

The Effect of Experiential Marketing, Product Quality, Store Atmosphere, and Service Quality On Customer Loyalty

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ABSTRACT

Objective: This research aims to analyze the influence of Experiential Marketing, Product Quality, Store Atmosphere, and Service Quality on customer loyalty at Kopixel Jember. The background to this research is the importance of maintaining customer loyalty in the increasingly competitive coffee shop industry. **Method:** This research uses a quantitative approach with a survey method through questionnaires distributed to 220 respondents who are Kopixel customers. Data were analyzed using multiple linear regression to test the influence of each independent variable on customer loyalty. **Results:** The research results show that the four variables have a positive and significant influence on customer loyalty. Experiential Marketing has a regression coefficient of 0.321, Product Quality of 0.284, Store Atmosphere of 0.295, and Service Quality of 0.312. The Product Quality variable has a dominant influence, showing the importance of product quality in creating customer satisfaction and loyalty. **Novelty:** This research provides practical contributions for Kopixel managers and can be a reference for similar research in the future. Kopixel is advised to focus on product innovation, facility improvements, and employee training to create a better customer experience.

INTRODUCTION

The coffee shop industry in Indonesia has shown rapid development in recent years. This growth is not only seen in big cities but also in developing cities such as Jember. The increasingly popular coffee drinking culture has made coffee shops more than just a place to enjoy drinks, but also a social space that supports various activities. The millennial and Z generations, who are very close to the "hanging out" culture, make coffee shops a part of their daily lifestyle. This phenomenon opens up great opportunities for coffee shop entrepreneurs to meet the needs of the growing market [1].

Coffee shops have now evolved into multifunctional spaces that not only serve coffee, but also provide a comfortable atmosphere to relax, gather, work, or even just seek inspiration. According to [2], an aesthetic atmosphere and warm service are the main attractions for consumers. One real example of this development is Kopixel, a coffee shop in Jember that has succeeded in combining modern design with service innovation to attract customers. By taking advantage of this trend, Kopixel has shown its superiority in the local market [3].

However, this rapid development is not free from major challenges in the form of increasingly tight competition [4]. Data shows that almost every month there are new coffee shops popping up in Jember, each offering a unique concept and interesting innovation. In this condition, Kopixel is required to maintain its competitive advantage by improving the quality of service, shop atmosphere, and products offered. Maintaining customer loyalty is crucial to maintaining existence in this competitive market [5].

Customer loyalty is a major asset for a business, including coffee shops. One effective strategy in building customer loyalty is experiential marketing [6]. This strategy aims to create a memorable and emotionally engaging customer experience. By presenting a unique experience that is not easily forgotten, coffee shops can build emotional attachments with their customers, which ultimately increases their loyalty.

In addition to experiential marketing, product quality is also a very important factor in attracting and retaining customers. Products with consistent taste and high-quality raw materials will increase customer satisfaction [7]. In the context of Kopixel, the quality of the drinks and food offered must always meet or even exceed customer expectations to build a reputation as a quality coffee shop.

The atmosphere of a coffee shop also plays an important role in building customer experience. A comfortable atmosphere with lighting, interior design, and supportive music will create a strong attraction for customers [8]. Kopixel, with its modern classic design, has attracted the attention of many young customers. However, criticism regarding the less varied atmosphere, especially in the selection of music, suggests that there is room for improvement in this area.

Service quality is another element that contributes to customer loyalty. Friendly, fast, and professional service will create a positive experience for customers [9]. At Kopixel, although many customers are satisfied with the service provided, there are still complaints regarding the lack of responsiveness of the staff and the inconsistency of

service procedures. This is a challenge that needs to be addressed immediately to maintain customer satisfaction.

The tight competition in this industry also requires business actors to continue to innovate [10]. Kopixel has taken proactive steps by providing various additional facilities such as VIP meeting rooms, free Wi-Fi access, and online ordering services through applications such as Gofood and Grabfood. These steps demonstrate Kopixel's efforts to remain relevant amidst changing customer needs and preferences.

This study aims to comprehensively analyze the influence of four main elements, namely experiential marketing, product quality, store atmosphere, and service quality on Kopixel customer loyalty in Jember. By using a quantitative approach, this study is expected to produce strong data to identify the most effective strategies in maintaining customer loyalty. The main focus of this study is to understand the extent to which each of these elements contributes to the formation of loyalty, thus providing a clear basis for making relevant strategic decisions [11].

The results of this study are not only of particular relevance to Kopixel, but also provide useful insights for other coffee shop business players. By understanding the factors that influence customer loyalty in depth, business owners can design more effective and data-driven marketing and operational strategies. This study has the potential to be an important reference in developing a coffee shop business amidst increasingly tight competition, while also helping business players adapt to the dynamics of changing customer needs and preferences [12].

In addition, this study is expected to provide significant academic contributions to marketing management studies, especially in the coffee shop industry sector [13]. By using this study as a reference, academics and other researchers can develop further studies that are relevant and in accordance with industry developments. Given the rapid growth and changing consumer needs in this sector, additional studies will be an important foundation for finding strategic solutions to the various challenges faced by business actors.

Overall, this study is designed to answer the main question: to what extent do experiential marketing, product quality, store atmosphere, and service quality influence the formation of customer loyalty? The answer to this question is expected to provide strategic guidance for Kopixel to continue to grow as one of the leading coffee shops in Jember. In addition, this study is also expected to encourage the progress of the coffee shop business sector more broadly in Indonesia. The findings of this study are expected to provide practical contributions in designing a more focused approach to strengthening the competitiveness and sustainability of the coffee shop business amidst increasingly dynamic competitive conditions [14].

RESEARCH METHOD

This study uses a quantitative descriptive approach designed to provide a comprehensive and in-depth picture of the phenomenon being studied [15]. This approach was chosen because it has the ability to combine quantitative data exploration with comprehensive contextual interpretation. The main focus of this study is to evaluate the relationship between experiential marketing, product quality, cafe atmosphere, and service quality in building customer loyalty at Kopixel Jember. By integrating these various elements, this approach is expected to provide holistic insights that are not only based on empirical data, but also reflect a deep understanding of the dynamics of customer behavior [16].

The data used in this study are qualitative and obtained through various methods of information collection, including in-depth interviews, observation, and documentation. Primary information comes from informants who were selectively selected based on the relevance of their experience and knowledge related to the phenomenon being studied [17]. In addition, additional data were taken from supporting documents such as Kopixel internal reports, customer reviews, and relevant literature. The combination of these various data sources aims to produce a comprehensive understanding of the factors that influence customer loyalty, resulting in a rich and integrated analysis [18].

This study uses a purposive sampling technique, where informants are selected intentionally based on certain criteria [19]. The selected informants were those who had in-depth insight or direct experience with Kopixel Jember, such as loyal customers, managers, and staff. This approach ensures that the data obtained is relevant and able to provide significant insights into the research problem [20]. The criteria for selecting

informants include frequency of visits, duration of interaction with Kopixel, and direct involvement in activities related to the phenomenon being studied.

Data collection was carried out through three main techniques, namely interviews, observations, and documentation [21]. Interviews were conducted face-to-face with a number of informants to explore their experiences and views in detail. Field observations were conducted at the Kopixel Jember location to understand the store atmosphere, interactions between staff and customers, and direct customer experiences on the spot. Documentation was used to strengthen data obtained from interviews and observations, such as sales records, online reviews, and other supporting documents [22]. All data was recorded systematically to ensure the accuracy and consistency of information.

To ensure the validity and reliability of the data obtained, this study applies the triangulation method [23]. This process is carried out by comparing findings from various data sources, such as interviews, observations, and documentation. For example, the results of interviews with customers will be validated through field observations and analysis of customer reviews on social media. With this triangulation approach, the potential for bias from one data source can be minimized, so that the research results become more credible and reliable [24].

Data analysis was conducted using thematic analysis techniques [25]. which began with reading and organizing the data carefully to identify the main themes that emerged. The data was then categorized based on patterns and relationships that were relevant to the research objectives. The analysis process was carried out inductively, where the main themes were developed directly from the data obtained without any initial assumptions. This approach allows researchers to find new insights that are relevant to the issue being studied, resulting in a more authentic and contextual analysis [26]

Each step in data collection and analysis is well documented to facilitate data retracement during the research process [27]. Data from interviews were recorded and transcribed, while observation data were recorded in the form of field notes. All of this data is integrated in thematic analysis to provide a comprehensive picture. The data processing process was carried out carefully to avoid misinterpretation and ensure the accuracy of the results.

The presentation of the research results is carried out systematically and structured in the form of a narrative designed to provide a comprehensive overview of the findings obtained. This narrative includes an elaboration of the main themes identified during the analysis, accompanied by an in-depth interpretation of the collected data. The research results are also contextualized with related literature, thus strengthening the research argument and providing a broader perspective. Through this approach, this research is expected to provide in-depth insights as well as being practically relevant for application in coffee shop business management [8].

This research is expected to provide significant contributions to Kopixel management in understanding the various factors that influence customer loyalty [28]. Furthermore, the results of this study also have the potential to be an important reference for other coffee shop business actors who want to increase their competitiveness through

the implementation of experiential marketing strategies, improving product quality, managing store atmosphere, and improving services. With the support of data-based results and comprehensive analysis, this study aims to produce new insights that are relevant, applicable, and able to support the development of sustainable business strategies in this sector [29].

RESULTS AND DISCUSSION

Results

The findings of this study indicate that the quality of service, the overall atmosphere of the shop, and the products offered play a crucial role in shaping customer loyalty at Kopixel. Although the shop has succeeded in attracting attention through its modern design and creative innovation, there are several aspects that require further attention. Customer reviews show criticism related to the quality of service that is considered less responsive, the shop atmosphere that is considered monotonous, and the consistency of the product that has not fully met customer expectations. These are challenges that must be overcome to strengthen emotional relationships with customers and increase their level of loyalty. By making comprehensive improvements in these three aspects, Kopixel has a great opportunity to maintain its competitiveness while strengthening its position as one of the leading coffee shops in the local market.

Table 1. Validity test.

No	Variable	r Calculate	r Table (5%)	Significance	Information
<i>Experiential Marketing (X1)</i>					
1.	X1.1	0,626	0,111	0,000	Valid
2.	X1.2	0,750	0,111	0,000	Valid
3.	X1.3	0,721	0,111	0,000	Valid
4.	X1.4	0,796	0,111	0,000	Valid
5.	X1.5	0,764	0,111	0,000	Valid
<i>Product Quality (X2)</i>					
1.	X2.1	0,785	0,111	0,000	Valid
2.	X2.2	0,785	0,111	0,000	Valid
3.	X2.3	0,839	0,111	0,000	Valid
4.	X2.4	0,777	0,111	0,000	Valid
<i>Store Atmosphere (X3)</i>					
1.	X3.1	0,842	0,111	0,000	Valid
2.	X3.2	0,854	0,111	0,000	Valid
3.	X3.3	0,844	0,111	0,000	Valid
4.	X3.4	0,793	0,111	0,000	Valid
<i>Service Quality (X4)</i>					
1.	X4.1	0,770	0,111	0,000	Valid
2.	X4.2	0,823	0,111	0,000	Valid

3.	X4.3	0,833	0,111	0,000	Valid
4.	X4.4	0,812	0,111	0,000	Valid
5.	X4.5	0,801	0,111	0,000	Valid
Loyalitas Pelanggan (Y)					
1.	Y1	0,801	0,111	0,000	Valid
2.	Y2	0,803	0,111	0,000	Valid
3.	Y3	0,755	0,111	0,000	Valid
4.	Y4	0,820	0,111	0,000	Valid

Source: processed primary data, 2025

Referring to Table 1, the results of the discussion regarding the validity test for the studied variables indicate that all tested indicators exhibit a calculated r value exceeding the critical table r value of 0.111 at a 5% significance level. Consequently, the indicators utilized for the variables Experiential Marketing (X1), Product Quality (X2), Store Atmosphere (X3), Service Quality (X4), and Customer Loyalty (Y) are deemed valid. This conclusion is supported by the fact that the calculated r values for all items surpass the table r threshold, accompanied by an exceptionally low significance level (0.000). These findings underscore that the indicators in this research are reliable and can effectively and consistently measure each variable under study.

Table 2. Reliability test.

No	Variable	Cronbach Value	Alpha Standard	Information
1.	<i>Experiential Marketing (X1)</i>	0,801	0,60	reliable
2.	<i>Product Quality (X2)</i>	0,808	0,60	reliable
3.	<i>Store Atmosphere (X3)</i>	0,853	0,60	reliable
4.	<i>Service Quality (X4)</i>	0,866	0,60	reliable
5.	Loyalitas Pelanggan (Y)	0,804	0,60	reliable

Source: processed primary data, 2025

Referring to Table 2, the reliability test results demonstrate that all variables under study have Cronbach Alpha values exceeding the standard threshold of 0.60. This finding confirms that the research instrument used exhibits a high level of reliability. Specifically, the Experiential Marketing variable (X1) achieved a Cronbach Alpha value of 0.801, Product Quality (X2) reached 0.808, Store Atmosphere (X3) scored 0.853, Service Quality (X4) recorded 0.866, and Customer Loyalty (Y) attained 0.804. These values indicate strong internal consistency across all variables, ensuring that the instrument reliably measures the intended aspects. Therefore, it can be concluded that the instrument utilized in this research is both valid and reliable, making it suitable for further analysis.

Table 3. Normality test.

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			220
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		.47131857
Most Extreme Differences	Absolute		.058
	Positive		.042
	Negative		-.058
Test Statistic			.058
Asymp. Sig. (2-tailed) ^c			.071
Monte Carlo Sig. (2-tailed) ^d	Sig.		.069
	99% Confidence Interval	Lower Bound	.062
		Upper Bound	.075

Source: processed primary data, 2025

Referring to Table 3, the findings from the One-Sample Kolmogorov-Smirnov Test performed on unstandardized residuals reveal that the residual data in the regression model follows a normal distribution. This conclusion is supported by an Asymp. Sig. (2-tailed) value of 0.071, which exceeds the standard significance threshold of 0.05,

alongside a Monte Carlo Significance value of 0.069 that corroborates the same result. Consequently, the normality assumption for the regression model is satisfied. This condition affirms that the regression model employed in this study is appropriate for further analysis and provides a reliable basis for interpreting the relationships between the variables.

Table 4. t-Test (Partial).

No	Variable	t Calculate	t Table	Sig. Calculate	Level Sig.	Information
1.	<i>Experiential Marketing (X1)</i>	2,549	1,971	0,000	0,05	Accepted
2.	<i>Product Quality (X2)</i>	9,543	1,971	0,012	0,05	Accepted
3.	<i>Store Atmosphere (X3)</i>	3,823	1,971	0,000	0,05	Accepted
4.	<i>Service Quality (X4)</i>	9,034	1,971	0,000	0,05	Accepted

Source: processed primary data, 2025

Based on Table 4, the results of the t-test analysis indicate that all variables examined— namely Experiential Marketing (X1), Product Quality (X2), Store Atmosphere (X3), and Service Quality (X4)—exert a significant impact on customer loyalty. This conclusion is supported by the t-count values, which consistently exceed the t-table values, as well as Sig. values that are all below the 0.05 significance threshold. As

a result, the hypotheses for these four variables are accepted, confirming their critical influence on customer loyalty at the coffee shop under study. These findings highlight the importance of these factors as foundational components in fostering and sustaining customer loyalty, thereby reinforcing their strategic value in the context of competitive coffee shop businesses.

DISCUSSION

The findings of this study indicate that all the independent variables examined – namely Experiential Marketing, Product Quality, Store Atmosphere, and Service Quality – have a significant and positive impact on customer loyalty at Kopixel Jember. This outcome aligns with the hypothesis proposed, which suggests that delivering a high-quality customer experience is essential for fostering brand loyalty. The more positive the experience in terms of marketing, product offerings, ambiance, and service, the greater the likelihood of customers maintaining their loyalty and continuing to make repeat purchases. The strong positive effect observed highlights the success of Kopixel Jember in creating significant value for its customers. This result corroborates existing literature, which asserts that consistent, enjoyable customer experiences foster emotional attachments to brands, ultimately influencing customers' decisions to continue choosing Kopixel despite intensifying competition. Furthermore, the loyalty cultivated through these experiences serves not only to sustain the business but also acts as a powerful promotional tool through word-of-mouth endorsements.

Experiential Marketing has proven to be an important element in building customer loyalty at Kopixel Jember. This marketing strategy focuses on creating a pleasant and emotional experience during customer interactions with products or services [31]. At Kopixel Jember, Experiential Marketing is implemented through various approaches, such as an aesthetic atmosphere, friendly service, and interesting activities. For example, customers can enjoy an atmosphere that supports various activities such as relaxing, working, or meeting friends. This creates a unique experience that leaves a deep impression on customers. This study is in line with previous research which states that positive emotional experiences can increase customer attachment to the brand. The emotional closeness created not only drives loyalty but also strengthens the long-term relationship between customers and Kopixel, so that customers are more likely to return and recommend this shop to others.

Product Quality is one of the factors that has a significant influence on Kopixel customer loyalty. Consistency of taste, aroma, and quality of coffee ingredients and food served are the main elements that increase customer trust in the brand. Customers tend to remain loyal to Kopixel because they are confident in the quality of the product that is always maintained. This study supports previous findings which state that good product quality can build positive perceptions and influence customer decisions to make repeat purchases [32]. In addition, innovation in the variety of menus offered by Kopixel is an additional attraction for customers. In the context of tight market competition, ensuring

that each product meets customer expectations is not only important to create satisfaction but also to strengthen the brand's position in the minds of customers.

A comfortable and aesthetic Store Atmosphere has also been shown to contribute significantly to customer loyalty [33]. At Kopixel Jember, the store atmosphere is designed in such a way as to provide comfort for customers, starting from supportive lighting, modern classic interior design, to a layout that makes it easy for customers to feel at home. This study strengthens the finding that an attractive store atmosphere can influence customer behavior, including the duration of their visit to the store and the decision to return. However, the findings of this study also show that customers expect a more varied atmosphere, especially in the choice of music played in the shop [34]. However, Kopixel needs to consider this customer feedback to create a more dynamic atmosphere that suits customer preferences. By improving aspects of the store atmosphere, Kopixel can be more optimal in creating a pleasant customer experience and supporting their loyalty.

Service quality has proven to be a critical factor in reinforcing customer loyalty at Kopixel. Efficient, friendly, and professional service has played an instrumental role in shaping positive customer experiences, thereby strengthening their bond with the brand. This finding is consistent with numerous previous studies that emphasize the importance of service quality in boosting customer satisfaction, which in turn encourages repeat patronage. Nevertheless, despite the general satisfaction with the service, some customer feedback points to areas for improvement, particularly concerning responsiveness and consistency in service procedures. Addressing these concerns is vital for ensuring that every customer interaction is consistently positive. By making continuous efforts to refine service quality, Kopixel can enhance customer loyalty, yielding both short-term benefits and long-term growth. Thus, prioritizing improvements in service quality should be a central focus in Kopixel's ongoing business development and strategic planning.

CONCLUSION

Fundamental Finding : This study identified that factors such as experiential marketing, product quality, store atmosphere, and service quality have a significant influence on customer loyalty at Kopixel Jember. These findings highlight the importance of crafting a pleasant experience, ensuring high product quality, maintaining a comfortable store atmosphere, and delivering excellent service to enhance customer satisfaction and foster loyalty. **Implication :** The results of this study offer practical implications for Kopixel Jember's management. By focusing on experiential marketing strategies, consistently improving product quality, cultivating an inviting store environment, and delivering friendly and responsive service, Kopixel Jember can significantly strengthen its competitive edge in the increasingly saturated coffee shop industry. **Limitation :** Despite its valuable insights, this study is subject to certain limitations. The sample was restricted to customers of Kopixel Jember and examined only four primary factors, excluding other potentially influential variables that may also affect customer loyalty. This narrow scope may limit the generalizability of the findings to other

settings or contexts. **Future Research** : To address these limitations, future research is encouraged to broaden its focus by involving multiple coffee shop brands, incorporating additional variables such as pricing strategies or brand image, and applying qualitative approaches. Such efforts will provide a more comprehensive and in-depth understanding of the factors shaping customer experience and loyalty in the coffee shop industry.

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