



The Effect of Price and Store Atmosphere on Customer Loyalty



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Article Info	Abstract
Article History Submission: 2026-05-14 Accepted: 2026-10-18 Published: 2026-10-21 Keywords: Customer Loyalty; Price; Store Atmosphere; Coffee Shop; Consumer Behavior.	The rapid growth of coffee shops in Indonesia has intensified competition, making customer loyalty increasingly important for business sustainability. Although price and store atmosphere are widely recognized as potential determinants of customer loyalty, their relative contributions may differ across coffee shop contexts. This study examined the effects of price and store atmosphere on customer loyalty at Fuels Coffee in Bandung, Indonesia. Using a quantitative explanatory design, data were collected through a questionnaire administered to 97 customers selected using purposive sampling, with eligibility restricted to those who had made at least two purchases. The data were analyzed using multiple linear regression. The results revealed that price had a positive and statistically significant effect on customer loyalty ($B = 0.475$, $p = .001$), whereas store atmosphere showed no statistically significant effect ($B = 0.197$, $p = .103$). The overall regression model was statistically significant ($p = .001$) and explained 36.7% of the variance in customer loyalty (adjusted $R^2 = .367$). These findings demonstrate that price, rather than store atmosphere, was the significant predictor of customer loyalty within the examined model. The study provides empirical evidence that customers' perceptions of price may play a more prominent role in fostering loyalty in this coffee shop context, highlighting the importance of maintaining pricing strategies that customers perceive as appropriate and commensurate with the value they receive.

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I. INTRODUCTION

The food and beverage industry, particularly the coffee shop sector, has become increasingly competitive alongside changes in consumer lifestyles and consumption patterns. Coffee shops are no longer viewed merely as places to purchase and consume coffee-based beverages; they have evolved into social spaces where consumers interact, work, study, and engage in various other activities. This transformation has consequently increased consumers' expectations of the value offered by coffee shops. Gunawan and Syahputra (2020) noted that increasing coffee shop consumption has stimulated the growth of coffee shop businesses while simultaneously intensifying competition within the industry. Similarly, Mihron and Nuvriasari (2023) emphasized that changing consumer lifestyles have shifted competition beyond product quality toward businesses' ability to create valuable customer experiences. Under these competitive conditions, developing and maintaining customer loyalty has become increasingly important for business sustainability.

Customer loyalty reflects customers' commitment to maintaining their relationship with a business, including their willingness to make repeat purchases and recommend its products or services to others. Haykal et al. (2023) described loyalty as consumers' tendency to continue using particular products or services, while Salsabila et al. (2024) highlighted customers' willingness to recommend a product as an important manifestation of loyalty. Loyalty becomes

particularly relevant in markets characterized by numerous alternatives, where customers can readily switch to competitors when the value they perceive does not meet their expectations. Identifying the factors associated with customer loyalty is therefore important for understanding how coffee shops can develop more effective customer-retention strategies.

One factor potentially associated with customer loyalty is price. From a consumer behavior perspective, price represents more than the monetary amount paid to obtain a product; it also reflects consumers' evaluations of affordability, fairness, and the correspondence between the sacrifices they make and the benefits they receive. Sutanto and Wulandari (2023) identified price as an important attribute considered by consumers when evaluating a product. When customers perceive the price they pay as reasonable and commensurate with the benefits received, their evaluation of the overall offering may become more favorable. Empirical studies have also demonstrated a significant relationship between price and customer loyalty across different contexts. Santosa and Andhini (2023), Kumala and Widodo (2019), and Rahma and Hermani (2022), for example, reported significant relationships between price and customer loyalty. Collectively, these findings suggest that customers' evaluations of price may contribute to their decisions to maintain relationships with a business.

In addition to price, store atmosphere represents an experiential dimension that may be associated with customer loyalty, particularly in the coffee shop

context. Store atmosphere encompasses characteristics of the physical environment designed to shape consumers' perceptions and experiences, including interior design, spatial arrangement, lighting, comfort, and the overall ambience of the establishment. Chau et al. (2025) showed that a positive store atmosphere can enhance customer comfort and encourage revisit intentions, while Munte and Puddin (2025) emphasized the role of store atmosphere in creating experiences that correspond to customers' needs and preferences. Fitriyah and Rohman (2024) also reported a relationship between store atmosphere and customer loyalty in the coffee shop context. These findings suggest that the physical environment and consumption experience provided by a coffee shop may influence customers' willingness to return and maintain their relationship with the business.

Despite this evidence, previous research does not indicate that price and store atmosphere contribute uniformly to customer loyalty across business contexts. Several studies have reported significant relationships between price and customer loyalty (Kumala & Widodo, 2019; Rahma & Hermani, 2022; Santosa & Andhini, 2023), whereas others have demonstrated the relevance of store atmosphere to customer loyalty (Listiono & Sugiarto, 2015; Rahman & Juwita, 2023; Widasari et al., 2025). Other studies have examined price and store atmosphere alongside additional determinants of loyalty (Nadiroh & Suja'i, 2022; Purnama et al., 2022; Rachma et al., 2025). However, these studies were conducted across different types of businesses, customer populations, and competitive environments. Consequently, the relative contribution of price and store atmosphere may depend on the specific consumption and competitive context in which customer loyalty is formed.

This contextual variation reveals an empirical gap that warrants further investigation. First, some evidence concerning the relationship between price and customer loyalty has been generated outside the specific context of coffee shops, where purchasing decisions and consumption experiences may differ from those in other retail or service settings. Second, studies examining store atmosphere have covered diverse service environments characterized by different physical settings and customer experiences. Third, previous studies have frequently incorporated price and store atmosphere into broader models that also include product quality, service quality, customer satisfaction, switching barriers, and other determinants. Although such models provide a broader explanation of customer loyalty, they make it more difficult to isolate the relative statistical contributions of economic evaluation and physical consumption experience. Accordingly, further evidence is needed regarding how price and store atmosphere perform when examined simultaneously within a more focused model, particularly among customers of Fuels Coffee.

Examining price and store atmosphere simultaneously is conceptually relevant because they represent distinct dimensions of customer evaluation. Price captures an economic evaluation of the correspondence between monetary sacrifice and perceived benefits, whereas store atmosphere captures customers' experiential evaluation of the

physical environment in which consumption occurs. Incorporating both variables into a single regression model enables their respective statistical contributions to customer loyalty to be estimated while controlling for one another, while also indicating how much variation in loyalty can be explained collectively by these two dimensions. Thus, rather than assuming that relationships identified in other business settings apply uniformly across coffee shops, this study provides context-specific evidence regarding the relative contributions of price and store atmosphere to customer loyalty at Fuels Coffee.

Based on these considerations, this study aims to examine the effects of price and store atmosphere on customer loyalty at Fuels Coffee, both individually and jointly. Specifically, the study evaluates the extent to which each predictor contributes to explaining customer loyalty within the coffee shop context. Drawing on the conceptual arguments and empirical evidence discussed above, three hypotheses are proposed:

H1: Price has a significant effect on customer loyalty at Fuels Coffee;

H2: Store atmosphere has a significant effect on customer loyalty at Fuels Coffee; and

H3: Price and store atmosphere jointly have a significant effect on customer loyalty at Fuels Coffee.

II. METHOD

This study employed a quantitative explanatory design to examine the relationships between price, store atmosphere, and customer loyalty at Fuels Coffee. Price and store atmosphere were specified as predictor variables, while customer loyalty was treated as the outcome variable. Multiple linear regression was used to estimate the unique contribution of each predictor to customer loyalty while controlling for the other predictor, as well as the explanatory capacity of the overall model.

The target population comprised customers of Fuels Coffee, for which the total population size was not known with certainty. Given the absence of a definitive population size, the minimum sample size was estimated using the Lemeshow formula, with a 95% confidence level ($Z = 1.96$), an assumed population proportion of .50, and a 10% margin of error. This calculation yielded a minimum sample size of 96.04, which was rounded up to 97 participants. Participants were recruited using non-probability purposive sampling. To be eligible for participation, customers were required to have made at least two purchases at Fuels Coffee and to provide voluntary consent to participate in the study. The repeat-purchase criterion was applied to ensure that participants had prior experience with the establishment and were therefore able to evaluate its pricing, store atmosphere, and aspects of customer loyalty. A total of 97 eligible customers participated in the study.

Primary data were collected using a structured questionnaire measuring three constructs: price, store atmosphere, and customer loyalty. Each construct was measured using four items, resulting in a total of 12 items. The price items assessed customers' evaluations of the pricing offered by Fuels Coffee, while the store atmosphere items captured their perceptions of the physical and environmental characteristics of the

establishment. The customer loyalty items assessed behavioral and attitudinal manifestations of loyalty toward Fuels Coffee. Prior to hypothesis testing, the measurement quality of the questionnaire was evaluated through item validity and internal consistency analyses. Item validity was assessed by comparing item correlation coefficients with the corresponding critical correlation value, while internal consistency was evaluated using Cronbach's alpha for each construct. Only items satisfying the predetermined validity and reliability criteria were retained for subsequent analyses.

Multiple linear regression was performed to examine the statistical contributions of price and store atmosphere to customer loyalty. The regression model was specified as $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$, where Y represents customer loyalty, α represents the intercept, β_1 and β_2 represent the regression coefficients, X_1 represents price, X_2 represents store atmosphere, and ϵ represents the error term. Before estimating the model, relevant regression assumptions were assessed, including residual normality, homoscedasticity, and multicollinearity. These diagnostic procedures were conducted to determine whether the data adequately satisfied the assumptions required for multiple linear regression.

All hypothesis tests were conducted at a significance level of 5% ($\alpha = .05$). The statistical significance of each regression coefficient was evaluated to determine the unique contribution of price and store atmosphere to customer loyalty, while the overall significance of the regression model was assessed using the F test. Adjusted R^2 was used to determine the proportion of variance in customer loyalty collectively explained by price and store atmosphere after accounting for the number of predictors included in the model.

III. RESULTS AND DISCUSSION

A. Results

A total of 97 Fuels Coffee customers participated in the study. Table 1 presents the demographic characteristics of the participants according to gender and age. Of the total sample, 64 participants (66.0%) were male and 33 (34.0%) were female. In terms of age, most participants were between 17 and 24 years old (64.9%), followed by those aged over 40 years (20.6%). Participants aged 25–32 years accounted for 9.3% of the sample, while those aged 33–40 years and under 17 years represented 3.1% and 2.1%, respectively. These distributions indicate that the sample was predominantly composed of male customers and that customers aged 17–24 years constituted the largest age group represented in the study.

Table 1. Participant Characteristics

Characteristic	<i>n</i>	%
Gender		
Male	64	66.0
Female	33	34.0
Age (years)		
<17	2	2.1
17–24	63	64.9
25–32	9	9.3

33–40	3	3.1
>40	20	20.6

The quality of the measurement instrument was examined through item validity and internal consistency analyses. As presented in Table 2, all 12 items produced item correlation coefficients above the critical value of .2006 adopted in this study. The coefficients ranged from .629 to .861. Among the price items, the coefficients ranged from .784 to .861; those for store atmosphere ranged from .694 to .848; and those for customer loyalty ranged from .629 to .836. Because all coefficients exceeded the specified criterion, all items measuring price, store atmosphere, and customer loyalty were retained for subsequent analyses.

Table 2. Item Validity Results

Item	<i>r</i>
H1.1	.832
H1.2	.861
H1.3	.846
H1.4	.784
S2.1	.758
S2.2	.848
S2.3	.830
S2.4	.694
L.1	.728
L.2	.629
L.3	.836
L.4	.695

The internal consistency results presented in Table 3 further indicate differences in reliability across the three constructs. Price yielded the highest Cronbach's alpha ($\alpha = .848$), followed by store atmosphere ($\alpha = .789$), indicating relatively strong internal consistency for these two measures. Customer loyalty produced a lower Cronbach's alpha ($\alpha = .630$). Although this coefficient was comparatively lower than those obtained for price and store atmosphere, it remained within the acceptance criterion adopted in the present study. Taken together with the item validity results, these findings provided the measurement basis for retaining all three constructs in the subsequent regression analysis, while the comparatively lower reliability of the customer loyalty measure should be considered when interpreting the findings.

Table 3. Internal Consistency of the Study Variables

Variable	Cronbach's α
Price	.848
Store atmosphere	.789
Customer loyalty	.630

Prior to multiple regression analysis, the relevant model assumptions were examined. Visual inspection of the residual histogram shown in Figure 1 indicated that the residuals were concentrated around the center of the distribution and decreased toward both tails. The distribution approximately followed a bell-shaped pattern, with no substantial visual departure from normality. On the basis of this visual assessment, the residual distribution was considered sufficiently close to

normal for the regression analysis, in conjunction with the other diagnostic tests reported below.

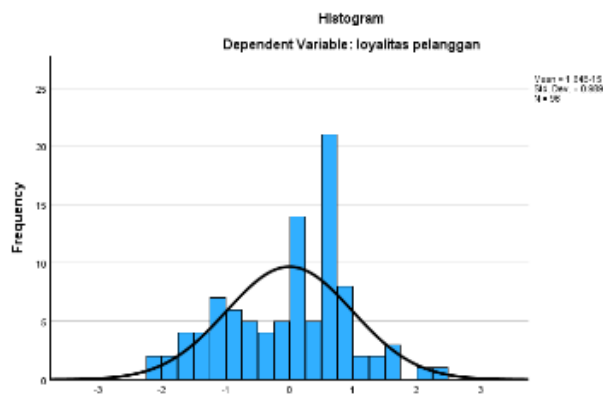


Figure 1. Histogram of Regression Residuals

The heteroscedasticity results presented in Table 4 showed significance values of .394 for price and .265 for store atmosphere. Both values exceeded the .05 criterion adopted for the test. Accordingly, the test did not indicate evidence of heteroscedasticity in the regression model. These results suggest that no statistically detectable pattern of unequal residual variance was identified through the diagnostic procedure employed in this study. This finding, together with the residual distribution presented in Figure 1, provided support for proceeding with the estimation and interpretation of the multiple regression model.

Table 4. Heteroscedasticity Test Results

Predictor	p	Interpretation
Price	.394	No evidence of heteroscedasticity
Store atmosphere	.265	No evidence of heteroscedasticity

The multicollinearity diagnostics provided additional evidence regarding the suitability of the predictor variables for simultaneous inclusion in the model. As shown in Table 5, price and store atmosphere each had a tolerance value of .540 and a variance inflation factor (VIF) of 1.850. The tolerance values were above .10 and the VIF values were below the predetermined threshold of 10, indicating no evidence of problematic multicollinearity between the two predictors. Therefore, price and store atmosphere could be included simultaneously in the regression model without evidence that excessive linear dependence between the predictors compromised the coefficient estimates. Overall, the diagnostic results from Figure 1 and Tables 4 and 5 provided no indication of major violations of the regression assumptions examined in this study.

Table 5. Multicollinearity Diagnostics

Predictor	Tolerance	VIF
Price	.540	1.850
Store atmosphere	.540	1.850

Following the diagnostic assessment, multiple linear regression was conducted to examine the

contributions of price and store atmosphere to customer loyalty. As reported in Table 6, the overall regression model was statistically significant ($p = .001$). This finding indicates that the model containing price and store atmosphere provided statistically significant explanatory information regarding variation in customer loyalty compared with a model containing no predictors. Therefore, the hypothesis concerning the joint contribution of price and store atmosphere (H3) was supported. The significance of the overall model, however, does not imply that both predictors necessarily made statistically significant unique contributions; the individual regression coefficients were therefore examined separately.

Table 6. Overall Regression Model

Model	p
Regression	.001

Table 7 presents the individual regression coefficients for price and store atmosphere. Based on the unstandardized coefficients, the estimated regression equation was $Y = 5.414 + 0.475X_1 + 0.197X_2$, where X_1 represents price and X_2 represents store atmosphere. Price had a positive and statistically significant coefficient ($B = 0.475$, $p = .001$). Holding store atmosphere constant, a one-unit increase in the price score was associated with a 0.475-unit increase in the predicted customer loyalty score. Thus, price made a statistically significant unique contribution to customer loyalty within the regression model, providing support for H1.

In contrast, store atmosphere produced a positive coefficient ($B = 0.197$), but its contribution was not statistically significant at the .05 level ($p = .103$). Accordingly, after accounting for price, the available data did not provide sufficient statistical evidence that store atmosphere made a unique contribution to customer loyalty. H2 was therefore not supported. Importantly, the positive coefficient should not be interpreted as evidence of a significant effect because its associated probability value exceeded the predetermined significance threshold. The regression results therefore distinguish the roles of the two predictors: price emerged as a statistically significant predictor of customer loyalty, whereas store atmosphere did not demonstrate a statistically significant unique contribution when both variables were considered simultaneously.

Table 7. Multiple Regression Coefficients

Predictor	B	p
Constant	5.414	.002
Price	.475	.001
Store atmosphere	.197	.103

The explanatory capacity of the regression model is presented in Table 8. The adjusted R^2 value of .367 indicates that price and store atmosphere collectively accounted for 36.7% of the variance in customer loyalty after adjustment for the number of predictors included in the model. Thus, a meaningful proportion of variation in customer loyalty was captured by the two predictors

examined in this study. Conversely, 63.3% of the variance remained unexplained by the present model. This unexplained proportion should not be interpreted as evidence that specific unmeasured variables exerted a corresponding causal effect; rather, it represents variation in customer loyalty that was not accounted for by price and store atmosphere within the specified regression model.

Table 8. Model Explanatory Power

Statistic	Value
Adjusted R^2	.367

Taken together, the regression findings produced different levels of support for the three hypotheses. H1 was supported because price demonstrated a statistically significant positive coefficient, whereas H2 was not supported because the unique contribution of store atmosphere did not reach statistical significance. H3 was supported by the statistical significance of the overall regression model. Collectively, price and store atmosphere explained 36.7% of the variance in customer loyalty, with price emerging as the statistically significant predictor when both variables were considered simultaneously. These findings provide the empirical basis for examining why price demonstrated a significant contribution to customer loyalty while store atmosphere did not, which is addressed in the discussion.

B. Discussion

This study examined the contributions of price and store atmosphere to customer loyalty at Fuels Coffee. The findings reveal a differentiated pattern between the two predictors. Price emerged as a positive and statistically significant predictor of customer loyalty, whereas store atmosphere did not demonstrate a statistically significant unique contribution after price was accounted for in the regression model. At the model level, price and store atmosphere jointly provided statistically significant explanatory information and accounted for 36.7% of the variance in customer loyalty. These findings suggest that economic and experiential evaluations do not necessarily contribute equally to customer loyalty within a coffee shop context. More specifically, customers' evaluations of price appeared to be more strongly associated with their loyalty than their evaluations of the physical store environment in the model examined.

The significant contribution of price to customer loyalty ($B = 0.475$, $p = .001$) indicates that customers who evaluated Fuels Coffee's pricing more favorably also tended to report higher levels of loyalty. This finding supports H1 and is consistent with previous studies reporting a significant relationship between price and customer loyalty (Kumala & Widodo, 2019; Rahma & Hermani, 2022; Santosa & Andhini, 2023). From a consumer evaluation perspective, this relationship can be understood in terms of the correspondence customers perceive between monetary sacrifice and the benefits obtained from a product or service. Price is therefore not merely the amount paid for a product but also constitutes an evaluative cue through

which customers judge whether an offering is affordable, reasonable, and commensurate with the value received. When this evaluation is favorable, customers may have stronger reasons to maintain their relationship with the business rather than seek alternative providers.

The importance of price in the present study is particularly relevant because coffee shop customers typically operate in a marketplace characterized by numerous alternatives. Under such conditions, customers can compare not only nominal prices but also what they receive in exchange for those prices. The significant coefficient for price therefore suggests that customers' price evaluations constitute an important component of loyalty at Fuels Coffee. However, the finding should not be interpreted as indicating that lower prices necessarily produce greater loyalty. Rather, because the variable reflects customers' evaluations of pricing, the result is more appropriately understood as evidence that favorable perceptions of price are associated with higher customer loyalty. This distinction is important because competitive pricing does not necessarily require price reductions; it may instead depend on maintaining a price-value relationship that customers perceive as appropriate.

In contrast, store atmosphere had a positive regression coefficient but did not make a statistically significant unique contribution to customer loyalty ($B = 0.197$, $p = .103$). Thus, H2 was not supported. After price was accounted for in the model, the available evidence was insufficient to conclude that differences in customers' evaluations of store atmosphere were independently associated with differences in loyalty. This finding should not be interpreted as demonstrating that store atmosphere is unimportant to customers. Rather, it indicates that, within the present sample and model specification, variation in perceived store atmosphere did not explain a statistically significant amount of unique variation in customer loyalty beyond that accounted for by price.

This result differs from studies reporting significant relationships between store atmosphere and customer loyalty, including Listiono and Sugiarto (2015) and Widasari et al. (2025). The divergence suggests that the role of store atmosphere may be context dependent rather than uniform across retail and coffee shop settings. Physical characteristics such as interior design, spatial arrangement, lighting, comfort, and overall ambience may contribute to customers' experiences without necessarily translating directly into loyalty in every setting. The relative importance of these characteristics may depend on customers' purposes for visiting, their expectations, available alternatives, and other aspects of the consumption experience. Consequently, a positive store atmosphere may constitute a desirable feature of the coffee shop experience while still failing to emerge as an independent statistical predictor of loyalty once another relevant evaluation, such as price, is considered.

The contrasting results for price and store atmosphere provide an important empirical insight

into the relative roles of economic and experiential evaluations. The two variables represent different dimensions of customers' assessments: price reflects the perceived correspondence between monetary sacrifice and received benefits, whereas store atmosphere represents customers' evaluations of the physical consumption environment. The findings indicate that these dimensions were not equally predictive of loyalty among Fuels Coffee customers. Price retained a significant unique contribution when both variables were entered into the model, whereas store atmosphere did not. This distinction helps refine the interpretation of previous evidence by demonstrating that a factor associated with customer experience does not necessarily retain explanatory significance when evaluated simultaneously with an economic consideration. Thus, examining the predictors together provides information that would not be apparent from considering each factor in isolation.

At the overall model level, price and store atmosphere jointly produced a statistically significant regression model ($p = .001$), supporting H3. The adjusted R^2 of .367 indicates that the model accounted for 36.7% of the variance in customer loyalty. This finding is broadly consistent with studies that have incorporated price and store atmosphere into models explaining customer loyalty (Nadiroh & Suja'i, 2022; Purnama et al., 2022; Rachma et al., 2025). Nevertheless, the significance of the overall model should be distinguished from the significance of individual predictors. In the present study, the statistically significant overall model was accompanied by a significant unique contribution from price but not from store atmosphere. Therefore, the simultaneous result should not be interpreted as evidence that both predictors individually influenced loyalty. Instead, it demonstrates that the predictor set, considered collectively, provided statistically significant explanatory information, with price accounting for the statistically detectable unique contribution identified in the coefficient analysis.

The model also left 63.3% of the variance in customer loyalty unexplained. This proportion should not be attributed directly to particular factors because variables beyond price and store atmosphere were not examined in the present model. Nevertheless, the unexplained variance indicates that customer loyalty is not adequately characterized by these two dimensions alone. This observation is consistent with the broader understanding of loyalty as a multidimensional phenomenon that may be associated with multiple aspects of customers' evaluations and experiences. Future research could therefore examine whether additional constructs, such as product quality, service quality, customer satisfaction, perceived value, or other relevant factors, increase the explanatory capacity of the model. Such extensions would also help clarify whether store atmosphere operates primarily as a direct predictor of loyalty or whether its relationship with loyalty may occur through other customer evaluations.

From a practical perspective, the findings suggest that Fuels Coffee should pay particular

attention to how customers evaluate its pricing. Because favorable price evaluations were significantly associated with loyalty, managerial decisions should focus not simply on offering lower prices but on maintaining consistency between prices and the value customers perceive they receive. Pricing strategies may therefore benefit from emphasizing fairness, affordability relative to the target market, and correspondence between price and the quality or benefits of the offering. At the same time, the nonsignificant coefficient for store atmosphere should not be used as a rationale for neglecting the physical environment. Store atmosphere remains part of the overall customer experience, but the present evidence does not support treating improvements to the physical environment alone as a sufficient strategy for strengthening customer loyalty. Resources directed toward atmosphere should therefore be considered alongside, rather than as a substitute for, the broader value proposition offered to customers.

Overall, this study contributes context-specific evidence showing that price and store atmosphere do not necessarily play equivalent roles in explaining customer loyalty. The significant contribution of price and the nonsignificant unique contribution of store atmosphere demonstrate the value of evaluating economic and experiential dimensions simultaneously rather than assuming that both will independently predict loyalty. In the context of Fuels Coffee, customers' evaluations of price emerged as the more salient statistical predictor of loyalty. These findings extend the empirical discussion of customer loyalty in coffee shop settings by highlighting the importance of distinguishing between the significance of the overall explanatory model and the unique contribution of each predictor.

IV. CONCLUSION

This study demonstrates that price and store atmosphere play different roles in explaining customer loyalty at Fuels Coffee. Price emerged as a positive and statistically significant predictor of customer loyalty, whereas store atmosphere showed a positive coefficient but did not make a statistically significant unique contribution after price was accounted for in the regression model. Collectively, the two predictors formed a statistically significant model and explained 36.7% of the variance in customer loyalty. These findings indicate that customers' evaluations of price represent a more salient predictor of loyalty than their evaluations of store atmosphere within the model examined. From a practical perspective, Fuels Coffee should therefore pay particular attention to maintaining prices that customers perceive as reasonable and commensurate with the value they receive, while continuing to regard store atmosphere as part of the broader customer experience rather than assuming that improvements in the physical environment alone will strengthen loyalty. The findings should nevertheless be interpreted within the study's context-specific and non-probability sample, and the unexplained variance indicates that customer loyalty extends beyond the two predictors examined. Future research should incorporate additional determinants of

loyalty and examine whether the role of store atmosphere varies across customer segments, coffee shop settings, or through indirect relationships with other customer evaluations.

CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest related to the publication of this article.

AUTHOR CONTRIBUTIONS

Jeremy Immanuel: Conceptualization, investigation, data collection, data analysis, and writing of the original draft. **Kartika Imasari Tjiptodjojo:** Conceptualization, methodology, validation, supervision, and review and editing of the manuscript. Both authors have read and approved the final version of the manuscript.

FUNDING

This research received no external funding.

ACKNOWLEDGMENT

The authors would like to thank Universitas Kristen Maranatha for the institutional support provided during the research process. The authors also extend their appreciation to all respondents who participated in this study.

DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES

During the preparation of this manuscript, the authors used ChatGPT (OpenAI) for language editing and improving the readability of the manuscript. All AI-assisted outputs were reviewed, revised, and verified by the authors. The authors take full responsibility for the accuracy, originality, integrity, and content of the published article.

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