

THE EFFECT OF PRICE, STORE AMBIENCE AND SERVICE QUALITY ON CUSTOMER LOYALTY AT FRITTO CHICKEN IN MEDAN CITY

Delina Hati Maduwu ^{1*}, Tika Nirmala Sari ²

^{1,2} Faculty of Economic and Business, Management Study Program / Universitas Potensi Utama, Medan, Indonesia
E-mail: delinamasuwu@mail.com^{1*}, t.nirmalasari@mail.com²

Received : 04 June 2026
Revised : 10 June 2026

Accepted : 25 June 2026
Published : 13 July 2026

Abstract

This study aims to determine and analyze the effect of price, store ambience, and service quality on customer loyalty at Fritto Chicken Medan City. This study uses a quantitative method with a causal associative approach. The population in this study were Fritto Chicken Medan City customers with a sample of 100 respondents obtained using quota sampling and purposive sampling techniques. Data collection techniques were carried out through a questionnaire with a Likert scale. Data were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficients of determination. The results of the study indicate that partially price, store ambience, and service quality have a positive and significant effect on customer loyalty at Fritto Chicken Medan City. Simultaneously, price, store ambience, and service quality also have a positive and significant effect on customer loyalty. The service quality variable is the most dominant variable influencing customer loyalty. The results of this study are expected to be a consideration for companies in increasing customer loyalty through appropriate pricing, a comfortable restaurant atmosphere, and quality service.

Keywords: Price, Store Ambience, Service Quality, Customer Loyalty

INTRODUCTION

The culinary industry in Indonesia has seen significant growth in recent years, particularly in the fast food sector. Fast food has become a primary choice for modern consumers due to its convenience, speed of preparation, and time efficiency. Increasingly dynamic lifestyle changes, particularly in urban areas, have also driven increased demand for easily accessible food without compromising on quality and taste. This situation makes the fast food industry a sector with significant potential to support the national economy. As public demand for fast food increases, competition in the industry is also intensifying. Various companies, both international and local brands, are competing to offer products with their own unique advantages. Competition extends beyond price to product quality, menu innovation, ambience, and customer service. According to Alfiah (2022); Sari (2022), the wide range of available alternatives makes consumers increasingly selective in making purchasing decisions, requiring companies to develop a competitive advantage to survive and thrive in a competitive market.

One local business that has thrived in the fast food industry in Indonesia is Fritto Chicken. Fritto Chicken is a fast food restaurant that primarily offers fried chicken with a distinctive flavor and relatively affordable prices. Fritto Chicken's presence demonstrates that local businesses can compete with major brands through strategies tailored to consumer tastes and purchasing power. In recent years, Fritto Chicken's growth in Indonesia has shown a positive trend, driven by growing public interest in local fast food products. Fritto Chicken's growth is also evident in North Sumatra, a region with a rapidly growing culinary industry. The increasing number of Fritto Chicken outlets in this region demonstrates a positive market response to its products. This demonstrates Fritto Chicken's acceptance and potential for continued growth in the regional market.

On the other hand, competition in the fast-food industry in North Sumatra is also increasing with the growing number of businesses, both national and international brands. This condition creates increasingly fierce competition, requiring every business to provide added value to customers to maintain their presence in the market. This intense competition requires companies to understand the factors that influence consumer behavior, particularly in fostering customer loyalty. Medan, as one of the largest cities in North Sumatra, has a high level of economic activity and community mobility, making it a center for growth in the fast-food industry. Fritto Chicken has shown quite rapid growth in Medan since its establishment in 2020. By 2025, Fritto Chicken will have 17 outlets spread across various

areas of Medan. This growth in the number of outlets indicates good market acceptance, but is also accompanied by increased competition among similar businesses.

Customer loyalty is a crucial factor in business sustainability in the fast food industry. Customer loyalty demonstrates a customer's commitment to continuous repeat purchases and product recommendations to others. Customer loyalty is the behavior of customers who make repeated purchases due to satisfaction and trust in a product or service (Saputra & Pratiwi, 2022; Prabowo *et al.*, 2025). Based on the results of pre-research conducted through interviews and initial observations, distribution of pre-surveys to customers, and analysis of customer reviews on Google Reviews Fritto Chicken Medan City, the majority of customers stated that they had visited more than three times and were willing to recommend Fritto Chicken to others. This condition indicates an indication of customer loyalty. However, there are still several customer reviews complaining about service experiences during peak hours and inconsistencies in product quality at several outlets, which can affect customer loyalty to Fritto Chicken in Medan City. This condition indicates that there are problems that need further research regarding the factors that influence customer loyalty to Fritto Chicken in Medan City.

One factor influencing customer loyalty is price. Price is the amount consumers must pay to obtain the benefits of a product or service (Rahman & Sari, 2021). In the fast-food industry, price is a crucial factor because consumers tend to be sensitive to price differences between similar products. Prices that align with product quality and consumer purchasing power can increase customer satisfaction and foster customer loyalty. Based on the results of the pre-research, the majority of respondents considered Fritto Chicken's prices to be affordable and competitive compared to other fast-food restaurants. However, there was some feedback regarding product quality at several outlets, suggesting that the appropriateness of price and product quality still needs to be considered. Based on the table, the majority of customers considered Fritto Chicken's prices to be quite affordable and competitive with other fast-food establishments. However, some customers still expressed complaints regarding product quality at several outlets, which could influence customer perceptions of the appropriateness of price and product quality.

Besides price, store ambience is also a factor influencing customer loyalty. Store ambience is the physical atmosphere of a restaurant designed to create comfort and a positive experience for customers (Wijaya & Lestari, 2023). A comfortable restaurant atmosphere can provide a positive experience for customers, thus encouraging repeat visits. In the fast food business, ambience such as cleanliness, layout, lighting, and comfort are important aspects in attracting and retaining customers. Based on the results of the pre-research, most respondents considered the Fritto Chicken restaurant atmosphere quite comfortable and conducive to eating and socializing. However, there were still some input regarding the cleanliness and condition of the restaurant during peak hours. Most customers considered the store ambience at Fritto Chicken to be quite good and comfortable. However, some customers still expressed complaints regarding the cleanliness of the dining area under certain conditions, which can affect customer comfort while in the restaurant.

Another factor influencing customer loyalty is service quality. Service quality is a company's ability to provide services that meet customer expectations, thereby creating customer satisfaction (Hidayat & Ananda, 2022; Wandini & Sari, 2023). In the fast-food industry, service quality is crucial because it involves direct interaction between employees and customers. Fast, friendly, and responsive service can increase customer satisfaction and thus foster loyalty. Based on the results of the pre-study, the majority of respondents considered the service at Fritto Chicken to be good, particularly in terms of friendliness and speed of service. However, there were still complaints regarding service delays under certain conditions and differences in service quality between outlets. The service quality at Fritto Chicken was considered quite good by the majority of customers. However, some customers still complained about service delays during busy times, which can impact the customer experience when making a purchase (Billa & Sari, 2025; Prabowo & Risal, 2023).

The majority of customers demonstrate loyalty through repeat purchases and recommendations. Customers also continue to choose Fritto Chicken despite the presence of other fast food restaurants in Medan. This indicates that the majority of customers are satisfied with and loyal to Fritto Chicken. However, some customers still voice complaints about service and product quality under certain circumstances, which may impact customer loyalty to Fritto Chicken in Medan. Based on these conditions, customer loyalty to Fritto Chicken still needs to be increased through improvements in prices, store ambience, and service quality so that customers continue to make repeat purchases and maintain trust in the products offered. Based on the background description and analysis of customer reviews on Google Reviews and Fritto Chicken's social media accounts, several issues were identified in this study, as follows:

1. Customer perceptions regarding Fritto Chicken's prices vary. Most customers consider them affordable and competitive, but there are still complaints about inconsistent product quality at some outlets.

2. Customers rate Fritto Chicken's store ambience as quite good, but issues related to restaurant cleanliness during busy times and differences in comfort between outlets remain.
3. Fritto Chicken's service quality is generally considered good, particularly in terms of friendliness and speed of service. However, challenges remain, including delays during peak hours and differences in service quality between outlets.
4. Fritto Chicken's customer loyalty has begun to develop, as evidenced by repeat purchase intentions and recommendations to others. However, some customers still complain about service, restaurant atmosphere, and product quality at some outlets.
5. Based on the results of the analysis of customer reviews on Google Review Fritto Chicken Medan City, there are still several customers who convey complaints regarding service during peak hours, cleanliness of the dining area, and product quality at several outlets so that it can affect customer satisfaction and loyalty.

LITERATURE REVIEW

Customer Loyalty

According to Saputra *et al.*, (2024), stated that customer loyalty is a consumer's commitment to repurchase a particular product or service in the future, despite situational influences and competitors' marketing efforts. Customer loyalty is a strong commitment from customers to repurchase or re-patronize a preferred product or service consistently in the future, despite situational influences and competitors' marketing efforts that can cause changes in customer behavior (Armstrong, 2021). Customer loyalty is a behavior related to a product, including the possibility of renewing a brand contract in the future, some possibilities for customers to change their support for the brand, how much customers want to improve the positive image of a product (Santosa *et al.*, 2024). According to Kotler (2021), the indicators of customer loyalty are repeat purchases, retention, and referrals.

Price

According to Gunarsih and Tamengkel (2021), price is the single most flexible element in the marketing mix. Unlike other elements, such as product and distribution, which are relatively difficult to change, price can be quickly adjusted to suit market conditions. Tariffs or prices are the costs consumers must pay to obtain desired goods or services (Lotte, 2023). Price is the amount of money charged for a product or service. More broadly, price is the total value exchanged by consumers to obtain the benefits of using a particular product or service (Aisya *et al.*, 2021). According to Tjopiptono (2023), the price indicators are price affordability, price suitability with product quality, price competitiveness and price suitability with benefits.

Store Ambience

According to Karmina and Pudak (2023), store ambience is an atmosphere deliberately created by a store to attract attention, increase comfort, and influence consumer purchasing decisions. April and Oktilla (2025) add that physical elements such as lighting, color, decoration, and music significantly influence the emotional state of shoppers. Efendi *et al.* (2023) emphasize that a good store atmosphere can arouse purchasing desires, increase customer satisfaction, and support long-term loyalty. Store ambience includes interior and exterior appearance, comfort, air quality, service, music, and product layout, all of which can enhance the shopping experience (Putri *et al.*, 2022). According to Kotler & Keller (2022), the store ambience indicators are store exterior, general interior, store layout, interior display, sensory atmosphere, and cleanliness and safety.

Service Quality

According to Punuindoong (2021), service quality is a model that describes customer expectations based on past experiences, word-of-mouth, and sincerity, comparing the service they expect with what they receive/experience. According to Syahrizal and Jailani (2023), service is linked to the life of a company in dealing with consumers. Without consumers, there would be no buying and selling transactions between the two. Therefore, a company's service activities must be oriented towards customer satisfaction. Quality is a product's ability to fulfill its functions. Product quality encompasses durability, functionality, and other attributes that contribute to a product's value. Service quality influences customer loyalty when it meets customer expectations (Nasution, 2022). According to Tjiptono (2021), the indicators of service quality are tangible, reliability, responsiveness, assurance and empathy.

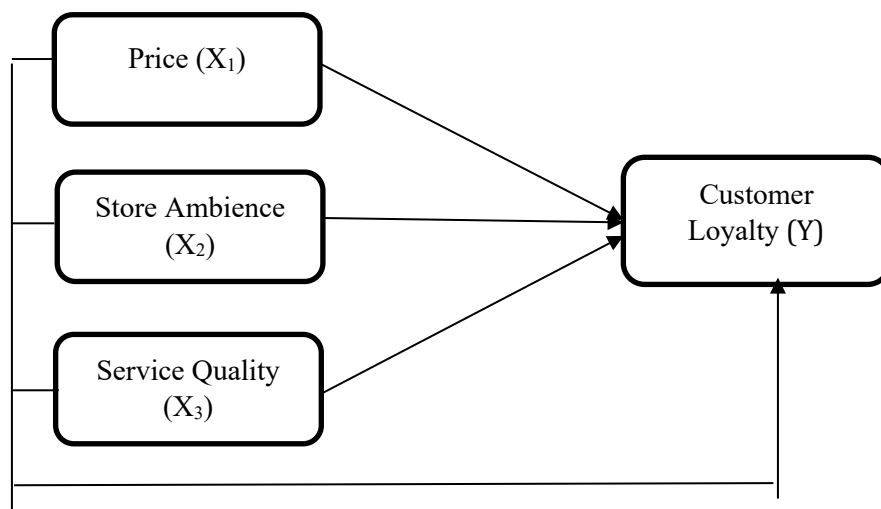


Figure 1. Conceptual Framework

Source: Researcher (2026)

The research hypotheses are:

1. H1: Price has a partial positive and significant effect on customer loyalty at Fritto Chicken Medan.
2. H2: Store Ambience has a partial positive and significant effect on customer loyalty at Fritto Chicken Medan.
3. H3: Service Quality has a partial positive and significant effect on customer loyalty at Fritto Chicken Medan.
4. H4: Price, Store Ambience, and Service Quality simultaneously have a positive and significant effect on customer loyalty at Fritto Chicken Medan.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted throughout the city of Medan on Fritto Chicken consumers. The study was conducted from November 2025 to April 2026. The analysis tool used SPSS version 25 software. The population of this study includes a population whose exact number is unknown, but all customers who meet the criteria are the target of sampling in this study, namely Fritto Chicken customers in Medan City. Because the population size in this study is not known with certainty, the sample size was determined using the Zikmund formula. Based on these calculations, the sample size was 96.04 respondents, rounded up to 100 to facilitate data collection and processing. The sampling technique used was quota sampling, which involves determining the number of respondents in advance according to a predetermined quota of 100. Purposive sampling was then used, selecting respondents based on specific criteria consistent with the research objectives. Data collection in this study was conducted using several techniques, aimed at obtaining complete, objective, and accountable data. The data collection techniques used included questionnaires and interviews.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Price, Store Ambience, Service Quality, Customer Loyalty

Statement Items	r-count	r-table	Description
P1	0,823	0,361	Valid
P2	0,778	0,361	Valid
P3	0,772	0,361	Valid

THE EFFECT OF PRICE, STORE AMBIENCE AND SERVICE QUALITY ON CUSTOMER LOYALTY AT FRITTO CHICHEN IN MEDAN CITY

Delina Hati Maduwu et al

Statement Items	r-count	r-table	Description
P4	0,751	0,361	Valid
SA1	0,885	0,361	Valid
SA2	0,961	0,361	Valid
SA3	0,939	0,361	Valid
SA4	0,910	0,361	Valid
SQ1	0,924	0,361	Valid
SQ2	0,828	0,361	Valid
SQ3	0,823	0,361	Valid
SQ4	0,812	0,361	Valid
CL1	0,782	0,361	Valid
CL2	0,755	0,361	Valid
CL3	0,721	0,361	Valid
CL4	0,864	0,361	Valid

Sources: SPSS versi 25 (2025)

Based on Figure 1, the results of the validity test above show that all statement items are $> r$ table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Price, Store Ambience, Service Quality, Customer Loyalty

Variabel	Cronbach Alpha	Provision	Description
Price	0,706	0,60	Reliable
Store Ambience	0,867	0,60	Reliable
Service Quality	0,890	0,60	Reliable
Customer Loyalty	0,880	0,60	Reliable

Sources: SPSS versi 25 (2025)

It is known that the Cronbach's alpha value for all research variables of price perception, word of mouth, customer experience, and consumer satisfaction is > 0.60 , so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	100
Mean	0.0000000
Std. Deviation	1.74841900
Absolute	.085
Positive	.043
Negative	-.085
Test Statistic	.085
Asymp. Sig. (2-tailed)	.071

Sources: SPSS versi 25 (2025)

It is known that the asymp. sig. (2-tailed) value is $0.071 > 0.05$ significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
(Constant)	-	-
Price	0,562	1,779

THE EFFECT OF PRICE, STORE AMBIENCE AND SERVICE QUALITY ON CUSTOMER LOYALTY AT FRITTO CHICHEN IN MEDAN CITY

Delina Hati Maduwu et al

Store Ambience	0,560	1,785
Service Quality	0,992	1,008

Sources: SPSS versi 25 (2025)

It is known that the results of the multicollinearity test for the price, store ambience and service quality variables have a tolerance value of > 0.10 and $VIF < 10$, so this study is declared free from multicollinearity problems.

Table 5. Partial Test Results (t-Test)

Variable	B	Std. Error	t	Sig.
(Constant)	2,155	2,522	0,854	0,396
Price	0,717	0,235	3,052	0,003
Store Ambience	0,419	0,159	2,630	0,010
Service Quality	0,579	0,271	2,136	0,036

Sources: SPSS versi 25 (2025)

Based on the table above, the results of the partial test (t-test) can be explained as follows, the t-test is used to determine the effect of each independent variable on the dependent variable partially. Based on the analysis results, the Price variable has a significance value of $0.003 < 0.05$ and a calculated t of $3.052 > t$ table of 1.984. The Store Ambience variable has a significance value of $0.010 < 0.05$ and a calculated t of $2.630 > t$ table of 1.984. The Service Quality variable has a significance value of $0.036 < 0.05$ and a calculated t of $2.136 > t$ table of 1.984. This shows that all independent variables have a significant effect on Customer Loyalty.

Table 6. Simultaneous Test Results (F Test)

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3244.785	3	1081.595	41.293	.000^b
	Residual	1859.695	71	26.193		
	Total	5104.480	74			

a. Dependent Variable: Loyalitas_Pelanggan

b. Predictors: (Constant), Kualitas_Pelayanan, Store Ambience, Harga

Sources: SPSS versi 25 (2025)

Based on the above, the F test results are used to determine the effect of independent variables simultaneously on the dependent variable, while also testing whether all regression coefficients are equal to zero. Based on the ANOVA results, the calculated $F = 41.293$ with $\text{Sig.} = 0.000 < 0.05$ is obtained. This indicates that Price, Store Ambience, and Service Quality together have a significant effect on Customer Loyalty, so the regression model is suitable for further analysis.

Table 7. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997 ^a	.836	.829	6.11890

Sources: SPSS versi 25 (2025)

Based on the results of the model summary results show that the r value = 0.997, which indicates a very strong relationship between the independent variables (X_1, X_2, X_3) and the dependent variable (Y). The r square value of 0.836 indicates that 83.6% of the variation in y can be explained by the three independent variables together. Meanwhile, the adjusted r square of 0.829 takes into account the number of variables and sample size, still indicating high model capability. The std. Error of the estimate value of 6.119 describes the average deviation of the model prediction from the actual observed value which is relatively small, indicating that the model is quite accurate.

Discussion

The Influence of Price Perception on Customer Loyalty

Price plays a crucial role in shaping customer loyalty at Fritto Chicken Medan. Consumers view price not only as the amount of money spent but also as an assessment of the value received from the product. When the price is perceived as being in line with the quality and benefits received, customers are more likely to feel satisfied and more likely to make repeat purchases. In the highly competitive fast food industry, customers have numerous choices, making price comparison a key consideration before making a purchasing decision. Fritto Chicken Medan's ability to offer relatively affordable prices that meet customer expectations provides added value in the eyes of consumers.

This creates a positive perception of the product. The alignment between price and quality creates a customer's perception that their expenditure is worth it. This assessment fosters ongoing satisfaction, which then develops into a desire to repurchase. Customers who perceive that they are receiving good value are less likely to switch to other outlets, even when there are numerous competing options. Price is also closely related to building customer trust. When prices are perceived as reasonable and not burdensome, customers will be more confident in the consistent value provided by the business. This trust is a crucial factor in maintaining long-term relationships between customers and Fritto Chicken Kota Medan. Price plays a role beyond economic considerations; it also plays a key role in building loyalty. Appropriate pricing management provides a greater opportunity for companies to retain customers.

The Influence of Store Ambience on Customer Loyalty

Store ambience plays a significant role in shaping customer loyalty at Fritto Chicken in Medan. The atmosphere customers experience inside the restaurant serves not only as a supporting element but also as part of the overall dining experience. Comfort, cleanliness, layout, lighting, and interior design all contribute to customer perceptions of the restaurant's quality. Customers tend to feel more comfortable and at home in a clean, well-organized, and pleasant environment. This ensures that the dining experience not only fulfills needs but also provides a positive emotional experience. This experience plays a role in increasing customer satisfaction with Fritto Chicken in Medan. A positive ambience can also create a deeper impression than just the product consumed. When customers feel comfortable in the restaurant, they spend longer and are more likely to make repeat purchases. This demonstrates that store ambience influences not only immediate comfort but also long-term customer decisions. Furthermore, an attractive and comfortable atmosphere can create a positive image of the business. This image plays a role in strengthening customers' perceptions that Fritto Chicken is a place worth returning to. Positive experiences gained from the physical environment will be stored in customers' memories and influence their future decisions. Store ambience is also related to customers' emotional aspects. A comfortable environment can create a sense of relaxation and enjoyment, making customers feel more valued and cared for. This positive emotional experience is one of the factors that drives loyalty to Fritto Chicken Kota Medan, as customers come not only to buy products but also to experience the comfortable atmosphere offered.

The Influence of Service Quality on Customer Loyalty

Service quality plays a crucial role in fostering customer loyalty at Fritto Chicken Medan. Customer service is not only related to the transaction process but also reflects the business's ability to provide a pleasant and satisfying experience during interactions with employees and the service system. Fast, friendly, and responsive service is one of the factors most valued by customers in the fast food industry. When customers receive good service, they feel valued and cared for. This experience creates a positive impression that directly impacts customer satisfaction with Fritto Chicken Medan. Interactions between employees and customers are also crucial in shaping perceptions of service quality. Politeness, communication, and the ability to effectively address customer needs can enhance comfort during the purchasing process. This makes customers more likely to return to the store in the future. Consistent service quality also plays a role in building customer trust. When service is consistently excellent, customers will believe they will have the same experience each time they visit. This trust is a crucial foundation for long-term loyalty. Furthermore, good service can foster an emotional connection between the business and its customers. Customers who feel well-treated tend to develop a stronger attachment to a location. This attachment makes them less likely to switch to competitors, even when there are many other options in the same industry. High-quality service not only impacts immediate satisfaction but also contributes to creating repeat positive experiences. These experiences are a key factor in encouraging repeat purchases and maintaining loyalty to Fritto Chicken Kota Medan.

The Influence of Price, Store Ambience, and Service Quality on Customer Loyalty

Price, store ambience, and service quality play an interrelated role in shaping customer loyalty at Fritto Chicken Medan. These three factors are not mutually exclusive but complement each other, creating a comprehensive customer experience, from before a purchase, during the transaction, and after. Prices that meet customer expectations provide a rational value that informs purchase decisions. Store ambience provides a physical experience that creates a comfortable and pleasant atmosphere throughout the customer's stay. Meanwhile, service quality reinforces this experience through direct interactions that shape the customer's emotional impression of the business. The combination of these three aspects creates a stronger positive perception than if only one factor were considered.

THE EFFECT OF PRICE, STORE AMBIENCE AND SERVICE QUALITY ON CUSTOMER LOYALTY AT FRITTO CHICKEN IN MEDAN CITY

Delina Hati Maduwu et al

Customers not only evaluate a product based on price but also consider the comfort of the location and how they are treated during their visit. This holistic experience is the primary foundation for customer satisfaction. The satisfaction generated by the combination of these three factors encourages customers to make repeat purchases and maintain relationships with the business. The better the pricing, ambience, and service provided, the more likely customers are to remain loyal to Fritto Chicken Kota Medan. An imbalance in any one aspect can impact the overall customer perception. Reasonable prices but poor service, or a comfortable ambience but disproportionate prices, can reduce customer satisfaction. This demonstrates that integrated management of these three aspects is crucial for maintaining customer loyalty amidst increasingly competitive fast food industries.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Price influences customer loyalty at Fritto Chicken Medan City because it is considered affordable and commensurate with product quality, thus encouraging repeat purchases.
2. Store ambience influences customer loyalty through a clean, tidy, and comfortable restaurant atmosphere, thus increasing customers' desire to return.
3. Service quality influences customer loyalty because friendly, fast, and responsive service creates a positive impression of the restaurant.
4. Price, store ambience, and service quality collectively influence customer loyalty by shaping the overall customer experience.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Fritto Chicken Medan City management is advised to maintain an affordable pricing policy that aligns with customer purchasing power, while maintaining product quality to ensure customer comfort and encourage repeat purchases.
2. Management needs to maintain and improve the restaurant's store ambience, particularly cleanliness, comfort, and tidiness, to ensure a pleasant customer experience and a positive impression.
3. Employee service quality needs to be improved through coaching, training, and regular supervision to ensure friendly, prompt, and consistent service, thereby maintaining customer trust and loyalty.
4. Management is advised to conduct regular operational evaluations to ensure consistent service standards, cleanliness, and restaurant comfort levels are maintained throughout each customer visit.
5. Future researchers are advised to add other variables related to customer loyalty and expand the research subjects and locations to obtain broader and more in-depth results.

REFERENCES

- Aisya, S., Eliza, S., Fatma, F., & Zainuddin, M. A. (2021). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen di Toko Nimshop Palu. *Jurnal Ilmu Ekonomi Dan Bisnis Islam - JIEBI*, 2(1).
- April, N., & Oktilla, N. R. (2025). Pengaruh Store Atmosphere Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Di Deliwafa Store Cabang Gajayana Kota Malang (Studi Pada Konsumen Deliwafa Store Cabang Gajayana Kota Malang). *Jurnal Ilmiah Ekonomi Dan Manajemen*, 3(4), 11–23.
- Billa, Z. R. S., & Sari, T. N. (2025). Pengaruh Physical Evidence, Prosedur Pinjaman dan Penanganan Keluhan Terhadap Kepuasan Nasabah di PT. BPR Solider Kantor Pusat Marelau. *Jurnal Dunia Pendidikan*, 5(4), 1276-1288.
- Dr. Zuna Setiawan, M. (2023). *Manajemen Pemasaran* (A. Juans (ed.); Efitra, S.). PT. Sonpedia Publishing Indonesia Redaksi. www.buku.sonpedia.com
- Efendi, N., Wildana, T., Lubis, H., & Ginting, O. (2023). Pengaruh Citra Merek , Promosi , Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Konsumen. *Jurnal Ekonomi*, 28(02), 197–215.
- Gunarsih, C. M., & Tamengkel, L. F. (2021). Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang. *Jurnal Manajemen Keuangan*, 2(1), 69–72.
- Karmina, M., & Pudak, M. (2023). PENGARUH STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN PADA MINIMARKET KARMINA MURUNG PUDAK Mita. *Jurnal Administrasi Bisnis*, 6, 562–573. <http://jurnal.stiatabalong.ac.id/index.php/JAPB>
- Meutia, R., Indah, D. R., Manajemen, P. S., Ekonomi, F., Samudra, U., Langsa, K., Bistro, K., Atmosphere, S., Pelayanan, K., Pelanggan, K., & Pelanggan, L. (2022). PENGARUH HARGA , STORE ATMOSPHERE ,

- KUALITAS PELAYANAN , DAN KEPUASAN PELANGGAN TERHADAP (Studi Kasus pada Pelanggan Kafe Kanasha Bistro di Kota Langsa). Jurnal Ilmiah Mahasiswa Manajerial Terapan (JMT), 1, 126–134.
- Mixue, P., Nurul, D., & Firayanti, Y. (2025). Jurnal Sains Ekonomi dan Edukasi Faktor - Faktor yang Mempengaruhi Minat Beli Konsumen Terhadap. Jurnal Sains Ekonomi Dan Edukasi, 2(9), 2155–2165. <https://doi.org/https://doi.org/10.62335>
- Prabowo, A., & Risal, T. (2023). Peran Enterpreneurial Orientation Dan Social Media Marketing Terhadap Peningkatan Strategi Bersaing (Ukm) Coffe Shop Pada Era Modern Customer Di Kota Medan. Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi, 9(1).
- Prabowo, A., Adam, A. A., Subhan, Z. N., Tanjung, Y., Parhusip, A. A., & Deviana, A. Irwansyah. (2025). Sustainable Business Practices in Coffee Shops: The Role of Marketing Innovation, Digital Marketing, and Branding Innovation Through Market Development. International Journal of Accounting and Economics Studies, 12 (6), 43, 50.
- Prabowo, A., Tanjung, Y., Enzelia, E. L., Bangun, R., Simarmata, H. M. P., & Wahyuni, E. S. (2025). Eksplorasi Promosi Berbasis Social Media Marketing Dan Brand Image: Identifikasi Impulsive Buying Behaviour Melalui Customer Engagement Pada Konsumen Brand Fashion ZARA Di Kota Medan. Jurnal Dunia Pendidikan, 6(3), 727-747.
- Prabowo, A., Wahyuni, E. S., Tanjung, Y., Wijaya, M. R., & Adam, A. A. (2025). Manajemen Pemasaran (Strategi Pemasaran Era Digital: Menguasai Tren dan Teknologi Sebagai Konsep Baru Meningkatkan Penjualan). Serasi Media Teknologi.
- Punuindoong, A. Y. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen pada Benteng Resort Batu Putih. Jurnal Productivity, 2(6), 511–517.
- Purnama, I. (2021). Pengaruh Kualitas Pelayanan , Kepuasan Pelanggan Dan Nilai Pelanggan Dalam Meningkatkan Loyalitas Pelanggan Pada PO . Titian Mas Cabang Bima. JURNAL ILMIAH MANAJEMEN DAN BISNIS, 4(2), 162–170.
- Rahmawati, R. D., & Utomo, Y. P. (2025). Upaya Membangun Loyalitas Konsumen Dengan Pendekatan Kualitatif Menggunakan Kualitas Pelayanan, Customer Relationship Management (CRM), dan Kepuasan Konsumen Pada PT Boga Indonesia Talenta Studi Kasus : Halal Bakery Tsabita. Jurnal Ekonomi Manajemen Dan Akuntansi, 3(1), 9–19.
- Santosa, S., Putra, A., Rachmat, S., & Yuli, T. (2025). VARIABEL INTERVENING STUDI KASUS PADA POSPAY LOKET KANTOR POS. Jurnal Bisnis Dan Pemasaran, 14(September).
- Sari, T. N. (2022). Penerapan Komunikasi Pemasaran Terhadap Loyalitas Nasabah (Studi Kasus Pada Kantor Bank Syariah Mandiri Cabang Medan). Accumulated Journal (Accounting and Management Research Edition), 4(2), 133-146.
- Solin, N. F., Islam, U., Sumatera, N., Oktaviani, M., Islam, U., Sumatera, N., Nurjanah, W., Islam, U., & Sumatera, N. (2025). Aspek pemasaran. Jurnal Ilmiah Ekonomi Dan Manajemen, 3(2), 450–463. <https://doi.org/10.61722/jiem.v3i2.3875>
- Sugiyono. (2023). Metode Penelitian Kuantitatif, Kualitatif, dan R & D. Bandung: Alfabeta.
- Wandini, D., & Sari, T. N. (2023). Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Grab Dimasa Pandemi Covid 19 (Studi Kasus Pada Mahasiswa Manajemen Potensi utama). Jurnal Visi Manajemen, 9(1), 49-59.