

The Effect Of Service Quality And Customer Satisfaction On Customer Loyalty In Coffee Shop

Service Quality,
Satisfaction and
Loyalty

Radiansyah Harry Saputra
Email : riansyahharry2002@gmail.com
Universitas Esa Unggul

Siti Mariam
Email : siti.mariam@esaunggul.ac.id
Universitas Esa Unggul

Abdul Haeba Ramli
Email : abdul.haeba@esaunggul.ac.id
Universitas Esa Unggul

Korespondensi penulis : siti.mariam@esaunggul.ac.id

1697

Submitted:
AUGUST 2024

Accepted:
SEPTEMBER 2024

ABSTRACT

This study aims to explore the relationship between atmosphere, employee attitudes, service quality, coffee quality, and customer satisfaction on customer loyalty in coffee shops. The research method used is quantitative with a descriptive approach. Data collection using a survey and distributed via a google form barcode with a questionnaire, a data analysis method using Structural Equation Modeling (SEM). The research findings show that atmosphere, employee attitudes, and coffee quality have a significant effect on customer satisfaction, while service quality does not show a significant impact. Customer satisfaction, in turn, has a positive effect on customer loyalty. This study emphasizes the importance of a pleasant atmosphere, positive employee attitudes, and high coffee quality in increasing customer satisfaction and loyalty. These findings provide valuable insights for coffee shop managers in designing strategies to improve customer experience and ensure their loyalty.

Keywords: Atmosphere, Employee Attitude, Service Quality, Coffee Quality, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

Nowadays, coffee shops are important for some people in their daily activities such as relaxing, working, studying, meeting friends and meetings (Diatmono et al., 2020; Rumaidlany et al., 2022; Selvi & Ningrum, 2020). Data shows that the number of Tuku coffee shops has 46 shops and 10 cloud kitchens located in the Jabodetabek and East Java areas (Nuky, 2024). In a business like a coffee shop, the quality of service provided can create its own satisfaction for customers, when customers are satisfied with the quality of the products served, consistent taste and aroma and good service tend to become loyal customers and may recommend the coffee shop to others (Chandra et al., 2019; Giacalone et al., 2016; Imran, Mariam, et al., 2020; Sukarno et al., 2020). Customer loyalty is the main thing that must be maintained in an entrepreneur (Hair et al., 2021; Imran, Arvian, et al., 2020; K. Kurniawati et al., 2024; Mariam et al., 2021). That customer loyalty can help researchers and practitioners in their efforts to understand the complex interactions between trust and distrust factors, especially when trying to generate or increase customer loyalty (Ghazmahadi et al., 2020; Meidiyanty et al., 2023; Nurdiansyah et al., 2020; Utz et al., 2023). Customer loyalty as a positive opinion of customers towards an organization

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No.5, 2024
pp. 1697 - 1714
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v12i5.2824

and has always been a source of attention for both businesses and academics (Amalia et al., 2024; Chen et al., 2023; Lin et al., 2021; Sinurat et al., 2024). In industrial businesses must understand how to encourage customer loyalty to their cafes (Jin et al., 2022; Khasanah et al., 2021; Nurcahyani et al., 2023; M. P. Pratama et al., 2023).

Customer satisfaction can be assessed through their cognitive and emotional reactions (Febriani et al., 2023; Kalim et al., 2024; Rezaldi & Mariam, 2021; Yunus et al., 2023). The main purpose of customer satisfaction is to determine customer needs in meeting needs that are achieved through continuous customer feedback (Kiran, 2010; Mariam et al., 2023; Steven et al., 2023; Sutriani et al., 2024). Likewise with customer expectations that quality goods and services are a satisfaction for customers (Islahulhair & Muhajirin, 2022; Mariam et al., 2022; Megawaty et al., 2024; R. A. Pratama et al., 2023).

The atmosphere in a coffee shop often depicts the image of a place as a sign of a visit in the form of taking photos (Bachtiar et al., 2023; Chang & Spierings, 2023; Situmorang et al., 2023; Utama et al., 2020). The atmosphere of the environment or the atmosphere of the shop becomes as comfortable as possible to attract customers who come to the shop and buy the products sold (Mulyadi et al., 2020; Pasaribu & Khalid, 2023; Rizky et al., 2023; Takaya et al., 2019).

Employee attitudes and customer loyalty are not influenced by customer perceptions (Fachridian et al., 2024; Mariam et al., 2020; Miaty et al., 2024; Selvarajan et al., 2006). Employees reported that there was no negative impact on employee attitudes there are theories and predictions in the company (Felstead & Reuschke, 2023; Ramli et al., 2020; Supiati et al., 2021; Takaya et al., 2020).

Service quality is widely recognized as a determining factor in success in differentiating itself from competitors (Angelo et al., 2024; Ramli & Novariani, 2020; Thamanda et al., 2024). Knowing the quality of service with customer satisfaction with transactions or general positive promotions from one person to another, and repurchase intentions (Prassida et al., 2024).

Healthy product quality then all samples are also selected to be processed dry or unwashed (Bolka & Emire, 2020; Rinaldi & Ramli, 2023). Coffee assessments including aroma, aftertaste, acidity, balance, sweetness, cup cleanliness, and other related properties are used in assessing product quality (Munoz et al., 2022).

Based on several studies above, it is important to know the quality of service and customer satisfaction in influencing customer loyalty. However, there are differences between the current study and the previous study (Lee et al., 2018). The previous study used IT service variables, while in the current study the author replaced the variable with service quality variables. The addition of this service quality variable is to determine the effect on customer loyalty from the quality of service provided. If the previous study chose Starbucks coffee shops as the object, then in the current study the author uses Tuku coffee shops as the object. The purpose of this study is to determine the factors influencing customer loyalty at Tuku coffee shops. This study is expected to provide deeper knowledge about customer perceptions and behavior that shape their loyalty in buying coffee products at Tuku coffee shops.

LITERATUR REVIEW

Atmosphere

Café atmosphere is a physical attribute used to create an impression, foster loyalty, and attract customers (Purwadi et al., 2020). Store owners should consider various elements such as window displays, music, mannequin displays, lighting, color, visual merchandising, signage, store design, and atmosphere to make their stores attractive to customers (Furqan Khan et al., 2023; Mariam & Ramli, 2017, 2023). In addition, perhaps a comprehensive understanding of how store atmosphere affects the perception of parent brand quality can increase the effectiveness of brand extension strategies (Dewi & Ramli, 2023; Gultekin & Sarac, 2021; Mariam & Ramli, 2021).

Employee Attitude

Sicilia *et al.*, (2021) a more positive attitude towards employees will be produced if we show happiness than if we show anger. Employee attitudes become dissatisfied because of these things and many of them resist change (Gunawan & Ramli, 2023; Heim & Gierlich-Joas, 2022; Sari & Ramli, 2023; Sylvia & Ramli, 2023). Employee attitudes, refers to the extent to which employees trust the people they work for, are proud of what they do, enjoy the people they work for (Brunner & Baum, 2020; Eki & Ramli, 2024; Mulya & Ramli, 2023).

Service Quality

According to Asnawi *et al.*, (2020) quality can be denied in the timeliness to meet customer expectations. Because the quality of a service is influenced by the services provided and the products delivered, evaluation is difficult (Mendocilla *et al.*, 2020; Rahmawati & Ramli, 2024; Ramli & Mariam, 2020). This study includes a large body of basic literature that suggests the importance of experience touchpoints in understanding how people perceive the quality of the services they receive (Harahap & Ramli, 2023; Maharani & Ramli, 2024; Senapati & Panda, 2023).

Product Quality

According to Sualeh *et al.*, (2020) product quality is one of the most important factors in helping producers support in order to reach the global coffee market. The global market that increases product quality with a new approach process for product quality markers (Bagnulo *et al.*, 2024). Meanwhile, according to Ha & Jang, (2009) product quality is a characteristic that determines both the taste, aroma and overall coffee drinking experience for customers in coffee shops.

Customer Satisfaction

According to Han & Hyun, (2017) explains that customer satisfaction is the main element that is important in doing service business because it can be associated with examples of positive business results, increasing sales levels and customer loyalty. One of the culinary businesses that is growing and promising today is the coffee shop business (Mariam *et al.*, 2022). The level of competition increases along with the increasing number of producers participating in it who become oriented when meeting customer needs and desires as the main goal of satisfaction (Solimun & Fernandes, 2018).

Customer Loyalty

Customer loyalty is a loyal customer who will choose to buy products or use services from a business repeatedly (Arbol & Ramli, 2024; Indriani & Ramli, 2024). More than that, the strategy can produce loyal customers, which is important for the success and sustainability of the business because it makes new customers friendlier than old customers (Puspitasari *et al.*, 2023). Various marketing designed to reward consumers for returning to the same business, supporting the same brand and making repeat purchases for customer loyalty (Kadir & Ramli, 2024; Maharani & Ramli, 2024; Srivastava & Rai, 2018).

Relationship of Atmosphere to Customer Satisfaction

Morkunas & Rudiene, (2020) some people judge restaurants based on the atmosphere. Aspects of food, service, value and price and atmosphere have a greater direct influence on the intention to revisit compared to indirect aspects (Liu & Tse, 2018; Novianti & Ramli, 2023; Salma & Ramli, 2023). Unrevealed assessments indicate that customers are satisfied with their experience, so they are more likely to buy products or use services from the company again (Blessing & Natter, 2019). Previous research has found that there is a positive relationship between atmosphere and customer satisfaction, indicating that coffee shops with better atmospheres will increase higher customer satisfaction (Lee *et al.*, 2018).
H1: Atmosphere has a positive effect on Customer Satisfaction

Relationship of Employee Attitudes to Customer Satisfaction

According to Arshad *et al.*, (2021) this study investigated the direct and indirect impacts of employee attitudes and behaviors related to their environmental work on ecological practices, using the theory of planned behavior (TPB) as its framework. In addition, they proved the fact that employee satisfaction with training that increases their assessment of

the usefulness and ease of use of the program, in improving employee attitudes towards the training (Bitri et al., 2023; Mariam & Ramli, 2020; Sylvyani & Ramli, 2023). There are strategically allocating resources to areas that have the most significant impact on customer satisfaction and consequently employee attitudes value behavior how perceived innovation and perceived value affect consumer attitudes ultimately value co-creation behavior (Ling et al., 2023). In addition, the results of this study indicate that customer satisfaction has a positive correlation with customer satisfaction loyalty (Dam & Dam, 2021). H2: Employee attitudes have a positive effect on customer satisfaction.

Relationship between Service Quality and Customer Satisfaction

This service has widely utilized service quality assessments related to customer satisfaction (Balinado et al., 2021). The business world must consider service quality from a different perspective (Buyukozkan et al., 2019).. An important factor that shows the results is the development of a relationship between service quality and customer satisfaction (Wu et al., 2018). Because customer perceptions of service quality determine satisfaction, it has become an important strategic tool in business (Ju et al., 2019). H3: Service quality has a positive effect on customer satisfaction.

Relationship of Product Quality to Customer Satisfaction

Specialty coffee is becoming more popular as customer demand for premium coffee is increasingly diverse (Ufer et al., 2019). According to Ge et al, (2021) because the coffee shop business has a high level of popularity and low barriers to entry, the coffee shop industry is considered one of the most profitable sectors globally today, namely from the food and beverage (F&B) sector. The main determinant of product quality and consumer preference is taste (Giulia et al., 2023). This objective is to determine how the level of roasting and quality of coffee beans affect the levels of mutagenicity, cytotoxicity, and genotoxicity (Silva et al., 2021). H4: Product quality has a positive effect on customer satisfaction.

Relationship between Customer Satisfaction and Customer Loyalty

The results show that the importance of environmentally friendly practices in increasing satisfaction and various behaviors that have various differences such as loyalty, word of mouth promotion and willingness to pay more (González-Viralta et al., 2023). Tourism literature has studied the relationship between experience/perception and satisfaction and between loyalty and satisfaction (Milman et al., 2020). According to Xhema et al, (2018) because increasing profits is the main goal of the company, maintaining customer loyalty is very important. The company's image from sales is greatly enhanced by service quality, and satisfaction and is positively influenced by both (Chien & Chi, 2019). H5: Customer satisfaction has a positive effect on customer loyalty.

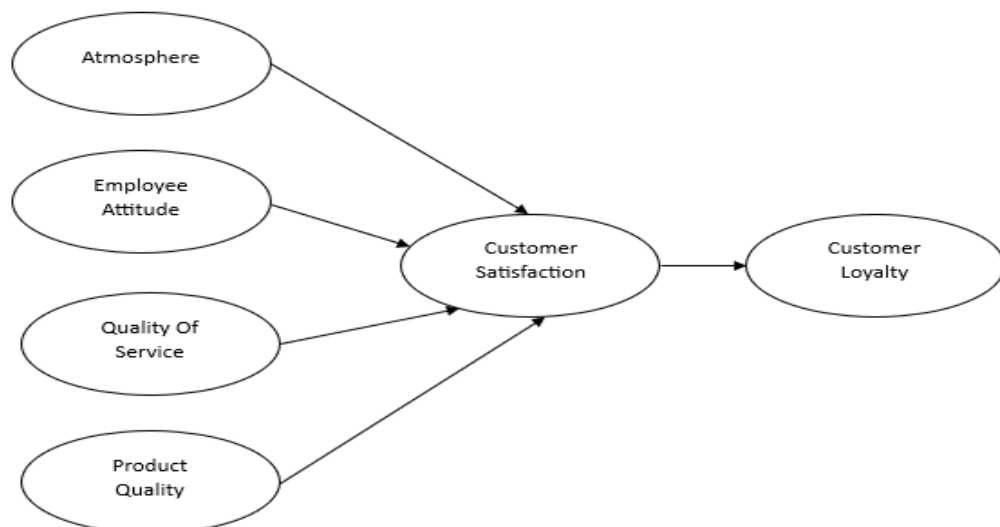


Figure 1. Research Model

METHOD

This study uses a quantitative method that will explain the hypothesis studied based on 6 variables including atmosphere, employee attitudes, service quality, product quality, customer satisfaction and customer loyalty. Independent variables (exogenous) include atmosphere adapted from (Han & Jeong, 2013) consisting of 4 statements, employee attitudes adapted from (Gazzoli *et al.*, 2010) consisting of 3 statements, service quality adapted from (Soenawan & Malonda, 2020) consisting of 4 statements, product quality adapted from (Ha & Jang, 2009) consisting of 4 statements and mediating variables namely customer satisfaction adapted from (Han & Ryu, 2009) consisting of 3 statements, and dependent variables (endogenous) namely customer loyalty (Almohaimmeed, 2019) consisting of 3 statements. Thus, the total items used in this questionnaire are 21 indicators. In this study, data collection was carried out using a survey with a questionnaire, a method that involves distributing statements to respondents, the questionnaire was distributed via a google form barcode to make it easier for respondents to access and fill out the survey. The population in this study were consumers at the Tuku Bintaro Boulevard coffee shop aged 20-40 years and more than 5 times to the Tuku Bintaro Boulevard coffee shop. The use of purposive sampling techniques was used in determining the sample because the number of respondents was not yet known. Therefore, for this study, the sample collection method used a reference from (Hair *et al.*, 2019) which showed that the number of samples was 5-10 statements, so this study had 5 x 21 statements and the number of respondents collected was 105 respondents. The data collection technique applied in this study was to apply a 5-point Likert scale. This scale provides five answer options that reflect the level of respondent agreement with the statement given. The answer choices on this Likert scale are as follows. 1 for "Strongly Disagree," 2 for "Disagree," 3 for "Neutral," 4 for "Agree," and 5 for "Strongly Agree." This approach allows respondents to express their level of agreement or disagreement more loudly and clearly, which then helps in measuring their attitudes, opinions, and perceptions towards the variables being studied. By providing a variety of structured answers, the 5-point Likert scale helps researchers collect quantitative data that can be further analyzed using various statistical techniques. In this study, the technique used in data analysis is Structural Equation Modeling (SEM), which is a mixture of factor analysis and regression analysis. Smart-PLS software is applied in managing and analyzing data. Using two main stages in carrying out the data analysis process. The first stage is the outer model analysis, where the validity test is carried out by testing Convergent Validity and Discriminant Validity. The Convergent Validity test is carried out to ensure the loading factor value is more than 0.70 and the Average Variance Extracted (AVE) is more than 0.50 (Hair *et al.*, 2019). Discriminant Validity Test involves measuring the standard reciprocal relationship between constructs with larger item measurements. After that, a reliability test is carried out using Cronbach alpha and composite reliability with a reliability standard of ≥ 0.70 (Hair *et al.*, 2019). The second stage is the inner model analysis, where the R-square value is used to assess the strength of the model. Certain R-square values display different levels of strength, with values of 0.75, 0.50, and 0.25 displaying strong, moderate, and weak models. In addition, the hypothesis is tested by comparing the path coefficient value with the T statistic value which must be greater than the T table of 1.96 (α 5%) to determine whether the hypothesis is accepted or not (Hair *et al.*, 2019).

RESULTS AND DISCUSSION

This questionnaire is in accordance with demographic data, where the majority of respondents in this study were aged 20-25 years (59%), with employment status as students (35.2%) or private employees (33.3%), who live in South Tangerang (85.7%). All respondents (100%) are Kopi Tuku consumers, so this data is very representative of Kopi Tuku customers in the South Tangerang area.

Average Variance Extracted (AVE)

The results of the AVE value in table 1 show above 0.50. Where the AVE threshold value is usually 0.50, with the results of the AVE above can show a good convergent value because it shows the results of the construct, namely >0.5 average value for each variable and this meets the requirements of convergent validity and reliability.

Discriminant validity

Cross Loading Discriminant is an approach to assessing reflectance validity through the results of cross-loading tests when measuring structures. If the correlation between a particular item and structure is higher than the correlation with other structures, this indicates that the latent structure can predict block size well. All variables in the discriminant validity test showed good results, with values exceeding 0.7. In addition, these results can be seen in the appendix.

Reliability Test and Validity Test

The results of the study show that the indicators as a whole, consisting of 21 questions in the questionnaire, have Cronbach's Alpha and Composite Reliability values above 0.70. In detail, Customer Satisfaction has a Cronbach's Alpha value of 0.867 and Composite Reliability of 0.919, Customer Loyalty with Cronbach's Alpha of 0.819 and Composite Reliability of 0.893, Product Quality with Cronbach's Alpha of 0.851 and Composite Reliability of 0.900, Service with Cronbach's Alpha of 0.920 and Composite Reliability of 0.944, Employee Attitude with Cronbach's Alpha of 0.923 and Composite Reliability of 0.951, and Atmosphere with Cronbach's Alpha of 0.930 and Composite Reliability of 0.949. These values indicate that each variable has high internal consistency, confirming that measuring the desired concept is done by relying on a questionnaire. Thus, it can be concluded that all indicators and variables in the questionnaire have good reliability, supporting the validity and consistency of measurement in this study. In addition, construct validity was evaluated using Average Variance Extracted (AVE). All AVE values exceeded the threshold of 0.50, with Customer Satisfaction of 0.790, Customer Loyalty of 0.735, Product Quality of 0.692, Service Quality of 0.808, Employee Attitude of 0.865, and Atmosphere of 0.823. This explains that the construct variables have a fairly high level of variation and are explained in their respective indicators. Good construct validity is indicated by the results of the measurement instrument.

R-Square

	<i>R Square</i>	<i>R Square Adjusted</i>
Customer satisfaction	0.759	0.749
Customer Loyalty	0.567	0.563

The R-Square analysis in this study provides an understanding of the extent to which variations in the dependent variable can be explained by the independent variables that have been measured. The R-Square value for Customer Satisfaction is 0.759, which indicates that 75.9% of the variation in Customer Satisfaction can be explained by the independent variables measured. The Adjusted R-Square for Customer Satisfaction is 0.749, indicating that after adjusting the number of predictors in the model, 74.9% of the variation can still be explained. For Customer Loyalty, the R-Square value is 0.567, meaning that 56.7% of the variation in Customer Loyalty can be explained by the measured independent variables. The Adjusted R-Square for Customer Loyalty is 0.563, indicating that after adjustment, 56.3% of the variation can still be explained. These results indicate that the model used in this study is strong enough to explain the variability in both dependent variables, with a higher level of explanation for Customer Satisfaction compared to Customer Loyalty.

The results of the hypothesis testing show significant findings on the correlation between variables. Hypothesis H1, which states that atmosphere affects Customer Satisfaction, is supported by the data with a T-statistic value of 2.625 and a p-value of 0.004, both of which indicate that the results are significant (T statistic > 1.96 and p-value < 0.05). Hypothesis H2, which states that Employee Attitude affects Customer Satisfaction, is also

supported with a T-statistic value of 2.834 and a p-value of 0.002. On the other hand, Hypothesis H3, which proposes that Service Quality affects Customer Satisfaction, is not supported because the T-statistic value is 0.298 and the p-value is 0.383, indicating an insignificant result (T statistic < 1.96 and p-value > 0.05). Hypothesis H4, which states that Product Quality affects Customer Satisfaction, shows significant results with a T statistic of 12.269 and a p-value of 0.000, supporting the hypothesis. Finally, Hypothesis H5, which states that Customer Satisfaction affects Customer Loyalty, is supported by the data with a T statistic of 9.220 and a p-value of 0.000, showing that the results are significant. Overall, most of the hypotheses tested support the significant influence of the independent variables on the dependent variable, except for Service Quality which does not show a significant influence on Customer Satisfaction.

Hypothesis Testing

Hypothesis	Hypothesis Statement	T Statistik	Pvalue	Information
H1	Atmosphere affects Customer Satisfaction	2.625	0.004	Data Supports Hypothesis
H2	Employee Attitude Affects Customer Satisfaction	2.834	0.002	Data Supports Hypothesis
H3	Service Quality Affects Customer Satisfaction	0.298	0.383	Data Does Not Support Hypothesis
H4	Kualitas produk mempengaruhi Kepuasan Pelanggan	12.269	0.000	Data Supports Hypothesis
H5	Product quality affects customer satisfaction	9.220	0.000	Data Supports Hypothesis

DISCUSSION

Based on the results of the study, the atmosphere affects customer satisfaction, so the hypothesis is accepted. These findings are in line with research conducted by Morkunas & Rudiene, 2020 which states that some people judge restaurants based on the atmosphere. Factors such as the atmosphere of Kopi Tuku are very comfortable for customers to spend time. This means that consumers at Kopi Tuku feel very comfortable spending their time at Kopi Tuku. This shows that a comfortable atmosphere and complete facilities are effective in making consumers feel more comfortable at Kopi Tuku. Thus, it can be concluded that a comfortable atmosphere and adequate facilities play an important role in increasing customer satisfaction. When customers feel comfortable and at home in a place, they are more likely to spend more time there, which in turn can increase their likelihood of making repeat purchases and even recommending the place to others. Kopi Tuku, with its warm atmosphere and complete facilities, has succeeded in creating an environment that not only meets customer needs but also exceeds their expectations. This proves that in addition to product quality, the atmosphere created by a place is also a key element in building a positive and satisfying customer experience. Furthermore, the findings regarding employee attitudes positively influencing customer satisfaction are supported by the results of this study. The results of this study are also in line with several previous studies which show that employee attitudes have a positive role in customer satisfaction (Arshad et al., 2021; Bitri et al., 2023; Dam & Dam, 2021; E. Kurniawati & Ramli, 2024; Ling et al., 2023; Ramli, 2020; Samuel & Ramli, 2024). Other things such as consumers at Kopi Tuku make customers feel happy. Because the waiters at Kopi Tuku provide good service so that customers feel satisfied. This means that the service provided by Kopi Tuku employees has a crucial role in creating a positive experience for customers. Because when employees show a friendly, professional, and responsive attitude to customer needs, it can significantly increase customer satisfaction. This positive employee attitude not only strengthens the relationship between customers

and the company but can also encourage customer loyalty and increase their likelihood of returning or recommending the place to others. Thus, a good employee attitude is one of the key factors in building and maintaining sustainable customer satisfaction.

However, the findings regarding service quality on customer satisfaction were not supported by this study. These results are also inconsistent with previous studies which stated that service quality in coffee shops may be considered adequate by most respondents, as expressed by (Wu *et al.*, 2018) and (Ju *et al.*, 2019) who identified service quality as an important factor in customer satisfaction. Meanwhile, Kopi Tuku employees responded well to consumer requests, which was not what customers were looking for. However, what customers saw were other factors such as atmosphere or product quality that were more influential in determining customer satisfaction. However, Kopi Tuku employees in their service provided personal attention to consumers, which could also be a factor in increasing customer satisfaction. This means that although the quality of service provided by Kopi Tuku employees was not the main factor sought by customers in this study, the role of service cannot be completely ignored. Although customers may prioritize atmosphere and product quality, the personal attention and responsiveness provided by employees still contribute to building a positive experience. This suggests that although service aspects may not be the main determinant of customer satisfaction in certain contexts, the personal touch and attention provided by employees can strengthen the emotional connection between customers and brands. Thus, although other factors such as atmosphere and product quality have a greater influence, good service quality remains important as a supporting element in creating an overall satisfying experience for customers.

Then the findings regarding Product quality affecting customer satisfaction are supported by the results of this study. In addition, this study is also in line with previous studies which show that product quality, taste and aroma are the main determinants of customer satisfaction (Ge *et al.*, 2021). Factors such as the taste of Tuku coffee are also very much a factor in customer satisfaction. This shows that Tuku coffee has succeeded in providing good product quality and is consistent with customer expectations and customers feel satisfied with the very good coffee aroma to customers. Thus, it can be concluded that product quality, especially the taste and aroma of coffee, plays an important role in shaping the level of customer satisfaction. Consistency in providing high-quality products according to customer expectations is the main factor that makes customers feel satisfied and appreciate their experience. Tuku Coffee, which has succeeded in maintaining this quality standard, has been able to build a strong reputation among its customers.

Customer satisfaction has an effect on customer loyalty. The results of this study are in line with previous studies which state that customer satisfaction is a step in building customer loyalty that leads to long-term relationships (González-Viralta *et al.*, 2023; Mariam & Ramli, 2022; Ramli, 2013). The factors that support this hypothesis are that customers feel satisfied every time they purchase Kopi Tuku. This means that customer satisfaction plays an important foundation in building customer loyalty. When customers are satisfied with their experience, both in terms of product quality and the service received, they tend to develop a strong emotional bond with the brand. This increases the likelihood of customers remaining loyal, making repeat purchases, and even becoming brand advocates, which can contribute to long-term business growth. Based on the results of the study, customers are satisfied with the superior service and consistent product quality of Kopi Tuku to build strong customer loyalty among customers so that they continue to come back. Thus, ensuring customer satisfaction is not only about meeting momentary expectations, but also about building ongoing relationships that can strengthen customer loyalty consistently.

Thus, this study confirms the importance of various factors such as atmosphere, employee attitudes, and product quality in shaping customer satisfaction and loyalty. Each of these elements plays a complementary role in creating a positive customer experience at Kopi Tuku. The comfortable atmosphere attracts customers to spend more time in the place, while the friendly attitude of the employees and quality service encourage them to feel

satisfied and happy with the service they receive. In addition, the quality of the product that is consistent with customer expectations strengthens their satisfaction, which ultimately contributes to long-term loyalty. The combination of these factors forms a strong foundation for Kopi Tuku in maintaining its competitiveness in the market and ensuring that customers continue to choose and recommend this place to others. Understanding and implementing strategies that emphasize customer satisfaction can be the key to success in building long-lasting and profitable relationships for the business.

CONCLUSION

This study adds important insights into the factors that influence customer satisfaction and loyalty at Tuku Coffee Shop. The findings of this study can show that Atmosphere, employee behavior, and product quality have a significant impact on customer satisfaction, while service quality does not show a significant effect. Customer satisfaction, in turn, has a positive effect on customer loyalty. This study emphasizes the importance of considering various elements in creating a satisfying customer experience, especially in the context of a coffee shop business.

From this study, the insights gained underline that a pleasant atmosphere and positive employee attitudes can significantly increase customer satisfaction. And high product quality is proven to be a key factor in determining customer satisfaction. Although service quality did not show a significant effect in this study, this may be due to the perception of customers who are already satisfied with the existing level of service. This study also highlight

ts the importance of maintaining customer satisfaction as a key to increasing their loyalty. The findings of this study indicate that a pleasant atmosphere, good employee attitudes, and high product quality consistently affect customer satisfaction. While service quality did not have a significant impact, product quality was proven to be the dominant factor that influenced customer satisfaction. Customer satisfaction then contributes to customer loyalty, which is an important indicator of long-term business success.

Research Limitations

The research conducted has several limitations that must be considered. First, this study specifically considers several independent variables of several factors that influence customer satisfaction and loyalty, so it is possible that other important variables have not been included in the model. Second, the data used may have limitations, such as small sample sizes or representatives that do not reflect the wider population, which may affect the results of the study. Third, external factors such as economic conditions, market changes, and industry trends may not be fully reflected in this research model. Suggestions Therefore, the first suggestion for future research is expected to be able to evaluate statements to be more complex, so that respondents can easily understand them and better results. The second suggestion is for researchers to add other factors such as product quality so that they can complement the results of this study. To increase customer satisfaction and loyalty, Kopi Tuku is advised to continue to strengthen the store atmosphere by updating the interior design and adding decorative elements that create a warm and comfortable atmosphere. In addition, employee training should be more focused on developing a friendly, responsive, and professional attitude to strengthen relationships with customers. Product diversification by adding new coffee variants or interesting side dishes can also help attract new customers and retain loyal customers. Although the service quality is considered adequate, Kopi Tuku can also consider additional services such as a customer loyalty program or an easy-to-use ordering application to enhance the customer experience. Actively using customer feedback for continuous improvement is also highly recommended.

Managerial Implications

The managerial implications of this study are that coffee shop managers should focus on improving operational efficiency, including managing raw material stock and reducing customer waiting time. Strengthening a culture of excellent service among employees is also important, by providing regular training, incentives, and recognition for employees

who show the best performance. In addition, product and service innovations that are in line with market trends must continue to be developed to maintain Kopi Tuku's relevance and appeal in the eyes of customers. Optimizing the overall customer experience, from room layout to lighting that supports comfort, must also be a management concern to ensure that every customer gets a satisfying and consistent experience. Thus, Kopi Tuku can continue to improve customer satisfaction, strengthen their loyalty, and maintain its position as the main choice in the coffee shop market.

REFERENCE

1706

- [1] Almohaimmeed, B. (2019). Pillars of customer retention: An empirical study on the influence of customer satisfaction, customer loyalty, customer profitability on customer retention. *Serbian Journal of Management*, 14(2), 421–435. <https://doi.org/10.5937/sjm14-15517>
- [2] Amalia, D., Ramli, A. H., & Larasati, A. (2024). Hedonic Motive , Utilitarian Motive , Shopping Intention Dan Impulsive Buying Pada E-Commerce Shopee. *Jurnal Bisnisman: Riset Bisnis Dan Manajemen*, 06(01), 132–147. <https://doi.org/https://doi.org/10.52005/bisnisman.v6i1.200>
- [3] Angelo, R., Hidayat, J. J., Ngurah, A. A., Redi, P., Rozamuri, A. M., & German, J. D. (2024). ^ ĐŝĜŶĐĜ ŝđĜĐ† ^ ĐŝĜŶĐĜ ŝđĜĐ† ScienceDirect Analysis Analysis of of service service quality quality in in engineering engineering design design department through through SERVQUAL SERVQUAL framework framework. *Procedia Computer Science*, 234, 1570–1577. <https://doi.org/10.1016/j.procs.2024.03.159>
- [4] Arbol, D. M., & Ramli, A. H. (2024). Trust , Perceived Behavioral Control , Perceived Value and Efect Moderation of Optimism-Pessimism Level on Behavioral Intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 701–718. <https://doi.org/10.37641/jimkes.v12i3.2567>
- [5] Arshad, M., Abid, G., Ahmad, J., Anum, L., & Khan, M. M. (2021). Impact of employee job attitudes on ecological green behavior in hospitality sector. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 1–14. <https://doi.org/10.3390/joitmc7010031>
- [6] Asnawi, N., Sukoco, B. M., & Fanani, M. A. (2020). The role of service quality within Indonesian customers satisfaction and loyalty and its impact on Islamic banks. *Journal of Islamic Marketing*, 11(1), 192–212. <https://doi.org/10.1108/JIMA-03-2017-0033>
- [7] Bachtiar, I. H., Supiati, Gazali, Safrin, A., Ramli, A. H., & Mariam, S. (2023). Pelatihan Pencatatan Keuangan Usaha Dalam Rangka Pemberdayaan Pelaku Ekonomi Kreatif Di Desa Pabben-Tengah. *Jurnal Pengabdian Masyarakat AbdiMas*, 9(3), 442–446. <https://doi.org/10.47007/abd.v9i05.6729>
- [8] Bagnulo, E., Strocchi, G., Bicchi, C., & Liberto, E. (2024). Industrial food quality and consumer choice: Artificial intelligence-based tools in the chemistry of sensory notes in comfort foods (coffee, cocoa and tea). *Trends in Food Science and Technology*, 147(March), 104415. <https://doi.org/10.1016/j.tifs.2024.104415>
- [9] Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Perwira Redi, A. A. N. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 116. <https://doi.org/10.3390/joitmc7020116>
- [10] Bitri, P., Buil, I., & Catal, S. (2023). *The International Journal of Management Education The use of gamification strategies to enhance employees ' attitudes towards e-training systems*. 21(September).
- [11] Blessing, G., & Natter, M. (2019). Do Mystery Shoppers Really Predict Customer Satisfaction and Sales Performance? *Journal of Retailing*, 95(3), 47–62. <https://doi.org/10.1016/j.jretai.2019.04.001>
- [12] Bolka, M., & Emire, S. (2020). Effects of coffee roasting technologies on cup quality and bioactive compounds of specialty coffee beans. *Food Science and Nutrition*, 8(11), 6120–6130. <https://doi.org/10.1002/fsn3.1904>
- [13] Brunner, C. B., & Baum, M. (2020). The impact of brand portfolios on organizational attractiveness. *Journal of Business Research*, 106(September 2019), 182–195.

- <https://doi.org/10.1016/j.jbusres.2019.09.014>
- [14] Buyukozkan, G., Feyzioglu, O., & Havle, C. A. (2019). Intuitionistic fuzzy AHP based strategic analysis of service quality in digital hospitality industry. *IFAC-PapersOnLine*, 52(13), 1687–1692. <https://doi.org/10.1016/j.ifacol.2019.11.443>
- [15] Chandra, K., Takaya, R., & Ramli, A. H. (2019). The Effect Of Green Brand Positioning, And Green Brand Knowledgeon Brand Image, And Green Purchase Intentionin Green Products Consumers. *International Journal of Business and Management Invention (IJBMI) ISSN*, 8(07), 47–52. www.ijbmi.org
- [16] Chang, H., & Spierings, B. (2023). Places “for the gram”: Millennials, specialty coffee bars and the gentrification of commercial streets in Seoul. *Geoforum*, 139(January), 103677. <https://doi.org/10.1016/j.geoforum.2023.103677>
- [17] Chen, Q., Lu, Y., Gong, Y., & Xiong, J. (2023). Can AI chatbots help retain customers? Impact of AI service quality on customer loyalty. In *Internet Research* (Vol. 33, Issue 6). <https://doi.org/10.1108/INTR-09-2021-0686>
- [18] Chien, L. H., & Chi, S. Y. (2019). Corporate image as a mediator between service quality and customer satisfaction: difference across categorized exhibitors. *Heliyon*, 5(3), e01307. <https://doi.org/10.1016/j.heliyon.2019.e01307>
- [19] Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- [20] Dewi, N. P. K., & Ramli, A. H. (2023). E-Service Quality , E-Trust dan E- Customer Satisfaction Pada E-Customer Loyalty Dari Penggunaan E-Wallet OVO. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 321–338. <https://doi.org/10.37641/jimkes.v11i2.2000>
- [21] Diatmono, P., Mariam, S., & Ramli, A. H. (2020). Analysis of Human Capital in Talent Management Program, Training and Development to Improve Employee Competence Case Study in BSG Group. *Business and Entrepreneurial Review*, 20(1), 45–66. <https://doi.org/10.25105/ber.v20i1.6812>
- [22] Eki, E., & Ramli, A. H. (2024). The effect of implementing remote work policies post-Covid-19 on private bank back office employees. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 7(2), 315–331. <https://doi.org/DOI:https://doi.org/10.36407/jmsab.v7i2.1331>
- [23] Fachridian, A., Ramli, A. H., & de Araujo, L. M. (2024). IMPLEMENTATION OF ORGANIZATIONAL AGILITY STRATEGIES TO MEET THE CHALLENGES OF DIGITAL TRANSFORMATION IN GOVERNMENT ORGANIZATIONS. *Media Ekonomi Dan Manajemen*, 39(2), 215–233. <https://doi.org/http://dx.doi.org/10.56444/mem.v39i2.4575>
- [24] Febriani, F. A., Ramli, A. H., & Reza, H. K. (2023). Pengaruh Budaya Organisasi Terhadap Kinerja Karyawan Melalui Keterikatan Karyawan. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 309–320. <https://doi.org/10.37641/jimkes.v11i2.1999>
- [25] Felstead, A., & Reuschke, D. (2023). A flash in the pan or a permanent change? The growth of homeworking during the pandemic and its effect on employee productivity in the UK. *Information Technology and People*, 36(5), 1960–1981. <https://doi.org/10.1108/ITP-11-2020-0758>
- [26] Furqan Khan, M., Jan, A., Mir, R., & Beig, F. A. (2023). 5 Enhancing Consumer-Based Brand Equity through Social Media Marketing: A Study of Luxury Brands in the Indian Market *Enhancing Consumer-Based Brand Equity Through Social Media Marketing: A Study of Luxury Brands in the Indian Market*.
- [27] Gazzoli, G., Hancer, M., & Park, Y. (2010). The role and effect of job satisfaction and empowerment on customers’ perception of service quality: A study in the restaurant industry. *Journal of Hospitality and Tourism Research*, 34(1), 56–77. <https://doi.org/10.1177/1096348009344235>
- [28] Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). The structural relationship among perceived service quality, perceived value, and customer satisfaction-focused on starbucks reserve coffee shops in Shanghai, China. *Sustainability (Switzerland)*, 13(15). <https://doi.org/10.3390/su13158633>
- [29] Ghazmahadi, Basri, Y. Z., Kusnadi, & Ramli, A. H. (2020). The Influence Of Strategic

- Management Information System, Strategic Partnership On Organizational Performance Mediated By Organizational Culture In Occupational Safety and Health (OSH) Service Centre In Indonesia. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 4(1), 32–39.
- [30] Giacalone, D., Fosgaard, T. R., Steen, I., & Münchow, M. (2016). “Quality does not sell itself”: Divergence between “objective” product quality and preference for coffee in naïve consumers. *British Food Journal*, 118(10), 2462–2474. <https://doi.org/10.1108/BFJ-03-2016-0127>
- [31] Giulia, S., Eloisa, B., Giulia, R., Gloria, P., Carlo, B., & Erica, L. (2023). Evaluation of the behaviour of phenols and alkaloids in samples of roasted and ground coffee stored in different types of packaging: Implications for quality and shelf life. *Food Research International*, 174(P1), 113548. <https://doi.org/10.1016/j.foodres.2023.113548>
- [32] González-Viralta, D., Veas-González, I., Egaña-Bruna, F., Vidal-Silva, C., Delgado-Bello, C., & Pezoa-Fuentes, C. (2023). Positive effects of green practices on the consumers’ satisfaction, loyalty, word-of-mouth, and willingness to pay. *Heliyon*, 9(10), e20353. <https://doi.org/10.1016/j.heliyon.2023.e20353>
- [33] Gultekin, B., & Sarac, M. (2021). An Evaluation of Retail Brand Extension in the Context of Store Atmosphere, Perceived Quality of Parent and Extended Brands, and Perceived Fit. *Sosyoekonomi*, 29(48), 145–160. <https://doi.org/10.17233/sosyoekonomi.2021.02.08>
- [34] Gunawan, T., & Ramli, A. H. (2023). The Influence Of Firm Size , Leverage , Liquidity , Cash Turnover On Profitability. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 638–652. <https://doi.org/10.37641/jiakes.v11i3.2383>
- [35] Ha, J., & Jang, S. C. (Shawn). (2009). Perceived justice in service recovery and behavioral intentions: The role of relationship quality. *International Journal of Hospitality Management*, 28(3), 319–327. <https://doi.org/10.1016/j.ijhm.2008.12.001>
- [36] Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- [37] Hair, J. F., Sarstedt, M., & Ringle, C. M. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*. <https://doi.org/10.1007/978-3-319-05542-8>
- [38] Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>
- [39] Han, H., & Jeong, C. (2013). Multi-dimensions of patrons’ emotional experiences in upscale restaurants and their role in loyalty formation: Emotion scale improvement. *International Journal of Hospitality Management*, 32(1), 59–70. <https://doi.org/10.1016/j.ijhm.2012.04.004>
- [40] Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510. <https://doi.org/10.1177/1096348009344212>
- [41] Harahap, R. O., & Ramli, A. H. (2023). Pengaruh Work-Life Balance Terhadap Perceived Work Productivity Pada Non-Government Organization. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(3), 2915–2922. <https://doi.org/https://doi.org/10.55338/jpkmn.v4i2.1659>
- [42] Heim, S., & Gierlich-Joas, M. (2022). The Mutual Interaction of Employee Empowerment and Digital Innovation: A Case Study About an Employee-Initiated AR/VR Sales Tool at a German Trade Fair Company**. *Management Revue*, 35(3), 213–239. <https://doi.org/10.5771/0935-9915-2022-3-213>
- [43] Imran, B., Arvian, D., & Ramli, A. H. (2020). Work Life Balance Effect (Case Investigation on PT PJB Power Plant Maintenance Unit). *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 68–71. <https://doi.org/10.2991/aebmr.k.200915.017>
- [44] Imran, B., Mariam, S., Aryani, F., & Ramli, A. H. (2020). Job Stress, Job Satisfaction

- and Turnover Intention. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 290–292. <https://doi.org/10.2991/aebmr.k.200915.065>
- [45] Indriani, S., & Ramli, A. H. (2024). Earnings Management , Leverage , Good Corporate Governance , And Tax Avoidance. *Jurnal Ilmiah Akuntansi Kesatuan*, 12(1), 93–106. <https://doi.org/10.37641/jiakes.v11i3.2064>
- [46] Islahulkhair, I., & Muhajirin, M. (2022). Pengaruh Ekspektasi Dan Kepuasan Pelanggan Terhadap Loyalitas (Studi Kasus Pada Pelanggan Internet PT. Telkom Cabang Bima). *JUEB: Jurnal Ekonomi Dan Bisnis*, 1(2), 29–37. <https://doi.org/10.55784/jueb.v1i2.106>
- [47] Jin, N., Lee, K. H., & Lee, S. M. (2022). Customer loyalty in the kids café business: the role of relationship benefits. *Journal of Foodservice Business Research*, 27(1), 87–107. <https://doi.org/10.1080/15378020.2022.2058313>
- [48] Ju, Y., Back, K. J., Choi, Y., & Lee, J. S. (2019). Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction. *International Journal of Hospitality Management*, 77(November 2017), 342–352. <https://doi.org/10.1016/j.ijhm.2018.07.014>
- [49] Kadir, I., & Ramli, A. H. (2024). The Role of Transformational Leadership and Performance Incentives on Job Performance Mediated by Mediating Work Engagement in Hospitals. *Journal of Research Administration*, 6(1), 5827–5847. <https://journalra.org/index.php/jra/article/view/1812>
- [50] Kalim, M. N., Prasetyo, W. B., Ramli, A. H., & Mariam, S. (2024). Perceived Value , E-Trust , E-Satisfaction , and E-Loyalty on Online Trip Clients in Jakarta. *Majalah Ilmiah Bijak*, 21(1), 86–102. <https://ojs.stiami.ac.id/index.php/bijak/article/view/3673>
- [51] Khasanah, S., Abduh, S., Tanti, E., & Ramli, A. H. (2021). The Effect of Organizational Culture , Job Satisfaction and Compensation Mediated by Motivaton on Women Navi’s Performance at The Indonesian Navy Headquarters. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 5(5), 106–115.
- [52] Kiran, K. (2010). Service quality and customer satisfaction in academic libraries: Perspectives from a Malaysian university. *Library Review*, 59(4), 261–273. <https://doi.org/10.1108/00242531011038578>
- [53] Kurniawati, E., & Ramli, A. H. (2024). The Influence of Procedural Justice, Organizational Trust, and Organizational Commitment on Work Engagement. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 755–772. <https://doi.org/10.37641/jimkes.v12i3.2336>
- [54] Kurniawati, K., Elistia, E., Mariam, S., & Ramli, A. H. (2024). THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL CULTURE, CHANGE MANAGEMENT AND TURNOVER INTENTION. *Dinamika Kreatif Manajemen Strategis*, 06(1), 177–207. <https://journalpedia.com/1/index.php/dkms/index>
- [55] Lee, W. S., Moon, J., & Song, M. (2018). Attributes of the coffee shop business related to customer satisfaction. *Journal of Foodservice Business Research*, 21(6), 628–641. <https://doi.org/10.1080/15378020.2018.1524227>
- [56] Lin, Y. C., Liu, G. Y., Chang, C. Y., Lin, C. F., Huang, C. Y., Chen, L. W., & Yeh, T. K. (2021). Perceived behavioral control as a mediator between attitudes and intentions toward marine responsible environmental behavior. *Water (Switzerland)*, 13(5), 1–10. <https://doi.org/10.3390/w13050580>
- [57] Ling, E. S. W., Chua, B. L., & Han, H. (2023). In search of a reciprocal relationship in dessert cafés: linking customer perceived innovativeness to value co-creation behavior. *Humanities and Social Sciences Communications*, 10(1), 1–14. <https://doi.org/10.1057/s41599-023-02353-y>
- [58] Liu, P., & Tse, E. C. Y. (2018). Exploring factors on customers’ restaurant choice: an analysis of restaurant attributes. *British Food Journal*, 120(10), 2289–2303. <https://doi.org/10.1108/BFJ-10-2017-0561>
- [59] Maharani, R., & Ramli, A. H. (2024). The Roles of Family-Supportive Supervisor

- Behaviour, Work-Life Balance, Job Satisfaction, Motivation, and Job Performance Among Married Private Employees. *Journal of Human Resource Management*, XXVII(1), 39–54. <https://doi.org/10.46287/PKYK4429>
- [60] Mariam, S., Aryani, F., Mustikasari, D. S., & Ramli, A. H. (2021). Determinant of Net Interest Margin Banking In Indonesia, During The Period 2009 - 20018. *Ilomata International Journal of Management*, 2(4), 300–308. <https://doi.org/10.52728/ijjm.v2i4.385>
- [61] Mariam, S., Febrian, E., Anwar, M., Sutisna, Imran, B., & Ramli, A. H. (2020). Unique Capability for Poultry Distributor Companies. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 54–58. <https://doi.org/10.2991/aebmr.k.200915.014>
- [62] Mariam, S., Panji Kresna, E., & Ramli, A. H. (2022). The Effect of Differentiation, Price, and Facility on Customers' Satisfaction (Case Study on Goen Authentic In East Jakarta). *Majalah Ilmiah Bijak*, 19(1), 96–106. <https://doi.org/10.31334/bijak.v19i1.2193>
- [63] Mariam, S., Putra, A. H. P. K., Ramli, A. H., & Aryani, F. (2023). Analysis of the Effect of Debt Level , Market Orientation , and Financial Literacy on Microenterprise Financial Performance : The Mediating Role of Consumer Behaviour. *ATESTASI: JURNAL ILMIAH AKUNTANSI*, 6(2), 469–494. <https://doi.org/doi.org/10.57178/atestasi.v6i2.706> : 2621-1963 : 2621-1505
- [64] Mariam, S., & Ramli, A. H. (2017). Determinan Kinerja Perusahaan pada Distributor Unggas di Provinsi DKI Jakarta. *Seminar Nasional Cendekiawan Ke 3 Tahun 2017, Buku 2*, 3(2), 413–417. <https://doi.org/10.25105/semnas.v0i0.4521>
- [65] Mariam, S., & Ramli, A. H. (2021). Effect of Resources on Competitive Strategies Through Unique Capability in Chicken Distributor Companies in Dki Jakarta Province. *ICSTIAMI 2019, July 17-18, Jakarta, Indonesia*. <https://doi.org/10.4108/eai.17-7-2019.2302897>
- [66] Mariam, S., & Ramli, A. H. (2022). Pengenalan Digital Marketing E-Katalog bagi UMKM Binaan Jakpreneur. *Jurnal Komunitas : Jurnal Pengabdian Kepada Masyarakat*, 5(1), 74–83. <https://doi.org/10.31334/jks.v5i1.2429>
- [67] Mariam, S., & Ramli, A. H. (2023). Pelatihan Dan Pendampingan Membangun Praktik Digital Marketing Unggul Untuk Peningkatan Pemasaran UMKM Di Kota Jakarta Barat. *Indonesian Collaboration Journal of Community Services*, 3(4), 379–390. <https://doi.org/https://doi.org/10.53067/icjcs.v3i4.149>
- [68] Mariam, S., & Ramli, A. H. (2020). Peran Mediasi Strategic Change Management pada Usaha Mikro Kecil dan Menengah dalam Kondisi Pandemi Covid-19. *Prosiding Seminar Stiami*, 7(2), 46–52. <https://ojs.stiami.ac.id/index.php/PS/article/view/954>
- [69] Megawaty, M., Hendriadi, H., Toaha, M., Kausar, A., Ramli, A. H., & Mariam, S. (2024). Pendampingan Peningkatan Kapasitas Usaha Kerajinan Kue Tradisional di Kelurahan Lembo. *Jurnal Komunitas : Jurnal Pengabdian Kepada Masyarakat*, 6(2), 290–298. <https://ojs.stiami.ac.id/index.php/jks/article/view/3791>
- [70] Meidiyanty, E., Ramli, A. H., & Mariam, S. (2023). Peran Mediasi Dari Inovasi Karyawan Pada Hubungan Antara Internet Banking dan Kinerja Karyawan. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 5(2), 106–117. <https://doi.org/https://doi.org/10.52005/bisnisan.v5i2.162>
- [71] Mendocilla, M., Miravittles, P., & Matute, J. (2020). QUICKSERV: a service quality assessment tool for the quick-service restaurant industry. *British Food Journal*, 123(13), 241–259. <https://doi.org/10.1108/BFJ-12-2020-1108>
- [72] Miaty, I. J., Muslim, M., & Ramli, A. H. (2024). The Influence of Hospitality Marketing Performance On The Lack of Visitors In The Hospitality Business. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1065–1080. <https://doi.org/10.37641/jimkes.v12i4.2171>
- [73] Milman, A., Tasci, A. D. A., & Wei, W. (2020). Crowded and popular: The two sides of the coin affecting theme-park experience, satisfaction, and loyalty. *Journal of Destination Marketing and Management*, 18(August), 100468. <https://doi.org/10.1016/j.jdmm.2020.100468>
- [74] Morkunas, M., & Rudiene, E. (2020). The impact of social servicescape factors on

- customers' satisfaction and repurchase intentions in mid-range restaurants in Baltic states. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(3). <https://doi.org/10.3390/JOITMC6030077>
- [75] Mulya, M. R. Z., & Ramli, A. H. (2023). Pengaruh Agile Work Practice Terhadap Safety Compliance dan Emotional Fatigue Melalui Job Demand pada Wartawan Indonesia. *Jurnal Aplikasi Manajemen Dan Bisnis*, 9(3), 1020–1027. <https://doi.org/http://dx.doi.org/10.17358/jabm.9.3.1020>
- [76] Mulyadi, H., Basri, Y. Z., Ramli, A. H., & Takaya, R. (2020). Influence of Competency , Organization Learning On Strategic Change Management and Its Implications on Military Sealift Command. *International Journal of Business and Management Invention*, 9(10), 13–21. <https://doi.org/10.35629/8028-0910011321>
- [77] Munoz, A. F. O., Torres, J. A. P., Bermudez, C. E. G., Munoz, K. F. M., & Diez, J. M. (2022). On characterization of sensory data in presence of missing values: The case of sensory coffee quality assessment. *Ingeniare*, 30(3), 564–573. <https://doi.org/10.4067/S0718-33052022000300564>
- [78] Novianti, I. E., & Ramli, A. H. (2023). The influence of intrinsic and extrinsic motivation on employee engagement And Job Satisfaction In The Snack Food Industry. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1389–1400. <https://doi.org/10.37641/jimkes.v11i3.2306>
- [79] Nuky, E. (2024). *Investasi Rp 1 Miliar / Outlet , Bos Kopi Tuku Buka*.
- [80] Nurcahyani, W., Ramli, A. H., Larasati, A., & Reza, H. K. (2023). Influence Audit Fee , Tenure Audit And KAP Rotation On Audit Quality Empirical Study on BUMN Banking in Indonesia. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 613–624. <https://doi.org/10.37641/jiakes.v11i3.1259>
- [81] Nurdiansyah, R., Mariam, S., Ameido, M. A., & Ramli, A. H. (2020). Work Motivation, Job Satisfaction and Employee Performance. *Business and Entrepreneurial Review*, 20(2), 153–162. <https://doi.org/10.25105/ber.v20i2.8006>
- [82] Pasaribu, R. I., & Khalid, J. (2023). Pengaruh Aksesibilitas Suasana Promosi Terhadap Kepuasan Pelanggan Kopi Kenangan Margonda Raya. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 2(1), 60–69. <https://doi.org/10.55123/sosmaniora.v2i1.1750>
- [83] Prassida, G. F., Munawaroh, H., Amrullah, R., & Yani, W. (2024). ScienceDirect ScienceDirect The The Distinctive Distinctive Role Role of of Satisfaction Satisfaction in in Bridging Bridging the the Relationship Relationship Between Logistics Service Quality and Behavioral Intentions Between Logistics Service Quality a. *Procedia Computer Science*, 234, 1313–1321. <https://doi.org/10.1016/j.procs.2024.03.129>
- [84] Pratama, M. P., Ramli, A. H., & Mariam, S. (2023). Customer Engagement , Customer Satisfaction , Customer Commitment And Customer Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1437–1452. <https://doi.org/10.37641/jimkes.v11i3.2309>
- [85] Pratama, R. A., Prasetyo, W. B., & Ramli, A. H. (2023). E-Loyalty In Online Shopping. *JIMKES Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1377–1388. <https://doi.org/10.37641/jimkes.v11i3.2313>
- [86] Purwadi, P., Devitasari, B., & Caisar Darma, D. (2020). Store Atmosphere, SERVQUAL and Consumer Loyalty. *SEISENSE Journal of Management*, 3(4), 21–30. <https://doi.org/10.33215/sjom.v3i4.385>
- [87] Puspitasari, I., Rusydi, F., Nuzulita, N., & Hsiao, C. S. (2023). Investigating the role of utilitarian and hedonic goals in characterizing customer loyalty in E-marketplaces. *Heliyon*, 9(8), e19193. <https://doi.org/10.1016/j.heliyon.2023.e19193>
- [88] Rahmawati, A., & Ramli, A. H. (2024). E-Trust , Perceived Ease Of Use , E-Satisfaction And E-Loyalty For Users Of The Tiktok Shop Application. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 279–294. <https://doi.org/10.37641/jimkes.v12i1.2209>
- [89] Ramli, A. H. (2013). Pengaruh Sistem Penyampaian Jasa terhadap Citra Rumah Sakit Swasta Tipe C di Makassar. *Media Riset Bisnis & Manajemen*, 13(2), 147–168. <https://doi.org/httphttps://doi.org/10.25105/mrbm.v13i2.1132>
- [90] Ramli, A. H. (2020). Employee Innovation Behavior in Health Care. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 31–34. <https://doi.org/10.2991/aebmr.k.200915.008>
- [91] Ramli, A. H., Arsil, Takaya, R., & Mariam, S. (2020). Professional Identity in Private

- Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(ICMAE), 167–171. <https://doi.org/10.2991/aebmr.k.200915.039>
- [92] Ramli, A. H., & Mariam, S. (2020). Organisational commitment and job performance in banking industry. *International Journal of Scientific & Technology Research*, 9(3), 1708–1713.
- [93] Ramli, A. H., & Novariani, F. (2020). Emotional Intelligence, Organizational Commitment and Job Performance in the Private Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 280–284. <https://doi.org/10.2991/aebmr.k.200915.063>
- [94] Rezaldi, & Mariam. (2021). *Pengaruh Promosi di Media Sosial dan Kualitas Pelayanan Terhadap Minat Beli Konsumen Untuk Bergabung Sebagai Member di Osbond Gym Cempaka Putih Jakarta Pusat*. 1(4), 241–248.
- [95] Rinaldi, G., & Ramli, A. H. (2023). Pengaruh Tranformational Leadership Terhadap Turnover Intention Pada Karyawan Perusahaan Swasta di Jakarta. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(4), 3088–3094. <https://doi.org/http://doi.org/10.55338/jpkmn.v4i4.1699>
- [96] Rizky, A. O., Ramli, A. H., & Mariam, S. (2023). LEADER-MEMBER EXCHANGE , COMMUNICATION SATISFACTION , JOB SATISFACTION , EMPLOYEE ENGAGEMENT DAN EMPLOYEE PERFORMANCE. *JURNAL LENTERA BISNIS*, 12(September), 667–682. <https://doi.org/10.34127/jrlab.v12i3.891>
- [97] Rumaidlany, D., Mariam, S., & Ramli, A. H. (2022). PENGARUH BRAND IMAGE DAN BRAND AWARENESS TERHADAP KEPUT USAN PEMBELIAN PADA MC DONALD ' S. *JURNAL LENTERA BISNIS*, 11(2), 102–108. <https://doi.org/10.34127/jrlab.v11i2.567>
- [98] Salma, A. N., & Ramli, A. H. (2023). Pengaruh Ethical dan Transformational Leadership Terhadap Employee Creativity , OCB dan Work Engagement Pada UMKM. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(3), 2946–2953. <https://doi.org/https://doi.org/10.55338/jpkmn.v4i2.1675>
- [99] Samuel, L., & Ramli, A. H. (2024). Pengaruh Kepemimpinan Digital dan Pemberdayaan Karyawan Terhadap Kinerja Karyawan Dimediasi oleh Komitmen Organisasi Pada Industri Manufaktur. *Journal of Economics and Business UBS*, 13(1), 282–295. <https://doi.org/https://doi.org/10.52644/joeb.v13i1.1501>
- [100] Sari, P. I. P., & Ramli, A. H. (2023). The Effect Of Leverage , Company Size , Company Risk On Tax Avoidance In 2020-2022 Case Study of a Manufacturing Company in the Raw Materials Sector. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 625–636. <https://doi.org/10.37641/jiakes.v11i3.2074>
- [101] Selvarajan, T. T., Ramamoorthy, N., Flood, P., & Rowley, P. (2006). Employee stock option plan and employee attitudes: A test of extrinsic versus intrinsic models. *International Journal of Sociology and Social Policy*, 26(5–6), 245–254. <https://doi.org/10.1108/01443330610674288>
- [102] Selvi, S., & Ningrum, L. (2020). Gaya Hidup Minum Kopi Dalam Pengambilan Keputusan Pembelian Kopi (Studi Kasus Pada Kopi Kenangan Gandaria City - Jakarta). *Kepariwisata: Jurnal Ilmiah*, 14(01), 23–30. <https://doi.org/10.47256/kepariwisataan.v14i01.15>
- [103] Senapati, S., & Panda, R. K. (2023). Enriching healthcare service quality by leveraging service experiences in Indian private hospitals: application of fuzzy-AHP approach. *International Journal of Quality and Reliability Management*, 40(10), 2301–2325. <https://doi.org/10.1108/IJQRM-07-2022-0212>
- [104] Sicilia, M., Caro-Jiménez, M. C., & Fernández-Sabiote, E. (2021). Influence of emotions displayed by employees during service recovery. *Spanish Journal of Marketing - ESIC*, 25(3), 392–408. <https://doi.org/10.1108/SJME-07-2021-0146>
- [105] Silva, C. Q. da, Fernandes, A. da S., Teixeira, G. F., França, R. J., Marques, M. R. da C., Felzenszwalb, I., Falcão, D. Q., & Ferraz, E. R. A. (2021). Risk assessment of coffees of different qualities and degrees of roasting. *Food Research International*, 141(January). <https://doi.org/10.1016/j.foodres.2020.110089>
- [106] Sinurat, A. E. T., Ramli, A. H., & Purnomo, S. H. (2024). Pengaruh E-Service Quality

- , E-Trust , E-Customer Satisfaction Terhadap E-Customer Loyalty Pada Marketplace Shopee. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 5(3), 80–102. <https://doi.org/https://doi.org/10.52005/bisnisan.v5i03>
- [107] Situmorang, N., Ramli, A. H., & Reza, H. K. (2023). PENGARUH PENGEMBANGAN KARIR TERHADAP TURNOVER INTENTION MELALUI KINERJA KARYAWAN YANG DIMODERASI OLEH BUDAYA ORGANISASI. *Jurnal Lentera Bisnis*, 12(September), 633–646. <https://doi.org/10.34127/jrlab.v12i3.890>
- [108] Soenawan, A. D., & Malonda, E. S. (2020). Harga Terhadap Keputusan Pembelian Konsumen D ' Stupid Baker Spazio Graha Family Surabaya. *Jurnal Administrasi Bisnis (JAB)*, 6(2), 395–409.
- [109] Solimun, S., & Fernandes, A. A. R. (2018). The mediation effect of customer satisfaction on the relationship between service quality, service orientation, and marketing mix strategy and customer loyalty. *Journal of Management Development*, 37(1), 1–11.
- [110] Srivastava, M., & Rai, A. K. (2018). Mechanics of engendering customer loyalty: A conceptual framework. *IIMB Management Review*, 30(3), 207–218. <https://doi.org/10.1016/j.iimb.2018.05.002>
- [111] Steven, J., Ramli, A. H., & Mariam, S. (2023). E-Service Quality , E-Wallet Dan Kepercayaan Terhadap Minat Beli Pada Pengguna Pembayaran Non Tunai Aplikasi Shopee. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 267–278. <https://doi.org/10.37641/jimkes.v11i2.1997>
- [112] Sualeh, A., Tolessa, K., & Mohammed, A. (2020). Biochemical composition of green and roasted coffee beans and their association with coffee quality from different districts of southwest Ethiopia. *Heliyon*, 6(12), e05812. <https://doi.org/10.1016/j.heliyon.2020.e05812>
- [113] Sukarno, D. B., Umar, H., & Ramli, A. H. (2020). The Effect of Corporate Entrepreneurship, Organizational Culture Through Innovation of Firm Performance in The Strategic Industry of State Defense. *American Research Journal of Business and Management*, 6(1), 1–5. <https://doi.org/10.21694/2379-1047.20008>
- [114] Supiati, S., Hafidah, A., & Ramli, A. H. (2021). Analysis of Market Retribution Management Systems in Efforts of Increasing Regional Original Income in The Office of Pd. Makassar Raya Market, Makassar City. *Business and Entrepreneurial Review*, 21(1), 23–46. <https://doi.org/10.25105/ber.v21i1.9224>
- [115] Sutriani, S., Muslim, M., & Ramli, A. H. (2024). The Influence Of Experience, Satisfaction And Service Quality On Word Of Mouth Intentions And Customer Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1037–1052. <https://doi.org/10.37641/jimkes.v12i4.2605>
- [116] Sylvia, S., & Ramli, A. H. (2023). The Influence Of E-WOM On Purchase Intention With Brand Image As A Mediator Variable. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1535–1544. <https://doi.org/10.37641/jimkes.v11i3.2307>
- [117] Sylvyani, N. R., & Ramli, A. H. (2023). Transformational Leadership , Knowledge Sharing Dan Organizational Commitment Terhadap Job Satisfaction. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 339–352. <https://doi.org/10.37641/jimkes.v11i2.2001>
- [118] Takaya, R., Arsil, & Ramli, A. H. (2020). Perceived Organizational Support and Turnover Intention. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 59–63. <https://doi.org/10.2991/aebmr.k.200915.015>
- [119] Takaya, R., Ramli, A. H., & Lukito, N. (2019). The effect of advertisement value and context awareness value on purchase intention through attitude brands and advertising attitude in smartphone advertising. *International Journal of Creative Research and Studies*, 3(3), 106–118. <http://www.ijcrs.org/issue-details/191>
- [120] Thamanda, D. R., Mariam, S., & Ramli, A. H. (2024). The Influence of Promotion and Perceived Trust on Purchase Intention in Beauty Product E-Commerce. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1295–1316. <https://doi.org/10.37641/jimkes.v12i4.2641>
- [121] Ufer, D., Lin, W., & Ortega, D. L. (2019). PT US CR. *Food Research International*, 108504. <https://doi.org/10.1016/j.foodres.2019.108504>

- [122] Utama, R., Basri, Y. Z., & Ramli, A. H. (2020). The Influence of Service Quality And Product Quality on Customer Loyalty with Customer Satisfaction as Mediating on The Purchase Of Indonesian Navy Ships. *International Journal of Creative Research and Studies*, 4(6), 56–67.
- [123] Utz, M., Johanning, S., Roth, T., Bruckner, T., & Strüker, J. (2023). From ambivalence to trust: Using blockchain in customer loyalty programs. *International Journal of Information Management*, 68(March 2022), 102496. <https://doi.org/10.1016/j.ijinfomgt.2022.102496>
- [124] Wu, J. J., Hwang, J. N., Sharkhuu, O., & Tsogt-Ochir, B. (2018). Shopping online and off-line? Complementary service quality and image congruence. *Asia Pacific Management Review*, 23(1), 30–36. <https://doi.org/10.1016/j.apmr.2017.01.004>
- [125] Xhema, J., Metin, H., & Groumos, P. (2018). Switching-Costs, Corporate Image and Product Quality effect on Customer Loyalty: Kosovo Retail Market. *IFAC-PapersOnLine*, 51(30), 287–292. <https://doi.org/10.1016/j.ifacol.2018.11.303>
- [126] Yunus, R. R. S., Septyanto, D., & Ramli, A. H. (2023). Analysis of Factors Affecting Customer Satisfaction and Customer Loyalty in the Shopee Marketplace. *Majalah Ilmiah Bijak*, 20(2), 293–310. <https://doi.org/https://doi.org/10.31334/bijak.v20i2.3427>

VARIABLE OPERATION APPENDIX

ATMOSPHERE	
1	Kopi Tuku has a comfortable atmosphere
2	The atmosphere of Kopi Tuku is familiar to me
3	It is very comfortable to spend my time at Kopi Tuku
4	Kopi Tuku makes me relax
EMPLOYEE ATTITUDE	
5	Kopi Tuku employees are friendly
6	Kopi Tuku employees are kind
7	Kopi Tuku makes me feel happy
QUALITY OF SERVICE	
8	The order list system used by Kopi Tuku is able to speed up customer service
9	Kopi Tuku employees respond well to customer requests
10	Kopi Tuku employees have good knowledge of the products being sold
11	Kopi Tuku employees provide personal attention to customers
PRODUCT QUALITY	
12	The taste of Tuku Coffee is very good
13	Tuku Coffee has a good aroma
14	The aroma of Tuku Coffee is very pleasant
15	I like the aroma and taste of Tuku Coffee
CUSTOMER SATISFACTION	
16	I am satisfied with the variants in Kopi Tuku
17	Kopi Tuku is very satisfying
18	I feel satisfied every time I make a purchase of Kopi Tuku
CUSTOMER LOYALTY	
19	I am willing to pay money to Kopi Tuku
20	I have loyalty to Kopi Tuku
21	I am a loyal customer at Kopi Tuku