

# From Satisfaction to Loyalty: Exploring How Service Quality, Fair Pricing, and Store Atmosphere Influence Customer Shopping

WENTI AYU SUNARJO<sup>1\*</sup>, SITI NURHAYATI<sup>2</sup>, TITI RAHAYU PRASETIANI<sup>3</sup>, AMALIA ILMIANI<sup>4</sup>, CHOLIQ SABANA<sup>5</sup>, VU HUNG DANG<sup>6</sup>, LAELA NUR FAHMI<sup>7</sup>

<sup>1\*</sup>Wenti Ayu Sunarjo Management Department, Faculty Economic and Business, Universitas Pekalongan, Indonesia, email: [wentyaasagita@gmail.com](mailto:wentyaasagita@gmail.com)

<sup>2</sup>Siti Nurhayati Management Department, Faculty Economic and Business, Universitas Pekalongan, Indonesia

<sup>3</sup>Titi Rahayu Prasetyani Management Department, Faculty Economic and Business, Universitas Pekalongan, Indonesia

<sup>4</sup>Amalia Ilmiani Management Department, Faculty Economic and Business, Universitas Pekalongan, Indonesia

<sup>5</sup>Cholique Sabana Management Department, Faculty Economic and Business, Universitas Pekalongan, Indonesia

<sup>6</sup>Vu Hung Dang Accounting and Finance School, An Giang University, Vietnam

<sup>7</sup>Laela Nur fahmi Universitas Pekalongan: Management Department, Faculty Economic and Business, Universitas Pekalongan, Indonesia

## Abstract

This study investigates the influence of service quality, price fairness, and store atmosphere on customer loyalty through the mediating role of customer satisfaction, using Indomaret customers in Pekalongan City as the research context. Employing a quantitative research design with 120 respondents selected through purposive sampling, data were collected via structured questionnaires and analyzed using Partial Least Squares-Structural Equation Modeling. *The result in this study are (1) service quality have a positive insignificant effect on customer satisfaction, (2) price fairness have a positive insignificant effect on customer satisfaction, (3) store atmosphere have a positive insignificant effect on customer satisfaction, (4) service quality have a positive insignificant effect on customer loyalty, (5) price fairness have a positive insignificant effect on customer loyalty, (6) store atmosphere have a positive insignificant effect on customer loyalty, (7) customer satisfaction have a positive insignificant effect on customer loyalty, (8) customer satisfaction is able to mediate the relationship service quality on customer loyalty, (9) price fairness is able to mediate the relationship service quality on customer loyalty, (10) store atmosphere is able to mediate the relationship service quality on customer loyalty.* These findings indicate that high-quality service, fair pricing, and a pleasant store environment are essential in creating satisfied and loyal customers in the retail industry. The study contributes to understanding consumer behavior in the modern retail sector and offers managerial implications for retail operators to strengthen customer relationships through continuous improvement in service delivery, pricing transparency, and store ambience.

## Keywords

Service Quality; Price Fairness; Store Atmosphere; Customer Satisfaction; Customer Loyalty

## INTRODUCTION

Along with increasingly modern developments, human needs are also increasingly numerous and varied. This has caused businesses to compete to create new businesses, creating increasingly fierce competition between companies. This intense competition requires businesses to implement appropriate strategies to compete to meet and satisfy diverse consumer needs. One such business is the minimarket retail business, which is increasingly popping up in shopping centers, both local, national, and international,

across various scales and segments (Habaragoda, 2021).

Throughout 2022, Alfamart's sales reached approximately IDR 115 trillion, while Indomaret's sales reached IDR 114.8 trillion, a difference of only IDR 200 billion. This has been Alfamart's strength over the past five years, reaching Rp82.9 trillion in 2021, while Indomaret's revenue reached Rp95.2 trillion. Indomaret and Alfamart target the entire Indonesian population. Marketing strategies are integrated with regular promotional activities using various methods tailored to the product type and target market.

Based on this explanation, it is necessary to describe customer loyalty in the community towards shopping at Indomaret minimarkets. Therefore, a pre-survey was conducted with 15 respondents of Indomaret minimarket customers spread across Pekalongan through *google form*. Because according to theory (Sianturi et al., 2019) each question item requires a minimum of 10 samples, the minimum sample requirement for the pre-survey is 10 respondents. The data obtained from the pre-survey conducted on November 5-6, 2024; Based on pre-survey of 15 respondents, data was obtained that 9 respondents answered that Indomaret's service was good, 12 respondents answered that Indomaret's product prices were reasonable, 11 respondents answered that Indomaret's store atmosphere was good, 7 respondents were satisfied shopping at Indomaret, and only 6 respondents always shopped at Indomaret. From the results of the pre-survey conducted, it can be concluded that respondents considered the service at Indomaret to be quite satisfactory, product prices were quite varied, the store atmosphere was comfortable, but from customer satisfaction, they were still less satisfied shopping at Indomaret, and from these results it was also known that respondents stated that they were not completely frequent or always loyal in shopping at Indomaret or still moved from place to place in minimarkets.

There are many ways to increase consumer loyalty by considering the store atmosphere. The store atmosphere is an external stimulus that can make consumers continue to come by utilizing things such as air temperature, lighting, store layout, aroma, color and music that can improve customer mood in shopping. Customer loyalty is defined as a customer's commitment to a brand, store, or supplier, which arises from a positive attitude. Customer loyalty is also commonly referred to as repeat purchasing behavior, and this activity is often associated with brand loyalty. However, there are differences between the two. Customer loyalty encompasses a broader scope than brand loyalty (Verawati, 2022). Customer loyalty is the actual repeat purchase of a product or service, which includes purchasing more of the same product or service.

The shop atmosphere carried out by Indomaret includes a shop design that is made with a display case that has a special design that attracts customers, then a sign that is

easy to see so that it makes it easier for consumers to find goods, certain goods.

In addition to companies being required to create good and integrated competitive strategies due to the tight competition, companies must also be able to create loyal consumers (Paul et al., 2016). Customer loyalty is one indication of retaining customers from first-time purchase consumers to repeat purchase consumers or a situation where customers consistently spend their entire budget to purchase products or services from the same company (Kotler and Keller, 2012).

To get loyal customers, consumers must feel satisfied first after purchasing or using a product, so that customer satisfaction is a key factor in increasing the achievement of a product or service that can influence loyalty (Munawaroh & Simon, 2023). customer satisfaction is one of the important factors that can determine whether a customer will make a repeat purchase or not. High satisfaction with a service results in customers always considering it purchases (Purwati & Purwanto, 2022). Customer loyalty refers to customers who always purchase products / services from the same organization and also promote them to others when customers feel that a product / service is valuable to them, they will return to purchase and recommend to others (Meesala & Paul, 2018).

Customer satisfaction reflects the degree to which perceived performance meets expectations (Kotler & Keller, 2012). Satisfaction serves as a key mediator linking marketing mix variables to loyalty (Mehta & Tariq, 2020). Customer loyalty involves repeat purchase, retention, and advocacy (Tjiptono, 2007). Prior studies (Dam & Dam, 2021) confirmed that satisfied customers are more likely to remain loyal.

Many studies have shown that customer loyalty is directly influenced by customer satisfaction (Cakici et al., 2019; Dam & Dam, 2021; Kusumawati & Rahayu, 2020; Mehta, 2020; Suwarsito et al., 2020). Customer loyalty through customer satisfaction has the potential to achieve the company's goal of providing complete satisfaction to customers to create loyal and more loyal customers, as evidenced by research (Vannarajah & Medis, 2022) that explored the impact of customer satisfaction on customer loyalty at a supermarket in Jaffna District. The study results showed a positive correlation between customer satisfaction and customer loyalty. Customer satisfaction is a key factor for improving the performance of a

product/service is seen from the quality of a product and the quality of service according to customer expectations (Flores et al., 2020). This is different from research (Dewi, 2020; Flores et al., 2020; Titin Herawaty et al., 2022) which states that customer satisfaction has a significant negative effect on customer loyalty.

Companies have a responsibility to provide products/services that can satisfy customers through quality service (Nurhayati et al., 2015). Many studies have stated that service quality has a positive and significant influence on customer satisfaction (Nurhayati et al., 2015; Slack & Singh, 2020; Taufik et al., 2022). This is in contrast to research (Fadhila et al., 2024; Mahsyar & Surapati, 2020; Mustofa et al., 2017) which found that service quality has a significant negative effect on customer satisfaction. In addition to influencing satisfaction, service quality also has an effect on customer loyalty. Several studies have stated that service quality has an impact on customer loyalty (Aina Mardhiyah & Rahayu Tri Astuti, 2021; Naini et al., 2022; Slack & Singh, 2020; Taufik et al., 2022).

The study is grounded in the Theory of Planned Behavior (Ajzen, 1991), which posits that an individual's behavior is determined by behavioral intention influenced by attitudes, subjective norms, and perceived behavioral control. Customer loyalty, as a behavioral intention, is shaped by cognitive and emotional evaluations of the service experience, including perceived fairness, service quality, and store atmosphere.

Service quality refers to the ability of a service provider to meet or exceed customer expectations. Parasuraman et al. (1988) proposed five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Studies by Slack and Singh (2020) and Taufik et al. (2022) found that service quality positively affects customer satisfaction and loyalty, although some studies (Fadhila et al., 2024) reported insignificant effects.

Besides the quality of service, *price fairness* represents consumers' perception of whether the price paid is reasonable relative to received benefits (Xia et al., 2004). Ahmed et al. (2022) and Cakici et al. (2019) confirmed that price fairness enhances satisfaction and loyalty, while Erlangga et al. (2023) found negative effects. This inconsistency highlights the need to test the fairness-loyalty relationship in various contexts. Price fairness also has a significant positive effect on satisfaction (Ahmed et al., 2023; Cakici et al., 2019; Muhammad Shahid et al., 2019) and

customer loyalty (Ahmed et al., 2023; Cakici et al., 2019; Dhasan & Aryupong, 2019). Price fairness plays an important role in attracting consumers' attention to whether a product or service has a reasonable, acceptable, and fair price. Unreasonable prices will affect customer satisfaction and repurchase intentions.

Nowadays, customers when shopping do not only consider the price and quality of service, but also pay attention to the pleasant atmosphere of the store or what is called the store atmosphere which has a big influence on a store in making customers feel at home and comfortable when choosing the type of product they want to buy. The impact of store atmosphere on consumer appeal is crucial in providing a sense of satisfaction to consumers, which can lead to repeat purchases (Prasyanti et al., 2021). Store atmosphere refers to the physical and social characteristics that influence consumers' emotions and behaviors (Kotler, 1973). It includes layout, lighting, aroma, music, and temperature. Research (Marso & Idris, 2022; Satrio et al., 2021) supports its positive effect on satisfaction and loyalty, though Pojoh and Kindangen (2019) found otherwise. Store atmosphere also has a significant positive effect on satisfaction (Azhari et al., 2023; Jalil et al., 2016; Nurhajjah et al., 2022) and customer loyalty.

Retail competition in Indonesia has become increasingly intense as businesses seek to satisfy diverse consumer demands. Among the various minimarkets that have emerged, Indomaret and Alfamart dominate the modern retail landscape, contributing more than 90% of total convenience store sales in Indonesia. Despite this dominance, sustaining customer loyalty remains a major challenge. Previous studies show inconsistent findings regarding the effects of service quality, price fairness, and store atmosphere on customer loyalty, suggesting the possible mediating role of customer satisfaction.

This study aims to empirically analyze how service quality, price fairness, and store atmosphere influence customer loyalty directly and indirectly through customer satisfaction among Indomaret customers in Pekalongan City. By understanding these relationships, the research provides valuable insights for improving marketing strategies and enhancing customer retention in the competitive retail industry.

## RESULTS AND DISCUSSION

This quantitative research adopts a positivist approach to examine causal relationships among variables. The population includes Indomaret customers in Pekalongan City, with a sample of 120 respondents determined using purposive sampling. Data were collected via structured questionnaires using a five-point Likert scale.

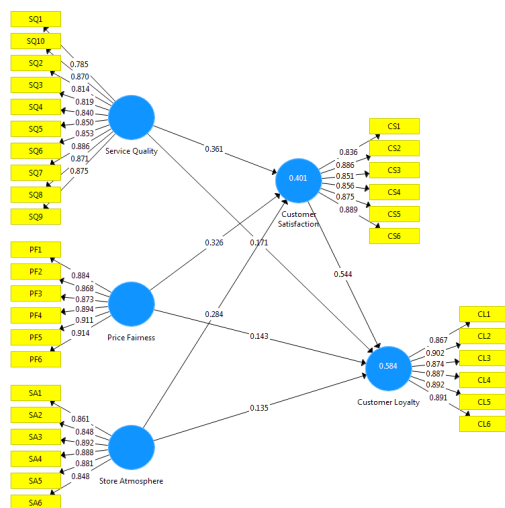


Figure 1 Research Model

Based on the outer loading value. An outer loading value  $> 0.05$  is considered to have fairly strong validation. Convergent validity can then be assessed from the AVE (Average Variance Extracted) value. If a model has an AVE value above 0.5, the model is said to have good convergent validity.

Table 1. Discriminant Validity Result

Variabel	Custo mer Loyalt y	Custo mer Satisfac tion	Price Fairnes s	Service Quality	Store Atmosph ere
Customer Loyalty	<b>0,885</b>				
Customer Satisfaction	0,730	<b>0,866</b>			
Price Fairness	0,399	0,403	<b>0,891</b>		
Service Quality	0,491	0,484	0,233	<b>0,847</b>	
Store Atmosphere	0,342	0,336	-0,025	0,165	<b>0,870</b>

The correlation values of the variables are higher compared to the variables in the same column. The customer loyalty variable has a value of 0.885, which is higher than other variables in the same column. The customer satisfaction variable has a value of 0.866,

indicating that it is higher than other variables in the same column. The price fairness variable has a value of 0.891, which is higher than the other variables in the same column. The service quality variable has a value of 0.847, indicating that it is higher than other variables in the same column. The store atmosphere variable has a value of 0.870, indicating that it is higher than other variables in the same column. Therefore, the table concludes that the data model tested in this study meets the requirements and criteria, indicating that the variables in the model have met discriminant validity and can proceed to the next testing stage.

Based on Table 1, the correlation values for the variables are higher than those in the same column. The customer loyalty variable has a value of 0.885, which is higher than other variables in the same column. The customer satisfaction variable has a value of 0.866, indicating that it is higher than other variables in the same column. The price fairness variable has a value of 0.891, which is higher than other variables in the same column. The service quality variable has a value of 0.847, indicating that it is higher than other variables in the same column. The store atmosphere variable has a value of 0.870, indicating that it is higher than other variables in the same column. Therefore, the table concludes that the data model tested in this study meets the requirements and criteria, indicating that the variables in the model have met discriminant validity and can proceed to the next testing stage.

Table 2. Composite Reliability Result

Variabel	Cronbach's Alpha	Composite Reliability
Customer Loyalty	0,945	0,956
Customer Satisfaction	0,933	0,947
Price Fairness	0,948	0,959
Service Quality	0,956	0,962
Store Atmosphere	0,936	0,949

Based on Table 2, it can be concluded that all variables are reliable. The table above shows that the Cronbach's alpha and composite reliability values are above 0.70. This means that all variables in this study have internal consistency reliability.

Furthermore, all variables have VIF values  $< 5$ , indicating no signs of multicollinearity. From the tables above, it can be concluded

that this study meets the convergent validity test, the discriminant validity test, and the composite reliability test. A good VIF value will then be used for the next test, namely the inner model test. Meanwhile, the R-squared value for the customer loyalty variable is 0.584. These results indicate that service quality, price fairness, and store atmosphere collectively have an influence of 58.4%. The remaining 41.8% is influenced by other variables not included in this study. The customer satisfaction variable has a value of 0.401. These results indicate that service quality, price fairness, and store atmosphere collectively have an influence of 40.1%. The remaining 59.3% is influenced by other variables not included in this study.

### Goodness of fit models

**Table 3. Goodness of fit model**

	Saturated Model	Estimated Model
SRMR	0,044	0,044
d_ULS	1,128	1,128
d_G	1,096	1,096
Chi-Square	1125,063	1125,063
NFI	0,840	0,840

Based on Table 3 above, the SRMR value is 0.044, less than 0.10. These results indicate that the research model meets the criteria and is feasible, allowing for further testing.

**Table 4. Direct Effect Test**

Variable	Real Sample (O)	T Statistik ( O/STDE V )	P Values	F Square
Service Quality -> Customer Satisfaction	0,361	6,203	0,000	0,200 (Tinggi)
Price Fairness -> Customer Satisfaction	0,326	5,046	0,000	0,167 (Tinggi)
Store Atmosphere -> Customer Satisfaction	0,284	4,228	0,000	0,131 (Tinggi)
Service Quality -> Customer Loyalty	0,171	2,882	0,004	0,054 (Sedang)
Price Fairness -> Customer Loyalty	0,143	2,585	0,010	0,040 (Sedang)

Store Atmosphere -> Customer Loyalty	0,135	2,270	0,024	0,037 (Sedang)
Customer Satisfaction -> Customer Loyalty	0,544	7,212	0,000	0,426 (Tinggi)

Based on Table 4.22, the results of the direct influence test are as follows:

- The results of the first hypothesis test, namely the effect of service quality on customer satisfaction, showed an original sample value of 0.361, a p-value of 0.000 < 0.05, and a t-statistic of 6.203 > 1.960. These results indicate that service quality influences customer satisfaction. Therefore, the hypothesis that "Service Quality Has a Positive and Significant Effect on Customer Satisfaction" is accepted. This means that as service quality improves, customer satisfaction will increase.
- The results of the second hypothesis test, namely the effect of price fairness on customer satisfaction, showed an original sample value of 0.326, a p-value of 0.000 < 0.05, and a t-statistic of 5.046 > 1.960. These results indicate that price fairness influences customer satisfaction. Therefore, the hypothesis that "Price Reasonability Has a Positive and Significant Effect on Customer Satisfaction" is accepted. This means that as price reasonableness increases, customer satisfaction will increase.
- The results of testing the third hypothesis, regarding the effect of store atmosphere on customer satisfaction, showed an original sample value of 0.284, p-values of 0.000 < 0.05, and a t-statistic of 4.228 > 1.960. These results indicate that store atmosphere influences customer satisfaction. Therefore, the hypothesis that "Store Atmosphere Has a Positive and Significant Effect on Customer Satisfaction" is accepted. This means that as store atmosphere improves, customer satisfaction will increase.
- The results of the fourth hypothesis test, namely the effect of service quality on customer loyalty, showed an original sample value of 0.171, a p-value of 0.004 < 0.05, and a t-statistic of 2.882 > 1.960. These results indicate that service quality influences customer loyalty. Therefore, the hypothesis that "Service Quality Has a Positive and Significant Effect on Customer Loyalty" is accepted. This

- means that as service quality improves, customer loyalty will increase.
- e) The results of the fifth hypothesis test, namely the effect of price fairness on customer loyalty, showed an original sample value of 0.143, a p-value of  $0.010 < 0.05$ , and a t-statistic of  $2.585 > 1.960$ . These results indicate that price fairness influences customer loyalty. Therefore, the hypothesis that "Price Fairness Has a Positive and Significant Effect on Customer Loyalty" is accepted. This means that as price fairness increases, customer loyalty will increase.
- f) The results of the second hypothesis test, namely the effect of store atmosphere on customer loyalty, showed a value of 0.135 for the original sample, with a p-value of  $0.024 < 0.05$ , and a t-statistic of  $2.270 > 1.960$ . These results indicate that store atmosphere influences customer loyalty. Therefore, the hypothesis that "Store Atmosphere Has a Positive and Significant Influence on Customer Loyalty" is accepted. This means that as store atmosphere improves, customer loyalty will increase.
- g) The results of the seventh hypothesis test, namely the effect of customer satisfaction on customer loyalty, showed a value of 0.544 for the original sample, with a p-value of  $0.000 < 0.05$  and a t-statistic of  $7.212 > 1.960$ . These results indicate that customer satisfaction influences customer loyalty. Therefore, the hypothesis that "Customer Satisfaction Has a Positive and Significant Influence on Customer Loyalty" is accepted. This means that increasing customer satisfaction will increase customer loyalty.

**Table 5. Indirect Effect Testing**

Variabel	Real Sampel(O)	T Statistik ( O/STD EV )	P Values	Upsilon (v)
<b>Service Quality -&gt; Customer Satisfaction -&gt; Customer Loyalty</b>	0,197	4,956	0,000	$(0,361)^2 \times (0,544)^2 = 0,039$ (rendah)
<b>Price Fairness -&gt; Customer Satisfaction -&gt; Customer Loyalty</b>	0,177	4,227	0,000	$(0,326)^2 \times (0,544)^2 = 0,032$ (rendah)
<b>Store Atmosphere -&gt; Customer Satisfaction -&gt; Customer Loyalty</b>	0,155	3,315	0,001	$(0,284)^2 \times (0,544)^2 = 0,024$ (rendah)

Based on Table 5, the results of the indirect effect test are as follows:

- a) The results of the eighth hypothesis test, namely the effect of service quality on customer loyalty mediated by customer satisfaction, showed an original sample value of 0.197, a p-value of  $0.000 < 0.05$ , and a t-statistic of  $4.956 > 1.960$ . These results indicate that customer satisfaction mediates the service quality variable on customer loyalty. Therefore, the hypothesis stating that "Service Quality Has a Positive and Significant Effect on Customer Loyalty through Customer Satisfaction" is accepted. Based on the calculations, the role of customer satisfaction in mediating the indirect effect of service quality on customer loyalty at the structural level is relatively low, as the upsilon (v) value is  $0.039 < 0.75$ .
- b) The results of the ninth hypothesis test, namely the effect of price fairness on customer loyalty mediated by customer satisfaction, showed an original sample value of 0.177, a p-value of  $0.000 < 0.05$ , and a t-statistic of  $4.227 > 1.960$ . These results indicate that customer satisfaction mediates the effect of price fairness on customer loyalty. Therefore, the hypothesis stating that "Price Fairness Has a Positive and Significant Effect on Customer Loyalty through Customer Satisfaction" is accepted. Based on the calculations, the role of customer

satisfaction in mediating the indirect effect of price fairness on customer loyalty at the structural level is relatively low, with an  $\epsilon$  value of  $0.032 < 0.75$ .

- c) The results of the tenth hypothesis test, namely the effect of store atmosphere on customer loyalty mediated by customer satisfaction, showed an original sample value of 0.155, a p-value of  $0.001 < 0.05$ , and a t-statistic of  $3.315 > 1.960$ . These results indicate that customer satisfaction is able to mediate the store atmosphere variable on customer loyalty. Therefore, the hypothesis stating that "Store Atmosphere Has a Positive and Significant Effect on Customer Loyalty through Customer Satisfaction" is accepted. Based on the calculations, the role of customer satisfaction in mediating the indirect effect of store atmosphere on customer loyalty at the structural level is relatively low because the  $\epsilon$  value is  $0.024 < 0.75$ .

## Discussion

### The Influence of Service Quality on Customer Satisfaction

Based on the results of the hypothesis analysis conducted by the researcher, the results obtained showed that the service quality variable has a positive and significant influence on customer satisfaction. The study results are consistent with the respondents' answers to the distributed questionnaire, with the number of agreeable responses reaching 46.5% and strongly agreeable responses reaching 13.5% for the service quality variable; for the customer satisfaction variable, the number of agreeable responses reached 36% and strongly agreeable responses reached 13.5%. These positive and significant research results are in line with research (Sudarnice, 2020; Rusnendar & Sofyan, 2020; Silva et al., 2022; Tien et al., 2021; Habaragoda, 2021), which stated that service quality has a positive and significant influence on customer satisfaction. This indicates that the better the quality of service provided by Indomaret, the greater the satisfaction felt by customers, because every customer certainly wants to receive quality service when shopping at a minimarket. Customer satisfaction is the key to business success, and achieving it requires improving the quality of service to meet customer expectations (Nasruddin & Rahman, 2023). Indomaret's service in Pekalongan City is

considered excellent because its employees are friendly and understand the product specifications requested by consumers. Indomaret also provides a fast and reliable response when customers inquire about products or when making transactions at the cashier, thus avoiding excessively long queues. Furthermore, customers always receive a receipt after each transaction. Therefore, when customers receive quality service, they will feel delighted.

Meanwhile, the results of the hypothesis analysis conducted by the researchers found that the variable "price fairness" has a positive and significant influence on customer satisfaction. The prices offered also align with consumer expectations. These results align with respondents' responses to the distributed questionnaire, with 36.5% agreeing and 14.5% strongly agreeing with the price fairness variable, and 36% agreeing and 13.5% strongly agreeing with the customer satisfaction variable. These positive and significant results align with research by Harsha & Siregar (2020), Bernarto et al. (2022), and Intansari & Bustami (2024), which found that price fairness has a positive and significant influence on customer satisfaction. This indicates that the more Indomaret sets fair prices, namely prices commensurate with the quality received and the amount spent, the greater the perception of customer satisfaction. If the company fails to implement price fairness effectively, customer satisfaction will be difficult to achieve (Adrian & Keni, 2022).

Based on the results of the hypothesis analysis conducted by the researcher, the store atmosphere variable has a positive and significant influence on customer satisfaction. This finding aligns with the responses of respondents to the distributed questionnaire, with 44.5% agreeing and 18.5% strongly agreeing for the store atmosphere variable, and 36% agreeing and 13.5% strongly agreeing for the customer satisfaction variable. The positive and significant results align with research by Soebandhi et al. (2020); Intansari & Bustami (2024); and Efendi et al. (2023), which found that store atmosphere has a positive and significant influence on customer satisfaction. This indicates that the more Indomaret pays attention to store atmosphere and makes its stores as attractive as possible, the higher the level of customer satisfaction. Store atmosphere reflects the physical characteristics of the store, which can be predicted to attract customers. Therefore,

its design must be carefully planned to have a strong influence on customer satisfaction (Pratama & Dewi, 2022).

Based on the results of the hypothesis analysis conducted by the researcher, it was found that the service quality variable has a positive and significant influence on customer loyalty. The results of this study are consistent with the results of respondents' answers to the distributed questionnaire, with the number of respondents agreeing reaching 46.5% and answers strongly agreeing at 15% for the service quality variable, and for the customer loyalty variable, with the number of respondents agreeing reaching 34% and strongly agreeing reaching 18%. The positive and significant results of this study are in line with research (Fernandes, 2021; Kusuma et al., 2023); Fernandes (2021) states that service quality has a positive and significant influence on customer loyalty. It can be concluded that the better the quality of service provided by Indomaret, the better the level of customer loyalty. One important factor in shaping customer loyalty is that a customer who feels satisfied with the service they receive will experience happy or positive feelings, which will lead to increased customer loyalty (Linardi, 2020).

Furthermore, based on the results of the hypothesis analysis that the researcher has conducted, it shows that the variable of price fairness has a positive and significant influence on customer loyalty. The results of this study are consistent with the results of respondents' answers to the distributed questionnaire, with the number of respondents agreeing reaching 44.5% and answers strongly agreeing at 18.5%. Still not much different from the neutral answer of respondents here at 39%, indicating that consumers in the city of Pekanbaru still pay attention to price when they want to shop. The positive and significant results of this study are in line with research (Bayu et al., 2023; Sebastian & Pradana, 2023; Adrian & Keni, 2023), which shows that price fairness has a significant and positive influence on customer loyalty; the better the price fairness, the more customer loyalty will increase, and vice versa. In this study, it can be shown that the more reasonable and fair product prices applied by Indomaret, the more customer loyalty increases towards Indomaret. Price fairness is one of the factors that influences customer loyalty. The existence of appropriate or reasonable prices that have been set properly can increase customer loyalty (Rameli &

Kempa, 2021). Based on the results of the hypothesis analysis conducted by the researcher, the store atmosphere variable has a positive and significant influence on customer loyalty. This study's results align with the responses of respondents to the distributed questionnaire, with 44.5% agreeing and 18.5% strongly agreeing for the service quality variable. For the customer loyalty variable, 34% agreed and 18% strongly agreed. These positive and significant results align with research (Eka Afriana et al., 2023; Takwim et al., 2022) and research (Gunawan & Syahputra, 2020) that states that store atmosphere positively and significantly influences customer loyalty. This demonstrates that the more Indomaret pays attention to store atmosphere in its stores, the greater the sense of loyalty, as customers feel comfortable and want to shop there again. Store atmosphere is a motivating factor for customers to visit and even a reason for returning (Pratama & Dewi, 2022).

Based on the results of the hypothesis analysis conducted by the researcher, the variable customer satisfaction has a positive and significant influence on customer loyalty. This positive and significant research finding aligns with research by Indahsari et al. (2023), Irma & Kristaung (2023), Pratiba (2020), and Wijaya (2024), which suggests that customer satisfaction has a positive and significant influence on customer loyalty. This indicates that the higher the level of customer satisfaction, the stronger the loyalty. Therefore, if Indomaret wants to increase customer loyalty, it must prioritise customer satisfaction levels. Customer satisfaction and loyalty are crucial for increasing profits, ensuring the company maintains good customer relationships (Arifin et al., 2021).

Turning to the results of the hypothesis analysis on the mediating variables, customer satisfaction has a positive and significant effect on the relationship between service quality and customer loyalty. These results indicate that service quality, through customer satisfaction, has a positive and significant mediating effect on customer loyalty. These results align with research by Setiawan Ruslim et al. (2023), Hizmuddin et al. (2023), Pasionus & Kana (2021), and Dewi et al. (2024), which shows that good service quality will lead to customer satisfaction, which can increase customer loyalty. This indicates that the better the quality of service provided by Indomaret, the higher customer satisfaction, which ultimately increases customer loyalty.



Efforts to improve service quality are crucial for the sustainability of a business, as they can increase customer satisfaction and loyalty (Soelyono, 2024).

Based on the results of the hypothesis analysis on the mediating variable, customer satisfaction has a positive and significant influence on the relationship between price fairness and customer loyalty. This is evidenced by questionnaire responses showing that 36.5% agreed with price fairness and 14.5% strongly agreed; 36% agreed with and 13.5% strongly agreed with customer satisfaction; and 34% agreed with and 18% strongly agreed with customer loyalty. These results indicate that price fairness, through customer satisfaction, has a positive and significant mediating effect on customer loyalty. This finding is in line with research by Ramadhanti & Cahyono (2024), San et al. (2022), and Adrian & Keni (2022), which shows that price fairness influences customer loyalty through customer satisfaction. This suggests that if Indomaret wants to increase customer satisfaction and loyalty, it is crucial to consider whether the prices offered are reasonable, have clear justification, and are acceptable to customers. Thus, the more reasonable the price given, the more satisfaction will increase, while the satisfaction obtained by customers can increase customer loyalty (Rameli & Kempa, 2021).

## CONCLUSION

1. The quality of service provided to Indomaret customers in Pekalongan City directly influences customer satisfaction.
2. Reasonable prices provided to Indomaret customers in Pekalongan City directly influence customer satisfaction.
3. The store atmosphere provided to Indomaret customers in Pekalongan City directly influences customer satisfaction.
4. The quality of service provided to Indomaret customers in Pekalongan City directly influences customer loyalty.
5. Reasonable prices provided to Indomaret customers in Pekalongan City directly influence customer loyalty.
6. The store atmosphere provided to Indomaret customers in Pekalongan City directly influences customer loyalty.
7. Customer satisfaction provided to Indomaret customers in Pekalongan City directly influences customer loyalty.
8. The quality of service provided to Indomaret customers in Pekalongan City indirectly influences customer loyalty.

9. The reasonableness of prices provided to Indomaret customers in Pekalongan City indirectly influences customer loyalty through customer satisfaction.
10. The store atmosphere provided to Indomaret customers in Pekalongan City indirectly influences customer loyalty through customer satisfaction.

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