
THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY, AND PRODUCT VARIANCE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT MARINOR CAFE IN MAKASSAR CITY

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Abstract

Through customer satisfaction at Marinar Café Makassar City, this study aims to analyze the effect of store atmosphere, service quality, and product variants on consumer loyalty. This study uses a quantitative approach to collect data from 100 respondents who are customers of Marinar Café in Makassar City. Participants in this study were all visitors to the Marinar Cafe in Makassar City. Path analysis (Path analysis) is the data analysis method used. The findings show that customer satisfaction at Marinar Café Makassar City is positively and significantly influenced by store atmosphere, service quality, and product variants. Therefore, it can be said that customer satisfaction can mediate the effect of service quality and product variety on customer loyalty, but does not mediate the effect of store atmosphere on customer loyalty.

Keywords: *Store Atmosphere, Service Quality, Product Variants, Consumer Loyalty, Consumer Satisfaction*

1. INTRODUCTION

Business competition in Indonesia is already very tight with various types of businesses being run by business people in Indonesia. Companies or business people try to win the competition to get the attention of consumers and make these consumers loyal to their products. According to (Sholihin & Sarsono, 2021) The efforts of companies to satisfy consumers and meet consumer needs, where activities depend on how the business is run by business actors including products, prices, services, locations or the atmosphere created by business actors to attract customers consumer.

In Indonesia, various companies can be operated. The culinary industry is quite numerous and varied, ranging from cafes, bars, restaurants and coffee shops to street vendors, especially in the city of Makassar. The culinary cafe business is the most famous and frequently encountered culinary business. Café is a company engaged in the culinary industry and focuses on providing food and beverage services. Depending on the café idea

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developed by the café owner, it offers various kinds of processed drinks such as coffee, tea, fruit or herbal ingredients (Sandira et al, 2021).

According to Effendy, et al (2019) customer satisfaction has a very large influence on the café, if the café has an influence that does not have much impact on the café then the café has a bad image from consumers. But if customer satisfaction has a big influence, the café gets praise from consumers. Because it is believed that customer happiness is very important for the cafe and will affect customer loyalty. In addition, the statement of Bunyamin, et al. (2021) that consumer happiness affects customer loyalty and enhances brand reputation in line with this. Therefore a café owner must pay more attention to the needs and desires of consumers so that all of that can be fulfilled which will satisfy consumers and ultimately make these consumers loyal to the café or the products of the café itself. Andriany & Arda, (2022) say that consumer loyalty is a pleasant consumer behavior or attitude towards a product that is marked by repeated and consistent purchases, followed by recommendations from the company or product to others. This usually happens because the consumer is satisfied after getting experience from the company.

Cafés have become a popular meeting place for friends and family in modern times. In addition, cafes can be used as a gathering place for various organizations, as a place to complete school assignments, as well as a place for formal and informal events (Sandira et al, 2022). According to Meldarianda & Lisan, (2020) The habit of some people to hang out in cafes is an example of today's lifestyle. By looking at incidents like this, it can be concluded that various factors, including service quality, store atmosphere, and product variety, require attention to attract customers. Before choosing to visit a cafe, consumers consider a comfortable atmosphere when choosing a place to eat. This is also supported by the opinion (Ria, 2019) which says that it is trendy nowadays that people go to cafes not only to enjoy food and drinks but also to appreciate and enjoy the atmosphere and environment of the shop and enjoy the quality of service provided by the café. Another reason is because they just want to take pictures for their social life. So a café owner must pay more attention to the atmosphere of the café in order to make consumers comfortable and satisfied so that loyal customers arise. According to Berman & Evan, (2011) in (Putra & Wijaksana, 2017) store atmosphere is divided into 4 elements namely, exterior, general interior, layout, and display.

A cafe must have high quality and diverse goods, in addition to a plan that includes a pleasant store atmosphere, so that customers are satisfied with the cafe products supplied to them. Offering a wide variety of food and drink is one way to do this. Product variety refers to the completeness of a product, which includes the range and caliber of options provided as well as the constant availability of the item in the store. Business actors and marketers must strive to provide added value to their products in order to meet customer demands for quality and variety of goods (Mande et al, 2020). Therefore, a business actor, especially a café business, needs to pay attention to their products so that data attracts consumers. In

Makassar itself, many cafes have sprung up, both local and foreign, resulting in competitive competition between cafés. For consumers, this certainly has a positive impact because it provides a variety of alternative cafe choices for consumers with various complete facilities. One of them is Mariner Café. Marinar Café is a café that is here to offer various types of processed drinks and various types of food and snacks to be served to consumers. Mariner Café was established in 2020 by the Maritime Civil Servant Cooperative by applying the marine concept which is in accordance with the location of this café, namely on Jl. Student Army No. 173 which is very close to the Makassar Shipping Polytechnic campus.

One marketing strategy that can be used by Mariner Café owners is to imaginatively design a high-quality store environment that appeals to the customer's sense of comfort and delight while keeping up with current trends. This impression, in turn, will encourage the customer to make a purchase. Mariner Café comes with an innovative idea that uses the concept of marines, sailors or shipping. Apart from that, Mariner Café also has a variety of products to offer consumers, from processed drinks such as coffee, tea, fruit, soda, milk and even Mariner Café also sells snacks or heavy meals such as processed rice, noodles and various kinds of fried and processed bread. . Both in terms of varied food and beverages, this will attract consumers because Mariner Café provides consumers with a wide selection of products.

In addition to store atmosphere and product variants, there is service quality that affects consumer loyalty. According to Kotler, (2002) in (Shartykarini et al, 2016) any action or activity that can be provided by one party to another and is essentially intangible and does not lead to the acquisition of any property is referred to as a service. Meanwhile, Tjiptono (2012) in Mariansyah & Syarif (2020) claims that knowing the quality of the service itself, then developing it into fans to use and comfortable to request, is the key to ensuring high quality service. In order to remain competitive, Mariner Café is required to have good quality in its service, a comfortable atmosphere and make consumers feel at home and linger in the café as well as a variety of products made from quality materials using more sophisticated technology with the aim to satisfy consumers by providing high-quality services so as to generate interest in consumers. In conditions of increasingly fierce competition in similar services, research is focused on the behavior of consumers who want to try Marinar Café in attracting customer satisfaction and creating customer loyalty.

Based on the phenomenon of the importance of store atmosphere and service quality as well as product variants in a café above, the researcher is interested in researching Store Atmosphere, Service Quality and Product Variants on Consumer Loyalty through Consumer Satisfaction at Mariner Café in Makassar City.

2. RESEARCH METHOD

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A quantitative research approach was used in this investigation. To determine the value of an independent variable consisting of one or more variables without making comparisons or correlations with other variables studied to draw conclusions (Sugiyono, 2013). Customer satisfaction (Z) acts as a mediating variable in this study between the independent variables store atmosphere (X1), service quality (X2), and product variety (X3), and the dependent variable, customer loyalty (Y).

This study uses primary and secondary data, with the primary data coming from survey responses provided by customers of Marinar Café. All Marinar Cafe customers who took part in the study attended, although the exact number is unknown. Using the lameshow formula as the sampling strategy, a sample of 100 respondents was identified, including several customers of the Marinar Café. Mariner Café customers were asked to fill out a questionnaire with comments and ratings about the store atmosphere, service quality, product variants, customer loyalty and customer satisfaction.

3. RESULTS AND DISCUSSION

The validation test shows the validity of the statement items for each variable studied in this study. This can be seen from the Pearson Correlation value for each variable statement item which is more than 0.196. This indicates Croncach's alpha > 0.60 while verifying the reliability of the research equipment. It can be said that the research instrument is considered reliable. The following table lists the results of the reliability test.

Table 1. Reliability Test

Variabel	Cronbach Alpha	Keterangan
Store Atmosphere	0.820	All Reliable
Service Quality	0.841	
Product Variants	0.852	
Consumer Loyalty	0.695	
Consumer Satisfaction	0.748	

Source: Processed Primary Data, 2023

Multicollinearity Test

If the tolerance value of the independent variable is greater than 0.1 and the VIF value is less than 10, the data is said to be multicollinear. Based on the results of the multicollinearity test, the store atmosphere free tolerance value is 0.565, and the VIF value for the store atmosphere variable is 1.769. The product variation has a tolerance value of 0.477 and a VIF value of 2.096, in contrast to the product variation variable tolerance value of 0.569 and a VIF value of 1.759. The independent variables in this study are not multicollinear because the VIF value is less than 10 and the tolerance value of the three variables is greater than 0.1. The following table shows the results of the multicollinearity test:

Table 2. Multicollinearity Test Results

Variabel	Tolerance	VIF	Keterangan
Store Atmosphere	0.565	1.769	No Multicollinearity
Service Quality	0.477	2.096	
Product Variants	0.569	1.759	

Source: Processed Primary Data, 2023

Multiple Regression Analysis

Table 3. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.689	.333		2.067	.041
	Store Atmosphere	.179	.091	.187	1.966	.052
	Service Quality	.371	.102	.375	3.620	.001
	Product Variants	.246	.090	.259	2.726	.008

Source: Processed Primary Data, 2023

Multiple regression analysis based on table 3 above, it is known that H1, H2, and H3 are accepted because the significance value is 0.05, the F value of the three independent variables for the dependent variable has a significance value of 0.05, and there is a t value greater than 1.96 for all independent variables to get the conclusion that varied store environment, service quality, and product variety significantly increase customer loyalty.

Path Analysis

This test was carried out with the aim of knowing the effect of store atmosphere (X1), service quality (X2), and product variants (X3) on consumer loyalty (Y) through the variable customer satisfaction (Z) at Mariner Café in Makassar City. Based on the results of the Path analysis test can be seen in the table below:

Table 5. Path Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.159	.336		.472	.638
	Store Atmosphere	.107	.087	.112	1.235	.220
	Service Quality	.222	.102	.224	2.173	.032
	Product Variants	.249	.084	.262	2.968	.004
	Consumer Satisfaction	.349	.086	.339	4.044	.001

Source: Processed Primary Data, 2023

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Based on the information in the table above, it can be said that all independent variables except for the store atmosphere variable have a positive and significant effect on the dependent variable through the intervening variable. This is shown in the significant table, where all variables, except the stored atmosphere variable, have a value of 0.05 and a t value > 1.96 .

In particular, the hypothesis that the variable stored atmosphere on the dependent variable through the intermediary variable is rejected because it has a significant value > 0.05 and a t value of 1.96. store atmosphere, service quality, and product variety on customer loyalty have a determinant value of 0.508 in this study. Thus, customer loyalty is influenced by store atmosphere, service quality, and product variety by 50.8%, while it is influenced by other factors by 49.2%. While the correlation coefficient between store atmosphere variables, service quality, and product variants with consumer satisfaction is 0.580, this shows that these factors influence customer satisfaction by 58% and other factors outside the study by 42%.

The Effect of Store Atmosphere on Consumer Loyalty Through Consumer Satisfaction

The results show that consumer loyalty is directly and significantly influenced by store atmosphere. This can be seen in the regression analysis table, where the findings are positive and the t statistical value is greater than the t table value. The error value is also significant. Customer satisfaction and store environment, which have an insignificant impact on customer loyalty, are influenced by Marinar Cafe Makassar City. This is shown by the route analysis table which shows that the statistical t value is lower than the t table value and the significant value is greater than the error value. Since the Marinar Café in Makassar City receives low customer satisfaction, it can be assumed that the store environment influences customer loyalty.

According to the findings, store atmosphere influences customer loyalty and satisfaction. However, customer happiness cannot operate as a mediating factor between retail atmosphere and customer loyalty. This means that even though the store atmosphere is good in the eyes of Mariner Café consumers, consumers must also feel satisfied with the experience they get when making purchases at Mariner Café. This means that Mariner Café consumers can be loyal even if they are not satisfied. This could happen because of the demands of social media life or consumers who come just to enjoy the Store atmosphere.

According to Florencia Irena Sari Listiono's research, Drs. Sugiono Sugiarto (2015), store atmosphere can indirectly affect consumer loyalty through customer satisfaction. The findings of this study are consistent with Dewanti, R. S. (2011), whose investigation found that store atmosphere did not significantly influence consumer decisions to repurchase products, which is related to customer loyalty. According to this survey, there is still room for improvement, particularly in interior design.

The Influence of Service Quality on Consumer Loyalty Through Consumer Satisfaction

Based on research findings, consumer loyalty at Mariner Café Makassar City is positively and significantly influenced by customer satisfaction. The statistical test results support this, indicating that the significance value is lower than the error value and the t statistic value is higher than the t table value, with a positive value obtained. This supports the idea that customer loyalty at Mariner Café Makassar City is positively influenced by customer satisfaction. The same findings in the findings of Najmudin and Achmad Ghaniy Bhasenda Putra (2021) came to the conclusion that service quality has a positive and significant effect on customer loyalty and satisfaction as a mediating variable.

Consumers are satisfied with making purchases where the performance that has been obtained from the shopping experience is in accordance with the expectations expected before making a purchase. A business can increase its chances of acquiring loyal customers by offering excellent service, which will be followed by high levels of satisfaction. Because it can be seen that the quality of service is important to create a sense of satisfaction and loyalty to the consumers of Mariner Café, meaning the higher the value of service quality created by the Mariner Café, the higher the value of customer satisfaction and loyalty for the consumers of Mariner Café in Makassar City.

The Influence of Product Variants on Consumer Loyalty Through Consumer Satisfaction

The results of this study indicate that product diversity has a positive and significant effect on visitor satisfaction at Mariner Café Makassar City. The significant value is the error value which is smaller than the significant value, the statistical t value is greater than the t table value, and the value obtained is positive. Then the hypothesis is accepted that product variants affect consumer loyalty through customer satisfaction.

The existence of product variants gives consumers many alternative product choices. With so many choices, consumers will feel their wants and needs are met, giving rise to a strong sense of satisfaction and ultimately making these consumers loyal to the products offered. Because when these consumers start to feel bored with other products, consumers will buy products that have never been tried before, this will make consumers want to revisit Mariner Café to try other products so that it becomes a habit for these consumers and makes them loyal to Mariner Café and products from Mariner Café.

This study reinforces the findings of Capriarti's research, 2023 which found that product variants have a significant effect on customer loyalty through customer satisfaction because the more complete the products offered, the easier it is for customers to feel satisfied

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and develop a loyal attitude. Therefore, the higher the product variety value, the higher the customer happiness value, and the higher the customer loyalty value.

4. CONCLUSION

According to the findings of a study using SPSS statistics, the store atmosphere at Cafe Marinar in Makassar City has an insignificant positive impact on customer loyalty mediated by customer satisfaction. In this case all hypotheses are accepted except for the store atmosphere hypothesis on consumer loyalty through customer satisfaction. Therefore, it can be concluded that the value of customer loyalty and happiness increases along with service quality and product choice.

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