



THE EFFECT OF ATMOSPHERE STORE, CUSTOMERS RELATIONSHIP MANAGEMENT ON LOYALTY THROUGH CUSTOMER SATISFACTION

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Abstract

This study aims to determine the direct and indirect effects of store atmosphere, customer relationship management and customer satisfaction as an intervening variable on consumer loyalty. The population in this study is Loffle Pop Up Dessert Semarang. The sampling technique use purposive sampling through a Likert scale questionnaire. Data analysis uses descriptive percentage and path analysis. The results show that store atmosphere influences consumer loyalty, customer relationship management affects consumer loyalty and customer satisfaction influences consumer loyalty and mediates the effect of store atmosphere and customer relationship management on consumer loyalty.

INTRODUCTION

Indonesia is one of the most consumptive countries in the world. Today, many foreign entrepreneurs are starting to do business in Indonesia (Sakitri et al., 2017). The development of the business world is now increasingly dynamic along with the increasing public demand for products and services to meet all their needs. In order to maintain business continuity amid highly competitive business competition, a company must provide customer satisfaction so that its customers can become loyal (Adi, 2013). Loyalty will continue only as long as the customer feels receives a better value (including high quality related to price) compared to what can be obtained by switching to another service provider, if the first company does something that disappoints the customer or if a competitor starts offering far better value, the risk is that the customer will cross (Lovelock & Wright, 2005).

The development of the business world is now increasingly dynamic along with the increasing public demand for products and services to meet all their needs. In order to maintain business continuity amid highly competitive business competition, a company must provide customer satisfaction (Prasetio, 2012). The marketing concept states that the key to achieving organizational goals consists of determining the needs and desires of the target market and providing desired satisfaction effectively and efficiently than its competitors, this concept emphasizes that the success of a company or its marketing activities is customer satisfaction (Ohy, 2010).

All marketers understand customers are a source of profitability. To attract tourists or tourism, improving service quality and developing new facilities is an effort for management to achieve better organizational performance. To distinguish itself clearly from competitors, marketers are not focused on how to improve custo-

mer satisfaction, but they also try to shape customer loyalty that is a competitive advantage for the company (Hardjono & San, 2017).

Every company from time to time always tries to give satisfaction to its customers, because giving satisfaction to customers is the same as maintaining and even increasing the business of the company itself (Permana, 2013). Consumers will want minimal satisfaction the same as what they have felt before or even more than before. Measurement of customer satisfaction can be seen from the reduced number of complaints expressed by consumers, which can create an increase in the position of products or services to attract other potential buyers (Liyundira & Slamet, 2017).

Consumer satisfaction can be a benchmark for a customer's loyalty. Satisfaction is the level at which the product perceived performance is in accordance with the expectations of the buyer if the product performance does not meet expectations, the customer is disappointed and if the product performance is in line with expectations, the customer will be satisfied. Satisfied customers tend to remain loyal longer, buy more, are less sensitive to price changes and the conversation benefits the company (Kotler & Keller, 2006). Research conducted by Familiar & Maftukhah (2015) also provides a statement that customer satisfaction is a variable that can strengthen the relationship between service quality and customer loyalty.

The atmosphere of the store (Store Atmosphere) can make consumers feel comfortable and loyal to the company. The more you can make the atmosphere of your store excite with the layout, lighting, store colors to the music, the more you can attract visitors to transact (Amir, 2004).

Looking at current market conditions, the Store Atmosphere has become a determining variable for consumers. Store environment mainly has an important role in creating feelings or encouragement to shop at a store (Reidia, et al., 2014). Comfortable conditions that make consumers feel satisfied with the results of the performance produced by the company. Conversely, consumers will not recommend restaurants to other friends if they do not find an interesting atmosphere according to their own wishes (Dhurup, 2013).

Store atmosphere must also pay attention to shop exterior, shop interior, and store display. If a store has a good and elegant atmosphere, then the store can provide good social classes in the eyes of consumers. If a positive impression

lasts a long time, then the store will be the main choice for consumers to use services or buy goods at the supermarket (Andini, 2003). In addition to the store atmosphere, building relationships with customers also makes companies know many things about their customers. Value or interest is an individual's goal to conduct various behaviors (Murwatiningsih & Yulianto, 2017).

One way to build relationships with these customers is to build Customer Relationship Management (CRM). Companies must implement effective and efficient CRM so that activities can run well (Norma & Risanto, 2015). The CRM concept is a business model that has the main objective of identifying, anticipating, understanding customer needs, as well as those who have the potential to become customers by collecting information about customers, if the company is unable to retain customers, the company will not survive and win business competition. (Norma & Risanto, 2015). Several previous studies have been conducted to determine the relationship of consumer satisfaction to consumer loyalty. In Research Aji (2017) says that there is a significant influence on customer satisfaction with consumer loyalty. While the research conducted by Subarjo (2012) said that customer satisfaction does not have a significant influence on consumer loyalty.

In addition to customer satisfaction, previous research has also been conducted to determine the relationship of store atmosphere to customer loyalty. Research by Rorimpandey et al. (2017) state that store atmosphere has a positive and significant effect on consumer loyalty. Whereas Heryati's research (2015) revealed that store atmosphere does not significantly influence consumer loyalty.

In addition to influencing consumer loyalty, store atmosphere is also able to influence consumer satisfaction. Research conducted by Kristiana and Edwar (2017) states that store atmosphere has a positive and significant effect on consumer satisfaction. But the research conducted by Putri et al. (2014) states that store atmosphere does not affect consumer satisfaction.

Besides store atmosphere, other variables that influence customer satisfaction are Customer Relationship Management. According to Norma and Risanto (2015) there is a positive and significant influence on Customer Relationship Management on consumer satisfaction. Whereas according to Putri et al. (2015) Customer Relationship Management has no significant effect on consumer satisfaction. Customer Relationship Management not only affects customer satisfacti-

on, but also affects consumer loyalty. Research by Ningsih et al. (2016) says that there is a positive and significant influence on Customer Relationship Management on consumer loyalty. While the research of Yulianti et al. (2015) states that there is no significant influence between Customer Relationship Management on consumer loyalty.

In the city of Semarang, there are currently many cafes, even the existence of a cafe has become a living part of the city community. In choosing a cafe, everyone has a different way. People can choose a cafe because of its luxurious location because of its strategic location, or because of its satisfying service. Some consumers assume by choosing a fancy cafe they can increase their image. They will feel satisfied after spending a large amount of money at the cafe. Some other consumers prefer a café that is strategically located to be easily accessible. While other consumers will prefer a cafe that has a satisfying service that makes them feel comfortable at the cafe.

Pop Up Dessert Loffle Semarang is one of a cafe shops the bustling currently visited by consumers. The cafe that was established in 2014 has become a special attraction for consumers in the Semarang area. Pop Up Dessert Loffle uses store atmosphere in developing its business. Minimalist design and layout makes the consumer's view of Loffle Pop Up Dessert an elegant cafe. With its minimalist style, consumers are not only presented with satisfying products, but also a pleasant atmosphere.

In addition to implementing the Store Atmosphere system, Loffle Pop Up Dessert Semarang also applies a Customer Relationship Management (CRM) system to its companies. CRM is needed at this time to maintain consumer loyalty. Loffle Pop Up Dessert Semarang gives a card called the Yellow Card to fulfill the CRM. The advantage that consumers get is to get one free dessert when they have bought it 10 times. In addition to the Yellow Card, the form of CRM given by Loffle Pop Up Dessert is to provide a Black Card. The way to get it is by collecting three Yellow Cards. After getting a Black Card, consumers will get a free topping for the rest of their lives. This concept that makes many consumers, especially in Semarang, come back to Semarang Pop Up Dessert Loffle.

Various kinds of products served are Oriental Dessert, Anmitsu Boba, Superfood Bowl, Honey Toast, Cakes, and Beverages. The following is the sales data of Semarang Pop Up Dessert Loffle in 2016-2017.

Table 1. Sales data of Dessert Pop Up Loffle Semarang in 2016

Month	Sales Data (Rp)	Fluctuations (Rp)	%
January	33,545,000	-	-
February	39,034,500	5,489,500	16%
March	62,392,091	23,357,591	60%
April	48,983,025	-13,409,066	-21%
May	42,090,436	-6,892,589	-14%
June	37,890,213	-4,200,223	-10%
July	35,540,501	-2,349,712	-6%
August	50,593,500	15,052,999	42%
September	70,569,499	19,975,999	39%
October	50,439,000	-20,130,499	-29%
November	42,857,000	-7,582,000	-15%
December	37,219,005	-5,637,995	-13%

Table 2. Loffle Pop Up sales data Dessrt Semarang in 2017

Month	Sales Data (Rp)	Fluctuations (Rp)	%
January	39,051,500	-	-
February	43,319,454	4,267,954	11%
March	84,314,500	40,995,046	95%
April	71,743,500	-12,571,000	-15%
May	73,369,100	1,625,600	2%
June	34,331,000	-39,038,100	-53%
July	42,194,000	7,863,000	23%
August	85,234,600	43,040,600	102%
September	117,892,499	32,657,899	38%
October	86,219,015	-31,673,484	-27%
November	70,824,691	-15,394,324	-18%
December	63,761,742	-7,062,949	-10%

In 2016, there were twice as many consecutive decreases. The first occurs in April, May, June, and July, and the second occurs in October, November, and December. The data above shows that the sales made at Loffle Pop Up Dessert Semarang have fluctuated. In 2017 sales were still fluctuating and even tended to decline in the last three months.

Based on preliminary observations made by researchers to the owners, managers, and barista of Loffle Pop Up Dessert Semarang, they have implemented the Store Atmosphere to do

a good CRM to meet market demand and one of the marketing strategies implemented so that the Semarang Pop Up Dessert Loffle can keep up with the competitor.

The layout of tables and chairs is very well arranged, color paint that looks simple and elegant and with music playback arranged to make consumers feel happy and comfortable at the cafe. Air conditioning also works well and the cafe has installed Wi-Fi for consumers. However, it can be seen in Tables 1.1 and 1.2 that Semarang Loffle Pop Up Dessert experienced fluctuating sales in 2016 and 2017.

Consent

Loyalty Customer loyalty is the willingness of customers to continue to subscribe to a company in the long term, by buying and using goods and services repeatedly repeated and better exclusively, and voluntarily recommends the company's products to friends and colleagues (Lovelock & Wright, 2007).

According to Kotler (2008) customer loyalty is defined as the magnitude of the possibility of customers buying back and their willingness to become partners for the company. Becoming a partner means being willing to buy more products or services, provide positive recommendations and be willing to inform the company if there is an error in service operations.

The higher the effort to maintain the consumer, the higher the profitability. This is because consumers will increasingly buy products, in larger quantities, and tend to try other products offered by the company so that it will reduce marketing and sales costs with positive word of mouth (WoM) information (Lupiyoadi, 2013).

Consumer Satisfaction

Customer satisfaction can be defined when a situation where the needs, desires, and expectations of customers can be met through the products consumed (Fatona, 2010). Kotler and Armstrong (2001) states that Customer Satisfaction on purchases depends on the real performance of a product, relative to buyer expectations. A customer can experience various degrees of satisfaction. If product performance is less than expected, the customer is disappointed. If performance is commensurate with expectations, customers are satisfied. If performance exceeds expectations, customers are very satisfied or very happy.

Consumers experience various levels of satisfaction or dissatisfaction after experiencing each service according to the extent to which consumer expectations are met or exceeded. This

is because satisfaction is an emotional state, the post-purchase reaction of consumers can be anger, dissatisfaction, irritation, neutrality, excitement, or pleasure. Angry or dissatisfied consumers will cause problems because they can move to other companies and spread negative word of mouth (Lovelock & Wright, 2007).

Consumer satisfaction becomes an important role in consumer loyalty for the repurchase of a product and causes consumers to become loyal (Wartini & Utami, 2015).

Store Atmosphere

Levy and Barton (2001) suggested that the store atmosphere is the creation of a store atmosphere through visual, structuring, light, music and aromas that can create a comfortable purchasing environment so that it can influence consumers' perceptions and emotions to make purchases.

Sopiah and Syihabudhin (2008) said the atmosphere or atmosphere in the store is one and various elements in the retail marketing mix. Small shops that are neatly arranged and attractive will be more inviting buyers than stores that are arranged just like that. Meanwhile, the shops are arranged as usual, but cleaner is more attractive than a shop that is not regulated at all and looks dirty. Large stores or shops belonging to large-scale retail trade companies and shopping centers face the same challenges as small shops, which tie prospective buyers and how to organize it appropriately so that they can love large shops or competitor shop shopping centers.

Atmospherics is a more general term than store layout; atmospherics deals with how managers can manipulate building design, interior space, hallway layout, carpet and wall texture, smell, color, shape, and sound experienced by customers (all to achieve a certain influence). Even the arrangement of items, types of exhibitions/shows, and poses of puppets can influence consumer perceptions of the store atmosphere (Mowen & Minor, 2002).

Gilbert (2003) also stated that the atmosphere of a store can provide an opportunity for buyers to have experience from different environments and provide an emotional response. This should be understood where each sensory marketing one of which is store atmosphere is a comprehensive thing and can affect the type and number of requests from consumers.

Customer Relationship Management

According to Tjiptono (2011) CRM is a holistic process in identifying, attracting, diffe-

rentiating, and retaining customers by integrating the company's supply chain to create customer value at every step in the value creation process.

Vanessa (2007) CRM is a corporate strategy that is used to spoil customers so they do not turn to competitors. In this case, the company provides a touch of individual service by treating customers as kings. Companies need a customer database that contains detailed customer information that plays an important role in CRM. In establishing relationships with customers, the company treats each of its customers differently so that the company should know customer behavior so that it can determine what approach the company will take in establishing lasting relationships with customers. Because knowledge of each customer is valuable, the company can align market offers, services, programs, messages, and media.

Another definition according to Kotler and Keller (2009) that customer relationship management (CRM) is the process of managing detailed information about individual customers and all customer contact points carefully to maximize customer loyalty. Customer relationship management enables companies to provide perfect real-time customer service through effective use of individual account information.

Hypothesis Development

Store Atmosphere to Consumer Loyalty

Store atmosphere influences customer loyalty in making purchases. Adequate store atmosphere creation can give satisfaction to consumers. A cafe needs to realize the importance of store atmosphere to create a shopping experience, which ultimately gives satisfaction to consumers (Yalcin & Kocamaz, 2003).

Listiono and Sugiarto (2015) said the store atmosphere is a retail attribute that results in a better store atmosphere so that the loyalty of consumers and customers is increasing. So, store atmosphere has a positive effect on customer loyalty. So this research hypothesis is formulated as follows:

H1: Store Atmosphere has a direct positive effect on Consumer Loyalty.

Customer Relationship Management Relationship to Consumer Loyalty

Research conducted by Imasari and Nursalin (2011) shows that there is a significant relationship between the variables of Customer Relationship Management (CRM) and customer loyalty. The research shows that CRM can shape a positive corporate image in the customer's

mind. The CRM strategy carried out by the company is able to shape the level of customer loyalty that is satisfied with the company's performance.

Munandar (2006) in the study states that what happens to customer loyalty is directly caused by changes in the implementation of Customer Relationship Management. Thus, to increase customer loyalty, it is necessary to implement Customer Relationship Management. The better the Customer Relationship Management carried out by the company, the more loyal the customers will be. (Imasari & Nursalin, 2011) states that customer relationship management with customer loyalty has a relationship. So this research hypothesis is formulated as follows:

H2: Customer Relationship Management has a direct positive effect on Consumer Loyalty.

Consumer Satisfaction to Consumer Loyalty

Tjiptono (2007) states that the higher the consumer satisfaction the higher the loyalty. The best way to maintain the existing market is to increase consumer loyalty. Since consumers feel satisfied, consumers do not need to look for other companies. Empirically, this is evidenced by the research conducted by Normasari et al. (2013), which shows that service satisfaction has a positive and significant influence on corporate image.

Customer satisfaction is an important key for long-term relationships between companies and customers (Anderson & Srinivasan, 2003). A number of studies show that the most effective way to get customer loyalty is to please (Lee et al., 2001)

Satisfied customers will produce more when the company introduces new products and improves existing products, Talking about positive products, not paying attention to other brands, less sensitive to prices, giving advice to companies about its products, and the price is cheaper than usual (Kotler & Keller, 2006). Then this research hypothesis is formulated as follows:

H3: Customer satisfaction is influential positive directly towards Consumer Loyalty.

Store Atmosphere to Consumer Loyalty through Consumer Satisfaction

Rofa (2016) says that the results of the analysis show that there is a significant positive influence between store atmosphere variables on consumer satisfaction and creating consumer loyalty. Companies that improve store atmosphere well will make consumers satisfied and will create loyalty to the company. Store atmosphere is one of the influential variables to create consumer loyalty.

Adequate store atmosphere creation can give satisfaction to consumers. Yalcin and Kocamaz (2003) say, the cafe needs to realize the importance of store atmosphere to create a shopping experience, which ultimately gives satisfaction to consumers. Dhurup (2013) added that consumers would not recommend restaurants to other friends if they did not find an attractive atmosphere in their own right. Then this research hypothesis is formulated as follows:

H4: Store Atmosphere influences Consumer Loyalty through Customer Satisfaction.

Customer Relationship Management Relationship to Consumer Loyalty through Consumer Satisfaction The

Relationship between customer satisfaction and CRM is very complex. Increased customer satisfaction is one of CRM's promises. Customer satisfaction measures serve to measure CRM return on investment. It also provides feedback between service quality and products to other functions (Allen, 2004). There is a symbiotic relationship between CRM and customer satisfaction measurement programs. The CRM program produces samples for customer satisfaction programs. Customer feedback data is then recorded in the CRM system, assuming of course, that the respondent's permission has been obtained (Allen, 2004). Then this research hypothesis is formulated as follows:

H5: Customer Relationship Management influences Consumer Loyalty through Consumer Satisfaction.

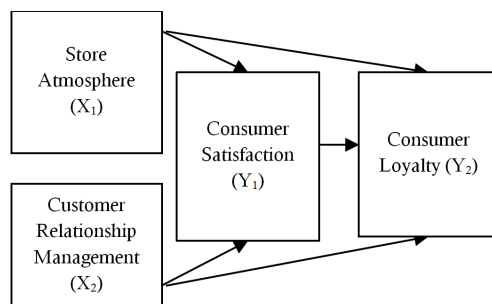


Figure 1. Research Model

METHOD

The population in this study was the Semarang Pop Up Dessert Loffle consumers whose numbers were unknown. Sampling using technique purposive sampling with a total sample of 101 respondents. Data collection method used is a questionnaire method. Data Analysis Met-

hod uses Path Analysis, where variables used include store atmosphere, customer relationship management as independent variables, customer satisfaction as mediating / intervening variables, and consumer loyalty as the dependent variable. In this study, the indicators used to measure store atmosphere are interior, exterior, and store layout. The indicator customer relationship management consists of 3, namely commitment, communication and service quality. The indicator of consumer satisfaction consists of 2, namely confirmation of expectation and comparison to the ideal. Indicator of consumer loyalty consists of 4, namely to make regular repurchases, buy between product lines and services, refer to others and show immunity to competitor pull.

RESULT AND DISCUSSION

Validity Test Results Validity

testing in this study was conducted using IBM SPSS Statistics 23 program applications To find out whether the indicators of each variable in the valid or invalid questionnaire can be seen in the results of the SPSS output sig count (2-tailed) Pearson correlation on the construct row that is generated by comparing the calculated R value > R table 0.361.

Based on the variable validity test, it is store atmosphere known that there are 9 items in question, all of them meet the criteria of validity with R count > R table 0.361 which indicates that the item is valid and can be used as a measurement tool in the research.

The test results of the validity of variables are customer relationship management known to have 9 items of question items. 8 of the 9 question items are stated to meet the criteria of validity with a calculated R value > R table 0.361 which indicates that the 8 question items are valid and can be used as a measurement tool in the research.

Based on the validity test, the variable of customer satisfaction is known that there are 6 items in question, all of them meet the criteria of validity with R count > R table 0.361 which indicates that the item is valid and can be used as a measurement tool in the research.

The validity test of the consumer loyalty variable is known to have 12 items of question items. All question items are stated to meet the criteria for validity with a calculated R value > R table 0.361 which indicates the question item is valid and can be used as a measurement tool in the study.

Reliability Test Results reliability

Data tests can be done by Cronbach Alpha (statistical test α). A construct of a variable can be said to be reliable if it shows Cronbach Alpha values > 0.70 Nunnally (Ghozali, 2013).

Reliability test results indicate that the value of Cronbach's store atmosphere $0.747 > 0.70$, variable customer relationship management $0.728 > 0.70$, consumer satisfaction variables $0.861 > 0.70$, consumer loyalty variables $0.910 > 0.70$. From these results, it can be stated that the Cronbach's Alpha value in all variables is greater than the Cronbach's Alpha criteria required. Thus, all items of questions asked in the questionnaire are reliable to be used as research instruments

Hypothesis

Statistical Test Testing t (t-test)

Based on SPSS 23 program, the results of multiple linear regression models are as follows:

Table 3. Effect of Store Atmosphere, Customer Relationship Management, and Consumer Satisfaction with Consumer Loyalty.

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients				
	B	Std. Error			
(Constant)	2.443	2.461		.993	.323
Store Atmosphere	.397	.107	.321	3.709	.000
CRM	.504	.128	.335	3.926	.000
Consumer Satisfaction	.580	.144	.307	4.025	.000

Influence of Store Atmosphere on Consumer Loyalty

Based on calculations SPSS can be seen Sig. Calculate $(0,000) < 0.05$. This means that H1 which states "Store Atmosphere has a positive and significant effect on Consumer Loyalty" is **accepted**. This means that the more the store atmosphere increases in Semarang Pop Up Dessert Loffle, the more consumer loyalty of Loffle Pop Up Dessert Semarang will increase.

The results of this study support the previous research conducted by Rorimpandey et al. (2017) that store atmosphere has a significant effect on consumer loyalty.

Loffle Pop Up Dessert Semarang has noticed the existing store atmosphere, including paying attention to the layout and interior of the room. Layout given is by arranging tables and

chairs so that it is not difficult for consumers to walk between the tables and chairs. While the interior provided includes bright lighting and is suitable as a photo destination for consumers.

In addition, store atmosphere provided by Loffle Pop Up Dessert Semarang is to provide a choice of indoor area for consumers who like to be closed and outdoor for consumers who like fresh air and/ or smokers. Pop Up Dessert Loffle Semarang also provides music that suits consumers' tastes and can play music in accordance with the customer's will.

Influence of Customer Relationship Management on Consumer Loyalty

Based on SPSS calculations, it can be seen Sig. Calculate $(0.000) < 0.05$. This means that H2 which states "Customer Relationship Management has a positive and significant influence on Consumer Loyalty" is accepted. This means that the better the CRM given the Semarang Pop Up Dessert Loffle, the better the Loffle Pop Up Dessert consumer loyalty will be. Previous research conducted by Imasari and Nursalin (2011) shows the results that there is a significant relationship between CRM variables and consumer loyalty. The research shows that CRM can shape a positive corporate image in the customer's mind. The CRM strategy carried out by the company is able to shape the level of customer loyalty that is satisfied with the company's performance.

This is in line with the study of Munandar (2006) in his research stating that what happens to customer loyalty is directly caused by changes in the implementation of Customer Relationship Management. Thus to increase customer loyalty, it is necessary to first carry out Customer Relationship Management. The better the Customer Relationship Management carried out by the company, the more loyal the customers will be.

Influence of Customer Satisfaction on Consumer Loyalty

Based on SPSS calculations, it can be seen Sig. Calculate $(0.000) < 0.05$. This means that H2 which states "Customer Satisfaction has a positive and significant influence on Consumer Loyalty" is accepted. This means that the more customer satisfaction increases, the more loyal the consumer loyalty of Loffle Pop Up Dessert Semarang will be.

According to Samuel (2006) states that satisfaction has a positive effect on consumer loyalty. Where customer satisfaction greatly affects the intensity of purchases and affects the behavior of buyers where satisfied consumers will become lo-

yal consumers. Satisfied consumers have a high chance of returning.

This research is in line with the research of Orth and Green (2008) saying that Satisfaction has a significant influence on Loyalty, where various attitudes that consumers have about a store or company that are related to what customer satisfaction is when choosing a store.

Path Analysis

Path analysis is used to measure the causality relationship between predetermined variables (Ghozali, 2013). To measure the presence or absence of mediation or intervening effects, the path coefficient ratio is used. The path coefficient is calculated by making two equations, namely the regression models model 1 and 2 which show the relationship of the hypothesized variables. Here are the results of the regression model 1 and model 2 from this study:

Table 3. Model 1 R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780	.609	.601	2.068

Table 4. Model 1 Store Atmosphere, Customer Relationship Management on Customer Satisfaction.

Model	Coefficients ^a		T	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error		
(Constant)	4.669	1.660	2.812	.006
Store Atmosphere	.282	.069	.431	4.062
Customer Relationship Management	.310	.084	.390	3.677

Based on Table 3 and Table 4 can be arranged the equation model 1 as follows:

$$Y_1 = 0.431 X_1 + 0.390 X_2 + 0.625$$

$$e1 = \sqrt{(1-e2)}, \text{ maka } e1 = \sqrt{(1-0.609)} = 0.625$$

Table 5. Model 2 R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883	.780	.773	2.948

Table 6. Model 2 Influence of Store Atmosphere, Customer Relationship Management to Customer Loyalty

Model	Coefficients ^a		T	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error		
(Constant)	2.443	2.461	.993	.323
Store Atmosphere	.397	.107	.321	3.709
Customer Relationship Management	.504	.128	.335	3.926
Customer Satisfaction	.580	.144	.307	4.025

Based on table 5 and table 6 can be arranged the equation model 2 as follows:

$$Y2 = 0.321 X1 + 0.335 X2 + 0.307 Y1 + 0.469$$

$$e2 = \sqrt{(1-e2)}, \text{ maka } e2 = \sqrt{(1-0.780)} = 0.469$$

Influence of X1 (Store Atmosphere) to Y2 (consumer loyalty) mediated by Y1 (customer satisfaction)

Can be known from the SPSS output direct store atmosphere influence on customer loyalty represented by b4 that is equal to 0.321.

The indirect effect of store atmosphere variables on consumer loyalty through customer satisfaction can be known by multiplying the path coefficient of (b1) store atmosphere and consumer satisfaction (b3), which is $0.431 \times 0.307 = 0.132$.

The total effect of the path coefficient is by adding up the direct and indirect effects of the store atmosphere variable, namely $b4 + (b1 \times b3) = 0.321 + (0.431 \times 0.307) = 0.453$.

The influence of X2 (Customer Relationship Management) to Y2 (consumer loyalty) is mediated by consumer satisfaction.

It can be seen from the SPSS output that the direct influence of Customer Relationship Management on consumer loyalty is represented by b5 that is equal to 0.335.

The indirect influence of Customer Relationship Management variables on consumer loyalty through customer satisfaction can be known by multiplying the path coefficient of Customer Relationship Management (b2) and consumer satisfaction (b3), namely $0.390 \times 0.307 = 0.119$.

The total effect of the path coefficient is by adding up the direct and indirect effects of Custo-

mer Relationship Management variables, namely $b_5 + (b_2 \times b_3) = 0.335 + (0.390 \times 0.307) = 0.454$.

Whether or not there are mediating or intervening effects in the model, seen from the criteria as below, namely:

If the value of the effect of the total path coefficient > the value of the direct influence, then this variable is proven to mediate the relationship.

If the value of the effect of the total path coefficient < value of the direct influence, then the variable is not proven to mediate the relationship.

Based on the calculation results obtained the coefficients presented in Table 7.

Table 7. Direct, Indirect, and Indirect Total Effect Coefficients

Variable	Influence	Customer Satisfaction	Customer Loyalty	Info.
Store Atmosphere	Direct	.431	.321	
	Indirect		.132	
	Total	.431	.453	Mediation
Customer Relationship Management	Direct	.390	.335	
	Indirect		.119	
	Total	.390	.454	Mediation

Effect of Store Atmosphere on Consumer Loyalty through Customer Satisfaction

Based on the test path analysis (*path analysis*) store atmosphere on customer loyalty mediated by customer satisfaction shows that the store atmosphere positive and significant impact indirectly on consumer loyalty through customer satisfaction as an intervening variable. So in this case hypothesis 4 which states that store atmosphere has a positive effect on consumer loyalty through acceptable customer satisfaction.

An impressive atmosphere can increase satisfaction and increase the potential to transform new consumers into loyal consumers. Consumer Loffle Pop Up Dessert Semarang has provided a good and positive response to the atmosphere that has been created such as good air conditioning or Wi-Fi provided by the Semarang Loffle Pop Up Dessert. Loffle also provides sufficient space for buyer transactions and provides a large parking space and allows consumers to park their vehicles.

This means that the Pop Up Dessert Loffle Semarang has been able to create an atmosphere that matches the expectations of consumers that makes them satisfied and loyal, marked by being

willing to come back and recommend to others. This is in line with research conducted by Listiono and Sugiono (2015) which states that store atmosphere positively influences customer loyalty through customer satisfaction. This research is also in line with Rofa's (2016) research which states that store atmosphere affects consumer satisfaction as a determinant of success in creating consumer loyalty.

The Influence of Customer Relationship Management on Consumer Loyalty through Consumer Satisfaction

Based on the path analysis, customer relationship management towards consumer loyalty mediated by consumer satisfaction shows that customer relationship management has a positive and indirect effect on consumer loyalty through consumer satisfaction as an intervening variable. So the hypothesis 5 which states that customer relationship management has a positive effect on consumer loyalty through customer satisfaction can be accepted.

In addition to the Yellow Card and Black Card, other forms of good relations provided are communication. The communication provided by the Loffle both directly and through websites or social media makes consumers have a commitment to continue to maintain relationships with the company. For example, the communication provided is through its Instagram account, @loffe.id, which provides free products to consumers if they successfully answer the questions given by the Loffle. This question is given every Tuesday or commonly called Tuesday Challenge.

Customer relationship management provided by Loffle Pop Up Dessert Semarang creates high customer satisfaction which will directly affect loyalty to Loffle Pop Up Dessert Semarang. This means that the closer the relationship between the consumer and the company, the more customer satisfaction will increase, which in turn affects the increase in Loffle Pop Up Dessert Semarang loyalty.

This research is in line with research conducted by Nardiman (2017) which states that customer relationship management has a positive effect on consumer loyalty through customer satisfaction. These results prove that consumers will feel satisfied with a good relationship according to customer needs.

CONCLUSION AND RECOMMENDATION

Based on the results of research and discussion, it can be concluded that Store atmosphere

re has a positive and significant effect on consumer loyalty. That is, the more store atmosphere is done, the level of consumer loyalty will increase. Store atmosphere has a positive and indirect effect on consumer loyalty through consumer satisfaction as an intervening variable. That is, consumer satisfaction is able to become an intervening variable between store atmosphere and consumer loyalty. Store atmosphere that is done can increase consumer satisfaction which has a positive impact on consumer loyalty. Customer relationship management has a positive effect on consumer loyalty. That is, the more customer relationship management is fulfilled, the level of consumer loyalty will increase. Customer relationship management has a positive and indirect effect on consumer loyalty through consumer satisfaction as an intervening variable. That is, consumer satisfaction can be an intervening variable between customer relationship management and consumer loyalty. A good customer relationship management will increase customer satisfaction with a positive impact on consumer loyalty. Consumer satisfaction has a positive and significant effect on consumer loyalty. That is, consumer satisfaction is increasingly fulfilled, will increase consumer loyalty.

Based on the above conclusions, this research suggests that the company improves the interior and exterior of the store, one of which is the layout of tables and chairs that make consumers feel comfortable. Parking lots also need attention. Large parking lots can make consumers satisfied and can appear to loyalty. Companies can regularly survey to consumers, so they can find out how much consumers can feel satisfied, trust, and loyal to Loffle Pop Up Dessert Semarang and can find out what consumers feel directly. The suggestion for the next researcher is to be able to develop research with other variables such as WoM variables, Product Innovation, service quality or other variables that can give rise to liking for the product so that the customer wants to believe and be loyal to the product. Subsequent researchers can also apply variables used in other fields, whether offering products or services, such as hospitals, restaurants, workshops, and freight forwarding services.

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