# Analysis of Attractiveness Store Atmosphere and Service Quality Towards Customer Loyalty Through Customer Satisfaction on The Renaissansi Coffe

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Received : 18 Februari 2024 Accepted : 23 Mei 2024

Revised form : 20 April 2024 Available Online : 30 November 2024

#### **ABSTRACT**

This research aims to dissect and determine the influence of Attractiveness store Atmosphere & Service Quality on Customer loyalty through Customer satisfaction with Renaissance Coffee. This exploration uses a quantitative system and the population is coffee shop guests, especially those at Coffee Renaissance with a deliberate slice style. The results of this exploration show that the attractiveness of the store atmosphere has a direct negative and insignificant effect on Customer loyalty, service quality has a positive and significant effect on Customer loyalty, the attractiveness of the store atmosphere has a positive and significant effect on Customer satisfaction, service quality has a positive and significant effect on Customer satisfaction and Customer satisfaction has a positive and significant effect on Customer loyalty.

**Keywords:** Attractiveness Store Atmosphere, Service Quality, Customer Satisfaction, Customer Loyalty.



#### INTRODUCTION

In the current, cutthroat world of corporate competitiveness and the growth of the Indonesian economy, more and more businesses are emerging, both those that have mushroomed and those that are still relatively new. From data from the Nusantara Coffee Community, in 2022 there will be more than 3,000 coffee shops spread across every corner of Yogyakarta City with an average growth of 10 coffee shops per month in various categories. Actors in this business strive to continue to meet the needs of Customers, coffee shop business actors continue to race to provide various kinds of facilities needed by their customers, such as providing a special place to work, business meetings, open spaces, or places with a unified theme. with nature and a comfortable atmosphere with the concept of a library and bookstore. This phenomenon can create a very potential business opportunity for coffee shop entrepreneurs. There is a phenomenon that young people in the city of Jogja have their own favorite coffee shops. They tend to choose a coffee shop that makes them comfortable. Attractiveness Store Atmosphere is based on Customers' positive evaluation of the Store Atmosphere. Perceived store Attractiveness is described as the Customer's perception of the store's atmosphere in which the store is Attractiveness to produce a positive evaluation (Jin et al., 2021). Previous research explains that general antecedents, such as brand prestige, influence customer brand identification directly. However, Customers will identify differently with respect to that prestige, as it can be perceived differently across Customer groups. This is because identification is more likely to occur when Customers find a company or brand Attractiveness, and Attractiveness brand identity can increase Customers' self evaluation (Kusuma JP & Sari, 2019).

However, according to research conducted by Saidin et al, (2018) it is stated that alternative Attractiveness has a negative relationship and does not have a significant effect on customer Loyalty. Likewise, alternative Attractiveness can be toxic which leads to levels of disengagement and retention. Increased choice and more Attractiveness options or alternatives offered by competing service providers will increasingly lead to a higher probability of customers churning from the current service provider. Thus, a Customer who finds a brand's-identity as Attractiveness is more likely to identify with the brand and incorporate that identity. Apart from Attractiveness, Service Quality is something that is centered on experienced quality, which is then defined as customer assessment through experience of the services provided (Kristen Petra & Bryan Badalu, 2018). Customer Loyalty to a place or product is determined by the desired utility benefits. Therefore, the Attractiveness and accuracy of the service provided from a place or product is a priority to achieve satisfaction. In order to increase strong Loyalty, Renaissance Coffe provides a different appeal by combining a bookstore, library and coffee shop in one location (one roof). Apart from its unique charm, Renaissance Coffee also has a calm design and atmosphere for customers. Based on the explanation above, the author considers it important to carry out further

exploration to find out the extent of the influence of Attractiveness of Store Atmosphere, Service Quality on Customer Loyalty Through Customer Satisfaction.

#### LITERATURE REVIEW

# **Customer Loyalty**

Customer loyalty can generally be interpreted as a person's loyalty to regularly coming to buy a product, either a service or a particular item. (Jill Griffin, 2005), video loyalty is defined as non-random purchases expressed over time by a decision-making unit. ". Guests can be said to be pious if their purchasing power is not spent by randomizing (non-random) several decision-making units. Pious guests have a very important role for a company, because a customer's Loyalty can increase profits and maintain the existence of a company as quoted by (Saraswati Prita, 2014). Someone will tend to be loyal to something when they feel confident and satisfied with what they get, they also only choose a place that understands their needs and provides many benefits that they feel. So when someone has purchased products at the same shop continuously, then that person has a high sense of trust.

# **Factors Affecting Loyalty**

Attractiveness Store Atmosphere

(Tjiptono, 2012) defines attraction as an indirect persuasion process, which is grounded on information about the advantages of a product which is arranged in such a way as to produce a affable feeling that will change people's minds to take action or purchase. Attraction is an initial process of creating an impression from a form of communication, a process of persuasion that does not directly talk about the advantages of a place or product whose advantages are highlighted so as to arouse their interest. Simamora, (2003) suggests four dimensions related to the Attractiveness of a shop atmosphere are as follows:

Shop Exterior (Shop Front)

The front of the shop is the most prominent part. So it should give an Attractiveness impression. By reflecting stability and solidity, the front and exterior can create trust and goodwill.

General Interior (Inside the Store)

Customers have various motives for entering a shop, which should give them a affable print. This print can be created, for illustration, by the Attractiveness color of the shop walls, the music being played, as well as the aroma/smell and air in the shop.

Store Layout (Layout)

It is a plan to determine a specific location and arrangement of roads/alleys inside the shop that are wide enough and make it easy for people to pass around, as well as other shop facilities to make Customers comfortable.

*Interior view (Notice board)* 

It is very important for the atmosphere of the store because it provides information to Customers. The main goal is to increase sales and profits for the store

# **Service Quality**

According to (Simamora, 2003) There are two main factors that influence Service Quality. First, anticipated service is if the service included is as anticipated then the quality of service can be perceived as satisfactory. Second, perceived service is service provided by guests so that it can be perceived as ideal quality, and vice versa.. Forms of Service Quality applications by applying the "RATER" concept proposed by Parasuraman (2001: 52) are as follows:

- 1. Responsiveness, namely a policy to help and provide fast and accurate service to guests, with clear information.
- 2. Assurance, is the knowledge, politeness and ability of company employees to foster guest trust in the company.
- 3. Palpable, is the company's ability to demonstrate its actuality to external parties.
- 4. Empath, namely providing sincere and individual or special attention given to guests by trying to understand the client's invitation.
- 5. Trustworthiness, is the company's ability to provide services as promised directly and reliably.Customer Satisfaction

### **Customer Satisfaction**

Customer satisfaction is a feeling of pleasure or disappointment that arises after experiencing a product or service. According to (Kotler & Armstrong, 2001), Customer satisfaction is a person's passionate position after comparing perceived results with prospects. A Customer will witness a colorful situation of satisfaction if the performance of the product and the product produced matches his prospects, and will feel dissatisfied if the goods produced do not meet his expectations. Almana et al., (2018) Several indicators that serve as benchmarks for customer satisfaction are as follows:

- 1. Quality of service or service, that is, customers will feel satisfied if the service provided by the company is in accordance with customer expectations
- 2. Product quality, namely customers will feel satisfied if the product they consume is of quality and is useful for them
- 3. Price, namely products that have the same quality but set prices that are relatively cheap will provide high value for customer satisfaction
- 4. Situational factors, namely the circumstances or conditions experienced by the customer
- 5. Personal factors, namely customer characteristics which include the customer's personal needs.

# **Hypothesis**

*Influence of*  $X_1$  *on* Y

Baharuddin & Sudaryanto, (2021), in their research argue that Customers who respond positively and well to Attractiveness Store Atmosphere which is created to be Attractiveness and in line with Customer expectations will make them satisfied and become loyal because they are willing to return or recommend to other relatives. Suh, Moon, Han, and Ham (2014) found that studying the impact of building perimeter conditions on customer Loyalty is important for improving the relationship between guests and venues.

 $H_1$ : The Attractiveness Store Atmosphere Has a Positive and Significant Influence on Loyalty Influence of  $X_2$  on Y

Anggraini Fifin & Anindhyta Budiarti, (2020) With the decline in superior service quality, guests will show their satisfaction with the service, thus having an impact on Customer loyalty. However, the quality of service or service is perceived as good, ideal and satisfying, if the service received or perceived (perceived service) is in accordance with what is anticipated or exceeds the client's prospects.

H<sub>2</sub>: Service Quality has a Positive and Significant Influence on Customer loyalty

*Influence of*  $X_1$  *on* Z

Ekonomi et al., (2018) show that Store Atmospheric has a significant effect on Customer satisfaction. The influence of Store Atmosphere on Customer satisfaction is represented by the beta size, the beta size is 0.237, the calculated tx value is 2.751, the probability is 0.007 (px<0.05), so H<sub>0</sub> is rejected. Thus, it can be said that Store Atmospheric has a positive and significant effect on Customer reception satisfaction. Likewise, Perceived Attractiveness or Attractiveness of an object is something that reflects the desires, beliefs, images and opinions held by someone regarding the ability of an object to provide benefits quoted by (Wijianto, 2020).

H<sub>3</sub>: Attractiveness Store Atmospheric has a positive and significant influence on Customer satisfaction

*Influence of*  $X_2$  *on* Z

One way to generate Customer satisfaction is to improve service quality, because guests are the main focus when talking about satisfaction and loyalty. It is also said that harmonious Product/Service Quality can contribute to a company's success in terms of Customer satisfaction (Pareira Daniel, 2016). This shows that service quality is very important for the company, with good service quality it will produce satisfaction for its guests. Once the guest is satisfied with the service they receive, the guest will compare the services provided.

H<sub>4</sub>: Service Quality has a positive and significant effect on Customer satisfaction.

# Influence of Z on Y

Customer satisfaction has a positive influence on Customer loyalty. Customer satisfaction contributes to a number of important aspects, such as creating Customer loyalty, adding to the company's character and reducing unfinished agreements (Tjiptono, 2011 432) in (Irwansyah & Mappadeceng, 2018). (T. sia Florencia & Subagio, 2013) which states that The results of the analysis also show that the probability value of the influence of Customer satisfaction on Customer loyalty of 0.000 is lower than 0.05 ( $\alpha = 5$ ), so it is concluded that Customer satisfaction has a significant effect on Customer loyalty. H<sub>5</sub>: Customer satisfaction has a positive and significant effect on Customer loyalty

Attractiveness store
Atmosphere
X1

H3

Customer
satisfaction (Z)

H5

Customer loyalty
(Y)

H4

H2

Sevice quality
X2

Source: Processed Primary Data, 2023

Figure 1. Conceptual Framework

# **RESEARCH METHODS**

Method The type of exploration used is quantitative exploration, the source of this exploration is primary data obtained from individuals through filling out questionnaires about how the Attractiveness of the Shop Atmosphere and Service Quality influence Customer loyalty through Customer satisfaction among young people who like to visit coffee shops, especially in the era of the prima donna of coffee shops in the big city of Yogyakarta.

#### **Research Design**

The tool used to collect data in this research is a list of questions or questionnaires which are asked to respondents as customers who are used as research samples. The completed questionnaire is then processed to produce quantitative data that can provide information for the writer.

#### **Research Limits**

There are many factors that can influence Customer loyalty, but in this exploration the author only focuses on the variables Attractiveness of Store Atmosphere, Service Quality, Customer Loyalty and Customer Satisfaction. The author limits the problem to the influence of Service Quality on Customer loyalty which is mediated by Customer satisfaction.

# **Participants and Setting**

The population in this study are people who tend to have made purchases at coffee shops or guests at Renaisansi Coffee Yogyakarta, the number of which is unknown. The samples used in this exploration were teenagers or the younger generation who often spend time in coffee shops. In this study the author took 119 samples to examine the sample population which describes the characteristics of repliers.

This sample was taken because it was in accordance with the aim of this researcher, namely wanting to know the indicators on the 3 independent variables, which variable has the greatest positive influence on Attractiveness of Store Atmosphere and Service Quality on Customer Loyalty with Customer Satisfaction as an Intervention Variable in Renaisansi Coffee Yogyakarta. In completing this writing, the author conducted research on young people who like to visit coffee shops in the city of Yogyakarta. This research will be planned and carried out on the coffee renaissance in the city of Yogyakarta. The research will be carried out in December 2023 until completion.

#### Measurement

Developing an exploration instrument, the data collection method used by researchers in carrying out this exploration is by using an online questionnaire by giving a series of questions to repliers via the Google From operation which will be distributed to the younger generation who are hanging out or like to travel. hanging out at a coffee shop in megacity Yogyakarta. After the data from the distribution of questionnaires is collected, a scoring process is carried out, videlicet provides values in the form of numbers to obtain quantitative data requested for thesis testing using a Likert scale and the Likert scale used for quantitative analysis purposes has been obtained. five answer preference situations, each of which has a score. 1- 5 with the following details:

- 1. Strongly agree with SS condensation has a score of 5
- 2. Agree with S condensation has a score of 4
- 3. Neutral with N condensation has a score of 3
- 4. Different from TS condensation, it has a score of 2
- 5. Explosively different from STS condensation having a score of 1

#### **RESULTS**

The number of respondents to this research was 119 repliers. These characteristics are related to gender, domicile address, income and the number of times they have purchased Renaissance coffee products, the probability for women is 40.3 and the opportunity for men is 59.7. based on domicile address, Yogyakarta quarter, 37.8, followed by Bantul quarter with 24.4, Sleman quarter with 19.3, Kulon Progo quarter with 12.6, initial Gunung Kidul quarter with a chance of 0.00, based on one month's income, reply with income < IDR 16.8, income IDR – IDR 32.8, income IDR – IDR 34.5, income IDR – IDR 0.00 and income > IDR 10.1. 119 replies who have purchased. repliers who bought previously show an opportunity of 26.1, repliers who buy 2-5 times show an opportunity of 52.1, while repliers who buy > 5 times show an opportunity of 21.8.

#### **DISCUSSION**

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**Table 1. Model I Normality Tests** 

		Unstandardized Residual
N		119
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.Deviation	3.31104054
Most Extreme Differences	Absolute	.051
	Positive	.051
	Negative	050
Test Statistic		.051 .200 <sup>c,d</sup>
Asymp.Sig.(2-tailed)		.200 ′

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

Source: data processed, 2024

**Table 2. Model II Normality Tests** 

		Unstandardized Residual	
N		119	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std.Deviation	2.95448303	
Most Extreme Differences	Absolute	.073	
	Positive	.045	
	Negative	073	
Test Statistic		.073	
Asymp.Sig.(2-tailed)		.184°	

a. Test distributionis Normal.

Source: data processed, 2024

Based on the results of research using the Kolmogrov-Smirnov test, the Asymp Sig (2-tagged) value for equation one was 0.200 and equation two was 0.184. This shows that the result is less than 0.05. So it can be concluded that the results of the normality test show that the residual values of the variables used in this exploration are normally distributed and are worthy of being used as test objects.

**Table 3. Model I Determination Coefficients** 

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815a	.665	.656	2.993

Source: data processed, 2024

The R Square value contained in the "Model Summary" table is 0.656, this shows the contribution of Store Atmosphere Attractiveness, Service Quality and Customer Satisfaction to Customer loyalty is 65.6 while 34.4 is a contribution from other variables not included in the exploration. Meanwhile, the el value can be determined using the formula  $e1 = \sqrt{(1-0.656)} = 0.344$ .

**Table 4. Model II Determination Coefficients** 

	Std. Error of the Estimate	Adjusted R Square	R Square	R	Model
	3.339	.749	.753	.868a	1
_	0.005	.749 ality, Attractiveness Store Atm	.753 ant). Service Oua	.000	a. Predicto

Source: data processed, 2024

The R Square value in the "Model Summary" table is 0.749, this shows that the contribution of Store Atmosphere Attractiveness and Service Quality to Customer satisfaction is 74.9, while 25.1 is the contribution of other variables not included in the exploration. Meanwhile, the el value can be determined using the formula  $e2 = \sqrt{(1-0.749)} = 0.251$ .

b.Calculated from data.

c. Lillie fors Significance Correction.

Table 5. Model I T Tests

Unstandar	rdized Coefficients	Standardized Coefficients		
В	Std. Error	Beta	t	Sig.
-2.498	1.591		-1.571	.119
001	.116	001	008	.994
.380	.093	.514	4.100	.000
.258	.084	.337	3.088	.003
	B -2.498 001 .380	-2.498 1.591 001 .116 .380 .093	B Std. Error Beta -2.498 1.591001 .116001 .380 .093 .514	B         Std. Error         Beta         t           -2.498         1.591         -1.571          001         .116        001        008           .380         .093         .514         4.100

Source: data processed, 2024

Based on the results of the table above, the t test calculation can be determined from significant results <0.05 and from the recommended t value > t table with the formula t table = ( $\alpha$ /2; n- k- 1) = (0.05/2;120-1) = (0.025;119), so the t table value is 1.9806. So each variable can be seen as follows:

- 1. The significance of the Attarctiveness Store Atmosphere variable = -0.994 is smaller than 0.05. These results can be concluded that  $H_1$  is rejected, namely the Attractiveness of the Store Atmosphere variable has an insignificant negative influence on customer loyalty.
- 2. The significance of the Service Quality variable = 0.000 is lower than 0.05. These results can be concluded that  $H_2$  is accepted, it is proven that the Service Quality variable has a significant effect on customer loyalty.
- 3. The significance of the Customer Satisfaction variable = 0.003 is lower than 0.05. These results can be concluded that  $H_5$  is accepted, it is proven that the customer satisfaction variable has a significant effect on customer loyalty.

**Table 6. Model II T Tests** 

	Unstanda	ardized Coefficients	Standardized Coefficients		
Model	В	Std. Error	Beta	t	Sig.
1 (Constant)	5.736	1.694		3.387	.001
Attractiveness Store Atmosphere	.605	.117	.525	5.169	.000
Service quaity	.354	.098	.367	3.614	.000

Source: data processed, 2024

Based on the results of the table above, the t test calculation can be determined from significant results <0.05 and from the recommended t value > t table with the formula t table = ( $\alpha$ /2; n- k- 1) = (0.05/2;120-1) = (0.025;119), so the t table value is 1.9806. So each variable can be seen as follows:

1. The significance of the variable Attractiveness of the Shop Atmosphere = 0.000 is smaller than 0.05. These results can be concluded that  $H_3$  is accepted, namely the Attractiveness of the Store Atmosphere variable has a significant effect on customer satisfaction.

2. The significance of the Service Quality variable = 0.000 is lower than 0.05. These results can be concluded that  $H_4$  is accepted, it is proven that the Service Quality variable has a significant effect on customer satisfaction.

Table 7. Model I F Tests

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2043.444	ion 2043.444 3	681.148	76.049	.000 <sup>b</sup>
	Residual	1030.018	115	8.957		
	Total	3073.462	118			

a. Dependent Variable: Customer Loyalty

Source: data processed, 2024

- 3. Based on the significance value (Sig.) of the Anova event above, it is known that Sig. is 0.000<0.05, also based on the basis of decision making in the F test it can be concluded that the thesis is accepted or in other words the independent variables Attarctiveness Store Atmosphere, Service Quality and Customer Satisfaction together influence customer loyalty.
- 4. Based on a comparison of the F test value carried out with the F table which is based on the SPSS data table above, it is known that the recommended F value is 76.049. because the recommended F value is greater than F table 3.07, the attractiveness of the shop atmosphere, service quality and Customer satisfaction simultaneously influence Customer loyalty.

**Table 8. Model II F Tests** 

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3951.191	2	1975.595	177.152	.000 <sup>b</sup>
	Residual	1293.633	116	11.152		
	Total	5244.824	118			

a. Dependent Variable: Customer satisfaction

Source: data processed, 2024

- 5. Based on the significance value (Sig.) from the F test above, it is known that Sig. is 0.000 < 0.05, then based on the basis of decision making in the F test it can be concluded that the hypothesis is accepted or with an independent conclusion. The variables Attractiveness of the Store Atmosphere and Service Quality simultaneously influence Customer Satisfaction.
- 6. Based on a comparison of the calculated F test value with the F table based on the SPSS output table above, it is known that the calculated F value is 52.099. because the calculated F value is greater than F table 3.07, it can be concluded that the independent variables Attractiveness Store Atmosphere and Service Quality simultaneously influence Customer Satisfaction.

b. Predictors: (Constant), Customer satisfaction, Service Quality, Attractiveness Store Atmosphere

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# **Sobel Test**

Attractiveness Store Atmosphere  $(X_1)$  on Customer Loyalty (Y) through Customer Satisfaction (Z)

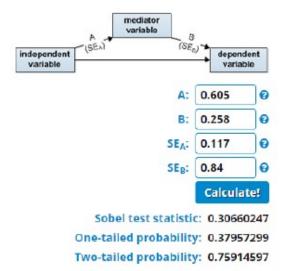


Figure 2. Model I Sobel Test

From the value that has been tested above, it is then calculated which produces a one-tailed probability value of 0.37 > 0.05 and a two-tailed probability value of 0.75 > 0.05. The effect of the attractiveness store atmosphere on customer loyalty, mediated by customer satisfaction, is not supported by evidence from the tests above.

Service Quality  $(X_2)$  terhadap Customer Loyalty (Y) melalui Customer Satisfation (Z)

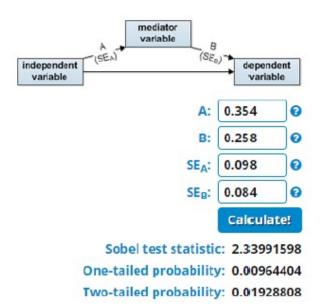


Figure 3. Model II Sobel Test

From the value that has been tested above, it is then calculated which produces a one-tailed probability value of 0.00 < 0.05 and a two-tailed probability value of 0.01 < 0.05. The influence of service quality on customer loyalty and mediating customer satisfaction is supported by evidence from the tests above.

# **CONCLUSION**

Based on the results of the analysis carried out and data obtained from the test results, the author draws the following conclusions:

- 1. The Attractiveness Store Atmosphere variable has a negative and small influence on Customer Loyalty.
- 2. Customer Loyalty is influenced positively and significantly by the Service Quality variable. The attractiveness of the shop atmosphere has a good and significant influence on customer satisfaction.
- 3. Customer Satisfaction is influenced positively and significantly by the Service Quality variable.
- 4. Customer Satisfaction has a positive and significant effect on Brand Loyalty.
- 5. The influence of Attractiveness Store Atmospheric on Customer Loyalty as mediated by Customer Satisfaction is not supported.
- 6. Judging from the Sobel test results, the one-sided probability value is 0.37 > 0.05 and the two-sided probability value is 0.75 > 0.05.
- 7. Meanwhile, Service Quality on Customer Loyalty which is mediated by Customer Satisfaction is supported. Judging from the Sobel test results, the one-sided probability value is 0.00 < 0.05 and the two-sided probability value is 0.01 < 0.05.

# **SUGGESION**

Suggestions that can be given in this research regarding the coffee renaissance, the variable Service Quality most significantly affects customer Loyalty. Businesses can use this data as a guide to maintain consistency and items that might impact Customer Loyalty. This cannot be separated from Service Quality which plays the biggest role in customer Loyalty towards Renaisansi Coffee products. Shops should also not ignore the Attractiveness of the shop atmosphere and customer satisfaction. This is because the second thing also influences Customer Loyalty even though these two things get smaller results than Service Quality. For further researchers, the negative and insignificant influence of the Attractiveness Store Atmosphere variable on Customer Loyalty is a further opportunity for future researchers to understand the reasons in more detail. Apart from that, future researchers can focus on research with larger or more samples so that the data obtained is more accurate and provides new

knowledge for readers.

# CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Muhammad irfan latifuddin: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. Ambar Lukitaningsih: Conceptualization, Resources, Software, Validation, Visualization, and Writing-review Editing. Putri Dwi Cahyani: Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

# **DECLARATION OF COMPETING INTEREST**

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

# **ACKNOWLEDGMENTS**

The authors would like to thank the anonymous referees for their helpful comments and suggestions.

# **DATA AVAILABILITY**

Data will be made available in request.

#### **FUNDING**

This research is support by all authors and independent funding.

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