

# HEDONIC VALUE, STORE ATMOSPHERE AND SATISFACTION: THE IMPACT ON CAFE CONSUMER LOYALTY

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## ABSTRACT

**Purpose:** This paper aims to determine and examine the effect of hedonic value, store atmosphere, and customer satisfaction on consumer loyalty at Cafe Pojok Bangka, Jember. The population in this study were all visitors to Café Corner Bangka Jember. **Methods:** The research method used is descriptive research method and quantitative method. **Analysis data:** The population in this study were all visitors to Café Corner Bangka Jember. The research sample was determined by 100 respondents by purposive sampling method. Validity test and reliability test to test the measuring instrument which in this case is in the form of a questionnaire. Hypothesis testing using multiple linear regression analysis. **Result and discussions:** The calculation results show that hedonic value with a coefficient of 0.230, store atmosphere with a coefficient of 0.296, and consumer satisfaction with a coefficient of 0.033 have a positive effect on consumer loyalty at Café Pojok Bangka Jember. **Conclusion :** The results showed that hedonic value had an effect on customer loyalty. Store atmosphere affects customer loyalty. Customer satisfaction affects customer loyalty at Café Corner Bangka Jember.

**Keywords:** hedonic values; store atmosphere; satisfaction; consumer loyalty; cafe.

## INTRODUCTION

One of the businesses that is now growing rapidly along with the times is the culinary business. Culinary today is not only a basic human need but also as a lifestyle, the times have shifted the tradition of people who used to consume food or drinks at home to consume outside the home like in a restaurant or cafe. The place then developed from being just a place to eat and drink to a place to relax or socialize as the culture of the Indonesian people who like to gather. Urban areas and educational centers are big markets in the culinary business because in general areas that have educational centers have immigrants, especially teenagers who are studying. Talking and seeing the rapid development of the cafe business today, certainly cannot be separated from the origins of the emergence of this business in Indonesia. The cafe business started from drinks with similar words, namely related to coffee. The idea to modernize the way of drinking coffee is not native to Indonesia. This idea started with the historic step of the

emergence of the Starbucks coffee shop, which then made people think that drinking coffee could look classy and luxurious. Since then, cafes have been born that serve coffee with a modern atmosphere.

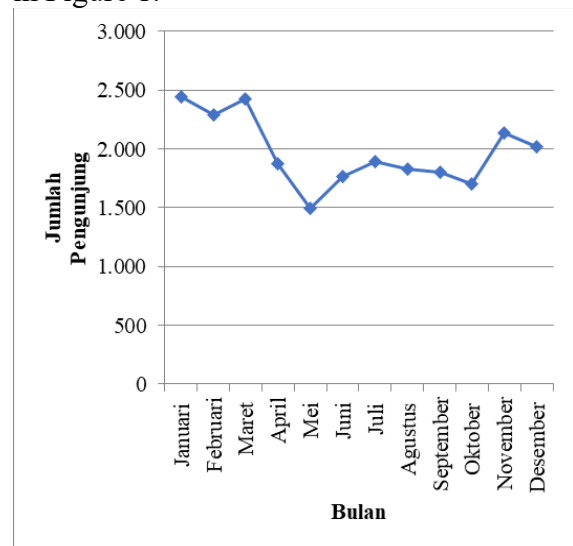
Slowly but surely, drinking coffee at cafes has become part of a lifestyle, without which it seems as if the younger generation becomes less slang and even looks smug. This activity then becomes a gathering place with colleagues, college friends, social gathering, reunions, talking about business, venting, and even company meetings. However, more than that, the cafe has now become part of the identity and existence of its community of lovers. Coffee becomes even more blended with the many variations of this drink, starting from mixing with chocolate, milk, creamer, ice, and sugar. Accompanied by a variety of snacks such as puddings, cakes, and various breads that accompany a relaxed atmosphere, making the activity of tasting coffee even more elegant (Kusmarini et al., 2020).

An atmosphere like this then becomes a bigger opportunity for people who are tempted by the sweetness of the cafe business. Cafes are increasingly mushrooming. Not only focusing on the coffee menu, the cafe began to expand its scope to other menus. Now, we can find cafes that specialize in serving ice cream menus, dairy products, cafe yogurt, chocolate, brownies, cookies, and many more menus that are served in cafe concept restaurants. The existence of the cafe is increasingly mushrooming. In addition to the mall as a place for urban people to hang out and hang out, cafes are an alternative place to hang out (Hanny & Krisyana, 2022).

Jember Regency is one of the areas in Indonesia that is the center of education where there are approximately 17 public and private universities to become a big market for the culinary business, and one of them is a cafe. Trend Cafe in Jember Regency is now also growing rapidly. Currently in Jember there are so many cafes, each of which excels in its appeal to consumers with class segmentation and their respective characteristics. The number of cafes that have sprung up in Jember, especially in the campus area, causes high competition. This competition can be a benchmark for cafe owners to develop their business. Cafes whose development has not been optimal or still do not have progress can easily be abandoned by consumers. Consumers today are more selective in choosing various things, especially a cafe. If the cafe visited is not satisfactory for the consumer, it will switch to another cafe. However, if the cafe is a cafe that can satisfy then the consumer will visit more often. Based on the Jember Cooperatives and UMKM Service, in the campus area there are approximately fifty to sixty cafes operating in the campus area of Universities in Jember Regency.

One of the cafes that recently appeared in the Jember campus area is Cafe Pojok Bangka. Cafe Corner Bangka is a cafe that has a strategic location so that

many visitors come, especially among students. Cafe Pojok Bangka provides a variety of food and drinks with prices ranging from Rp. 10,000 - Rp. 20,000. The affordable price makes consumers such as students, businessmen and families to visit the cafe. In addition to enjoying the food and drinks available at Cafe Pojok Bangka, consumers can also hold various special events such as meetings, social gatherings, reunions and public discussions as well as just spending time with friends and family. This can be seen from the visitor data of Cafe Pojok Bangka since this cafe was established until now, namely from January 2019 to December 2019 which is presented in Figure 1.



**Figure 1. Visitor Data for Cafe Corner Bangka Jember**

Based on the data in Figure 1, it can be seen that the number of visitors who come to Café Pojok Bangka fluctuates every month. In January 2019 the number of visitors to Cafe Pojok Bangka experienced the highest number of visitors as many as 2,446 visitors. Then, the lowest number of visitors occurred in May 2019 and fluctuated every month. The occurrence of fluctuations in the number of visitors also had an impact on sales and targets to be achieved by Cafe Corner Bangka in that period. The sales turnover of Café Pojok Bangka Jember during the period 2019 is presented in Table 1.

**Table 1. Sales Turnover of Cafe Pojok Bangka Jember 2019**

Based on the data in Table 1. It can be seen that Café Corner Jember plans a sales target of Rp. 25,000,000 per month. Sales fluctuate every month. Only certain months can exceed sales targets and tend not to meet sales targets. The decline in sales could be caused by several factors, such as the services provided by Cafe Corner Bangka. When viewed from the strategy undertaken by Cafe Pojok Bangka, Cafe Pojok Bangka strives to build long-term relationships with its customers. Customers must be the main focus for every business person to be able to win the competition. For this reason, Cafe Pojok Bangka strives to provide the best service to its customers, and strives to develop a strong positive assessment in order to create customer satisfaction and create customer loyalty. By creating customer loyalty, truly loyal customers are not only very potential to become word-of-mouth advertisers, but are also likely to be loyal to their product portfolio for a long period of time. Efforts that can be made by Cafe Corner Bangka are to pay attention to other factors so that consumers have a high sense of loyalty including the need to pay attention to hedonic value, store atmosphere, and customer satisfaction factors.

Hedonic value can arise because of a sense of interest due to eyesight and a sense of relief (Peter & Olson, 2008). Hedonic value is a value that encourages customers to shop because shopping is a pleasure in itself so that it does not pay attention to the benefits of the product purchased but is based on subjective thinking. Customers

will shop if they feel that they get pleasure and feel that shopping is something interesting. This hedonic value can also increase customer loyalty depending on the services provided by the service provider. Hedonic value, utilitarian value, and customer value have significant effects on satisfaction and behavioral intention through satisfaction (Oktaviani, 2017), (Lamidi & Rahadhini, 2018). (Khuana, 2016). (Kusmarini et al., 2020), (Hanzaee & Rezaeyeh, 2013) states that hedonic value has no effect on customer loyalty.

The next factor that also needs to get the attention of the cafe owner is the store atmosphere. Store atmosphere can be interpreted as an atmosphere created by a restaurant or cafe that can shape the emotions of guests so that it can lead to someone's repurchase at the restaurant or cafe. The store atmosphere has seven indicators, namely lighting, background music, temperature, room aroma, layout, color, cleanliness (Levy & Weitz, 2014). In addition, store atmosphere can also be interpreted as an atmosphere that refers to the buying environment to form a guest's emotion from the existing elements and can ultimately increase purchases (Lovelock & Wright, 2012). A good store atmosphere arrangement from a café provider or respondent will provide pleasure for café customers. Café customers who feel happy with the cafe atmosphere will make repeat purchases. Research conducted by: (Sucahoyo et al., 2022), (Azhari & Rubiyanti, 2016), (Listiono & Sugiarto, 2015), (Harminingtyas, 2014), (Semuel & Chandra, 2020), (Baharuddin & Sudaryanto, 2021), (Yohanes Dicky Yoeniargo & Utama Wisnu Dyatmika, 2020), (Alfin & Nurdin, 2017), (Mu'ah et al., 2021), all of them stated that store atmosphere had an impact on customer loyalty.

According to (Kotler & Keller, 2016), the notion of satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product

thought to the expected performance (results). According to (Mowen & Minor, 2012), customer satisfaction is the overall attitude shown by customers towards goods and services after they obtain and use them. Customer satisfaction can be interpreted as an emotional state that results from customers in interactions with service providers from time to time (Qomariah, 2016). Customers from a cafe who are satisfied with the services provided by the café will usually provide good information about the services they receive to other customers. Satisfied customers usually will repurchase the products or services they have experienced (Mu'ah & Masram, 2014). There have been many studies that link customer satisfaction with customer loyalty, the results of which are still inconsistent. Some of those studies include: (Lee & Kim, 2014), (Qin & Prybutok, 2009), (Kassim & Asiah Abdullah, 2010), (Wu, 2011), (Shanka, 2012), (Qomariah, 2012), (Amin & Nasharuddin, 2013), (Samal & Pradhan, 2014), (Shi et al., 2014), (Hasniaty, 2015), (Aliman & Mohamad, 2016), (Maskur et al., 2016), (Iriyanti et al., 2016), (Mulyawan & Rinawati, 2016), (Gera et al., 2017), (Sutrisno et al., 2017), (Verriana & Anshori, 2017), (Qomariah, 2018), (Meesala & Paul, 2018), (Yuliana & Hidayat, 2018), (Surjaatmadja et al., 2019), (Lie et al., 2019), (Ratnasari & Gumanti, 2019), (Muharmi & Sari, 2019), (Purwati & Hamzah, 2019), (Nursaid et al., 2020), (Kusuma & Giantari, 2020), (Qomariah et al., 2020), (Sulaiman et al., 2020), (Suarniki & Lukiyanto, 2020), (Fahmi et al., 2020), (Qomariah et al., 2021), (Nurzhavira & Iriani, 2022), (Nikmah et al., 2022), (Sanosra et al., 2022).

## **THEORETICAL BASIS**

Hedonic value can arise because of a sense of interest due to eyesight and a sense of relief (Peter & Olson, 2008). Hedonic value is a value that encourages customers to shop because shopping is a pleasure in itself so that it does not pay attention to the benefits of the product purchased but is based on subjective thinking. Customers will shop if they feel that they get pleasure and feel that shopping is something

interesting. This hedonic value can also increase customer loyalty depending on the services provided by the service provider. According to (Arnold & Reynolds, 2012) there are six indicators of hedonic value, including: adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, value shopping.

## **Store Atmosphere**

The store atmosphere has seven indicators, namely lighting, background music, temperature, room aroma, layout, color, cleanliness (Levy & Weitz, 2014). In addition, store atmosphere can also be interpreted as an atmosphere that refers to the buying environment to form a guest's emotion from the existing elements and can ultimately increase purchases (Lovelock & Wright, 2012). According to (Mowen & Minor, 2012), store atmosphere consists of several elements, namely: layout, music, aroma, texture, building design, According to (Berman & Evans, 2004), store atmosphere includes: exterior, general interior, store layout, interior point of purchase (POP) displays.

## **Customer Satisfaction**

According to (Kotler & Keller, 2016), the notion of satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance (results). Companies will act wisely by measuring customer satisfaction regularly because one of the keys to retaining customers is customer satisfaction. Retaining consumers is more important than attracting consumers (Lupiyoadi, 2013). There are 5 indicators to measure customer satisfaction, namely: buying again, saying good things about the company to others and recommending, paying less attention to competing brands and product advertisements, buying other products from the same company, offering product or service ideas to the company.

## **Customer Loyalty**

Customer loyalty is very important for companies that maintain their business

continuity and the continuity of their business activities. Loyal customers are those who are very satisfied with certain products and services, so they have the enthusiasm to introduce them to anyone they know. Then at the next stage, these loyal customers will expand their "loyalty" to other products made by the same manufacturer. And in the end they are consumers who are loyal to a particular manufacturer or company forever. According to (Buchari, 2007), loyalty is about the percentage of people who have purchased a certain time frame and made repeat purchases since the first purchase. According to (Griffin, 2015), loyalty is a customer's commitment to persist deeply to re-subscribe or make repeat purchases consistently in the future, even though situational and marketing influences cause behavioral changes. Customer loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch (Mu'ah & Masram, 2014b).

## HYPOTHESES

Hedonic value can arise because of a sense of interest due to eyesight and a sense of relief. According to (Griffin, 2015), loyalty is a customer's commitment to persist deeply to re-subscribe or make repeat purchases consistently in the future, even though situational and marketing influences cause behavioral changes. Customers who are attracted to a place due to seeing something interesting usually will come back to that place. The results of the study (Pramita & Danibrata, 2021) state that hedonic value has an effect on customer loyalty. Thus the hypothesis in this study is

### H1: Hedonic value has an effect on customer loyalty.

Store atmosphere can also be interpreted as an atmosphere that refers to the buying environment to form a guest's emotion from the existing elements and

ultimately increase purchases (Lovelock & Wright, 2012). The atmosphere of a comfortable cafe will provide its own pleasure for customers. customers who feel happy with the atmosphere of a cafe, then they will usually return to the place and sometimes they will also provide good information to others. Loyal customers are those who are very satisfied with certain products and services, so they have the enthusiasm to introduce them to anyone they know. Research (Sucahoyo et al., 2022) states that store atmosphere has an effect on customer loyalty. Thus, the second hypothesis in this study is:

### H2: Store atmosphere affects customer loyalty.

According to (Kotler & Keller, 2016) the notion of satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance (results). Satisfied customers usually return to the place where they got the product or service they bought. Satisfied customers will invite their colleagues and colleagues to enjoy the services they have received. Research (Restanti, FA, 2019) (Kusuma & Giantari, 2020) states that customer satisfaction has an impact on customer loyalty. Thus the third hypothesis in this study is:

### H3: customer satisfaction has an impact on customer loyalty.

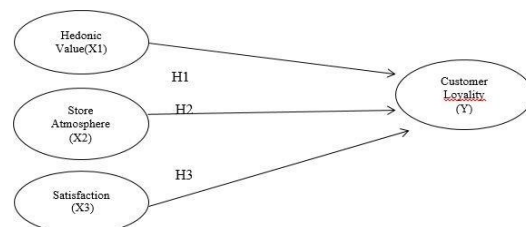


Figure 2. Conceptual Framework

## METHOD

This study uses a quantitative approach to measure the effect of hedonic value, store atmosphere and customer

satisfaction on customer loyalty at Cafe Pojok Bangka Jember. This study explains various situations or various variables that appear in the community that is the target of research to see the cause and effect between the independent variables (hedonic value, store atmosphere and customer satisfaction) and the dependent variable (customer loyalty). Therefore, this study used a descriptive method. This research was conducted at Cafe Corner Bangka, which is located on Jalan Jawa No. 49, Tegal Boto Lor, Summersari, Jember Regency. This study uses a large population of all customers of Cafe Pojok Bangka, because the exact number cannot be calculated to be taken into consideration by researchers, as well as limited costs and time, this research was conducted using the sampling method. Because the population is not known, it is included in the formula using the normal distribution level at a significant level of 5% (1.96) and Moe of 10%, it is known that the number of samples is 96 and rounded up to 100 respondents.

Validity test and reliability test were used to test the measuring instrument used in this study in the form of a questionnaire. Multiple linear regression analysis was used to determine the effect of the independent variable on the dependent variable.

## RESULTS AND DISCUSSION

### Descriptive Analysis Results

Based on the results of descriptive analysis on the basis of the gender of the respondents, it is known that the male respondents are 47 or 47% and female respondents are 53 or 53%. The majority of respondents are female. This is because female respondents tend to prefer to visit new places that are being discussed in the community. In addition, women tend to choose places to eat food with interesting places to capture the moment with those closest to them.

Based on the results of descriptive analysis based on the age of the

respondents, it is known that respondents aged 17-25 years were 59 respondents or 59%. The number of respondents aged 26-35 years as many as 38 respondents or 38%. While respondents aged 36-45 years and over were 3 respondents or 3%. The majority of respondents are respondents aged 17-25 years. This is because at that age they still tend to fulfill a lifestyle with the development of the era, namely activities just gathering, discussing or doing assignments in a cafe.

Based on the results of the descriptive analysis on the basis of the education of the respondents, 39 respondents or 39% of respondents with the last education of high school were obtained. The number of respondents with the last education of DIII was 14 respondents or 14%. While respondents with the last education S1 as many as 47 respondents or 47%. The majority of respondents are respondents with the latest education S1. This is because the location is close to the strategic campus and makes it easier for respondents to gather by holding reunions and other meetings.

**Table 2. Validity Test Results**

Variable	r table 5%	r count	Information
<b>Hedonic Value (X1)</b>			
X1.1	0,1966	0,676	Valid
X1.2	0,1966	0,692	Valid
X1.3	0,1966	0,691	Valid
X1.4	0,1966	0,653	Valid
X1.5	0,1966	0,436	Valid
X1.6	0,1966	0,436	Valid
<b>Store Atmosphere (X2)</b>			
X2.1	0,1966	0,740	Valid
X2.2	0,1966	0,798	Valid
X2.3	0,1966	0,812	Valid
X2.4	0,1966	0,828	Valid
<b>Customer Satisfaction (X3)</b>			
X3.1	0,1966	0,656	Valid
X3.2	0,1966	0,681	Valid
X3.3	0,1966	0,704	Valid
X3.4	0,1966	0,386	Valid
X3.5	0,1966	0,335	Valid
<b>Customer Loyalty (Y)</b>			
Y1	0,1966	0,476	Valid
Y2	0,1966	0,736	Valid
Y3	0,1966	0,807	Valid
Y4	0,1966	0,674	Valid

**Table 3. Reliability Test Results**

Variable	Cronbach Alph	Coefficient	Information
Hedonic Value (X1)	0,70	0,743	Reliable
Store Atmosphere (X2)	0,70	0,813	Reliable
Customer Satisfaction (X3)	0,70	0,711	Reliable
Customer Loyalty (Y)	0,70	0,755	Reliable

### Validity and Reliability Test Results

According to (Ghozali, 2014) in measuring the validity can be done by the relationship between the value of the item statement with the total value of the

variable. The results of the research validity test are presented in Table 2. The results of the validity test show that all are declared valid because each indicator has an r arithmetic value that is greater than r table.

Reliability is a tool to calculate a questionnaire which is an indicator of a variable or construct. Questionnaires can be said to be reliable or reliable if the answers are consistent or stable over time. The results of the data reliability test are presented in Table 3. The results of the data reliability test show that all variables are declared reliable because all variables have an Alpha coefficient above 0.70. This means that each concept of the variable is feasible to be used as a measuring tool.

### Multiple Linear Regression Analysis

Multiple linear regression analysis to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent variable and the independent variable. Multiple linear regression analysis can be used to determine or measure the intensity of the dependent variable, namely customer loyalty (Y) with the independent variables consisting of hedonic value (X1), store atmosphere (X2), and customer satisfaction (X3). So the type of analysis used is multiple linear regression analysis because the variables are more than one. Table 4. shows the results of the multiple linear regression analysis that has been carried out to produce regression coefficients, t-count values and significance levels.

**Table 4. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6,341	1,633		3,882	0,000		
Hedonic Value (X1)	0,230	0,082	0,345	2,802	0,006	0,423	2,364
Store Atmosphere (X2)	0,296	0,052	0,470	5,702	0,000	0,945	1,058
Customer Satisfaction (X3)	0,033	0,107	0,038	0,311	0,008	0,438	2,284

### Discussion

Research and analysis that has been done by testing 3 hypotheses obtained good

results. The results of this test indicate that all hypotheses are accepted, which means that all independent variables, namely hedonic value, store atmosphere and customer satisfaction, have a positive and significant effect on the dependent variable, namely customer loyalty.

### The Effect of Hedonic Value on Customer Loyalty

The results showed that the t-count of 2.802 from the hedonic value variable had a significance value of 0.000 < 0.05 ( $\alpha = 5\%$ ), then H0 was rejected and H1 was accepted. So it can be interpreted that the hedonic value variable has a positive and significant effect on the customer loyalty variable. The first hypothesis states that hedonic value has a positive effect on customer loyalty. This study proves that hedonic value has a positive and significant effect on customer loyalty. This means that if consumers of Cafe Pojok Bangka have a high hedonic value to buy products from Cafe Pojok Bangka, it will have an effect on increasing the sense of loyalty of these consumers. In addition, the hedonic value owned by Cafe Pojok Bangka consumers is not only for buying products, but also for seeking fun and entertainment. Cafe Pojok Bangka has a strategy to attract customers in terms of hedonic value. Based on the results of research that proves that customers of Cafe Corner Bangka feel happy and happy when visiting. Customers also feel comfortable when visiting with their friends or family. Not only that, customers also get new things when visiting and want to invite friends or family to visit Cafe Corner Bangka. Another factor that causes consumers to visit Cafe Pojok Bangka is the affordable price ranging from Rp. 10,000 – Rp. 20,000 which is able to attract students, students, businessmen and families to visit. Therefore, Cafe Pojok Bangka is expected to be able to maintain and find new strategies to create hedonic value for consumer loyalty from Cafe Pojok Bangka. This is in line with research conducted by (Pramita & Danibrata, 2021) proving that the hedonic value has a

positive and significant effect on customer loyalty.

### **The Effect of Store Atmosphere on Customer Loyalty**

The calculation results show that the t-count is 5.702 from the store atmosphere variable which has a significance value of  $0.00 < 0.05$  ( $\alpha = 5\%$ ) then  $H_0$  is rejected and  $H_1$  is accepted. So that it can be interpreted that the store atmosphere variable has a positive and significant effect on the customer loyalty variable. According to Utami (2010) which says store atmosphere is an environmental design through visual communication, lighting, colors, music, and fragrances to design emotional responses and customer perceptions and to design responses to influence customers in buying goods. The second hypothesis states that store atmosphere has a positive effect on customer loyalty. This study proves that store atmosphere has a positive and significant effect on customer loyalty. This can be interpreted that if Cafe Corner Bangka is able to organize a room or design a cafe with a unique and comfortable appearance, it will be able to attract consumers to visit and increase consumer loyalty. The owner of the Cafe Pojok Bangka has ways and innovations to design each room that is supported by a strategic location. Based on the results of interviews with customers, they revealed that Cafe Pojok Bangka has a spacious and easy to move room with an attractive building design that makes customers feel comfortable and happy. The design of the Cafe Pojok Bangka building is inspired by macapat with a cool, cool atmosphere, and participates in preserving the environment. In addition, Cafe Pojok Bangka also provides music facilities and has an aroma that is characteristic of Cafe Corner Bangka. The music facilities provided are in the form of live music which is held on Wednesday and Saturday nights featuring the best Jember musicians. In addition to facilities in the form of live music, facilities in the form of free WiFi are also provided

for consumers to do assignments or other work, even just to access consumer social media. The store atmosphere makes consumers visit not only to buy products but also to hold various special events such as meetings, social gatherings or reunions because Cafe Pojok Bangka also provides the facilities needed by consumers to hold an event. This can make consumers feel loyal to Cafe Corner Bangka through the store atmosphere created.

According to Utami (2010) which says store atmosphere is an environmental design through visual communication, lighting, colors, music, and fragrances to design emotional responses and customer perceptions and to design responses to influence customers in buying goods. Meanwhile, according to Kotler (2012) store atmosphere is a planned atmosphere in accordance with the target market and which can attract consumers to buy. This research is in line with research conducted by (Baharuddin & Sudaryanto, 2021) which shows that store atmosphere has a significant positive effect on consumer loyalty to Coffee Shops in Semarang. Research (Alfin & Nurdin, 2017) proves that store atmosphere has a significant effect on customer loyalty at Indomaret Ahmad Yani 806 Bandung. And research (Listiono & Sugiarto, 2015) results in research that store atmosphere has a positive effect on customer loyalty at Libreria Eatery Surabaya.

### **The Effect of Consumer Satisfaction on Customer Loyalty**

Based on the calculation, it can be seen that the t count of 0.311 of the consumer satisfaction variable has a significance value of  $0.000 < 0.05$  ( $\alpha = 5\%$ ) then  $H_0$  is rejected and  $H_3$  is accepted. So that it can be interpreted that the variable of customer satisfaction has a positive and significant effect on the variable of customer loyalty. Consumer satisfaction is the feeling of someone who is satisfied or vice versa after comparing the reality and expectations received from a product or



service (Kotler and Armstrong, 2012). The third hypothesis states that customer satisfaction has a positive effect on customer loyalty. This study proves that customer satisfaction has a positive and significant effect on customer loyalty. This can be interpreted that if the Bangka corner cafe can provide satisfaction to consumers both from products, services or other factors, it can affect the sense of loyalty of the Bangka corner cafe customers. Consumer satisfaction is the feeling of someone who is satisfied or vice versa after comparing the reality and expectations received from a product or service (Kotler and Armstrong, 2012). Then simply customer satisfaction is a product or service that can meet or exceed customer expectations, usually customers are satisfied. Consumer satisfaction at Cafe Pojok Bangka can be seen from their opinion that these consumers prefer to visit and want to buy more products offered by Cafe Pojok Bangka compared to buying at other cafes. Customers provide recommendations to others to visit and buy products from Cafe Pojok Bangka. Cafe Pojok Bangka provides discounts or promos at certain times with applicable conditions, such as giving a discount of 17% at the time of independence. In addition, to commemorate the Youth Pledge Day, a product photo competition was also held with prizes in the form of cash and shopping vouchers at the Bangka Corner Cafe. Customers can also provide constructive suggestions for Cafe Pojok Bangka regarding their products and services to be better in the future.

This is evidenced by the results of research by (Maskur et al., 2016) which states that satisfaction has a significant and positive effect on customer loyalty at the Larasati Lumajang Car Workshop. Research (Iriyanti et al., 2016) states that consumer satisfaction has a significant influence on consumer loyalty at the Jember Mie Pangsit Depot. Research (Qomariah et al., 2020) states that satisfaction partially has a significant

positive effect on student loyalty at the Faculty of Economics and Business IAIN Jember.

## CONCLUSION

The closing contains conclusions and suggestions. Conclusions describe the answers to the hypotheses and/or research objectives or findings obtained. The conclusion does not contain a repetition of the results and discussion, but rather a summary of the findings as expected in the objectives or hypotheses. Conclusion in descriptive form (elaboration in paragraphs), not in points 2.

Suggestions present things to be done related to further ideas from the research.

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