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The Mediating Role of Consumer Loyalty in The Relationship Between Store Atmosphere, Consumer Satisfaction, and Purchase Decision in Coffee Shops in The Digital Era

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Abstract

This study examines the mediating role of consumer loyalty in the relationship between store atmosphere, customer satisfaction, and purchase decisions among coffee shop customers in Surabaya in the Digital Society Era. This study employs a quantitative approach using an explanatory research design. The population consists of coffee shops located in Surabaya, including West, North, East, Central, and South Surabaya. The sample was selected using purposive sampling based on the rule of thumb of 5–10 times the number of indicators, resulting in 170 respondents who had purchased products at coffee shops in Surabaya. The data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (SEM) with AMOS version 30 to examine the relationships among variables and assess the mediating role of customer loyalty. The results indicate that store atmosphere has a positive and significant effect on customer loyalty, while customer satisfaction does not significantly affect customer loyalty. Furthermore, store atmosphere and customer satisfaction have positive and significant effects on purchase decision. Customer loyalty also has a positive and significant effect on purchase decision. The mediation analysis reveals that customer loyalty partially mediates the relationship between store atmosphere and purchase decision. However, customer loyalty does not mediate the relationship between customer satisfaction and purchase decision.

Keywords: Store Atmosphere; Customer Satisfaction; Customer Loyalty; Purchase Decision; Coffee Shop.

JEL Code: M31, L83, O33

1. Introduction

The culinary industry in Surabaya, particularly the coffee shop business, has grown rapidly in recent years. Coffee shops are no longer merely places to eat and drink; they have evolved into social spaces where urban communities gather, work, study, discuss, and engage in various entertainment activities. As one of Indonesia's largest metropolitan cities, Surabaya faces increasingly intense competition among coffee shops. In this competitive environment, coffee shop owners must understand changing consumer preferences and develop strategies that create meaningful customer experiences. Advances in digital technology have significantly transformed people's lifestyles, including their food and beverage consumption patterns. Coffee

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shops have become primary destinations for meeting consumer needs while supporting activities such as working, learning, networking, and building social identities through digital platforms. In this context, coffee shops have developed into a "third place," namely a social environment outside home and workplace that plays an important role in urban communities. However, not all coffee shop businesses can survive, as some have been forced to close because they cannot adapt to changing consumer demands and market competition. The growth of digital technology is also supported by the increasing number of internet users in Indonesia, which has reached about 220 million. Digital-based services, including QRIS, e-wallet platforms such as OVO, GoPay, DANA, and ShopeePay, as well as online food delivery services such as GoFood and ShopeeFood, continue to experience significant growth. This phenomenon indicates that consumer activities are increasingly integrated with digital ecosystems. In Surabaya, coffee shop businesses continue to expand across various areas, including West, East, Central, North, and South Surabaya, creating a highly competitive market environment. Facing intense competition, coffee shop businesses must create attractive customer experiences through effective store atmosphere management. Store atmosphere encompasses various physical and environmental aspects, including cleanliness, lighting, seating comfort, room temperature, Wi-Fi availability, parking facilities, and interior design. These elements can influence customers' perceptions and satisfaction during their visits. Sari and Hidayat (2020) stated that adequate facilities encourage consumers to visit and purchase products from a business. Coffee shops that provide complete and comfortable facilities tend to attract more customers and create positive consumption experiences. Customer loyalty represents a crucial factor in maintaining business sustainability, as it reflects customers' commitment to repeatedly purchasing products or services from the same business. In the highly competitive coffee shop industry, customer loyalty becomes a strategic asset for retaining existing customers and reducing the possibility of switching to competitors. Selfitri et al. (2023) explained that customer loyalty represents customers' commitment and positive attitude toward a company, demonstrated through continuous use of products or services and willingness to recommend them to others. Purchase decision is an important stage in consumer behavior that reflects the process through which consumers evaluate and determine whether to purchase a product or visit a particular coffee shop. Before making purchasing decisions, consumers consider various factors, including satisfaction, service quality, facilities, and overall experience. Customer satisfaction and adequate facilities are expected to strengthen customer loyalty, which ultimately contributes to purchase decisions. According to Selfitri et al. (2023), consumer purchase decisions involve careful consideration of needs, expectations, and future implications, making this stage a critical component of the purchasing process. Increasing competition among coffee shops in Surabaya requires entrepreneurs to deliver superior experiences through service quality, product quality, and adequate facilities. Contemporary consumers tend to prefer coffee shops that offer complete facilities, such as high-speed Wi-Fi, attractive interior design, comfortable workspaces, air conditioning, Instagram-worthy spots, and sufficient parking areas. These conditions indicate that physical facilities and store atmosphere have become important considerations influencing consumer purchase decisions. Nevertheless, several coffee shops in Surabaya continue to face consumer complaints related to inadequate facilities, including limited seating capacity, poor cleanliness, unstable internet connections, and services that do not meet customer expectations. Such conditions may reduce customer satisfaction and negatively affect customer loyalty. Furthermore, coffee shop consumers today are increasingly likely to switch to other coffee shops when they are dissatisfied or find competitors offering better facilities and experiences. Consumers no longer

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evaluate coffee shops solely based on food and beverage quality but also consider comfort, atmosphere, and the overall experience. Therefore, developing customer loyalty remains a critical challenge for coffee shop businesses in Surabaya to retain customers and encourage sustainable purchase decisions. In addition, the development of the Digital Society Era has changed the way consumers evaluate and interact with coffee shop businesses. Consumers can easily access information about coffee shops through social media, online reviews, digital maps, and food delivery platforms. This condition increases transparency and makes consumers more aware of alternative choices available in the market. Consequently, coffee shop businesses need to provide consistent experiences that are able to meet consumer expectations and encourage long-term relationships. A positive experience may not only influence consumers' immediate purchase decisions but may also encourage them to revisit the same coffee shop and recommend to others. The relationship among store atmosphere, consumer satisfaction, consumer loyalty, and purchase decision is therefore important to examine. An attractive and comfortable store atmosphere may create positive perceptions and enhance consumer satisfaction. When consumers experience satisfaction consistently, they may develop stronger loyalty toward the coffee shop. Loyal consumers are more likely to continue choosing the same business despite the availability of competing alternatives. In turn, this loyalty may strengthen consumers' intention to make purchase decisions. Thus, consumer loyalty may function as a mediating variable that explains how store atmosphere and consumer satisfaction can influence purchase decisions in the increasingly competitive coffee shop industry in Surabaya.

2. Literature Review

2.1 Store atmosphere

Store atmosphere refers to the overall physical environmental conditions intentionally designed by business owners to create a comfortable, attractive, and enjoyable experience for consumers during their visits. The atmosphere is formed through various elements, including building design, spatial arrangement, lighting, cleanliness, music, scent, and decoration, which collectively shape consumer perceptions and influence their behavior. Berman and Evans (2022: 542) define store atmosphere as the characteristics of a store's physical environment that are designed to provide comfort and create a pleasant shopping experience for consumers. Store atmosphere is developed through several dimensions, including exterior, interior, store layout, and product display, which can influence consumers' perceptions and purchasing behavior. Berman and Evans (2022: 542) measure store atmosphere using five indicators: cleanliness, lighting, spatial comfort, facilities, and atmosphere. Cleanliness refers to a well-maintained coffee shop environment that provides consumers with a sense of comfort. Lighting relates to the lighting conditions that support consumers' comfort while staying at the coffee shop. Spatial comfort refers to the condition of the space that allows consumers to carry out various activities comfortably. Facilities refer to the availability of amenities that support consumers' needs, while atmosphere reflects the overall environmental conditions consumers perceive while in the coffee shop. Furthermore, Kotler et al. (2022: 237) emphasize that a comfortable, clean, and attractive atmosphere adds value for consumers and becomes a factor influencing purchase decisions. In the context of the Digital Society Era, store atmosphere has become an important aspect that coffee shop managers need to consider because consumers no longer visit coffee shops solely to enjoy food and beverages. Instead, coffee shops have increasingly become multifunctional spaces for working, studying, discussing, and socializing. Therefore, a comfortable and attractive store atmosphere can enhance positive customer experiences, encourage purchase decisions, and motivate consumers to revisit. Previous studies have shown

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that store atmosphere is related to consumer behavior. Arkam (2020) found that store atmosphere influences purchasing decisions at coffee shop. Purnama and Wardhani (2023) reported similar findings, finding that store atmosphere influences purchasing decisions at coffee shops in Surabaya. Meanwhile, Stevani (2025) showed that store atmosphere significantly affects consumer loyalty. However, Wijaya et al. (2026) reported different findings, indicating that store atmosphere does not significantly affect consumer loyalty. These differences suggest that the influence of store atmosphere on consumer loyalty still needs further examination in the context of coffee shop businesses in Surabaya.

2.2 Consumer Satisfaction

Consumer satisfaction refers to a condition that reflects consumers' evaluation of the experience obtained after using a product or service. The level of satisfaction arises from consumers' evaluation of the conformity between their expectations before making a purchase and the benefits or performance perceived after the purchase. When the experience received meets or even exceeds expectations, consumers tend to demonstrate a higher level of satisfaction. Kotler et al. (2022: 80) state that consumer satisfaction is a feeling that arises when consumers compare their experiences with their expectations. In coffee shop businesses, consumer satisfaction is not only determined by the quality of food and beverages but is also influenced by the service provided, the comfort of the place, reasonable prices, and the facilities available. A positive experience during a visit can increase consumers' intention to make repeat purchases and recommend the coffee shop to others, thereby contributing to consumer loyalty. Kotler et al. (2019: 142) Consumer satisfaction is measured using four indicators namely product quality, repurchase, needs, and expectations. Product quality refers to consumers' evaluation of the quality of the food and beverages received. Repurchase indicates consumers' tendency to make another purchase after obtaining a satisfying experience. Needs relate to the ability of products and services to fulfill consumers' needs, while expectations refer to the conformity between consumers' expectations and the experience they obtain. In coffee shop businesses, consumer satisfaction is not only influenced by the quality of food and beverages but also by service, place comfort, price, facilities, and the overall experience obtained during the visit. Previous studies have shown differences in findings regarding the relationship between consumer satisfaction and consumer loyalty. Khanifah and Budiono (2022) found that consumer satisfaction did not have a significantly effect on consumer loyalty. In contrast, Yudhanto et al. (2022) showed that consumer satisfaction has a positive relationship with consumer loyalty. In addition, Sari and Giantari (2020) found that consumer satisfaction has a positive effect on repurchase decisions. These differences in findings provide a basis for this study to re-examine the effect of Consumer Satisfaction on Consumer Loyalty and Purchase Decision among coffee shop consumers in Surabaya.

2.3 Consumer Loyalty

Consumer loyalty refers to a form of consumer commitment toward a product, service, or brand, which is demonstrated through the tendency to make repeated purchases and maintain a positive relationship with a business. Kotler et al. (2022: 80–82) explain that loyalty is not only reflected in purchase frequency but also includes consumer attitudes such as trust, satisfaction, and willingness to recommend a product or business to others. Griffin (2002:31) states that consumer loyalty is measured using four indicators, namely regular repeat purchases, purchasing a wide range of products, referring others, and immunity to competitors' attractions. Regular repeat purchases indicate consumers' tendency to make purchases repeatedly.

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Purchasing a wide range of products reflects consumers' willingness to choose various products offered by the coffee shop. Referring others indicates consumers' willingness to recommend the coffee shop to other people, while immunity to competitors' attractions refers to consumers' tendency to continue choosing the coffee shop despite the availability of alternatives from competitors. In coffee shop businesses, consumer loyalty can be formed through various aspects, such as product quality, good service, a comfortable atmosphere, and the business's ability to fulfill consumer expectations. When consumers feel satisfied and obtain experiences that meet their needs, the likelihood of making repeat purchases and developing a long-term relationship with the coffee shop becomes greater. Consumer loyalty not only indicates consumers' tendency to make repeat purchases but also reflects their commitment to a particular business. Sofyan (2021) found that consumer loyalty has a positive and significant effect on purchase decisions. Patra (2020) found a relationship between store atmosphere, consumer loyalty, and purchase decisions. These findings indicate that consumer loyalty can be an important factor that encourages consumers to continue choosing and making purchases from a particular business.

2.4 Purchase Decision

Purchase decision refers to the process undertaken by consumers in selecting a product or service based on various considerations before completing a transaction. This process does not merely involve the act of purchasing but also includes several stages, such as need recognition, information search, evaluation of alternatives, and the final decision to make a purchase. Kotler et al. (2022: 79) explain that purchase decisions are influenced by various factors originating from both consumers and their surrounding environment. These factors include product quality, price, service quality, store atmosphere, customer experience, and information obtained through various media channels. Therefore, consumers' purchase decisions are not only determined by the functional value of a product or service but also by the overall experience and perceptions formed throughout the decision-making process. Kotler et al. (2019:150) state that purchase decisions are measured using four indicators, namely need recognition, information search, evaluation of alternatives, and repurchase**.** Need recognition refers to consumers' awareness of a need that encourages them to make a purchase. Information search relates to consumers' efforts to obtain information before making a choice. Evaluation of alternatives refers to the process by which consumers compare various available options, while repurchase indicates consumers' decision to make another purchase. In coffee shop businesses, experiential and relational factors increasingly influence purchase decisions. Consumers may initially choose a coffee shop because of its product offerings, but their subsequent decisions can be influenced by the atmosphere, satisfaction, and relationship developed through previous visits. This suggests that purchase decisions should not be understood as stand-alone transactions, but as part of an ongoing consumer decision-making process. Previous studies have shown that various factors can influence purchase decisions. Arkam (2020) found that store atmosphere influences purchase decisions at Coffee Shop. Purnama and Wardhani (2023) also showed that store atmosphere influences purchase decisions at Tadakopi Coffee Shop in Surabaya. Meanwhile, Sari and Giantari (2020) found that consumer satisfaction positively affects repurchase decisions. Sofyan (2021) also demonstrated that consumer loyalty has a positive and significant effect on purchase decisions. Based on these findings, this study examines the effects of Store Atmosphere, Consumer Satisfaction, and Consumer Loyalty on Purchase Decision.

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3. Research Method

This study uses a quantitative research design with an explanatory approach. The population consisted of consumers who had purchased products at coffee shops (warkop) located in Surabaya (West, North, East, Central and South). The Sampling technique used was purposive sampling, in which respondents were selected based on predetermined criteria relevant to the objectives of the study. The criteria for respondents were consumers who had made a purchase at a coffee shop in Surabaya and were willing to participate in the study by completing the questionnaire. The sample size was determined based on the rule of thumb of 5–10 times the number of indicators used in the study (Hair et al., 2019:107)). This study consisted of 17 indicators. The study included four variables: Store Atmosphere (five indicators), Consumer Satisfaction (four indicators), Consumer Loyalty (four indicators), and Purchase Decision (four indicators). So that, a total of 170 respondents were selected as the research sample. Data were collected through questionnaires using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The collected data were analyzed using Structural Equation Modeling (SEM) with AMOS version 30 to examine the relationships among Store Atmosphere, Consumer Satisfaction, Consumer Loyalty, and Purchase Decision, including the mediating role of Consumer Loyalty. The conceptual framework as follows:

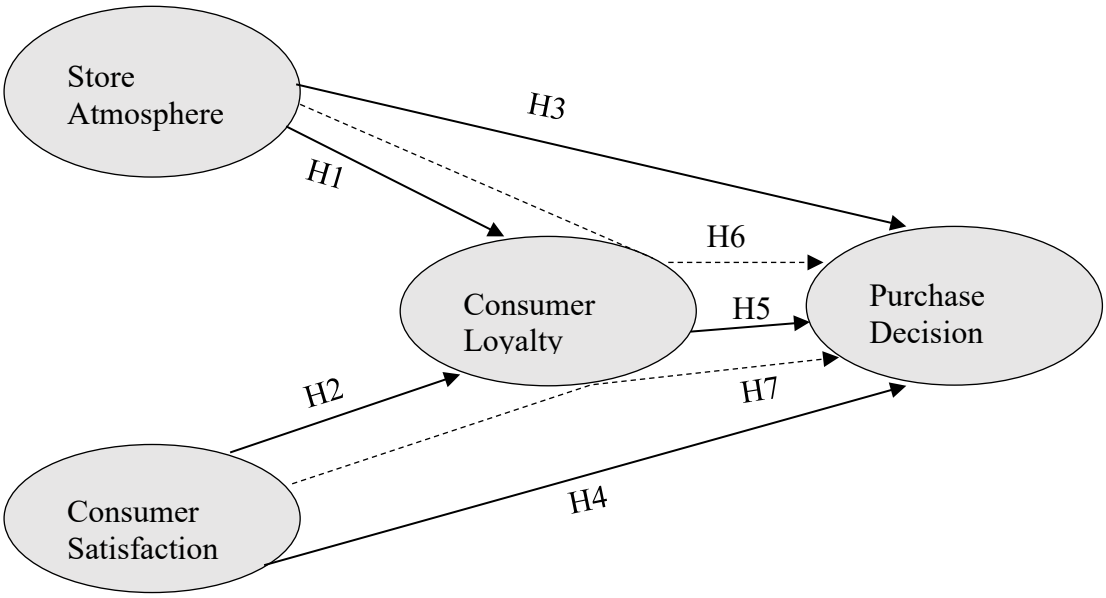


Figure 1. Conceptual framework

Based on the conceptual framework presented in figure 1, the hypotheses are as follows:
H1: Store Atmosphere has a positive effect on consumer loyalty
H2: Consumer satisfaction has a positive effect on consumer loyalty
H3: Store atmosphere has a positive effect on purchase decision
H4: Consumer satisfaction has a positive effect on purchase decision
H5: Consumer loyalty has a positive effect on purchase decision
H6: Consumer loyalty mediates the effect of store atmosphere on purchase decision

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H7: Consumer loyalty mediates the effect of customer satisfaction on purchase decision

4. Findings and Discussions

4.1 Validity

Construct validity was assessed using convergent validity. As a *rule of thumb*, a construct has adequate convergent validity when its indicators have standardized regression weights (factor loadings) ⩾ 0,50, with values ⩾ 0,70 preferable (Hair *et al*., 2019:687). Table 1 shows that all of indicators are considered valid

Table 1. *Construct validity*

Variable	Indicator	*Factor Loading*	Decision
Store Atmosphere (X1)	Cleanliness (X1.1)	0.718	Valid
	Lighting (X1.2)	0.746	Valid
	Space Comfort (X1.3)	0.721	Valid
	Facilities (X1.4)	0.758	Valid
	Atmosphere (X1.5)	0.691	Valid
Consumer Satisfaction (X2)	Product Quality (X2.1)	0.754	Valid
	Repurchase Intention (X2.2)	0.745	Valid
	Fulfillment of Needs (X2.3)	0.801	Valid
	Expectation (X2.4)	0.779	Valid
Consumer Loyalty (Z)	Regular Repurchase (Z.1)	0.827	Valid
	Purchasing all product (Z.2)	0.749	Valid
	Recommending to others (Z.3)	0.770	Valid
	Resistance to competitors' offer (Z.4)	0.798	Valid
Purchase Decision (Y)	Need Recognition (Y.1)	0.779	Valid
	Searching Information (Y.2)	0.720	Valid
	Evaluation of Alternatives (Y.3)	0.796	Valid
	Repurchase Decision (Y.4)	0.765	Valid

Source: Processed data

4.2 Reliability

Construct reliability was assessed using *construct reliability*. A construct is considered reliable when *construct reliability is* more than 0,70 (Solimun, 2017:78). In addition, an Average Variance Extracted (AVE) above 0,50 indicates adequate convergent validity.

Table 2. *Construct reliability*

Variable	*Construct Reliability*	*AVE*	Decision
Store Atmosphere (X1)	0.849	0.631	Reliable
Consumer Satisfaction (X2)	0.853	0.695	Reliable
Consumer Loyalty (Z)	0.866	0.721	Reliable
Purchase Decision (Y)	0.850	0.688	Reliable
criteria	≥ 0,70	≥ 0,50	

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Source: Processed data

Table 2: each variable has construct reliability ≥ 0,70 and Average Variance Extracted (AVE) ≥ 0,50; therefore, all constructs in the measurement model are considered both reliable

4.3 Multivariate Normality

Multivariate normality was assessed using the critical ratio (c.r.) of multivariate kurtosis. The data are considered normally distributed when the critical ratio is within the acceptable range of ±1.96 at the 5% significance level.

Table 3. Multivariate normality

Test	Kurtosis	c.r *multivariate*	Conclusion
Multivariate normality	-1,322	-0,339	The multivariate critical ratio (cr) falls within the acceptable range of ±1.96, indicating that the data satisfy the assumption of multivariate normality.

Source: Processed data

Table 3 shows that the multivariate critical ratio is c.r *multivariate* -0,339 which is within the acceptable range –1,96 to +1,96 at the significant 5%, so it concludes *multivariate* data is normality.

4.4 Fit measure for the measurement model

The model-fit results indicate that the proposed measurement model meets the recommended goodness-of-fit criteria. Figure 1 presents the measurement model.

Table 4. Fit measure for the measurement model

Fit Measure		*Critical Value*	*Measurement Model*	
			Index value	Decision
Absolute Fit Indices	*Probability*	> 0,05	0,071	*Good fit*
	Cmin/DF	≤ 2,00	1,202	*Good fit*
	GFI	≥ 0,90	0,918	*Good fit*
	RMSEA	≤ 0,08	0,035	*Good fit*
	SRMR	≤ 0,08	0,049	*Good fit*
Incremental Fit Indices	*CFI*	≥ 0,95	0,985	*Good fit*
	TLI	≥ 0,95	0,982	*Good fit*
Parsimony Fit Indices	*AGFI*	≥ 0,90	0,888	*Marginal fit*

Table 4 shows that most goodness-of-fit indices meet the recommended criteria, indicating that the measurement model fits well. Although the AGFI value indicates marginal fit, the overall model fit remains acceptable for further analysis. A good fit indicates that the proposed model adequately represents the observed data.

4.5 Structural Model Fit

The full structural model using AMOS version 30 is presented in figure 2 as follows:

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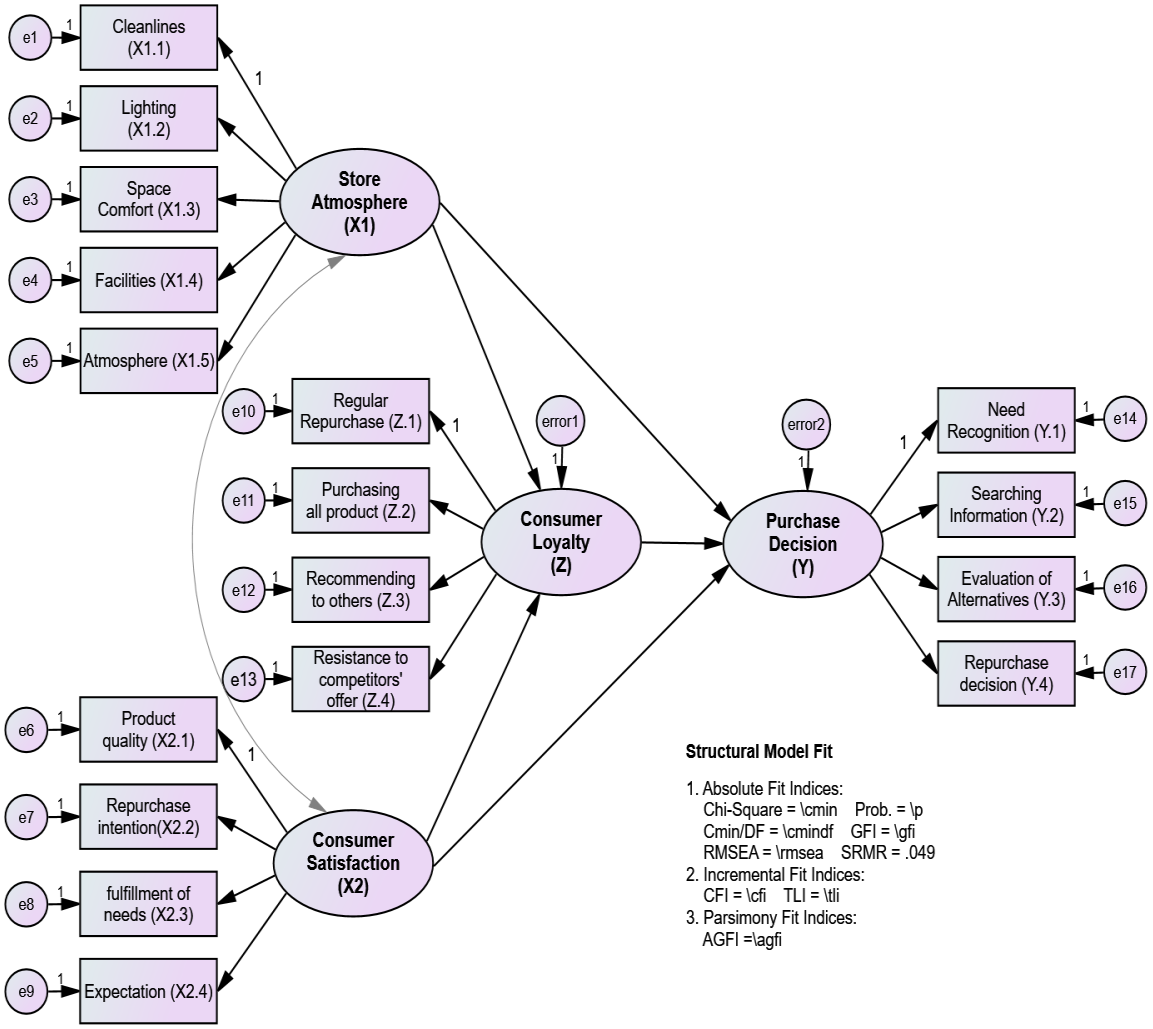


Figure 2. Assessing the Structural Model

(Source: Processed data)

Figure 2, the structural model fit assessment indicates that all criteria *absolute fit indices, incremental fit indices,* and parsimony fit indices- show good fit (marginal fit and good fit), so the model was considered acceptable.

4.6 Direct effects analysis

The direct effects analysis examined the parameter estimates of the relationships among variables representing each theoretical hypothesis. A hypothesis is accepted if the path coefficient is statistically significant and its direction is consistent with the predicted relationship. Specifically, the path coefficient must be greater than zero for a positive relationship and less than zero for a negative relationship (Hair et al., 2019:647). To test the structural relationships, hypothesis testing assessed the significance of the effects among variables using the critical ratio (CR) and probability value (p-value). A relationship is considered statistically significant when the CR value is ≥ 1.96 or the p-value is ≤ 0.05. Table 5 presents the structural relationship analysis results for each hypothesis based on the SEM output.

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Table 5. ***Summary of direct effect hypothesis testing***

No	*Structural relationship*			*Std. Estimate*	*SE*	*C.R.*	*P-value*	Hypothesis Decision
1	X1	→	Z	0.653	0.130	6.793	0.000	H_1 accepted
2	X2	→	Z	0.137	0.089	1.758	0.079	H_2 rejected
3	X1	→	Y	0.236	0.100	2.987	0.003	H_3 accepted
4	X2	→	Y	0.579	0.076	8.107	0.000	H_4 accepted
5	Z	→	Y	0.415	0.078	4.989	0.000	H_5 accepted

Notes:

X1: Store Atmosphere X2: Consumer Satisfaction

Z: Consumer Loyalty Y: Purchase Decision

Source: Processed data

Based on Table 5:

a. The results indicate that *Store Atmosphere* has a positive and significant effect on Consumer Loyalty, with a standardized estimate of 0,653, C.R. 6,793, and a p-value of 0,000 (< 0,05). Therefore, H1 is accepted. The positive path coefficient indicates that a more favorable store atmosphere perceived by consumers leads to higher consumer loyalty toward coffee shops in Surabaya City.
b. The results indicate that *Consumer Satisfaction* does not have a significant effect on Consumer Loyalty, with a standardized estimate of 0,137, C.R. 1,758, and a p-value of 0,079 (> 0,05); therefore, H2 is rejected. Although the path coefficient is positive, the relationship is not statistically significant, indicating that consumer satisfaction does not significantly influence consumer loyalty toward coffee shops in Surabaya City.
c. The results indicate that *Store Atmosphere* has a positive and significant on *Purchase Decision*, with a *standardized estimate* 0,236, C.R. 2,987, and p-value 0,003 (< 0,05). Therefore H3 is accepted. The positive path coefficient indicates that a more favorable store atmosphere enhances consumers' purchase decisions toward coffee shops in Surabaya City.
d. The results indicate that *Consumer Satisfaction* has a positive and significant on *Purchase Decision*, with a *standardized estimate* 0,579, C.R. 8,107, and p-value 0,000 (< 0,05), therefore H4 accepted. The positive path coefficient indicates that higher levels of consumer satisfaction lead to stronger purchase decisions toward coffee shops in Surabaya City.
e. The result indicate that *Consumer Loyalty* has a positive and significant on *Purchase Decision*, with *standardized estimate* 0,415, C.R. 4,989, and p-value 0,000 (< 0,05), therefore H5 accepted. The positive path coefficient indicates that higher levels of consumer loyalty are associated with stronger purchase decisions toward coffee shops in Surabaya City.

4.7 Indirect effects analysis

The hypothesis testing for examining the significance of indirect effects was conducted using

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the same criteria, namely the critical ratio (CR) and probability value (p-value). An indirect effect is considered statistically significant when the CR value is ≥ 1.96 or the p-value is ≤ 0.05. Therefore, a significant mediation effect is established when the indirect relationship between variables meets these statistical criteria. The results of the structural relationship analysis for testing the indirect effects based on the SEM output are presented as follows:

Table 6. ***Summary of indirect effect hypothesis testing***

Indirect Effect	*Std. Estimate*	*SE*	*CR*	*P-value*	Mediation effect
X1 → Z → Y	0.271	0.079	4.337	0.018	*Partially mediation*
X2 → Z → Y	0.057	0.035	1.729	0.057	*No mediation*

Notes:

X1: Store Atmosphere X2: Consumer Satisfaction

Z: Consumer Loyalty Y: Purchase Decision

Source: processed data

a. The results indicate that consumer loyalty partially mediates the effect of store atmosphere on purchase decision, with a standardized indirect effect of 0.271, a CR value of 4.337, and a p-value of 0.018 <0.05. Therefore, H6 is accepted. This finding indicates that store atmosphere influences purchase decision both directly and indirectly through consumer loyalty. Thus, consumer loyalty functions as a partial mediating variable in the relationship between store atmosphere and purchase decision.
b. The results indicate that consumer loyalty does not mediate the effect of consumer satisfaction on purchase decision, with a standardized indirect effect of 0.057, a CR value of 1.729, and a p-value of 0.057 (>0.05). Therefore, H7 is rejected. This finding indicates that the indirect effect of consumer satisfaction on purchase decision through consumer loyalty is not statistically significant.

4.8 Discussion

1. The effect of Store Atmosphere on Consumer Loyalty

The findings indicate that store atmosphere significantly contributes to the development of consumer loyalty among coffee shop customers in Surabaya City. Consumers visit coffee shops not only to buy food and beverages but also to find comfortable places to socialize, work, study, discuss, or spend leisure time. A pleasant atmosphere, cleanliness, attractive interior design, and supporting facilities encourage consumers to revisit and recommend the coffee shop to others. In the digital era, coffee shops have also evolved by offering additional facilities, such as free Wi-Fi and digital services, to improve customer experiences. These improvements create greater value for consumers and strengthen their relationship with coffee shop brands. This finding is consistent with Stevani (2025), who found that store atmosphere has a significant effect on consumer loyalty. Therefore, creating an attractive and comfortable store atmosphere is an important strategy for maintaining consumer loyalty.

2. The effect of Consumer Satisfaction on Consumer Loyalty.

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The findings indicate that consumer satisfaction does not have a significant effect on consumer loyalty among coffee shop customers in Surabaya City. This result suggests that satisfied consumers do not necessarily become loyal customers. The competitive coffee shop industry in Surabaya provides consumers with many alternatives offering different concepts, atmospheres, prices, and facilities. Although consumers may feel satisfied with a particular coffee shop, they may still visit other coffee shops to obtain different experiences. Therefore, consumer satisfaction may serve as an initial factor in creating positive experiences but may not automatically establish long-term loyalty. This finding is consistent with Khanifah and Budiono (2022), who found that consumer satisfaction does not significantly influence consumer loyalty. However, it differs from Yudhanto et al. (2022), who reported that consumer satisfaction has a positive and significant effect on consumer loyalty.

3. The Effect of Store Atmosphere on Purchase Decision

The findings indicate that store atmosphere has a significant effect on purchase decision among coffee shop customers in Surabaya City. Consumers increasingly consider the atmosphere of a coffee shop before deciding where to make purchases. Factors such as interior design, cleanliness, lighting, seating arrangement, comfort, and available facilities influence consumers' perceptions and purchasing decisions. Coffee shops are no longer viewed only as places to consume food and beverages but also as spaces for working, studying, and social activities. This finding is consistent with previous studies conducted by Purnama and Wardhani (2023) and Arkam (2020), which found that store atmosphere influences purchase decisions.

4. The effect of Consumer Satisfaction on Purchase Decision

The findings indicate that consumer satisfaction has a positive and significant effect on purchase decision. Consumers who receive products that meet their expectations, supported by good service quality, appropriate prices, and enjoyable experiences, are more likely to make purchasing decisions. Consumer satisfaction strengthens consumers' confidence and encourages them to choose products or services from a particular coffee shop. This finding is consistent with Sari and Giantari (2020), who found that consumer satisfaction positively influences purchase decisions.

5. The effect of Consumer Loyalty on Purchase Decision at a coffee shop in Surabaya

The findings indicate that consumer loyalty has a positive and significant effect on purchase decisions in Surabaya coffee shops. Consumers with higher loyalty tend to have stronger trust, commitment, and positive attitudes toward a coffee shop, which encourages repeat purchases. Consumer loyalty is developed through consistent positive experiences, including product quality, service performance, store convenience, and perceived value. In the highly competitive coffee shop industry, loyalty becomes a key differentiator between coffee shops. This finding supports Sofyan (2021), who found that consumer loyalty has a positive and significant effect on purchase decisions.

6. The mediating effect of consumer Loyalty on the Relationship between Store atmosphere and Purchase Decision

The findings indicate that consumer loyalty partially mediates the relationship between store atmosphere and purchase decision. Store atmosphere directly influences purchase decisions and also indirectly affects purchase decisions through consumer loyalty. A comfortable atmosphere, effective layout, cleanliness, attractive design, and supporting facilities create positive

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consumer experiences. These experiences strengthen consumers' emotional attachment and encourage them to revisit and make future purchases. This finding is consistent with Patra et al. (2020), who found that store atmosphere is related to consumer loyalty and purchase decisions.

7. The Mediating Effect of Consumer Loyalty on the Relationship between Consumer Satisfaction and Purchase Decision

The findings indicate that consumer loyalty does not mediate the relationship between consumer satisfaction and purchase decision. This result suggests that consumer satisfaction does not automatically lead to loyalty, which subsequently influences purchasing decisions. In the coffee shop industry, consumers may feel satisfied with a particular coffee shop but still consider other alternatives due to various factors, such as price, location, trends, concepts, and facilities offered by competitors. Therefore, satisfaction alone may not be sufficient to create loyalty that influences purchase decisions. This finding supports Khanifah and Budiono (2022), who stated that the relationship between satisfaction and loyalty may vary depending on competitive conditions and consumer considerations.

5. Conclusion

Based on the findings of this study, it can be concluded that Store Atmosphere plays an important role in influencing consumer behavior in coffee shops in Surabaya City**.** The results indicate that Store Atmosphere has a positive and significant effect on Consumer Loyalty and Purchase Decision. This finding demonstrates that a comfortable and attractive store atmosphere, supported by adequate facilities, can create positive consumer experiences, thereby increasing consumers' intentions to revisit and make purchases. Consumer Satisfaction was found to have a positive and significant effect on Purchase Decision; however, it does not have a significant effect on Consumer Loyalty. This finding indicates that satisfied consumers do not necessarily develop a commitment to continuously choose the same coffee shop due to intense competition and the availability of various alternative places. Meanwhile, Consumer Loyalty has a positive and significant effect on Purchase Decision, indicating that consumers who have a stronger attachment and commitment toward a coffee shop are more likely to make repeat purchases. Furthermore, Consumer Loyalty partially mediates the effect of Store Atmosphere on Purchase Decision, while it does not mediate the effect of Consumer Satisfaction on Purchase Decision. Overall, this study highlights that coffee shop business owners in Surabaya City need to enhance consumer experiences by creating comfortable atmospheres, providing quality services, and offering facilities that meet consumer needs in the digital society era. These efforts are essential to maintain customer relationships and encourage purchase decisions.

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