



THE INFLUENCE OF SERVICE QUALITY, STORE ATMOSPHERE, AND EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY AT FAMICAFÉ TENGGILIS SURABAYA

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Abstract

Competition in the retail business has become a highly competitive and dynamic arena in the global economy. The intense competition among retail businesses encourages them to compete for consumer interest and market leadership by devising various strategic plans to increase competitive advantage. FamilyMart, under PT Fajar Mitra Indah, is one of the retail businesses currently competing to win the market in Indonesia. FamiCafé, created by FamilyMart is a brand extension that combines the concept of a minimarket with a cafe. This research examines the effect of service quality, store atmosphere, and experiential marketing on customer loyalty at FamiCafé Tenggilis Surabaya. This research uses quantitative methods involving 108 respondents selected from the population of FamiCafé Tenggilis Surabaya customers. Nonprobability sampling with a purposive sampling approach was used for sample selection. Data was collected through distributing questionnaires and measured using a Likert scale. The data analysis process uses Partial Least Squares (PLS) analysis tools with the help of SmartPLS software. Based on the research findings, it was revealed that service quality affects customer loyalty at FamiCafé Tenggilis Surabaya, store atmosphere has no effect on customer loyalty at FamiCafé Tenggilis Surabaya, and experiential marketing affects customer loyalty at FamiCafé Tenggilis Surabaya.

Keywords: Customer Loyalty, Experiential Marketing, Service Quality, Store Atmosphere

INTRODUCTION

The existence of the retail business in the last decade has increased with the emergence of new retail outlets in various regions, both local and international, creating a highly competitive and dynamic arena in the global economy. The fierce competition among retail businesses striving to attract consumer interest and become market leaders by devising various strategic plans to enhance competitive advantages.

Minimarket as a modern retail is very widespread and found in various regions. In Indonesia, various minimarkets have been established both domestically and expanded from abroad such as Alfamart, Indomaret, Alfamidi and Alfa Express, Circle-K, Lawson, FamilyMart, and others.

FamilyMart under PT Fajar Mitra Indah is one of the minimarkets that is competing to win the market in Indonesia. The Japanese company that brings the convenience store concept has expanded to 24,078 outlets around the world including in Indonesia. Based on the Top Brand Award data for the subcategory minimarket category retail in 2023, it takes three retailers were selected, namely Alfamart, Indomaret, and FamilyMart. This data indicates that FamilyMart did not get the top position of the three brands because the score was significantly lower than its competitors. FamilyMart's TBI value in 2023 is only 9.30%, while Alfamart, which is ranked first, has a value of 45.60%, followed by Indomaret in second place with a value of 37.80%. So this is still a concern for companies to win the Indonesian market.

Seeing that FamilyMart is quite far behind, a strategy is needed to attract consumer attention. Various efforts and strategies must be made by FamilyMart to get consumer attention and interest. Creating a line of food and beverage outlets with the FamiCafé brand as an effort to FamilyMart's brand extension strategy which has been introduced since 2012. FamiCafé offers a variety of ready-to-eat food and beverages that are created according to the tastes of the Indonesian people.

FamiCafé has been implemented in every FamilyMart outlet, combining a minimarket concept with a cafe. One of its branches, FamiCafé Tenggilis Surabaya, which has been operating since October 2023, is often crowded with visitors, experiencing issues that lead to consumer dissatisfaction. Based on consumer reviews on Google Maps as of

March 15th, 2024, FamilyMart Tenggilis has received various negative reviews citing service quality issues such as poor staff attitudes, slow service, and suboptimal task division. This is followed by reports of the outlet's unclean condition, with food scraps scattered on seats, leading to the presence of many flies and contributing to the cramped interior arrangement. These problems cause the customers' purchasing experience at FamiCafé Tenggilis to fall short of expectations.

Increasing satisfaction that can foster customer loyalty is the main goal of the company (Mahendra & Kusuma, 2022). Maintaining customer loyalty is crucial for ensuring business survival because retaining customers is often more challenging than attracting new customers.

Service quality significantly affects customers as it reflects the company's ability to fulfill their needs and desires, thereby fostering continuous purchasing intention (Prasyanti et al., 2021). Companies must maintain their market position by providing high-quality service systems, because they can attract and retain customers, preventing them from switching to competitors (Kurniawan & Fitriyah, 2023). Strong service quality which ensures safety, comfort, and a sense of belonging, can elevate a company's priority in encouraging repeat purchases and cultivating customer loyalty (Nurdiyanta & Purwanto, 2021)

To maintain customer loyalty, a business must create a comfortable atmosphere for consumers while they are in the store, as satisfied customers are more likely to make repeat purchases (Rorong et al., 2023). Creating a strong and creative store atmosphere by integrating display elements both inside and outside the store is expected to attract many consumers (Chairunisya & Soebiantoro, 2021). A suitable store atmosphere can make customers feel comfortable in their surroundings, encouraging them to stay longer to enjoy the services or products they have purchased (Kurniawan & Fitriyah, 2023).

The experience received by customers is also the basis for fostering satisfaction. Experiential Marketing aims to provide a positive and unforgettable experience that provides long-term benefits for the company (Asyhari & Dermawan, 2024). Experiential marketing creates an experience for individuals after they use a product or service and engages all of their senses (Handayani et al. dalam Mahendra & Kusuma W, 2022). Experiential marketing

influences customer loyalty. If experiential marketing is higher or better, it will foster loyal behavior toward the company (Putra & Purwanto, 2020).

This research aims to explore whether the concepts of service quality, store atmosphere, and experiential marketing have an impact on customer loyalty which will be considered in evaluating and making decisions to develop the business.

REVIEW OF LITERATURE

Service Quality

Service quality is an activity received by someone from another person which is intangible and does not lead to ownership according to Kotler in (Marbun et al., 2022). Service quality is an evaluation made by consumers of the difference between their expectations and the reality of the services received. There are five dimensions used as indicators of service quality proposed by Kotler and Keller in (Hanum et al., 2024) including:

- a. Tangible, an appearance that involves the physical or material aspects of the service provided to consumers.
- b. Empathy, the company's ability to understand and respond to customer needs and wants by providing genuine and individualized or personal attention.
- c. Responsiveness, providing services with a fast, precise, and effective response to meet consumer needs and wants.
- d. Reliability, provide consistent, reliable, and accurate service to consumers.
- e. Assurance, confidence, and trust are given by employees in providing services to consumers.

Store Atmosphere

Every store must have a layout that can facilitate purchases supported by an appearance that creates an atmosphere for the target market, to attract consumers to make purchases according to Sopiah and Sangadji in (Farikha et al., 2023). According to Berman and Evan in (Wiranata & Suryadi, 2022), there are four dimensions used as indicators to measure store atmosphere:

- a. General interior, in-store designs that are organized and arranged as attractively as possible and provide comfort will influence good perceptions for consumers.
- b. Exterior, the exterior of the store reflects the stability, characteristics of the company, and the activities carried out in the store.
- c. Store layout, determines the location of the placement of goods or the organization of space in the store that will facilitate consumers in their activities.
- d. Interior displays, signs, or designs play an important role in providing information to consumers and influencing the store environment.

Experiential Marketing

Experiential marketing is an approach to introducing products or services by focusing on the consumer experience. Experiential marketing can encourage customers to make purchasing decisions faster and more positively (Dewi et al., 2023). There are five dimensions used as indicators of measuring experiential marketing variables according to Schmitt in (Trianovita et al., 2024) which include:

- a. Sense, an attempt to create an experience that involves all five senses to create a sensory experience.
- b. Feel, involvement of emotional bonds and feelings to influence consumer perception.
- c. Think, about experiences that stimulate cognitive thinking and encourage consumers to think creatively which will have an impact in creating new perspectives.
- d. Act, creating consumer experiences related to physical, behavioral, and lifestyle, as well as experiences derived from interactions with others that will ultimately result in an unforgettable experience.
- e. Relate, an experience that is used to influence customers and combines the four elements of sense, feel, think, and act by building relationships with consumers that are reflected in products or services.

Customer Loyalty

Consumer loyalty reflects the determination of consumers to remain loyal which is driven by awareness, quality experience, satisfaction, and pride in the product which is then followed by repeat purchases according to Kotler and Keller in (Sasongko, 2021). There are

four indicators of customer loyalty revealed by Griffin in (Destrina & Dermawan, 2023) including:

- a. Makes regular repeat purchases, customers make purchases more than once and continuously.
- b. Purchase across product and service lines, customers not only make purchases of the main product or service, but they also buy various other products or services offered.
- c. Refers to others, and provides recommendations to others using word-of-mouth communication techniques.
- d. Demonstrates immunity to the pull of the competition, consumers are not tempted by offers from competitors and remain loyal to the company, even if competitor offers are more enticing.

Relationship between Service Quality and Customer Loyalty

Good service quality is the key to increasing customer satisfaction, If a company can provide superior quality and meet customer needs well, then customer loyalty is likely to increase. The quality of service improves, and customer loyalty also increases. This occurs because of the motivation to establish a strong relationship between customers and the company (Prasyanti et al., 2021). Service quality which ensures safety, and comfort, and makes consumers feel at home can make the company a top priority for repeat purchases and foster customer loyalty (Nurdiyanta & Purwanto, 2021).

H1: It is suspected that service quality has a positive effect on customer loyalty FamiCafé Tenggilis Surabaya

Relationship between Store Atmosphere and Customer Loyalty

A comfortable, attractive, and pleasant store environment and decoration can create a positive experience. A good store atmosphere which takes into account customer desires, can affect customer comfort, leading to return visits and increased loyalty (Mihron & Nuvriasari, 2023). A good store atmosphere will make customers feel at home in the store and want to make repeat purchases (Purnama et al., 2022).

H2: It is suspected that store atmosphere has a positive effect on customer loyalty FamiCafé Tenggilis Surabaya

The Relationship between Experiential Marketing and Customer Loyalty

By providing a unique and satisfying experience, experiential marketing can help build trust, attachment, and long-term loyalty from customers to the company. The better experiential marketing is the greater interest in being loyal to the company will be (Putra & Purwanto, 2020). The effect of experiential marketing on customer loyalty, is attributed to the emotional connection it fosters which influences loyalty (Kadafi & Novita, 2021). Providing the best and most memorable experience for customers will shape loyal behavior (Mahendra & Kusuma, 2022).

H3: It is suspected that experiential marketing has a positive effect on customer loyalty at FamiCafé Tenggilis Surabaya.

Conceptual Framework of the Research

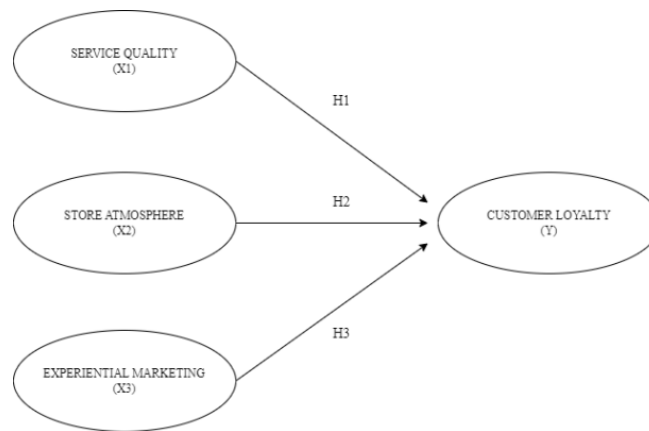


Figure 1
Conceptual Framework

RESEARCH METHOD

This research employs quantitative methods with the population of FamiCafé Tenggilis Surabaya customers. The sampling method used is nonprobability sampling, specifically purposive sampling criteria applied to customers of FamiCafé Tenggilis

Surabaya who have made more than one purchase and are at least 17 years old. The population of this research is not known with certainty or can be called an unknown population; hence the authors used the Hair formula to calculate the sample size. The ideal and representative sample size is determined by multiplying the number of indicators of the observed variables by 5 to 10 with a minimum requirement of 50 samples (Hair et al., 2017). In this study, there are 18 indicators multiplied by 6, resulting in a minimum sample size of 108 respondents. Data collection was conducted using a questionnaire distributed via Google Form and measured on a Likert scale. The data analysis process used Partial Least Squares (PLS) analysis tools with SmartPLS software to test validity, reliability, and hypotheses.

RESULTS AND DISCUSSION

The outer model is used to assess how indicators relate to constructs and validate the indicators used. Discriminant validity, convergent validity, and reliability tests are measured using Outer Loadings, Average Variance Extracted (AVE), and Composite Reliability (CR).

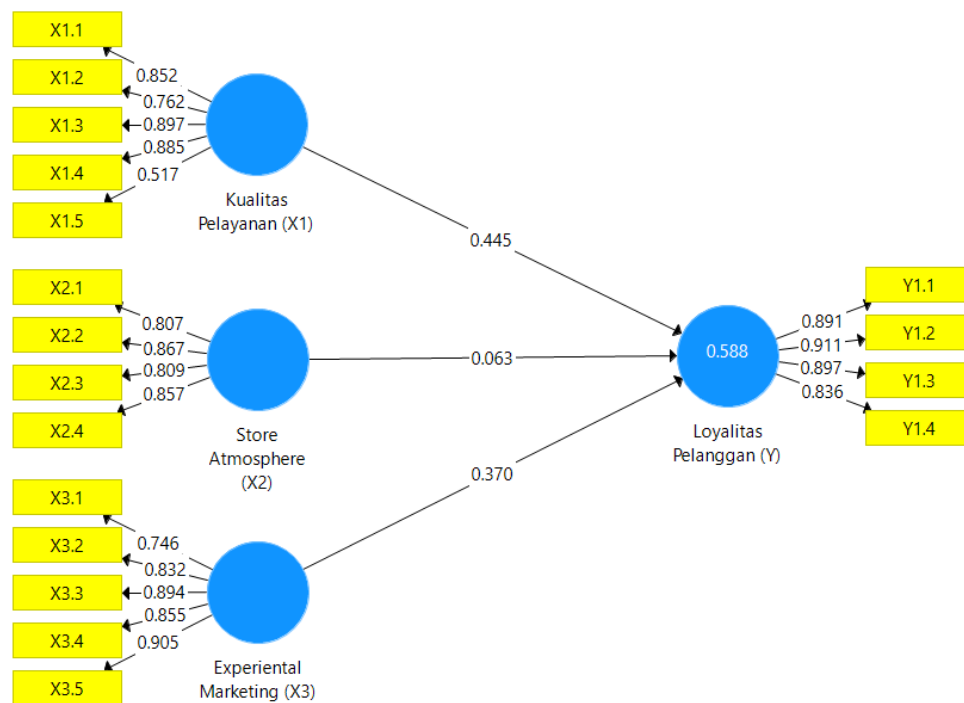


Figure 2
Outer Model with Factor Loading, Path Coefficient, and R-Square
 Source: SmartPLS output, 2024

Table 2
Outer Loadings

	Experiential Marketing (X3)	Service Quality (X1)	Customer Loyalty (Y)	Store Atmosphere (X2)
X1.1		0,852		
X1.2		0,762		
X1.3		0,897		
X1.4		0,885		
X1.5		0,517		
X2.1				0,807
X2.2				0,867
X2.3				0,809
X2.4				0,857
X3.1	0,746			
X3.2	0,832			
X3.3	0,894			
X3.4	0,855			
X3.5	0,905			
Y1.1			0,891	
Y1.2			0,911	
Y1.3			0,897	
Y1.4			0,836	

Source: Data analyzed, 2024

All reflective indicators on service quality, store atmosphere, experiential marketing, and customer loyalty variables show a factor loading value greater than 0.50, which means that all validity has met the Convergent Validity criteria.

Table 3
Average Variance Extracted (AVE) and Composite Reliability

	Average Variance Extracted (AVE)	Composite Reliability
Service Quality (X1)	0,633	0,893
Store Atmosphere (X2)	0,698	0,902
Experiential Marketing (X3)	0,719	0,927
Customer Loyalty (Y)	0,782	0,935

Source: Data analyzed, 2024

The Average Variance Extracted (AVE) value for all variables has exceeded 0.5. So overall, the variables in this research have good validity. The Composite Reliability value for indicators that have measured the constructs of service quality, store atmosphere, experiential marketing, and customer loyalty reaches a value > 0.70, indicating that all indicators are consistent in measuring their latent variables.

Table 4
R Square

		R Square
Customer Loyalty (Y)		0,588

Source: Data analyzed, 2024

The R^2 value of 0.588 means that the model can explain customer loyalty which is influenced by the independent variables, namely Service Quality, Store Atmosphere, and Experiential Marketing. The remaining 41.2% is explained by other variables not involved in this research.

Table 5
Results of Testing Direct Effect Hypotheses

	Path Coefficients (O)	T Statistics	P Values	Result
Service Quality (X1) -> Customer Loyalty (Y)	0,445	4,915	0,000	Significant
Store Atmosphere (X2) -> Customer Loyalty (Y)	0,063	0,956	0,340	Non-Significant
Experiential Marketing (X3) -> Customer Loyalty (Y)	0,370	3,530	0,000	Significant

Source: Data analyzed, 2024

The Influence of Service Quality on Customer Loyalty

Service quality is proven to directly affect customer loyalty with a P-value of 0.000, a path coefficient of 0.445, and a T-statistic value of 4.915. Good service quality can encourage customer loyalty by motivating them to visit again and recommend it to others. The indicator “responsiveness” has the highest percentage and has the greatest influence on service quality. Providing services that are responsive, fast, responsive, thorough in meeting the needs, and polite in handling customer complaints will make customers feel comfortable. Customers will be happy if their needs are met

immediately without having to wait long because this shows that the company cares and values their time. This will build loyal customers. The results of this research are in line with studies conducted by Prasyanti et al., (2021), Nurdiyanta & Purwanto (2021), Hanny & Krisyana (2022), and Mihron & Nuvriasari (2023) which state that Service Quality has a significant and positive effect on Customer Loyalty.

The Influence of Store Atmosphere on Customer Loyalty

Based on the P-value of 0.340, the path coefficient of 0.063, and the T-statistic of 0.956, it means that the store atmosphere, whether good or bad, has no direct effect on customer loyalty. This indicates that the store atmosphere only provides an additional experience and is not the main factor for customers wanting to visit again. The “exterior” indicator has the highest percentage among the store atmosphere variables. The attractive design of the front building with a modern style and accommodating parking facilities makes it appealing to consumers. The results of this research are inconsistent with studies conducted by Intan et al., (2021), Prasyanti et al., (2021), Purnama et al., (2022), and Mihron & Nuvriasari (2023) which found that the store atmosphere influences customer loyalty. However, this research is in line with Dewi & Mubarak's (2024) study, which argues that store atmosphere does not affect customer loyalty.

The Influence of Experiential Marketing on Customer Loyalty

Experiential marketing is proven to directly affect customer loyalty, with a P-value of 0.000, a path coefficient of 0.370, and a T-statistic of 3.530. Experiential marketing has helped Fami Café Tenggilis Surabaya create a good impression by involving emotions and feelings after customers interact directly with the products offered. Customers who feel emotionally connected to the brand tend to be more loyal, make more frequent purchases, and are more likely to recommend the brand to others. The “relate” indicator has the highest percentage among the experiential marketing variables. Experiences that combine all four elements make customers feel personally and emotionally connected. The results of this research are in line with studies conducted by (Kadafi & Novita, 2021), Mahendra & Kusuma W (2022), Putra & Purwanto (2023), dan (Asyhari & Dermawan, 2024), which state that experiential marketing has a significant and positive effect on customer loyalty.

CONCLUSION

Service quality contributes to customer loyalty customers at FamiCafé Tenggilis Surabaya. The better the quality of service provided, the more it will encourage customer loyalty, leading to repeat visits and recommendations to others. Additionally, experiential marketing also contributes to customer loyalty at FamiCafé Tenggilis Surabaya. A memorable experience will increase customer loyalty. However, the store atmosphere has no effect on customer loyalty at FamiCafé Tenggilis Surabaya. Whether the store atmosphere is good or bad, does not affect on customer loyalty.

The suggestions that can be considered for FamiCafé Tenggilis Surabaya in designing effective marketing strategies include continuing to improve service quality and maintaining responsiveness in serving customers, renovating the exterior of the outlet to attract visitors, and continuing to create positive experiences through experiential marketing to establish stronger relationships with customers. In addition, it is hoped that the findings of this research can be used as a basis for further studies by exploring and developing other, more varied variables.

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