THE INFLUENCE OF MARKETING MIX AND CAFE ATMOSPHERE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

M. Risal[*)1], Achmad Efendi[**)], Adi Firmanzah[***)]

[*)]Master of Management Study Program, Muhammadiyah University of East Kalimantan
Jl. Ir. Juanda, Kota Samarinda, Indonesia
[**)]Management Study Program, Muhammadiyah University of East Kalimantan
Jl. Ir. Juanda, Kota Samarinda, Indonesia
[***)]Development Economics Study Program, Universitas Muhammadiyah Palopo
Jl. Jendral Sudirman, Kota Palopo, Indonesia

Abstract:

Background: The development of cafes and restaurants represents one of the fastest-growing sectors in Indonesia's culinary industry. This growth is evident not only in major cities but also in remote areas. As lifestyles become more sophisticated, the increasing needs of the community are driving changes in consumption patterns.

Purpose: This study aims to examine the role of the marketing mix and café atmosphere on customer loyalty, mediated by customer satisfaction, in cafes and restaurants in Samarinda City.

Design/Methodology/Approach: A total of 100 café and restaurant owners participated in this study. Data were analyzed using SmartPLS 3.3.

Findings/Results: The results show that the marketing mix significantly influences customer satisfaction through factors such as fair pricing, appealing products, effective promotions, and strategic locations, which meet consumer expectations. Similarly, the café atmosphere, characterized by pleasant lighting, comfortable seating, and enjoyable background music, enhances customer satisfaction. Both the marketing mix and café atmosphere contribute to customer loyalty, as consumers are willing to return and recommend these establishments when they feel satisfied. Additionally, customer satisfaction itself plays a crucial role in fostering loyalty, demonstrating that a positive experience with pricing, products, promotions, and ambiance leads to higher retention rates.

Conclusion: The marketing mix, café atmosphere, and customer satisfaction significantly influence customer loyalty. Each variable and its indicators play a critical role in shaping consumer behavior.

Originality/Value (State of the Art): While the marketing mix and café atmosphere have been studied conceptually and theoretically, research on café atmosphere remains limited. This study contributes to the field by exploring a specific research object, including a distinct sample size, providing valuable insights for further research in this area.

Keywords: café atmosphere, customer satisfaction, customer loyalty, marketing mix, café and restaurant

[1]Corresponding author:
Email: m.risal@umkt.ac.id

INTRODUCTION

This research is motivated by the fact that Samarinda City, as one of the economic centers in East Kalimantan, has experienced significant growth in the culinary industry, especially cafes and restaurants. The development of people's lifestyles, especially among the younger generation and workers, has made cafes and restaurants a popular place to relax, work, or just hang out with friends.

In this competitive market condition, cafes and restaurants must be able to create added value for consumers to increase customer loyalty. One important factor that influences customer loyalty is the marketing mix and cafe atmosphere. These two elements are considered capable of providing a comprehensive experience for consumers, from product quality to an atmosphere that supports comfort.

The application of the concept of marketing mix in Marketing, plays a very important role for trade and service companies. According (Kotler & Armstrong, 2016) marketing management basically seeks to know what consumers need and how to achieve fulfillment of consumer needs. One industry that is growing rapidly lately is the café and restaurant industry (Khoeriyah, Rofikhotul, 2021).

In general, the marketing mix can be expanded not only to the 4Ps but has developed into 7Ps based on the needs of the business being run (Wirtz & Lovelock, 2018). The development of cafes and restaurants in Samarinda City within three years has experienced a very sharp increase. These developments can be seen in Table 1.

Table 1. Number of Cafes and Restaurants in Samarinda City

Business Type	Year		
	2020	2021	2022
Cafe	92	190	270
Resto	151	166	256

In marketing activities, mandatory variables that must be present in determining and setting policies are marketing mix (product, price, place and promotion). Basically, there are other factors besides marketing mix that can also affect satisfaction. Kotler (2017) stated another dimension that can give a good or bad impression on consumers is the atmosphere.

Emotions and feelings of a consumer in buying a product can be influenced by the atmosphere or atmosphere in the café (Irena & Listiono, 2015). The atmosphere can be processed in such a way as to create a comfortable atmosphere for consumers. A comfortable atmosphere can be created through several things, including the right interior and exterior arrangement so that consumers appear to feel at home to live in the café they visit (Harianto & Subagio, 2013).

Research on the influence of marketing mix and atmosphere on consumer loyalty has been widely conducted in the context of the retail and hospitality industries. For example, research by Anggraini et al. (2020) shows that marketing mix significantly influences consumer loyalty in the hospitality industry, while research by Atsnawiyah et al. (2021) reveals that store atmosphere plays an important role in creating consumer satisfaction in the retail industry.

The main difference in this study lies in its more specific focus, namely the cafe and restaurant industry in Samarinda. Unlike previous studies that focused more on individual aspects of the marketing mix or atmosphere, this study looks at the synergy between the two and how they together influence consumer satisfaction and loyalty. In addition, this study includes consumer satisfaction as a mediating variable, which has not been studied thoroughly in previous studies that focused more on the direct relationship between the marketing mix and consumer loyalty.

The approach to solving this research problem, the researcher will test how the marketing mix and cafe atmosphere affect consumer satisfaction, and how satisfaction mediates the relationship between the two variables and consumer loyalty. Through this approach, the study is expected to provide a deeper understanding of the factors that influence consumer loyalty in the cafe and restaurant industry in Samarinda.

This study specifically aims to identify how much contribution the marketing mix elements such as product, price, place, and promotion have in influencing consumer satisfaction and loyalty, and to evaluate the role of cafe atmosphere, including interior design, lighting, and overall ambiance, in creating a positive experience that increases satisfaction and loyalty. In addition, this study will examine the role of consumer satisfaction as a mediator that connects marketing mix and atmosphere with consumer loyalty, so as to provide

a more comprehensive understanding of the main factors that influence customer loyalty in the cafe and restaurant industry in Samarinda.

METHODS

An important stage in research is the determination of analytical methods. Quantitative methods are chosen so that research is structured with clear stages to describe an event or phenomenon that occurs while according to Sekaran & Bougie (2013) quantitative research is research carried out by utilizing various data sources that have been collected and then processed systematically. This research was conducted in Samarindan City with a research time of January – February 2024.

This study used exogenous and endogenous variables, to see the influence between variables. Used SmartPLS is one of the regression analyses that can test predictive relationships between constructs by looking at the relationships or influences between the constructs (Hair et al. 2017). The measured variables must be derived from the theory that has been described previously in the form of indicators for each variable measured. Determine a sample from a population whose number is unknown, the formula is used:

$$n = Z^2/4(moe)$$

Information: N (Number of samples); Z (The level of confidence required in sampling is 95% so that the Z value is 1.96); Moe (Margin of error), which is the maximum tolerable error rate, so in this study Moe 10% was used (Uma Sekaran, 2016). Then the following sample was obtained:

$n = 1.96^2/4(10) = 3.8416/(4(0.01)) = 3.8416/0.04$
$n = 96.04 \approx 100$

Based on the calculation results using the margin of error formula, the number of samples used in this study was 100 respondents. In addition to testing the relationship between variables in the study, this study also wants to confirm the model that has been built, namely research framework.

Between marketing mix, café atmosphere, customer satisfaction and consumer loyalty. In this study, the indicators used in each latent variable are the development of constructs that have been described

previously and sourced from experts such as marketing mix developed from theory (Kotler, 2017). According to (Sekaran & Bougie, 2013) data analysis in research is compiled systematically by utilizing the results of interviews, field notes and various documentation sources.

The technique of data analysis with a quantitative approach is to test the research hypothesis. Data analysis method with the help of SmartPLS 3.0, in the PLS (Partial Least Square) method there are at least two analysis techniques used, namely outer model analysis and inner model analysis (Hair et al. 2017) outer model is used to see the feasibility of a question on each variable and whether the indicator is valid and relatable.

While for the inner model is used to determine convergent validity, discriminating validity, composite reliability, and cronbach alpha. The inner model can also be used to view and knowing the R Square (R2) or coefficient of determinance, path coefficient and validating the goodness of the model (model fit) and relevant predictive. Basic of the study and development of the theory from Figure 1, the hypothesis can be formulated as follows:

H1: Marketing Mix has a positive and significant effect on customer satisfaction;

H2: Café atmosphere has a positive and significant effect on customer satisfaction;

H3: Marketing Mix has a positive and significant effect on customer loyalty;

H4: Café atmosphere has a positive and significant effect on customer loyalty;

H5: Consumer satisfaction has a positive and significant effect on customer loyalty;

H6: Marketing mix has a positive and significant effect consumer loyalty through consumer satisfaction;

H7: Cafe atmosphere has a positive and significant consumer loyalty through consumer satisfaction.

RESULTS

Measurement Model (Outer Model)

Stuctural Equation Modeling based on variance with SmartPLS 3.0 was carried out in order to determine the influence between variables in the study. The first thing to do before estimating a variable is to test its validity and reliability.
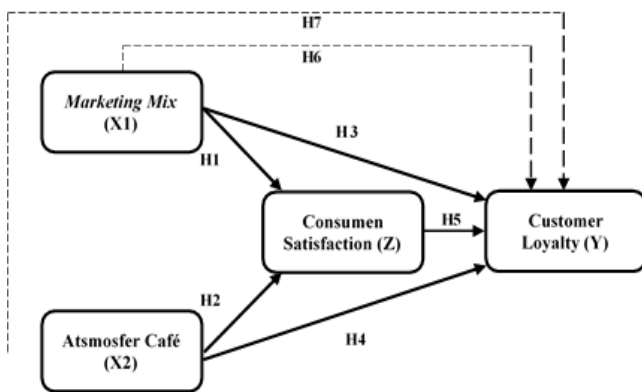
Figure 1. Research framework

The results of the processing in Table 2 show that there are still indicator values that are smaller than the required value, namely > 0.7. The indicators are at X1.4 and X1.5 with values of 0.653 and 0.672, respectively. After re-analyzing by removing invalid values, the results as shown by Figure 2, that each variable indicator has met the requirement of an outer loading value greater than 0.7, automatically a valid SEM model.

The condition of a variable is said to be valid if the value of AVE is greater than 0.5, to see the value of AVE of each variable can be seen in the following Table 3. It is concluded that each variable used in this study is valid, because it has an AVE value greater than 0.5, thus all variables in this study can be used to test the SEM model.

Model Validity Test

One of the tests used to test validity is Convergent Validity. Convergen validity is a test performed to determine the level of validity of the VB-SEM model. There are two ways used to see the level of validity with the Convergen Validity method, namely by looking at the outer loading value (loading factor) and Average variance extracted (AVE). Outer loading the condition of an indicator is said to be valid if the outer loading value is greater than 0.7, so to see the outer loading value of each indicator can be seen in Table 2.

Model reliability test

To see the consistency of indicators in measuring variables, reliability tests are used. There are two things that can be used to see whether the variables used in the study are reliable or not, namely by looking at Cronbach's Alpha value greater than 0.6 and Composite Reliability value greater than 0.7.

Table 2. Outer Loading Value

Indicators	Atmosfer Cafe (X2)	Consumer Loyalty (Y)	Customer Satisfaction (Z)	Marketing Mix (X1)
X1.1				0.763
X1.2				0.893
X1.3				0.867
X1.4				0.653
X1.5				0.672
X2.1	0.789			
X2.2	0.821			
X2.3	0.727			
X2.4	0.780			
X2.5	0.816			
Y1.1		0.885		
Y1.2		0.721		
Y1.3		0.875		
Y1.4		0.728		
Z1.1			0.850	
Z1.2			0.833	
Z1.3			0.767	
Z1.4			0.820	

Table 3. Average Variance Extracted Value (AVE)

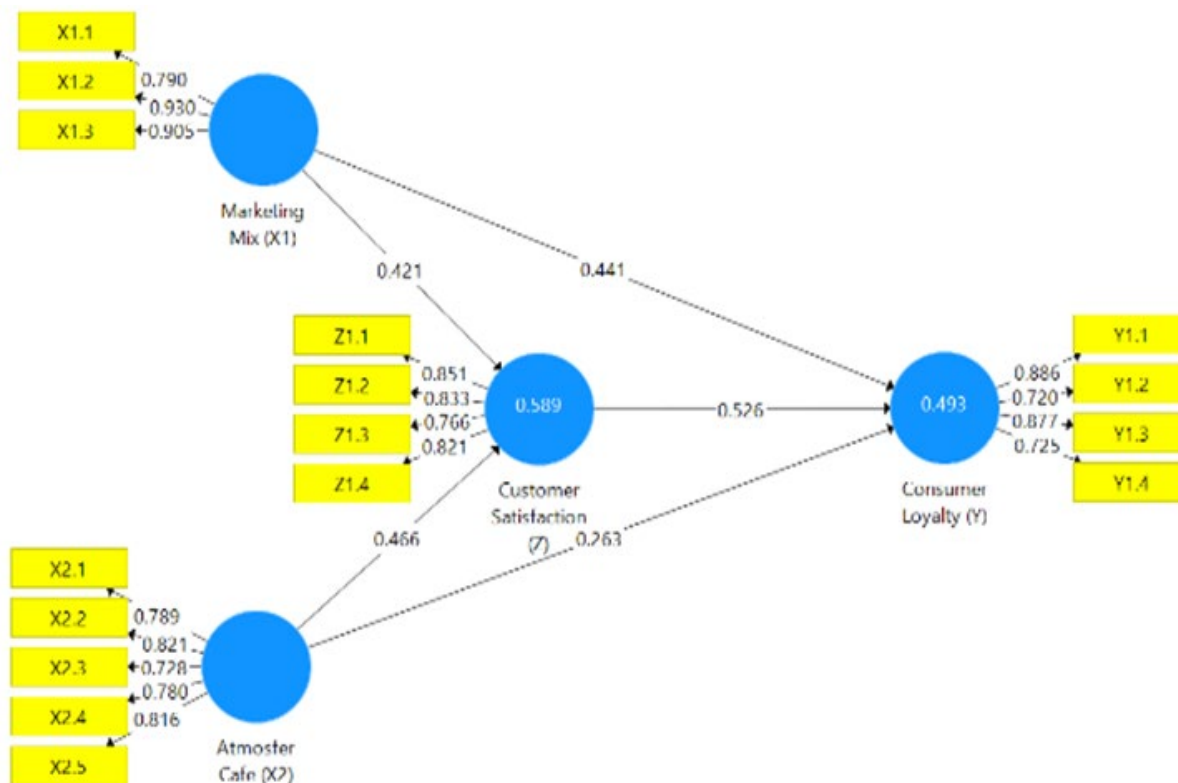| Variable	Average Variance Extracted (AVE)
Atmosfer Cafe (X2)	0.620
Consumer Loyalty (Y)	0.649
Customer Satisfaction (Z)	0.669
Marketing Mix (X1)	0.769

Figure 2. Model outer loading revision

Referring to Table 4 by looking at Cronbach's Alpha and Composite Reliability columns, it is concluded that each variable used in this study is reliable, because it has a Cronbach's Alpha value greater than 0.6 and a Composite Reliability value greater than 0.7, thus all variables in this study can be used to test the SEM model.

Analysis of the influence between variables

To test and see how much influence the independent variable produces on the dependent variable, this study was tested with the SEM model. As the Figure 3 shows the results of SEM testing using SmartPLS 3.0 software.

a. Direct influence

The analysis of the influence of variables analyzed in this study is the influence of marketing mix variables (X1), café atmosphere (X2), consumer satisfaction (Z) and consumer loyalty (Y). The results of the influence of the analyzed variables can also be used to test the research hypothesis, as presented in Table 5.

b. Indirect Influence

Research with mediation variables requires testing the influence of variables indirectly, so in this study the variables analyzed using indirect influences are marketing mix variables (X1) and café atmosphere (X2) on consumer loyalty (Y) through consumer satisfaction (Z). The results of the indirect influence of the variables analyzed as which are presented in Table 6.
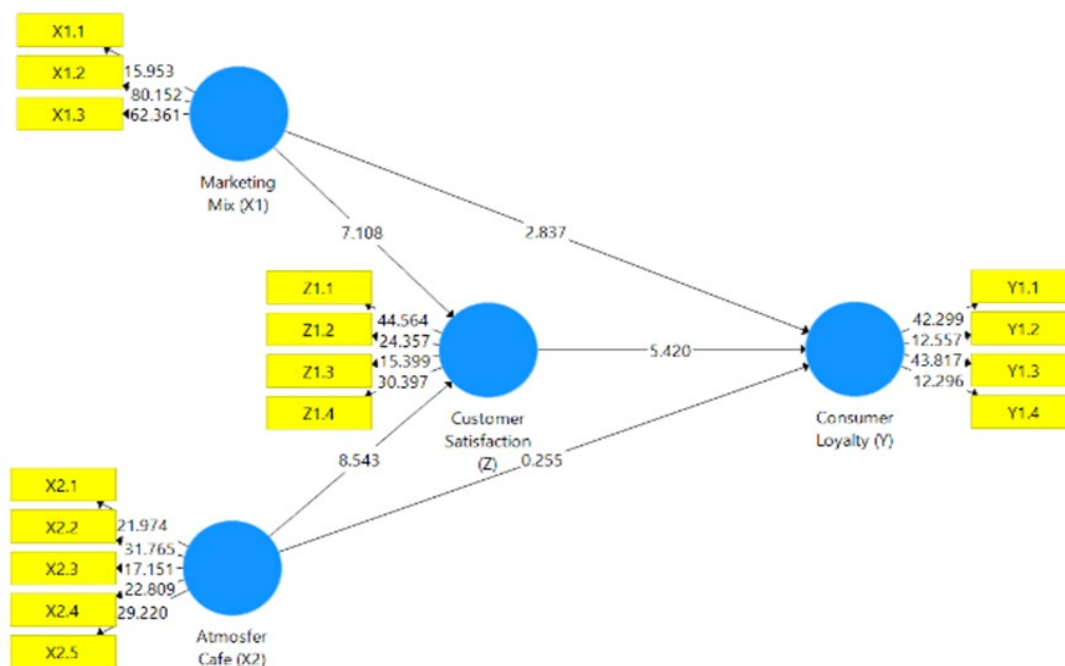
Figure 3. Influence between Research Variables

Table 4. Composite Reliability Value and Cronbach Alpha

	Cronbach's Alpha	Composite Reliability
Atmosfer Cafe (X2)	0.847	0.891
Consumer Loyalty (Y)	0.819	0.880
Customer Satisfaction (Z)	0.836	0.890
Marketing Mix (X1)	0.850	0.909

The effect of marketing mix on consumer satisfaction

The initial hypothesis in this study says that "marketing mix has a significant effect with a positive direction of influence on consumer satisfaction". By referring to the results of the analysis in Table 5, the P Values value is 0.000. This value shows that the marketing mix has a significant influence on the satisfaction of café and restaurant consumers in the city of Samarinda.

The findings of this study are in line with several previous studies such as research (Rere & Sukma, 2009) which conducted at a teta beauty clinic in Surabaya also revealed the same results. This research is marketing mix significantly affects consumer satisfaction. Other studies similar to this study also convey the same thing, namely marketing mix significantly affects consumer satisfaction (Anggraini et al. 2020) said the reason customers come back in buying a product is because of a sense of satisfaction with prices, promotions and services provided by convenience *stores*. The things

that consumers consider in making decisions is related to satisfaction. The consumer papacy is influenced by the marketing mix itself.

The dimensions of the marketing mix can create positive value for consumer satisfaction. Many things can be done by café and restaurant businesses in Samarinda City so that the marketing mix can increase consumer satisfaction. Cafe and restaurant management can strive to improve marketing mix strategies so that consumers feel satisfied in choosing cafes and restaurants in Samarinda City.

The effect of café atmosphere on consumer satisfaction

The initial hypothesis in this study said that "the café atmosphere has a significant effect on the direction of positive influence on consumer satisfaction". By referring to the results of the analysis in Table 5, the P Values value is 0.000. This value shows that the

café atmosphere has a significant influence on the satisfaction of café and restaurant consumers in the city of Samarinda.

The findings of this study are in line with several previous studies such as research (Binaraesa et al. 2021) which also revealed findings that consumer satisfaction can be influenced by the café atmosphere consisting of food quality and excellent service. Another finding that also reveals something similar (Rere & Sukma, 2009) that the atmosphere and quality of the product are actually able to have an influence so as to bring a sense of satisfaction to consumers. Varaibel atmoster or conditions or atmosphere created in all cafes or shops is an important point that must be considered by entrepreneurs, in his research conducted at Artis Coffee Studio that the ability of a business actor to create a good atmosphere is able to make a positive contribution to the level of consumer satisfaction.

The effect of marketing mix on consumer loyalty

The initial hypothesis in this study says that "marketing mix has a significant effect on the direction of positive influence on consumer loyalty". By referring to the results of the analysis in Table 5, it is known that the P Values value is 0.005. This value shows that the marketing mix has a significant influence on the loyalty of café and restaurant consumers in the city of Samarinda.

The findings of this study are in line with several previous studies such as research (Rere & Sukma, 2009) which also revealed findings that loyalty can be influenced by products, prices, promotions and places. That business actors in running their business must pay attention to the fairness of prices for the products they offer. In line with this research (Devina & Yanuar, 2022) in her research said that every quality of the product offered is in line with the suitability of the price set for the product, it will trigger customer loyalty in consuming the product.

The effect of cafe atmosphere on consumer loyalty

The initial hypothesis in this study said that "the café atmosphere has a significant effect on the direction of positive influence on consumer loyalty". By referring to the results of the analysis in Table 5, it is known that the P Values value is 0.799. This value shows that the café atmosphere does not have a significant influence on the loyalty of café and restaurant consumers in the city of Samarinda. Some consumers give the perception that there are still some cafes and restaurants that have not provided a comfortable atmosphere, lighting, and the appearance of the room, so that consumers do not like the theme.

The findings of this study are in line with several previous studies such as, (Afriana & Sulistyawati, 2023) that the atmosphere initiated by color arrangement and music tuning is not a point that can have a strong influence in increasing consumer loyalty. States that the atmoster created by Libreria Eatery leaves a good impression on consumers so that it raises the desire to come back to Libreria Eatery. This means that the atmosphere is able to increase customer loyalty.

Table 5. Direct influence of research variables

	T Statistics	T Table	P Values
Marketing Mix (X1) → Consumer Loyalty (Y)	2.837	1.65	0.005
Marketing Mix (X1) → Customer Satisfaction (Z)	7.108	1.65	0.000
Atmosfer Cafe (X2) → Consumer Loyalty (Y)	0.255	1.65	0.799
Atmosfer Cafe (X2) → Customer Satisfaction (Z)	8.543	1.65	0.000
Customer Satisfaction (Z) → Consumer Loyalty (Y)	5.420	1.65	0.000

Table 6. Indirect influence

	T Count	T Table	P Values
Atmosfer Cafe (X2) → Consumer Satisfaction → Consumer Loyalty (Y)	4.420	1.65	0.000
Marketing Mix (X1) → Consumer Satisfaction → Consumer Loyalty (Y)	4.707	1.65	0.000

The effect of consumer satisfaction on consumer loyalty

The initial hypothesis in this study says that "consumer satisfaction has a significant effect on the direction of positive influence on consumer loyalty". By referring to the results of the analysis in Table 5, the P Values value is 0.000. This value shows that consumer satisfaction has a significant influence on the loyalty of café and restaurant consumers in the city of Samarinda. The findings of this study are in line with several previous studies such as (Supertini et al. 2020) stating that the level of trust and satisfaction felt by a customer will increase loyalty to a product significantly.

According to Ramadhany & Supriyono (2022) uses two variables in looking at the level of customer loyalty. The first variable in his research was trust, where the findings said the more rusted someone has in the product or service provided, the more it will affect the level of loyalty. The second variable, satisfaction, also revealed in its findings that the level of satisfaction felt by a customer will determine whether they will be loyal or not to a product. If the level of satisfaction they get is high then they will be loyal to the product. But on the contrary, if they feel less satisfied with the products they get, customers will move to other places. Likewise, the results of research from (Bernarto et al. 2022) which state the same thing, that an important aspect that must be a concern in creating loyalty is to increase customer satisfaction.

The effect of marketing mix on consumer loyalty through consumer satisfaction

The initial hypothesis in this study said that "marketing mix has a significant effect on the direction of positive influence on consumer loyalty through the consumer papacy". By referring to the results of the analysis in Table 6, the P Values value is known to be 0.000. This value shows that the marketing mix has a significant influence on consumer loyalty through the papacy of café and restaurant consumers in the city of Samarinda.

According to (Kotler, 2017) revealed several research findings, first marketing mix produces a significant influence on consumer satisfaction. Second, consumer satisfaction produces a significant influence on consumer loyalty. Third, the marketing mix does not produce a significant effect on consumer loyalty. Theoretically, this research will contribute to the special marketing management of café and restaurant development.

The results of the next study from (Kotler, 2017) in their hypothesis using instruments from the marketing mix by saying that price has a relationship with consumer satisfaction, products have a relationship with consumer satisfaction and location has a relationship with consumer satisfaction. Price has been considered as an important element in determining customer satisfaction. Where, the cheaper the price offered, the more satisfied consumers are, so the higher the positive information intention to word of mouth (Bernarto et al. 2022). Research findings state that promotion has no relationship with consumer satisfaction or loyalty. Likewise, price, product and location have no relationship with consumer loyalty, and satisfaction also has no relationship with loyalty.

The influence of cafe atmosphere on consumer loyalty through consumer satisfaction

The initial hypothesis in this study said that "the café atmosphere has a significant effect on the direction of positive influence on consumer loyalty through the consumer papacy". By referring to the results of the analysis in Table 6, the P Values value is known to be 0.000. This value shows that the café atmosphere has a significant influence on consumer loyalty through the papacy of café and restaurant consumers in the city of Samarinda.

The results of the study (Harianto & Subagio, 2013) the café atmosphere has a significant effect on the direction of positive influence on consumer loyalty through the consumer papacy of Kedai Deja-Vu Surabaya. The results of (Munwaroh & Riptiono, 2021) café atmosphere, service quality and customer experience have a significant effect on Malindo Corner customer satisfaction.

Managerial Implications

This research can be a policy for café and restaurant business people in Samarinda City, the role of the marketing mix/marketing mix encourages the creation of customer satisfaction so as to present loyal customers. In addition to the marketing mix, it turns out that the atmosphere of cafes and restaurants is one of the drivers so that consumers can linger in a café because Susana is presented by business people. The

café and restaurant industry, one of the industries that serves food and beverages and presents good culinary flavors that are regional, national, and international.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This research has proven the indirect influence of marketing mix and café and restaurant atmosphere on consumer loyalty through consumer satisfaction where marketing mix has a greater influence than café atmosphere. While the direct influence of marketing mix and café atmosphere on consumer satisfaction is proven. This means that the better the application of marketing mix and café atmosphere, the higher the level of consumer satisfaction, the performance of the marketing mix has a focus on offering prices, products, promotions and places to create consumer loyalty so as to increase satisfaction, as well as the café atmosphere provides a feel of at home for consumers for a long time because of the pleasant café and restaurant atmosphere. This research makes several contributions in terms of concepts and managerial implications. At the concept level, among others: the development of marketing mix constructs, café atmosphere, consumer loyalty, and consumer satisfaction in the café and restaurant industry in Samarinda City has complemented existing constructs, so as to support future research, the role of marketing mix as the spearhead of marketing is proof of the success of the café and restaurant industry in increasing its business activities so as to create profits. The managerial implications as decision making for café and restaurant industry owners in Samarinda City that marketing mix is still the main tool to encourage the performance of the café and restaurant industry to create satisfaction so as to give birth to consumer shopping loyalty.

Recommendations

Cafe and restaurant business people have now managed their business well so that they can bring comfort to customers. However, it is recommended that the quality of service be improved so as to create customer satisfaction on an ongoing basis, as well as the atmosphere of the interior, lighting, music sounds can provide coolness for customers who enjoy food and drinks. This research focuses on marketing mix and atmofer café on consumer satisfaction through customer loyalty. Further research can add other variables such as consumer behavior, green products which until now are still lacking in the café and restaurant industry to complement science in the field of marketing as one of the fields that continues to grow according to industry and market needs.

Currently, the Samarinda City Government encourages café and restaurant business people to improve the quality of service, comfort and cleanliness of the environment so as to create an impression for visiting customers. It is also expected that the Samarinda City government expects this business sector as one of the tax contributors to encourage development in the city whose motto is as a coastal city.

Café and restaurant business management must maintain reputation and honesty and socialize the type of business by considering marketing mix techniques and focusing on the development of atsmofer cafes by maintaining customer loyalty. Although some customers are dissatisfied with the services they receive, in the future, the satisfaction displayed in the quality of service will be customer satisfaction. The quality of service will significantly determine the success of the development of the café and restaurant business. What needs to be done by the management is to prepare comfort and cleanliness services of the environment so as to create an impression for visiting customers better from an early age to ensure an increase in the number of restaurant and café customers in Samarinda City.

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