

## **Analysis Of Consumer Loyalty Which Servicescape And Lifestyle Influenced With Consumer Satisfaction As A Mediating Variable**

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### **Abstract**

*The purpose of this study is to carry out an influence analysis variable Servicescape ( $X_1$ ), Lifestyle ( $X_2$ ), satisfaction ( $Y_1$ ), and consumer loyalty ( $Y_2$ ).as the dependent variable, simultaneously or partially in the contexts of business in the culinary field. In this study, the data was developed using a Likert scale. The respondent population of 100 people. The number of respondents was taken from 30 people for validation and reliability tests. This study uses quantitative methods using path analysis. SPSS 20 is used for data analysis with two substructures in measurement. Substructure 1 The Effect of Servicescape and Lifestyle on Consumer Satisfaction. Substructure 2, The Influence of Servicescape, Lifestyle, and Consumer Satisfaction on Loyalty. The results of this research state that Servicescape has a significant effect on customer satisfaction, Lifestyle does not affect customer satisfaction, Servicescape has no significant effect on customer satisfaction, Lifestyle has no significant effect on customer loyalty, consumer satisfaction has an effect on customer loyalty, Servicescape has no significant effect on consumer loyalty through customer satisfaction, Lifestyle has an effect on customer loyalty through consumer satisfaction.*

**Keywords :***Servicescape, Lifestyle, Satisfaction, Loyalty.*

## **INTRODUCTION**

In recent years, many people have opened businesses, including opening a coffee shop where the business is in great demand. The current coffee shop competition, especially in Bekasi, is getting increasingly intense, where business people must be able to build their businesses to compete in the market. Coffeeshop business people must be able to master, study and understand the desires of their customers, starting from the taste of coffee in the cafe, the texture of the coffee in the cafe and many others.

In this competition, a coffee shop must have good customer loyalty so that consumers have a feeling of wanting to return to the coffee shop. However, loyalty alone is not enough to build customer satisfaction without Servicescape. Of course, not only employee loyalty that affects customer satisfaction, an attractive layout, comfortable atmosphere, and clean air will create something new for visitors, leading to a value of satisfaction for consumers. Also, affect consumer satisfaction.

Not only that but because of the growing times, sometimes chatting and gathering at coffee shops has become a way of life for some people, like what was researched. This Ula coffee café serves various drinks and especially a large selection of coffee menus. In our lives, whether intentionally or not, Servicescape is always found. Examples are layout and space, surrounding environment, temperature, lighting, sound, etc.(Ainun & Setiawardani, 2019). But research states that Servicescape does not affect customer satisfaction(Oviedo-García, Vega-Vázquez, Castellanos-Verdugo, & Orgaz-Agüera, 2019).

Customer loyalty is a significant source of advantage because customer loyalty is very influential on the success and profits of a business.(Srivastava & Rai, 2018). Customer loyalty can be a very reliable parameter to predict the development of regular customer activities and sales results.(Ainun & Setiawardani, 2019), But according to Ray and Dewi(2021), there is research on customer loyalty that does not affect consumer satisfaction.

Lifestyle is becoming a trend for the millennial generation, including hanging out at cafes(Oktarina & Andrianingsih, 2021). If product performance does not meet consumer desires and the desires of a cafe are too low, it can be interpreted as too low. A feeling of dissatisfaction will arise and, ultimately, disappointment. But if a café has good and attractive service, consumers will feel satisfied, and customer satisfaction will occur(Satrio, Chalil, & Santi, 2020).

## RESEARCH METHODS

A research method is needed to make a hypothesis, which will be used during quantitative research. This process is also called the discovery process because various new sciences and technologies can be developed. This method is quantitative because the research data is quantified, and the analysis uses statistics(Sugiyono, 2013).

Information obtained by researchers by collecting data directly from consumers who come directly to Kopi Ula. This research aims to find out whether a servicescape is influenced by consumer loyalty and Lifestyle, with customer satisfaction as a mediating variable at Kopi Ula.

### **Theory Review And Hypothesis Development Consumer Loyalty**

Maidarti & Meryati(2019). Consumer loyalty is a determination to make repeated purchases of products or services consistently in the future. Customer loyalty occurs as long as consumers are satisfied with what they get (Yusriadi, 2018). Another meaning of consumer loyalty is continuously customers to return to that place(Ratih, 2015). Customer loyalty is also important in a business, especially in the coffee shop sector. Retaining consumers means increasing financial work results and maintaining the business's continuity, which is why a coffee shop attracts and retains its customers.(Aris & Utama, 2015). With good loyalty, satisfied consumers will recommend it by word of mouth, and they can even improve the business (Charolina, 2020). Indicators of customer loyalty: Frequent purchases, Purchases across all product lines or services, Recommends products to others, Shows immunity to the attractiveness of similar products from competitors(Firmansyah, 2018).

### **Servicescape**

*Servicescape* is an action of the environment and the elements seen by the consumer where the consumer is located(Miranti & Amirulmukminin, 2020). Djunaidi & Subagyo(2020)Servicescape is instrumental for approaches through norms, behaviour, and relationships between workers, buyers or consumers and workers. In addition, Servicescape is a part of the services provided and influenced by consumers and workers in the business sector. One of them is a café, and a café is one example that is engaged in services(M. Riszhaldi Dwi Cahya N., Acep Samsudin, 2020). A servicescape is a physical form that exists in a cafe and can be felt directly by consumers, such as the shape of the building and whether the design is attractive (Hidayati, Jhoansyah, Deni, & Danial, 2021). Servicescape Indicator: Surrounding Conditions, Layout and Functionality, Signs, Symbols and Artifacts(Bitner, 1992)

- H1: There is an influence of Servicescape on customer satisfaction.
- H2: There is an influence of Servicescape on loyalty.
- H3: There is an effect of Servicescape on loyalty through customer satisfaction.

**Lifestyle**

Lifestyle is a very influential factor for consumer buying behaviour in various products and services because these products and services reflect consumer identity(Akkaya, 2021).

According to Mubarak Natsir, Zulkarnain, & Furwanti Alwie(2020), Lifestyle is a human behaviour shown in what is being done, such as interests and responses, especially to those related to self-image to indicate social status. In addition, Lifestyle can be interpreted as a pattern in which humans live to spend their time and money. Lifestyle is also used as consumer motivation and learning for future survival, inter-social class and others. Or can be defined as Lifestyle is a reflection of the consumer itself(Engel, Blackwell, & Miniard, 1994). Lifestyle indicators: activity (activities), interests (interests) and opinions (views). According to Schiffman and Kanuk(Prasetijo & Ihalauw, 2004)

- H4: There is an influence of Lifestyle on consumer satisfaction.
- H5: There is an influence of Lifestyle on loyalty.
- H6: There is an influence of Lifestyle on loyalty through consumer satisfaction.

**Consumer Satisfaction**

Arie Sulistyawati & Seminary(2015)Consumer satisfaction is an after-purchase evaluation, and if customer satisfaction is achieved, it will lead to consumer loyalty. Consumers who feel satisfied enough with the results of a product will make purchases and use it continuously. Consumer satisfaction can also create harmonious relations between sellers and buyers, creating a feeling of wanting to repurchase. Therefore it will also have an impact on consumer loyalty. (Tjiptono, 2015). Consumer Satisfaction Indicators: Conformity of expectations, Interest in visiting again(Tjiptono, 2012).

- H7: There is an effect of consumer satisfaction on loyalty.

**Framework Of Thinking**

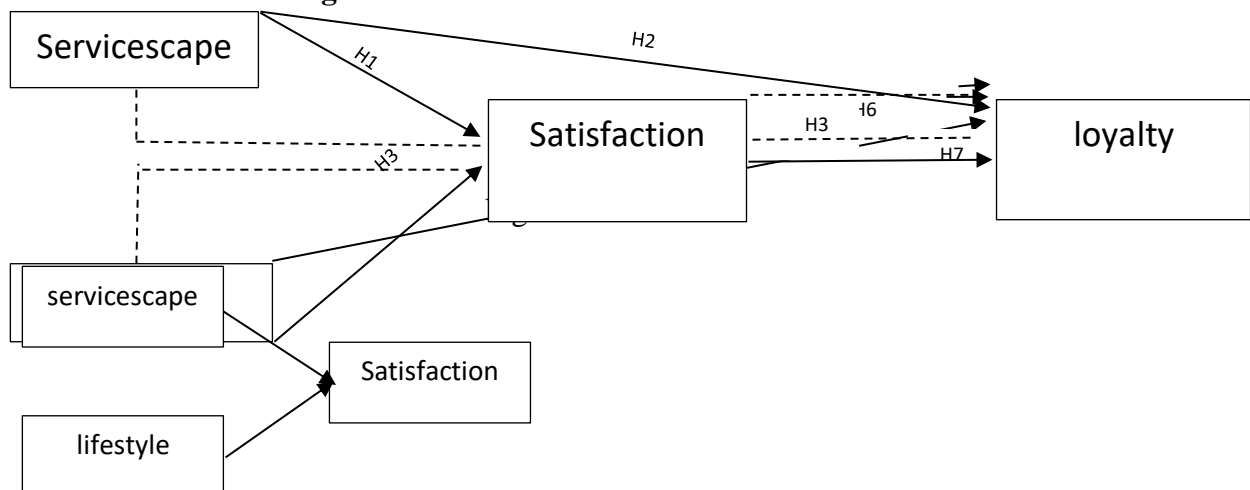


Figure 2

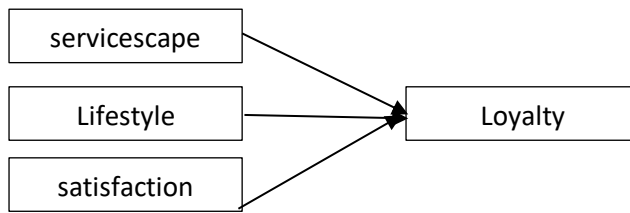


Figure 3

**Population And Sample**

The data for this study were taken from consumers who visited Kopi Ula Bekasi as a study population, totalling 156 people. This sampling method was finally reduced by 30 respondents to test its validity and reliability and resulted in the remaining 126 respondents being used in tiered linear regression calculations.

**Data Collection Technique**

This data is taken to obtain a score whose function is the direction of the influence of Servicescape, consumer loyalty, Lifestyle and customer satisfaction. Obtained in January 2023 using a Likert scale for four variables, namely: servicescape variables, loyalty variables, lifestyle variables, and consumer satisfaction variables.

**RESULTS AND DISCUSSION**

**Validity test**

We used 30 respondents to conduct a validity test with four variables, a total of 41 statements in the Servicescape (X1), Lifestyle (X2), satisfaction (Y1) and consumer loyalty (Y2) variables. The validity of the statement items is valid because the value of the r-count is greater than the r-table at a significance level of  $\alpha = 5\%$ .

**Reliability Test**

Table 1 shows the reliability test of all variables with an Alpha coefficient above 0.700 so that it is concluded that all questionnaires in the five variables are reliable.

Table 1. Reliability Test Results

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Conclusion</b>
Servicescape	.850	reliable
consumer satisfaction	.930	reliable
Lifestyle	.914	reliable
Consumer loyalty	.882	reliable

Source: Author

### Classical Assumption Test

Table 2 shows the results of data processing to test the classical assumptions. The three independent variables on the dependent variable have fulfilled the classical assumptions required in multiple linear regression.

Table 2. Classical Assumption Testing

	Multicollinearity	Heteroscedasticity	norm
Servicescape	5,059	Heteroscedasticity does not occur	.199
Consumer satisfaction	6,690		
Lifestyle	6,971		

Dependent Variable: Consumer Satisfaction

Source:

Author

### Hypothesis testing

The feasibility of the regression model that describes the Servicescape ( $X_1$ ), Lifestyle ( $X_2$ ), satisfaction ( $Y_1$ ), and consumer loyalty ( $Y_2$ ) variables are shown in Table 3:

Table 3 F-test

	Model	Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1615059	2	807530	275,956	.000b
	residual	283,851	97	2,926		
	Total	1898.910	99			

The significant number is  $0.000 < 0.05$  based on the data processing results. The feasibility of the model ( $H_1$ ) is acceptable, assuming there is a linear relationship between Customer Loyalty ( $Y_2$ ) which is influenced by Servicescape ( $X_1$ ), Lifestyle ( $X_2$ ), and Satisfaction ( $Y_1$ ).

The results of the regression analysis of consumer satisfaction ( $Y_1$ ) which are influenced by Servicescape ( $X_1$ ), customer satisfaction ( $X_2$ ), and Lifestyle ( $X_3$ ) in Table 4 below:

Table 4. Model summary

Model	R	R Square	Adjusted R Square	std. An error in the Estimate
1	.749a	.560	.547	.52515

In Table 4, the value of  $R^2$  is .560. The value indicates influence *Servicescape* ( $X_1$ ), *consumer satisfaction* ( $X_2$ ), and *lifestyles* ( $X_3$ ), and *Consumer Loyalty* ( $Y_1$ ) simultaneously. Coefficient of Determination :

$$\begin{aligned} KD &= r^2 \times 100\% \\ &= .560 \times 100\% \\ &= 56.0\% \end{aligned}$$

The number 56.0% indicates the effect of Servicescape ( $X_1$ ), Lifestyle ( $X_2$ ), Satisfaction ( $Y_1$ ), and consumer loyalty ( $Y_2$ ) simultaneously is 56.0%, the difference of 0.44% (100% -56.0%) is influenced by other variables not examined.

Partially the influence of the dependent variable (Consumer Loyalty), which is influenced by the independent variables (Servicescape, Consumer Satisfaction, Lifestyle), can be identified by the t-test in Table 4:

Table 4. Partial Test

		t	Sig.
1	(Constant)	.267	.790
	Servicescape	1627	.107
	Lifestyle	.903	.369
	Consumer satisfaction	2.106	.038

a. Dependent Variable: Consumer Satisfaction

#### Normality Testing

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals	
	N	100	
Normal Parameters, b	Means	.0000000	
	std. Deviation	.51713644	
Most Extreme Differences	absolute	.106	
	Positive	.106	
	Negative	-.080	
Test Statistics		.106	
asymp. Sig. (2-tailed)		.008c	
Monte Carlo Sig. (2-tailed)	Sig.	.199d	
	95% Confidence Intervals	LowerBound	.191
		Upperbound	.207

a. Test distribution is Normal.

b. Calculated from data.

It can be concluded from the data above that the variables consist of  $X_1$ ,  $X_2$ ,  $Y_1$  and  $Y_2$ , which have been tested with the Kolmogorov Smirnov test, with a significant level. The significance value of the Kolmogorov Smirnov test found that a significance value of  $0.008 > 0.05$  was data with a normal distribution where the normality of the data was fulfilled.

#### Effect Of Servicescape And Lifestyle On Consumer Satisfaction ( Substructure1 ) Servicescape On Consumer Satisfaction

The t-test value is obtained through the t-count value = 3,950 with a significance of 0.000, and the t-table is 19,839. It means the t-count is greater than the t-table, namely  $3,950 > 1,939$ . It can be concluded that H1 is accepted. It states that Servicescape has a significant effect

on customer satisfaction. It is in line with research reports stating that Servicescape affects customer satisfaction (Hidayati et al., 2021). A good servicescape can affect customer satisfaction with the goods received. Besides that, Servicescape has an attachment to customer satisfaction. Therefore the Servicescape influences consumer judgment so that consumers feel satisfied with what is in that environment. (Vonika & Rahmidani, 2020). (Aditia, Komara, Roslina, & Jatmika, 2021). Servicescape can play an important role as a shaper of consumer experience and behaviour Condition.

### **Lifestyle On Consumer Satisfaction**

The t-test value was obtained through the t-count value = 1.627 with a significance of 0.107, obtained a t-table of 1.939. It states that the second hypothesis is not accepted. Lifestyle does not affect consumer satisfaction, and this is the same as the research report in which this report states (Sari, 2017) Consumer Satisfaction cannot mediate Lifestyle against Repurchase Intention. Consumers who come and make purchases at Hypermart Paragon are not related to their Lifestyle but more to a sense of satisfaction and trust (Prihandono & Wingsati, 2017).

### **Effect servicescape, lifestyle, and consumer satisfaction on consumer loyalty ( substructure2 )**

#### **The effect of servicescape on consumer loyalty.**

The t-test value is obtained through the t-count value = 7,625 with a significance of 0.000, and a t-table of 1,939 is obtained. It states that the fourth hypothesis can be accepted. Namely, Servicescape affects customer satisfaction. Reports also state that Servicescape affects customer loyalty. Servicescape is among the most dominant predictors influencing consumer loyalty (Tito P. Pangkey, 2013). The Effect of Servicescape on Loyalty with Member Satisfaction as a Mediating Variable (Princess, Susanti, & Puja, 2021). servicescape and overall satisfaction affect loyalty (Musriha, 2018).

#### **The Influence Of Lifestyle On Consumer Loyalty.**

The t-test value is obtained through the t-count value = 0.903 with a significance of 0.360, and a t-table of 1.939 is obtained. This states that the fifth hypothesis is rejected: Lifestyle is insignificant to consumer loyalty. It is because Lifestyle does not guarantee the emergence of customer loyalty. Because nowadays, many people do not care about comfort compared to a lifestyle in a café

#### **Effect Of Consumer Satisfaction On Consumer Loyalty**

The t-test value is obtained through the t-count value = 2.106 with a significance of 0.038, and a t-table of 1.939 is obtained. It states that the seventh hypothesis is accepted: consumer satisfaction affects consumer loyalty. The level of consumer satisfaction formed on Samsung smartphone consumers can affect consumer loyalty (Gaol, Hidayat, & Sunarti, 2016). Increased customer satisfaction will significantly increase customer loyalty (L. Gunawwan and S. Kempa, 2016). if customer satisfaction has a positive effect, it can foster consumer loyalty (Moharrang, 2019).

### Indirect influence

#### The influence of servicescape on loyalty through customer satisfaction.

$X_1 > y_1 > y_2$

table. 6 Sobel Test Result				
Hypothesis 3				
	B	Std. Error	t-value	sig.
$X_1 > Y_1$	0.399	0.101	1874	0.006
$Y_1 > Y_2$	0.066	0.031		

The t-test value was obtained through the t-count value = 1,874 with a significance of 0.060, obtained a t-table of 1,939. It means stating that the Servicescape on consumer loyalty through consumer satisfaction is not significant.

#### The influence of lifestyle on lolyalty through consumer satisfaction.

$X_2 > y_1 > y_2$

table.7 Sobel Test Result				
Hypothesis 6				
	B	Std. Error	t-value	sig.
$X_2 > Y_1$	0.676	0.089	2005	0.004
$Y_1 > Y_2$	0.066	0.031		

The t-test value is obtained through the t-count = 2,050 with a significance of 0.040, and a t-table of 1,939 is obtained. It means the t-count is greater than the t-table,  $2,050 > 1,939$ . Based on the calculation of the Sobel test with the online Sobel calculator, it can be concluded that H6 is accepted. It states that the sixth hypothesis can be accepted: Lifestyle influences consumer loyalty through customer satisfaction.

## CONCLUSION

Simultaneously the two independent variables Servicescape ( $X_1$ ), and Lifestyle ( $X_2$ ), are influenced by Satisfaction ( $Y_1$ ) and Consumer loyalty ( $Y_2$ ). And partially concluded that Servicescape ( $X_1$ ) has an effect on Consumer Satisfaction ( $Y_1$ ) and has no effect on Consumer Loyalty ( $Y_2$ ) through Consumer Satisfaction ( $Y_1$ ). Lifestyle ( $X_2$ ) does not affect consumer satisfaction ( $Y_1$ ), does not affect consumer loyalty ( $Y_2$ ), and affects consumer loyalty ( $Y_2$ ) through consumer satisfaction ( $Y_1$ ). Nowadays, there are many entrepreneurs opening new businesses, such as opening a coffee shop or a place for coffee, many entrepreneurs create very interesting and unique concepts for their coffee places, but the Lifestyle doesn't really affect consumer loyalty as neat and attractive as a concept. If employees are not good, or the quality of food is not good, it will affect consumer loyalty. Likewise, it is the same as Servicescape; consumers don't care about the existence of a servicescape in a coffee shop or that place. It is



suggested that Kopi Ula can provide even better service and improve the taste of the drinks in the café so that consumers want to return and be satisfied with the café.

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