

THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT SEE YOU CAFE IN PINRANG REGENCY

Fatwa Az Zahra^{1*}, Chalid Imran Musa², Isma Azis Riu³,
Nurul Fadilah Aswar⁴, Rahmat Riwayat Abadi⁵

¹⁻⁵⁾ Managemen, Faculty of Economics and Business, Universitas Negeri Makassar

E-mail: ¹⁾ fatwaazzahraa29@gmail.com

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Abstract

The rapid growth of local cafes in medium-sized cities has shifted competition from product-based offerings to experience-based value creation. This study examines how service quality and store atmosphere influence customer loyalty through customer satisfaction at See You Cafe in Pinrang City. The study employed a quantitative associative-causal design involving 160 customers selected through purposive sampling, with criteria including customers aged at least 17 years and having visited See You Cafe at least twice. Data were collected using a structured questionnaire measured on a four-point Likert scale and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that service quality has a positive and significant effect on customer satisfaction and customer loyalty. Store atmosphere also has a positive and significant effect on customer satisfaction, indicating that physical and sensory elements of the cafe contribute to customers' positive evaluations. However, store atmosphere does not significantly affect customer loyalty. Customer satisfaction also does not significantly affect loyalty and does not mediate the relationship between service quality and loyalty or between store atmosphere and loyalty. These findings suggest that customer loyalty at See You Cafe is shaped more directly by service quality than by satisfaction or store atmosphere. The study implies that cafe management should prioritize improving service reliability, particularly order-serving timeliness, while maintaining a comfortable atmosphere. In addition, loyalty-building strategies should go beyond customer satisfaction by strengthening service consistency, personalization, and long-term customer engagement.

Keywords: Customer Loyalty; Customer Satisfaction; See You Cafe; Service Quality; Store Atmosphere

1. INTRODUCTION

The growth of the café industry in Indonesia shows an increasingly strong development along with the increase in coffee consumption, lifestyle changes, and the expansion of the function of cafes as a social space as well as a productive space. The AEKI-AICE publication shows that the café market in Indonesia is growing by an average of around 6.5% per year in the 2021-2026 period, while per capita coffee consumption increased from 1.0 kg per year in 2013 to 1.8 kg per year in 2023. This condition confirms that the café no longer only functions as a place to consume products, but has developed into

an experience space that brings together social, psychological, lifestyle, and productivity aspects of customers. In the perspective of third place, the café is understood as a third space outside the home and workplace that allows for informal interaction, relaxation, and the formation of a social community (Oldenburg, 1999). Therefore, café competition is not only determined by the quality of the product, but also by the ability to create a valuable customer experience.

In the service business, the customer experience is formed through a combination of the quality of service and the physical environment in which the service is provided. Service quality reflects the ability of service providers to meet customer expectations through reliability, responsiveness, assurance, empathy, and physical evidence of service (Parasuraman et al., 1988). In the café industry, service quality includes employee friendliness, timeliness of service, consistency of service, and the ability to respond to customer needs. Good service quality can strengthen positive customer evaluations and play an important role in shaping satisfaction and loyalty (Caruana, 2002).

In addition to service quality, store atmosphere is also an important factor in building customer experience. The atmosphere of the store is the design of the physical environment that is created to influence the perception, emotions, and behavior of consumers (Kotler, 1973). In the context of services, the physical environment or servicescape acts as a stimulus that can affect customer comfort, satisfaction, and behavior while at the service site (Bitner, 1992). Elements such as lighting, layout, music, aroma, interior design, cleanliness, and facility comfort are all part of a holistic experience that influences customer ratings of a café. Baker et al. (2002) also assert that store environment cues can shape the perception of value and patronage intentions of customers.

The relationship between service quality, physical environment, satisfaction, and loyalty has been extensively discussed in the consumer behavior and service marketing literature. In the restaurant and café industry, food quality, service quality, and physical environment quality have been shown to play a role in shaping customer satisfaction and behavioral intent, including the desire to return and recommend the business to others (Ryu & Han, 2010; Zhong & Moon, 2020). Customer satisfaction is an evaluation after consumption that arises when the actual experience meets or exceeds expectations. Satisfied customers tend to have a stronger attachment to service providers and are more likely to exhibit loyal behaviors, such as repeat visits, recommendations, and preferences for certain brands (Oliver, 1999).

This phenomenon is relevant to the development of cafes in Pinrang City, South Sulawesi. As a medium-sized city, Pinrang has experienced changes in consumption patterns and people's lifestyles which increasingly place cafes as spaces for relaxation, work, discussion, and social interaction. The preferences of café customers in areas like Pinrang are not only influenced by the taste of the product, but also by the atmosphere of the place, the comfort of the environment, personal service, and the emotional closeness between local

businesses and the community. In this situation, local cafes have the opportunity to compete through experience-based differentiation, local wisdom, and closer social relationships with customers.

See You Cafe is one of the local cafes in Pinrang City that is present in response to the increasing need for a comfortable social space that is in accordance with the local lifestyle. Since its establishment in October 2023, See You Cafe has been able to attract an average of 50 to 70 customers per day, especially on weekends. This condition shows a positive acceptance of the café concept that emphasizes a warm atmosphere, personal service, and closeness to the local community. However, the increase in the number of customers also presents operational challenges, especially long queues and service delays, which have the potential to decrease customer convenience, satisfaction, and loyalty.

See You Cafe's internal data in 2025 shows a decline in sales performance. The highest revenue was recorded in February of IDR 70 million with a sales volume of around 3,000 items, then decreased gradually until December to around IDR 40 million with 1,750 items sold. The decrease from the range of IDR 60-70 million at the beginning of the year to IDR 40-45 million at the end of the year indicates a decrease in customer visit interest. This phenomenon reinforces the urgency to examine the factors that affect customer loyalty, especially through service quality, store atmosphere, and customer satisfaction.

The results of the pre-study of 30 See You Cafe customers showed that customers generally had a positive perception of the visiting experience. The majority of respondents assessed that the café staff is friendly, the café atmosphere is comfortable, the lighting supports leisure and work activities, music according to customer tastes, and café facilities are able to support customer satisfaction. However, there is a problem in the punctuality aspect of the service, as 56.7% of respondents stated that they do not agree that the service at See You Cafe is on time. These findings show that although the aspects of atmosphere and service friendliness have been assessed well, service efficiency is still an issue that needs attention.

This condition shows that See You Cafe has strengths in terms of store atmosphere, staff friendliness, and pleasant visiting experience, but still has weaknesses in the punctuality of service. This is important because customer satisfaction serves as an evaluative mechanism that can strengthen or weaken loyalty. Customers who assess the café atmosphere positively do not necessarily become loyal if the service experience received is inconsistent.

Although research on service quality, store atmosphere, customer satisfaction, and loyalty has been conducted, there are still research gaps that need to be studied. Most of the previous research was conducted more on cafes or restaurants in big cities, while the context of a medium-sized city like Pinrang is still relatively limited. In addition, some studies emphasize the direct relationship between service quality or store atmosphere and loyalty,

while the role of customer satisfaction as a mediating variable in the context of local cafes has not been widely explained. Research that specifically tests the influence of service quality and store atmosphere on loyalty through customer satisfaction at local cafes in Pinrang City is also still limited.

Based on this description, this research has theoretical and practical urgency. Theoretically, this study expands the study of consumer behavior and service marketing by placing local cafes in middle-class cities as a research context. Practically, this research can provide input for See You Cafe in designing a strategy to improve customer experience through improving service quality, strengthening the store atmosphere, and managing customer satisfaction. Thus, this study aims to analyze the influence of service quality and store atmosphere on customer loyalty through customer satisfaction at See You Cafe in Pinrang City

2. RESEARCH METHOD

This study uses a quantitative approach with associative-causal design to analyze the influence of service quality and store atmosphere on customer loyalty through customer satisfaction at See You Cafe in Pinrang City. This approach is used because the research aims to test the direct and indirect relationships between variables based on numerical data obtained through structured surveys (Creswell & Creswell, 2023; Sekaran & Bougie, 2020).

The research was conducted at See You Cafe, Pinrang City, South Sulawesi, which was chosen purposively because it represented a local café with active customers and had characteristics of personal service and a place atmosphere that was relevant to the focus of the research. Data collection was carried out from January to March 2026. The research population was all See You Cafe customers, while a sample of 160 respondents was selected using purposive sampling techniques. The respondent's criteria are that the customer is at least 17 years old and has visited See You Cafe at least twice. The number of samples was considered adequate for quantitative research based on multivariate models and PLS-SEM (Hair et al., 2022; Ringle et al., 2023).

Primary data was obtained through a closed-ended questionnaire with a four-point Likert scale, ranging from 1 "strongly disagree" to 4 "strongly agree". Secondary data were obtained from scientific journals, methodology books, previous research, and supporting information about the research object. The research variables consisted of service quality, store atmosphere, customer satisfaction, and customer loyalty

Table 1. Operationalization of Research Variables

Variabel	Indicator	Scale
Quality of Service	<i>Tangibles, reliability, responsiveness, assurance, dan empathy.</i>	Likert 1-4
<i>Store Atmosphere</i>	Visual, aural, olfactory, dan tactile.	Likert 1-4
Customer Satisfaction	Cognitive, affective, and contive.	Likert 1-4
Customer Loyalty	<i>Repeat purchase, retention, referral, dan resistance to switch.</i>	Likert 1-4

Source: Data processed by researchers, 2026.

Data collection was carried out through questionnaires, observations, and literature studies. Questionnaires are used as the main instruments to obtain quantitative data, observations are used to understand service conditions and café atmosphere contextually, while literature studies are used to strengthen theoretical foundations and the preparation of research indicators.

Data analysis was carried out using Partial Least Squares Structural Equation Modeling or PLS-SEM with the help of SmartPLS 4. The analysis includes the evaluation of measurement models and structural models. The measurement model was assessed through outer loading, AVE, Composite Reliability, Cronbach's Alpha, and HTMT, while the structural model was assessed through path coefficient, R-Square, effect size, predictive relevance, and bootstrapping to test the significance of direct and indirect relationships (Hair et al., 2022; Ringle et al., 2023).

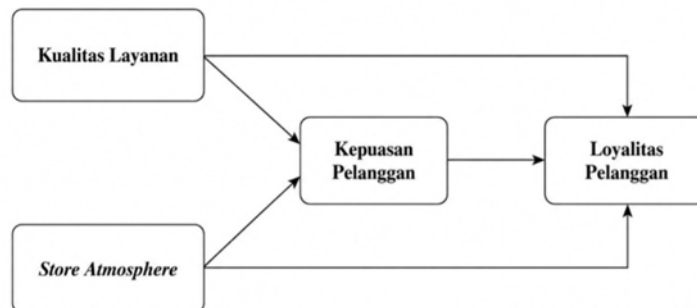


Figure 1. Conceptual Research

The structural model in this study can be expressed in two equations. The first equation explains that customer satisfaction is influenced by the quality of service and the store atmosphere. The second equation explains that customer loyalty is influenced by service quality, store atmosphere, and customer satisfaction. Thus, this model allows testing for both direct and indirect influences through customer satisfaction as a mediating variable.

3. RESULTS AND DISCUSSION

Results

Respondent Characteristics

The characteristics of respondents in this study were classified based on gender, age, and frequency of visits. Based on the results of data collection, the majority of respondents were female as many as 119 people or 74.4%, while male respondents were 41 people or 25.6%. In terms of age, respondents were dominated by 137 people or 85.6% of respondents aged 21-25 years, while respondents aged 17-20 years were 23 people or 14.4%. Meanwhile, based on the frequency of visits, the majority of respondents visited See You Cafe 1-2 times per month, namely 109 people or 68.1%. Respondents who visited 3-4 times per month were 36 people or 22.5%, while those who visited more than 4 times per month were 15 people or 9.4%. This data shows that See You Cafe's customers are dominated by female consumers and young age groups, with the intensity of visits still at low to moderate levels.

Table 2. Respondent Characteristics

Features	Category	Frequency	Percentage
Gender	Male	41	25,6%
	Women	119	74,4%
Age	17–20 years	23	14,4%
	21–25 years old	137	85,6%
Frequency of Visits	1–2 times per month	109	68,1%
	3–4 times per month	36	22,5%
	More than 4 times per month	15	9,4%

Source: Data processed by researchers, 2026.

The dominance of female respondents and the age group of 21-25 years indicates that See You Cafe has a strong appeal to the young consumer segment. This group generally places cafes not only as a place of consumption, but also as a social space, a place to work, discuss, and express their lifestyle. However, the frequency of visits that are mostly still in the category of 1-2 times per month indicates that customer loyalty is not yet fully strong. This condition emphasizes the importance of strengthening the quality of service and venue experience so that customer visits can increase more consistently.

Descriptive Analysis Results

The results of the descriptive analysis show that customer perception of service quality, store atmosphere, customer loyalty, and customer satisfaction is in the medium to high category. The service quality variable obtained an average of 3.15 and belongs to the medium category. The dimension with the highest value is assurance of 3.28, while the lowest dimension is reliability of 2.81. These findings show that customers rate See You Cafe staff as friendly, courteous, and trustworthy, but there are still weaknesses in the timeliness aspect of order delivery.

The store atmosphere variable obtained an average of 3.23 and was included in the medium category. The highest dimension is found in the olfactory aspect of 3.26, which shows that the aroma of coffee and the cleanliness of the room are elements that customers appreciate. However, the tactile dimension obtained an average of 3.21, which indicates that the comfort of furniture and physical facilities can still be improved. The customer loyalty variable obtained an average of 3.13 and belongs to the medium category. The highest dimension is found in the referral of 3.26, while the lowest dimension is found in the resistance to switch of 2.97. This means that customers are willing to recommend See You Cafe, but have not yet fully resilient to competitor café offers. The customer satisfaction variable obtained an average of 3.27 and was in the high category, with the affective dimension as the most prominent aspect.

Table 3. Summary of Descriptive Statistics of Research Variables

Variabel	Average	Category	Key Findings
Quality of Service	3,15	Medium	Strong in <i>assurance</i> , weak in punctuality of service
Store Atmosphere	3,23	Medium	Strong on the scent and cleanliness of the space, it needs increased physical comfort
Customer Satisfaction	3,27	Height	Customer emotional satisfaction is relatively strong
Customer Loyalty	3,13	Medium	Recommendations are high, but resistance to competitors is still moderate

Source: Researcher-processed data, 2026

Descriptively, these results show the existence of interesting conditions. Customer satisfaction has been in the high category, but customer loyalty is still in the medium category. This indicates that the satisfaction felt by customers has not completely turned into strong loyalty. Customers can be satisfied with their visit, but remain open to trying other cafes if there is a more attractive offer, more competitive prices, or a newer experience. These findings are in line with a recent study that shows that in the café industry, satisfaction does not always automatically generate loyalty if customers still have many alternatives and do not have a strong emotional attachment to the brand (Hutagalung & Hutabarat, 2024).

Evaluation of Measurement Models

Evaluation of the measurement model is carried out to ensure that the research indicators have adequate validity and reliability. Preliminary test results showed that one indicator on the service quality variable, namely X1.3, had an outer loading value below 0.70, so the indicator was eliminated from the model. After elimination, all indicators have an outer loading value above 0.70. The AVE value for all constructs is also above 0.50, namely service quality of 0.587, store atmosphere of 0.723, customer satisfaction of 0.805, and loyalty of 0.658. This shows that the entire construct has met the convergent validity.

The validity of the discriminant was also fulfilled based on the cross loading and HTMT values. All indicators have the highest loading values in their respective constructs, while the HTMT values between constructs are below the threshold of 0.90. Furthermore, the reliability results show that the entire construct has a Composite Reliability value and Cronbach's Alpha above 0.70. Thus, the research instrument is declared valid and reliable for use in testing structural models.

Table 4. Summary of Measurement Model Evaluation

Construct	AVE	Composite Reliability	Cronbach's Alpha	Remarks
Quality of Service	0,587	0,927	0,912	Valid and reliable
Store Atmosphere	0,723	0,954	0,945	Valid and reliable
Customer Satisfaction	0,805	0,961	0,951	Valid and reliable
Customer Loyalty	0,658	0,939	0,925	Valid and reliable

Source: Researcher-processed data, 2026

These results show that the indicators used are able to represent the research construct consistently. With the fulfillment of validity and reliability, the research model is feasible to continue at the stage of testing the structural model.

Structural Model Evaluation

Structural model evaluation is carried out to assess the model's ability to explain endogenous variables and test the relationships between variables. The R-Square value for customer satisfaction is 0.617, which means that the quality of service and store atmosphere are able to explain 61.7% of the variation in customer satisfaction. Meanwhile, the R-Square value for customer loyalty is 0.602, which means that service quality, store atmosphere, and customer satisfaction can explain 60.2% of customer loyalty variations. This value shows that the model has a clear power that is quite strong in explaining customer satisfaction and loyalty.

Q-Square's value for customer satisfaction is 0.569 and customer loyalty is 0.563. Both values are above 0.35, indicating that the model has strong predictive relevance. In addition, the SRMR value of 0.062 is below the limit of 0.08, so the model can be declared to have a good match with the empirical data. Although the NFI value of 0.779 has not reached the ideal value of 0.90, the SRMR results show that the model is still feasible for use in PLS-SEM-based hypothesis testing.

Table 5. Summary of Structural Model Evaluation

Variable endogenous	R-Square	R-Square Adjusted	Q-Square	Interpretation
Customer Satisfaction	0,617	0,612	0,569	Clear power and strong prediction
Customer Loyalty	0,602	0,594	0,563	Clear power and strong prediction

Source: Researcher-processed data, 2026

These results show that the research model has an adequate ability to explain the behavior of See You Cafe customers. In particular, the model is able to explain how service quality and store atmosphere shape satisfaction, as well as how service quality, store atmosphere, and satisfaction are related to customer loyalty.

Hypothesis Testing Results

Hypothesis testing was carried out by looking at the path coefficient values, T-Statistics, and P-Values. The test results showed that of the five direct relationships tested, three relationships were declared significant and two relationships were insignificant. Service quality has a positive and significant effect on customer satisfaction with a coefficient of 0.180 and a P-Values of 0.046. Store atmosphere has a positive and significant effect on customer satisfaction with a coefficient of 0.687 and a P-Values of 0.000. Service quality also has a positive and significant effect on customer loyalty with a coefficient of 0.693 and a P-Values of 0.000. However, store atmosphere does not have a significant effect on customer loyalty, and customer satisfaction also does not have a significant effect on customer loyalty.

Table 6. Direct Impact Test Results

Jalur	Coefficient	T-Statistics	P-Values	Verdict
Service Quality → Customer Satisfaction	0,180	1,997	0,046	Accepted
Store Atmosphere → Customer Satisfaction	0,687	5,184	0,000	Accepted
Quality of Service → Customer Loyalty	0,693	8,665	0,000	Accepted
Store Atmosphere → Customer Loyalty	-0,034	0,339	0,735	Rejected
Customer Satisfaction → Customer Loyalty	0,176	1,742	0,082	Rejected

Source: Researcher-processed data, 2026

The results of the indirect influence test show that customer satisfaction has not been proven to mediate the influence of service quality on customer loyalty. The value of the indirect path coefficient is 0.032 with a P-Value of 0.270. Customer satisfaction was also not proven to mediate the influence of store atmosphere on customer loyalty, with a coefficient of 0.121 and a P-Values of 0.105. Thus, the mediation relationship in this model is not statistically supported

Table 7. Indirect Effects Test Results

Mediation Pathway	Coefficient	T-Statistics	P-Values	Verdict
Quality of Service → Customer Satisfaction → Loyalty	0,032	1,103	0,270	Rejected
Store Atmosphere → Customer Satisfaction → Loyalty	0,121	1,622	0,105	Rejected

Source: Data processed by researchers, 2026.

Overall, the test results show that See You Cafe's customer loyalty is more directly influenced by the quality of service than by the store atmosphere or customer satisfaction. These findings are important because they show that See You Cafe customers seem to place more emphasis on real service experiences, such as friendliness, responsiveness, trust, and consistency of service, rather than simply the comfort of the atmosphere or general satisfaction.

Discussion

The effect of service quality on customer satisfaction

The results of the study show that service quality has a positive and significant effect on customer satisfaction. These findings mean that the better the service provided by See You Cafe, the higher the satisfaction felt by customers. However, the line coefficient value of 0.180 shows that the effect of service quality on satisfaction is relatively smaller than the effect of store atmosphere. Descriptively, this can be explained through the weak reliability dimension, especially the timeliness of order delivery. Customers do rate the staff to be friendly and trustworthy, but delays in service can lower their evaluation of the overall experience.

These findings are in line with the concept of service quality in service marketing which places reliability, responsiveness, assurance, empathy, and tangibles as the basis for customer evaluation of services. In the context of a café, customers not only judge the final product, but also the service process that comes with it. Recent research in the context of coffee shops also shows that service quality plays an important role in shaping customer satisfaction and loyalty, especially when customers make interaction with staff part of the consumption experience (Abdichianto et al., 2024; Rukaiyah et al., 2026).

The effect of store atmosphere on customer satisfaction

The results of the study show that the store atmosphere has a positive and significant effect on customer satisfaction. The path coefficient of 0.687 shows that the store atmosphere is the dominant factor in shaping See You Cafe customer satisfaction. These findings show that customers rate the atmosphere of a café as an important part of the visiting experience. Elements such as lighting, the smell of coffee, background music, room cleanliness, furniture

comfort, and spatial layout play a role in shaping a sense of comfort and emotional satisfaction.

These results are in line with the Stimulus-Organism-Response theory which explains that environmental stimuli can affect the emotional state of the customer and produce certain responses, including satisfaction and behavioral intent. Chen's (2024) research also shows that atmospheric elements can shape hedonistic values, utilitarian values, customer experience, and satisfaction that ultimately pertains to loyalty. However, in this study, the influence of store atmosphere was stronger on satisfaction than loyalty. This means that the atmosphere of the café is able to make customers feel satisfied, but it is not strong enough to create a direct loyalty commitment.

The effect of service quality on customer loyalty

Service quality has been proven to have a positive and significant effect on customer loyalty. These findings show that See You Cafe customer loyalty is more shaped by the experience of service that is perceived directly. The path coefficient of 0.693 indicates that service quality is the strongest predictor of customer loyalty in this model. In other words, customers are more likely to come back, recommend, and stick with See You Cafe if they get friendly, responsive, trustworthy, and consistent service.

These findings strengthen the research of Rukaiyah et al. (2026) which shows that service quality is a dominant factor in building customer loyalty in the café industry. In the context of See You Cafe, these results also show that the advantages of service are more strategic than relying only on the atmosphere of the place. Although customers love the atmosphere of the café, their loyalty is still more determined by the experience of service interaction. Therefore, improving operational aspects, especially the timeliness of order delivery, is an important priority in strengthening customer loyalty.

The effect of store atmosphere on customer loyalty

The results of the study show that store atmosphere does not have a significant effect on customer loyalty. These findings indicate that a cozy café atmosphere has not automatically encouraged customers to remain loyal. Although descriptively store atmosphere received a fairly good rating, its effect on loyalty was not statistically significant. This can happen because the atmosphere of the café functions more as a factor that forms momentary satisfaction, rather than as the main factor that creates long-term commitment.

These findings are in line with Hutagalung and Hutabarat (2024) research on Sallo Coffee in Jakarta, which found that store atmosphere had no effect on customer loyalty, while customer satisfaction also failed to mediate the relationship. In the context of See You Cafe, customers may appreciate the atmosphere of the café, but remain open to trying other cafes that offer new visual concepts, prices, menus, or experiences. This explains why the resistance to switch dimension in customer loyalty is still in the medium category.

The effect of customer satisfaction on customer loyalty

Customer satisfaction has no significant effect on customer loyalty. This finding is quite interesting because descriptively customer satisfaction is in the high category, but structurally not strong enough to explain loyalty. This condition shows that satisfied customers are not necessarily loyal customers. In a competitive café industry, satisfaction can be temporary and easily replaced by another alternative if customers find a new atmosphere, more attractive prices, or a different experience.

These findings differ from several studies that show that customer satisfaction plays an important role in driving loyalty, for example Abdichianto et al. (2024) who found that satisfaction mediates the relationship between service quality, food quality, price fairness, and coffee shop customer loyalty in Jakarta. This difference can be explained by the local context of See You Cafe, where customers are dominated by the younger generation with high exploratory tendencies. For this segment, satisfaction with a single visit does not necessarily create a long-term commitment, as café visit behavior is also influenced by trends, variations of places, social experiences, and the desire to try new atmospheres.

The mediating role of customer satisfaction

The test results show that customer satisfaction does not mediate the influence of service quality or store atmosphere on customer loyalty. Thus, the mediation hypothesis is not supported. These findings suggest that service quality has a stronger direct influence on loyalty, while indirect influence through satisfaction is not significant. In the store atmosphere line, the atmosphere of the café has been shown to increase satisfaction, but the satisfaction is not strong enough to encourage loyalty.

Theoretically, these results show that in the context of See You Cafe, satisfaction has not yet served as a key psychological mechanism in the formation of loyalty. Loyalty seems to be formed more through a concrete and directly felt service experience for customers. These findings expand the understanding that the relationship between satisfaction and loyalty is not always linear, especially in local café businesses that face young customers, high competition, and a plethora of alternative choices. Thus, See You Cafe needs to differentiate between the strategy of creating satisfaction and the strategy of building loyalty. Satisfaction can be formed through a comfortable atmosphere and a positive emotional experience, but loyalty requires consistency of service, value differentiation, personal relationships, and a strong reason for customers to choose the café anyway.

Research Implications

Theoretically, this study contributes to the study of consumer behavior in the local café industry by showing that customer satisfaction is not always a significant mediator in the relationship between service quality and store atmosphere on loyalty. These findings enrich discussions in Expectation Confirmation Theory and Stimulus-Organism-Response theory, especially in the context of café business in middle-class cities. The results show that

environmental stimuli are able to shape satisfaction, but do not always continue to be loyal if they are not supported by consistent service experiences and strong differentiation values.

Practically, the results of this study show that See You Cafe needs to prioritize improving service quality as the main strategy in building customer loyalty. The most urgent improvement is in the aspect of reliability, especially the timeliness of order delivery. Managers can strengthen service operational standards, manage order flows during peak hours, add staff support on weekends, and improve coordination between cashiers, kitchens, and serving. In addition, the store atmosphere still needs to be maintained because it has been proven to have a strong effect on customer satisfaction, especially through the cleanliness of scent, lighting, music, and the comfort of the space. However, the atmosphere of the café needs to be combined with loyalty programs, service personalization, and more intensive customer communication so that satisfaction can develop into long-term loyalty.

4. CONCLUSION

Based on the results of the study, service quality has been proven to have a positive and significant effect on the satisfaction and loyalty of See You Cafe customers in Pinrang City. These findings show that staff friendliness, responsiveness, hygiene assurance, and consistency of service are important factors in shaping a positive customer experience. However, the reliability aspect of the service, especially the timeliness of order delivery, still needs to be improved.

Store atmosphere has a positive and significant effect on customer satisfaction, but it does not have a significant effect on loyalty. This means that the café's cozy atmosphere, lighting, music, aroma, and layout are able to create satisfaction, but are not strong enough to form long-term loyalty. In addition, customer satisfaction has not been proven to have a significant effect on loyalty and does not mediate the influence of service quality and store atmosphere on customer loyalty.

Thus, See You Cafe's customer loyalty is more directly influenced by the quality of service than through customer satisfaction. Therefore, managers are advised to prioritize improving service quality, especially on the speed and timeliness of presentation, through improving ordering flows, strengthening operational standards, adding manpower during peak hours, and better coordination between cashiers, kitchens, and serving.

See You Cafe also needs to maintain a store atmosphere because it has been proven to play a role in shaping customer satisfaction. However, strengthening the atmosphere needs to be followed by loyalty strategies, such as regular customer programs, repeat visit promotions, service personalization, appreciation for regular customers, and active communication through local social media.

This research is limited to one object, namely See You Cafe in Pinrang City, so the results cannot be generalized widely. The next study is suggested to involve more cafes, a

larger number of respondents, and add other variables such as product quality, price, brand image, location, digital promotion, menu variety, and consumer lifestyle so that the customer loyalty model can be explained more comprehensively.

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