Customer Satisfaction as an Intervening Variable in The Relationship Between Service Quality, Location, and Store Atmosphere on Customer Loyalty: a Case Study At Lomma Cafe, South Jakarta

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Abstract

This study aims to analyze the effect of service quality, location, and store atmosphere on customer loyalty through customer satisfaction at Lomma Cafe, South Jakarta. This quantitative research employs primary data obtained through an online questionnaire distributed via Google Form to 150 respondents, namely consumers aged at least 17 years who had visited and made a purchase at Lomma Cafe within the past year. The sampling technique used non-probability purposive sampling. Data analysis was conducted using SmartPLS 4.1.1.2, through measurement model testing (convergent validity, discriminant validity, reliability), structural model testing (R^2, F^2, Q^2), model fit testing, and hypothesis testing. The results show that service quality, location, and store atmosphere significantly affect customer satisfaction. Furthermore, these variables also have a significant effect on customer loyalty both directly and indirectly through customer satisfaction as a mediating variable. These findings confirm that enhancing service quality, providing a strategic location, and creating a comfortable store atmosphere can strengthen satisfaction and foster sustainable customer loyalty.

Keywords: *customer satisfaction, location, customer loyalty, service quality, store atmosphere*JEL Codes : M41, M15

INTRODUCTION

The café and coffee shop industry in Indonesia has experienced rapid development in recent years, particularly in urban areas such as Jakarta. The increasing trend of coffee consumption, the urban lifestyle, and the habit of working and socializing in cafés have driven the growth of this business. The intense competition among cafés requires business owners to implement strategies that can attract consumers while maintaining their loyalty.

Lomma Cafe, located in South Jakarta, is one of the players in this industry. Although it has strengths in concept and strategic location, its relatively lower customer ratings compared to competitors indicate challenges in terms of service quality, location, and store atmosphere. These conditions can affect both customer satisfaction and loyalty.

Several previous studies have also highlighted the importance of these factors. Limbongan & Paranduk (2022) found that service quality plays a vital role in improving customer satisfaction in cafés and restaurants. Mali & Dipayanti (2024) emphasized that a strategic location significantly influences customer satisfaction in the food and beverage business. In addition, Hidayat (2020) demonstrated that a pleasant store atmosphere creates positive experiences and enhances loyalty. Similar findings were reinforced by Aditia & Heriyanto (2024), who stated that satisfaction acts as a mediator between service and café atmosphere with customer loyalty.

Given the increasingly competitive environment, understanding the factors that shape customer satisfaction and loyalty becomes crucial. Not only for Lomma Cafe but also for other café businesses, the results of this study are expected to provide insights into effective strategies to retain consumers amid a dynamic market. Based on these considerations, this study aims to examine the influence of service quality, location, and store atmosphere on customer loyalty, with customer satisfaction as an intervening variable, at Lomma Cafe South Jakarta.

LITERATURE REVIEW

Service Quality

Service quality refers to the degree of excellence expected and the control of that excellence to meet consumer needs. Parasuraman et al. (1988), through the SERVQUAL model, explain five main dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Good service has been proven to increase both customer satisfaction and loyalty (Limbongan & Paranduk, 2022). According to Parasuraman et al. (1988), service quality indicators include:

1. Cleanliness and Comfort of the Place (Tangibles)
2. Consistency of Services Received by Customers (Reliability)
3. Speed and Accuracy in Serving (Responsiveness)
4. Professionalism and Courtesy of Staff (Assurance)
5. Attention and Care Toward Customers (Empathy)

Location

Location is the geographical position of a business that affects consumer accessibility to visit and make purchases. Kotler & Keller (2016) state that a strategic location is one of the key factors influencing consumer decision-making. Mali & Dipayanti (2024) found that easily accessible locations enhance customer satisfaction and repeat visits. According to Lupiyoadi (2013), location indicators include:

1. Accessibility for Consumers
2. Strategic Positioning
3. Supportive Business Environment
4. Availability of Facilities and Infrastructure
5. Traffic Flow and Direction

Store Atmosphere

Store atmosphere refers to the environmental conditions of a café designed to create pleasant experiences for consumers. Kotler & Keller (2009) describe atmosphere as "the design of space to produce emotional effects on customers," covering visual, auditory, olfactory, and tactile aspects. Hidayat (2020) showed that a comfortable atmosphere positively contributes to both satisfaction and loyalty. According to Kotler & Keller (2009), store atmosphere indicators include:

1. Lighting and Interior Colors (Visual Dimension)
2. Background Music (Auditory Dimension)
3. Room Aroma (Olfactory Dimension)
4. Furniture Comfort and Texture (Tactile Dimension)

Customer Satisfaction

Customer satisfaction is the feeling of pleasure or disappointment that arises after comparing the performance of a product/service with consumer expectations. Oliver (2015) states that satisfaction occurs when performance meets or exceeds expectations. Aditia & Heriyanto (2024) found that satisfaction plays a mediating role in linking service quality, location, and atmosphere with loyalty. According to Oliver (2015), customer satisfaction indicators include:

1. Comparison between Expectations and Reality
2. Perceived Value Received
3. Overall Quality of Service Experience
4. Intention to Revisit

Customer Loyalty

Customer loyalty is a commitment to consistently repurchase. Oliver (2015) emphasizes that loyalty is formed from the interaction of satisfaction, commitment, and trust. Previous research by Mihron & Nuvriasari (2023) indicated that loyalty is influenced by service quality, location, and atmosphere, either directly or through satisfaction. According to Oliver (2015), customer loyalty indicators include:

1. Belief that the Current Brand is the Best Choice (Cognitive Loyalty)
2. Emotional Attachment and Preference toward the Brand (Affective Loyalty)
3. Commitment or Strong Intention to Continue Using and Purchasing from the Same Brand (Conative Loyalty)
4. Consistent Repurchase Behavior and Resistance to Competing Brands (Action Loyalty)

Research Model

Based on the theoretical review and previous research findings that have been analyzed, a conceptual framework was developed to explain the relationship between Service Quality, Location, and Store Atmosphere on Customer Loyalty, with Customer Satisfaction acting as a mediating variable in the context of Lomma Cafe, South Jakarta. This relationship can be visually illustrated as follows.
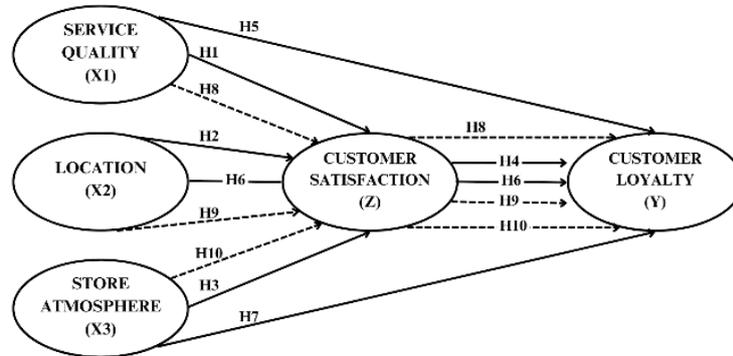
Picture 1 Research Model

Research Hypothesis

Based on previous theories and research findings, service quality, location, and store atmosphere are expected to have a direct effect on customer satisfaction. Furthermore, customer satisfaction is expected to have a positive effect on customer loyalty. On the other hand, service quality, location, and store atmosphere are also expected to have a direct effect on loyalty. Thus, customer satisfaction is assumed to act as a mediating variable that strengthens the relationship between service quality, location, and store atmosphere with customer loyalty at Lomma Cafe, South Jakarta.

H1: Service quality affects customer satisfaction.
H2: Location affects customer satisfaction.
H3: Store atmosphere affects customer satisfaction.
H4: Customer satisfaction affects customer loyalty.
H5: Service quality affects customer loyalty.
H6: Location affects customer loyalty.
H7: Store atmosphere affects customer loyalty.
H8: Service quality affects customer loyalty through customer satisfaction.
H9: Location affects customer loyalty through customer satisfaction.
H10: Store atmosphere affects customer loyalty through customer satisfaction.

RESEARCH METHOD

The subjects of this research are consumers of Lomma Cafe who have made purchases or visited at least once in the past year. The objects of the study are Service Quality (X1), Location (X2), and Store Atmosphere (X3) toward Customer Loyalty (Y), with Customer Satisfaction (Z) as the intervening variable.

This study employs a quantitative approach to examine the influence of service quality, location, and store atmosphere on customer loyalty through customer satisfaction at Lomma Cafe South Jakarta. Primary data were collected through an online questionnaire (Google Form) targeting respondents aged at least 17 years who had visited within the last year. The total sample consisted of 150 respondents, selected using purposive sampling, based on Hair's (2019) formula: the number of indicators (15) multiplied by 5–10 respondents, making the sample size adequate.

The research instrument was developed based on variable indicators adapted from previous studies, using a 5-point Likert scale. Data were analyzed using Partial Least Squares – Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.1.1.2. The tests included:
1. Measurement Model (Outer Model): Convergent validity, discriminant validity, and reliability tests.

2. Structural Model (Inner Model): Coefficient of determination (R^2), F-square (F^2), predictive relevance (Q^2), and model fit tests.
3. Hypothesis Testing: Conducted through bootstrapping to assess direct and indirect effects among variables.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 150 respondents who were customers of Lomma Cafe, South Jakarta. The majority of respondents were aged 17–25 years, with females dominating the sample compared to males. Most respondents were students or young employees with a monthly income ranging from Rp1,000,000 to Rp3,000,000, and they often visited cafés for social activities or studying. These characteristics align with the café's target market, which primarily focuses on the urban youth segment.

Table 1 Respondent Characteristics

Demographics	Categories
Gender	Male 43%
	Female 57%
Age	17–22 years (61%)
	23–28 years (21%)
	29–33 years (13%)
	>33 years (5%)
Occupation	Student (58%)
	Employee (24%)
	Entrepreneur (8%)
	Housewife (3%)
	Others (7%)
Income/Allowance	< Rp1,000,000 (9%)
	Rp1,000,000–Rp3,000,000 (39%)
	Rp3,000,000–Rp5,000,000 (29%)
	> Rp5,000,000 (23%)
Visit Frequency	1–2 times (71%)
	3–4 times (19%)
	>5 times (10%)

Thus, of the 150 respondents, the majority were female (85 people or 57%), aged 17–22 years (91 people or 61%), students (87 people or 58%), with monthly income between Rp1,000,000 and Rp3,000,000 (59 people or 39%), and visited 1–2 times (107 people or 71%).

Measurement Model (Outer Model)

This test involved 30 respondents and was designed to ensure that all items used in the study met the required criteria.

Convergent Validity

Convergent validity assesses whether each item appropriately represents the construct being measured. Indicators are considered valid if their loading factor exceeds 0.70, while an Average Variance Extracted (AVE) greater than 0.50 indicates that more than half of the indicator variance can be explained by the construct.

Table 2 Results of the Convergent Validity Test

Variable	Indicator	Outer Loading	Average Variance Extracted (AVE)
Service Quality	X1.1	0.915	0.805
	X1.2	0.919	
	X1.3	0.843	
	X1.4	0.881	
	X1.5	0.927	
Location	X2.1	0.840	0.701
	X2.2	0.813	
	X2.3	0.884	
	X2.4	0.912	
	X2.5	0.726	
Store Atmosphere	X3.1	0.835	0.767
	X3.2	0.840	
	X3.3	0.902	
	X3.4	0.922	

Variable	Indicator	Outer Loading	Average Variance Extracted (AVE)
Customer Loyalty	Y.1	0.779	0.698
	Y.2	0.899	
	Y.3	0.846	
	Y.4	0.812	
Customer Satisfaction	Z.1	0.841	0.691
	Z.2	0.794	
	Z.3	0.827	
	Z.4	0.861	

Based on the test results in the table above, all indicators for each variable have loading factor values above 0.70 and AVE values greater than 0.50. Therefore, all indicators can be declared valid in measuring the intended variables.

Discriminant Validity
Discriminant validity is used to ensure that each variable in the model truly represents a distinct concept and does not overlap with others. One way to test this is through cross-loading, where an indicator is considered valid if it has the highest loading on its original variable and exceeds 0.70 compared to other variables.

Table 3 Results of the Discriminant Validity Test

	Service Quality	Location	Store Atmosphere	Customer Loyalty	Customer Satisfaction
X1.1	0.915	0.342	0.659	0.633	0.590
X1.2	0.919	0.580	0.757	0.771	0.583
X1.3	0.843	0.265	0.522	0.587	0.539
X1.4	0.881	0.420	0.527	0.574	0.530
X1.5	0.927	0.454	0.610	0.667	0.604
X2.1	0.443	0.840	0.486	0.632	0.480
X2.2	0.393	0.813	0.549	0.594	0.544
X2.3	0.383	0.884	0.565	0.555	0.466
X2.4	0.390	0.912	0.521	0.619	0.608
X2.5	0.335	0.726	0.421	0.528	0.485
X3.1	0.693	0.449	0.835	0.680	0.711
X3.2	0.585	0.626	0.840	0.680	0.643
X3.3	0.568	0.415	0.902	0.655	0.621
X3.4	0.567	0.633	0.922	0.749	0.620
Y.1	0.587	0.490	0.558	0.779	0.449
Y.2	0.594	0.627	0.673	0.899	0.547
Y.3	0.731	0.660	0.760	0.846	0.604
Y.4	0.481	0.545	0.626	0.812	0.492
Z.1	0.553	0.455	0.530	0.452	0.841
Z.2	0.534	0.517	0.668	0.579	0.794
Z.3	0.428	0.364	0.574	0.473	0.827
Z.4	0.579	0.680	0.670	0.574	0.861

Based on the test results in the table above, the cross-loading values of all indicators for each variable are above 0.70. In addition, each indicator also has the highest loading on its original variable compared to other variables. Therefore, all indicators can be declared valid in measuring their respective variables.

Reliability Test
The reliability test aims to ensure that the research instrument, such as the questionnaire, can measure variables consistently and accurately. The level of reliability can be assessed through Composite Reliability and Cronbach's Alpha. Composite Reliability evaluates the overall internal consistency of a variable, with an ideal value above 0.70. Meanwhile, Cronbach's Alpha serves as the lower bound of reliability, where values above 0.70 indicate that the variable is reliable.

Table 4 Results of the Reliability Test

Variabel	Composite Reliability	Cronbach's Alpha
Service Quality	0.954	0.939
Location	0.921	0.892
Store Atmosphere	0.929	0.898
Customer Loyalty	0.902	0.855
Customer Satisfaction	0.899	0.852

The results show that all variables Service Quality, Location, Store Atmosphere, Customer Satisfaction, and Customer Loyalty exceed the threshold values, confirming that the constructs are reliable.

Structural Model (Inner Model)
The inner model analysis was conducted by performing the Coefficient of Determination (R^2) test, the F-square test, the Predictive Relevance (Q^2) test, and the Model Fit test using 150 respondents.

Coefficient of Determination (R^2)
The coefficient of determination (R^2) test was conducted to determine the degree of variation in changes of the independent variables on the dependent variable:

Table 5 Results of the Coefficient of Determination (R^2)

Variabel	R-Square	R-Square Adjusted
Customer Loyalty	0.722	0.715
Customer Satisfaction	0.681	0.675

Based on the test results, the R^2 value for Customer Loyalty was 0.722, while Customer Satisfaction scored 0.681. This means that Service Quality, Location, and Store Atmosphere explained 72.2% of the variance in Customer Loyalty and 68.1% of the variance in Customer Satisfaction, with the remainder influenced by factors outside the model.

Effect Size (F^2)
The F-Square test is used to assess the relative impact of an influencing variable on the affected variable. In this study, the F-Square test results are as follows:

Table 6 Results of the Effect Size (F^2)

Variabel	Customer Loyalty	Customer Satisfaction
Service Quality	0.030	0.132
Location	0.143	0.110
Store Atmosphere	0.094	0.133
Customer Loyalty		
Customer Satisfaction	0.050	

Based on the test results, effect size results indicate that Location has the largest relative effect on Customer Loyalty (0.143), while Store Atmosphere shows the strongest effect on Customer Satisfaction (0.133).

Predictive Relevance (Q^2)
The Q^2 test is used to assess or validate the predictive capability of a model. In SmartPLS, the Q^2 value is calculated using the PLSpredict procedure, which generates construct redundancy estimation indicating that the higher the Q^2 value, the better the model under study. In this research, the predictive relevance (Q^2) test results are as follows:

Table 7 Result of Predictive Relevance (Q^2)

Variabel	Q²Predict
Customer Loyalty	0,708
Customer Satisfaction	0,682

Based on the test results, the Q²Predict value for the Customer Loyalty variable was 0.708 and for the Customer Satisfaction variable was 0.682. Both values are greater than 0.35, thus classified as strong. This indicates that the research model has high predictive power, meaning that the independent variables are able to explain the variations in customer satisfaction and loyalty effectively.

Model Fit
The model fit test was conducted to assess how well the structural model developed is able to represent the data obtained. In this study, the results of the model fit test are as follows:

Table 8 Result of Model Fit

	Saturated Model	Estimated Model
SRMR	0.061	0.061
NFI	0.807	0.807

The SRMR value (0.061) is below 0.08, and the NFI value (0.807) falls within the acceptable range (0–1). This suggests that the model has a good fit.

Hypothesis Testing
In this study, hypothesis testing was carried out using the bootstrapping procedure. Hypothesis testing through bootstrapping was used to determine the effects between variables.
Direct Effect
Direct effect analysis is used to examine the influence of independent variables on dependent variables without involving a mediating variable. The relationships are assessed using Path Coefficients with the bootstrapping procedure in SmartPLS. An effect is considered significant if the T-statistic > 1.96 and the P-value < 0.05 (at a 5% significance level), thus the hypothesis can be accepted.

Table 9 Result of Direct Effect

Relationships among Variables	Original Sample (O)	T-Statistics	P-Values
Service Quality → Customer Satisfaction	0.301	5.369	0.000
Location → Customer Satisfaction	0.280	4.718	0.000
Store Atmosphere → Customer Satisfaction	0.343	5.290	0.000
Customer Satisfaction → Customer Loyalty	0.209	2.637	0.008
Service Quality → Customer Loyalty	0.144	2.317	0.021
Location → Customer Loyalty	0.315	4.011	0.000
Store Atmosphere → Customer Loyalty	0.286	3.547	0.000

Based on the test results in the table above, the path coefficient hypothesis testing is explained as follows:
Effect of Service Quality on Customer Satisfaction (H1)
The path coefficient test results for the variable Service Quality on Customer Satisfaction show an original sample value of 0.301, with a T-statistics value of 5.369 (> 1.96) and a P-value of 0.000 (< 0.05). This proves that Service Quality has a positive and significant direct effect on Customer Satisfaction. In other words, improvements in service quality will be followed by higher customer satisfaction; therefore, H1 is accepted.

Effect of Location on Customer Satisfaction (H2)
The path coefficient test results for the variable Location on Customer Satisfaction show an original sample value of 0.280, with a T-statistics value of 4.718 (> 1.96) and a P-value of 0.000 (< 0.05). This proves that Location has a positive and significant direct effect on Customer Satisfaction. In other words, the more strategic and accessible the café location, the higher the level of customer satisfaction; therefore, H2 is accepted.

Effect of Store Atmosphere on Customer Satisfaction (H3)
The path coefficient test results for the variable Store Atmosphere on Customer Satisfaction show an original sample value of 0.343, with a T-statistics value of 5.290 (> 1.96) and a P-value of 0.000 (< 0.05). This proves that Store Atmosphere has a positive and significant direct effect on Customer Satisfaction. In other words, the better the café atmosphere including furniture comfort, room aroma, and appropriate music the higher the customer satisfaction; therefore, H3 is accepted.

Effect of Customer Satisfaction on Customer Loyalty (H4)
The path coefficient test results for the variable Customer Satisfaction on Customer Loyalty show an original sample value of 0.209, with a T-statistics value of 2.637 (> 1.96) and a P-value of 0.008 (< 0.05). This proves that Customer Satisfaction has a positive and significant direct effect on Customer Loyalty. In other words, the higher the level of satisfaction experienced by customers, the greater the likelihood that they will remain loyal and not switch to other places; therefore, H4 is accepted.

Effect of Service Quality on Customer Loyalty (H5)
The path coefficient test results for the variable Service Quality on Customer Loyalty show an original sample value of 0.144, with a T-statistics value of 2.317 (> 1.96) and a P-value of 0.021 (< 0.05). This proves that Service Quality has a positive and significant direct effect on Customer Loyalty. In other words, good service quality encourages customers to remain loyal; therefore, H5 is accepted.

Effect of Location on Customer Loyalty (H6)

The path coefficient test results for the variable Location on Customer Loyalty show an original sample value of 0.315, with a T-statistics value of 4.011 (> 1.96) and a P-value of 0.000 (< 0.05). This proves that Location has a positive and significant direct effect on Customer Loyalty. In other words, a strategic and easily accessible location motivates customers to return continuously; therefore, H6 is accepted.

Effect of Store Atmosphere on Customer Loyalty (H7)

The path coefficient test results for the variable Store Atmosphere on Customer Loyalty show an original sample value of 0.286, with a T-statistics value of 3.547 (> 1.96) and a P-value of 0.000 (< 0.05). This proves that Store Atmosphere has a positive and significant direct effect on Customer Loyalty. In other words, a pleasant and comfortable café atmosphere will enhance customer loyalty; therefore, H7 is accepted.

Indirect Effect

The analysis of indirect effects was conducted to determine the extent to which independent variables influence dependent variables through the mediation of Customer Satisfaction (Z). The test was carried out using bootstrapping with Specific Indirect Effect values. An effect is considered significant if T-statistics > 1.96 and P-value < 0.05 (with a 5% significance level), thus the hypothesis is accepted.

Table 10 Result of Indirect Effect

Relationships among Variables	Original Sample (O)	T-Statistics	P-Values
Service Quality → Customer Satisfaction → Customer Loyalty	0.063	2.203	0.028
Location → Customer Satisfaction → Customer Loyalty	0.059	2.141	0.032
Store Atmosphere → Customer Satisfaction → Customer Loyalty	0.072	2.540	0.011

Based on the results in the table above, the hypothesis testing of specific indirect effects is explained as follows:

Effect of Service Quality on Customer Loyalty through Customer Satisfaction (H8)

The specific indirect effect test results for Service Quality (X1) on Customer Loyalty (Y) through Customer Satisfaction (Z) show an original sample value of 0.063, with a T-statistics value of 2.203 (> 1.96) and a P-value of 0.028 (< 0.05). This proves that Service Quality has a positive and significant indirect effect on Customer Loyalty through Customer Satisfaction; therefore, H8 is accepted.

Effect of Location on Customer Loyalty through Customer Satisfaction (H9)

The specific indirect effect test results for Location (X2) on Customer Loyalty (Y) through Customer Satisfaction (Z) show an original sample value of 0.059, with a T-statistics value of 2.141 (> 1.96) and a P-value of 0.032 (< 0.05). This shows that Location has a positive and significant indirect effect on Customer Loyalty through Customer Satisfaction; therefore, H9 is accepted.

Effect of Store Atmosphere on Customer Loyalty through Customer Satisfaction (H10)

The specific indirect effect test results for Store Atmosphere (X3) on Customer Loyalty (Y) through Customer Satisfaction (Z) show an original sample value of 0.072, with a T-statistics value of 2.540 (> 1.96) and a P-value of 0.011 (< 0.05). This proves that Store Atmosphere has a positive and significant indirect effect on Customer Loyalty through Customer Satisfaction; therefore, H10 is accepted.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results, data analysis, and discussions, the following conclusions can be drawn:

1. Service Quality, Location, and Store Atmosphere significantly influence Customer Satisfaction at Lomma Cafe South Jakarta.
2. Customer Satisfaction significantly influences Customer Loyalty at Lomma Cafe South Jakarta.
3. Service Quality, Location, and Store Atmosphere significantly influence Customer Loyalty at Lomma Cafe South Jakarta.
4. Service Quality, Location, and Store Atmosphere also significantly influence Customer Loyalty through Customer Satisfaction at Lomma Cafe South Jakarta.

Suggestions

Based on the results of the research that has been conducted, several suggestions can be provided, namely:

1. For the Company

    Lomma Cafe is advised to improve service quality, particularly in terms of speed, friendliness, and staff professionalism, as these factors affect both satisfaction and loyalty. The strategic location should be maintained while improving accessibility. Store atmosphere can be enhanced through lighting, interior design, music, and pleasant aromas. To strengthen satisfaction, price-quality balance should be considered, for example through discounts, memberships, or menu bundling. In addition, loyalty programs via apps, personalized service, and community events may strengthen customer attachment.

2. For Academics

    This study can serve as a reference for future research on customer loyalty in café businesses and other service sectors. Future studies are recommended to include additional variables such as price, product quality, promotion, or brand image. The use of mixed-methods research and expanding the object to multiple cafés or brands may provide more comprehensive and relevant findings.

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