu Price variable (X2) contributes 71.4% to the Consumer Appeal variable (Y). The remaining 28.6% is influenced by other factors not examined in this study.

Table 19. Model Summary – Simultaneous Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.871	0.759	0.756	2.19

- a. Dependent Variable: Consumer Appeal
- b. Predictors: (Constant), Menu Price, Live Music Quality

The R Square value is 0.759, meaning that 75.9% of the variation in the dependent variable can be simultaneously explained by the independent variables, Menu Price and Live Music Quality. The remaining 24.1% is influenced by other factors outside the model or random error. It can be concluded that Menu Price and Live Music Quality together have a significant influence in explaining variations in the dependent variable.

Discussion of Research Findings

This study was analyzed using SPSS, applying validity and reliability tests, classical assumption tests, multiple linear regression (t-test and F-test), and the coefficient of determination test. The aim was to determine how Live Music Quality (X1) and Menu Price (X2) influence Consumer Appeal (Y) among Generation Z at Café Kulumanu Kopi, Tangerang.

Influence of Independent Variables (X)

The independent variables include Live Music Quality (X1) and Menu Price (X2), which were tested using the t-test (partial test) and partial coefficient of determination (R^2). The t-test results show that both variables have significance values of 0.000, with t-values of 5.052 for X1 and 9.915 for X2, indicating significant effects on consumer appeal. This is supported by the partial R^2 results:

- a. X1 (Live Music Quality) = 0.584 → 58.4% of the variation in consumer appeal is influenced by live music quality.
- b. X2 (Menu Price) = 0.714 → 71.4% of the variation is influenced by menu pricing.

These results show that Menu Price has the most dominant influence on Generation Z's consumer appeal. This aligns with Gen Z characteristics, where price plays a major role in decision-making, although ambiance and entertainment are also considered.

Influence of the Dependent Variable (Y)

The dependent variable, Consumer Appeal (Y), was analyzed using the F-test (simultaneous test) and the simultaneous coefficient of determination. The F-test shows an F-value of 213.031, greater than the F-table value of 3.06, and a significance of $0.000 < 0.05$. This means that Live Music Quality and Menu Price simultaneously have a significant influence on consumer appeal.

Additionally, the R^2 value is 0.759, meaning 75.9% of consumer appeal is explained by both independent variables, while the remaining 24.1% is influenced by other unexamined factors. The F-test and simultaneous R^2 test confirm how much influence the independent variables have collectively on the dependent variable.

CONCLUSION

This study investigates the influence of live music quality and menu pricing on the consumer appeal among Generation Z at Café Kulumanu Kopi in Tangerang. Based on the results of multiple linear regression analysis, both independent variables, live music quality and menu price, were found to have a significant impact on consumer interest. The statistical findings confirm that the better the quality of live music and the more reasonable the menu pricing, the stronger the appeal of the café to its target consumers. Further analysis revealed that menu pricing emerged as the most dominant factor influencing consumer decisions, indicating that Generation Z tends to prioritize affordability while still appreciating ambiance and entertainment. This aligns with the typical characteristics of this generation, which values both price and experience. Moreover, the simultaneous influence of the two variables demonstrated a strong explanatory power for consumer appeal, suggesting that strategic improvements in entertainment and pricing can effectively enhance customer attraction. The findings provide valuable insights for business practitioners, especially in the F&B industry, to develop marketing strategies that align with Gen Z preferences. These results also serve as a foundation for future research to explore additional variables such as service quality, atmosphere, or digital engagement, which may further enrich understanding of consumer behavior in café settings.

REFERENCE

- Annang, M., Roziq, F., Romadhon, S., & Gunaningrat, R. (2024). *Pandangan Gen Z terhadap live music yang menambah minat konsumen coffee shop di Kota Solo*. 2(1), 137–147.
- Asmara, T., Maruta, I. G. N. A., & Mulyati, A. (2023). *Pertunjukan live music, customer experience, cafe atmosphere terhadap customer satisfaction di Cafe Playgo Kota Sidoarjo*. *Agroterap*, 1(2), 100–107. <https://doi.org/10.30996/agro.v1i2.9896>
- Bakri, M. (2023). *Manajemen stratejik daya tarik sekolah*. [Issue July].
- Firmansyah, R., & Indra, J. (2023). *Analisis pengaruh harga, kualitas pelayanan, fasilitas dan lokasi terhadap kepuasan konsumen di Cafe Bejos Milk*. *Seminar Nasional Hasil Penelitian dan Pengabdian Masyarakat*, 162–166.
- Fundrika, B. A. (2024). *Survei: 66% Gen Z mengaku minum kopi setiap hari, sudah jadi gaya hidup?* Suara.com.
- Judawinata, M. G. (2022). *Strategi pengembangan bisnis coffee shop*. Universitas Padjadjaran.
- Kusbiyanto, A. H. (2022). *Pengaruh suasana kafe dan kualitas produk terhadap keputusan pembelian pada Kopi Jos Palangka Raya*. [Unpublished thesis].
- Lestari, M. E., Asror, I., & Sardi, I. L. (2023). *Penerapan PCA (Principal Component Analysis) pada deteksi outlier untuk data text*. *E-Proceeding of Engineering*, 10(3), 3549.
- Lindiani, L., Registiana, I., Fajrullah, F., & Noviyanti, I. (2024). *Analisis strategi promosi bisnis UMKM coffee shop dengan menggunakan media sosial*. *Jurnal Bintang Manajemen*, 2(2), 75–93.
- Lukman, L., Sudradjat, A., & Sinambela, T. (2023). *Pemanfaatan digitalisasi pada industri kreatif sektor kuliner pasca pandemi Covid-19*. *Seminar Nasional Universitas Borobudur*, 2(1), 273–288.
- Maharani, H. (2024). *Trend coffee shop pada konsumen remaja berperilaku FOMO di Kelurahan Pulo Gebang*. *Jurnal Manajemen Pariwisata dan Perhotelan*, 2(3), 77–96. <https://doi.org/10.59581/jmpp-widyakarya.v2i2.3372>
- Matondang, R. N. (2024). *Apa yang bisa kita pelajari dari konsumen industri kuliner?* [Article].
- Nabila, N. F., & Saifudin, W. (2024). *Strategi komunikasi pemasaran coffee shop di Tulungagung dalam menarik minat beli konsumen*. *SEIKO: Journal of Management & Business*, 7(2), 305. <https://doi.org/10.37531/sejaman.v7i2.7077>
- Rey, A., Latuni, G., & Takalumang, L. M. (2022). *Pengaruh live music terhadap daya tarik pengunjung di 1 Million Coffee Shop*. *Kompetensi*, 1(2), 280–288. <https://doi.org/10.53682/kompetensi.v1i02.1848>
- Septianingrum, H. N. (2024). *Pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap kepuasan pelanggan coffee shop*. *Fakultas Sains dan Teknologi, UIN Syarif Hidayatullah Jakarta*.
- Setiawan, R., Tinggi, S., & Nganjuk, E. (2022). *Pengaruh kualitas layanan dan harga terhadap kepuasan pengguna jaringan Speedy Telkom di Kota Nganjuk*. *Jurnal Akuntansi dan Manajemen Mutiara Madani*, 10(1), 45–59.