

The Influence of Store Atmosphere and Location on Customer Loyalty Mediated by Customer Satisfaction of Pangan Swalayan Banda Aceh

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ABSTRACT: This study aims to examine the customer satisfaction role as a mediator in the store atmosphere and location effect on customer loyalty of Pangan Swalayan Banda Aceh (or so called Pangan Swalayan), one of the food supermarkets in Banda Aceh city. The population was the Pangan Swalayan Customers. Determining the number of samples used a formula of 8 times the number of indicators in the model, totaling 20 indicators (Ferdinand, 2013), so it provides 160 respondents as a result. Sampling was carried out using random sampling. Data were tested using the Structural Equation Modeling (SEM) technique. From the results we can conclude that in the Pangan Swalayan, Store Atmosphere affects Satisfaction, Location affects Satisfaction, Store Atmosphere affects Loyalty, Location affects Satisfaction, Satisfaction affects Loyalty, Store Atmosphere affects Loyalty thru Satisfaction, and Location affects Loyalty thru Satisfaction. These findings also prove that satisfaction functions in the H6 model as a partial-type mediator, and in the H7 model as a full-type mediator. These findings also explain that the model for increasing loyalty that has been tested is a function of adjusting store atmosphere and location, as well as increasing satisfaction.

Keywords: Customer Loyalty, Customer Satisfaction, Store Atmosphere, Location

I. Introduction

At present, the retail business is growing very rapidly, not only reaching big cities, but even at the district and sub-district levels the number continues to grow day by day, including the retail business in Banda Aceh. Based on Euromonitor data, there will be 3.61 million retailers in Indonesia in 2021. A total of 38,323 retailers will be in the form of department stores. Then there were 1,411 supermarket-based retailers, then forecourt retail and hypermarkets with 358 units and 285 units respectively. Retail in Banda Aceh is one of the sectors with the most promising market. This is driven by a large population, a growing middle class, and increasing urbanization. The new concept of the retail world can attract the attention of customers because it offers something new that can create a feeling of pleasure in shopping. It is this advantage that makes this new concept highly considered by customers as a shopping destination, shifting traditional markets.

In Aceh itself, the development of the business world has greatly impacted the progress of retail businesses in the province. This has made more and more business people open self-service retail businesses with fun concepts so that customers are interested in buying the goods being sold. Seeing the conditions of increasingly fierce competition, every retail business needs to increase the strengths that exist within the company by bringing out the differences or uniqueness of the company compared to competitors to be able to attract customer satisfaction. In response to this, retailers who play in this business are required to always innovate which will eventually win the hearts of their customers. Each retailer tries to offer a variety of stimuli that can attract customers to make purchases. Therefore, it is necessary to pay attention to the buying situation, especially the store environment, such as color, sound, light, weather, and the spatial arrangement of people, because an attractive physical environment is expected to be able to attract customers to be satisfied making purchases at food retailers. In the city of Banda Aceh itself, the development of retail businesses continues to increase, one of the retail businesses in Banda Aceh is "Pangan Swalayan Banda Aceh", or can be called "Pangan Swalayan".

The new concept of the world of retail continues to increase its standards, from the beginning retail was just for shopping, but now it continues to develop with innovations such as an attractive store atmosphere, shelf displays, cleanliness, and so on. The facilities provided by modern retail also continue to improve, they provide a strategic and easy-to-reach location, ample parking, a good level of security, and so on. Such advantages can be the reason why customers choose to buy at PanganSwalayan rather than their competitors. To be able to compete with their competitors, PanganSwalayan must be able to win the hearts of customers by paying attention to important factors in the continuity of a business. One of them is by providing an attractive store atmosphere and a strategic and easy-to-reach location, taking into account these two things it is hoped that it will foster loyalty in customers who buy at PanganSwalayan. In addition, with the continued rapid development of the retail business in Indonesia, especially in Banda Aceh. PanganSwalayan must be able to continue to innovate and maintain an attractive shop atmosphere so that in the future they can continue to compete even though the retail business will continue to mushroom because in Banda Aceh competitors have started to issue retail ideas that are more than just shopping.

Based on the results of interviews with several PanganSwalayan customers, it was found that their reasons for buying at PanganSwalayan were due to distance, bright lights, cleanliness of the store, and strategic location. Meanwhile, the things that customers complain about are the length of the buying process at the cashier queues, poor supporting facilities, and the lack of variety of products sold and other supporting facilities. There are also several customer complaints, for example, the complaint was about the facilities provided, such as parking which is not large enough, and about the handling of payments at the cashier took quite a long time in the PanganSwalayan retail. As a retail business, therefore, PanganSwalayan is very concerned about various matters relating to efforts related to increase an attractive store atmosphere, good service, store cleanliness, and fast transaction time, and will provide a level of satisfaction to customers in shopping. Given the increasingly fierce retail competition conditions, retail entrepreneurs are strengthening their business by providing different or unique services to their competitors to maximize customer satisfaction when shopping at PanganSwalayan in the future as their main choice when shopping. Therefore retailers need to pay attention to an attractive and good store atmosphere such as a nice and clean physical place, customer-friendly staff, responsive service, high professionalism, and high-quality assurance. Location is no less influential in the retail business where retail owners must also pay attention to a strategic location, easy to reach, adequate parking areas, and good security to make customers feel satisfied when shopping.

Member participation in shopping at Pangan Swalayan shows fluctuations. In May the number of members who shopped was 875,000,000. In June there was an addition of 5,000,000 to 880,000,000. In July it increased by 2,000,000 to 882,000,000. July was the month with the highest number of shopping members. However, in August there was another decrease of 12,000,000 to 870,000,000. In September there was a decrease again to 868,000,000. However, in October there was an increase again, experiencing 5,000,000 to 873,000,000. Fluctuations in the number of members shopping at Pangan Swalayan indicated that purchasing decisions were reduced and also had an impact on the total sales of Pangan Swalayan. Retailers realize that a customer wants a comfortable store atmosphere and fun that makes it easy for him to shop. (Lamb, Hair, & McDaniel, 2011) define store atmosphere as the overall impression conveyed by the store's physical layout, decor, and surrounding environment. The role of store atmosphere is effective not only because it directly persuades customers to buy, but also indirectly persuades them to make repeat purchases. According to (Utami, 2008), the store's atmosphere is a combination of the physical characteristics of the store such as architecture, layout, lighting, color display, music temperature, and aroma which as a whole will create an image in the minds of customers. Therefore, choosing the right store atmosphere will affect whether the customer is satisfied or not. In addition to influencing customer behavior, the atmosphere of a store can provide its own added value to the products sold in a store (Nofiauwaty & Yuliandi, 2014). A well-designed store atmosphere proves to be a key differentiator and a competitive advantage for companies (Joshi & Kulkarni, 2012). Customers can differentiate one retail company from another through the physical characteristics of each store.

Apart from making a differentiation, creating an adequate store atmosphere can also provide satisfaction for customers (Listiono & Sugiarto, 2015). Research conducted by (Diawan, Kusumawati, & Mawardi, 2016) states that the store atmosphere has a positive and significant influence on customer satisfaction. According to (Kotler & Keller, 2018), customer satisfaction is a customer's feeling of pleasure or disappointment that arises from comparing the results perceived by a product or service against their expectations. If the results are not as desired or fail to meet expectations, the customer will be dissatisfied. Vice versa, customers will be happy if the results meet their expectations. Consumer behavior after purchasing a product is determined by satisfaction or dissatisfaction with a product at the end of the sales process. In running a business, meeting customer satisfaction is never enough. One of the positive attitudes of customers can be shown through loyalty to the company's products and recommending these products to other parties. Meanwhile, a negative attitude is shown through negative words (word of mouth) to other parties and purchasing other retailers' products. Loyalty is something that arises without coercion but arises by itself.

Based on some of the definitions put forward by the experts above, the researchers came to the understanding that customer loyalty is a customer's commitment to a brand, store, or supplier which is reflected or indicated by positive behavior, namely making continuous repurchases without being affected by marketing carried out by competitors. Every retailer always tries to be successful in winning the competition by trying to be able to achieve the goal of creating and retaining customers. Retaining customers is a challenge for retail that must be pursued. This can be achieved by a retailer through efforts to produce and deliver the goods that customers want, where these activities are highly dependent on retail with various variable attributes such as store atmosphere and location.

Shopping is a fun activity for some people because shopping is not just buying and selling activities. In contrast to a few years ago, shopping is now not only a routine activity to meet the needs of goods, but often shopping activities become entertainment to relieve boredom from the daily activities carried out. Various strategies are carried out by PanganSwalayan to satisfy consumers and increase customer loyalty. PanganSwalayan managers have designed an attractive and comfortable store atmosphere. Products sold at PanganSwalayan have also been arranged neatly to make it easier for consumers to search for products. In terms of service, PanganSwalayan tries to improve its service by helping customers who have difficulty shopping and serving customers in a friendly manner. However, in reality, the number of customers shopping has decreased several times and sales revenue earned by PanganSwalayan in 2021 has also fluctuated. This is allegedly due to the influence of the atmosphere of the store and the location of PanganSwalayan. Therefore, in its operational activities, PanganSwalayan requires an accurate strategy to face competition and develop the business itself. Several things that must be considered in developing this business are an attractive store atmosphere, strategic location, quality, and customer satisfaction, promotion of superior products, and also an approach in the form of good relations with customers.

Based on the results of the pre-survey observations that the authors conducted, there were more than 100 retailers located in Banda Aceh. Based on observations with 30 respondents who shopped, it was found that customers shopped 20 times a month. The data from the 2022 Banda Aceh City Central Bureau of Statistics (BPS) showed that there were 265,111 residents of the city of Banda Aceh. The average customer shopping at retail was IDR 50,000. That way, to see the market share of retail companies in Banda Aceh, the authors multiplied the average customer shopping per month by the number of residents in Banda Aceh, then multiplied it again by the average consumer shopping at retail and got the result of IDR 92,788,850,000. With an average income of IDR 75,000,000 per month in the period May–October 2021, it was known that the market share obtained by PanganSwalayan is 2.8%. PanganSwalayan should be able to get a market share of above 3% to maximize its potential.

II. Literature

Customer loyalty

According to (Griffin, 2005), customer loyalty is based on the behavioral manifestations of decision-making units to make continuous purchases of selected company products. Loyalty embodies conditions of a certain duration of time and requires that the act of purchase occurs no less than twice. Loyalty can also show a customer's deep commitment to re-subscribe or re-purchase selected consistently in the future, even though the price offered is higher or related to some other factors. In this study, customer loyalty will often be referred to as "loyalty". The indicators used to measure loyalty in this study were adapted from (Kotler & Keller, 2018) and (Griffin, 2005) where the indicators used are as follows:

1. Make repeat purchases.
2. Strong in dealing with negative influences regarding the company.
3. Give positive reviews and recommend company services to others
4. Trying new product/service lines issued by the company.

Customer satisfaction

Satisfaction is the level of feeling where a person states the results of a comparison of product performance received and expected (Kotler & Keller, 2018). In the business world, customer satisfaction is one of the keys to the success of a business. This is because by satisfying consumers, organizations can increase their profit levels and gain a wider market share. Customer satisfaction is a consumer's perception of one type of service experience they experience. There is a close relationship between determining customer service and customer satisfaction (Tjiptono, 2017). In this study, customer satisfaction will often be referred to as "satisfaction". The indicators used to measure satisfaction variable in this study were adapted from (Kotler & Keller, 2018), (Haghighi, Dorosti, Rahnama, & Hoseinpour, 2012), (Jin, Line, & Merkebu, 2015), and (Namin, 2017) where the indicators used are as follows:

1. performance satisfaction.

Where the company succeeds in meeting the needs and expectations desired by customers.

2. Experience.
Where the company leaves a good impression on customers.
3. Fulfillment of expectations.
Meet customer expectations when purchasing goods/services
4. Creating a brand image
Customers will pay less attention to brands and advertisements than competitors' products.

Store Atmosphere

The store atmosphere is the design of the environment through visual communication, lighting, colors, music, and fragrances to design customer emotional responses and perceptions and to influence customers in buying goods (Utami, 2008). According to Kotler and Armstrong in their book (Kotler & Molan, 2005) the atmosphere of the shop is another element in the product arsenal. According to (Kotler & Keller, 2018), a Store atmosphere is a planned atmosphere that suits the target market and can attract consumers to buy. Store atmosphere causes or influences purchases. The emotional state will create two dominant feelings, namely feelings of pleasure and arousing desire. (Sutisna, Rakhmat, & Pawitra, 2001) says the store atmosphere is the arrangement of in-store and out-store spaces that can create comfort for customers. The entire physical layout of the store is done to create convenience for customers. (Fuad & Hadiati, 2014) in their research measured store atmosphere using indicators that adopted the opinion of (Berman, Evans, & Chatterjee, 2018) as follows:

1. Store exterior, namely the front appearance of the store which is seen as reflecting the stability and robustness of the company spirit and the nature of the activities therein, identification and identification marks, and can create a trust for customers.
2. General interior, namely parts of the store that are designed to maximize visual merchandising, attract the attention of customers, and help them to more easily observe, examine and select the items they need.
3. The store layout, is the design of the location and arrangement of goods, the arrangement of paths or aisles in the store which aims to invite customers to enter when looking at the inside of the store through the storefront window or entrance, as well as make it easier for customers to walk around while in the store so that they feel at home around longer.
4. Interior display, which is a sign design inside the store that is used to provide information to customers when shopping.
5. Layout, namely the layout of the space from the shelves in a field that has been planned.

Location

Location according to (Tjiptono, 2017) location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. Meanwhile, according to (Kotler & Armstrong, 2018) "location includes company activities that make the product available to target consumers". Then according to (Lupiyoadi & Hamdani, 2011) "location is a decision made by a company or educational institution regarding where operations and staff will be placed". (Kotler & Keller, 2018) state that location is each layer of marketing intermediaries, which will carry out several types of tasks in bringing products and ownership closer to the final buyer. According to (Swastha, 2009), location is the place where a business or business activity is carried out. The indicators used to measure location variables in this study were adapted from (Tjiptono & Chandra, 2013), (Haghighi et al., 2012), and (Namin, 2017) where the indicators used are as follows:

1. Access.
It is a location that is easily accessible by the public and public transportation.
2. Traffic all around.
Traffic concerns 3 main considerations: size, convenient parking, and safety.
3. Parking area.
Availability of ample and adequate parking space.
4. Location of business.
A strategic place and the surrounding environment that supports the services offered.
5. Visibility.
Is a location or place that can be seen clearly from normal visibility.

Hypothesis

The literature concludes that there were several conjectures as hypotheses that can be formulated, namely :

- H1 : Store Atmosphere affects Satisfaction
- H2 : Location affects Satisfaction
- H3 : Store Atmosphere affects Loyalty
- H4 : Location affects Satisfaction
- H5 :Satisfaction affects Loyalty
- H6 : Store Atmosphere affectsLoyalty thru Satisfaction
- H7 : Location affects Loyalty thru Satisfaction

III. Method

In this study the intended population was the Customers at the PanganSwalayan in Banda Aceh city, those who have made purchases at least three times in 2021 and 2022. Determining the number of samples used a formula of 8 times the number of indicators in the model, totaling 20 indicators (Ferdinand, 2013),so it provides 160 respondents as a result. Sampling was carried out using random sampling.The data used were primary data and secondary data. Data were analyzed in this study using Structural Equation Modeling (SEM) thru AMOS. Confirmatory factor analysis (CFA) was the first step as a measurement model test, and after that structural model test was conducted to test the direct effect hypothesis(Hair, Black, Babin, & Anderson, 2014). Furthermore, the Sobel calculator was used to test the mediation effect.

IV. Result

After the measurement model test has passed, the structural test was conducted, and provided the result below.

Table 1Regression Weight

	Pengaruh	Estimate	S.E.	C.R.	P
Kepuasan Pelanggan	--- Suasana Toko	0,616	0,086	4,716	0,000
Kepuasan Pelanggan	--- Lokasi	0,133	0,092	2,284	0,031
Loyalitas Pelanggan	--- Suasana Toko	0,658	0,076	4,768	0,000
Loyalitas Pelanggan	--- Lokasi	-0,031	0,071	-0,353	0,724
Loyalitas Pelanggan	--- Kepuasan Pelanggan	0,256	0,064	2,698	0,007

Source: Primary Data Processed, (2023)

H1 :Store Atmosphere onSatisfaction

The store atmosphere effect test on satisfactionproduces CR 4.716 with a significance level of 0.000,meaning the atmosphere of the storeaffectssatisfaction. The influence is 0.616 or 61.6%. This explains a more appropriate store atmosphere will have a positive and real influence on increasing satisfaction.Based on the research results of (Solihah, Basiya, Rochmani, & Darmawan, 2019) store atmosphere significantly can affectsatisfaction. In addition, research conducted by (Bakti & Sumaedi, 2013) also shows that store atmosphere significantly can affectsatisfaction among library customers at several universities in Indonesia. Based on the research results of (Sitorus & Yustisia, 2018) store atmosphere affectssatisfaction. In addition, (Solimun & Fernandes, 2018) revealed in their research that store atmosphere significantly can affectsatisfaction among users of office services of mobile phone providers in Indonesia.

H2 :Location on Satisfaction

The location effect test on satisfactionproduces CR 2.284 with a significance level of 0.031,describing location affects increasing satisfaction. The influence is 0.133 or 13.3%. This reveals a higher level of location will further increase satisfaction.Based on the results of research conducted by (Subaebasni, Risnawaty, & Wicaksono, 2019), location significantly can affectsatisfaction among users of freight forwarders in Jabodetabek. Research conducted by (Sunaryo, Prasetyo, Hardjomidjojo, & Nurdianchah, 2019) also shows that location affectsthe satisfaction of fast-food restaurant customers in Indonesia.

H3 :Store Atmosphere on Loyalty

The store atmosphere effect test on loyalty provides CR 4.768 with a significance level of 0.000, describing the atmosphere of the store affects loyalty. The influence magnitude is 0.658 or 65.8%. This reveals the more appropriate the store atmosphere, the more loyalty will increase. Based on the research of (Subaebasni et al., 2019), store atmosphere significantly can affect loyalty in the behavior of freight forwarder service offices in Jabodetabek.

H4 :Location on Loyalty

The location effect test on loyalty provides CR -0.353 with a significance level of 0.724. This means the location does not affect loyalty because the significance value obtained is <0.05. Research conducted by (Sunaryo et al., 2019) which examined the effect of food quality, store atmosphere, price, environment, and also location on loyalty among fast food customers in Indonesia shows that location significantly can affect loyalty.

H5 :Satisfaction on Loyalty

The satisfaction effect test on loyalty provides CR 2.698 with a significance level of 0.007. This reveals satisfaction affects loyalty. The influence is 0.256 or 25.6%. This means that the higher satisfaction won't affect loyalty. Based on research conducted by (Gogoi, 2020) stated that satisfaction affects loyalty among users of service delivery services in Malaysia. (Solimun & Fernandes, 2018) also revealed through their research that satisfaction significantly can affect loyalty among users of mobile phone service providers in Indonesia.

H6 :Store Atmosphere on Loyalty through Satisfaction

Sobel test produces the result 3.814 with p 0.000, explaining satisfaction acts as a mediator in store atmosphere effect on loyalty. So, because satisfaction acts as a mediator in the model of H6, and store atmosphere functions as a predictor directly to loyalty (H3 test result), the satisfaction role in the H6 model is as a partial mediator. Partial means that the store atmosphere effect on loyalty can be through satisfaction or not.

Table 2. H6 Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.616	Sobel test: 3.81451114	0.04134108	0.00013645
b	0.256	Aroian test: 3.78708918	0.04164042	0.00015242
s _a	0.089	Goodman test: 3.84253754	0.04103955	0.00012177
s _b	0.056	Reset all	Calculate	

The results showed that satisfaction mediates the store atmosphere's role in loyalty. According to Ferdy Lexy & Weits (in (Dian & Artanti, 2013) explained that the atmosphere of the store is the creation of a store atmosphere through visuals, arrangement of lights, music, and aromas that can create a comfortable buying environment. So that it can influence the perceptions and emotions of consumers to make purchases

H7 :Location on Loyalty through Satisfaction

Sobel test produces the result 2.107 with p 0.035, explaining satisfaction acts as a mediator in location effect on loyalty. Because satisfaction functions as a mediator in the H7 model, and the location was not a predictor (directly) of loyalty (H4 test result), the satisfaction role in mediating the location effect on loyalty is as a full mediator. Full means the location only can be a predictor for loyalty by satisfaction as a mediator.

Table 3. H7 Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.133	Sobel test: 2.10754413	0.0161553	0.03507044
b	0.256	Aroian test: 2.068925	0.01645686	0.03855313
s _a	0.056	Goodman test: 2.14840989	0.015848	0.03168121
s _b	0.056	Reset all	Calculate	

The research of Iriyanti et al (2017), Anggraeni (2017), (Effendi, Ginting, Lubis, & Fachruddin, 2015) state that location significantly can affect satisfaction. The research of Iriyanti et al (2017), Hose (2013) state that location significantly can affect loyalty.

V. Conclusion

From the results we can conclude that in the PanganSwalayan, Store Atmosphere affects Satisfaction, Location affects Satisfaction, Store Atmosphere affects Loyalty, Location affects Satisfaction, Satisfaction affects Loyalty, Store Atmosphere affects Loyalty thru Satisfaction, and Location affects Loyalty thru Satisfaction. These findings also prove that satisfaction functions in the H6 model as a partial-type mediator, and in the H7 model as a full-type mediator. These findings also explain that the model for increasing loyalty that has been tested is a function of adjusting store atmosphere and location, as well as increasing satisfaction. This model can be the basis for academics in developing theory, especially the loyalty model in management science. Future researchers can add other predictors that can affect loyalty, such as using moderation to strengthen or weaken the store atmosphere and also the location's role in loyalty. And it is also necessary to conduct broader research involving Millennial respondents with a wider scope. For practitioners, this model can be used as a reference for determining future strategies.

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