

# **CAFE ATMOSPHERE AND FOOD QUALITY AS THE ANTECEDENT OF CUSTOMER SATISFACTION IN BUILDING CUSTOMER LOYALTY AT MASALALU CAFÉ RAWA DOMBA JAKARTA**

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## **Abstract**

This research aims to determine the impact between cafe atmosphere and customer satisfaction, food quality and customer satisfaction, cafe atmosphere and customer loyalty, food quality and customer loyalty, and customer satisfaction and customer loyalty of Masalalu Café Rawa Domba Jakarta customers. The researcher used a questionnaire form to collect data, with 200 respondents as research sample. To cultivate and analyze the data, the researcher used SPSS version 26 and Lisrel version 8.8. The results show that cafe atmosphere and food quality have a positive and significant impact on customer satisfaction. But cafe atmosphere and food quality have no significant impact on customer loyalty, even though customer satisfaction has a positive and significant impact on customer loyalty. These results imply that Masalalu Café Rawa Domba Jakarta can improve customer satisfaction by enhancing cafe atmosphere and food quality and improving customer loyalty by enhancing customer satisfaction.

**Keywords:** cafe atmosphere, food quality, customer satisfaction, customer loyalty, Masalalu Café.

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## INTRODUCTION

Jakarta is the capital city with the most activity among other big cities in Indonesia. The people in it are required to adapt to changes in lifestyle, where people have to do many things quickly, especially in getting food. Cafe is an alternative that the people choose to get food. Over time, the people have also selected the cafe as a place to meet colleagues and discuss work, talk about stories and thoughts with friends, and as a place to spend time with favorite books. The growth in the number of cafes follows the growing public demand for the convenience of getting food. There is competition between one cafe and another so that each cafe tries always to give the best to its consumers. One of them is Masalalu Café.

Customer satisfaction refers to how well the experience of using a product compares to the expected value of the customer and the feeling of comfort and pleasure after obtaining the desired product (Pizam, Shapoval, and Ellis, 2016; Abd Razaka, Shamsudin, and Abdul, 2020). By creating and increasing customer satisfaction, cafe owners can positively impact their business, such as establishing good relationships with customers, forming word-of-mouth, repeating purchases by the customer, and building customer loyalty. Loyalty is indicated by the tendency of customers to improve sustainable relationships with business owners, such as repeat purchases and purchases in larger quantities (Agustin and Singh, 2005).

Customer loyalty in a cafe can be built by satisfied customers who enjoy their visit to the cafe. The cafe atmosphere is one of the factors the customers feel satisfied with the cafe. Cafe atmosphere is some of the characteristics of cafes consisting of architecture, layout, displays, color combinations, lighting, temperature, sound, and smell (Levy and Weitz, 2012). A cafe atmosphere that matches the customer's mood will positively impact customers. Another factor that is as important as a cafe atmosphere in increasing customer satisfaction and making a loyal customer is food quality. Food quality is a characteristic of food acceptable to costumers with internal factors, such as size, color, consistency, texture, and taste (Potter and Hotchkiss, 2012).

Good quality of food and a comfortable cafe atmosphere can leave a good impression on customers to increase customer satisfaction. Therefore, customer satisfaction will be an essential factor in forming loyal customers. However, if the atmosphere of the cafe and

the quality of the food produced do not match the customers, it will cause a bad image of the cafe. That way, the customer will feel disappointed and dissatisfied, so it will not make the customer a loyal customer.

However, there are different discussions regarding the relationship between cafe atmosphere and customer satisfaction. Several studies, such as conducted by Liu and Tse (2018) titled “Exploring factors on customers’ restaurant choice: an analysis of restaurant attributes” show that atmosphere has a positive and significant impact on customer satisfaction. The results are supported by a study conducted by Barros et al. (2019) titled “Store atmosphere and impulse: a cross-cultural study” where the atmosphere has a positive and significant impact on customer satisfaction.

Meanwhile, a study conducted by Putri et. al. (2014) titled “The effect of store atmosphere on purchase decision and customer satisfaction (study at Monopoli Cafe and Resto Soekarno Hatta Malang)” shows that atmosphere does not have a significant impact on customer satisfaction. The results are supported by a study from Choi & Kandampully (2018) titled “The effect of atmosphere on customer engagement in upscale hotels: An application of S-O-R paradigm” where the atmosphere does not significantly impact customer satisfaction.

Then, there are also different discussions regarding the relationship between food quality and customer satisfaction. Several studies, particularly by Carranza, Díaz dan Martín-Consuegra (2018) titled “The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis” show that product quality has a positive and significant impact on customer satisfaction. This result is supported by a study from Uddin (2019) titled “Customer loyalty in the fast-food restaurants of Bangladesh” which stated that product quality has a positive and significant impact on customer satisfaction. However, several studies, such as conducted by Sukmana et. al. (2020) titled “The effect of food quality, hygiene and service quality on repurchase decision through customer satisfaction as mediator at Restoran Dapur Terbuka in Surabaya” shows that product quality does not have a significant impact on customer satisfaction. This result is supported by a study from Sukini et. al. (2020) titled “The influence of word of mouth communication and food quality on customer satisfaction with purchase decision as intervening variable (study at Restaurant J’S Kitchen and Lounge Kalawa Waterpark,

Palangka Raya)” which stated that product quality does not have a significant impact on customer satisfaction.

Furthermore, regarding the relationship between cafe atmosphere and customer loyalty. There are differences, where several studies such as those conducted by Tankovic and Benazic (2018) titled “The perception of e-servicescape and its influence on perceived e-shopping value and customer loyalty” show that atmosphere has a positive and significant impact on customer loyalty. This result is supported by a study from Francioni, Savelli, and Cioppi (2018) titled “Store satisfaction and store loyalty: The moderating role of store atmosphere” which stated that atmosphere has a positive and significant impact on customer loyalty.

Meanwhile, studies such as conducted by Purwadi et al. (2020) titled “Store Atmosphere, SERVQUAL, and Consumer Loyalty: Case Study of Excelso Coffee Shop” show that atmosphere does not have a significant impact on customer loyalty. This result is supported by a study from Rachma & ABS (2019) titled “The effect of store atmosphere, brand image and product quality on loyalty through satisfaction as an intervening variable in customer of Bandung Super Model (BSM Distro) Sengkaling Malang” which stated that atmosphere does not have a significant impact on customer loyalty.

Regarding the relationship between food quality and customer loyalty. There are also some differences where several studies, particularly by Uddin (2019) titled “Customer loyalty in the fast-food restaurants of Bangladesh” stated that product quality has a positive and significant impact on customer loyalty. This result is supported by a study from Suhartanto et al. (2018) titled “Exploring loyalty to specialty foods among tourists and residents” which stated that product quality has a positive and significant impact on customer loyalty.

However, other studies such as conducted by Rimawan, Mustofa & Mulyanto (2017) titled “The influence of product quality, service quality and trust on customer satisfaction and its impact on customer loyalty (Case Study PT ABC Tbk)” shows that product quality does not have a significant impact on customer loyalty. This results is supported by a study from Kusumasasti, Andarwati & Hadiwidjojo (2017) titled “Pengaruh kualitas produk dan layanan terhadap loyalitas pelanggan coffee shop” which stated that product quality does not have a significant impact on customer loyalty.

Finally, there are different discussions regarding the relationship between customer satisfaction and customer loyalty. Several studies, such as conducted by Gopi and Samat (2020) titled “The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty” show that product quality has a positive and significant impact on customer loyalty. This result is supported by a study from Rizan, Warokka, and Listyawati (2014) titled “Relationship marketing and customer loyalty: do customer satisfaction and customer trust really serve as intervening variables?” which stated that product quality has a positive and significant impact on the customer.

Meanwhile, other studies such as conducted by Elizar et. al. (2020) titled “Service Quality, Customer Satisfaction, Customer Trust, and Customer Loyalty in Service of Paediatric Polyclinic Over Private H Hospital of East Jakarta, Indonesia.” shows that customer satisfaction does not significantly impact customer loyalty. This result is supported by a study from Flores et. al. (2020) titled “The Effect of Customer Satisfaction Mediation for the Relationship Between Service Quality and Customer Loyalty” which stated that customer satisfaction does not have a significant impact on customer loyalty. Those differences in the results obtained from different studies as academic references, accompanied with the importance of cafe atmosphere, food quality, customer satisfaction, and customer loyalty in Masalalu Café Rawa Domba Jakarta, become the background of this study and underlies the researcher to make it the basis of the research. Therefore, this study's objectives is to find out the description of the cafe atmosphere, food quality, customer satisfaction, and customer loyalty in Masalalu Café Rawa Domba Jakarta, as well as to see whether the cafe atmosphere, food quality, and customer satisfaction have a significant influence on customer loyalty.

## **LITERATURE REVIEW**

### ***Customer Loyalty***

Customer loyalty is described as a customer's commitment to consistently repurchase a favorite service or product in the future, regardless of the influence of circumstances and competitor's marketing efforts that could potentially lead to a shift in customer behavior (Marakanon and Panjakajornsak, 2017). Four characteristics possessed by loyal customers are making regular purchases, buying other products/services from the same

manufacturer, recommending to others, and showing invulnerability to appeal about similar products from competitors (Akpoyomare, Adeosun dan Ganiyu, 2016).

### ***Customer Satisfaction***

Satisfying customers is one of the final purposes that the company is looking for, that way, the company gets long-term benefits from satisfied customers, including word of mouth, a loyal customer, and sustainable profitability (Liu and Jang, 2009). In creating customer satisfaction, there are five factors that must be considered by companies, including product quality, service quality, emotion, price, and cost (Al-Azzam, 2015).

### ***Café Atmosphere***

Wall and Berry (2007) explained that physical atmosphere could be used by customers to assess their experience while there, based on its function (quality of service and food, atmosphere, design, and elements in the place) and human interactions (performance, behavior, and appearance of employees). Café atmosphere consists of two things, namely the atmosphere in the cafe (internal layout, sound, aroma, texture, and interior design) and the atmosphere outside the cafe (external layout, texture, and exterior design) (Helmefalk and Hultén, 2017; Cho and Lee, 2017). An attractive and comfortable cafe atmosphere will leave a good impression on customers and build their image of the cafe.

### ***Food Quality***

Food quality is the main attribute of all cafe elements and is expected to have a positive relationship with customer satisfaction and loyalty (Ryu and Han, 2010). Food quality is one of the most important things in the food industry (Castro-Puyana *et al.*, 2017). Various characteristics can be considered in order to achieve the appropriate food quality, such as size, shape, color, consistency, texture, and taste (Potter and Hotchkiss, 2012).

### ***Relationship between Cafe Atmosphere and Customer Satisfaction***

A cafe atmosphere can affect customer satisfaction. This happens when a cafe has indicators that can create a comfortable buying environment so that it can influence customer perceptions and emotions to make purchases. These indicators can be in the form of background music, lighting, interior, and exterior design, room temperature, etc. Ing *et al.* (2019) tested the factors that impact customer satisfaction in restaurants in Sabah, one of their variable is store atmosphere. The results of their research state that store atmosphere has a significant impact on customer satisfaction of the store. According

to previous studies, it is expected that atmosphere has a positive and significant impact on customer satisfaction (Liu and Tse, 2018; Barros *et al.*, 2019). Therefore, we propose the following hypothesis:

*H1 = Cafe atmosphere positively and significantly affects customer satisfaction*

***Relationship between Food Quality and Customer Satisfaction***

Food quality can affect customer satisfaction. Satisfaction is obtained if the food served by the cafe is of good quality and meets or exceeds customer standards and expectations. A study on several qualities of a restaurant conducted by Carranza, Díaz dan Martín-Consuegra (2018). This study examines the factors that affect a satisfied customer. These three researchers found that food quality received by customers is one of the indicators that impact customer satisfaction. Another study conducted by Uddin (2019) examined the impact of the quality of food on customer satisfaction at fast-food restaurants in Bangladesh. The result obtained from this study is that food quality has a positive impact on customer satisfaction who visits the fast-food restaurant. Therefore, we propose the following hypothesis:

*H2 = Food quality positively and significantly affects customer satisfaction*

***Relationship between Cafe Atmosphere and Customer Loyalty***

A cafe atmosphere can create customer loyalty. This can be obtained if the atmosphere of the cafe is in accordance with what the customers expect. A comfortable cafe atmosphere will make customers feel satisfied when visiting the cafe and can create a desire to visit the cafe again. Ray dan Chiagouris (2009) tested the customer loyalty of a store. The hypothesis tested in their research is that a positive store atmosphere can produce a positive shop influence and lead to great store loyalty. The result of this research is the more positive the shop atmosphere is, the greater the loyalty the store gets from its customers. According to previous studies, it is expected that atmosphere has a positive and significant impact on customer loyalty (Tankovic and Benazic, 2018; Francioni, Savelli, and Cioppi, 2018). Therefore, we propose the following hypothesis:

*H3 = Cafe atmosphere positively and significantly affects customer loyalty*

***Relationship between Food Quality and Customer Loyalty***

Food quality can create customer loyalty. A cafe that serves quality food will build a positive relationship with its customers. Customers will feel satisfied if the food they

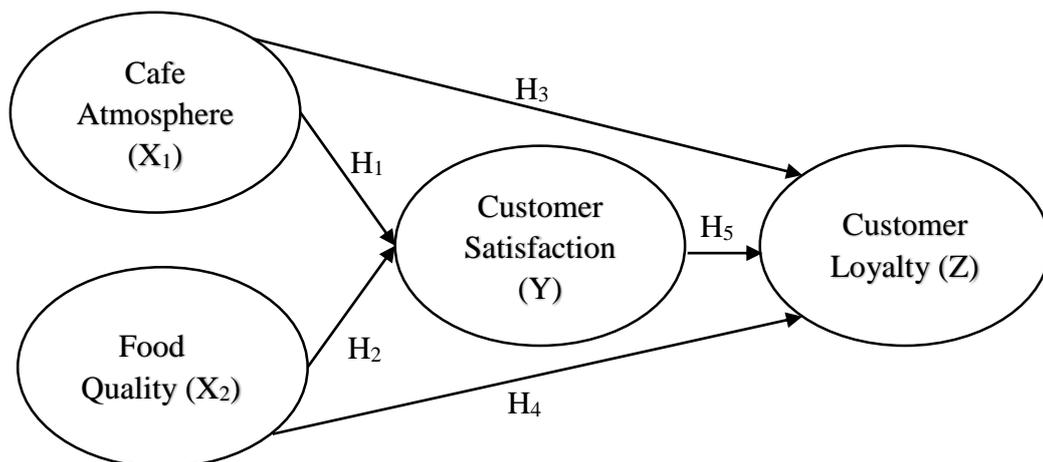
order matches their expectations. This can create a customer desire to experience the taste of the cafe food again. Uddin (2019) tested the loyalty of customers in Bangladesh's fast-food restaurants. The result of his research is that food quality has a significant effect on customer loyalty of these fast-food restaurants. Another study conducted by Suhartanto *et al.* (2018) examined customer loyalty using one of the hypotheses, namely food quality. The results obtained by these researchers are that the quality of food has a contribution to building customer loyalty. Therefore, we propose the following hypothesis:

*H4* = Food quality positively and significantly affects customer loyalty

***Relationship between Customer Satisfaction and Customer Loyalty***

Customer satisfaction can affect customer loyalty. Customers will feel satisfied if they have a positive experience when transacting at the cafe. High levels of customer satisfaction can create repeat purchases and affect customer loyalty. A study that Zhang, Kim, and Goodsir (2019) conducted examined factors that impact customer loyalty in New Zealand's cafe, one of which is customer satisfaction. The results of their research state that customer satisfaction has a significant impact on customer loyalty in New Zealand cafes. Based on previous research, it is expected that customer satisfaction has a positive and significant effect on customer loyalty (Gopi and Samat, 2020; Rizan, Warokka, and Listyawati, 2014). Therefore, we propose the following hypothesis:

*H5* = Customer satisfaction positively and significantly affects customer loyalty



**Figure 1. Hypothesized Framework**

**Source: Data processed by author (2021)**

## **RESEARCH METHOD**

### ***Research Approach***

The research approach that will be used by researchers is a quantitative approach. According to Bougie dan Sekaran (2016), a quantitative approach is a scientific approach that uses numerical data that can be processed and analyzed using mathematical or statistical calculations. The research began in December 2020 by visiting Masalalu Café Rawa Domba to find out about the phenomenon that occurs there related to the variables of this study. Furthermore, this research runs until January 2021.

### ***Data and Sample***

The technique that the researcher used in selecting the sample is a non-probability sample technique and with a purposive sampling model. Purposive sampling is a randomly selected unit without replacement from a certain part of the population which is believed to produce a sample that will provide the best estimate of the parameters of the population of interest (Guarte dan Barrios, 2006). The sample taken in this study has certain criteria that can support this research, which are consumers who have visited Masalalu Café Rawa Domba Jakarta at least three times in the past year and consumers who have been at least 15 years old.

In determining the number of samples, the researcher referred to the book written by Hair et al. (2010), which explains the minimum sample size for analysis using LISREL is 200 samples. So, the number of samples to be examined in this study is as many as 200 people or respondents.

### ***Data Collection Techniques***

The data collected by researchers used a survey method by distributing questionnaires to customers of Masalalu Café Rawa Domba Jakarta. Researchers used quantitative research with survey methods to determine how many positive and significant effects between variables. The data collected from the questionnaire is primary data.

### ***Survey Instruments***

As a research instrument, researchers will use a questionnaire. This is done by researchers in order to get answers from respondents quickly and accurately through the given rating scale.

**Table 1. Variable Instruments**

<b>Variables</b>	<b>Indicators</b>	<b>Source</b>
Cafe Atmosphere	This cafe has good background music This cafe is kept clean This cafe has no unpleasant smell The air temperature in this cafe makes me comfortable The atmosphere of this cafe allows a conversation to take place The interior decoration of this cafe is pleasing to look at The exterior decoration of this cafe is pleasing to look at	Carranza <i>et al.</i> (2018)
Food Quality	This cafe provides tasty food This cafe has a varied menu This cafe provides fresh food This cafe maintains the food temperature well This cafe serves healthy food	Uddin (2019)
Customer Satisfaction	I really enjoy myself in this café My choice to visit this cafe was a right choice The quality of the food in this cafe is up to my expectations On the whole, I'm satisfied with this cafe	Dhisasmito and Kumar (2020)
Customer Loyalty	I will keep to visit this cafe in the future I would tell the others about this cafe I will be consuming various foods that are mentioned in the menu of this café For me, this cafe is the best choice	Uddin (2019)

**Source: Data processed by author (2021)**

The scale that the researcher will use in this study is the Likert scale. Lubke dan Muthén (2004) explained that it is possible to discover the correct parameter values in factor analysis using the Likert scale. The scale will be made into 6 score points (1 = totally disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree, 6 = totally agree), with the aim that the respondent cannot choose a medium/midpoint value in this kind of rating scale because the respondent has to choose one of the two-scale

qualifications to be the answer, with this method the respondent must consider the answer for a moment (Chomeya, 2010).

### ***Data Analysis Techniques***

Data analysis that will be used by the researcher in this study is a multivariate analysis method with the type of method of Structural Equation Model (SEM). The researcher used this method in order to generate data by combining the variables used in this study. In processing it, the researcher will use SPSS version 26 as a statistical application program and LISREL version 8.8 as an application program for SEM. Researchers will use SPSS to test the validity and reliability. Meanwhile, LISREL will be used for confirmatory factor analysis and hypothesis testing.

## **RESULT AND DISCUSSION**

From 200 respondents, it can be seen that the respondents who filled out the most questionnaires were female by 60% and 40% by the male. Regarding their age, respondents who filled out the most questionnaires were in the age range 15-22 years, amounting to 84.5% or as many as 169 people, 14.5% by aged 23-30 years, 0.5% by aged 31-38 years, and 0.5% by aged >38 years. Based on their last education, respondents who filled out the most questionnaires were respondents with the last high school education by 59%, 19% with the last bachelor's degree education, 13.5% with the last junior high school education, 8% with the last diplomas education and 0.5% with the last master/doctor education. Regarding their work, respondents who filled out the most questionnaires are students, amounting to 77.5%, 10.5% are private employees, 10% are entrepreneurs, and 2% with other work.

Validity and Reliability Test. The researcher used the Pearson test method for the validity test. The indicator is considered valid if the calculated r-value is higher than the r-table value in this method. The r-table value with 5% significance and a sample size of 200 is 0.138. Then the indicators carried out in this study can be valid if the calculated r-value exceeds 0.138. The results of validity testing state that all indicators in this study are valid or can represent each variable being tested.

Table 2. Validity Test Result

Variables	Indicators	r-value	r-table 5% (n=200)	Explanation
Cafe	SK1	0,615	0,138	<i>Valid</i>
Atmosphere (X <sub>1</sub> )	SK2	0,679	0,138	<i>Valid</i>
	SK3	0,556	0,138	<i>Valid</i>
	SK4	0,625	0,138	<i>Valid</i>
	SK5	0,610	0,138	<i>Valid</i>
	SK6	0,735	0,138	<i>Valid</i>
	SK7	0,739	0,138	<i>Valid</i>
	Food	KM1	0,769	0,138
Quality (X <sub>2</sub> )	KM2	0,839	0,138	<i>Valid</i>
	KM3	0,852	0,138	<i>Valid</i>
	KM4	0,786	0,138	<i>Valid</i>
	KM5	0,851	0,138	<i>Valid</i>
	Customer	KP1	0,896	0,138
Satisfaction (Y)	KP2	0,870	0,138	<i>Valid</i>
	KP3	0,886	0,138	<i>Valid</i>
	KP4	0,877	0,138	<i>Valid</i>
	Customer	LP1	0,888	0,138
Loyalty (Z)	LP2	0,863	0,138	<i>Valid</i>
	LP3	0,877	0,138	<i>Valid</i>
	LP4	0,863	0,138	<i>Valid</i>

Source: Data processed by author (2021)

The researcher used the Cronbach's Alpha method to conduct the reliability test. The variable can be said to have high reliability if the value is 0.70-0.90. If the value is >0.90 it can be said that the variable has perfect reliability and if the value is 0.50-0.70 it can be said that the variable has moderate reliability. But if the value is <0.50 then the variable has low reliability. This reliability test also uses SPSS version 26 software.

According to the table of reliability test results, it can be considered that the variables of cafe atmosphere, food quality, and customer loyalty have high reliability if the value of Cronbach's Alpha is between 0.70 - 0.90. As for the customer satisfaction variable, it has perfect reliability with a value of 0.904.

**Table 3. Reliability Test Result**

Variables	Cronbach's Alpha	Explanation
Cafe atmosphere (X <sub>1</sub> )	0,719	Reliable
Food Quality (X <sub>2</sub> )	0,876	Reliable
Customer Satisfaction (Y)	0,904	Reliable
Customer Loyalty (Z)	0,895	Reliable

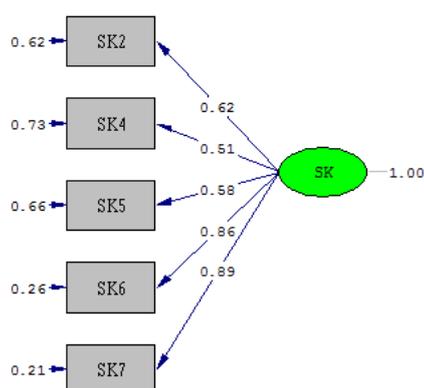
Source: Data processed by author (2021)

Confirmatory Factor Analysis. Confirmatory Factor Analysis (CFA) is an examination to see the impact of one variable on another by testing its correlation. This analysis can also confirm whether the model built is in accordance with what was hypothesized by looking at the standardized solution value  $\geq 0.5$  on each indicator (Hair et al. 2010). If the value meets, it can be said that the indicator is suitable for the model being built. On the other hand, if the value does not meet, the indicator must be removed so that the best fit of indices is good. The researcher used first-order confirmatory analysis in this study.

**Table 4. Cafe Atmosphere First Order Construct**

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi-square	< 3	0,44	<i>Fit</i>
RMSEA	$\leq 0,08$	0,06	<i>Fit</i>
CFI	$\geq 0,90$	0,99	<i>Fit</i>
TLI	$\geq 0,90$	0,98	<i>Fit</i>
RMSR	< 0,05	0,03	<i>Fit</i>
GFI	$\geq 0,90$	0,96	<i>Fit</i>
AGFI	$\geq 0,90$	0,87	<i>Fit</i>

Source: Data processed by author (2021)



Chi-Square=9.13, df=5, P-value=0.10416, RMSEA=0.064

**Figure 2. Cafe Atmosphere First Order Construct Model**

Source: Data processed by author (2021)

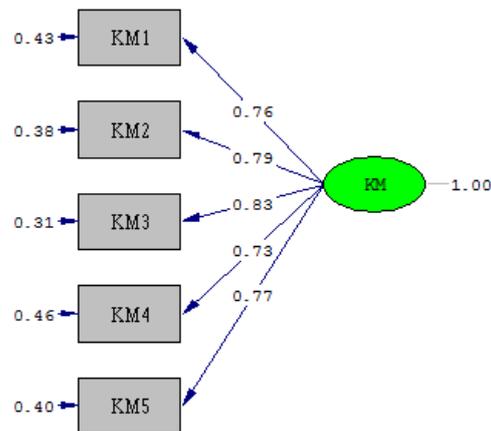
Cafe atmosphere has seven indicators, but after calculating the model, two indicators (the first and third indicators) must be discarded because the value is less than 0.5. If it remains, the Goodness Fit of Indices value is not good, so the researcher makes adjustments to meet the index value.

Food quality has five indicators. After calculating the model, no indicators should be discarded because each indicator's values were greater than 0.5. In addition, the Goodness Fit of Indices value can be said to be good because all of them have a fit value which means they have fulfilled the index.

**Table 5. Food Quality First Order Construct**

<b>Goodness of Fit Indices</b>	<b>Cut-off Value</b>	<b>Result</b>	<b>Model Explanation</b>
Chi-square	< 3	0,43	<i>Fit</i>
RMSEA	≤ 0,08	0,06	<i>Fit</i>
CFI	≥ 0,90	0,99	<i>Fit</i>
TLI	≥ 0,90	0,99	<i>Fit</i>
RMSR	< 0,05	0,02	<i>Fit</i>
GFI	≥ 0,90	0,94	<i>Fit</i>
AGFI	≥ 0,90	0,82	<i>Fit</i>

**Source: Data processed by author (2021)**



Chi-Square=8.88, df=5, P-value=0.11387, RMSEA=0.062

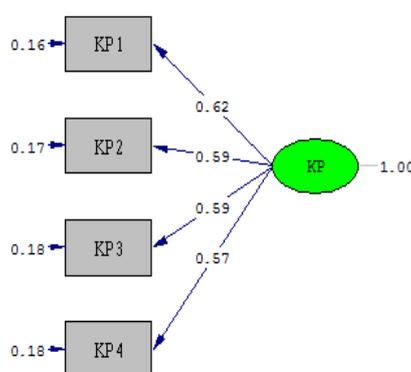
**Figure 3. Food Quality First Order Construct Model**

**Source: Data processed by author (2021)**

**Table 6. Customer Satisfaction First Order Construct**

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi-square	< 3	0,41	<i>Fit</i>
RMSEA	$\leq 0,08$	0,02	<i>Fit</i>
CFI	$\geq 0,90$	1,00	<i>Fit</i>
TLI	$\geq 0,90$	1,00	<i>Fit</i>
RMSR	< 0,05	0,01	<i>Fit</i>
GFI	$\geq 0,90$	0,98	<i>Fit</i>
AGFI	$\geq 0,90$	0,92	<i>Fit</i>

Source: Data processed by author (2021)



Chi-Square=2.14, df=2, P-value=0.34355, RMSEA=0.019

**Figure 4. Customer Satisfaction First Order Construct Model**

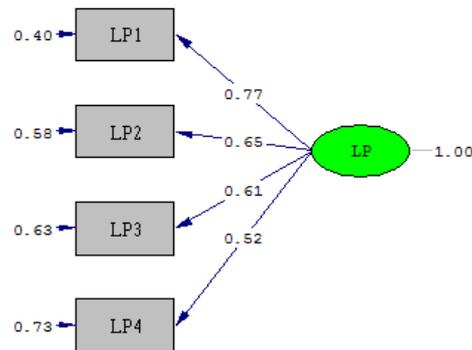
Source: Data processed by author (2021)

The customer satisfaction variable has four indicators. After calculating the, no indicators should be discarded because each indicator's value was greater than 0.5. The Goodness Fit of Indices value of this variable is also good because they all have a fitness value.

**Table 7. Customer Loyalty First Order Construct**

Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Chi-square	< 3	0,32	<i>Fit</i>
RMSEA	$\leq 0,08$	0,03	<i>Fit</i>
CFI	$\geq 0,90$	1,00	<i>Fit</i>
TLI	$\geq 0,90$	0,99	<i>Fit</i>
RMSR	< 0,05	0,01	<i>Fit</i>
GFI	$\geq 0,90$	0,99	<i>Fit</i>
AGFI	$\geq 0,90$	0,97	<i>Fit</i>

Source: Data processed by author (2021)



Chi-Square=2.44, df=2, P-value=0.29483, RMSEA=0.033

**Figure 5. Customer Loyalty First Order Construct Model**

**Source: Data processed by author (2021)**

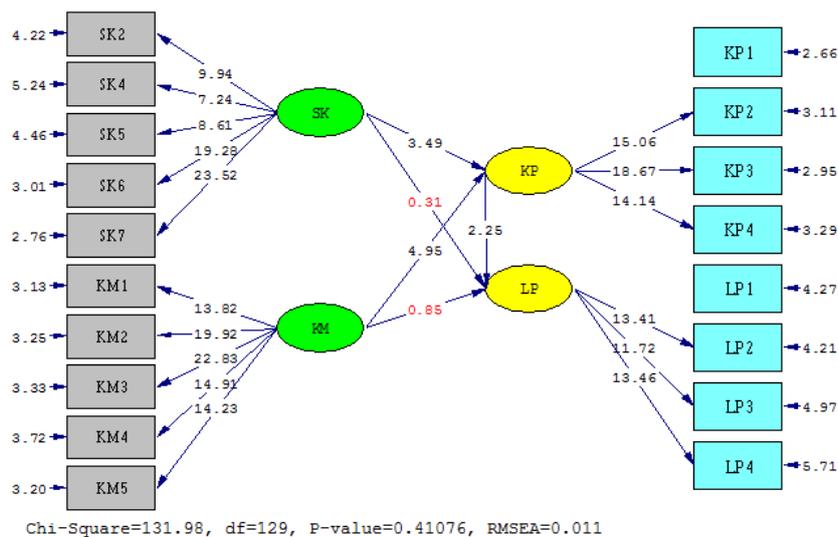
Customer loyalty also has four indicators, and after calculating the model, no indicators should be discarded because each indicator's value was greater than 0.5. The Goodness Fit of Indices value of this variable is also good because they all have a fitness value.

Hypothesis Test. In hypothesis testing, if the results of the standardized total effect are positive, then there is a positive relationship between variables. Still, there is no positive relationship between one variable and another if negative. If the t-value results show a value of  $>1.96$ , then between the variables studied, there is a significant relationship, but if the value is  $<1.96$ , then the variables do not have a significant relationship. According to the structural equation model results, the researcher has tested five hypotheses. The following is an explanation of each hypothesis.

**Tabel 8. The Result of Structural Equation Model**

Hypothesis	Variable	Standardized Total Effects	T-values	Explanation
H <sub>1</sub>	CA → CS	0,40	3,49	Positive significant
H <sub>2</sub>	FQ → CS	0,57	4,95	Positive significant
H <sub>3</sub>	CA → CL	0,06	0,31	Positive not significant
H <sub>4</sub>	FQ → CL	0,18	0,85	Positive not significant
H <sub>5</sub>	CS → CL	0,64	2,25	Positive significant

**Source: Data processed by author (2021)**



**Figure 6. T-values SEM**

**Source: Data processed by author (2021)**

The structural model equation results are shown in table 8 and figure 6. The results show a significant positive relationship between cafe atmosphere and customer satisfaction (H1) because the t-values is 3,49 greater the 1,96. This result is similar to the research result from Ing et al. (2019), who stated a significant positive relationship between cafe atmosphere and customer satisfaction. In that study, it was explained that atmosphere could influence the approach/avoid behaviors of the customers, the level of patronage, and customer spending patterns. Because of this, the atmosphere can significantly influence the overall dining experience and emotions. These results are also explained by Torlak, Demir, and Budur (2019), who stated that atmosphere elements, such as lighting, temperature, background music, calmness, and odor of café-restaurant could stimulate emotions and behavior for the customer in the restaurant. Therefore, when the atmosphere is enjoyable, it will enhance customers' good feelings.

There is a significant positive relationship between food quality and customer satisfaction (H2). The t-values is 4,95, which means the value is more than 1,96. This result is similar to the research result from Uddin (2019), who stated that there is a significant positive relationship between food quality and customer satisfaction. In that study, it was explained that the quality of food impacts the experiences achieved by the customer in restaurants. If the food is better, then the customer's experience will also be better. Because of this, the quality of food items is an essential factor to make a satisfied

customer. These results are also explained by Ing et al. (2019), who stated that food is the primary offering in any dining place because this food is one of the critical attributes that customers will relate to the place. Therefore if the place offers good food quality such as hygienically prepared food with good taste, served in good portion, and are visually attractive with the appropriate temperature, it will attract customers and lead to high customer satisfaction.

Surprisingly, the café atmosphere has a positive but not significant relationship with customer loyalty (H3) because the t-values is lower than 1,96 (0,31). This result is similar to the research result from Purwadi et al. (2020), who explains that despite the fact atmosphere is positively related to customer loyalty, but atmosphere alone is still not enough to significantly affect it. This is because there are other things that a place can offer to the customer other than atmosphere, and atmosphere can only be seen as an enhancement to other factors to impact customer loyalty significantly. These results are also explained by Rachma & ABS (2019). They stated that the atmosphere is not the basis for determining loyalty because customers tend not to pay attention to the store atmosphere to be loyal. Therefore, consumers continue to buy the same product without paying attention to the store atmosphere.

Also, food quality has no significant relationship with customer loyalty (H4) because the t-values is lower than 1,96 (0,85). This result is similar to the research result from Kusumasasti, Andarwati & Hadiwidjojo (2017), who explains that many of the customers don't solely come to drink coffee but also hang out with other people or spend some time alone. This activity is indeed more comfortable for most people when done in a coffee shop. In addition, the number of coffee shops that exist gives people the option of trying to come from one coffee shop to another. Because of this, food quality doesn't necessarily become a reason for customers to remain loyal because they also want to change coffee shops to try out. This result is also explained by Rimawan, Mustofa dan Mulyanto (2017), who stated that food quality is not something customers will be loyal to because good food quality should be expected from any dining place.

There is a significant positive relationship between customer satisfaction and customer loyalty regarding customer loyalty. (H5), the value of t-values is shown 2,25. This result is similar to the research result from Gopi and Samat (2020), who explain that Meeting

customer demand and desire is the businesses' primary target resulting in satisfaction and satisfied customers with their paying product or service level. If this continues, the degree of customer satisfaction will increment fundamentally when the customers are agreeable and exceptionally fulfilled with the product or service. Because of this, their level of loyalty will increase and the organization's reputation will have a profound effect. This result is also explained by Ing et al. (2019), who stated that satisfied customers would want to repeat the satisfying experience they had. They will consider themselves regular customers and intend to revisit a store as their first choice. This can be called repatronage, a behavioral indicator of customer loyalty, where customers will make repeat purchases of the goods or services at the same provider.

## **CONCLUSION**

The first, second, and fifth hypotheses can be accepted. This conclusion is based on the results of the standardized total effects test values and t-values that researchers have carried out. But for the third and fourth hypotheses cannot be accepted because the results show t-values of these hypotheses do not match the index value (lower than 1,96).

This research also has several managerial implications. Many respondents positively respond to the "The exterior decoration of this cafe is attractive to look at" in the cafe atmosphere. At the same time, they react negatively to the "This cafe has no bad smell" statement. This implies that the decoration or exterior design of Masalalu Café Rawa Domba can improve the mood of customers' mood. Still, some customers are disturbed by the unpleasant odor found in the cafe. Regarding food quality, many respondents positively respond to the "This cafe provides fresh food" statement, while they negatively respond to the "This cafe provides healthy food" statement. This implies that the food served by Masalalu Café Rawa Domba is fresh, but some customers disagree that the food served is healthy.

Meanwhile, many respondents responded positively to the "Overall, I am satisfied with this cafe" statement regarding customer satisfaction. However, at the same time, they react negatively to the "I really enjoy myself in this cafe" statement. Overall, this implies that customers who visited Masalalu Café Rawa Domba were satisfied with their visit. But for some customers feel less agree if they can enjoy themselves on their own while

in the cafe. Many respondents positively respond to the "I will recommend this cafe to others" statement regarding customer loyalty. However, at the same time, they react negatively to the "I will continue to visit this cafe in the future" statement. This implies that Satisfied customers will recommend Masalalu Café Rawa Domba as a cafe worth visiting. Still, some customers feel that they don't necessarily need to continue visiting this cafe in the future.

For academic implications, the research's results regarding cafe atmosphere on customer satisfaction are in line with the results from Ing et al. (2019) and Torlak, Demir, and Budur (2019). They stated that there is a significant positive relationship between cafe atmosphere and customer satisfaction. The research's results regarding food quality and customer satisfaction are in line with the results from Uddin (2019) and Ing et al. (2019). They stated that there is a significant positive relationship between food quality and customer satisfaction. The research's results regarding cafe atmosphere and customer loyalty are in line with the results from Purwadi et al. (2020) and Rachma & ABS (2019). They stated that cafe atmosphere has no significant relationship with customer loyalty. The research's results regarding food quality and customer loyalty align with the results from Andarwati & Hadiwidjojo (2017) and Mustofa dan Mulyanto (2017). They stated that food quality has no significant relationship with customer loyalty. Finally, the research's results regarding customer satisfaction and customer loyalty align with Gopi and Samat (2020) and Ing et al. (2019). They stated that there is a significant positive relationship between customer satisfaction and customer loyalty.

From the results of research that has been conducted by researcher, Masalalu Café Rawa Domba can build customer loyalty by maintaining a comfortable cafe atmosphere by decorating this cafe and making it pleasing to the eye, both for interior and exterior decoration. Also, the quality of food that customers receive must match or exceed the expectations of the customers.

Researchers also suggest that the owners and employees of Masalalu Café remain consistent in maintaining and providing the best quality, both in terms of product quality, cafe quality, service quality, and others. By maintaining this consistency, it is not impossible for Masalalu Café to create loyalty from its visitors. Although the results of data processing show that visitors' loyalty has a positive value, which means that visitors

can come back at any time, Masalalu Café is expected to maintain and even develop the quality given.

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## Appendix

<b>Variables</b>	<b>Indicators</b>	<b>Mean</b>
Cafe	This cafe has good background music	4.70
Atmosphere	This cafe is kept clean	5.06
	This cafe has no unpleasant smell	4.52
	The air temperature in this cafe makes me comfortable	4.98
	The atmosphere of this cafe allows a conversation to take place	5.21
	The interior decoration of this cafe is pleasing to look at	5.18
	The exterior decoration of this cafe is pleasing to look at	5.14
Food Quality	This cafe provides tasty food	4.74
	This cafe has a varied menu	5.06
	This cafe provides fresh food	4.98
	This cafe maintains the food temperature well	5.00
Customer Satisfaction	This cafe serves healthy food	4.72
	I really enjoy myself in this café	5.14
	My choice to visit this cafe was a right choice	5.00
	The quality of the food in this cafe is up to my expectations	4.88
Customer Loyalty	On the whole, I'm satisfied with this cafe	5.06
	I will keep to visit this cafe in the future	4.82
	I would tell the others about this cafe	4.98
	I will be consuming various foods that are mentioned in the menu of this café	4.67
	For me, this cafe is the best choice	4.71