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The Effect of Store Atmosphere and Product Quality on Consumer Loyalty at Beda Cerita Coffee Bandung

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ABSTRACT

The development of social media has transformed modern urban society in lifestyle, and the habit of consuming a cup of coffee has become part of the lifestyle and social identity for many people today. The purpose of this study is to determine, describe and analyze: (1) The condition of the store atmosphere, product quality, and consumer loyalty of Beda Cerita Bandung Coffee, (2) The effect of store atmosphere on consumer loyalty of Beda Cerita Bandung Coffee, (3) The effect of product quality on consumer loyalty of Beda Cerita Bandung Coffee, (4) The effect of store atmosphere and product quality on consumer loyalty of Beda Cerita Bandung Coffee. This research is descriptive and verification with a quantitative approach. The population was 32,857 people. The sample technique used non-probability sampling technique, incidential sampling type with a sample of 100 people. Data was collected through a questionnaire that had been tested for validity and reliability. The data analysis technique uses multiple linear regression analysis tests with a significant level of 5% or 0.05. Based on the results obtained, the Store Atmosphere at Kopi Beda Cerita Bandung based on the answers of the respondents is in the good category, Product Quality at Kopi Beda Cerita Bandung based on the answers of the respondents is in the good category, Consumer Loyalty at Kopi Beda Cerita Bandung based on the answers of the respondents is in the good category, and based on the results of the Hypothesis test simultaneously Store Atmosphere and Product Quality have a positive and significant effect on Consumer Loyalty at Beda Cerita Coffee Bandung.

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INTRODUCTION

Business continues to experience rapid development until now, one of which is a business in the culinary field, namely coffee shops. Coffee shops have grown rapidly due to cultural changes in consuming coffee. With the development of social media, there has been a transformation in modern urban society in lifestyles, desires, and habits in consuming and enjoying food, making the role of coffee shops today not only for just enjoying a cup of coffee but more than that, coffee shops are also currently part of the lifestyle and social identity for many people. The culture of enjoying coffee has become a contemporary lifestyle, nowadays people spend a lot of time coming to cafes and coffee shops in addition to filling their stomachs but also doing many other activities such as finding entertainment to unwind, gathering,

meeting, doing assignments or working from cafe (WFC). Coffee shops are a suitable place to socialize with each other. The role of coffee shops can be an intermediary media space for people to communicate and interact (Azzahra et al., 2023: 494).

With this shift, it opens up opportunities for business people to flock to innovate to create new coffee shops and more and more cafes or coffee shops have sprung up with new innovations with unique and interesting themes to increase consumer interest in visiting the place. Therefore, the world of competition in the culinary business of coffee shops is getting tighter, which requires companies to be able to attract and retain consumers in order to grow loyal customers for the products offered in order to remain competitive with the market.

That is even more of a concern for Beda Cerita Coffee, located at Jalan Jatihandap No. 138, which is one of the business actors in the culinary field, namely coffee shops. Beda Cerita Coffee has a location on a plateau that adds to the cool and beautiful atmosphere, Beda Cerita Coffee provides an experience for its consumers to be able to enjoy coffee with a city light view of 180 degrees of Bandung cityscape that can be enjoyed on the 4th floor of Kopi Beda Cerita, In addition to presenting a charming atmosphere and nuances, Kopi Beda Cerita also presents a selection of Nusantara coffee that has high quality to pamper consumers with the best atmosphere and product quality, it aims to create loyal customers among the tight competition of many coffee shops in Bandung, even in areas not far from Kopi Beda Cerita there are several competitors in the same business scope, namely the coffee shop business, including: Cafe Senja, Ngopi diKebon, Dapur Amih, Kopi Dari Hati, Imahnya Kopi, De Nyileuk Coffee, dTwenty Two Coffee, Toko Kopi Kita. So from the competition with similar businesses in the same area, it makes it more of a concern for Kopi Beda Cerita to be able to maintain the loyalty of its consumers by creating a good bond between the company and consumers. According to Tjiptono in Prastiya (2021: 17) creating good bonds between companies and customers is also the foundation for repeat purchases and creating customer loyalty as well as word of mouth recommendations that generate profits for the company. Consumer loyalty is customer loyalty to consistently buy or use products from a business, loyal consumers are very important for business. Given that consumer loyalty has a sustainable nature, therefore to ensure revenue and business continuity, all business owners strive to maintain consumer loyalty, business owners must continue to strive to realize and maintain customer satisfaction so that they form loyal customers. According to Kotler & Keller in Agustina et al., (2023: 352) Consumer loyalty refers to a strong commitment from a consumer to regularly repurchase goods or services in the future, even though there is a possibility that business circumstances related to marketing can influence behavior. Loyalty is one of the most important factors in doing business, loyal consumers tend to make repeat purchases, which will affect the stability of revenue for the company. Seeing from the current competitive conditions with the rise of culinary businesses in the city of Bandung, especially cafes and coffee shops, it also has an impact on the decline in visiting interest which affects the stability of income at Kopi Beda Cerita, there are problems faced by Kopi Beda Cerita in the period in the last 1 year, namely Beda Cerita Coffee experiencing fluctuations in sales transactions.

Table 1 : Sales Transaction Data of Beda Cerita Coffee in 2023-2024

Bill Transaction/Month				
No.	Year	Month	Transaction	Increase/Decrease (%)
1.	2023	April	2771	0%
2.	2023	May	2140	-29%

3.	2023	June	2669	20%
4	2023	July	2532	-5%
5	2023	Agust	2247	-13%
6	2023	September	2143	-5%
7	2023	Oktober	2353	9%
8	2023	November	3040	30%
9	2023	December	3729	26%
10	2024	January	3609	-11%
11	2024	February	3096	-11%
12	2024	March	2528	-14%
Total			32.857	-25%
Average			2.738,1	-2%

Source: Processed Beda Cerita Coffee customer data

Based on the sales transaction data in table 1 above, it shows that there is a downward trend in sales transaction numbers in several periods, this shows that there is consumer dissatisfaction which causes customers to be reluctant to visit again. This can occur because consumers feel an inappropriate experience and dissatisfaction with the store atmosphere and the quality of the products served at the next visit. The aim and objective of this research is to collect accurate data related to Store Atmosphere, Product Quality and Consumer Loyalty. The data is processed and analyzed and then the results will be presented.

LITERATURE REVIEW

Management

Management comes from English management with the verb to manage which means to take care of and management means management. Management is always used for the governance of an organization. (Anwar, 2020:5). According to Wahjojo et al., (2019: 7) combining science and art, management is a series of action processes that include organizing, leading, planning, and managing the use of organizational resources to achieve predetermined goals for the benefit of many people.

Marketing Management

Marketing management in general is the analysis of planning, implementing, and controlling all programs designed to create, build, and maintain profitable exchanges to achieve planned goals (Sasti et al., 2023: 379). According to Hery (2019:3) Marketing management is the art and science of identifying target markets, acquiring, and maintaining and communicating superior customer value.

Store Atmosphere

Store atmosphere is a physical characteristic of a store that emphasizes physical attributes that can play a role in showing the impression of a store and attracting consumer interest for a store (Berman in Ramadhania, 2022: 35).

According to Isnandari and Sunarti in Angelika & Lego, (2022: 33) store atmosphere is a combination of various restaurant elements, such as architecture, layout, signage and displays, coloring, lighting, air temperature, atmosphere, and aroma, which collectively form the overall image of the restaurant and influence consumer purchasing behavior. Berman and Evans in Iswanto & Handaruwati, (2023: 180) there are several indicators in the formation of the store atmosphere, namely: Exterior. General Interior, Store Layout, and Interior Display

Product Quality

Product quality is a combination of properties and characteristics that determine the extent to which the product can meet the requirements of consumer needs and assess the extent to which these properties and characteristics meet consumer needs (Tjiptono in Winasis et al., 2022: 396). According to Kotler

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and Armstrong in Suwitho, (2022: 6) product quality is a marketer's main positioning instrument that shows the extent to which the product's ability to meet and satisfy consumer needs. The dimensions of product quality according to Tjiptono in Maulidio & Dwiastanti, (2022: 601) are as follows Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics, and Perceived Quality

Consumer Loyalty

Behavior-based consumer loyalty is characterized by consistent and non-random purchases made over a long period of time by various decision-making units (Griffin in Zulfikar et al., 2024: 78). According to Kotler, & Keller in Zulfikar et al., (2024: 78) Consumer loyalty is a repeat purchase made by customers because of their dedication to the company or brand. According to Griffin in Mashuri, (2020: 61) there are four indicators of consumer loyalty, including: make regular repeat purchases, purchase across product and service lines, refer others, and demonstrate immunity to the pull of the competition.

METHOD

Object in this study is Store Atmosphere as the independent variable (X1), Product Quality as the independent variable (X2) and Consumer Loyality (Y) as the dependent variable. The research uses primary data collected through a questionnaire containing questions or statements submitted by the author to consumers of Beda Cerita Coffee Bandung. The method used is descriptive and verificative method. The research model uses multiple linear regression analysis, correlation analysis, determination and hypothesis testing. The population in this study were consumers at Beda Cerita Coffee from April 2023 to March 2024 totaling 32.857 people. This study uses non- probability sampling technique with an incidential sampling approach, which means that the sampling of sample members is based on chance, anyone who by chance or incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. The sample size using the Slovin formula was obtained as many as 100 consumers.

RESULT AND DISCUSSION

The population in this study took population data from customers who came to Beda Cerita Coffee Bandung in April 2023 – March 2024. The following customers data is presented in table 2 below:

Table 2 : Visitosr Data for Beda Cerita Coffee Bandung in 2023-2024

No.	Month	Visitors
1.	April	2771
2.	May	2140
3.	June	2669
4.	July	2532
5.	Agust	2247
6.	September	2143
7.	Oktober	2353
8.	November	3040
9.	December	3729
10.	January	3609
11.	February	3096
12.	March	2528
Total		32.857

Source: Processed Beda Cerita Coffee customer data

Respondent Profile

Based on the results of distributing questionnaires that have been conducted by researchers at Beda Cerita Coffee Bandung with a total of 100 respondents, hereby researchers obtain an overview of the identity of respondents with several categories of respondents which will be described based on gender, age, occupation, and income

Respondent Characteristics		Total	Presentation
Gender	Female	58	58%
	Male	42	42%
	Total	**100**	**100%**
Age	15 – 25 Years old	78	78%
	26 – 30 Years old	20	20%
	31 – 40 Years old	2	2%
	> 40 Years old	0	0%
	Total	**100**	**100%**
Job	Student/Students	34	34%
	Self Employed	8	8%
	Civil Servant	3	3%
	Private Employee	49	49%
	Housewives	3	3%
	Retirees	0	0%
	Other	3	3%
	Total	**100**	**100%**
Income	0 – 1.000.000	30	30%
	1.000.001 – 2.000.000	11	11%
	2.000.001 – 3.000.000	14	14%
	> 3.000.000	45	45%
	Total	**100**	**100%**

Source: Processed Beda Cerita Coffee customer data

Base on the table 2 the respondent's gender category is dominated by female respondents with 58 respondents or 58% and male gender totaling 42 respondents or 42%. This happens because usually women prefer to socialize in cafes with a comfortable atmosphere and like unique and new things.

The results of the questionnaire with age-based categories are dominated by the age range 15-25 years with 78 or 78% of respondents and the rest are in the age range 26-30 years with 20 or 20% of respondents, and the rest are in the age range 31-40 years totaling 2 or 2% of respondents. This shows that the majority of Kopi Beda Cerita consumers are in the young and productive age range who tend to have an active and social lifestyle so that they more often visit cafes to socialize, hang out, study or work, meet or work from cafes.

Categories based on occupation are dominated by Private Employees with a total of 49 or 49% of respondents and the rest are in the Student / Student category with 34 or 34% of respondents, the Self-employed category with 8 or 8% of respondents, the Civil Servant category with 3 or 3% of respondents, the Housewife category with 3 or 3% of respondents, and the rest are in the Other category totaling 3 or 3% of respondents. This shows that the majority of Kopi Beda Cerita consumers are more often visited by Private Employees and Students / Students because the place is quiet and with a view of the city of Bandung is very suitable to be used as a place to work or study or relax and gather with friends to unwind after spending time working or studying.

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Categories based on income are dominated by respondents with income at > 3.000.000 with a total of 45 or 45% of respondents, the rest are in the income range of 0 - 1,000,000 with 30 or 30% of respondents, the income category with a range of 2.000.001 - 3,000,000 with 14 or 14% of respondents, and the rest are in the income category with a range of 1.000.001 – 2.000.000 with 11 or 11% of respondents. This is because the majority of visitors or consumers of Kopi Beda Cerita are private employees, most of whom have an income of > 3.000.000.

Descriptive Analysis

The results of the questionnaire showed that the condition of the store atmosphere can be said to be in good categories. This is evidenced by the highest score being good room cleanliness of 4.32 and the lowest score being the breadth of the parking lot of 3.68 and the total average score obtained from the store atmosphere variable which has an average score of 4.06, that is means this variable categorized through the calculation of the average number of score ranges, the calculation are included in the Good category.

The results of the questionnaire showed that the condition of the product quality can be said to be in good categories. This is evidenced by the highest score being the taste of food and drinks which is 4.32 and the lowest score being the diversity of the menu of 3.68 and the total average score obtained from the product quality variable which has an average score of 3.99, that is means this variable categorized through the calculation of the average number of score ranges, the calculation are included in the Good category.

The results of the questionnaire showed that the condition of the consumer loyalty can be said to be in good categories. This is evidenced by the highest score being the highest score being the willingness to recommend 4.04 and the lowest score being the desire to buy products even though there are many other similar products of 3.68 and the total avarage score obtained from the consumer loyality variable which has an average score of 3.93, that is means this variable categorized through the calculation of the average number of score ranges, the calculation are included in the Good category.

Verificative Analysis

After conducting validity and reliability tests then the next test is multiple linear regression analysis which is a statistical analysis used to predict how the independent variable affects the dependent variable. In this study, the analysis technique used multiple linear regression analysis because the number of independent variables in this study was more than one.

Table 4 : Multiple linear regression

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,042	,306		-,138	,891
	Store Atmosphere	,599	,124	,458	4,821	,000
	Product Quality	,408	,107	,363	3,823	,000
a. Dependent Variable: Consumer Loyalty						

Source: Processed Beda Cerita Coffee customer data

Base on the table 3 the regression equation is $Y = -0.042 + 0.599X1 + 0.408X2 + \in$ that is means if the store atmosphere (X1) and Product Quality (X2) are 0 (zero) and there is no change, then consumer loyalty (Y) will decrease by - 0.042, if the store atmosphere variable (X1) is constant and the store atmosphere variable (X1) increases by 1%, then consumer loyalty (Y) will increase by 0.599, and if the product quality variable (X2) is constant and the product quality variable (X2) has an increase of 1%, consumer loyalty (Y) will increase by 0.408

Table 5 : The Coefficient Correlation Test

Correlations				
		Store Atmosphere	Product Quality	Consumer Loyalty
Store Atmosphere	Pearson Correlation	1	,721**	,719**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Product Quality	Pearson Correlation	,721**	1	,692**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Consumer Loyalty	Pearson Correlation	,719**	,692**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Processed Beda Cerita Coffee customer data

Base on the table 4 the result is store atmosphere (X1) with consumer loyalty (Y) results in a value of 0.719, Product quality (X2) with consumer loyalty (Y) results in a value of 0.692, and The level of relationship in this correlation is included in the category of strong correlation relationship levels, because it is in the coefficient interval 0.60 - 0.799. The positive sign indicates a unidirectional linear relationship between the two variables

Table 6 : The Coefficient Determination Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,762[a]	,580	,571	,488690
a. Predictors: (Constant), Product Quality, Store Atmosphere				
b. Dependent Variable: Consumer Loyalty				

Source: Processed Beda Cerita Coffee customer data

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Base on the table 5 the result is the coefficient of determination is 0.580, meaning that the effect of store atmosphere (X1) and product quality (X2) affects with consumer loyalty (Y) by 58%, the remaining 42% is influenced by other factors not examined.

Table 7 : F Test Results (Simultaneous)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,010	2	16,005	67,018	,000[b]
	Residual	23,165	97	,239		
	Total	55,176	99			
a. Dependent Variable: Consumer Loyalty						
b. Predictors: (Constant), Product Quality, Store Atmosphere						

Source: Processed Beda Cerita Coffee customer data

Base on table 6 the results of the simultaneous hypothesis test (F test), using α 0,05 or 5%, show F-count > F-table (67,018>3.09) that there is a positive and significant influence between Store Atmosphere and Product Quality on Consumer Loyality for Beda Cerita Coffee Bandung

Table 8 : T Test Results (Partial)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,042	,306		-,138	,891
	Store Atmosphere	,599	,124	,458	4,821	,000
	Product Quality	,408	,107	,363	3,823	,000
a. Dependent Variable: Consumer Loyalty						

Source: Processed Beda Cerita Coffee customer data

Base on table 7 the results of the partial hypothesis test (T test), using α 0,05 or 5%, show T-count > T-table of Store Atmosphere is (4,821>1.98447) that there is a positive and significant influence between Store Atmosphere on Consumer Loyality for Beda Cerita Coffee Bandung, show T-count > T-table of Product Quality is (3,823>1.98447) that there is a positive and significant influence between Product Quality on Consumer Loyality for Beda Cerita Coffee Bandung.

Validation

According to the results of data processing, the t count > t table value is 4.821 > 1.98447 then H0 is rejected and Ha is accepted, meaning that the store atmosphere (X1) has a positive and significant effect on consumer loyalty (Y) at Beda Cerita Coffee Bandung. This is in line and reinforced by previous research conducted by Ariningtyas & Rachmawati K, (2020) on Examining the Effect of Menu Diversity, Product Quality, Store Atmosphere, and Price on Customer Loyalty at Wedangan Jimboeng which shows that store atmosphere has a positive and significant effect on consumer loyalty. In addition, there is also research conducted by Yusuf et al., (2021) on the Effect of Store Atmosphere, Product

Quality, Service Quality and Price on Customer Satisfaction in Shaping Mc Donald's Customer Loyalty in Depok City which shows that store atmosphere has a positive and significant effect on consumer loyalty. So that the better the store atmosphere provided by the company, the more consumer loyalty will increase.

According to the results of data processing, the t count > t table value is 3.823 > 1.98447, then H0 is rejected and Ha is accepted, meaning that product quality (X2) has a positive and significant effect on consumer loyalty (Y) at Beda Cerita Coffee Bandung. This is in line and reinforced by previous research conducted by Hanafi et al., (2022) on Brand Image, Store Atmosphere, and Product Quality on Consumer Loyalty at Wedang Galuh Jember Coffee Shop which shows that product quality has a positive and significant effect on consumer loyalty. In addition, there is also research conducted by Mustaqim et al., (2022) on the Effect of Store Atmosphere and Product Quality on Customer Loyalty at Cafe Notiz Hut Bandar Lampung which shows that product quality has a positive and significant effect on consumer loyalty. So that the better the quality of the products provided by the company, the more consumer loyalty will increase.

According to the results of data processing, the value of f count > f tabel is 67.018 > 3.09, so H0 is rejected and Ha is accepted, meaning that the store atmosphere (X1) and product quality (X2) have a positive and significant effect simultaneously on consumer loyalty (Y) at Beda Cerita Coffee Bandung. This is in line and reinforced by previous research conducted by Purnama et al., (2022) on the Effect of Price, Product Quality and Store Atmosphere on Consumer Loyalty Ompu Gende Coffee which shows that store atmosphere and product quality have a positive and significant effect simultaneously on consumer loyalty. In addition, there is also research conducted by Andriany & Arda, (2022) on the Effect of Price, Product Quality, and Store Atmosphere on Consumer Loyalty of Starbucks Dellipark Medan which shows that store atmosphere and product quality have a positive and significant effect simultaneously on consumer loyalty. Consumer loyalty has a positive continuity, therefore if the store atmosphere and product quality are good, it will result in consumer loyalty.

Discussion

1. The Effect of Store Atmosphere on Consumer Loyalty

The results of the hypothesis testing indicate that store atmosphere has a positive and statistically significant effect on consumer loyalty at Beda Cerita Coffee Bandung. This finding is supported by the t-statistic value of 4.821, which exceeds the critical t-table value of 1.98447. Therefore, the null hypothesis (H0) is rejected, while the alternative hypothesis (Ha) is accepted. These results suggest that store atmosphere plays an important role in influencing consumers' decisions to revisit, recommend, and maintain their relationship with the coffee shop. A pleasant store atmosphere can create a comfortable and enjoyable experience for consumers beyond the consumption of food and beverages. Elements such as interior design, lighting, music, room temperature, cleanliness, furniture arrangement, and overall spatial comfort contribute to consumers' perceptions of the coffee shop. When these elements are properly managed, consumers are more likely to develop positive emotional responses and memorable experiences, which can strengthen their loyalty. In the context of Beda Cerita Coffee Bandung, maintaining an attractive and comfortable environment is therefore essential for encouraging repeat visits and positive word-of-mouth recommendations. This finding is consistent with previous research by Ariningtyas and Rachmawati K. (2020), which examined menu diversity, product quality, store atmosphere, and price in relation to customer loyalty at Wedangan Jimboeng. Their findings demonstrated that store atmosphere has a positive and significant effect on customer loyalty. Similarly, Yusuf et al. (2021), in their study of McDonald's customers in Depok City, found that store atmosphere contributes positively and significantly to customer loyalty. The consistency between these studies

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reinforces the importance of the physical environment in shaping consumer experiences and maintaining long-term relationships with customers.

These findings imply that Beda Cerita Coffee Bandung should continuously improve its physical environment by maintaining cleanliness, providing comfortable seating arrangements, developing attractive interior designs, and creating an atmosphere that reflects its brand identity. A well-designed store atmosphere can serve as a competitive advantage, particularly in the coffee shop industry, where consumers often seek not only products but also comfortable spaces for social interaction, relaxation, and work.

2. The Effect of Product Quality on Consumer Loyalty

The hypothesis testing results demonstrate that product quality has a positive and statistically significant effect on consumer loyalty at Beda Cerita Coffee Bandung. This is indicated by a calculated t-value of 3.823, which is greater than the t-table value of 1.98447. Consequently, H0 is rejected and Ha is accepted. This finding confirms that product quality is an important determinant of consumer loyalty. Product quality represents consumers' evaluations of the products they purchase and consume, including taste, freshness, presentation, consistency, ingredients, and suitability to their expectations. In the coffee shop industry, consumers generally expect beverages and food products to maintain consistent quality in terms of flavor, appearance, and serving standards. When these expectations are consistently fulfilled, consumers are more likely to experience satisfaction and develop confidence in the business. Such positive experiences can encourage repeat purchases and strengthen their willingness to recommend the coffee shop to others. The findings are supported by Hanafi et al. (2022), who investigated brand image, store atmosphere, and product quality in relation to consumer loyalty at Wedang Galuh Jember Coffee Shop. Their research indicated that product quality has a positive and significant effect on consumer loyalty. Furthermore, Mustaqim et al. (2022), in their study of Cafe Notiz Hut Bandar Lampung, also found that product quality positively and significantly influences customer loyalty. These previous findings strengthen the argument that maintaining product quality is essential for developing and sustaining consumer loyalty in the food and beverage business.

For Beda Cerita Coffee Bandung, these results highlight the importance of maintaining consistent product standards through the selection of high-quality raw materials, standardized preparation procedures, appropriate product presentation, and continuous evaluation of customer preferences. The coffee shop should also pay attention to product innovation and menu development to respond to changing consumer expectations. Consistent product quality can strengthen consumer trust, reduce the likelihood of switching to competitors, and encourage long-term customer relationships.

3. The Simultaneous Effect of Store Atmosphere and Product Quality on Consumer Loyalty

The simultaneous hypothesis testing reveals that store atmosphere and product quality jointly have a positive and statistically significant effect on consumer loyalty at Beda Cerita Coffee Bandung. The calculated F-value is 67.018, exceeding the F-table value of 3.09. Thus, H0 is rejected and Ha is accepted. This result indicates that store atmosphere and product quality collectively contribute to explaining variations in consumer loyalty. This finding suggests that consumer loyalty is not determined by a single factor but rather by a combination of physical experiences and product-related experiences. A comfortable and attractive store atmosphere may encourage consumers to visit and spend time at the coffee shop, while high-quality products provide a reason for them to return. These two factors complement each other in creating a positive overall customer experience. An attractive environment without satisfactory product quality may fail to generate repeat purchases. Conversely, high-quality products served in an uncomfortable environment may limit consumers' overall experience and reduce their motivation to revisit.

The findings are consistent with the research conducted by Purnama et al. (2022), which examined the effects of price, product quality, and store atmosphere on consumer loyalty at Ompu Gende Coffee. Their study found that product quality and store atmosphere simultaneously have a positive and significant effect on consumer loyalty. Similarly, Andriany and Arda (2022), in their research on Starbucks Dellipark Medan, demonstrated that price, product quality, and store atmosphere jointly influence consumer loyalty. These studies support the argument that the integration of product-related and environmental factors is important in establishing sustainable customer relationships in the coffee shop industry.

From a managerial perspective, Beda Cerita Coffee Bandung should adopt an integrated strategy that combines improvements in store atmosphere with consistent product quality. Management should not focus exclusively on improving the physical environment or developing new products but should ensure that both aspects are managed simultaneously. For example, providing a comfortable interior design, maintaining cleanliness, offering consistent beverage quality, and introducing attractive menu innovations can create a more comprehensive customer experience.Furthermore, these findings emphasize that consumer loyalty should be developed through continuous efforts to deliver value and positive experiences. By integrating an attractive store atmosphere with reliable product quality, Beda Cerita Coffee Bandung can strengthen customer relationships, encourage repeat purchases, generate positive recommendations, and improve its competitiveness in the increasingly competitive coffee shop industry.

Overall Discussion and Research Implications

Overall, the findings demonstrate that both store atmosphere and product quality are important factors influencing consumer loyalty at Beda Cerita Coffee Bandung, both individually and simultaneously. The results reinforce the importance of providing a holistic customer experience in the coffee shop industry. Consumers evaluate not only the products they purchase but also the environment in which they enjoy those products.Theoretically, this study provides empirical support for previous research demonstrating the importance of environmental and product-related attributes in explaining consumer loyalty. The findings also suggest that businesses in the food and beverage sector should consider store atmosphere and product quality as complementary strategic factors rather than independent operational considerations. Practically, the management of Beda Cerita Coffee Bandung should prioritize three strategic areas: maintaining a comfortable and distinctive store atmosphere, ensuring consistent product quality, and integrating both elements into a customer-oriented business strategy. These efforts are expected to encourage repeat visits, strengthen consumer trust, and develop sustainable customer loyalty.

CONCLUSION

Partially, there is a positive and significant effect on the store atmosphere variable on consumer loyality for Beda Cerita Coffee Bandung. This can be proven by the calculated t count value of 4.821 which is greater than the t-table 1.98447 and the significance value of 0.000 is less than 0.05. Partially, there is a positive and significant effect on the product quality variable on consumer loyality for Beda Cerita Coffee Bandung. This can be proven by the t count value of 3.823 greater than the t table of 1.98447 with a significance value of 0.000 less than 0.05. Simultaneously, there is an effect of store atmosphere and product quality on consumer loyality for Beda Cerita Coffee Bandung. This can be proven by the F-count value of 67.018 which is greater than the F-table value of 3.09. The coefficient of determination is 0.580, this means that the effect of store atmosphere and product quality is 58% and the remaining 42% is effected by other variables outside of the variables in this study.

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