

## The Influence of Service Quality and Cafe Atmosphere on Customer Loyalty through Customer Satisfaction as a Mediating Variable at Kopi Kenangan

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### Keywords:

Service Quality,  
Cafe Atmosphere,  
Customer Satisfaction,  
Customer Loyalty

### Abstract

This study aims to evaluate the influence of service quality and cafe atmosphere on customer loyalty, both direct and indirect through the mediating variable of customer satisfaction. The research employs a quantitative method with a purposive sampling approach, conducted on consumers of Kopi Kenangan in Pontianak City, West Kalimantan. The sample consists of 207 respondents. Data analysis was carried out using SmartPLS version 4 software with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The results indicate that service quality and store atmosphere have a positive and significant effect on customer loyalty. Furthermore, customer satisfaction has been statistically proven to act as a mediating variable that strengthens the relationship between service quality and store atmosphere, influencing customer loyalty.

## A. INTRODUCTION

The coffee shop industry in Indonesia has experienced significant growth in recent years, driven by the increasing enthusiasm of the public particularly among younger generations for coffee culture and the accompanying social interactions. As the fourth largest coffee producing country in the world, Indonesia not only excels in producing high-quality coffee beans but also consistently increases its coffee consumption each year (Amrihani & Ritonga, 2021; Soepriyanto et al., 2021). This growth is reflected in the proliferation of coffee shops across various regions, from major cities such as Jakarta and Bandung to other areas (Pujianto et al., 2024). Coffee shops have transformed into important venues for socializing,

building communities, and shaping new lifestyles (Setiandika Igiyasi, 2019; Tania & Hurdawaty, 2022). Beyond offering high-quality coffee, many shops provide aesthetic and comfortable atmospheres as added value, with interior design and physical ambiance proven to influence consumer decision-making (Asys & Kusuma, 2022; Soepriyanto et al., 2021). Overall, the development of this industry is not merely economic in nature but also reflects a shift in modern lifestyles, positioning coffee shops as multifunctional public spaces and an essential part of Indonesia's sociocultural dynamics (Setiandika Igiyasi, 2019; Tania & Hurdawaty, 2022).

Consumer interest in coffee quality and the overall experience offered by coffee shops continues to grow. One coffee shop that embraces a modern concept is Kopi Kenangan, which has won the Brand of the Year award twice. This achievement certainly motivates Kopi Kenangan to continuously deliver the best quality and service in order to enhance customer loyalty. Established in 2017, Kopi Kenangan is one of the largest modern coffee shop chains in Indonesia. It operates under PT Bumi Berkah Boga, a company focused on the coffee beverage industry and actively contributing to the development of the contemporary coffee market in the country. To date, Kopi Kenangan has operated 868 outlets across 62 cities in Indonesia and continues to demonstrate progressive expansion.

According to information from the company's official website, despite only entering the first half of 2024, Kopi Kenangan has already recorded impressive financial performance, surpassing its achievements in the second quarter of 2023. In the same period this year, sales increased by 27%. Additionally, the company's profitability indicator, EBITDA, showed significant growth more than doubling compared to the previous year resulting in an EBITDA margin of 23% and a net profit margin of 5% in Q2 2024.

Amidst the intense competition in the coffee shop industry, it is crucial for Kopi Kenangan to identify the key factors that contribute to customer loyalty. In the context of this study, a critical catalyst variable is customer satisfaction, as it directly relates to the customer experience at the coffee shop. Several key elements that influence customer satisfaction include service quality and cafe atmosphere, both of which shape each

customer's personal experience. Studies on service quality and cafe atmosphere affirm that these two variables play a strategic role in building customer satisfaction and loyalty, particularly in the increasingly competitive coffee industry.

The success of a brand is not solely determined by product quality but also by the service quality provided to customers. Kopi Kenangan is expected not only to serve high-quality beverages but also to create superior customer experiences. Firmansyah (2025) emphasizes that fast and responsive service, quality products, and an attractive store atmosphere significantly influence the enhancement of customer loyalty. This is further supported by Kalijaga and Ekawati (2024), who highlight the importance of cafe atmosphere as a dominant factor in shaping customer satisfaction and loyalty, both in local and international cafes. In the context of Kopi Kenangan Pontianak, service quality becomes a strategic element essential for building customer satisfaction, which ultimately drives the formation of customer loyalty. When customers feel they are served professionally and comfortably, they tend to have a higher likelihood of revisiting and recommending the brand to others. Therefore, a thorough understanding of the contribution of service quality to customer satisfaction and loyalty is important to be further investigated in efforts to strengthen Kopi Kenangan's position in the local market.

In the rapidly growing modern coffee industry, cafe atmosphere has become an important factor in creating a pleasant and memorable customer experience. Kopi Kenangan, as one of the contemporary coffee brands present in various cities including Pontianak, needs to pay attention to non-product aspects such as interior design, ambience, and the quality of staff interactions with customers to support customer satisfaction and loyalty. Xuan et al. (2020) emphasize that attractive interior design and quality interactions within the cafe can create a comprehensive experience that directly impacts consumer loyalty. Meanwhile, Afyani et al. (2023) found that cafe atmosphere quality not only directly affects customer satisfaction but also indirectly strengthens loyalty through the enhancement of brand image. In the context of Kopi Kenangan Pontianak, managing a store atmosphere that supports comfort and aesthetics becomes a strategic element necessary to consistently build

customer satisfaction, which ultimately increases brand loyalty amid increasingly competitive market conditions.

Customer satisfaction is a crucial element in building and maintaining customer loyalty. Numerous studies confirm that customers who feel satisfied with products and services tend to exhibit higher loyalty to a brand, which subsequently influences their future purchasing decisions and behaviors (Alajhar et al., 2022; Kuhn et al., 2018; Mufhtie et al., 2022). The strong relationship between customer satisfaction and customer loyalty is further reinforced by evidence showing that improvements in service quality, customer experience design, and targeted interaction strategies can significantly enhance loyal intentions and behaviors (Miswanto & Angelia, 2017; Rasaily et al., 2023).

In the context of Kopi Kenangan, the application of these findings is highly relevant. Enhancing service professionalism and developing a comfortable cafe atmosphere are key to attracting and retaining customers. By optimizing service standards and creating an environment that supports comfort and interaction, Kopi Kenangan can build memorable experiences and foster long-term loyalty. Therefore, strategies to improve service quality and cafe atmosphere should be a primary focus in maintaining a competitive position in the modern coffee industry.

## **B. LITERATURE REVIEW**

### ***Service Quality***

Service quality refers to the extent to which a service provided can meet or exceed customer expectations. Dhisasmito & Kumar(2020) developed the concept of service quality measured through five core dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Their model, known as SERVQUAL, has become one of the most widely used methods for assessing service quality and customer satisfaction across various industries, including hospitality and restaurants (Ryu & Han, 2010). They also emphasized the importance of integrating customer needs analysis to ensure that the services delivered align with customer expectations. Furthermore, research by Estaswara et al. (2024) indicates that

customer loyalty can be fostered through high-quality service. When customers are satisfied with the services provided, they develop a positive perception of the cafe. Therefore, cafe owners and managers must continuously improve service standards so that customers not only feel satisfied but also develop an emotional attachment to the cafe they visit. Meanwhile, Ningsih and Andy (2022) confirmed that service quality is a key factor in building customer satisfaction, which ultimately impacts their loyalty to a cafe. Thus, improving service quality becomes a strategic step that can generate positive outcomes for business development, especially in facing the intense competition within the cafe industry.

### ***Cafe Atmosphere***

Cafe atmosphere is a crucial factor in shaping customer experiences and influencing their decision to return. Many experts emphasize that the design and ambiance of a cafe play a significant role in creating comfort for visitors. Moreover, an environment that supports social interaction and relaxation can enhance customer satisfaction. In line with these findings, Andrianto et al. (2016) stated that a combination of elements such as color, music, and lighting not only defines the cafe atmosphere but also influences customers' emotional experiences, especially in the context of cafes as social gathering places. They also highlighted that customers' preferences toward specific atmospheric elements can improve the quality of their overall experience. Therefore, the cafe atmosphere should be carefully designed by considering both physical and non-physical aspects to attract and retain customer loyalty (Rizqiawan & Novianto, 2023). In this regard, cafe managers need to thoughtfully curate the atmosphere so that every element influencing the customer experience is well-integrated. This, in turn, will contribute to increased satisfaction and foster long-term customer loyalty.

### ***Customer Satisfaction***

Customer satisfaction is defined as the feeling of pleasure or disappointment resulting from comparing the perceived performance of a product or service with customer

expectations (Hartati et al., 2023) Similarly, Candra and Juliani (2018) explain that customer satisfaction arises from the comparison between expectations and the actual experiences they have. Therefore, the quality of service provided must be able to meet or even exceed customer expectations to create a satisfying experience. Ryu and Han (2010) conducted a study examining how various aspects of quality such as food quality, service, and physical environment affect customer satisfaction and behavioral intentions in fast food restaurants. In a broader perspective, Pohan and Cokki (2020) added that customer satisfaction serves as an intermediary between service quality and customer loyalty. Satisfied customers are more likely to return and recommend the service to others. Furthermore, Srinivasan and Moorman (2005) emphasized that customer satisfaction is not only the result of individual experience but also a strategic component that is essential for companies to maintain competitiveness in an increasingly saturated market. Therefore, businesses must prioritize customer satisfaction in their strategies to ensure growth and long term sustainability.

### ***Customer Loyalty***

Customer loyalty is an essential component that determines the operational success of a cafe. Most experts agree that this loyalty is strongly influenced by customers' perceptions of the quality of service provided. Wardhana (2016) defines loyal customers as individuals who consistently make repeat purchases, are willing to try various product and service lines offered, recommend the business to others, and show resistance to competitors' offers. Hanny and Krisyana (2022) explain that a combination of service quality, brand image, and customer satisfaction plays a significant role in building customer loyalty, emphasizing that creating positive experiences through excellent service and a strong brand image can encourage customers to remain loyal.

### ***Service Quality and Customer Satisfaction***

Service Quality and Customer Satisfaction are two crucial and interrelated aspects in the coffee shop industry. Various studies have shown that high quality service including

speed, friendliness, and staff attentiveness plays an important role in enhancing customer satisfaction. For example, Keni and Sandra state that service quality has a positive impact on customer satisfaction, where the better the service provided, the higher the level of satisfaction experienced by customers (Keni & Sandra, 2021). This finding aligns with research by Adji, who emphasizes the importance of employee skills in delivering optimal service, which ultimately affects overall customer satisfaction (Arifin & Widwi Handari Adji, 2023). Additionally, Jufriyanto reveals that improvements in service aspects can directly increase customer satisfaction, creating positive experiences that encourage customers to return (Jufriyanto, 2020).

### ***Cafe Atmosphere and Customer Satisfaction***

The cafe environment has a significant influence on customer satisfaction, where various atmospheric elements such as interior design, lighting, and aroma contribute to creating a pleasant experience for visitors. According to Mufhtie et al., a comfortable cafe atmosphere directly enhances customer satisfaction, which ultimately encourages them to return (Mufhtie et al., 2022). Research conducted by Pratikto and Hermawan also confirms that the quality of the cafe atmosphere not only strengthens customer satisfaction but also serves as a key factor in building future customer loyalty (Pratikto & Hermawan, 2019). Creating and maintaining an appealing atmosphere is not merely a decorative aspect but a strategic investment that has a direct impact on customer satisfaction and retention in an increasingly competitive industry (Mudjiyanti & Sholihah, 2022).

### ***Customer Satisfaction and Customer Loyalty***

Customer loyalty is closely related to the level of satisfaction they experience, with various experts highlighting the importance of this factor in building long-term relationships between businesses and their consumers. Madiawati reveals that customer satisfaction is the main factor influencing loyalty, supported by data showing that satisfied customers are more likely to remain loyal and continue using the products or services of the same business

(Madiawati, 2023). In line with these findings, Prasetyo and Wahyuningtyas emphasize that improving customer satisfaction through innovation in service can be an effective strategy to strengthen customer loyalty (Prasetyo & Wahyuningtyas, 2024). Furthermore, a study conducted by Mafini and Dhurup shows that customers with positive experiences are more likely to make repeat purchases, which ultimately contributes to increased loyalty and provides long-term benefits for the company (Mafini & Dhurup, 2015).

### ***Service Quality and Costumer Loyalty***

Service quality plays an important role in shaping customer loyalty, as stated by various experts in marketing and management. Pratondo and Zaid reveal that excellent service can increase customer loyalty through their level of satisfaction, where satisfaction acts as a mediator in the relationship between service quality and customer loyalty (Pratondo & Zaid, 2021). Research conducted by Kaura et al. also confirms that service quality not only has a direct effect on customer loyalty but also significantly impacts loyalty through customer satisfaction in building strong loyalty (Kaura et al., 2015). Furthermore, Gunananda et al. highlight the importance of service quality in meeting or even exceeding customer expectations, thereby increasing the likelihood that customers will remain loyal to a brand or service they use (Gunananda et al., 2024).

### ***Cafe Atmosphere and Costumer Loyalty***

Cafe atmosphere plays a crucial role in building customer loyalty, where the physical environment and the created ambiance can influence the overall customer experience. Hattu et al. state that good venue design and a supportive atmosphere can increase customer satisfaction, which ultimately strengthens brand loyalty (Hattu et al., 2024). Furthermore, research conducted by Kusumowidagdo and Michelle reveals that customer attachment to a cafe is greatly influenced by physical elements such as cleanliness, lighting, and comfort (Kusumowidagdo & Michelle, 2023). They argue that a comfortable and appealing atmosphere not only encourages customers to spend more time inside the cafe but also

creates a sense of belonging and emotional attachment that enhances the likelihood of their return. Moreover, Jusuf emphasizes that in-depth data analysis can help cafe owners understand customer preferences, enabling them to tailor the cafe's atmosphere to align with customers' desires and expectations (Jusuf, 2023).

### ***Customer Satisfaction as a Mediator between Service Quality and Customer Loyalty***

Customer satisfaction functions as a critical mediator in the relationship between service quality and customer loyalty, where numerous studies have shown that good service quality can enhance satisfaction levels, which ultimately leads to higher customer loyalty. As explained by Solimun and Fernandes, customer satisfaction is not only a result of service quality but also plays an important role in shaping customer loyalty (Solimun & Fernandes, 2018). Research by Makanyeza and Chikazhe further confirms a substantial relationship between service quality and customer satisfaction, which subsequently influences customer loyalty (Makanyeza & Chikazhe, 2017). Similarly, Firmansyah and Haryanto (2021) state that customers who experience satisfying service are more likely to remain loyal to a brand.

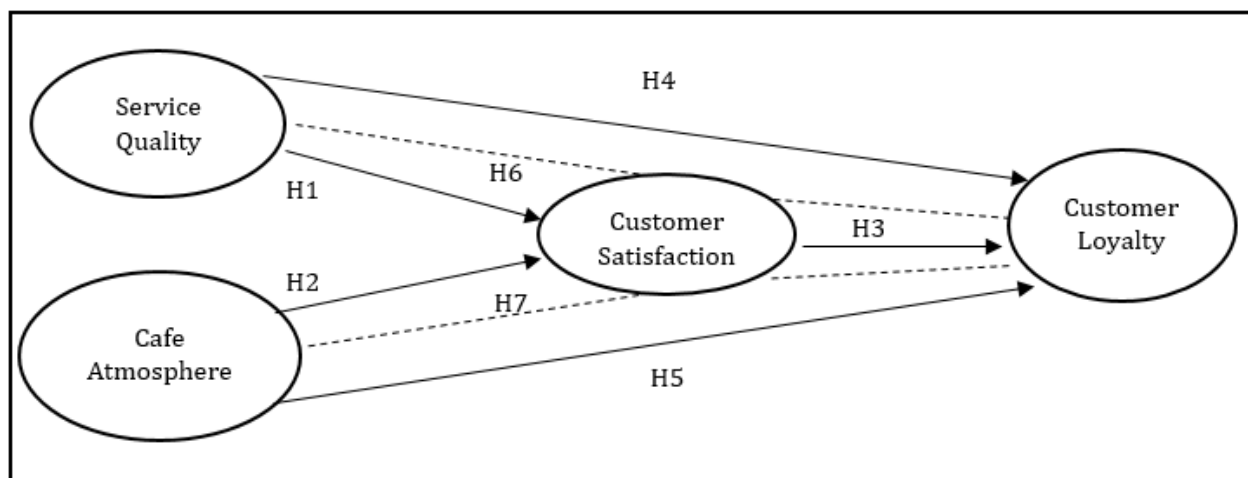
### ***Customer Satisfaction as a Mediator between Cafe Atmosphere and Customer Loyalty***

Customer satisfaction plays a crucial mediating role in the relationship between cafe atmosphere and customer loyalty. A comfortable and pleasant cafe environment can enhance customer satisfaction, which ultimately strengthens their loyalty. Jeffryanto and Dini reveal that customers who feel comfortable with the cafe atmosphere tend to have a more enjoyable experience. This contributes to an increase in their satisfaction, which in turn reinforces their loyalty to the cafe (Jeffryanto & Dini, 2022). A study conducted by Wijaya and Tjokrosaputro confirms that the combination of an attractive atmosphere and quality service directly contributes to increased customer satisfaction, which subsequently has a positive impact on their loyalty (Wijaya & Tjokrosaputro, 2024). Similar findings were also reported by Hanny and Krisyana, who stated that a pleasant atmosphere has a significant influence on the level of customer satisfaction, ultimately encouraging them to

remain loyal to the cafe they visit (Hanny & Krisyana, 2022). Therefore, creating a comfortable and appealing atmosphere becomes a key strategy for cafe owners to enhance customer satisfaction and build long-term loyalty amid increasingly competitive industry conditions.

### Conceptual framework

Based on the explanation above, the research framework can be constructed as follows:



**Figure 1. Research Conceptual Framework**

### Research Hypotesis

Based on the problem formulation and the conceptual framework above, the hypotheses proposed in this study are as follows:

H1: There is a positive relationship between service quality and customer satisfaction.

H2: There is a positive relationship between store atmosphere and customer satisfaction.

H3: There is a positive relationship between customer satisfaction and customer loyalty.

H4: There is a positive relationship between service quality and customer loyalty.

H5: There is a positive relationship between store atmosphere and customer loyalty.

H6: Customer satisfaction positively mediates the relationship between service quality and customer loyalty.

H7: Customer satisfaction positively mediates the relationship between store atmosphere and customer loyalty.

### **C. METHOD**

This study is classified as quantitative research. It indicates that the study involves using a questionnaire to collect data from a sample representing a larger population. The questionnaire employs a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). To measure service quality, a five-item scale was used, referring to the study by Dhisasmito and Kumar (2020). Meanwhile, store atmosphere was measured using a three-item scale based on Bichler et al. (2021). Customer satisfaction was analyzed using a five-item scale adapted from Dhisasmito and Kumar (2020). Lastly, customer loyalty was assessed using a four-item scale referring to Wardhana's (2016) research.

The population in this study consists of all residents of Pontianak City who have ever visited Kopi Kenangan. The sampling technique used is non-probability sampling in the form of purposive sampling. This study involved 207 respondents as the sample, consisting of Kopi Kenangan consumers in Pontianak. Data collection was conducted through an online Google Form questionnaire distributed via social media platforms such as Instagram, Facebook, and WhatsApp, with the following respondent criteria: 1) respondents must have visited Kopi Kenangan at least twice in the past month at Kopi Kenangan Pontianak, and 2) respondents must be at least 18 years old.

Data analysis was performed using SmartPLS version 4 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The initial step in assessing the reflective measurement model was to examine convergent validity through indicator loadings, ensuring the Average Variance Extracted (AVE) value was greater than 0.5 and outer loadings above 0.708 to demonstrate good item reliability. The next step was to evaluate discriminant validity using the cross-loading criteria. Reliability was then assessed using composite reliability, where values between 0.60 and 0.70 are considered acceptable for exploratory research, 0.70 to 0.90 are regarded as good, while values above 0.95 are considered too high and may reduce construct validity. Additionally, Cronbach's alpha was used as an additional measure of reliability. Subsequently, the R-square evaluation was

conducted to assess how much variance in the dependent variable could be explained by the independent variables. An  $R^2$  value of 0.75 is categorized as substantial, 0.50 as moderate, and 0.25 as weak. Finally, hypothesis testing was performed with acceptance criteria set as follows: the t-statistic value must be greater than 1.97 and the p-value less than 0.05.

## D. RESULTS AND DISCUSSION

### *Respondent Characteristics*

This study involved 207 respondents for hypothesis testing. The characteristics of the respondents are as follows .:

**Table 1. Respondent Characteristics**

Category	Item	F	%
Gender	Male	120	58%
	Female	87	42%
	<b>TOTAL</b>	<b>207</b>	<b>100%</b>
Age	18 to 22 years old	65	31,4%
	23 to 27 years old	128	61,8%
	28 to 32 years old	11	5,3%
	33 to 37 years old	2	1%
	38 to 42 years old	1	0,5%
	<b>TOTAL</b>	<b>207</b>	<b>100%</b>
Education	Elementary School	0	0%
	Junior High School	0	0%
	Senior High School	127	61,4%
	Diploma	24	11,6%
	Bachelor	54	26,1%
	Postgraduate Degree (Master's/Doctorate)	2	1%
	<b>TOTAL</b>	<b>207</b>	<b>100%</b>

Occupation	Student	2	1%
	University Student	78	37,7%
	Civil Servant	3	1,4%
	Entrepreneur	10	4,8%
	Private Employee	39	18,8%
	BUMN	6	2,9%
	Police / Military	4	1,9%
	Others	65	31,4%
	<b>TOTAL</b>	<b>207</b>	<b>100%</b>
Monthly Income / Allowance	Rp 500,000 to Rp 1,000,000	26	12,6%
	Above Rp 1,000,000 to Rp 1,500,000	34	16,4%
	Above Rp 1,500,000 to Rp 2,000,000	48	23,2%
	Above Rp 2,000,000 to Rp 3,000,000	41	19,8%
	Above Rp 3,000,000	29	14%
	More than Rp 4,000,000	29	14%
	<b>TOTAL</b>	<b>207</b>	<b>100%</b>
	Number of Visits in the Past Month	2 times	129
3 to 4 times		50	24,2%
5 to 6 times		14	6,8%
More than 6 times		14	6,8%
<b>TOTAL</b>		<b>207</b>	<b>100%</b>

**Measurement Model (*Outer Model*)**

The validity of the data was evaluated based on the loading factor values. According to Hair et al. (2021), a loading factor of  $\geq 0.70$  indicates that the research instrument is valid. Reliability was assessed through the Average Variance Extracted (AVE) and Composite Reliability (CR), where an AVE value greater than 0.50 and a CR value exceeding 0.70 are considered acceptable indicators of construct reliability. This study comprised 17 statement items, with the loading factor results presented as follows :

**Table 2. Results of Validity and Reliability Testing**

Variable	Item Code	Item	Validity Test		Reliability Test			
			LF	Ket	CA	CR	AVE	Ket
<i>Service Quality</i>	SQ1	I feel that the space at Kopi Kenangan is comfortable for me to use.	0,830	Valid	0,839	0,847	0,611	Reliabel
	SQ2	I feel assured because every part of Kopi Kenangan provides a sense of safety.	0,853	Valid				
	SQ3	I receive fast service from the staff at Kopi Kenangan.	0,758	Valid				
	SQ4	I feel secure when making transactions with the staff at Kopi Kenangan.	0,704	Valid				
	SQ5	I feel that the staff at Kopi Kenangan show genuine	0,754	Valid				

		concern for customer complaints.						
Cafe Atmosphere	CA1	The atmosphere at Kopi Kenangan feels pleasant to me.	0,851	Valid	0,760	0,764	0,676	Reliabel
	CA2	In my opinion, the cleanliness of the areas within Kopi Kenangan is very well maintained.	0,807	Valid				
	CA3	Other guests at Kopi Kenangan also contribute to my overall comfort.	0,807	Valid				
Customer Satisfaction	CS1	I feel satisfied with Kopi Kenangan.	0,808	Valid	0,869	0,871	0,657	Reliabel
	CS2	I truly enjoy my time when I am at Kopi Kenangan.	0,799	Valid				
	CS3	Considering all my experiences at Kopi Kenangan, I believe that choosing to visit was the right decision.	0,815	Valid				
	CS4	The quality of the products	0,793	Valid				

		and services at Kopi Kenangan has met my expectations.						
	CS5	Overall, I am satisfied with my experience at Kopi Kenangan.	0,836	Valid				
<i>Costumer Loyalty</i>	CL1	I regularly purchase products from Kopi Kenangan because it has become my top choice.	0,886		0,892	0,895	0,756	Reliabel
	CL2	Saya senang mencoba berbagai variasi menu yang ditawarkan oleh Kopi Kenangan karena saya percaya pada kualitasnya.	0,844					
	CL3	I often recommend Kopi Kenangan to others because I am satisfied with its products.	0,860					

	CL4	I remain loyal to Kopi Kenangan even though many other coffee brands offer attractive promotions.	0,886					
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Source: Primary Data Processed (2025)

Based on the loading factor results presented in Table 2, each item meets the required threshold ( $\geq 0.7$ ), indicating that all statements in this study are considered valid. The AVE values for all four research variables are above 0.5, and the Cronbach's Alpha (CA) values exceed 0.7, in accordance with the standards established by Hair et al. (2021). These findings indicate that the research instrument demonstrates consistency and stability in its measurement results.

**Table 3. Discriminant Validity Test –Criteria Cross Loading**

Indicator	CA	CL	CS	SQ
CA1	<b>0.851</b>	0.630	0.656	0.650
CA2	<b>0.807</b>	0.531	0.620	0.620
CA3	<b>0.807</b>	0.574	0.582	0.658
CL1	0.586	<b>0.846</b>	0.646	0.608
CL2	0.576	<b>0.844</b>	0.605	0.608
CL3	0.616	<b>0.886</b>	0.598	0.594
CL4	0.603	<b>0.886</b>	0.598	0.594
CS1	0.602	0.575	<b>0.799</b>	0.666
CS2	0.649	0.626	<b>0.815</b>	0.632
CS3	0.551	0.527	<b>0.793</b>	0.618
SQ1	0.715	0.616	0.684	<b>0.830</b>

<b>SQ2</b>	0.652	0.588	0.669	<b>0.853</b>
<b>SQ3</b>	0.579	0.514	0.565	<b>0.758</b>
<b>SQ4</b>	0.675	0.600	0.593	<b>0.704</b>
<b>SQ5</b>	0.615	0.623	0.587	<b>0.754</b>

Source : Primary Data Processed with SEM PLS 4.0

Based on the output of discriminant validity using the cross-loading approach, it can be concluded that each indicator has the highest loading value on its respective construct compared to other constructs. For instance, indicators CA1-CA3 show the highest loading values on the CA construct, and similarly, other indicators such as CL1-CL4, CS1-CS3, and SQ1-SQ5 also exhibit the highest loadings on their respective constructs (CL, CS, and SQ). This indicates that each indicator reflects its intended construct more strongly than it does other constructs. Therefore, it can be concluded that the model meets the criteria for discriminant validity based on the cross-loading analysis.

**Table 4 Discriminant Validity Test – Criteria *Fornell Larcker***

Variable	Fornell-Larcker criterion			
	Cafe Atmosphere	Customer Loyalty	Costumer Satisfaction	Service Quality
Cafe Atmosphere (CA)	<b>0,822</b>			
Customer Loyalty (CS)	0,705	<b>0,869</b>		
Costumer Satisfaction (CS)	0,754	0,693	<b>0,811</b>	
Service Quality (SQ)	0,781	0,711	0,795	<b>0,782</b>

Source : Primary Data Processed with SEM PLS 4.0

Based on Table 4, the results of the discriminant validity test using the Fornell-Larcker criterion show that all constructs exhibit square root values of the Average Variance Extracted (AVE) (diagonal values in bold) that are higher than the correlations with other constructs (values below the diagonal). For example, the square root of the AVE for Cafe Atmosphere (0.822) is higher than its correlation with Customer Loyalty (0.705), Customer Satisfaction (0.754), and Service Quality (0.781). A similar pattern is observed in the other constructs: Customer Loyalty (0.869), Customer Satisfaction (0.811), and Service Quality (0.782), each of which demonstrates a higher value than its correlation with other constructs. This indicates that each construct in the model possesses good discriminant validity, as it is sufficiently distinct from the other constructs.

### Structural Model (Inner Model)

Evaluation of the R-square value is conducted to determine the extent to which the independent variables influence the dependent variable, with the following criteria: > 0.75 is considered substantial, 0.50–0.75 is moderate, 0.25–0.50 is weak, and < 0.25 is very weak (Hair et al., 2021). The R-square test results are as follows:

**Table 5. R-Square Evaluation**

Variable	Nilai <i>R-square</i>	Criteria
<i>Customer Satisfaction (Z)</i>	0,677	Moderate
<i>Customer Loyalty (Y)</i>	0,581	Moderate

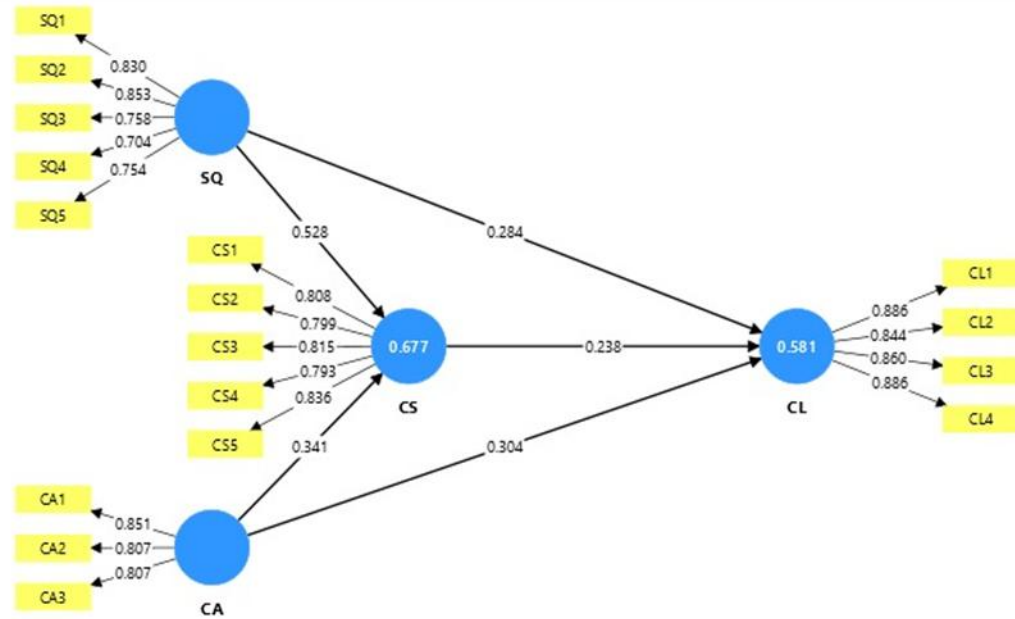
Source : Primary Data Processed with SEM PLS 4.0

In Table 5, the R-square results indicate that 0.677 (67.7%) of Customer Satisfaction (Z) is influenced by Service Quality and Cafe Atmosphere, while the remaining 0.323 (32.3%) is influenced by other variables not included in this study. This suggests that the R-square value for Customer Satisfaction (Z) falls within the moderate category. Furthermore, 0.581 (58.1%) of Customer Loyalty (Y) is influenced by Service Quality, Cafe Atmosphere, and Customer Satisfaction, while the remaining 0.419 (41.9%) is explained by other variables outside the scope of this study. This also indicates that the R-square value for Customer

Loyalty (Y) is categorized as moderate.

**Hypothesis Test**

The following summary presents the analysis results regarding the relationships between variables within the research model and their influence on the outcomes obtained.



Source : Primary Data Processed with SEM PLS 4.0

**Figure 2. Model Results**

Hypothesis testing was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the effect of the independent variable (X) on the dependent variable (Y), both directly and indirectly through the relationships among variables. This study includes seven hypotheses, with the test results as follows:

**Table 5. Hypothesis Testing Results**

Hypothesis		Original Sample	Standar Deviation	t-Statistic	P-Value	Conclusion
<b>Direct Effect</b>						
H1 (+)	SQ → CS	0,528	0,082	6,404	0,000	Accepted
H2 (+)	CA → CS	0,341	0,089	3,833	0,000	Accepted

H3 (+)	CS → CL	0,238	0,095	2,497	0,013	Accepted
H4 (+)	SQ → CL	0,284	0,098	2,902	0,004	Accepted
H5 (+)	CA → CL	0,304	0,099	3,056	0,002	Accepted
<b>Indirect Effect</b>						
H6 (+)	SQ → CS → CL	0,126	0,053	2,354	0,019	Accepted
H7 (+)	CA → CS → CL	0,081	0,041	1,998	0,046	Accepted

Source : Primary Data Processed with SEM PLS 4.0

The results of the hypothesis testing conducted on Kopi Kenangan indicate that all seven hypotheses were accepted. This is demonstrated by t-statistic values exceeding 1.97 and p-values below 0.05, alongside positive original sample estimates, collectively confirming that all relationships between variables are statistically significant and positive. Specifically, the first hypothesis (H1) reveals that Service Quality (SQ) has a positive and significant effect on Customer Satisfaction (CS), with a t-statistic of 6.404 and a p-value of 0.000. The second hypothesis (H2) shows that Cafe Atmosphere (CA) also positively and significantly influences Customer Satisfaction (CS), with a t-statistic of 3.833 and a p-value of 0.000. The third hypothesis (H3) confirms that Customer Satisfaction (CS) positively and significantly affects Customer Loyalty (CL), with a t-statistic of 2.497 and a p-value of 0.013. Moreover, the fourth hypothesis (H4) states that Service Quality (SQ) directly and positively influences Customer Loyalty (CL), supported by a t-statistic of 2.902 and a p-value of 0.004. Finally, the fifth hypothesis (H5) demonstrates that Cafe Atmosphere (CA) has a direct positive and significant effect on Customer Loyalty (CL), with a t-statistic of 3.056 and a p-value of 0.002.

For the indirect effects, the sixth hypothesis (H6) confirms that Service Quality (SQ) influences Customer Loyalty (CL) through Customer Satisfaction (CS) as a mediating variable. The t-statistic value of 2.354 and the p-value of 0.019 indicate that this mediation path is statistically significant. Similarly, the seventh hypothesis (H7) demonstrates that Cafe

Atmosphere (CA) affects Customer Loyalty (CL) through Customer Satisfaction (CS), with a t-statistic of 1.980 and a p-value of 0.046. Although the t-statistic is close to the minimum threshold, the effect is still considered statistically significant.

## **Discussion**

The findings of this study indicate that both service quality and cafe atmosphere significantly contribute to customer satisfaction and customer loyalty at Kopi Kenangan, both directly and indirectly through the mediating effect of satisfaction. Fast, friendly, and personalized service quality has been proven to enhance customer satisfaction, aligning with the findings of Keni & Sandra (2021), Adji (2023), and Jufriyanto (2020). A comfortable, clean, and socially conducive cafe atmosphere also contributes to increased satisfaction, consistent with the studies by Mufhtie et al. (2022), Pratikto & Hermawan (2019), and Mudjiyanti & Sholihah (2022). In turn, satisfaction leads to increased customer loyalty, as supported by the research of Madiawati (2023), Prasetyo & Wahyuningtyas (2024), and Mafini & Dhurup (2015).

In addition to indirect effects, both service quality and store atmosphere also have a direct influence on customer loyalty. High-quality service can foster emotional attachment among customers (Gunananda et al., 2024; Kaura et al., 2015; Pratondo & Zaid, 2021), while a pleasant store atmosphere creates positive perceptions that encourage repeat (Hattu et al., 2024; Jusuf, 2023; Kusumowidagdo & Michelle, 2023). The mediating role of customer satisfaction is also significant, as emphasized by Solimun & Fernandes (2018), Makanyeza & Chikazhe (2017), Firmansyah & Haryanto (2021), Jeffryanto & Dini (2022), Wijaya & Tjokrosaputro (2024), and Hanny & Krisyana (2022). Overall, the seven tested hypotheses reveal positive and significant relationships among the variables, highlighting the importance of service quality and store atmosphere in fostering customer loyalty through satisfaction within the context of Kopi Kenangan.

## E. Conclusion

Based on the results of the study, it can be concluded that service quality is a key factor influencing customer satisfaction, contributing both directly and through the mediating role of satisfaction in enhancing customer loyalty. Additionally, a comfortable and appealing cafe atmosphere plays a significant role in improving customer satisfaction and strengthening customer loyalty. The mediating role of customer satisfaction in reinforcing the effect of service quality and cafe atmosphere on customer loyalty is also statistically significant.

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