
**THE INFLUENCE OF STORE ATMOSPHERE, PRICE DISCOUNT, AND
SERVICE QUALITY ON CONSUMER SATISFACTION AT SOCIOLLA
STORE PAKUWON MALL SURABAYA**

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Abstract

Indonesia's dynamic retail sector, particularly its burgeoning beauty industry, increasingly demands experience-centric strategies to sustain competitiveness amidst rapid technological shifts and evolving consumer demands. Sociolla Store Pakuwon Mall Surabaya, a prominent player, nonetheless navigates persistent operational challenges, including pricing inconsistencies and fluctuating service quality during peak promotional periods, underscoring the critical need to optimize its in-store dynamics. This quantitative associative causal study meticulously analyzes the impact of store atmosphere, price discount, and service quality on consumer satisfaction. Data collected from 155 purposively sampled Sociolla consumers via online questionnaires ensured robust reliability through Cochran's formula. Analysis using SPSS 27 included classical assumption testing and multiple linear regression. Findings conclusively reveal all three variables simultaneously and significantly influence consumer satisfaction (based on the uji F, with a significance level of less than 0.001). Individually, a well-crafted store atmosphere (based on the uji t, also significant at $p < 0.001$) and high service quality (based on the uji t, significant at $p < 0.001$) demonstrably enhance satisfaction. Notably, price discount (based on the uji t, with $p = 0.587$) surprisingly exhibits no significant partial influence, underscoring consumers' distinct prioritization of holistic experiential factors over purely financial incentives in this specific retail context. This research enriches marketing theory by highlighting the dominance of experiential value, simultaneously guiding retailers to prioritize ambiance and service excellence for fostering long-term customer loyalty.

Keywords: Consumer Satisfaction, Store Atmosphere, Price Discount, Service Quality, Beauty Retail, Sociolla, Retail Strategy

INTRODUCTION

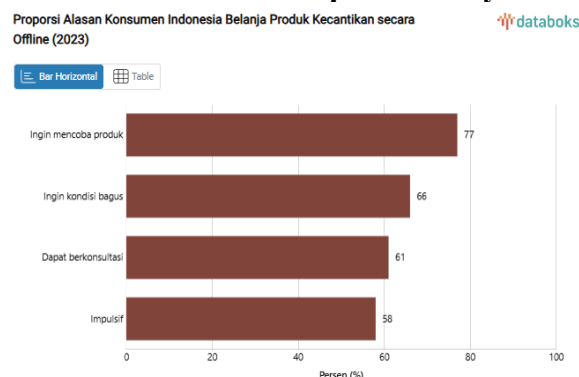
Indonesia's retail landscape undergoes relentless transformation propelled by globalization, technological advancements, and profound shifts in consumer behavior. The erosion of traditional competitive advantages has necessitated a paradigm shift toward experience-centric strategies that prioritize consumer insight, innovation, and emotional engagement. Firms capable of integrating continuous innovation within their operational framework remain resilient amid escalating market volatility (Rijali & Rahmawati, 2022).

Robust macroeconomic indicators reinforce the vitality of Indonesia's retail sector. The Real Sales Index (IPR) attained 242.9 in April 2023, registering a 1% year-on-year increase fueled by seasonal expenditure, promotional activities, and streamlined supply chain logistics (Databoks.com, 2023). Gross Domestic Product reached IDR 20,892.4 trillion in 2023, complemented by an average per capita income of IDR 75 million, signaling expanding disposable income and escalating consumer purchasing power (Badan Pusat Statistik, 2024). Retailers face mounting pressure to recalibrate strategies, tailoring offerings to a discerning, empowered customer base.

The beauty industry exemplifies this growth trajectory, undergoing redefinition from luxury indulgence to essential self-care and identity affirmation tools. Digital media and rising consumer self-awareness accelerate this shift, encouraging demand for personalized, localized products. Registered cosmetic firms rose from 819 in 2021 to 1,039 by 2023, reflecting strong market momentum. Government forecasts estimate a 48% growth in the sector between 2021 and 2024 (IKMA, 2024). SMEs dominate the landscape, comprising 89% of players, highlighting a dynamic and adaptable market capable of rapid innovation.

Offline retail maintains dominance despite rapid digitalization, attributed to consumers' need for tactile experience and authentic consultation. Survey data from 2023 reveals that 77% of Indonesian consumers prefer physical store visits for direct product trials, 66% seek assurance of product authenticity, and 61% value expert in-person advice (Databoks.com, 2024). These experiential dimensions nurture emotional engagement and build consumer trust, underscoring the irreplaceable role of physical retail spaces in sectors where sensory interaction is paramount.

Figure 1
Reasons Why Indonesian Consumers Shop for Beauty Products Offline



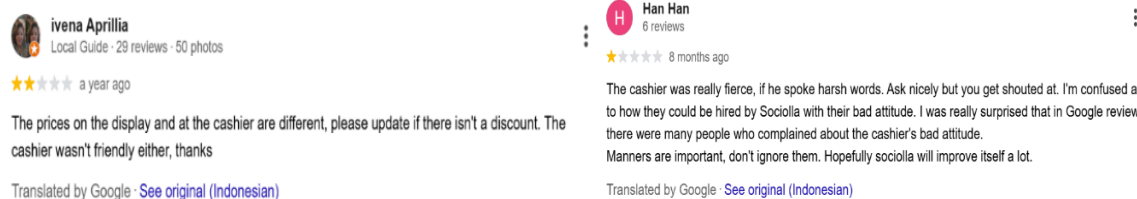
Sociolla represents a paradigmatic example of omnichannel retail innovation. Originating as an e-commerce platform in 2015, Sociolla expanded into brick-and-mortar outlets by 2019, employing a seamless integration of online convenience with in-store

experience. By 2024, Sociolla will operate 60 offline stores across Indonesia and Vietnam, including six strategic outlets in Surabaya. The Pakuwon Mall store targets affluent, beauty-literate consumers within a premium retail milieu, enhancing the brand's positioning as a reliable, curated beauty destination.

Operational inefficiencies within the store pose significant challenges to customer satisfaction. Consumer feedback highlights frequent discrepancies between shelf pricing and cashier systems, leading to confusion and diminished trust (*Google Review*, 2024). Store atmosphere transcends aesthetic appeal, encompassing transparent pricing, clear information dissemination, and intuitive store layout. These elements profoundly influence cognitive fluency and emotional comfort, shaping purchase intention and satisfaction.

Figure 2

Google Reviews on the Service Quality of Sociolla Pakuwon Mall in Surabaya



Price discounting strategies effectively stimulate store traffic but strain operational capacity during peak periods. Staff overwhelmed by heavy customer flow often struggle to maintain service quality, resulting in longer queues, diminished personalization, and slowed transaction times. Failure to uphold service standards during promotional campaigns risks eroding overall customer experience, necessitating a balanced approach that integrates discounts into a cohesive retail strategy (Nurahma, 2023).

Service quality emerges as a cornerstone of customer retention and profitability. Attentive, seamless, and empathetic service interactions cultivate emotional loyalty, encourage repeat patronage, and enhance brand equity. Empirical evidence confirms a positive correlation between customer satisfaction and market share sustainability in competitive markets (Siagian et al., 2020). Retailers must orchestrate store atmosphere, pricing tactics, and service excellence into a unified, customer-centric framework that anticipates and exceeds evolving consumer expectations.

This study explores the combined effects of store atmosphere, price discount, and service quality on customer satisfaction at Sociolla Store Pakuwon Mall Surabaya. Employing quantitative methodologies, the research aims to elucidate the complex interplay among these variables, offering actionable recommendations for optimizing in-store retail strategies within Indonesia's fast-evolving beauty market.

REVIEW OF LITERATURE

Marketing

Marketing in the contemporary business environment has undergone a profound transformation, shifting its focus from mere product transactions to the creation of experiential and emotional value. Marketing transcends traditional selling activities by fostering relational exchanges that emphasize understanding and fulfilling consumer needs and desires. Tjiptono as cited in (Diana & Maysarah, 2023) articulates marketing as an

interactive process aimed at building sustained relationships between companies and consumers. Kotler, as referenced in (Zainuddin et al., 2021) further defines marketing as a social mechanism where individuals or groups acquire what they need and want through value creation and exchange, with a fundamental goal of achieving enduring consumer satisfaction

Marketing Mix

The marketing mix framework, widely recognized as the cornerstone of marketing strategy, consists of seven key elements: product, price, place, promotion, people, process, and physical evidence, Alma, as cited in (Indrajaya, 2024); Panjaitan, as cited in (Amelia et al., 2023). Integration of these elements enables companies to influence consumer perceptions and behavior holistically. This study concentrates on three specific components within the mix—store atmosphere, price discount, and service quality—due to their significant impact on consumer satisfaction in retail settings.

Store Atmosphere

Store atmosphere represents a strategically designed physical and sensory environment engineered to cultivate a pleasant and memorable shopping experience. Spatial layout, targeted lighting, auditory ambiance, and specific aromatic stimuli powerfully evoke significant emotional engagement, directly influencing purchasing decisions (Gosaroh et al., 2023). These sensory cues function as potent psychological triggers, shaping consumer perception and forging a distinct retail identity (Rahmadsyah et al., 2024). Retail marketing integrates these atmospheric elements not merely as visual aspects, but as an integral part of a comprehensive branding strategy aimed at strengthening emotional connections and fostering brand loyalty (Efendi et al., 2023).

The store's primary indicators include its exterior (storefront, marquee, entrance, parking), interior (lighting, aroma, music, cleanliness, cashier placement), layout, and information display (Hambali et al., 2023; Subagyo & Nasyatul, 2020). These four elements operate synergistically, collectively enhancing consumer perception and elevating satisfaction. Consequently, this integrated approach significantly fosters customer attachment and enduring loyalty.

Price Discount

Price discount serves as a crucial promotional tool, motivating consumers by offering temporary reductions from the original price. Research by Kalimah & Fadillah in (Safitri et al., 2020) and Artana et al. in (Safitri et al., 2020) consistently finds that price discounts enhance product attractiveness, accelerate purchase decisions, and strengthen consumer-brand relationships. Tjiptono in (Prawita et al., 2021) further argues that price discounts elevate consumers' rational perception of value, ultimately resulting in increased satisfaction levels and purchase intentions.

Price discount indicators primarily encompass three key aspects, as identified by Baskara (Yuliarahma & Nurtantiono, 2022). The magnitude of the discount, whether expressed as a percentage or a nominal reduction, directly aims to boost product appeal and drive sales. Discount duration defines the promotional period, creating a sense of urgency to prompt immediate consumer purchases before the offer expires. Finally, product type receiving the discount focuses on specific categories, aiming to attract consumer interest in those particular items and stimulate buying intent.

Service Quality

Service quality is fundamentally measured by a company's ability to meet or surpass customer expectations, emphasizing consistency, precision, and overall service effectiveness (Anan & Santoso, 2023; Mardiyana et al., 2023). This assessment inherently involves evaluating customers' perceived experiences against their prior expectations, directly impacting satisfaction, fostering loyalty, and shaping the company's reputation Parasuraman in (Utomo et al., 2023)). Exceptional service not only efficiently fulfills customer needs but also cultivates positive emotional responses, thereby strengthening long-term relationships between customers and the enterprise.

Service quality indicators, as delineated by Parasuraman in (Andini et al., 2022), encompass several key dimensions. Reliability signifies the consistent and timely delivery of services. Responsiveness denotes the staff's quick and effective attention to customer needs. Assurance, characterized by staff expertise and courteous demeanor, builds crucial trust. Empathy represents personalized attention and a deep understanding of customer concerns. Finally, tangibles include the physical facilities and professional appearance that enhance customer comfort and project an image of professionalism.

Customer Satisfaction

Customer satisfaction fundamentally represents the degree to which consumer expectations align with their actual experiences. Umar in (Harthawan & Arwana, 2024) defines this as a psychological state achieved when perceived benefits meet or surpass initial expectations. This condition profoundly influences consumer behavior, notably boosting repeat purchase intentions and fostering positive word-of-mouth, as highlighted by Sunyoto in (Aini & Panjaitan, 2024) and Baharudin and Zukhro in (Kurniasari & Susanti, 2024).

Consumer satisfaction indicators encompass three primary aspects: expectation conformity, intent to revisit, and willingness to recommend Indarsari in (Pratama et al., 2023). Satisfaction is achieved when the consumer experience matches or exceeds expectations. Loyalty becomes evident through a desire to repeatedly use a product or service. Positive recommendations, conversely, signify a high level of satisfaction, directly impacting brand reputation and trust.

RESEARCH METHOD

A quantitative associative causal design underpins this study, meticulously examining the effects of store atmosphere, price discount, and service quality on consumer satisfaction at Sociolla Store Pakuwon Mall Surabaya. Variables were precisely operationalized and measured using a five-point Likert scale. This enabled systematic, objective capture of respondents' perceptions and attitudes toward their retail experience, providing a robust basis for analysis.

Data will be collected from 155 consumers aged 17 and above, all of whom have previously made purchases at Sociolla Store Pakuwon Mall Surabaya, selected through purposive sampling. The adequacy of the sample size is determined using Cochran's formula to ensure representativeness and statistical reliability. Data were collected through online questionnaires and analyzed using SPSS 27. Descriptive statistics alongside tests for normality, multicollinearity, and heteroscedasticity confirmed model validity. Multiple linear regression determined the influence of variables on consumer satisfaction. F-tests evaluated overall model significance, while t-tests examined individual predictor effects. The

coefficient of determination (R^2) quantified the model’s explanatory strength regarding consumer satisfaction variance.

RESULTS AND DISCUSSION

Instrument Testing: Validity and Reliability

Validity Test Results

Table 1
Validity Test Results

Variable	Statement	r- calculated	r-table	Sig.	Description
Store Atmosphere	X1.1	0.499	0.1577	<0.001	Valid
	X1.2	0.324	0.1577	<0.001	Valid
	X1.3	0.485	0.1577	<0.001	Valid
	X1.4	0.501	0.1577	<0.001	Valid
	X1.5	0.299	0.1577	<0.001	Valid
	X1.6	0.393	0.1577	<0.001	Valid
	X1.7	0.454	0.1577	<0.001	Valid
	X1.8	0.483	0.1577	<0.001	Valid
	X1.9	0.458	0.1577	<0.001	Valid
	X1.10	0.580	0.1577	<0.001	Valid
	X1.11	0.417	0.1577	<0.001	Valid
	X1.12	0.567	0.1577	<0.001	Valid
	X1.13	0.441	0.1577	<0.001	Valid
	X1.14	0.458	0.1577	<0.001	Valid
	X1.15	0.465	0.1577	<0.001	Valid
Price Discount	X2.1	0.797	0.1577	<0.001	Valid
	X2.2	0.716	0.1577	<0.001	Valid
	X2.3	0.775	0.1577	<0.001	Valid
	X2.4	0.771	0.1577	<0.001	Valid
	X2.5	0.347	0.1577	<0.001	Valid
	X2.6	0.743	0.1577	<0.001	Valid
Service Quality	X3.1	0.736	0.1577	<0.001	Valid
	X3.2	0.542	0.1577	<0.001	Valid
	X3.3	0.723	0.1577	<0.001	Valid
	X3.4	0.608	0.1577	<0.001	Valid
	X3.5	0.579	0.1577	<0.001	Valid
Consumer Satisfaction	Y.1	0.641	0.1577	<0.001	Valid
	Y.2	0.545	0.1577	<0.001	Valid
	Y.3	0.717	0.1577	<0.001	Valid
	Y.4	0.681	0.1577	<0.001	Valid
	Y.5	0.758	0.1577	<0.001	Valid

Source: Research Data, 2025

Pearson correlation coefficients for all items exceeded the 0.157 threshold at the 0.05 significance level, validating the instrument’s ability to accurately measure the constructs of store atmosphere, price discount, service quality, and consumer satisfaction. Strong construct validity ensures the precise operationalization of each theoretical concept, reinforcing the

methodological integrity of the study. Statistical rigor is further elevated through the alignment between empirical indicators and the intended conceptual domains, securing internal consistency and measurement reliability across all variables.

Reliability Test Results

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	Minimum Sig.	Description
Store Atmosphere	0.752	0.60	Reliable
Price Discount	0.794	0.60	Reliable
Service Quality	0.640	0.60	Reliable
Consumer Satisfaction	0.695	0.60	Reliable

Source: Research Data, 2025

Cronbach's Alpha values for all variables exceeded the 0.60 benchmark, confirming satisfactory internal consistency across measurement indicators. Stable inter-item responses reflect dependable coherence in capturing each construct, ensuring that the data collected possess both precision and structural reliability. Instrument reliability strengthens the credibility of the analytical framework, supporting the validity of inferences drawn from statistical outcomes. This level of consistency reinforces methodological robustness and establishes a dependable empirical basis for evaluating the relationships among store atmosphere, price discount, service quality, and consumer satisfaction.

Classical Assumption Testing

Normality Test

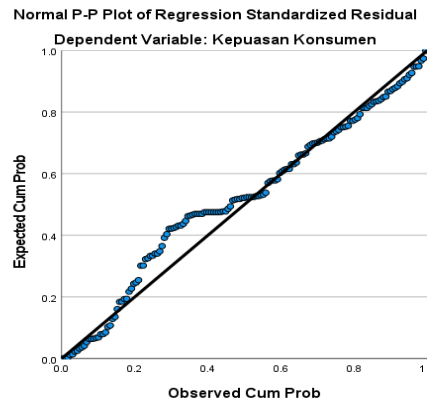


Figure 3
Normality Test Results

Source: Research Data, 2025

The Normal Probability-Probability (P-P) Plot, as illustrated in Figure 4.2, displays data points that adhere closely to the diagonal reference line. This visual conformity indicates a residual distribution that approximates normality, fulfilling the statistical requirement for normally distributed errors. Such conformity strengthens the inferential accuracy of the regression model and supports the validity of parametric testing.

Multikolinearitas Test

Table 3
Multikolinearitas Test Results

Independent Variable	Tolerance	VIF
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Store Atmosphere	0.349	2.864
Price Discount	0.502	1.993
Service Quality	0.534	1.873

Source: Research Data, 2025

Multicollinearity was tested using Tolerance and Variance Inflation Factor (VIF) statistics. All tolerance values were greater than the critical threshold of 0.10, and VIF values remained far below the upper limit of 10. Specifically, Store Atmosphere showed Tolerance = 0.349 and VIF = 2.864; Price Discount yielded Tolerance = 0.502 and VIF = 1.993; Service Quality recorded Tolerance = 0.534 and VIF = 1.873. Since all Tolerance > 0.10 and all VIF < 10, the regression model is free from multicollinearity, ensuring that each predictor contributes unique explanatory power without redundancy.

Heteroscedasticity Test

Table 4
Heteroscedasticity Test Results

Independent Variable	Sig. (p-value)
Store Atmosphere	0.127
Price Discount	0.235
Service Quality	0.217

Source: Research Data, 2025

Heteroscedasticity was examined using the Glejser test. The p-values for each independent variable exceeded the 5% significance level ($\alpha = 0.05$), indicating a lack of heteroscedastic patterns. Specifically, Store Atmosphere ($p = 0.127 > 0.05$), Price Discount ($p = 0.235 > 0.05$), and Service Quality ($p = 0.217 > 0.05$) all met the criterion for homoscedasticity. The uniform distribution of residual variance across predictor levels confirms the assumption of error variance stability, thereby reinforcing the reliability of parameter estimations.

Multiple Linear Regression Analysis

Table 5
Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients	Standardized Coefficients	t-value	Sig. (p-value)
	B	Std. Error		
(Constant)	-1.447	2.009		-0.720
Store Atmosphere	0.194	0.047	0.393	4.152
Price Discount	0.030	0.055	0.043	0.545
Service Quality	0.396	0.082	0.368	4.815

Source: Research Data, 2025

The estimated regression model is expressed as:

$$Y = -1.447 + 0.194X_1 + 0.030X_2 + 0.396X_3 + e$$

Y denotes Consumer Satisfaction, where X_1 represents Store Atmosphere, X_2 refers to Price Discount, and X_3 corresponds to Service Quality. The constant term of -1.447, although mathematically essential, offers limited interpretive value, as real-world scenarios rarely reflect the complete absence of all predictors. Store Atmosphere contributes significantly to satisfaction ($\beta = 0.194, p < 0.001$), highlighting the psychological influence of environmental stimuli on consumer perception and emotional response.

Price Discount produces an insubstantial effect ($\beta = 0.030, p = 0.587$), suggesting its minimal role in shaping consumer satisfaction within Sociolla's demographic. Service Quality stands out as the most powerful predictor ($\beta = 0.396, p < 0.001$), confirming its vital role in enhancing consumer trust, comfort, and overall evaluation. The findings emphasize that experiential elements and relational performance hold greater sway than financial incentives in determining satisfaction within the competitive beauty retail sector.

Hypothesis Testing

Simultaneous Test (F-Test)

Table 6
Simultaneous Test (F-Test) Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	480.644	3	160.215	56.380	<0.001
Residual	429.098	151	2.842		
Total	909.742	154			

Source: Research Data, 2025

The simultaneous test (F-test) showed that Store Atmosphere (X_1), Price Discount (X_2), and Service Quality (X_3) collectively have a significant impact on Consumer Satisfaction (Y). The calculated F-value of 56.380 is > the critical F-value of 2.660, with a significance level of $0.001 < 0.05$. This confirms the regression model's ability to explain the simultaneous relationship among these variables, leading to rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_1). The combination of these independent variables plays a crucial role in shaping consumer satisfaction at Sociolla Store Pakuwon Mall Surabaya.

Partial Test (t-Test)

Table 7
Partial Test (t-Test) Results

Independent Variable	t-statistic	Sig. (p-value)
Store Atmosphere	4.152	<.001
Price Discount	0.545	0.587
Service Quality	4.815	<.001

Source: Research Data, 2025

Store Atmosphere

Partial analysis using t-tests shows that Store Atmosphere significantly influences consumer satisfaction. The t-value of 4.152 with significance < 0.001 is > the critical t-value of 1.975, resulting in rejection of H_0 and acceptance of H_2 . Elements such as comfort,

lighting, layout, and aesthetics clearly create a positive shopping experience, which increases consumer satisfaction.

Price Discount

The t-test results for Price Discount show a t-value of 0.545 with significance 0.587 > 0.05 and < critical t-value of 1.975. This indicates that price discounts have no significant partial effect on consumer satisfaction. Acceptance of the null hypothesis (H₃) suggests that Sociolla consumers prioritize other factors, such as comfort and service quality, over price discounts.

Service Quality

Partial testing confirms Service Quality significantly contributes to consumer satisfaction, with a t-value of 4.815 and significance < 0.001, both > critical t-value. Rejection of H₀ and acceptance of H₄ reinforce service quality as a primary factor in increasing satisfaction.

Coefficient of Determination (R²)

Table 8
Coefficient of Determination (R²) Results

Model	R (Correlation Coefficient)	R Square (Coefficient of Determination)	Adjusted R Square	Std. Error of the Estimate
1	0.727	0.528	0.519	1.686

Source: Research Data, 2025

The coefficient of determination (R²) measures the extent to which the independent variables explain variations in consumer satisfaction. An R-value of 0.727 reflects a strong, positive relationship between the predictors and the dependent variable. The R² value of 0.528 indicates that 52.8% of the variance in consumer satisfaction is accounted for by Store Atmosphere, Price Discount, and Service Quality collectively. The remaining 47.2% of the variation is attributable to external factors not included in the model.

The Simultaneous Impact of Store Atmosphere, Price Discount, and Service Quality on Consumer Satisfaction at Sociolla Store Pakuwon Mall Surabaya

The F test results definitively indicate that Store Atmosphere, Price Discount, and Service Quality simultaneously and significantly influence Consumer Satisfaction at Sociolla Store Pakuwon Mall Surabaya. The calculated F-value of 56.380 > the F-table value of 2.660, with a significance level of 0.001 < 0.05. Based on established decision-making criteria, the null hypothesis (H₀) is rejected, and the alternative hypothesis (H₁) is accepted, confirming that all independent variables collectively contribute substantially to enhancing consumer satisfaction.

This finding firmly asserts that a comfortable store ambiance, appealing price discount offers, and reliable, responsive service are crucial factors in shaping positive customer perceptions. Enhancements in any single aspect or across all these elements can significantly elevate satisfaction, which, in turn, strengthens consumer loyalty. The strategic implications of this result point towards the imperative for integrating harmonious marketing elements to create a superior and competitive shopping experience within the beauty retail industry.

The Partial Impact of Store Atmosphere on Consumer Satisfaction at Sociolla Store Pakuwon Mall Surabaya

The t-test results conclusively demonstrate that Store Atmosphere significantly influences Consumer Satisfaction. A calculated t-value of $4.152 >$ the critical t-table value of 1.975 , with a significance level of < 0.001 , firmly supports this assertion. Based on this result, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_2) is accepted. This finding emphatically confirms the pivotal role ambiance plays in shaping consumer satisfaction at Sociolla Store Pakuwon Mall Surabaya. Elements such as carefully curated lighting, strategic layout, overall spatial comfort, and interior aesthetics collectively create a delightful shopping experience, directly contributing to heightened consumer contentment.

This research aligns seamlessly with the findings of (Kurniasari & Susanti, 2024), who also established a significant positive effect of Store Atmosphere on customer satisfaction. The consistency across these studies reinforces the argument that an optimally designed and managed store atmosphere is fundamental to fostering a pleasant purchasing environment, thereby cultivating consumer satisfaction and loyalty. Therefore, prioritizing the optimization of store atmosphere emerges as a vital strategy for maintaining both consumer satisfaction and competitive advantage within the beauty retail sector.

The Partial Impact of Price Discount on Consumer Satisfaction at Sociolla Store Pakuwon Mall Surabaya

The t-test results indicate that Price Discount holds no significant partial influence on Consumer Satisfaction at Sociolla Store Pakuwon Mall Surabaya. A calculated t-value of $0.545 <$ the critical t-table value of 1.97580 , with a significance level of $0.587 > 0.05$, clearly supports this. Based on the decision criteria for the t-test, the null hypothesis (H_0) is accepted and H_3 is rejected, directly suggesting that price discounts do not significantly affect consumer satisfaction levels.

This finding suggests that Sociolla consumers prioritize other aspects, such as the overall shopping comfort and the quality of service, over mere price reductions. The discounts offered might either be perceived as unappealing or have become so commonplace that they no longer provide significant added value. This outcome aligns with (Aini & Panjaitan, 2024) study, which similarly found no significant effect of price discounts on consumer satisfaction, further reinforces the idea that other factors, like service quality, exert a greater influence on consumer satisfaction at Sociolla Store Pakuwon Mall Surabaya.

The Partial Impact of Service Quality on Consumer Satisfaction at Sociolla Store Pakuwon Mall Surabaya

The t-test results conclusively demonstrate that Service Quality significantly influences Consumer Satisfaction at Sociolla Store Pakuwon Mall Surabaya. A calculated t-value of $4.815 >$ the critical t-table value of 1.97580 , with a significance level of < 0.001 , firmly supports this. This outcome leads to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_4), directly confirming that service quality makes a substantial contribution to enhancing consumer satisfaction.

Factors such as swift service delivery, the friendly demeanor of employees, the accuracy of information provided, and the staff's capability to assist consumers effectively demonstrably strengthen positive consumer perceptions of the service received. When service encounters meet or surpass customer expectations, consumers tend to feel satisfied and, consequently, become more loyal. This finding perfectly aligns with (Aini & Panjaitan,

2024) research, which similarly revealed a significant impact of service quality on consumer satisfaction at Belia Cosmetic in Gubeng Subdistrict, Surabaya.

CONCLUSION

Consumer satisfaction dynamics at Sociolla Store Pakuwon Mall Surabaya have been thoroughly investigated, revealing crucial insights shaping customer experience. This study conclusively demonstrates the simultaneous and significant influence of store atmosphere, price discount, and service quality on consumer satisfaction. Individually, a meticulously crafted store atmosphere and high service quality both exert a significant positive impact, underscoring the vital roles of welcoming environments and professional interactions. Interestingly, price discount surprisingly shows no significant partial influence, suggesting consumers prioritize the intrinsic value of experience and quality of service over mere financial incentives.

This research significantly enriches theoretical frameworks by emphasizing the increasing primacy of experiential marketing and the service-dominant logic in contemporary retail success. It highlights how intangible assets, such as well-curated environments and exceptional human interaction, often transcend tangible financial incentives in cultivating consumer delight. Practically, retailers should prioritize strategic investments in optimizing store ambiance and enhancing service excellence to foster sustained customer satisfaction and enduring brand loyalty. Future research could explore the moderating role of product categories and investigate the synergistic effects of integrating digital touchpoints with traditional retail strategies.

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