

ABSTRAK

PENGARUH STORE ATMOSPHERE, SELF-REWARD, DAN SUPPORTING FACILITY TERHADAP LOYALITAS PELANGGAN COFFEE SHOP DI KOTA MEDAN

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Penelitian ini bertujuan menganalisis pengaruh *store atmosphere*, *self-reward*, dan *supporting facility* terhadap loyalitas pelanggan coffee shop di Kota Medan. Pertumbuhan pesat industri coffee shop di Indonesia menjadikan loyalitas pelanggan sebagai faktor strategis keberlangsungan usaha. Penelitian menggunakan pendekatan kuantitatif kausal dengan 200 responden pelanggan coffee shop di Kota Medan, di mana 30 responden digunakan untuk uji instrumen (pilot test) dan 170 responden untuk analisis data utama menggunakan Partial Least Square – Structural Equation Model (PLS-SEM) dengan SmartPLS 4.0. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan kriteria pelanggan yang telah berkunjung minimal dua kali dalam sebulan. Hasil penelitian menunjukkan bahwa *store atmosphere* ($\beta = 0,392$; $p = 0,000$), *self-reward* ($\beta = 0,384$; $p = 0,000$), dan *supporting facility* ($\beta = 0,230$; $p = 0,001$) seluruhnya berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Secara simultan, ketiga variabel menjelaskan 73,0% variasi loyalitas pelanggan ($R^2 = 0,730$), termasuk kategori kuat. *Self-reward* merupakan prediktor terkuat ($F^2 = 0,361$), diikuti *store atmosphere* ($F^2 = 0,264$) dan *supporting facility* ($F^2 = 0,107$). Temuan ini mengimplikasikan bahwa pengelola coffee shop di Kota Medan perlu mengintegrasikan pengelolaan suasana toko yang menarik, fasilitasi motivasi *self-reward* pelanggan, dan peningkatan fasilitas pendukung secara sinergis untuk memaksimalkan loyalitas pelanggan.

Kata Kunci : *store atmosphere, self-reward, supporting facility, loyalitas pelanggan, coffee shop.*

ABSTRACT

THE EFFECT OF STORE ATMOSPHERE, SELF-REWARD, AND SUPPORTING FACILITY ON CUSTOMER LOYALTY AT COFFEE SHOPS IN MEDAN CITY

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This study aims to analyze the effect of store atmosphere, self-reward, and supporting facility on customer loyalty at coffee shops in Medan City. The rapid growth of the coffee shop industry in Indonesia has made customer loyalty a strategic factor for business sustainability. This study employed a causal quantitative approach with 200 respondents who were coffee shop customers in Medan City, of whom 30 respondents were used for instrument testing (pilot test) and 170 respondents for the main data analysis using Partial Least Square – Structural Equation Model (PLS-SEM) with SmartPLS 4.0. The sampling technique used was purposive sampling, with the criterion that respondents must have visited a coffee shop at least twice per month. The results indicate that store atmosphere ($\beta = 0.392$; $p = 0.000$), self-reward ($\beta = 0.384$; $p = 0.000$), and supporting facility ($\beta = 0.230$; $p = 0.001$) all have a positive and significant effect on customer loyalty. Simultaneously, the three variables explain 73.0% of the variation in customer loyalty ($R^2 = 0.730$), which falls into the strong category. Self-reward is the strongest predictor ($F^2 = 0.361$), followed by store atmosphere ($F^2 = 0.264$) and supporting facility ($F^2 = 0.107$). These findings imply that coffee shop operators in Medan City need to synergistically integrate attractive store atmosphere management, facilitation of customers' self-reward motivation, and enhancement of supporting facilities in order to maximize customer loyalty.

Keywords: store atmosphere, self-reward, supporting facility, customer loyalty, coffee shop.