

## THE ROLE OF CUSTOMER SATISFACTION IN MEDIATION OF THE INFLUENCE OF THE ATMOSPHERE STORE ON CUSTOMER LOYALTY IN COFFEE SHOP DENPASAR AREA

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### ABSTRACT

*The purpose of this study was to analyze the effect of store atmosphere on customer loyalty and customer satisfaction at the Coffee Shop Denpasar City. The number of samples used in this study were 99 people. The data analysis technique used in this research is Partial Least Square (PLS-SEM). The results of this study indicate that customer satisfaction partially mediates the store atmosphere on customer loyalty. Store atmosphere and customer satisfaction have a positive and significant effect on customer loyalty. This study was conducted to address the gap between the research paradigms, and attempted to determine the mediating effect of customer satisfaction on the relationship between store atmosphere and loyalty. The contribution of this research to existing theories is being able to claim that the relationship between store atmosphere and customer loyalty, the relationship between store atmosphere and customer satisfaction, and the relationship between store atmosphere and customer loyalty are real. It is also recommended for further researchers to be able to expand the scope of research so as to provide a broader view and research results can be generalized in general.*

**Keywords:** Store Atmosphere, Customer Satisfaction, Customer Loyalty.

### INTRODUCTION

In the era of globalization, the development of an increasingly dynamic and competitive business world requires companies to change their orientation to the way they issue products, maintain their products, attract consumers, and deal with competitors. The rise of coffee fans has made coffee shops a must-visit place for most people today, especially the new lifestyle of young Indonesians who spend time or activities in coffee shops. This makes the coffee shop business has great potential in the current food and beverage business area.

The growth of the coffee shop business in Indonesia, namely the current habit or culture of wandering around while enjoying coffee drinks, increases the level of purchasing power and consumer interest, and more and more young Indonesians are very interested in coffee which creates a new lifestyle when consuming coffee, so that business competition in especially in the coffee industry to be very competitive. Coffee shop competition in Indonesia is marked by the number of businesses that are engaged in coffee, one of which is in the Province of Bali. The following will explain the data on the development of coffee shops in Denpasar City.

The number of coffee shops spread across Denpasar City in 2016 was 438 outlets, in 2017-2018 there were 455 outlets, in 2019 there were 582 outlets, and in 2020 there were 604 outlets. The number of coffee shop outlets built in Denpasar City has made business competition more competitive, one of the right strategies to survive in intense competition is to maintain customer loyalty (Amrullah, 2018). The tight competition in the food and beverage industry, especially coffee shops in Bali, requires business people to pay attention to fast-changing consumers.

**Tabel 1.1**  
**Number of Coffee Shop at Provinsi Bali Year 2021**

Kabupaten/ Kota	Tahun				
	2016	2017	2018	2019	2020
Jembrana	76	76	76	134	136
Tabanan	32	40	40	80	80
Badung	823	823	823	823	823
Gianyar	504	505	622	612	952
Klungkung	31	31	146	243	245
Bangli	22	30	36	44	47
Karangasem	118	118	120	146	146
Buleleng	173	173	200	200	200
Denpasar	438	455	455	582	604
<b>Total</b>	<b>2217</b>	<b>2251</b>	<b>2518</b>	<b>2864</b>	<b>3233</b>

Sumber: BPS Provinsi Bali 2022

The current Covid-19 pandemic has had a negative impact on various business industries and the survival of the Indonesian people and the whole world is greatly affected by their business. There is an adaptation to new habits in the current Covid-19 pandemic era which requires business people to implement health protocols in order to avoid the spread of the Covid-19 virus in their place of business, by creating a store atmosphere that provides a sense of security and comfort without compromising customer loyalty and satisfaction.

Customer loyalty is a customer's commitment to a brand, store or supplier based on a very positive attitude and is reflected in consistent repeat purchases, Steth & Mittal (2004) in Tjiptono (2018: 418). Customer satisfaction is an emotional response to experiences related to certain purchased products or services, retail outlets, or patterns of shopping behavior and buyer behavior, as well as the market as a whole, Tjiptono & Diana (2019: 117).

Some of the results of previous studies that show the relationship of customer satisfaction to customer loyalty are research conducted by Harianto & Subagio (2013) which states that customer satisfaction has a significant effect on customer loyalty at Kedai Deja-Vu Surabaya. Hadiwidjaja & Dharmayanti (2014) stated that customer satisfaction has a significant effect on customer loyalty at Starbucks Coffee in Surabaya Town Square. MARRISA, et.al (2019) stated that customer satisfaction has a significant effect on customer loyalty for Giant Ekspres Dinoyo-Malang. Walangare et.al (2019) stated that customer satisfaction had a significant effect on customer loyalty. The Coffee Bean Mantos, Nurwlandari & Maharani (2021) stated that customer satisfaction had a significant effect on customer loyalty at Kedai Kopi 19 Café. Kumala, et.al (2020) stated that customer satisfaction has a significant effect on customer loyalty of Diyono's Consina Store customers.

Store Atmosphere is according to Berman & Evans (2010:508) "Atmosphere (atmospherics) refers to the store's physical characteristics that project an image and draw customers." It can be concluded that Store Atmosphere is a physical characteristic that is very important in creating a comfortable atmosphere for consumers who are in the store and can indirectly affect consumer image and buying behavior. Several results of previous studies found a relationship between Store Atmosphere and customer satisfaction, namely research conducted by Harianto & Subagio (2013) which stated that Store Atmosphere had a positive and significant effect on customer satisfaction at Kedai Deja-Vu Surabaya. Sari & Wardhana (2015) stated that Store Atmosphere had a positive and significant effect on customer satisfaction of Roemah Kopi Bandung. MARRISA et.al (2019) stated that Store Atmosphere had a positive and significant effect on customer satisfaction at Giant Ekspres Dinoyo-Malang. Febriani & Fadili (2021) stated that Store Atmosphere had a positive and significant effect on customer satisfaction at Café Patrol Kopi Karawang. Dewi et.al (2021) stated that Store Atmosphere had a positive and significant effect on customer satisfaction at Step Coffee Shop. In addition to customer satisfaction factors, Store Atmosphere can also affect customer loyalty. Research conducted by Purnamasari & Hidayat (2016) states that Store Atmosphere has a positive and significant effect on customer loyalty at Warung Misbar Bandung. Izzudin, et.al (2019) stated that Store Atmosphere had a positive and significant effect on customer loyalty at Equal Coffee Dau, Malang. Patra et.al (2020) stated that the Store Atmosphere had a positive and significant effect on customer loyalty at Warunk Upnormal Lampung.

Researchers conducted a direct survey of the five café businesses to determine respondents' perceptions of customer satisfaction and loyalty who visited the coffee shop. The following is data on the development of five regional café businesses in Denpasar, which were recorded by researchers.

**Tabel 1.2**  
**Number of Consumers Who Shop At Fifth Coffee Shop in 2021**

Nama <i>Coffee Shop</i>	Total Konsumen			
	Kuartal I 2021	Kuartal II 2021	Kuartal III 2021	Kuartal IV 2021
Domus Kopi	8.411	8.094	7.855	8.551
Teras Kopi Bali	7.027	7.170	6.938	7.226
Jenar Kopi	9.619	9.503	9.487	9.881
Kopi Tako	6.379	6.115	5.963	6.194
Tempo Dulu Kopi	8.482	8.417	8.089	8.941
Rata-rata	9.896			

Source: Data Processed in 2022

Based on Table 1.2, the average number of consumers who shopped at five coffee shops from the 2021 quarter was 9,896 people. The tight competition in coffee shops in Denpasar requires business people to pay attention to optimal customer loyalty. From the results of observations and brief interviews with fifteen customers in five coffee shops, some customers said they complained about the convenience of the store atmosphere, such as the interior and exterior design of the store being less attractive and after entering the store the atmosphere was ordinary and there was no air conditioning. Room arrangements such as tables and chairs do not look elegant and minimalist. The interior of the shop lacks a unique design. Consumers also complain that the parking space provided by the coffee shop is still too small. Sometimes consumers find it difficult to find a place to park their vehicle. Based on the background of the problem which has been described previously, the formulation of the problem in this study is as follows: How does emotional intelligence affect job satisfaction?

1. How does the Store Atmosphere influence customer satisfaction at the Coffee Shop in the Denpasar
2. How does customer satisfaction affect customer loyalty at the Coffee Shop in the Denpasar area?
3. How does the Store Atmosphere influence customer loyalty at the Coffee Shop in the Denpasar area?
4. What is the mediating role of customer satisfaction on the influence of the Store Atmosphere on customer loyalty at the Coffee Shop in the Denpasar area?

## CONCEPTS AND HYPOTHESES

### *Customer loyalty*

According to Oliver (2014: 432) explains that consumer loyalty is a commitment held by consumers to buy or prioritize a product in the form of goods or services consistently, this causes repeated purchases of the same brand, even though the consumer gets situational or marketing influences from competitors to replace other brands. "Loyalty is a word used to describe the willingness of customers to continue to subscribe in the long term, preferably exclusively recommending the company's products to friends and colleagues", Lovelock and Wirtz (2011: 338). Indiani et.al (2016) in their study examined service quality, product quality on customer loyalty in banking in Bali, measuring customer loyalty using several indicators, namely: The company is the first choice. Retention. Other people's recommendations. According to Griffin (2005:31) some indicators of loyal customers are as follows: 1. Make a repeat purchase. Purchase the entire product line and service. Reference to others. Immunity to competitor solicitation

### *Store Atmosphere*

Francioni et al. (2018) states, Store Atmosphere is generally defined as all physical and non-physical elements of a company that can have an impact on customer attitudes towards the company. *Store Atmosphere is another weapon element that stores have. Each store has a physical layout that makes it easy or difficult for shoppers to move around in it. Every shop has an appearance. The store must establish a planned atmosphere that is suitable for its target market and which can attract consumers to buy. Store appearance positions the store in the minds of consumers, Mowen and Minor (2002:138).* According to Febriani and Fadili (2021) the dimensions of the Store Atmosphere include several elements, namely: Exterior (Exterior of the Store), General Interior (Inside of the Store), Store Layout (Store Layout), Interior Display (Inside Store Display).

*H<sub>1</sub> :Store Atmosphere has a positive and significant effect on customer satisfaction.*

*H<sub>3</sub> :Store Atmosphere has a positive and significant effect on customer loyalty.*

### *Customer satisfaction*

According to Kotler & Armstrong (2001: 9), customer satisfaction is the extent to which the perceived product performance meets buyer expectations. Product performance is higher than customer expectations, the buyer is satisfied. According to Howard & Sheth in Tjiptono (2018:377) that customer satisfaction is a buyer's cognitive trait with regard to the equivalence and disproportionality between the results obtained compared to the sacrifices made. According to Tjiptono (2019: 117) customer satisfaction is a cognitive situation of buyers who feel valued as equal or unequal to the sacrifices that have been made. Indiani et.al (2016) in their study examined service quality, product quality on the loyalty of banking customers in Bali, measuring customer satisfaction using several indicators, namely: Satisfaction with service quality. Satisfaction with product quality. Receiving experience Consuegra (2007) states that customer satisfaction can be measured as follows. Conformity of expectations for the quality of services offered. Perception of the service received by customers. Comprehensive assessment of the superiority of the service compared to other company services.

H2: Customer satisfaction has a positive and significant effect on customer loyalty.

H4: Customer satisfaction mediates the effect of Store Atmosphere on customer loyalty.

## METHOD

This research was conducted at a coffee shop in Denpasar City. The number of samples in this study were 99 people using the Slovin formula. The method of data collection is by survey technique with the research instrument is a questionnaire. The data analysis technique used is Partial Least Square (PLS-SEM).

## RESULTS AND DISCUSSION

### *Structural Model Evaluation*

The results of this study obtained an outer loading value above 0.70 after model reconstruction by removing indicators that had a loading factor value below 0.70. This means that the indicators that have a value above 0.70 can measure the latent variables well. The value of composite reliability and cronbach alpha of each construct is greater than 0.70, the construct of customer satisfaction has composite reliability and cronbach's alpha values of 0.851 and 0.738. customer loyalty construct has composite reliability and Cronbach's alpha values of 0.827 and 0.750. The store atmosphere construct has composite reliability and Cronbach alpha values of 0.772 and 0.804, respectively.

**Table 1**  
**Convergent Validity Test Results**

Konstruk	Outer Loading	Composite Reliability	Cronbach Alpha
Y 1.1 <-Kepuasan Pelanggan	0,766	0,851	0,738
Y 1.2 <- Kepuasan Pelanggan	0,815		
Y 1.3 <- Kepuasan Pelanggan	0,847		
Y 2.1 <- Loyalitas Pelanggan	0,823	0,827	0,750
Y 2.2 <- Loyalitas Pelanggan	0,834		
Y 2.3 <- Loyalitas Pelanggan	0,705		
Y 2.4 <- Loyalitas Pelanggan	0,811		
X 1.1 <- Store Atmosphere	0,767	0,772	0,804
X 1.2 <- Store Atmosphere	0,689		
X 1.3 <- Store Atmosphere	0,658		
X 1.4 <- Store Atmosphere	0,615		
X 1.5 <- Store Atmosphere	0,660		
X 1.6 <- Store Atmosphere	0,601		

Source: Data Processed in 2022

**Measurement Model Evaluation**

Based on Chin's criteria (Lathan and Ghozali, 2012: 85), the model includes the criteria of a weak model, meaning that variations in emotional intelligence and leadership are able to explain variations in job satisfaction by 12.10% percent, the remaining 88.20% percent is explained by variations in variables. other than the model being analyzed. Meanwhile, performance has an R-square value of 0.861 or includes a strong model, meaning that variations in emotional intelligence, leadership and job satisfaction are able to explain variations in performance by 86.10% percent and the remaining 16.70% is explained by variations outside the model.

**Table 2**  
**Structural Model Evaluation**

Konstruk	R Square	AVE
Store Atmosphere	0,555	0,656
Loyalitas Pelanggan		0,632
Kepuasan Pelanggan	0,521	0,445
<b>Rerata</b>	<b>0,728</b>	<b>0,577</b>

Source: Data Processed in 2021

The criteria for the strength of the model based on the measurement of Goodness of Fit (GoF) according to Lathan and Ghozali (2012:88), are as follows: 0.36 (GoF large), 0.25 (GoF medium), and 0.10 (GoF small) . (Tenenhaus et al., 2004: 175). Calculation with GoF shows the average R2 value is 0.728 while the average Commuality is 0.557, so the GoF value is  $A.R2 * A.AVE = \sqrt{0.728*0.557} = \sqrt{0.420} = 0.648$  This means that the global model is a large predictive.

**Table 3**  
**Path Analys**

Construct	Original Sampel (O)	T Statistics ((O/STERR))	P Values	Descaption
Customer Satisfaction -> Customer Loyalty	0,322	3,175	0,002	Significant
Store Atmosphere ->Customer Satisfaction	0,745	12,054	0,000	Significant
Store Atmosphere ->Customer Loyalty	0,449	4,611	0,000	Significant

Source: Data Processed in 2022

Customer satisfaction has a positive effect of 0.322 on customer loyalty and the relationship is significant at the 0.05 level, because the t-statistic value is greater than 1.96, which is 3.175. Store atmosphere has a positive effect of 0.745 on customer satisfaction and the relationship is significant at the 0.05 level, because the t-statistic value is greater than 1.96, which is 12.054. Store atmosphere has a positive effect of 0.449 on customer loyalty and the relationship is significant at the 0.05 level, because the t-statistic value is greater than 1.96, which is 4.611. The mediating role of job satisfaction on the relationship between emotional intelligence and performance shows that the indirect relationship is not significant while the direct relationship is significant, so job satisfaction is not a mediation between emotional intelligence and performance. The mediating role of job satisfaction on the relationship between store atmosphere to loyalty customer shows that the indirect relationship is significant as well as the direct relationship shows that it is significant, so job satisfaction is a partial mediation between store atmosphere on loyalty customer.

## DISCUSSION

### *The Effect of Customer Satisfaction on Customer Loyalty*

Based on the results of the analysis of the influence of customer satisfaction on customer loyalty, it shows a significant relationship at the level of  $0.002 > 0.05$  and the t-statistic value is greater than 1.96, which is 3.175, it can be said that customer satisfaction has a positive and significant effect on customer loyalty, the meaning is The better the customer satisfaction, the customer loyalty will increase. The results of this study support the research of Harianto & Subagio (2013) which found that consumer satisfaction has a significant effect on consumer loyalty. Hadiwidjaja & Dharmayanti (2014) found that there was a positive and significant effect between satisfaction on Starbucks Coffee's customer loyalty. Marrisa et.al (2019) found that customer satisfaction has a direct effect on customer loyalty at Giant Express Dinoyo-Malang. Walangare et.al (2019) found that the Satisfaction Factor had an effect on Consumer Loyalty at The Coffee Bean Mantos. Nurwulandari & Maharani (2021) found that consumer satisfaction has a positive and significant effect on consumer loyalty at the 19 Café Caffee Coffee Shop.

### *The Effect of Store Atmosphere on Customer Satisfaction*

Based on the results of the analysis of the influence of the Store Atmosphere on customer satisfaction, it shows a significant relationship at the level of  $0.000 < 0.05$  and the t-statistic value is greater than 1.96, which is 12.054, it can be said that the Store Atmosphere has a positive and significant effect on customer satisfaction, the meaning is The better the Store Atmosphere, the more customer satisfaction will increase. The results of this study support the research conducted by Harianto & Subagio (2013) who found that store atmosphere has a significant effect on customer satisfaction at the Deja-Vu shop in Surabaya. Sari & Wardhana (2015) found that Store Atmosphere had a significant effect on Consumer Satisfaction at Roemah Kopi Bandung. Marrisa et.al (2019) found that Store Atmosphere had a direct effect on customer satisfaction at Giant Express Dinoyo-Malang. Dewi et.al (2021) found that Store Atmosphere had a significant positive effect on consumer satisfaction at the Coffee Shop Step. Febriani & Fadili (2021) found that Store Atmosphere had a positive effect on Customer Satisfaction at Café Patrol Kopi Karawang.

### *The Effect of Store Atmosphere on Customer Loyalty*

Based on the results of the analysis of the influence of Store Atmosphere on customer loyalty, it shows a significant relationship at the level of  $0.000 < 0.05$  and the t-statistic value is greater than 1.96, which is 4.611, it can be said that store atmosphere has a positive and significant effect on customer loyalty, the meaning is The better the store atmosphere, the customer loyalty will increase. The results of this study support the research conducted. Based on research conducted by Purnamasari and Hidayat (2016) said that Store Atmosphere has a positive and significant effect on customer loyalty at Warung Misbar Bandung. According to Izzudin et.al (2019), the Store Atmosphere variable has a significant effect on customer loyalty to Equal Coffee Dau customers, Malang. Marrisa et.al (2019) Store Atmosphere has a direct effect on customer loyalty at Giant Express Dinoyo, Malang. Petra et.al (2020) found that Store Atmosphere had a positive and significant effect on consumer loyalty at Warunk Upnormal Lampung.

### *Mediating Role of Customer Satisfaction on the Effect of Store Atmosphere on Customer Loyalty*

Based on the analysis results show that customer satisfaction mediates the influence of Store Atmosphere on customer loyalty. This can be seen from the indirect effect test results which show the results of Store Atmosphere on customer satisfaction and customer loyalty have a significant relationship, customer satisfaction has a significant relationship to customer loyalty, therefore customer satisfaction as a variable capable of mediating between store atmosphere and loyalty customers and the effect of the mediation is partial. This means that customer satisfaction is satisfaction that only partially explains the reasons why store atmosphere affects loyalty. There are other factors that might explain this effect, such as repurchase intention. If a coffee shop in Denpasar city provides a good store atmosphere and customers are satisfied, then this is a customer consideration for their intention to return to the coffee shop.

The results of this study support the research of Gunawan et.al (2019) stating that customer satisfaction is able to mediate the impact of the Store Atmosphere on customer loyalty at Vosco Coffee. Marrisa et.al (2019) found that Store Atmosphere had an indirect effect on customer loyalty through customer satisfaction at Giant Express Diyono, Malang. Kumala et.al (2020) stated that store atmosphere had an indirect effect on customer loyalty through customer satisfaction as an intervening variable at Consina Store Diyono. Pertiwi et.al (2020) found significant customer satisfaction in mediating the influence of Store Atmosphere on customer loyalty at O'pallet Café Boyolali.

## CONCLUSION

1. Store Atmosphere has a positive and significant effect on customer satisfaction at the Coffee Shop in the Denpasar area. This has a meaning, the better the Store Atmosphere provided, the customer satisfaction will increase.
2. Customer satisfaction has a positive and significant effect on customer loyalty at the Coffee Shop in the Denpasar area. This has a meaning, the higher the level of customer satisfaction, the customer loyalty will increase.
3. Store Atmosphere has a positive and significant effect on customer loyalty at the Coffee Shop in the Denpasar area. This has a meaning, the better the Store Atmosphere that is provided, the customer loyalty will increase.
4. Satisfaction partially mediates the influence of Store Atmosphere on customer loyalty at the Coffee Shop in the Denpasar area. This means that satisfaction only explains part of the reasons why store atmosphere affects loyalty. There are other factors that may explain this effect.

## THEORETICAL IMPLICATIONS

This study has investigated the mediating relationship between store atmosphere and loyalty under conditions prevailing in a Denpasar coffee shop. This study was conducted to address the gap between the research paradigms, and attempted to determine the mediating effect of customer satisfaction on the relationship between store atmosphere and loyalty. The contribution of this research to existing theories is being able to claim that the relationship between store atmosphere and customer loyalty, the relationship between store atmosphere and customer satisfaction, and the relationship between store atmosphere and customer loyalty are real.

## PRACTICAL IMPLICATIONS

Coffee shops in the Denpasar area need to improve the store atmosphere by: ensuring that customers are satisfied with the structure and interior layout of the coffee shop, ensuring that customers are satisfied with the vibes music and live music of the coffee shop, ensuring that customers are happy with the coffee shop's distinctive aroma. , ensure that the texture of the building walls in the coffee shop provides a comfortable and warm feel for customers, ensures that the design of the building in the coffee shop gives its own interest to make it an instagramable place, ensures that the strategic location makes it easy for customers to return to the coffee shop. In addition, for ways to increase customer loyalty, namely ensuring high customer satisfaction by ensuring customers are satisfied with the quality of service provided by the coffee shop, ensuring customers are satisfied with the quality of products provided by each coffee shop, ensuring customers get a hangout experience and fun socializing.

## RESEARCH LIMITATIONS

The results of this study cannot be generalized to other industries, meaning that this research is only able to explain in the coffee shop industry, because the unique characteristics found in industries other than the coffee shop industry can change the factors that affect customer loyalty.

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