

Live Music as a Visitor Experience and Attraction at DoubleD Manado Café

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ARTICLE INFO	ABSTRACT
Received: February 4, 2026	This study examines the implementation of live music at DoubleD Café Manado and its relationship to visitor responses, engagement, and experiences. Live music in cafés is increasingly recognized not merely as entertainment but as an element of the servicescape that contributes to atmosphere and customer experience. This study employed a descriptive qualitative approach to obtain an in-depth understanding of the phenomenon in its natural setting. The research was conducted at DoubleD Café, Sario Kota Baru, Manado, North Sulawesi, Indonesia, over four months. Data were collected through direct observation, semi-structured interviews, literature review, documentation, and audiovisual recording. The participants consisted of seven informants, including the café owner and six visitors. Data were analyzed through data reduction, data display, conclusion drawing and verification, supported by thematic analysis. The findings indicate that live music is regularly performed every two weeks on Saturday evenings for approximately five hours, featuring local musicians and genres such as pop, acoustic, and indie music. The performances are supported by adequate sound equipment, lighting, stage arrangements, and a semi-outdoor setting with Japandi-style decoration. Visitors, predominantly young people and university students, demonstrated active engagement through paying attention to performances, singing along, humming, expressing appreciation, interacting with companions, and remaining at the café until performances ended. The findings suggest that live music functions as entertainment, an atmosphere-creating element, and a visitor attraction that encourages engagement. From the Stimulus–Organism–Response perspective, live music and supporting environmental elements stimulate emotional and experiential responses that shape visitor behavior. Thus, integrating live music with physical environmental management can strengthen café identity, enhance visitor experiences, and potentially encourage satisfaction and revisit intentions.
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1. Introduction

In recent years, the culinary industry in Manado City has experienced significant growth, not only in terms of the number of cafés and restaurants but also in terms of innovation in providing distinctive experiences for customers. One strategy widely adopted by café businesses is the provision of live music entertainment as an additional attraction. Live music facilities are believed to create a more vibrant atmosphere, increase customer satisfaction, and enhance visitors' experiences. A study by Asmara, Maruta, and Mulyati (2023) demonstrated that live music performances, customer experience, and café atmosphere have positive effects on customer satisfaction. These findings indicate that music serves not merely as entertainment but also as an integral part of the consumption experience that can shape customers' perceptions of a café.

Doubled Café Manado is one of the cafés that incorporates live music entertainment as part of its main service concept. By presenting various music genres and local musicians, the café seeks to provide a comfortable and enjoyable atmosphere for visitors from diverse backgrounds. However, the success of providing live music facilities does not depend solely on the presence of musicians but also on the quality of supporting facilities, such as stage layout, lighting, sound systems, and visitor comfort. The atmosphere of a restaurant or café is an important component of the customer experience because various environmental elements can influence customers' perceptions, emotions, satisfaction, and behavior. Research on restaurant atmosphere in Indonesia has demonstrated that the quality of the atmosphere has a positive relationship with customer satisfaction and intentions to revisit (Prihantini & Shamsudin, 2023).

Music has seemingly become an inseparable part of human life. In various activities, music is present as part of everyday experiences, whether accompanying people while working, driving, relaxing, or engaging in entertainment. Music is also used in various contexts, including therapy, films, advertising, retail stores, restaurants, and cafés. In the context of the culinary industry, music can function as one element of the servicescape that contributes to shaping the character and atmosphere of a particular venue. Research on musicscape in restaurants has shown that musical treatments can influence perceptions of atmosphere, revisit intentions, and consumer spending behavior (Oakes, 2015). Therefore, the presence of music in cafés should be understood not only as an entertainment element but also as part of a strategy for creating customer experiences.

A café is essentially a place that provides food and beverages while emphasizing comfort, atmosphere, and visitor experience. Such comfort can be created through various elements, including seating arrangements, interior design, lighting, aroma, temperature, service, and music. Recent research by Ray et al. (2025) indicates that ambient conditions, such as lighting, aroma, temperature, and music, are important elements in shaping restaurant customer satisfaction. The study found that aroma and lighting were strong predictors of satisfaction, while music also contributed to customers' perceptions. This finding demonstrates that music should be positioned as part of the overall café atmosphere rather than treated as an isolated element.

The use of music in restaurants and cafés is a common phenomenon. Many restaurants and cafés use music as background sound to fill the atmosphere while simultaneously creating a comfortable environment for visitors. Some restaurants and cafés even allocate additional costs to provide live music performances as an attraction and as part of their service offerings. Leong et al. (2023) demonstrated that various elements of restaurant atmosphere can influence customers' emotional responses, which are subsequently associated with revisit intentions. These findings reinforce the view that the physical environment and atmosphere of dining establishments play an important role in shaping customer experiences and behavior.

More recent research has also demonstrated that the relationship between music and customer experience remains an important concern in studies of the culinary industry. A

study published in 2025 on guests' perceptions of the role of music in gastronomic experiences found that music, as part of the sensory environment, can influence perceptions of food, atmosphere, satisfaction, and the tendency to recommend a dining establishment. The study involved 585 participants and compared several musical conditions during dining experiences. Meanwhile, a 2026 study examining the effects of music, aroma, and crowd density indicated that positive perceptions of music can increase revisit intentions and willingness to recommend a venue through perceptions of atmosphere and customer satisfaction. These recent findings suggest that music is increasingly understood as a strategic component of customer experience creation rather than merely a complementary element of the atmosphere.

In the Indonesian context, the relationship between atmosphere and customer behavior has also been demonstrated in restaurant-related research. Salsabila (2023) found that restaurant atmosphere has a positive effect on customer satisfaction and that satisfaction subsequently has a positive effect on customers' intentions to revisit. More recent findings from Tahoma Café & Eatery also indicate that atmosphere, service quality, and positive emotions have positive and significant effects on customers' revisit intentions (Dewi & Wirsas, 2025). Thus, the atmosphere created by various elements, including music, can become a determining factor in how visitors evaluate their experiences and make decisions after spending time in a café.

However, an interesting phenomenon can be observed at DoubleD Café Manado. On days when live music is not provided, the number of visitors appears to be relatively low, making the café atmosphere seem quiet. In contrast, when live music is held on Saturday evenings, the café appears to be more crowded, with seating areas filled with visitors. At certain moments, visitors pay attention to the songs or music performed by the musicians. Some even respond by singing along, humming, or directing their attention toward the stage where the performers are presenting. Another phenomenon is that some visitors who come to the café tend to remain there until the live music performance ends, whereas others choose to leave the café shortly after finishing their meals.

This phenomenon suggests a possible relationship between the presence of live music and visitors' responses, behavior, and experiences at DoubleD Café Manado. Although previous studies have demonstrated that live music, café atmosphere, and customer experience are associated with customer satisfaction, further contextual research is needed to examine how live music performances are directly related to visitor responses in the context of a local café in Manado City. Therefore, this study aims to analyze live music performances at DoubleD Café Manado, particularly in relation to visitors' responses, attention to the performances, engagement during the performances, and decisions to remain at or leave the café after the performances. This study is expected to provide a more comprehensive understanding of the function of live music as part of a strategy for creating café experiences and atmosphere.

2. Method

This study employed a qualitative descriptive research method because it aimed to describe and gain an in-depth understanding of naturally occurring phenomena based on data obtained from the field. Qualitative research enables researchers to understand experiences, behaviors, perceptions, and meanings that emerge within particular social contexts through direct interaction with data sources (Creswell & Poth, 2018). In this study, the qualitative descriptive approach was used to describe the presence of live music and its influence on visitors and music enthusiasts at DoubleD Café in Manado. Data were collected through literature review, observation, interviews, documentation, and recording conducted in natural settings or real-life situations at the research site. The use of multiple data collection techniques enabled the researcher to obtain a more comprehensive understanding of the

phenomenon under investigation (Creswell & Poth, 2018).

2.1 Research Location and Time

This research was conducted at DoubleD Café, located in Sario Kota Baru, Sario District, Manado City, North Sulawesi, Indonesia. The research site was selected because it is a venue where live music performances, which constitute the focus of this study, are regularly held. In qualitative research, the selection of a research site should consider its relevance to the phenomenon being investigated so that the researcher can obtain data that are appropriate to the research focus (Creswell & Poth, 2018).

The data sources in this study consisted of live music activities at DoubleD Café in Manado and informants who were directly involved in or had direct experience with these activities. The study involved seven informants, consisting of one café owner and six visitors. The informants were selected based on their relevant knowledge and experiences regarding the implementation of live music and visitors' responses to the musical performances. The research was conducted over a period of four months to allow the researcher to systematically carry out observations, interviews, documentation, and data processing.

2.2 Data Collection Techniques

Data collection is an important stage in qualitative research because the quality of the data obtained greatly influences the subsequent processes of data analysis and interpretation. Creswell and Poth (2018) explain that qualitative research can utilize various sources of data, including observations, interviews, documents, and audiovisual materials. Therefore, this study employed four data collection techniques: observation, literature review, interviews, and documentation/recording.

a. Observation

Observation was conducted directly at DoubleD Café in Manado during live music performances, particularly on Saturday nights when the performances were routinely held. The researcher was present at the research site from before the activity began until the performance ended in order to obtain a comprehensive description of the café's conditions, performance facilities, implementation of live music, interactions between musicians and visitors, and visitors' behaviors and responses during the performances. Observation in qualitative research enables researchers to obtain data about phenomena within their natural contexts and to understand situations that may not always be captured through interviews (Creswell & Poth, 2018).

During the observation process, the researcher used an observation guide to record various aspects relevant to the research focus. Field notes were used to document events, behaviors, interactions, and conditions considered relevant to the study. The observation data were subsequently compared with the interview and documentation data to obtain a more comprehensive understanding of the live music phenomenon at DoubleD Café in Manado.

b. Literature Review

A literature review is an important component of research because it provides a conceptual and theoretical foundation for understanding the research problem. The literature review in this study involved examining various relevant written sources, including scholarly books, journal articles, research reports, theses, dissertations, and electronic sources related to music, live music, visitor experiences, consumer behavior, and qualitative research. Creswell and Poth (2018) emphasize the importance of reviewing relevant literature in developing an understanding of the context and focus of qualitative research.

In this study, the literature review was conducted to obtain information and concepts

that could serve as a basis for analyzing the presence of live music and visitors' responses at DoubleD Café in Manado. The literature obtained was subsequently used to strengthen the interpretation of empirical data collected during the research process.

c. Interviews

Interviews were conducted with the café owner and visitors of DoubleD Café in Manado to obtain information concerning the implementation of live music, visitors' experiences, and their responses to the presence of musical performances. The interviews were conducted using a semi-structured format, in which the researcher prepared an interview guide in advance while allowing informants the opportunity to elaborate on their responses based on their experiences and perspectives. Semi-structured interviews are appropriate for qualitative research because they enable researchers to obtain focused information while also providing informants with sufficient opportunities to explain their experiences in greater depth (Creswell & Poth, 2018).

The interview questions focused on several aspects, including the implementation of live music, the frequency of performances, visitors' reasons for enjoying live music, their experiences while spending time at the café, their level of comfort, and their views regarding the influence of live music on the atmosphere and attractiveness of the café.

d. Documentation/Recording

Documentation and recording were used to complement the data obtained through observation and interviews. Documentation involved collecting photographs, notes, audio or audiovisual recordings, and other documents related to live music activities at DoubleD Café in Manado. The use of documentary and audiovisual materials can help researchers preserve empirical information from the research setting and support the interpretation of qualitative data (Creswell & Poth, 2018).

Documentation and recording were conducted throughout the research process while ensuring that the collected materials were relevant to the research focus. The documentation was used as supporting evidence to strengthen the findings obtained from observations and interviews and to enable the researcher to review the information collected during the research process.

2.3 Data Processing and Analysis Techniques

Data processing and analysis in this study were conducted systematically using data obtained from observations, interviews, literature reviews, and documentation. Qualitative data analysis is essentially an interactive and continuous process that begins with data collection and continues until the researcher develops an understanding of the phenomenon and formulates conclusions (Miles et al., 2014). The collected data were first organized and then selected, categorized, interpreted, and synthesized according to the research focus. The data processing and analysis process consisted of several stages.

First, data reduction. Data reduction refers to the process of selecting, focusing, simplifying, and organizing field data so that the information used is consistent with the research focus (Miles et al., 2014). At this stage, the researcher selected data from observations, interviews, and documentation related to the implementation of live music at DoubleD Café in Manado and visitors' responses to the presence of live music. Data that were irrelevant to the research focus were excluded, while relevant data were grouped according to the themes or aspects examined.

Second, data display. The reduced data were then systematically presented in the form

of narrative descriptions, tables, or thematic groupings. Data display was intended to assist the researcher in identifying patterns, relationships, and emerging tendencies in the data so that the interpretation process could be conducted more systematically (Miles et al., 2014).

Third, conclusion drawing and verification. The final stage involved drawing conclusions based on the patterns, themes, and relationships identified in the research data. Conclusions were not established immediately but were continuously verified by comparing findings from observations, interviews, and documentation. This verification process was conducted to ensure that the conclusions were adequately supported by the research data (Miles et al., 2014).

In addition, the analysis process was strengthened through the identification of themes emerging from the interviews and observations. Thematic analysis can be used to identify patterns of meaning or themes within a qualitative dataset (Braun & Clarke, 2021). Accordingly, the data in this study were analyzed based on themes related to the implementation of live music, visitors' experiences, the café atmosphere, interactions between visitors and musical performances, and visitors' responses to the presence of live music.

3. Results and Discussion

3.1 The Implementation of Live Music and Visitor Characteristics

Based on the observations, live music activities at DoubleD Manado Café are regularly held every two weeks on Saturday evenings. Each performance lasts approximately five hours, from 7:00 p.m. to midnight. The performances are held in a semi-outdoor area designed with warm lighting and Japandi-style decorations that are consistent with the café's overall interior concept. The performance area is also supported by sound equipment, including active speakers, a mixer, and wireless microphones, which enable the musicians' performances to be heard relatively evenly throughout the visitor area. This condition indicates that the implementation of live music at DoubleD Manado Café does not rely solely on the presence of musicians but is also supported by the management of the physical environment, which is intentionally designed to create a particular atmosphere during the performances.

These findings are consistent with the concept of servicescape, which positions the physical environment as an important component in shaping customer experiences. Eka et al. (2024) demonstrated that ambience and spatial arrangement significantly influence customer satisfaction in restaurants. Therefore, lighting, stage layout, spatial arrangement, and supporting facilities can be understood as components of the service environment that collectively shape visitors' experiences. Ray et al. (2025) also found that ambient conditions, including lighting, music, aroma, and temperature, contribute to customers' feelings and perceptions of the restaurant environment, with music being one of the elements that contributes to customer satisfaction.

The observations further indicate that visitors to DoubleD Manado Café during live music performances are predominantly young people and university students. Approximately 80% of the observed visitors were between 18 and 30 years old and generally visited the café to relax, spend time with friends, enjoy food and beverages, and watch live music performances. Approximately 15% of the visitors were teenagers, while 5% were adults or older visitors. The dominance of younger visitors indicates a compatibility between the café's concept, Japandi-style design, and the selected music genres with the characteristics and preferences of its target visitors. This finding is also relevant to studies of young consumers' behavior in the restaurant sector, which indicate that experience, atmosphere, and perceived value are important components shaping consumer responses to dining establishments. Salsabila (2023), for example, found that restaurant atmosphere positively influences customer satisfaction, which subsequently has a positive effect on customers' intention to revisit.

The dominance of young visitors was also reflected in their forms of engagement during the performances. Based on the observations, some visitors did not merely sit and consume food or beverages but also paid attention to the musicians, sang along, hummed, expressed appreciation, and interacted with their companions throughout the performances. These responses demonstrate that live music creates a more active form of engagement than merely consuming food and beverages. Music in restaurant settings can function as an environmental stimulus that influences consumers' emotional states and behavioral responses. Research on music in restaurant environments has found that music can influence consumers' emotions and subsequently affect behavioral responses during the dining experience. Mahendra and Putra also found that music plays an important role in establishing restaurant ambience, with visitors reporting greater enjoyment and more engaging experiences when music is present in the dining environment.

3.2 The Form and Management of Live Music Performances

Based on interviews with the owner of DoubleD Manado Café, the musicians performing during live music events are local musicians from Manado who have been selected by the café management. Before the performances, the musicians prepare and rehearse, while under certain circumstances, the café may replace performers with other musicians who are available to perform. In addition to local musicians, some performers are affiliated with Universitas Negeri Manado (UNIMA). The music performed encompasses several genres, particularly pop, acoustic, and indie music. This diversity serves as a strategy to reach different visitor segments, particularly teenagers, university students, and young adults. Thus, the selection of musicians and music genres is not merely intended to fulfill the requirements of the performance but also constitutes part of the café's strategy for developing its entertainment identity and attracting specific visitor segments.

This musical diversity is relevant to recent research on music in gastronomic experiences. A study published in the *International Journal of Gastronomy and Food Science* in 2025 demonstrated that music as part of the sensory environment can influence the gastronomic experience, including perceptions of food, atmosphere, satisfaction, and willingness to recommend a dining establishment. The study involved 585 participants and compared dining experiences under different musical conditions. These findings reinforce the present study's finding that music is not merely background sound but can constitute an integral part of the overall experience received by visitors.

The presence of live music was also found to be associated with the duration of visitors' stays. Based on the observations, some visitors remained at the café until the performance ended. Some visitors even demonstrated direct engagement by singing along, humming, expressing appreciation to the musicians, and directing their attention toward the stage. This phenomenon indicates the presence of engagement between visitors and the ongoing performance. Music in restaurant environments can provide stimuli that generate particular emotional and behavioral responses. Leong et al. (2023) found that various characteristics of restaurant atmospherics can influence customers' emotional responses, which are subsequently associated with their intention to revisit the restaurant.

The finding concerning visitor engagement can also be understood through the Stimulus-Organism-Response (S-O-R) perspective. In this study, live music performances, lighting, spatial arrangement, decoration, and sound quality can be viewed as environmental stimuli. These stimuli are perceived by visitors and generate particular emotional states or experiences (organism), which subsequently appear in the form of responses such as paying attention to the performance, singing, humming, expressing appreciation, interacting with companions, and staying longer at the café (response). Research on restaurant atmospherics similarly demonstrates that environmental stimuli can influence customers' emotions and subsequently affect approach or avoidance behaviors and revisit intentions.

3.3 Live Music as an Attraction and Experience-Creating Element

Based on the interviews and observations, live music represents one of the main attractions of DoubleD Manado Café and constitutes an element that distinguishes its atmosphere from establishments that do not provide live musical performances. The presence of musicians performing directly creates an interactive experience because visitors can see, hear, and respond directly to the performance. This condition differs from the use of recorded music, which tends to function primarily as background ambience. Therefore, live music at DoubleD Manado Café can be understood as part of an experiential offering that complements the café's core products of food and beverages.

This finding is consistent with research by Mahendra & Putra (2024) on consumers' perceptions of live music at coffee shops in Padang, which demonstrated an association between perceptions of live music and consumer satisfaction. This finding is further supported by research on restaurant atmospherics in Indonesia, which shows that restaurant atmosphere positively influences customer satisfaction and that satisfaction can subsequently increase customers' intention to revisit. Thus, the provision of live music at DoubleD Manado Café serves not only an entertainment function but also has the potential to strengthen visitors' perceptions of the quality of the experience offered by the café.

The supporting facilities for the performances also constitute an important finding of this study. DoubleD Manado Café pays considerable attention to the quality of its sound system, microphones, mixer, lighting, stage arrangement, and performance space. These facilities enable the performances to run effectively while supporting visitor comfort throughout their stay. This finding is consistent with research by Rattu et al. (2024) at Kopi Kopi Café Manado, which demonstrated that servicescape significantly influences customer satisfaction. Therefore, the local context of Manado itself indicates that the management of a café's physical environment is an important factor in shaping customer satisfaction.

Furthermore, the presence of live music and its supporting facilities demonstrates that visitor experiences are formed through a combination of musical and physical environmental elements. The music performed directly by musicians provides an auditory stimulus, while the lighting, Japandi-style design, stage arrangement, and semi-outdoor setting provide visual and spatial stimuli. The combination of these stimuli creates an atmosphere in which visitors can not only enjoy food and beverages but also obtain social and entertainment experiences. Recent research on dining atmospherics demonstrates that lighting, music, aroma, and environmental conditions collectively constitute important components in shaping customer satisfaction.

The findings indicate that live music at DoubleD Manado Café serves three primary functions: entertainment, atmosphere creation, and visitor attraction that encourages engagement. These functions are reflected in the high proportion of young visitors during performance nights, visitors' engagement through singing and appreciation of musicians, and the tendency of some visitors to remain at the café until the performance ends. These findings demonstrate that the success of live music cannot be separated from the quality of the café's overall environmental management. Music, lighting, spatial design, audio facilities, musician selection, and musical genres work simultaneously to create the visitor experience. Therefore, live music at DoubleD Manado Café should not be regarded merely as an additional activity but as an integral component of the café's customer experience strategy that has the potential to enhance customer satisfaction and encourage visitors' intention to return.

4. Conclusion

This study concludes that live music at DoubleD Manado Café functions not merely as entertainment but as an integral component of the café's customer experience and atmospheric strategy. The implementation of live music, which is regularly held every two weeks on Saturday evenings for approximately five hours, is supported by local musicians,

diverse music genres, and adequate performance facilities, including sound equipment, lighting, stage arrangement, and a semi-outdoor performance area. These elements work together to create an atmosphere that is comfortable, dynamic, and attractive to visitors.

The findings indicate that the presence of live music is associated with distinctive visitor responses and forms of engagement. Visitors, particularly young people and university students, demonstrated their involvement by paying attention to the performances, singing along, humming, expressing appreciation, interacting with companions, and, in some cases, remaining at the café until the performance ended. The observation that the café tends to be more crowded during live music performances than on days without performances further indicates that live music constitutes an important attraction for visitors. These responses demonstrate that live music can create an experiential environment that goes beyond the consumption of food and beverages.

Furthermore, the findings show that the impact of live music cannot be separated from the café's overall physical environment. Lighting, Japandi-style interior design, spatial arrangement, stage layout, sound quality, and the selection of musicians and music genres collectively contribute to the atmosphere experienced by visitors. From the Stimulus–Organism–Response (S-O-R) perspective, live music and supporting environmental elements function as stimuli that generate emotional and experiential responses, which are subsequently manifested through visitor attention, participation, social interaction, and the tendency of some visitors to stay longer.

Therefore, live music at DoubleD Manado Café can be understood as a strategic component of customer experience creation that performs three main functions: providing entertainment, creating an engaging atmosphere, and attracting and encouraging visitor engagement. The study highlights that the effectiveness of live music depends not only on the performance itself but also on the integration of musical, spatial, visual, and service-related elements. Accordingly, café management should continue to maintain the quality of live music performances and supporting facilities while selecting music genres and performers that are appropriate for the characteristics and preferences of the target visitors. Such an integrated approach can strengthen the café's identity, improve the overall visitor experience, and potentially encourage customer satisfaction and revisit intentions.

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Conflict of Interest

The authors declare that there is no conflict of interest related to this research or its

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Authors' Contribution

Loria Maindoka: Conceptualization, methodology, data collection, data analysis, investigation, writing – original draft, and writing – review and editing.

Sri Sunarmi: Supervision, conceptualization, methodology, and critical review of the manuscript.

Luccylle Manina Takalumang: Supervision, academic guidance, methodology, and critical review of the manuscript.

All authors have read and approved the final version of the manuscript.

Statement of the Use of AI

Artificial intelligence tools were used solely for English translation and grammar checking during the preparation of this manuscript. The authors remain fully responsible for the content, interpretation, analysis, and conclusions presented in the manuscript.

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