Research Paper

The Influence of Servicescape and Brand Image on Consumer Loyalty with Consumer Satisfaction as An Intervening Variable at The Coffee Crowd Medan

Mainawati Br Ginting[1], Arlina Nurbaity Lubis[1], Beby Karina Fawzeea Sembiring[1]

[1]Master of Management Science Study Program Faculty of Economics and Business Universitas Sumatera Utara

Corresponding Author: Mainawati Br Ginting

ABSTRACT

In the current era of globalization, coffee shops are becoming popular in Indonesia. Coffee shops are also of interest to various young and old groups. The Coffee Crowd Plaza Medan Fair is one of Medan's most visited coffee shops. This study aims to analyze the effect of servicescape and brand image on consumer loyalty, with customer satisfaction as an intervening variable. The research was conducted at The Coffee Crowd Plaza Medan Fair. This type of research is causal associative. The number of samples studied in this study was 81 respondents. Data analysis was carried out through PLS-SEM using the SmartPLS program. The results showed that servicescape had a positive and significant effect on customer satisfaction. Servicescape has a positive and significant effect on consumer loyalty. Brand image has a positive and significant effect on consumer satisfaction, and brand image has a positive and significant effect on consumer loyalty. Consumer satisfaction has a positive and significant effect on consumer loyalty. Servicescape and brand image have a positive and significant effect on consumer loyalty through customer satisfaction.

Keywords: Servicescape, Brand Image, Customer Satisfaction, Customer Loyalty

INTRODUCTION

One of the changes in today's modern lifestyle is the habits of certain people who spend time in coffee shops. Bernard et al., (2012) coffee shops often feature large, comfortable areas where customers may purchase hot beverages and cold snacks for consumption primarily in-house but often take-away. Some coffee shops set up their outlets in shopping centers which are architecturally enclosed buildings with regulated temperatures and have regular walking paths. Plaza Medan Fair is a shopping center located in a strategic commercial area in Medan city. There are several coffee shops at Plaza Medan Fair. One of them is The Coffee Crowd.

One of the main objectives of marketing activities is measured by the achievement of consumer loyalty. Loyalty is a deeply held commitment to consistently repurchase products/services in the future, thereby causing repeated purchases of the same brand despite situational influences and marketing efforts that have the potential to cause switching behavior (Wantara, 2015). determinant loyalty lies in customer satisfaction. Customer satisfaction is an important benchmark in business continuity. Satisfaction results from consumer assessments indicate that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less (Sudaryono, 2016). Highly satisfied or service-loving customers tend to become

loyal supporters of the company, combine all their purchases with one service provider, and spread positive news.

On the other hand, dissatisfaction keeps customers away and becomes a determining factor in switching behavior (Lovelock et al., 2011). Kotler and Keller (2016) mention that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance of a product or service with his expectations. Halim (2019) found that consumer satisfaction positively and significantly affected consumer loyalty. The better the level of consumer satisfaction, the higher the consumer loyalty. Likewise, the findings of Cheng and Rashid (2013) and Rachmawati (2014). On the other hand, Nugroho (2015) found that customer satisfaction did not significantly affect consumer loyalty. It shows that consumer loyalty is not formed or influenced by perceived or received customer satisfaction.

Servicescape in a coffee shop is a big challenge for conventional marketers to maintain consumer loyalty from marketers who provide an attractive servicescape. Consumer satisfaction can be created by paying attention to the servicescape, which is part of the marketing strategy (Hurriyati, 2010). The company's physical facilities are essentially "wrapping" or "packaging" the services offered and communicating an external image of what is in them to consumers (Tjiptono, 2014).

Circumstances influence consumer and employee behavior (Ronsembaum & Massaiah, 2011). Lovelock et al. (2011) explained that the physical environment helps shape consumers' and employees' desired feelings and reactions. Servicescape is closely related to style and physical appearance, another element of the experience that consumers encounter in service delivery. Service environments are often designed to facilitate service delivery and increase productivity.

The challenge for servicescape designers is to use signs, symbols, and artifacts to guide consumers throughout the service delivery process. Consumers become confused when they cannot interpret clear signs/signs from a servicescape, causing anxiety and uncertainty in continuing the process and how to get the desired service. Consumers can easily get lost in a confusing environment, triggering anger and frustration (Lovelock et al., 2011).

Sunarti and Pangestuti (2018) found that servicescape positively and significantly affects customer satisfaction. Likewise, Rijae and Magnadi's (2018) and Putra's (2020) research findings. On the other hand, Kurniawan et al. (2018) found that servicescape has a negative and insignificant effect on customer satisfaction.

Brand image can determine customer satisfaction, increasing customer loyalty to become loyal customers. A brand is a company's promise to consistently provide features, benefits, and services to its customers, and it is this promise that makes people know the brand more than other brands.

Tjiptono (2011) states that brand image is a series of associations individuals perceive over time due to a brand's direct or indirect experience. Brand image is important in developing a brand because brand image concerns the name and brand reputation, which is the basis for consumers to use a product or item to lead to a certain experience. Brand image is a view and belief in a brand that is formed from the information received by someone. A positive brand image can also be seen in the company's activities and responsibilities towards the environment and social values.

Lodhi's research (2013) found a relationship between brand image and customer satisfaction. On the other hand, Heri Subagyo (2020) finds that servicescape and brand image have a positive but insignificant effect on consumer satisfaction. Based on the above background, the research questions in this study are as follows:

Does servicescape affect customer satisfaction at The Coffee Crowd Plaza Medan Fair?

Does servicescape affect consumer loyalty at The Coffee Crowd Plaza Medan Fair?

Does brand image affect consumer satisfaction at The Coffee Crowd Plaza Medan Fair?

Does brand image affect consumer loyalty at The Coffee Crowd Plaza Medan Fair?

Does consumer satisfaction affect consumer loyalty at The Coffee Crowd Plaza Medan Fair?

Do servicescape and brand image affect consumer loyalty through customer satisfaction at The Coffee Crowd Plaza Medan Fair?

Research purposes
- To find out and analyze the effect of servicescape on customer satisfaction at The Coffee Crowd Plaza Medan Fair.
- To find out and analyze the effect of servicescape on consumer loyalty at The Coffee Crowd Plaza Medan Fair.
- To find out and analyze the effect of brand image on consumer satisfaction at The Coffee Crowd Plaza Medan Fair.
- To find out and analyze the effect of brand image on consumer loyalty at The Coffee Crowd Plaza Medan Fair.
- To find out and analyze the effect of consumer satisfaction on consumer loyalty at The Coffee Crowd Plaza Medan Fair.
- To find out and analyze the effect of servicescape and brand image on consumer loyalty through customer satisfaction at The Coffee Crowd Plaza Medan Fair.

This research is expected to provide information, input, and benefits to restaurant companies to determine how much influence servicescape and brand image have on consumer loyalty through customer satisfaction at The Coffee Crowd Plaza Medan Fair. This research is expected to be an opportunity for the author to apply marketing management theories and literature during the lecture period. This research is expected to be used as a reference material for further researchers to conduct future research on servicescape,

brand image, customer satisfaction, and customer loyalty.

LITERATURE REVIEW

Kotler & Keller (2013) explain that marketing is a social process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable products with others. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging value offerings to customers, clients, partners, and the general public. Marketing is a management process that identifies, anticipates, and provides what customers want efficiently and profitably (Tjiptono & Diana, 2016). Marketing is to make the seller know and understand the consumer well so that the product or service fits the consumer and sells itself. Manufacturers promote their products to satisfy one or more human needs (Sunyoto, 2014). As a form of product, service can be defined as any action or deed offered by one party to another that is essentially intangible and does not result in ownership of anything (Tjiptono, 2014). Service can not be seen; it is intangible and designed to satisfy the wants or needs of consumers (Malau, 2017). According to Tjiptono (2014), services' characteristics distinguish them from goods: intangibility, inseparability, variability, heterogeneity/inconsistency, and perishability.

Servicescape

Lovelock et al. (2011) explain that the service environment, also called servicescape, relates to the style and appearance of the physical surroundings and experiential elements encountered by customers at the service delivery site. Zeithaml and Bitner (2013) Servicescape as well as other forms of tangible communication. The physical servicescape elements that affect the customer include exterior attributes (such as signage, parking, and the landscape) and interior attributes

(such as design, layout, equipment, and décor).

According to Rasyid et al. (2015), three combined dimensions are relevant for the current analysis: ambient conditions, spatial and functional layouts (both spatial layout and functionality), and signs, symbols, and artifacts. The ambient conditions dimension is a characteristic of the service environment related to the five senses. Ambient conditions can affect a person's emotions, perceptions, and behavior without their knowledge. The surrounding conditions will also affect a consumer's mood and how they feel. The sub-dimensions of ambient conditions are music, aroma, color, lighting, air temperature, and noise.

Dimensions of spatial layout and functions refer to how objects such as machines, equipment, and furniture are arranged in a service environment (Rasyid et al., 2015). Functionality refers to these objects' ability to facilitate service transactions' performance. Spatial layout and functionality create a visual and functional servicescape so service delivery and consumption can occur (Lovelocket et al., 2011).

The dimensions of signs, symbols, and artifacts help provide clues that will facilitate and guide consumers to find what they are looking for while in the service environment. According to Rasyid (2015), signs, symbols, and artifacts are other objects in the service environment that are less able to communicate directly than signs but provide implicit cues to consumers about the meaning of the place and the norms in that place. For example, directions to the prayer room, pamphlets, toilets, and others.

Brand Image
The various brands in the market will provide choices to consumers in making purchases. Consumers purchasing a product see the product in terms of product quality and the brand image attached to the product. Brand image concerns the reputation and credibility of a product, which will then be used as a guide for consumers to try and consume a particular product or service. According to Sangadji and Sopiah (2013), brand image is a type of association that arises in consumers' minds when they recall a specific brand. These associations can appear in certain thoughts or images associated with a brand. Just think about other people.

Simamora (2011) has three contributions: An image-maker is a set of associations that consumers perceive companies that make a product or service. Corporate image has a significant influence on purchasing decisions. A good corporate image helps people make decisions to transact at the company. Because they already believe in such a good reputation, people do not buy just once but many times. Thus, the maker's image indicators include popularity, credibility, company network, and the user himself/herself. User image is a set of associations consumers perceive against users who use a product or service. User image is one indicator of brand image and is often a reference for consumers in purchasing decisions. Product users have a very strategic role in marketing communications in favorable conditions. So, the user's image will affect customer behavior when buying. Thus, the indicators in the user's image include the user himself and his social status. A product image is a set of associations consumers have for a product. A product's image is seen as an important factor in influencing consumer purchasing decisions. The better the product quality, the higher the satisfaction consumers will receive.

Schiffman and Kanuk (2010) state that the factors forming the brand image are as follows: Quality or quality is related to the quality of products offered by manufacturers with certain brands. Trustworthiness is related to the opinions and agreements formed by the community about a product that is consumed-usefulness or benefits related to the product's function that consumers can utilize. Services are related to the task of

producers serving their consumers. Risk is related to the profit and loss experienced by consumers. Price, in this case, is related to the high or low amount of money consumers spend to influence a product, which can also affect its long-term image-the image owned by a brand, namely in the form of customers.

Wijianty (2016) identified several dimensions that make up the brand image: Advantages of brand association (favorability of brand association). This can make consumers believe that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers, creating a positive attitude towards the brand. The strength of brand association depends on how information enters the consumer's memory and how sensory data manages that information in the brain as part of the brand image. When consumers actively think about and decipher the meaning of information in a product or service, a stronger association will be created in the consumer's memory. The uniqueness of the brand association means the brand must be unique and attractive so that the product has a characteristic that is difficult for competitors to imitate. The uniqueness of a product will leave quite an impression on the customer's memory of the brand's uniqueness. A brand with a characteristic must be able to give birth to a customer's desire to learn more about the brand's dimensions.

Loyalty

Loyalty is taken without coercion but arises from self-consciousness in the past. Efforts made to create consumer satisfaction are more likely to influence consumer attitudes. At the same time, the concept of consumer loyalty explains more about buyers' behavior. The commitment that accompanies repeated purchases is when consumers do not want to switch even though the product or service is scarce in the market. Consumers recommend the product or service to colleagues, family, or others.

Kotler and Keller (2016) state that customer loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch to other products or services. Hurriyati (2015) argues that loyalty is a persistent customer commitment to re-subscribe or repurchase selected products or services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavioral changes. Hurriyati (2015) argues that loyalty refers more to behavior from decision-making units to make continuous purchases of goods and services from a selected company. Loyalty arises from consumers' sense of trust and satisfaction after using a product. Customer satisfaction occurs when expectations are exceeded by what is experienced and felt. Customer satisfaction will also be fulfilled if the service provider can examine the specific criteria of each service to be provided to consumers (Sugiharti, 2012).

According to Hill (2010), customer loyalty is divided into six stages: Suspects include all people believed to be buying (needing) goods or services but do not yet have information about the company's goods or services. Prospects are people who require a particular service and have the ability to buy it. At this stage, although they have not made a purchase, they already know the existence of the company and the services offered through the recommendation of other parties (word of mouth). Customers at this stage have transacted with the company but do not have positive feelings towards it. Loyalty at this stage has not been seen. Clients include all customers who have purchased goods or services the company needs and offers regularly. This relationship lasts a long time, and they have a retention trait. Advocate: At this stage, actively support the company by recommending others to buy its goods or services. Partners: At this stage, the company has established a strong and mutually beneficial relationship

between the company and the customer; at this stage, the customer dares to refuse another company's product or service.

Hasan (2014) identifies the main factors influencing consumer loyalty: Customer satisfaction strongly predicts customer loyalty, including positive recommendations and repurchase intention. Product or service quality is strongly related to customer loyalty. Quality increases sales and market share and directs or leads consumers towards loyalty. The brand image appears to be a determining factor for customer loyalty, which participates in raising or building a more positive corporate image. Perceived value compares the perceived benefits and costs incurred by the customer and is treated as a determining factor for customer loyalty. Trust is a perception of trust in the company's reliability, which is determined by systematically confirming the expectations of the company's offer. The customer relationship is the customer's perception of the proportionality of the ratio of costs and benefits. The ratio of costs and benefits is in a continuous and reciprocal relationship. Switching costs become a restraining or self-controlling factor from switching suppliers or product distributors and may become loyal customers. Reliability is not only limited to its ability to create superior value for customers but also includes all aspects of organizational achievements related to the public appreciation of the company, directly impacting customer loyalty.

Kotler & Keller (2012) suggest several indicators of consumer loyalty: Repeat purchasing (faithfulness in purchasing products). Retention (resistance to negative influences on the company) and referrals (referring to total company extensions).

Consumer Satisfaction

Consumer satisfaction is the level of one's feelings after comparing the perceived performance or results to their expectations. After consuming a product or service, consumers will feel satisfied or dissatisfied with the product or service. Satisfaction will

encourage consumers to buy and consume the product again. Conversely, dissatisfaction will cause consumers to be disappointed and stop repurchasing and consuming the product. Kotler and Keller (2016) define satisfaction as a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations. The customer is dissatisfied if the performance or experience falls short of expectations. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is delighted. Lovelock and Wirtz (2011) define satisfaction as an attitude-like judgment following a consumption experience.

According to Tjiptono and Candra (2011), the factors influencing consumer satisfaction are good product service and meeting consumer tastes and expectations. Products can create customer satisfaction. Price is an inherent part of the product that reflects the quality of the product. The basis of promotion is to inform the company's products and services and communicate the benefits to target consumers. The place is part of the company's attributes in the form of its location and consumers. Employee service is a service provided by employees to meet the needs and desires of consumers. Facilities are part of the company's attributes in the form of intermediaries to support the smooth operations of companies related to consumers. The atmosphere is a supporting factor because if it impresses, consumers get their satisfaction.

Stauss and Neuhauss, cited by Tjiptono (2016), posit that there are three types of satisfaction and two types of dissatisfaction. These are based on a combination of specific emotions towards service providers, expectations regarding the future performance capabilities of service suppliers, and behavioral interest in choosing the service provider again. The types of satisfaction and dissatisfaction are: demanding satisfaction, stable satisfaction, resigned satisfaction, and demanding dissatisfaction. Demanding customer

satisfaction is an active type of satisfaction. Relationships with service providers are colored by positive emotions, especially optimism and trust. Based on experience, customers with this type of satisfaction expect that the service provider will be able to meet their increasing expectations in the future. In addition, they are willing to continue satisfying relationships with service providers. Thus, loyalty will depend on the ability of service providers to improve their performance along with increasing customer demands. Stable customer satisfaction has a passive aspiration level and demands behavior. These positive emotions towards service providers are characterized by steadiness and trust in the current relationship. They want things to stay the same. Based on the positive experiences formed to date, they are willing to continue their relationship with service providers. Resigned customer satisfaction means satisfaction is not caused by meeting expectations but rather based on the impression that it is unrealistic to expect more. This type of consumer behavior tends to be passive. They are unwilling to make various efforts to demand improvement in the situation.

Stable customer dissatisfaction means that they are dissatisfied with the performance of service providers, but they tend to do nothing. Their relationship with service providers is colored by negative emotions and the assumption that their expectations will not be met in the future. They also see no opportunity for change or improvement. Demanding customer dissatisfaction is characterized by the level of active aspirations and demanding behavior. On an emotional level, his discontent engenders protest and opposition. This implies that they will be active in demanding improvements. At the same time, they also feel there is no need to remain loyal to the service provider. Based on their negative experience, they will not choose the same service provider again in the future.

The effect of servicescape on customer satisfaction

Servicescape is a concept to emphasize the impact of the physical environment in which a service process takes place. Servicescape causes emotions that can determine value, motivating customers to make certain choices repeatedly (Lee & Kim, 2014). Three dimensions can be used to measure the servicescape. According to Halim (2019), three dimensions exist ambient condition, spatial layout and functionality, and sign, symbol, and artifact. Sunarti and Pangestuti (2018) found that servicescape positively and significantly affected customer satisfaction. Halim (2019) found that servicescape had a positive but insignificant effect on customer satisfaction.

The effect of servicescape on consumer loyalty

Servicescape the physical environment in the culinary business is very important to note because the cafe's location or physical environment is an important factor in attracting customers. A beautiful environment, neatly arranged and clean, will create comfort and pleasure for customers. Moreover, if customers get comfort and pleasure, they will get satisfaction, and strong satisfaction will create loyalty.

Tjiptono (2015) states that consumer loyalty is a customer's commitment to a brand based on a positive nature in long-term purchases. Loyalty to a brand is obtained because of a combination of customer satisfaction and complaints. The existence of customer satisfaction depends on how much the company's performance generates customer satisfaction by minimizing complaints to obtain long-term purchases by consumers. Ghea Astri, Yuliantina, and Gitaswhara (2013) suggest that servicescape positively and significantly affects consumer loyalty. Halim (2019) found that servicescape had a positive but insignificant effect on customer loyalty.

The effect of brand image on consumer satisfaction

The relationship between brand image and consumer satisfaction has a positive influence. A brand image is an image or something that is attached to the minds of consumers. The better the perception in the minds of consumers of the company's brand image, the higher consumer satisfaction will be. On the other hand, if the consumer's perception of the brand image is poor, then consumer satisfaction will also be lower.

Salim and Dharmayanti (2014) state that consumers are satisfied with the brand image, which means the company must be able and strive to improve how the product benefits. Obtaining products with easily recognizable brands and following consumer needs will make consumers more satisfied and likely ignore other product offerings or become loyal to the product used. Based on the statement above, it can be concluded that brand image is very influential on consumer satisfaction because the brand image is the main factor in assessing every consumer buying a product.

The effect of brand image on consumer loyalty

The existence of a brand will show image, quality, how producers do business, how manufacturers convince consumers, and explain the name of a product. People will more easily recognize a product with an existing brand image. The relationship between brand image and consumer loyalty lies in the choice and desire of consumers for a brand. This is a consumer's attitude towards a particular brand that often affects whether they will be loyal or not. Good perception and consumer confidence in a particular brand will create consumer buying interest, increasing consumer loyalty to the product.

Freddy Rangkuti (2010) explains that consumers assume that certain brands are physically different from competing brands; the brand image will be attached continuously to form loyalty to certain brands, which is called brand loyalty.

The effect of consumer satisfaction on consumer loyalty

Consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of the product thought to the expected performance (results). If performance is below expectations, consumers are dissatisfied. If performance meets expectations, consumers are satisfied. If performance exceeds expectations, consumers are satisfied or happy (Kotler & Keller, 2012; June, 2017). Rachmawati's research (2014) found that consumer satisfaction had a positive and significant effect on consumer loyalty, whereas Nugroho (2015) found that consumer satisfaction had no significant effect on consumer loyalty.

The effect of servicescape and brand image on consumer loyalty through customer satisfaction

Servicescape is the style and physical appearance of the experiential elements encountered by consumers in service delivery places (Lovelock, Wirtz, & Mussry, 2011). The benefits and importance of brand image can be obtained if the construction is done properly. Moreover, at this time, the relationship between brand image and brand loyalty is very closely related to a product. The better the branding, the easier it is for customers to be attracted to the products or services offered. The influence and relationship of a good brand image on brand loyalty is that the product will be top of mind in the consumers' minds, so consumers tend to choose that brand over others because it is already attached to their minds and has been trusted.

Consumer satisfaction is the level of one's feelings after comparing the perceived performance or results to their expectations. After consuming a product or service, consumers will feel satisfied or dissatisfied with the product or service. Hurriyati (2015) argues that loyalty is a persistent customer commitment to consistently re-subscribe or repurchase selected products or services in

the future.

Imanto et al. (2016) found that servicescape positively and significantly influences consumer loyalty through customer satisfaction as an intermediary variable. As a result, it can be concluded that servicescape significantly impacts achieving consumer loyalty through customer satisfaction. Heri Subagyo (2020) shows that service scape and brand image affect consumer satisfaction.

Thus, the hypothesis in this study is as follows:

H1: Servicescape has a positive and significant effect on consumer satisfaction at The Coffee Crowd Plaza Medan Fair.

H2: Servicescape has a positive and significant effect on consumer loyalty at The Coffee Crowd Plaza Medan Fair.

H3: Brand image has a positive and significant effect on consumer satisfaction at The Coffee Crowd Plaza Medan Fair.

H4: Brand image has a positive and significant effect on consumer loyalty at The Coffee Crowd Plaza Medan Fair.

H5: Consumer satisfaction has a positive and significant effect on consumer loyalty at The Coffee Crowd Plaza Medan Fair.

H6: Servicescape and brand image have a positive and significant effect on consumer loyalty through consumer satisfaction at The Coffee Crowd Plaza Medan Fair.

RESEARCH METHOD

The type of research conducted in this study is causal associative research with quantitative techniques that aim to determine the relationship between two or more variables. Quantitative associative research is research conducted to describe complete information about the relationship between two or more variables by measuring data and applying it in the form of statistical analysis. In this study, the authors will analyze the effect of servicescape and brand image on consumer loyalty through consumer satisfaction at the Coffee Crowd Plaza Medan Fair.

Population and Sample

The population in this study is all consumers who visited more than once in the last year at the unknown and unlimited number of The Coffee Crowd Plaza Medan Fair outlets (infinite population). The sample is part of the number and characteristics possessed by the population (Sugiyono, 2014). Because consumers at The Coffee Crowd Plaza Medan Fair outlets who have made purchases more than once are unknown, the sample used a formula to determine the sample in the population that is difficult to know (unidentified). The number of samples representing the population in this study was 81.

The sampling technique uses non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2014). The type of non-probability sampling used is the type of accidental sampling. Researchers collected data using several methods to obtain information related and relevant to problems, such as interviews, documentation studies, and questionnaires (Sugiyono, 2012). Respondents in this study were customers who had made a purchase more than once in the past year (September 2019–October 2020) at The Coffee Crowd Plaza Medan Fair. The measurement of the variables in the study used a Likert scale. The types and sources of this research data are primary and secondary data.

Variable Operationalization

Servicescape(X1) is the physical environment and other experience elements encountered by customers at The Coffee Crowd Plaza Medan Fair.

Brand Image (X2) is a consumer's impression of The Coffee Crowd Plaza Medan Fair brand that affects purchase intentions. Consumer Satisfaction (Z) is the feeling of pleasure or disappointment of visitors after comparing the performance of

products and services at The Coffee Crowd Plaza Medan Fair.

Consumer Loyalty (Y) is the customer's commitment to The Coffee Crowd Plaza Medan Fair based on a positive attitude towards purchasing in the long term.

RESULTS
Descriptive Analysis

Table 1: Characteristics of Respondents

Characteristics	Respondent	Percentage
Age		
20-30 Years	30	37.04
31-40 Years	25	30.86
41-50 Years	21	25.93
>50 Years	5	6.17
Total	81	100
Gender		
Male	18	22.22
Female	63	77.78
Total	81	100
Occupation		
Not yet working	24	29.63
Self-employed	10	12.35
Private employees	19	23.46
Civil servant	15	18.52
Other	13	16.05
Total	81	100
Visit		
One time	20	24.69
2-3 times	15	18.52
4-5 times	22	27.16
>5 times	24	29.63
Total	81	100

Mean results for all variables

Table 2: Mean results for all variables

Variables	Mean	Category
Servicescape (X1)	3.66	High
Brand Image(X2)	3.73	High
Consumer Satisfaction (Z)	3.73	High
Consumer Loyalty (Y).	3.77	High

Data Analysis Results
Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the constructed model. Outer models with reflexive indicators are evaluated through convergent, discriminant, composite reliability, and Cronbach alpha for the indicator block

(Ghozali & Latan, 2015). The indicator reliability test is carried out in the reflective construct using a loading factor. Each indicator is measured by the value of the loading factor on each construct. The loading factor value is expected to reach more than 0.7. However, in exploratory research, a value of more than 0.5 is considered adequate (Ghozali, 2013). The loading factor value of each indicator on each construct is measured using the algorithm in the SmartPLS program.

Table 3: Loading Factor Results

	KEEP (Z)	LOY (Y)	SC (X1)	BI (X2)
KEP1	0.796			
KEP2	0.867			
KEP3	0.880			
LOY1		0.839		
LOY2		0.857		
LOY3		0.787		
LOY4		0.849		
SC1			0.910	
SC2			0855	
SC3			0.874	
SC4			0.878	
BI1				0.733
BI2				0.840
BI3				0.841

Table 3 shows that each indicator of the research variable has a value of outer loading > 0.5. According to Ghozali (2014), the outer loading value between 0.5 - 0.6 is considered sufficient to meet the convergent validity requirements. The data shows that the indicators are feasible or valid for research and can be used for further analysis. Internal consistency reliability assessment was carried out on each construct. The composite reliability value of each construct is expected to be at least 0.7. However, in exploratory research, the composite reliability value of 0.6 is acceptable (Bagozzi & Yi, 1998). The results of the SmartPLS algorithm on the composite reliability of each construct are shown in Table 4.

Table 4: Composite Reliability & Average Variance Extracted

	Composite Reliability	Average Variance Extracted (AVE)
KEEP (Z)	0.885	0.720
LOY (Y)	0.901	0.695
SC (X1)	0.932	0.774
BI (X2)	0.847	0.650

Table 4 shows that the category is quite good; each construct has met the outer model reliability assessment criteria with a composite reliability value > 0.7. Thus the analysis of the outer model is continued to the outer model validity stage. The validity of the outer model is carried out using convergent and discriminant validity. Convergent validity assessment is carried out by looking at the average variance extracted (AVE) value in each construct (Hair et al., 2011), stating that the AVE value in each good construct is at least > 0.5. The results of the SmartPLS Algorithm on the AVE value show that the AVE value of each construct in the final model has reached a value > 0.5. Thus, the proposed structural equation model has met the convergent validity criteria.

Evaluation of the Structural Model (Inner Model)
The results of the R-Square (R2) value on the variables based on the measurement results are shown in Table 5.

Table 5: R-square

	R-square
KEEP (Z)	0.333
LOY (Y)	0.836

Table 5 shows that the R-Square value for the consumer satisfaction variable is 0.333. It means that the percentage of the influence of servicescape and brand image on consumer satisfaction is 33.3%, while the remaining 66.7% is explained by other variables not examined in this study. The value of R square for the consumer loyalty variable is 0.836. It means that servicescape and brand image have an 83.6% effect on customer loyalty, while the other 16.4% can be explained by other factors that were not looked at in this study.

Direct Effect
Hypothesis testing uses a t-statistics test with a significance level of 5%. It is said to be significant if the t-statistics value is > 1.96. If the p-value is <0.05 in this test means that the test is significant, and vice versa. If the p-value is > 0.05, it is not significant. The results of the direct effect test of each variable can be seen in Table 6.

Table 6: Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
KEEP (Z) -> LOY (Y)	0.342	0.357	0.121	2.832	0.005
SC (X1) -> KEEP (Z)	0.471	0.487	0.103	4,564	0.000
SC (X1) -> LOY (Y)	0.328	0.313	0.122	2,702	0.007
BI (X2) -> KEP (Z)	0.489	0.493	0.142	3.448	0.001
BI (X2) -> LOY (Y)	0.465	0.449	0.146	4.377	0.000

Table 6 shows the following results:
The effect of servicescape on consumer satisfaction with (P-Values = 0.000 < 0.05) H1 is accepted. It means a positive and significant influence exists between servicescape and consumer satisfaction.
The influence of servicescape on consumer loyalty (P-Values = 0.007 < 0.05) H2 is accepted. It means that there is an effective positive, and significant relationship between servicescape and consumer loyalty.
The effect of brand image on consumer satisfaction with (P-Values = 0.001 < 0.05) H3 is accepted, meaning that there is a positive and significant influence between brand image and consumer satisfaction.
The effect of brand image on consumer loyalty (P-Values = 0.000 < 0.05) H4 is accepted, meaning that there is a positive and significant influence between brand image and consumer loyalty.
The effect of consumer satisfaction on consumer loyalty (P-Values = 0.005 < 0.05) H5 is accepted, meaning there is a positive and significant influence between consumer satisfaction and consumer loyalty.

Indirect Effect

The indirect effect is the amount of influence through the mediating variable. The magnitude of the indirect effect is the multiplication between the direct effect of the independent variable on the mediating variable and the direct effect of the mediating variable on the dependent variable. The magnitude of the indirect effect of the independent variable on the variable can be calculated and summarized in Table 7.

Table 7: Indirect effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
SC (X1) BI (X2) -> KEP (Z) -> LOY (Y)	0.114	0.221	0.088	3.921	0.044

Table 7 shows empirical evidence that servicescape and brand image affect consumer loyalty through consumer satisfaction. Thus, the coefficient value of the indirect effect of servicescape and brand image on consumer loyalty through consumer satisfaction is 0.114 with a P-Value of $0.044 < 0.05$. Therefore, servicescape and brand image indirectly positively and significantly affect consumer loyalty through consumer satisfaction.

DISCUSSION

The effect of servicescape on customer satisfaction

From the results of the direct effect test, it is known that servicescape has a positive and significant effect on customer satisfaction. The path coefficient value of servicescape is 0.471, and the significance is $0.000 < 0.05$. This means the results show that servicescape positively and significantly influences customer satisfaction. Thus, the first hypothesis is accepted.

The direct effect of servicescape on customer satisfaction is 47.1%. This shows that servicescape has a greater direct effect on customer satisfaction. Servicescape is a factor that encourages customers to feel satisfied. Servicescape can be defined as the environment in which consumers receive a service. Good and poor servicescape can be measured through the stimuli or stimuli from the service environment received by consumers. Each consumer's evaluation of stimuli or stimuli from the service environment can differ from one individual to another.

Some consumers will be happy with a good servicescape. The results of this study prove that customer satisfaction can be formed through the servicescape. It means that the better the servicescape, the more customer satisfaction increases. If the servicescape is poor, customer satisfaction decreases. The servicescape provided by The Coffee Crowd Plaza Medan Fair can attract consumers to make purchases. Servicescape dimensions are ambient conditions, layout, and signs designed by the company following consumer expectations.

In addition, the servicescape perceived by consumers of The Coffee Crowd Plaza Medan Fair is also following the benefits received. This is because consumers can make purchases by receiving stimuli or stimuli from a good service environment. Consumer needs room lighting that matches their eyesight, an attractive room layout, and well-maintained cleanliness. These can make consumers feel comfortable, and visible signage as a place for service delivery while making purchases at The Coffee Crowd Plaza Medan Fair are met according to consumer expectations. This study's results align with research by Pangestuti (2018) and Rijae and Magnadi (2018), and servicescape has a significant relationship with customer satisfaction.

The effect of servicescape on consumer loyalty

The results of the direct effect test show that servicescape has a positive and significant effect on consumer loyalty. The path coefficient value of servicescape is 0.328 with a significance of $0.007 < 0.05$. It means

the results show that servicescape positively and significantly influences consumer loyalty. Thus, the second hypothesis is accepted.

The direct effect of servicescape on consumer loyalty is 32.8%. Servicescape has a less direct effect on customer loyalty than on customer satisfaction. Servicescape maintenance will still influence consumers in making purchasing decisions. Good and poor servicescape can be measured through the stimuli or stimuli from the service environment received by consumers. Each consumer's evaluation of stimuli or stimuli from the service environment can differ from one individual to another.

Many customers will show their loyalty to a good servicescape. The results of this study prove that consumer loyalty can be formed through servicescape. That is, the better the servicescape, the more customer loyalty increases. On the other hand, the worse the servicescape, the lower the customer loyalty. The servicescape provided by The Coffee Crowd Plaza Medan Fair is a factor for consumers to make repeat purchases. Servicescape dimensions, namely ambient conditions, layout, and signs designed by the company, encourage customers to continue to choose The Coffee Crowd Plaza Medan Fair to make purchases.

In addition, the servicescape consumers receive at The Coffee Crowd Plaza Medan Fair follows the consumer's past purchasing experience. This is because consumers can make purchases by receiving stimuli or stimuli from a good service environment. The consumer's experience of room lighting that matches the vision, the attractive layout of the room, and well-maintained cleanliness, create stimuli for consumers to stay longer at The Coffee Crowd Plaza Medan Fair. In addition, customers who stay in the room/cafe longer have a greater chance of making repeat purchases at The Coffee Crowd Plaza Medan Fair. This shows that servicescape increases consumer loyalty at The Coffee Crowd Plaza Medan Fair.

Summers and Hebert's (2001) research proves that lighting and store display positively and significantly influence consumer behavior. Store lighting and atmosphere can attract and retain customers. This research is also supported by Musriha (2012), which states that servicescape positively and significantly affects customer loyalty to Bank Mandiri consumers in Surabaya.

The effect of brand image on consumer satisfaction

The results of the direct effect test show that brand image has a positive and significant effect on consumer satisfaction, where the path coefficient value of a brand image is 0.489. The significance is 0.001 <0.05, which means that the results show that brand image positively and significantly influences consumer satisfaction. Thus, the third hypothesis is accepted.

The direct effect of brand image on customer satisfaction is 48.9%. This demonstrates that brand image has a more direct impact on consumer satisfaction than product description. Brand image with consumer satisfaction has a positive influence. A brand image is an image or something that sticks in the minds of consumers. The better the perception in the minds of consumers of the company's brand image, the higher consumer satisfaction will be. Stimulation from consumers to the brand image is different. Some consumers do not understand the meaning of the brand image.

The results of this study prove that consumer satisfaction can be formed through brand image. This means that the better the brand image, the more consumer satisfaction increases, and vice versa. The Coffee Crowd Plaza Medan Fair's brand image can make consumers visit and purchase.

This study's results align with Salim and Dharmayanti's (2014) research, which states that consumers are satisfied with the brand image. It means the company must strive to improve the product's benefits and the ease of obtaining it. Besides that, the easily recognizable brand and the product

according to consumer needs will make consumers more satisfied and ignore other product offerings or be loyal to the products they use. Based on the statement above, it can be concluded that brand image influences consumer satisfaction because the brand image is the main factor in assessing every consumer buying a product.

The effect of brand image on consumer loyalty

The direct effect test results show that brand image has a positive and significant effect on consumer loyalty, where the path coefficient value of the brand image is 0.465. The significance is 0.000 <0.05, which means that the results show that brand image positively and significantly influences consumer loyalty. Thus, the fourth hypothesis is accepted.

The direct effect of brand image on consumer loyalty is 46.5%. Brand image has a smaller direct effect on consumer loyalty than customer satisfaction. A brand will show the image, quality, how producers run their business, how producers convince consumers, and explain the name of a product. With a brand image, people will more easily recognize a product.

The relationship between brand image and consumer loyalty lies in the choices and desires of consumers for a brand, and this is a consumer attitude. Attitudes towards a particular brand often affect whether consumers will be loyal or not. Good perception and consumer confidence in a particular brand will create consumer buying interest, increasing consumer loyalty to the product. The Coffee Crowd Plaza Medan Fair needs to explain the brand's meaning. For example, the Company may add decorations around the room that contain the meaning of The Coffee Crowd brand. Brand image dimensions, namely brand excellence, strength, and uniqueness, can bring consumers closer and still choose to visit The Coffee Crowd Plaza Medan Fair to purchase.

This statement was also put forward by Freddy Rangkuti (2010), who explains that

consumers assume that certain brands are physically different from competing brands; the brand image will be attached continuously to form loyalty to certain brands, called brand loyalty. It is undeniable that brand image is in an important position for consumers. This research is supported by previous research by Ahmad Azmi (2019) that found that brand image significantly affects consumer loyalty at Starbucks and Maxx Coffee Sun Plaza.

The effect of consumer satisfaction on consumer loyalty

Kotler and Keller (2016), Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance of a product or service with his expectations. If performance fails to meet expectations, consumers will feel dissatisfied. The consumer will be satisfied if the performance is in line with expectations. If it exceeds expectations, the consumer will feel satisfied or happy. The effect of consumer satisfaction on consumer loyalty (p = 0.005 <0.05) thus, the fifth hypothesis is accepted.

This shows that consumers who are satisfied with the service will make repeat purchases at The Coffee Crowd Plaza Medan Fair. This is because the products and services consumers receive can provide the best experience. The results of this study indicate that consumers of The Coffee Crowd Plaza Medan Fair are satisfied with the products and services provided by The Coffee Crowd Plaza Medan Fair. The higher the level of satisfaction of a consumer, the more likely the consumer will have a high level of loyalty, and vice versa; if the level of satisfaction of a consumer is poor, the consumer will not be loyal to a product or service.

The results of this study support the findings of Ismail et al. (2006), where results prove that customer satisfaction has a positive effect on customer loyalty. Customers satisfied with a company's services or products will recommend the service to

others and tend to have a lower chance of switching to other companies. This research is in line with research by Rachmawati (2014).

The effect of servicescape and brand image on consumer loyalty through customer satisfaction

There is empirical evidence that servicescape and brand image affect consumer loyalty through customer satisfaction. Thus, the coefficient value of the indirect effect of servicescape and brand image on consumer loyalty through consumer satisfaction is 0.114 with a P-Value of 0.044 < 0.05. Therefore, servicescape and brand image indirectly positively and significantly affect consumer loyalty through consumer satisfaction. As a result, the sixth hypothesis is accepted.

This shows that the better the servicescape carried out by The Coffee Crowd Plaza Medan Fair will affect consumer satisfaction. This will directly impact consumer loyalty to The Coffee Crowd Plaza Medan Fair. If the servicescape provided is poor, it will impact consumer satisfaction. It will reduce the level of consumer loyalty. Consumers will easily turn to other similar products but get better services and facilities than The Coffee Crowd Plaza Medan Fair.

The benefits and importance of brand image can be obtained if the construction is done properly. Moreover, the relationship between brand image and loyalty is closely related to a product's brand image. The better the branding, the easier it is for customers to be attracted to the products or services offered. The influence and relationship of a good brand image on brand loyalty is that the product will be top of mind in the consumers' minds, so consumers tend to choose that brand over others because it is already embedded in their minds and has been trusted.

It can be concluded that in addition to the products offered by The Coffee Crowd Plaza Medan Fair, it also provides comfort and satisfaction through a servicescape (physical environment) that can be enjoyed through the views and eyes of consumers, which makes consumers comfortable when visiting. A good servicescape will satisfy consumers, making customers loyal to a product, service, or service.

This study's results also follow previous research by Ezeh & Harris (2007) and Oakes & North (2008), which states that good servicescape will result in customer satisfaction and affect customer loyalty. The results of Putri, Sunarti & Pangestuti's (2018) research prove that servicescape on customer loyalty through customer satisfaction has a positive and significant effect.

CONCLUSION & SUGGESTIONS
Conclusion
From the results of research and discussion in the previous chapter, it can be concluded that: Servicescape positively and significantly affects customer satisfaction at The Coffee Crowd Plaza Medan Fair. Servicescape positively and significantly affects consumer loyalty at The Coffee Crowd Plaza Medan Fair. Brand image positively and significantly affects consumer satisfaction at The Coffee Crowd Plaza Medan Fair. In addition, brand image positively and significantly affects consumer loyalty at The Coffee Crowd Plaza Medan Fair. Consumer satisfaction positively and significantly affects consumer loyalty at The Coffee Crowd Plaza Medan Fair. Servicescape and brand image positively and significantly affect consumer loyalty through customer satisfaction as an intervening variable at The Coffee Crowd Plaza Medan Fair.

Suggestions
Based on the findings of this study, the researchers provide the following suggestions: Servicescape has a positive and significant effect on customer satisfaction and loyalty. Therefore, The Coffee Crowd Plaza Medan Fair must improve its servicescape by paying attention to the existing physical environment, such as

indoor lighting, spatial planning, cleanliness, and signs/directions.

Brand image has a positive and significant effect on consumer satisfaction and loyalty. Therefore, The Coffee Crowd Plaza Medan Fair must be able to make the brand image top of mind in the minds of consumers so that consumers tend to choose that brand over others because it is already embedded in their minds and has been trusted.

Satisfaction also has a positive and significant effect on consumer loyalty and can mediate the relationship between servicescape and brand image with loyalty. Therefore, it is suggested that The Coffee Crowd Plaza Medan Fair maintain and even increase customer satisfaction.

Consumer loyalty at The Coffee Crowd Plaza Medan Fair can be seen from respondent data based on the number of visits. The highest respondents are consumers who have visited more than five times, with a percentage of 29.63%. This shows that these consumers are loyal to The Coffee Crowd Plaza Medan Fair. However, The Coffee Crowd Plaza Medan Fair must maintain and increase consumer loyalty so that consumers do not switch to other similar cafes.

This research can be used as a reference for further researchers in developing the concept or theory of marketing management. Given the authors' limitations in conducting this research, further researchers are expected to develop research on other variables to know the contribution of other variables that can measure consumer satisfaction and loyalty.

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