

The Influence of Store Atmosphere, Service Quality and Consumer Satisfaction on Consumer Loyalty in Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi

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ABSTRACT

One way to increase and retain consumers at Chotaffeein Coffee and Roastery is to have consumer loyalty. Service quality is the main factor that influences consumer loyalty because satisfied consumers will recommend it to other consumers. Apart from that, Chotaffeein Coffee and Roastery also provides a good store atmosphere, which is one strategy for pursuing consumer loyalty. This research aims to determine the influence of Store Atmosphere, Service Quality and Consumer Satisfaction on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. This research used multiple linear regression analysis with a sample size of 96 respondents at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. The results of this research show that Store Atmosphere, Service Quality, and Consumer Satisfaction simultaneously influence Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. Store Atmosphere influences Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. Service Quality influences Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi, and Consumer Satisfaction influences Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. The marketing management at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi should pay more special attention to the aspects of consumer satisfaction, service quality and a comfortable shop atmosphere as the main priority in serving consumers by increasing the role of management.

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INTRODUCTION

The current development of the business world cannot be separated from competition which requires every company to be creative and innovate in order to survive. This encourages entrepreneurs to maximize their ability to maintain or improve their company so that it can compete with other similar companies. To be able to win the competition, service sector players carry out efforts such as providing competitive advantages and offering quality services that can provide comfort and satisfaction for their consumers. Consumer-oriented companies should always think about what consumers and consumers need, what consumers and consumers need, and services that consumers and consumers like so that consumers and consumers not only feel satisfied, but become loyal to the company. Companies must design good strategies to use as an effort to encourage and create feelings of satisfaction for their consumers, so that they can create loyal consumers. Strategy is determining the overall direction of a business, while tactics is the implementation of a strategy that emphasizes certain parts of business activities (Alma, 2018: 200).

Along with the increasingly rapid development of lifestyles, especially in the city of Manado, the general activity of coffee has become a lifestyle in itself. One of these phenomena can be seen from the many coffee shops that have sprung up offering the concept of one stop shopping. In its development, initially coffee shops or coffee shops were only visited by people who just wanted to enjoy coffee. However, the phenomenon that is happening now is that the purpose of people coming to coffee shops or coffee shops is growing. Many people come to coffee shops just to hang out, unwind or meet business partners. Of course, they are looking for a comfortable place to chat or do business, so coffee shops or coffee shops also offer various comforts, visitors can get what they want at the same time in one place, including visitors can enjoy the entertainment provided at the coffee shop.

Chotaffeein Coffee and Roastery is a coffee shop in Kotamobagu, North Sulawesi Province. The address is Jalan Jusuf Hasiru, Kotobangon Village, East Kotamobagu District. The level of competition for coffee shops in the Kotamobagu area is quite high because with the small Kotamobagu area, there are already more than 15 coffee shops, of course gaining consumer loyalty is not easy.

The competition that occurs between coffee shops by providing superior products and complete facilities means that every coffee shop must implement good marketing strategies to attract new consumers and increase consumer satisfaction. Tight competition makes it difficult for coffee shops to increase the number of consumers. A better alternative to face competition is to make efforts to maintain existing markets by increasing the number of loyal consumers.

To analyze the influence of Store Atmosphere, Service Quality and Consumer Satisfaction simultaneously on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. To analyze the effect of Store Atmosphere on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. To analyze the effect of Service Quality on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. To analyze whether consumer satisfaction influences consumer loyalty to Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi.

LITERATURE REVIEWS

Marketing Management

According to Tjiptono (2019:2) explains that marketing management is a total system of business activities designed to plan, set prices and distribute products,

services and ideas that are able to satisfy the desires of the target market in order to achieve organizational goals.

Consumer Behavior

According to Malau (2018:217), consumer behavior is the behavior of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas for satisfaction.

Store Atmosphere

According to Evans & Chatterjee (2018:464), store atmosphere is the physical characteristics of a store that can show an image (impression) and attract consumers. Store atmosphere includes the outside of the shop, the inside of the shop, room layout and displays (interior point of interest displays).

Service Quality

Service quality is all activities that try to combine value from ordering, processing to providing service results through communication to speed up cooperation with consumers (Lupiyoadi, 2018: 197).

Consumer Satisfaction

According to Tjiptono (2019:301), satisfaction is a situation demonstrated by consumers when they realize that their needs and desires are as expected and are being fulfilled well.

Consumer Loyalty

According to Kotler and Armstrong (2018:49), keeping consumers loyal makes economic sense. Loyal consumers use the company's products more and for a longer time. Losing a loyal customer can mean losing a revenue stream for that customer in the future.

Previous Research

Pangastuti, Santoso, and Hartono (2022) conducted research with the title "The Influence of Relationship Marketing, Service Quality and Facilities on Customer Loyalty (Case Study at the Sor Sawo Coffee Shop, Ponorogo)". This research aims to determine and test the influence of Relationship Marketing, Service Quality and Facilities on Customer Loyalty (case study at Kedai Kopi Sor Sawo Ponorogo). In data collection, the Accidental Sampling technique was used with 100 respondents. The research results show that: (1) Relationship Marketing has a positive and significant effect on customer loyalty at the Sor Sawo Ponorogo coffee shop. (2) Service Quality has a positive and significant effect on customer loyalty at the Sor Sawo Ponorogo coffee shop. (3) Facilities have a positive and significant effect on customer loyalty at the Sor Sawo Ponorogo coffee shop.

Setiari, Agung, & Sujana (2020) conducted research with the title "Service Quality, Customer Satisfaction, and Company Image Towards Customer Loyalty at PT. Gajah Gotra Bali". The aim of this research is to analyze and determine the influence of service quality, customer satisfaction, company image on customer loyalty at PT. Gajah Gotra Bali. Data analysis techniques use descriptive analysis, multiple linear regression analysis, coefficient of determination (R^2) and hypothesis testing. The research results show that service quality has a significant positive effect on customer satisfaction,

company image and customer loyalty. Customer satisfaction has a significant positive effect on customer loyalty.

Wijaya & Bernardo (2022) conducted research with the title "The Effect of Product Value, Service Quality, and Customer Satisfaction on Customer Loyalty at Kedai Kopi Kenangan Mall of Indonesia". This research aims to analyze the relationship between product value, service quality and customer satisfaction on customer loyalty at Kopi Kenangan Mall of Indonesia. The research results show that customer loyalty is positively influenced by customer satisfaction and increasing product value and service quality can increase customer satisfaction.

Research Model

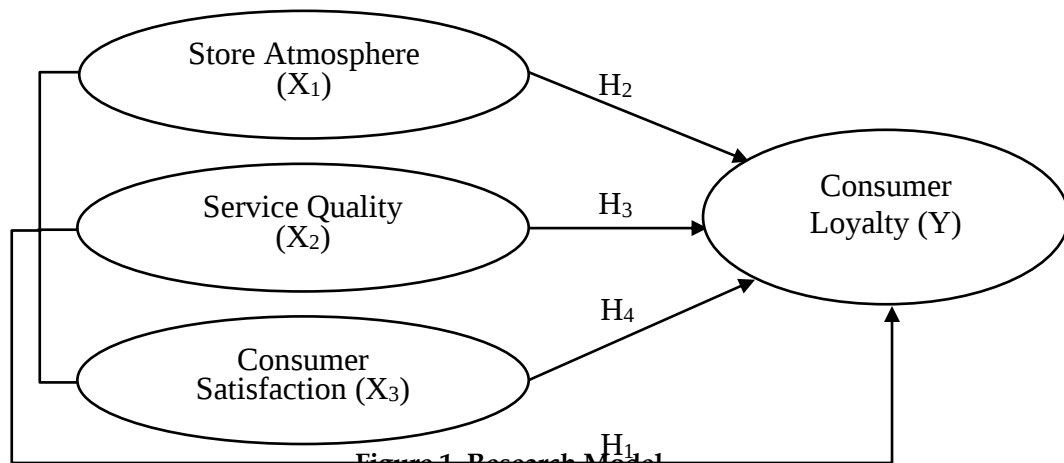


Figure 1. Research Model
Source: Literature Reviews, 2025

Hypothesis

The hypothesis in this research is:

- H1: Store Atmosphere is thought to influence Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi.
- H2: Service Quality is thought to influence Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi.
- H3: Consumer satisfaction is thought to influence customer loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi.
- H4: Store Atmosphere, Service Quality, and Consumer Satisfaction are thought to influence Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi.

METHODS

Location and Place of Research

The location in this research is addressed at Jalan Jusuf Hasiru, Kotobangon Village, East Kotamobagu District, North Sulawesi Province. From the research data conducted, store atmosphere, service quality, customer satisfaction and consumer loyalty are the research objects that will be studied.

Method of collecting data

The data collection method used in this research was a questionnaire distributed to respondents. In implementing this method, researchers collected data by

distributing questionnaires directly to consumers at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi.

Research Population and Sample

The population in the study is the area that the researcher wants to study. According to Sugiyono (2019) states that population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population and sample in this research are consumers who have consumed the product more than three times, namely 96 people.

Determining the sample in this research uses a saturated sampling technique or total sampling, namely a sampling technique if the entire population is used as a sample (Riduwan, 2020:64). The sampling technique in this research is a saturated sampling technique (total sampling). The total sampling technique is sampling by taking the entire population as respondents or known as saturated sampling, so the total sample in the study was 96 people.

Data Analysis Techniques

Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. Validity testing is carried out by conducting a bivariate correlation between each indicator score and the total construct score. Results of bivariate correlation analysis by looking at the Pearson correlation output (Ghozali, 2018).

Reliability Test

Reliability testing is actually a tool for measuring questionnaires or questionnaires which are indicators of variables or constructs. A questionnaire or questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time. Questionnaire items or questionnaires are said to be reliable (feasible) if Cronbach's Alpha is ≥ 0.6 and are said to be unreliable if Cronbach's Alpha is < 0.6 . (Ghozali, 2018:47). The formula used also uses the r product-moment formula. If $r_{count} > r_{table}$, then all the questionnaire items are declared reliable.

Classical Assumption Testing

Normality Test

According to Ghozali (2018: 160), the normality test aims to determine whether in the regression model the dependent variable and independent variables have a contribution or not. A good regression model is a normal or close to normal distribution of data. Detecting normality can be done by looking at the distribution of data (points) on the diagonal axis of the graph. Data normality decision making means that if the data spreads around the diagonal line and follows the direction of the diagonal line then the regression meets normality, whereas if the data spreads further and does not follow the direction of the line then the regression model does not meet the assumption of normality.

Heteroscedasticity Test

According to Ghozali (2018: 139), the heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different, it is called heteroscedasticity.

Multicollinearity Test

According to Ghozali (2018:105), the multicollinearity test aims to test whether a regression model has a correlation between independent variables. A good regression model should have no correlation between independent variables. Multicollinearity testing is seen from the VIF (Variance Inflation Factor) and tolerance. Tolerance measures selected independent variables that are not explained by other independent variables. So a low tolerance value is the same as a high VIF value (because $VIF = 1 / \text{tolerance}$). The cutoff value that is commonly used to indicate the presence of multicollinearity is a tolerance value ≥ 0.01 or the same as a VIF value ≤ 10 .

Hypothesis Testing

This research has two hypothesis testing models, namely hypothesis testing with the F test (simultaneous) and the T test (partial). In this research, the F test is used to determine the significant level of influence of the independent variables together (simultaneously) on the dependent variable. Meanwhile, the t test is used to determine the significance of the influence of the independent variables separately or partially on the dependent variable.

F test

According to Ghozali (2018:98), the F statistical test basically shows whether all the independent variables or independent variables included in the model have a joint influence on the dependent variable or dependent variable. To test this hypothesis, the F statistic is used with the following decision-making criteria:

1. If the value of $F_{\text{count}} > F_{\text{table}}$, then H_0 is rejected and H_a is accepted; or if $\text{Sig.} \leq 0.05$
2. If the value of $F_{\text{count}} < F_{\text{table}}$, then H_0 is accepted and H_a is rejected; or if $\text{Sig.} > 0.05$

To prove the first hypothesis, the F test is used, namely to test the significance of the overall regression coefficient with the following hypothesis formulation:

$$H_0 : b_1 = b_2 = b_3 = 0$$

$$H_a : \text{minimum one } b \neq 0$$

Testing via the F test or its variations is by comparing $F_{\text{count}} (F_h)$ with $F_{\text{table}} (F_t)$ at $\alpha = 0.05$.

t test

The t statistical test is used to determine the ability of each independent variable individually (partially) in explaining the behavior of the dependent variable (Ghozali, 2018:98).

To prove the second hypothesis, the t test is used, namely to test the significance of the regression coefficient with the following formula:

$$H_0 : b_1, b_2, b_3 = 0$$

$$H_a : b_1, b_2, b_3 \neq 0$$

Testing was carried out using the t test by comparing tcount (th) with ttable (tt) at $\alpha = 0.05$

1. If $th \geq tt$, then H_0 is rejected, H_a is accepted; or if $Sig. \leq 0.05$. It means:
 1. Independent variables can explain dependent variables, and
 2. There is an influence between the variables tested
2. If $th < tt$, then H_0 is accepted, H_a is rejected; or if $Sig. > 0.05$. It means:
 1. The independent variable cannot explain the dependent variable, and
 2. There is no influence between the variables tested

Coefficient of Determination (R^2)

This coefficient of determination is used to see the magnitude of the influence of the independent variable on the dependent variable (Sarwono, 2017:205). In this study, it is to show how large the percentage is caused by the independent variable. With the help of the SPSS version 22 application, determine the coefficient of determination through the model summary table by looking at the R Square column.

RESULTS AND DISCUSSION

Research result

Reliability Test

Table 1. Reliability Test Results

Variable	Questions	R_{count}	r_{table}	Remarks
Store Atmosphere (X_1)	$X_{1.1}$	0,823	0,201	Valid
	$X_{1.2}$	0,783	0,201	Valid
	$X_{1.3}$	0,693	0,201	Valid
	$X_{1.4}$	0,856	0,201	Valid
	$X_{1.5}$	0,628	0,201	Valid
Service Quality (X_2)	$X_{2.1}$	0,703	0,201	Valid
	$X_{2.2}$	0,805	0,201	Valid
	$X_{2.3}$	0,747	0,201	Valid
	$X_{2.4}$	0,812	0,201	Valid
	$X_{2.5}$	0,732	0,201	Valid
Consumer Satisfaction (X_3)	$X_{3.1}$	0,920	0,201	Valid
	$X_{3.2}$	0,918	0,201	Valid
	$X_{3.3}$	0,878	0,201	Valid
	$X_{3.4}$	0,692	0,201	Valid
	$X_{3.5}$	0,550	0,201	Valid
Consumer Loyalty (Y)	Y_1	0,771	0,201	Valid
	Y_2	0,794	0,201	Valid
	Y_3	0,817	0,201	Valid

Source Data Process, 2025

The results of the analysis can be seen in Table 1 above, in the calculated r value column which is the Pearson Correlation for each statement item as an indicator variable. The r value for each statement item turns out to be positive and the value is greater than the r product moment table of 0.201, so it can be concluded that all statement items are valid.

Table 2. Validity Test

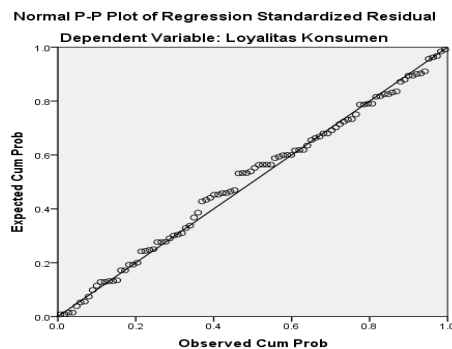
No	Variabel	Cronbach's Alpha	r _{table}	Reliabilitas
1	Store Atmosphere (X ₁)	0,812	0,201	Reliabel
2	Service Quality (X ₂)	0,817	0,201	Reliabel
3	Consumer Satisfaction (X ₃)	0,871	0,201	Reliabel
4	Consumer Loyalty (Y)	0,707	0,201	Reliabel

Source Data Process, 2025

The results of this research show that the Cronbach Alpha value in Table 2 above is above the r table of 0.201, so it can be concluded that the reliability of the research construct or variable is reliable. The results of this research also show that the Cronbach Alpha value for each variable is > 0.6, so it can be concluded that each statement is said to be reliable.

Classic Assumption Test Results

Normality Test

**Figure 2. Normality Test Results**

Source Data Process, 2025

Figure 2 shows that the data spreads around the diagonal line following the direction of the diagonal line, showing a normal distribution pattern, so that the regression model meets the normality assumption.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Store Atmosphere	.489	2.047
	Service Quality	.493	2.027
	Consumer Satisfaction	.981	1.020

Source Data Process, 2025

Based on Table 3, the results of the multicollinearity test were obtained as shown by the Tolerance value for the Store Atmosphere variable of 0.489, the Service Quality variable of 0.493, and Consumer Satisfaction of 0.981 which is greater than 0.10. Apart from that, the VIF value for the Store Atmosphere variable was 2.047, the Service Quality variable was 2.027, and the Consumer Satisfaction variable was 1.020 which is smaller than the value of 10. It can be concluded that in this research there was no multicollinearity.

Heteroscedasticity Test

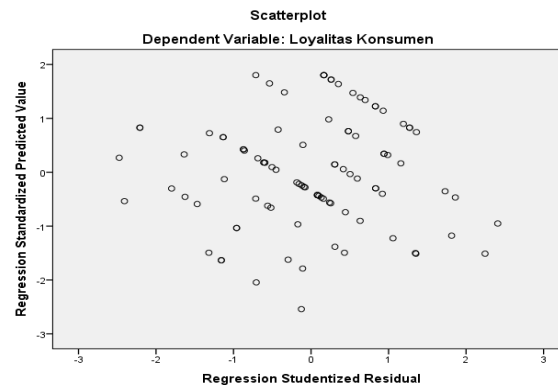


Figure 3. Heteroscedasticity test
Source Data Process, 2025

Figure 2 shows that the results of the heteroscedasticity test show that all the points do not have a particular pattern and in the distribution of the points they spread below and above the number 0 on the Y axis. This shows that there is no heteroscedasticity.

Results of Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	.362	1.163		.311	.756
Store Atmosphere	.201	.065	.307	3.113	.002
Service Quality	.291	.063	.456	4.644	.000
Consumer Satisfaction	.108	.043	.176	2.527	.013

Source Data Process, 2025

Based on Table 3, the following multiple linear regression equation is obtained:

$$Y = 0.362 + 0.201 X_1 + 0.291 X_2 + 0.108 X_3 + e$$

From the equation above, it can be concluded that the empirical regression equation indicates the following:

1. A constant value of 0.362 indicates that the value of the independent variable is considered 0, so Consumer Loyalty (Y) is 0.362 units.

2. The Store Atmosphere regression coefficient value is 0.201, indicating that there is a positive influence of the Store Atmosphere on Consumer Loyalty. If the Store Atmosphere variable score increases by one unit, Consumer Loyalty will increase by 0.201 units assuming other variables are constant. On the other hand, if the Store Atmosphere variable score decreases by one unit, Consumer Loyalty will decrease by 0.201 units assuming other variables are constant. This means that the better the Store Atmosphere, the better Consumer Loyalty.
3. The Service Quality regression coefficient value is 0.291, indicating that there is a positive influence of Service Quality on Consumer Loyalty. If the Service Quality variable score increases by one unit, Consumer Loyalty will increase by 0.291 units assuming other variables are constant. On the other hand, if the Service Quality variable score decreases by one unit, Consumer Loyalty will decrease by 0.291 units assuming other variables are constant. This means that the better the quality of service, the better consumer loyalty.
4. The regression coefficient value for Consumer Satisfaction is 0.108, indicating that there is a positive influence of Consumer Satisfaction on Consumer Loyalty. If the score for the Consumer Satisfaction variable increases by one unit, Consumer Loyalty will increase by 0.108 units assuming other variables are constant. On the other hand, if the score for the Consumer Satisfaction variable decreases by one unit, Consumer Loyalty will decrease by 0.108 units assuming other variables are constant. This means that the better consumer satisfaction, the better consumer loyalty.

Correlation Coefficient (R) and Determination Coefficient (R²)

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 ^a	.563	.549	1.16939

Source Data Process, 2025

In the summary model, it can be seen that the correlation coefficient (R) value produced in model 1 is 0.750. This shows that Store Atmosphere, Service Quality and Consumer Satisfaction simultaneously have a strong/high relationship because they are in the interval 0.600 -0.799. The coefficient of determination (R²) value produced in model 1 is 0.563. This shows that the contribution of the independent variables, namely Store Atmosphere (X₁), Service Quality (X₂), and Consumer Satisfaction (X₃) to the dependent variable (Consumer Loyalty) is 56.3% and the remaining 43.7% is influenced by other variables, which were not examined in this research.

Hypothesis Test Results

Table 6. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	162.026	3	54.009	39.495	0.000 ^b
Residual	125.807	92	1.367		
Total	287.833	95			

Source Data Process, 2025

The results of the F-test simultaneously show an Fcount value of 39.495. Meanwhile, the F table value with degree of freedom (Df) = $n - k - 1 = 96 - 3 - 1 = 92$ is 2.70. Because the F_h value is $39.495 > F_{table}$ of 2.70 and also the significant level of p -value = $0.000 < 0.05$, then H_a is accepted and H_0 is rejected. This means that Hypothesis 1 (H_1) which states Store Atmosphere, Service Quality and Consumer Satisfaction have an influence on Consumer Loyalty to Chotaffeein Coffee and Roastery Kotamobagu can be accepted or proven.

t Test Results

Table 7. t Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	.362	1.163		.311	.756
Store Atmosphere	.201	.065	.307	3.113	.002
Service Quality	.291	.063	.456	4.644	.000
Consumer Satisfaction	.108	.043	.176	2.527	.013

Source Data Process, 2025

The t-test results show that the t-count value for the Store Atmosphere variable (X_1) is 3.113; Meanwhile, the ttable value with degree of freedom = $96 - 3 - 1 = 92$, with a significance level (α) = 5% is 1.661. The calculated t value for Store Atmosphere (X_1) is $3.113 > t$ table value of 1.661 and also the significance level of p -value = $0.000 < 0.05$ so H_a is accepted and H_0 is rejected. This means that the hypothesis (H_2) which states that Store Atmosphere has a positive and significant effect on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu can be accepted or proven.

The t-test results show that the t-count value for the Service Quality variable (X_2) is 4.644; Meanwhile, the ttable value with degree of freedom = $96 - 3 - 1 = 92$, with a significance level (α) = 5% is 1.661. The t-count value for Service Quality (X_2) is $4.644 > t$ table value of 1.661 and also the significance level of p -value = $0.002 < 0.05$ so H_a is accepted and H_0 is rejected. This means that the hypothesis (H_3) which states that Service Quality has a positive and significant effect on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu can be accepted or proven.

The t-test results show that the t-count value for the Consumer Satisfaction variable (X_3) is 2.527; Meanwhile, the ttable value with degree of freedom = $96 - 3 - 1 = 92$, with a significance level (α) = 5% is 1.660. The t-count value for Service Quality (X_2) is $2.527 > t$ table value of 1.661 and also the significance level of p -value = $0.013 < 0.05$ so H_a is accepted and H_0 is rejected. This means that the hypothesis (H_4) which states that Consumer Satisfaction has a positive and significant effect on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi can be accepted or proven.

Discussion

The Influence of Store Atmosphere, Service Quality, and Consumer Satisfaction on Consumer Loyalty

Based on the results of data analysis, it shows that store atmosphere, service quality and consumer satisfaction simultaneously influence consumer loyalty at

Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. This means that the store atmosphere, service quality and consumer satisfaction at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi simultaneously make a good contribution to consumer loyalty, thus giving an impression to consumers and providing quality service.

The better the quality of service provided by employees, the greater the attraction of consumer loyalty. Because good quality service will create a high level of consumer loyalty so that it can support success. On the other hand, if the level of job satisfaction decreases, it will hinder the company from achieving its goals. The better the Store Atmosphere at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi, the greater the comfort and satisfaction of consumers. Consumers who feel comfortable with the design at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi are increasing consumer loyalty.

Apart from service quality and store atmosphere, customer satisfaction is an important factor for success in increasing customer loyalty. Every employee must maximize their abilities in order to achieve satisfactory performance, because not all employees have the same abilities to carry out tasks according to their functions in each section where they work. Tsalatsa and Sudarwanto (2021), in their research, explained that to obtain satisfaction from their customers, these business actors provide good quality service to consumers. The quality of this service will influence whether consumers feel satisfied or not when making a purchase. Indirectly, customers will be loyal if they feel satisfied with the quality of service provided by the business actor, thereby creating consistent repeat purchases. With loyalty from customers, companies will form long-term relationships with consumers so that a company can face competitive competition well.

The marketing management at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi needs to pay more special attention to the aspects of consumer satisfaction, service quality and a comfortable shop atmosphere as a priority scale in consumer loyalty by increasing the role of leaders (managers) in planning, implementing work, controlling and improving management. Increasing consumer satisfaction, service quality and store atmosphere are demands that are absolutely necessary to produce better consumer loyalty.

Basically, it is necessary to strive for an organizational structure and structure that supports public services, cooperation or joint efforts between employees, division of work and delegation of tasks under leaders (managers). Employee capabilities need to be improved in relation to controlling the assets of the Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi company and developing them for faster and better public services. The development of the assets of the Chotaffeein Coffee and Roastery company Kotamobagu, North Sulawesi needs to be developed to provide appropriate service to consumers so as to facilitate service for consumers.

Research results from Suryana, Harahap, and Rohandi (2022), found that store atmosphere and service quality have a positive and significant effect on consumer loyalty. Similar research, conducted by Rachman and Wardhana (2021), found that store atmosphere and service quality had a positive and significant effect on consumer satisfaction.

The Influence of Store Atmosphere on Consumer Loyalty

Based on the results of data analysis, it shows that service quality has a positive and significant effect on consumer loyalty at Chotaffeein Coffee and Roastery

Kotamobagu, North Sulawesi. This shows that the store atmosphere at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi has been created well, which will increase satisfaction and satisfied consumers will become loyal consumers.

The increasing number of Chotaffeein Coffee and Roastery businesses creates increasingly tight competition conditions and to win the existing business competition, every business actor is required to be able to compete with competitors who offer similar products. In facing competition, the alternative that must be done is to provide something that is different from the others in order to retain customers from switching to competitors. The atmosphere of Chotaffeein Coffee and Roastery can be an alternative to differentiate a restaurant from its competitors, so the restaurant atmosphere that will be offered to customers needs to be planned well by business people.

Atmosphere is an important component of a cafe and can provide a dominant sensory effect created by a Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi design, so a Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi must form a planned atmosphere that suits its target market and can attract consumers to buy at the cafe. So that consumers feel happy visiting, modern entrepreneurs must always strive to create a pleasant atmosphere for visitors/consumers. Research from Purnama, Harahap, and Siregar (2022), reveals that the atmosphere of the shop can influence consumer interest, so that they will come back and make repeat purchases at the coffee shop. If consumers feel happy, satisfied, happy and comfortable, consumers will trust the coffee shop, so that coffee shop consumers will become loyal to the coffee shop. Research from Rachman and Wardhana (2021), also reveals that a store atmosphere that is comfortable, attractive, and in line with customer needs can improve customer experience and encourage them to return. This can include interior design, lighting, music and scents

Untuk meningkatkan loyalitas konsumen, pihak manajemen Chotaffeein Coffee and Roastery Kotamobagu, Sulawesi Utara sebaiknya meningkatkan juga suasana toko dengan tetap menjaga kenyamanan ruang. Hasil penelitian ini sejalan dengan penelitian yang dilakukan oleh Rorimpandey, Sepang, dan Arie (2017), menemukan bahwa store atmosphere berpengaruh positif dan signifikan terhadap loyalitas pelanggan/konsumen. Hasil penelitian dari Rachman, et.al (2021), menemukan store atmosphere berpengaruh positif dan signifikan terhadap loyalitas pelanggan/konsumen.

Service Quality on Consumer Loyalty

Based on the results of data analysis, it shows that service quality has a positive and significant effect on consumer loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. This means that the quality of service at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi has gone well and made a good contribution. This can be seen from the results of the respondents' answers, where the answers to the service quality variable received quite good respondents because they were dominated by affirmative answers, so it can be concluded that the better the quality of service provided by Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi, the greater the consumer loyalty through consumer satisfaction. Consumer service is a behavior shown by the seller in accordance with what the buyer wants in order to satisfy their needs and desires.

To increase consumer loyalty, Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi needs to pay close attention to efforts to fulfill services in terms of timeliness in serving consumers or customers to be able to achieve quality service quality. Research from Rizkillah, Suryanti, and Rahmawati (2020), service quality has a positive and significant effect on customer/consumer loyalty, where service is a necessity that should always be maintained and improved to support the development of a business. Having good service will produce loyal customers at that place. The results of research from Kusumasasti, Andarwati, and Hadiwidjojo (2017), found that service quality has a positive and significant effect on customer/consumer loyalty.

The Influence of Consumer Satisfaction on Consumer Loyalty

Based on data obtained from respondents' answers to the questionnaire, overall consumers at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi have high perceptions or responses regarding consumer satisfaction. The research results show that consumer satisfaction has a positive and significant effect on consumer loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi. This means that the products offered and presented by Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi provide services according to consumer expectations regarding consumer loyalty so that consumers feel satisfied with the product. Research also shows that the greater the consumer's sense of satisfaction when their expectations are fulfilled by Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi, the greater the level of consumer loyalty.

To increase consumer loyalty, one of the efforts that must be made is that Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi should continue to ensure that consumers remain loyal to buying products. If consumers are dissatisfied with a service provided, then the service can certainly be ineffective and inefficient. The satisfaction that is created makes consumers loyal to buy products. Consumer satisfaction is a condition where the desires, hopes and needs of consumers are met.

Research from Budi and Sutedjo (2022), shows that efforts to create customer satisfaction and loyalty must always be followed by an evaluation of the level of satisfaction and loyalty achieved by consumers, where one of the determining factors for success in creating service loyalty for consumers is the satisfaction given to consumers. In this way, a good company image will create satisfaction and make consumers loyal. The results of this research are also supported by research conducted by Tsalatsa and Sudarwanto (2021), finding that customer/consumer satisfaction has a positive and significant effect on customer/consumer loyalty. The research results of Djumarno, Anjani, and Djamaluddin (2018), found that customer/consumer satisfaction has a positive and significant effect on customer/consumer loyalty.

CONCLUSION

From the research results described previously, it can be concluded as follows: 1) Store Atmosphere, Service Quality and Consumer Satisfaction simultaneously have a positive and significant effect on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi; 2) Store Atmosphere has a positive and significant effect on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi; 3) Service Quality has a positive and significant effect on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi; 4) Consumer Satisfaction has a positive and significant

effect on Consumer Loyalty at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi.

The marketing management at Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi should pay more special attention to the aspects of consumer satisfaction, service quality and a comfortable shop atmosphere as the main priority in serving consumers by increasing the role of management. The management of Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi should also improve the shop atmosphere while maintaining the comfort of the space so as to increase consumer loyalty. To increase consumer loyalty, Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi needs to pay close attention to efforts to fulfill services in terms of timeliness in serving consumers or customers to be able to realize quality service. To increase consumer loyalty, one of the efforts that must be made is that Chotaffeein Coffee and Roastery Kotamobagu, North Sulawesi should continue to ensure that consumers remain loyal to buying products.

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