

## RESEARCH ARTICLE



## How do coffee shop atmosphere, product quality, and location drive customer loyalty?

Dindi Heryuana , T. Putri Lindung Bulan and Muhammad Rizqi Zati

Department of Management, Faculty of Economics and Business, Universitas Samudra, Langsa, Indonesia

### ABSTRACT

This study aims to examine the influence of coffee shop atmosphere, product quality, and location on customer loyalty at Haloji Coffee in Aceh Tamiang Regency. The research involved 96 respondents who had visited Haloji Coffee more than twice. Data were analyzed using multiple linear regression analysis, partial significance testing, simultaneous significance testing, and the coefficient of determination. The results show that coffee shop atmosphere, product quality, and location each have a positive and significant influence on customer loyalty. These three factors are important in strengthening customer retention, as indicated by the adjusted coefficient of determination, which shows that 80.3% of the variation in customer loyalty can be explained by the model. The remaining 19.7% is influenced by other variables not examined in this study.

### KEYWORDS

Coffee shop atmosphere; product quality; location; customer loyalty

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## 1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia are predominantly household-scale businesses that play a crucial role in absorbing a significant portion of the labor force. According to data from the Ministry of Cooperatives and SMEs in 2019, there were approximately 65.4 million MSMEs in Indonesia. The number of MSMEs has continued to grow, showing a positive trend that contributes substantially to the national economy. MSMEs account for 60.5% of Indonesia's Gross Domestic Product (GDP), indicating their great potential to be further developed as key drivers of economic growth.

One sector experiencing rapid growth within the MSME landscape is the culinary industry, particularly coffee shops. The coffee shop industry has developed significantly in recent years, in line with increasing public demand for coffee-based

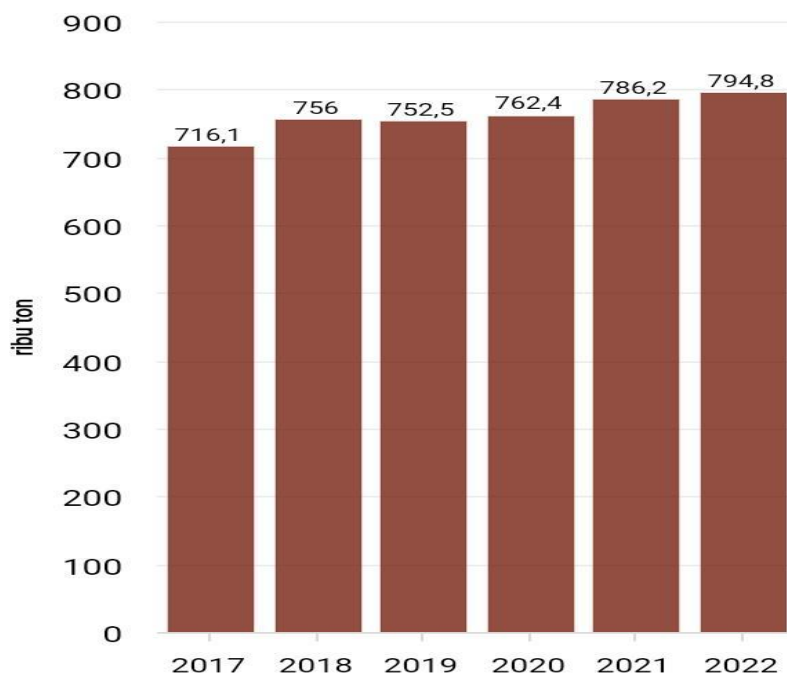
**CORRESPONDING AUTHOR** Dindi Heryuana ✉ [dindiheryuana09@gmail.com](mailto:dindiheryuana09@gmail.com) 📍 Department of Management, Faculty of Economics and Business, Universitas Samudra, Langsa, Indonesia

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beverages. According to data from the International Coffee Organization (ICO), coffee consumption in Indonesia has continued to rise since 2017 (see [Figure 1](#)). In the 2017/18 period, consumption reached 4,750 (in thousand 60-kg bags), and this figure increased to 5,000 by the 2020/21 period (ICO, 2021). This growth is supported by a parallel increase in coffee production, which reached 794.8 thousand tons in 2022—an increase of approximately 1.1% from the previous year (Databoks, [2023](#)).



**Figure 1.** Coffee production volume in Indonesia, 2017–2022. *Source:* Databoks, 2023

The proliferation of coffee shops is also driven by lifestyle changes among the Indonesian population. Coffee shops today are not only favored by teenagers but also by adults, whether they are coffee enthusiasts or simply seeking a comfortable space to socialize, work, or hold discussions. Many coffee shops now offer aesthetically pleasing, Instagrammable, and unique interior designs that appeal to modern consumers seeking both visual and experiential satisfaction.

Urban lifestyle trends—such as the desire for practicality, fast service, and social spaces—encourage entrepreneurs to create products and services that align with these preferences. New menu offerings and service innovations are introduced to maintain customer satisfaction and prevent consumers from switching to

competitors (Han & Ryu (2009). This trend has led to increasingly fierce competition among coffee shops, necessitating strategic efforts to retain customer loyalty.

Customer loyalty is an essential indicator of business success (Jin et al., 2012). According to Purwanto (2016), customer loyalty reflects a producer's success in creating quality products and competing in the market. Loyalty is shown through the customer's ongoing decision to repurchase or revisit over a sustained period.

Several key factors influence customer loyalty, including coffee shop atmosphere, product quality, and location. Each coffee shop typically offers a unique atmosphere to attract and retain customers. Ambience—such as interior design, seating comfort, music, and facilities like Wi-Fi—can enhance the overall customer experience and differentiate one coffee shop from another (Kusumawati, 2014).

Product quality also plays a central role. According to Kotler & Keller (2016), product quality is the ability of a product to perform its functions reliably and exceed customer expectations. High-quality products should meet consumer demands in terms of taste, price, durability, and safety, and be easy to produce and enjoy.

**Table 1.** Monthly customer visits to Haloji Coffee in 2023

Month	Number of Visitors
January	2.076
February	1.802
March	1.752
April	2.434
May	1.738
June	2.059
July	1.969
August	1.712
September	1.717
October	1.806
November	1.737
December	1.920

Source: Haloji Coffee, 2023

Location is another critical factor. Tjiptono (2015) defines location as part of the marketing mix that facilitates the distribution of goods and services to consumers. A strategic location not only ensures accessibility but also strengthens a business's competitive edge. An ideal location is one that is easy to reach and visible to the target market.

One coffee shop atmosphere that caught the attention of this research is Haloji Coffee, located on Rantau Street, Bukit Tempurung, Kuala Simpang, Aceh Tamiang.

Haloji Coffee offers a minimalist and outdoor-themed concept and serves both coffee and non-coffee menu items. Visitor data from January to December 2023 show fluctuating customer numbers, with a noticeable spike in April due to the Ramadan and Eid holidays. However, the number declined again in May, suggesting the need for consistent attraction strategies (see [Table 1](#)).

A preliminary survey conducted by the researcher involving 15 respondents revealed mixed perceptions. Ten respondents found the coffee shop atmosphere uncomfortable during the day due to the outdoor heat, while five others appreciated the minimalist and Instagrammable concept, which appeals to younger visitors. Regarding product quality, nine respondents expressed satisfaction with the taste and uniqueness of Haloji's drinks, whereas six noted inconsistencies attributed to barista shifts. As for the location, all respondents agreed that it is strategic; however, they raised concerns about limited parking space, which often forces visitors to park on the roadside, creating inconvenience and safety issues.

## 2. Literature review

### 2.1. *Coffee shop atmosphere*

Coffee shop atmosphere refers to the environmental design that utilizes visual and sensory elements to influence consumer responses and purchasing behavior. A well-designed atmosphere helps create comfort, aligning with consumer preferences and encouraging them to spend more time in the coffee shop atmosphere. Rahmawati (2018) defines atmosphere as a planned environment that is tailored to the target market and can attract consumers to make purchases. In the context of coffee shop atmospheres, the atmosphere becomes a distinguishing factor, influencing consumers' decisions to visit and revisit a particular place.

Utami (2016) emphasizes that coffee shop atmosphere involves the arrangement of lighting, aroma, music, colors, and spatial design to stimulate emotional responses and influence customer perceptions. This contributes to a sense of comfort and satisfaction. Similarly, Amin (2014) states that coffee shop atmosphere refers to the emotional effects created through interior elements such as lighting, sound systems, air conditioning, and customer service. Nggaaur (2018) adds that these elements—whether visual, auditory, or physical—can either enhance comfort or lead to disappointment, ultimately affecting the overall customer experience.

## 2.2. Product quality

Product quality is one of the most critical attributes valued by consumers. It reflects how well a product meets or exceeds consumer expectations. According to Kotler & Keller (2016), product quality refers to a product's ability to perform its intended functions, including aspects such as durability, reliability, and precision. High-quality products enhance customer satisfaction and are likely to encourage repeat purchases.

Armstrong et al. (2018) define product quality as the characteristics of a product or service that contribute to its capacity to fulfill customer needs. Similarly, Assauri (2018) notes that product quality encompasses the inherent features of a product that align with its intended function and consumer expectations. In summary, product quality is the ability of a product to satisfy customer needs, and it plays a vital role in shaping customer perceptions and loyalty.

## 2.3. Location

Location is a key factor in determining business success, especially in the service industry. According to Siahaan et al. (2019), location refers to the physical space, either interior or exterior, where transactions or services occur. Utami (2017) highlights that location represents the physical presence of a business and significantly affects how customers perceive a company's performance in meeting their needs.

Jay & Barry (2016) describe location as a strategic determinant of both costs and revenues, making it a crucial aspect of a company's competitive strategy. Armstrong (2018) define location as part of the distribution strategy that ensures products or services are easily accessible to the target market. Thus, selecting a strategic location is essential for reaching customers efficiently and maximizing business potential. A good location should also consider surrounding market potential and accessibility.

## 2.4. Customer loyalty

Customer loyalty is a fundamental indicator of long-term business sustainability. Hery (2018) defines loyalty as a form of dedication, discipline, and responsibility to consistently uphold and engage with a product or service. Yuniarti (2023) explains

loyalty as the percentage of customers who continue purchasing over a certain period and make repeat purchases after their initial experience.

Usmara (2015) defines customer loyalty as a deep commitment to repurchase or re-subscribe to a preferred product or service consistently in the future, even when external factors or marketing efforts encourage switching behavior. Loyal customers exhibit repeat buying behavior and are less likely to be influenced by competing offerings, making loyalty a key asset for business growth and competitive advantage.

### 3. Methodology

#### 3.1. Data collection

Data collection is one of the most strategic steps in a research process, as it directly supports the achievement of research objectives. In this study, data were collected through both field and literature studies.

Field data were obtained using three main techniques: observation, interviews, and questionnaires. Observation was conducted by directly examining the physical conditions of Haloji Coffee, including the coffee preparation area and the overall coffee shop atmosphere environment. According to Sugiyono (2018), observation is a technique with specific characteristics that involves direct observation of the research setting.

Interviews were carried out with customers who visited or purchased products at Haloji Coffee in Aceh Tamiang Regency. As defined by Yusuf et al. (2021), an interview is an interactive process involving direct communication between the interviewer and the informant to obtain information about the object of study.

In addition, questionnaires were distributed to respondents to gather structured responses. The questionnaire consisted of a series of written questions or statements that participants were asked to respond to, in line with the definition by Sugiyono (2017). The responses were assessed using a modified Likert scale, which measures attitudes, opinions, and perceptions on a five-point scale. According to Sugiyono (2017), the Likert scale is particularly effective in capturing individual or group responses to social phenomena. The scoring system used in this study ranged from 1 (Strongly Disagree) to 5 (Strongly Agree).

In addition to field data, secondary data were obtained through a literature study. Literature study, according to Sugiyono (2016), refers to theoretical reviews and references that relate to the values, culture, and norms that develop within the social context being studied. In this research, literature studies were obtained from a variety of sources including books, academic journals, scientific articles, and online

materials that are relevant to the topic of study. These references served to strengthen the theoretical foundation and support the analysis of findings.

### 3.2. Population and sample

The population is defined as the entire group of individuals or objects that possess certain characteristics and are the focus of a research study (Tarjo, 2019). In this study, the population consists of all customers of Haloji Coffee. However, the exact number of population members is unknown.

The sample is a subset of the population that provides data for the research (Sugiyono, 2018). Given that the total population is unknown, this study employed a non-probability sampling technique, specifically purposive sampling. Purposive sampling is a technique in which samples are selected based on specific criteria or considerations relevant to the research objectives (Sugiyono, 2016). This technique was used because not all individuals in the population meet the requirements necessary to be included in the sample.

The criteria for selecting respondents were: (1) customers aged at least 17 years, and (2) customers who had made purchases at Haloji Coffee more than twice.

To determine the sample size, the formula for unknown population size was used, as proposed by Zahrowati & Suparwati (2018), with an error margin of 5% and a confidence level of 95%. The formula used is as follows:

$$n = \left( \frac{Z\alpha \cdot \sigma}{e} \right)^2 \quad (1)$$

Where  $n$  = required sample size,  $Z\alpha$  = z-score at 95% confidence level (1.96),  $\sigma$  = standard deviation (0.25),  $e$  = margin of error (0.05)

Substituting the values into the formula:

$$n = \left( \frac{(1,96) \times (0,25)}{0,05} \right)^2 = 96.04 / \text{approx } 96 \quad (2)$$

## 4. Results

### 4.1. Descriptive analysis of respondent characteristics

The characteristics of respondents in this study include gender, age, occupation, and frequency of purchase. Based on the data obtained from 96 respondents through a questionnaire, the following descriptions can be provided (Table 2).

**Table 2.** Respondent characteristics

Characteristic	Category	Number of respondents	Percentage
Gender	Male	44	45,8
	Female	52	54,2
	Total	96	100
Age	17-24 years old	39	40,8
	25-32 years old	33	34,3
	33-39 years old	13	13,5
	> 40 years	11	11,4
	Total	96	100
Jobs	Student	36	37,5
	Entrepreneurship	11	11,5
	Employees	21	21,8
	PNS	8	8,4
	Others	20	20,8
	Total	96	100
Purchase frequency	2 times	14	14,6
	3 times	17	17,7
	4 times	23	23,9
	> 4 times	42	43,8
	Total	96	100

In terms of gender, 52 respondents (54.2%) were female and 44 respondents (45.8%) were male. This indicates that the study involved a slightly higher number of female respondents.

Regarding age, the majority of respondents (40.8%) were in the 17–24 year age range, followed by 34.3% in the 25–32 year range, 13.5% in the 33–39 year range, and 11.4% aged over 40 years. This suggests that the respondents were predominantly young adults.

In terms of occupation, 37.5% of respondents were students, 21.8% were employees, 20.8% were engaged in other professions, 11.5% were entrepreneurs, and 8.4% were civil servants. It can be concluded that the majority of the participants were students or individuals pursuing education.

For the frequency of purchase, 43.8% of respondents had made purchases at Haloji Coffee more than four times, 23.9% had made four purchases, 17.7% had made three purchases, and 14.6% had made two purchases. This indicates that most respondents were repeat customers who had visited Haloji Coffee more than four times.



## 4.2. Descriptive statistics

The instrument used in this study was a questionnaire. The research was conducted by distributing questionnaires to 96 respondents in Aceh Tamiang City, specifically targeting customers who had visited Haloji Coffee more than twice. Descriptive analysis was carried out to provide an overview of the general characteristics of the respondents, including gender, age, occupation, and frequency of purchase. This section also presents respondents' responses to the statements listed in the questionnaire.

A total of 36 statement items were used in the questionnaire, comprising 8 items related to the coffee shop atmosphere variable (X1), 14 items for the product quality variable (X2), 8 items for the location variable (X3), and 6 items for the customer loyalty variable (Y).

## 4.3. Results of regression analysis

To examine the effect of the independent variables on the dependent variable, a multiple linear regression analysis was conducted. The results of this analysis are presented in Table 3.

**Table 3.** Result of regression

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.357	1.142		2.940	0.004
Coffee shop atmosphere	0.105	0.033	0.163	3.171	0.002
Product Quality	0.163	0.023	0.427	7.147	0.000
Location	0.251	0.028	0.502	9.103	0.000
Adjusted R Square	0.803				
F	130.245				0.000

Note: Dependent variable is Customer Loyalty

The interpretation of the multiple linear regression equation in Table 2 is as follows: the constant value of 3.357 represents the predicted value of customer loyalty (Y) when the variables coffee shop atmosphere (X1), product quality (X2), and location (X3) are held constant.

The regression coefficient for the coffee shop atmosphere variable (X1) is 0.105, indicating a positive effect on customer loyalty. This means that if the coffee shop

atmosphere increases by one unit, customer loyalty is expected to increase by 0.105, assuming the other variables remain constant.

The regression coefficient for the product quality variable (X2) is 0.163, also indicating a positive influence on customer loyalty. In other words, a one-unit increase in product quality will lead to an increase in customer loyalty by 0.163, assuming coffee shop atmosphere and location remain unchanged.

Similarly, the regression coefficient for the location variable (X3) is 0.251, showing a positive relationship with customer loyalty. This implies that a one-unit increase in the location score is predicted to increase customer loyalty by 0.251, with the other variables held constant.

Referring to Table 2, the significance value (F sig.) is 0.000. Since this value is less than 0.05 ( $0.000 < 0.05$ ), it can be concluded that the variables coffee shop atmosphere, product quality, and location simultaneously have a significant effect on customer loyalty at Haloji Coffee in Aceh Tamiang Regency. Therefore, the research hypothesis is supported.

Furthermore, the Adjusted R Square value is 0.803, indicating that 80.3% of the variation in customer loyalty can be explained by the three independent variables: coffee shop atmosphere, product quality, and location. The remaining 19.7% is attributed to other factors outside the scope of this study, such as price, service quality, and product innovation.

## 5. Discussion

### 5.1. The effect of coffee shop atmosphere on customer loyalty

Coffee shop atmosphere refers to the environmental ambiance created through elements such as lighting, aroma, music, color, and spatial arrangement that collectively influence customers' emotional responses and comfort levels. The results of the analysis show that the coffee shop atmosphere has a significant influence on customer loyalty at Haloji Coffee in Aceh Tamiang Regency. Most respondents agreed that Haloji Coffee provides a clean environment, pleasant music, attractive visual elements such as art displays and greenery, and a well-organized layout that supports customer movement and comfort. These findings support previous research, which also found that a positive coffee shop atmosphere significantly contributes to customer loyalty (e.g. Fauzi, 2019; Hidayat et al., 2024; Al Karim &

Habiba, 2020; Mutia et al., 2022; Ratasuk, 2022; Shin et al., 2015; Ul Husna et al., 2024).

### 5.2. The effect of product quality on customer loyalty

Product quality reflects a product's ability to fulfill customer expectations and satisfaction. The findings indicate that product quality has a significant impact on customer loyalty. Respondents highlighted that the beverages at Haloji Coffee are not only flavorful and aromatic but also made using equipment that meets operational standards. The ingredients are always fresh and within the consumption period, and the menu items are served in accordance with stated specifications. Additionally, customers noted that the taste consistency of the drinks—whether served hot or cold—enhanced their loyalty. These results are consistent with the studies of Chasanah (2019), and Wu (2017), which demonstrated a strong relationship between product quality and customer loyalty.

### 5.3. The effect of location on customer loyalty

Location refers to the physical placement and accessibility of a business, which influences customer convenience and foot traffic. The study reveals that location significantly affects customer loyalty at Haloji Coffee. Respondents stated that the coffee shop atmosphere is easily visible from a reasonable distance, is located in a comfortable and conducive surrounding environment, and is strategically positioned in an area with high public activity. These findings are supported by the research of Susianti et al. (2021), which found that location plays a crucial role in maintaining and enhancing customer loyalty.

## 6. Conclusion

Based on the analysis and discussion, it can be concluded that three main variables—coffee shop atmosphere, product quality, and location—each have a significant and positive influence on customer loyalty at Haloji Coffee in Aceh Tamiang Regency. The coefficient of determination indicates that these three variables collectively explain 80.3% of the variation in customer loyalty. The remaining 19.7% is likely influenced by other factors not examined in this study, such as pricing strategies, service quality, and product innovation. These findings highlight the importance of

creating a pleasant atmosphere, maintaining high product standards, and choosing a strategic location in efforts to foster and retain customer loyalty.

### Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

### ORCID

Dindi Heryuana  <https://orcid.org/0009-0004-8126-3503>

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