

**THE INFLUENCE OF SERVICESCAPE AND CUSTOMER EXPERIENCE ON  
CUSTOMER LOYALTY WITH CUSTOMER TRUST AS AN INTERVENING VARIABLE  
(A Study of Customers at Empat Coffee and Spaces in Cilegon City)**

Lukman Hidayatulloh<sup>1</sup>, Lutfi<sup>2</sup>, Yanto Azie Setya<sup>3</sup>  
<sup>123</sup>Sultsan Ageng Tirtayasa University

**Article Info**

**Article history:**  
**Received: Feb 06, 2026**  
**Revised: -**  
**Accepted: Feb 27, 2026**

**Keywords:**

Servicescape, Customer Experience,  
Customer Trust, Customer Loyalty

**ABSTRACT**

This study aims to determine the influence of Servicescape, Customer Experience, and Customer Loyalty, mediated by Customer Trust, on consumers of Empat Coffee and Space in Cilegon City. The method used in this study is quantitative research. The population in this study were consumers of Empat Coffee and Space in Cilegon City. The sample size of this study was 168 respondents, using Purposive Sampling and Convenience Sampling methods. The data analysis technique used in this study was Structural Equation Modeling (SEM) using the SmartPLS4 analysis tool. The results of this study indicate that: (1) Servicescape has a positive and significant effect on Customer Loyalty; (2) Customer Experience has a positive and significant effect on Customer Loyalty; (3) Customer Trust has a positive and significant effect on Customer Loyalty; (4) Servicescape has a positive and significant effect on Customer Trust; (5) Customer Experience has a positive and significant effect on Customer Trust; (6) Customer Trust mediates the effect of Servicescape on Customer Loyalty; (7) Customer Trust mediates the effect of Customer Experience on Customer Loyalty.



This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license

**Corresponding Author:**

Lukman Hidayatulloh

E- Mail : [Lukmanhidayatulloh23@gmail.com](mailto:Lukmanhidayatulloh23@gmail.com)

**INTRODUCTION**

The In recent years, cafés also commonly referred to as coffee shops have become one of the fastest-growing types of businesses. Along with the development and diversification of community lifestyles, customer needs have continued to evolve. The creativity and willingness of café owners to adapt, interact with customers, and respond to their preferences have also increased. This development makes it easier for customers to find cafés or coffee shops that provide comfort and meet their expectations.

Based on survey data from the Central Bureau of Statistics (Badan Pusat Statistik) of Cilegon City for the period 2022–2024, coffee consumption in Cilegon City shows that 0.355 of consumers consumed coffee in the form of beans or ground coffee over the past three years. In addition, 4.731 consumers were recorded as consuming coffee in sachet form during the same three-year period in Cilegon City.

The high level of public interest in coffee in Cilegon City represents an attractive opportunity for business actors to establish coffee shops with distinct characteristics. Each café offers its own uniqueness, whether in terms of presentation, flavor composition, or interior design, in order to meet diverse consumer needs. This condition has led to the rapid growth of coffee shops in various parts of the city, offering a wide range of experiences for coffee enthusiasts. In particular, cafés located in close proximity to one another intensify competition among café operators. This development is further driven by easily accessible market segmentation and the continuous increase in consumer demand over time, resulting in varying levels of revenue performance among cafés. One example is the establishment of Empat Coffee and Space, which has contributed to the competitive landscape of the local coffee shop industry.

Based on the results of a pre-survey involving 35 respondents, several important findings were obtained regarding customer loyalty toward Empat Coffee and Space. The results indicate that a high proportion of respondents expressed "disagreement" across all loyalty indicators, suggesting a decline in customer loyalty toward Empat Coffee and Space. These findings reflect an inconsistency or instability in customer loyalty levels at Empat Coffee and Space.

The primary factors contributing to this inconsistency in customer loyalty include low customer interest in the products and the rapid proliferation of cafés in Cilegon City, which has adversely affected the business performance of Empat Coffee and Space. Therefore, improving customer loyalty under these conditions is of critical importance. Several factors are indicated to influence customer loyalty, including servicescape, customer experience, and customer trust. Accordingly, this study considers it essential to examine the extent to which servicescape and customer experience affect customer loyalty, with customer trust serving as a mediating variable at Empat Coffee and Space.

Based on previous studies, this research identifies a research gap indicated by inconsistencies in empirical findings regarding factors influencing customer loyalty. Several studies (Setiawardani, 2021), (Putri & Suryani, 2024), (Putra et al., 2020), (Rai & Anirvinna, 2019), (Türker et al., 2019), (Shiratina, 2021), (Rindi Sharifa et al., 2023), (Syahputra et al., 2022), report that servicescape has a positive and significant effect on customer loyalty.

Conversely, other studies ((Sihombing et al., 2023), (Robustin & Hariyana, 2024), indicate that servicescape has a negative or insignificant effect on customer loyalty, highlighting inconsistencies in previous findings.

Similarly, numerous studies demonstrate that customer experience positively and significantly influences customer loyalty ((Rahmawati et al., 2021), (Udayana et al., 2022), (Warganegara et al., 2024), (Keni & Sandra, 2021), (Antara et al., 2020), (Rindi Sharifa et al., 2023), (Rumefi, 2023), (Saputra et al., 2023). However, contradictory results are reported by (Sutriani et al., 2024), (Lyna & Prasetyo, 2021), who find a negative and insignificant effect of customer experience on customer loyalty.

## LITERATURE REVIEW

### **Stimulus – Organism – Response (SOR) Theory**

The Stimulus–Organism–Response (S–O–R) Theory explains how external environmental stimuli influence individuals' internal states and subsequently generate behavioral responses. In this study, servicescape and customer experience act as stimuli perceived by customers of Empat Coffee and Space, shaping their perceptions and evaluations. Servicescape refers to the café's physical environment, while customer experience encompasses sensory, emotional, cognitive, behavioral, and social interactions. The S–O–R framework is relevant in explaining the relationship between these stimuli, customer trust as the internal state, and customer loyalty as the behavioral response, highlighting the importance of enhancing servicescape and customer experience to build trust and sustain customer loyalty.

### **Service Quality Theory**

This study is grounded in Service Quality Theory (SQT), which explains the relationships among the variables examined, namely servicescape, customer experience, customer trust, and customer loyalty. Originally proposed by Zeithaml, Service Quality Theory conceptualizes perceived service quality as the extent of the gap between customers' expectations and their actual perceptions of service performance (Sudjianto & Japariato, 2017).

Within this framework, servicescape and customer experience shape consumers' perceptions, particularly customer trust, which subsequently influences customer loyalty. The theory suggests that customer loyalty is determined by the physical service environment and customer experiences, mediated by consumers' trust perceptions.

### **Servicescape**

Servicescape refers to the physical environment in which a service is delivered and experienced by customers. According to Lovelock and Wirtz, servicescape relates to the uniqueness and appearance of the physical setting

encountered by consumers during service delivery (Setiawardani, 2021). Similarly, Lunardo and Chaney define servicescape as the physical environment where services are provided, which directly influences customers' feelings and comfort levels. Servicescape plays a crucial role in shaping customer experience, as interactions between customers and the service environment contribute to the formation of perceived value.

### Customer Experience

Customer experience refers to the process through which customers acquire perceptions and knowledge through effective communication during the purchasing process (Sutriani et al., 2024). It encompasses customers' thoughts, emotions, activities, and behaviors throughout the entire consumption journey, including their internal and personal responses to both direct and indirect interactions with a company. According to Schmitt, customer experience is a key component of marketing strategy aimed at enhancing customer satisfaction and fostering customer loyalty. Maximizing the five experiential dimensions during the consumption process plays a crucial role in shaping customer satisfaction and long-term loyalty (Mantala & Firdaus, 2016).

### Customer Loyalty

Customer loyalty refers to a strong commitment by consumers to repurchase a product or service consistently over time, despite potential situational influences or marketing efforts that might encourage switching (Gani et al., 2022). It reflects customers' determination to continue subscribing to or purchasing specific products or services in the future, emphasizing repeat behavior and long-term commitment to a particular brand or organization (Syahputra et al., 2022).

### Customer Trust

Customer trust refers to consumers' knowledge and confidence regarding a product, its attributes, and benefits, linking closely to their attitudes and perceptions (Goeltom et al., 2023). Trust also encompasses confidence in the seller, product, and company, which is essential for maintaining long-term relationships, reflecting the consumer's belief that the company will fulfill its promises in accordance with their expectations (Goeltom et al., 2023).

## RESEARCH METHOD

This study employs a quantitative method with a descriptive approach. The quantitative method is used to analyze numerical data with the aim of empirically testing hypotheses, while the descriptive approach provides a systematic overview of the data related to the research object (Ferdinand, 2014).

The population of this study consists of customers of Empat Coffee and Space, which is unknown. Given the use of Structural Equation Modeling (SEM) for analysis, the sample size was determined based on Ferdinand's (2014) guideline, which recommends 5–10 times the number of indicators. This study includes 19 indicators, and the researcher selected 8 times the number of indicators in accordance with the sampling rules of SmartPLS 4. Namely calculating the algorithm and bootstrapping.

## RESULTS AND DISCUSSIONS

Based on Table 1, the majority of respondents in this study were female (52.38%), while males accounted for 47.62%. This nearly balanced composition indicates that both male and female customers of Empat Coffee and Space in Cilegon City show relatively equal interest in visiting the café. This condition is relevant to the study of the effects of servicescape and customer experience on customer loyalty, with customer trust as an intervening variable, as it suggests that the service environment and overall café experience are able to attract both genders equally, providing potential for trust formation and loyalty development across all consumer groups.

**Table 1. Respondent characteristics based on gender**

No	Gender	Total Respondent	
		People	Percentage
1.	Women	88	52,38%
2.	Man	80	47,62%
<b>Total</b>		<b>100%</b>	

Based on the age distribution in Table 2, the majority of respondents (66.07%) were between 21 and 25 years old. This dominance of young adults indicates that customers of Empat Coffee and Space in Cilegon City are primarily in an age group that actively explores cafés with comfortable atmospheres. This is relevant to the study of the effects of servicescape and customer experience on customer loyalty, with customer trust as an intervening variable, as younger consumers tend to be highly sensitive to the quality of the physical environment and the overall experience during their visits.

**Table 2. Respondent characteristics based on age**

No	Respondent Age	Total Respondent	
		People	Percentage
	17–20	19	11,31%
	21–25	111	66,07%
	26–30	9	5,36%
	31–35	6	3,57%
	36–40	3	1,79%
	41–57	4	2,38%
	<b>Total</b>	168	100%

Based on Table 3, the majority of respondents were students (48.81%), followed by private employees (27.38%). This indicates that customers of Empat Coffee and Space in Cilegon City are primarily young, productive individuals and active workers who use the café as a place for studying, working, or relaxing. These findings are relevant to the study of the effects of servicescape and customer experience on customer loyalty, with customer trust as an intervening variable, as students and private employees pay close attention to the comfort, atmosphere, and service experience of the café. Therefore, high-quality servicescape and customer experience at Empat Coffee and Space are crucial for building trust and loyalty among these dominant consumer groups.

**Table 3. Respondent characteristics based working**

No	working	Total Respondent	
		People	Percentage
1	Entrepreneur	19	11,31%
2	Housewife	5	2,98%
3	Private Employee	46	27,38%
4	Student	82	48,81%
5	Government employee	16	9,32%
	<b>Total</b>	168	100%

Convergent validity was assessed using factor loadings and the Average Variance Extracted (AVE) for each variable. The criterion for factor loadings is that they should exceed 0.7. However, loadings between 0.5 and 0.6 are still considered acceptable as long as the AVE for each variable is greater than 0.5.

Based on Table 4, the Average Variance Extracted (AVE) values for all variables exceed 0.5, with 0.766 for servicescape, 0.744 for customer experience, 0.781 for customer trust, and 0.872 for customer loyalty. Therefore, no issues were found regarding the convergent validity of the tested model.

**Table 4. Average Variance Extracted (AVE) Test Results**

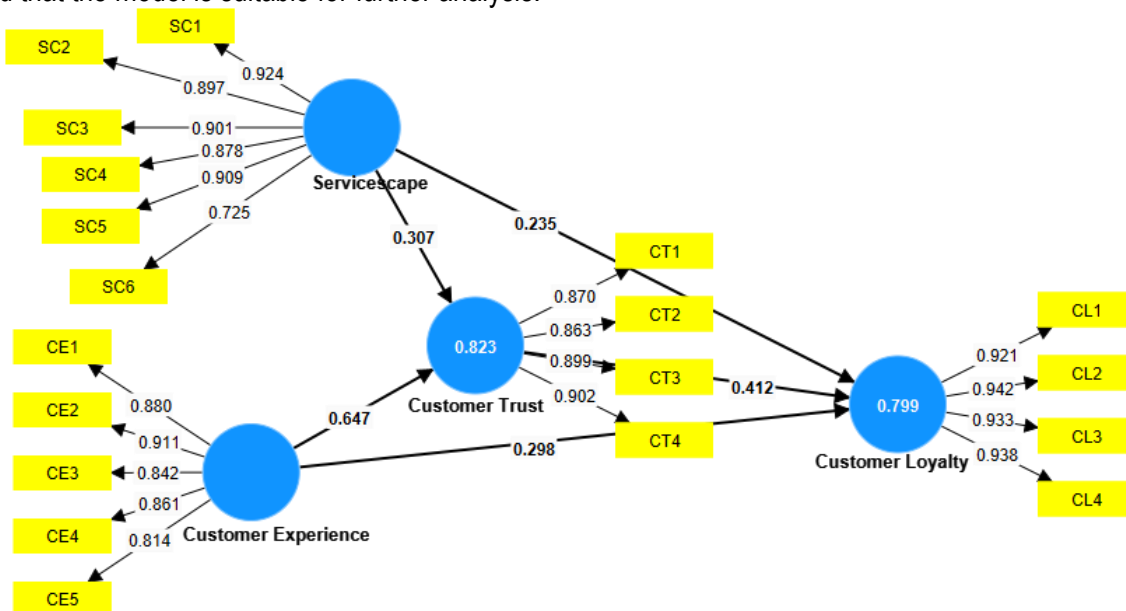
Variable	AVE
<b>Servicescape (X1)</b>	0.766
<b>Customer Experience (X2)</b>	0.744
<b>Customer Trust (Z)</b>	0.781
<b>Customer Loyalty (Y)</b>	0.872

**Table 5. Outer Loadings Values**

Variable	Loading factors
----------	-----------------

SC1	0.924
SC2	0.897
SC3	0.901
SC4	0.878
SC5	0.909
SC6	0.725
CE1	0.880
CE2	0.911
CE3	0.842
CE4	0.861
CE5	0.814
CT1	0.870
CT2	0.863
CT3	0.899
CT4	0.902
CL1	0.921
CL2	0.942
CL3	0.933
CL4	0.938

All factor loadings were within acceptable ranges, indicating that no indicators needed to be eliminated and that the model is suitable for further analysis.



**Figure 1. Outer Model Calculation**

Reliability testing aims to measure the consistency of a measurement instrument, indicating its accuracy, stability, and precision. In this study, reliability was assessed using two criteria: composite reliability, which is considered adequate when between 0.6 and 0.7, and Cronbach's alpha, with values above 0.7 indicating good reliability.

**Table 6. Reliability Test Results**

Variablee	Cronbach's Alpha	Composite Reliability
<b>Customer Experience (X2)</b>	<b>0.913</b>	<b>0.935</b>

<b>Customer Loyalty (Y)</b>	0.951	0.965
<b>Customer Trust (Z)</b>	0.906	0.934
<b>Servicscape (X1)</b>	0.937	0.951

Based on Table 6, all variables met the reliability criteria. This is indicated by Cronbach's Alpha values above 0.7 for each variable, confirming that the instruments are consistent and reliable. Additionally, the Composite Reliability values for all variables exceeded the minimum threshold of 0.6, indicating that the constructs in this study are reliable and capable of measuring the variables consistently.

**Table 7. R Square Results**

Variable	R Square	R Square Adjusted
<b>Customer Trust (Z)</b>	0.823	0.821
<b>Customer Loyalty (Y)</b>	0.799	0.795

Based on the determination coefficient ( $R^2$ ), the model demonstrates a strong explanatory power. The  $R^2$  value for Customer Trust (Z) is 0.823, indicating that servicscape and customer experience account for 82.3% of the variance in customer trust, while the remaining 17.7% is influenced by other factors outside the model. This suggests that the quality of the service environment and customer experience substantially contributes to building trust at Empat Coffee and Space.

Meanwhile, the  $R^2$  value for Customer Loyalty (Y) is 0.799, showing that 79.9% of the variance in customer loyalty is explained by servicscape, customer experience, and customer trust. In other words, these three variables account for the majority of changes in customer loyalty, indicating that the model adequately captures consumer loyalty behavior in this case study.

**Table 8. Direct Effect Results**

Variable	Original Sampel (o)	Sampel Mean (M)	Standard Deviation	T Statistics	P values
<b>CE --&gt; CL</b>	0.298	0.301	0.071	4.168	0.000
<b>CE --&gt; CT</b>	0.647	0.646	0.064	10.162	0.000
<b>CT --&gt; CL</b>	0.412	0.408	0.068	6.033	0.000
<b>SC --&gt; CL</b>	0.235	0.236	0.074	3.172	0.002
<b>SC --&gt; CT</b>	0.307	0.309	0.070	4.409	0.000

The results of the direct effect analysis are summarized as follows:

- H1: Effect of Customer Experience on Customer Loyalty**  
Customer experience has a positive and significant effect on customer loyalty, with a path coefficient of 0.298, t-statistic = 4.168 > 1.96, and p-value = 0.000 < 0.05. Thus, H1 is supported.
- H2: Effect of Customer Experience on Customer Trust**  
Customer experience significantly and positively influences customer trust, indicated by a path coefficient of 0.647, t-statistic = 10.162 > 1.96, and p-value = 0.000 < 0.05. Therefore, H2 is accepted.
- H3: Effect of Customer Trust on Customer Loyalty**  
Customer trust positively and significantly affects customer loyalty, with a path coefficient of 0.412, t-statistic = 6.033 > 1.96, and p-value = 0.000 < 0.05. H3 is thus supported.
- H4: Effect of Servicscape on Customer Loyalty**  
Servicscape has a positive and significant effect on customer loyalty, as shown by a path coefficient of 0.235, t-statistic = 3.172 > 1.96, and p-value = 0.002 < 0.05. H4 is accepted.
- H5: Effect of Servicscape on Customer Trust**  
Servicscape significantly and positively influences customer trust, with a path coefficient of 0.307, t-statistic = 4.409 > 1.96, and p-value = 0.000 < 0.05. Therefore, H5 is supported.

**Table 9. Indirect Effect Results**

Variable	<i>Original Sampel (o)</i>	<i>Sampel Mean (M)</i>	<i>Standard Deviation</i>	<i>T Statistics</i>	<i>P values</i>
SC --> CT --> CL	0.266	0.264	0.055	4.829	0.000
CE --> CT -->CL	0.126	0.125	0.032	3.954	0.000

**6. H6: Effect of Servicescape on Customer Loyalty through Customer Trust**

Servicescape has a positive and significant indirect effect on customer loyalty via customer trust, with an indirect path coefficient of 0.266, t-statistic = 4.829 > 1.96, and p-value = 0.000 < 0.05. Therefore, H6 is supported, indicating that customer trust successfully mediates the relationship between servicescape and customer loyalty.

**7. H7: Effect of Customer Experience on Customer Loyalty through Customer Trust**

Customer experience positively and significantly affects customer loyalty through customer trust, with an indirect path coefficient of 0.126, t-statistic = 3.954 > 1.96, and p-value = 0.000 < 0.05. Thus, H7 is accepted, demonstrating that customer trust functions as an intervening variable between customer experience and customer loyalty.

**Table 10. Fit Model**

Fit Model	
<b>SRMR</b>	0.080

Referring to Table 10, the model demonstrates a reasonably good fit with the analyzed data. This is indicated by the goodness-of-fit index, where the Standardized Root Mean Square Residual (SRMR) is 0.080. Although slightly above the ideal value of 0.08, it is still within the acceptable threshold of 0.10, indicating an adequate model fit.

**CONCLUSION**

This study aimed to examine the effects of servicescape and customer experience on customer loyalty, with customer trust as a mediating variable. The physical environment, ambiance, lighting, cleanliness, and spatial arrangement at Empat Coffee and Space encourage repeat visits and foster customer loyalty. H1 is supported. Positive customer experiences, including service quality, promptness, employee interaction, and product consistency, enhance the likelihood of repeat visits. H2 is accepted. Trust in product quality, service consistency, and brand credibility drives loyalty. H3 is supported. A clean, organized, and comfortable physical environment enhances customers' perception of professionalism and security. H4 is accepted. Direct experiences, such as friendly service, consistent product quality, and enjoyable interactions, build trust. H5 is supported. Servicescape influences loyalty both directly and indirectly through customer trust. H6 is accepted. Positive customer experiences strengthen trust, which in turn enhances loyalty. H7 is accepted.

Based on the findings, maintaining a comfortable, clean, and well-organized physical environment improves customer trust, which subsequently increases loyalty. Optimal lighting, aesthetics, cleanliness, and adequate facilities contribute to a professional and reliable service perception. Ensuring positive experiences throughout the customer journey—from arrival to service delivery and transaction completion—enhances trust. Employee training for friendliness, responsiveness, and informative service is essential to reinforce positive emotional experiences. Clear communication, service transparency, and consistent quality help customers feel secure, forming a foundation for strong and sustainable loyalty. Actively collecting and utilizing feedback from surveys, online reviews, or direct discussions enables continuous improvement of the physical environment, service processes, and employee interactions. Feedback not only enhances trust but also reinforces loyalty by demonstrating that the company values customer opinions. Continuous evaluation ensures servicescape and customer experience remain aligned with evolving consumer preferences, maintaining competitiveness in Cilegon's café market.

**REFERENCES**

- Antara, H., Prima, E., & Damarsiwi, M. (2020). Pengaruh Customer Experience dan Brand Trust Terhadap Customer Loyalti Pada Allbaik Chicken. *Bussiness Management and Accounting*, 1(2), 115–125.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* ((5th ed.)). Badan Penerbit Universitas Diponegoro.
- Gani, N. S., Hidayanti, I., & Damayanti, R. (2022). the Effect of Product Innovation and Servicescape on Customer Loyalty Through Customer Satisfaction At Lain Hati Coffee Shop in Ternate. *Journal of Management and Islamic Finance*, 2(1), 89–104. <https://doi.org/10.22515/jmif.v2i1.5242>
- Goeltom, V. A. H., Saputri, J. A., & Christine, D. (2023). Pengaruh Customer Satisfaction, Customer Delight, Dan Customer Trust Terhadap Loyalitas Pelanggan Restoran Otentik Di Tangerang. *JUBIMA : Jurnal Bintang Manajemen*, 1(1), 89–118.
- Keni, K., & Sandra, K. K. (2021). Prediksi Customer Experience Dan Service Quality Terhadap Customer Loyalty: Customer Satisfaction Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 191. <https://doi.org/10.24912/jmieb.v5i1.11196>
- Lestira Putri Warganegara, T., Ekonomi dan Bisnis, F., Bandar Lampung Jl Zainal Abidin Pagar Alam No, U., Ratu, L., & Lampung, B. (2024). The Influence of Customer Experience, Customer Value and Corporate Image on Customer Loyalty for Maxim Consumers in Students of the Faculty of Economics and Business, Bandar Lampung University. *International Journal of Progressive Sciences and Technologies (IJPSAT)*, 42(2), 182–190.
- Lyna, L., & Prasetyo, S. I. (2021). Pengaruh Website Quality, Customer Experience, dan Service Quality Terhadap Loyalitas Pelanggan Online Shop Lazada di Kota Surakarta. *INVEST : Jurnal Inovasi Bisnis Dan Akuntansi*, 2(1), 53–63. <https://doi.org/10.55583/invest.v2i1.133>
- Mantala, R., & Firdaus, M. R. (2016). Pengaruh customer experience terhadap customer satisfaction pada pengguna smartphone android (studi pada mahasiswa politeknik negeri banjarmasin). *Jurnal Wawasan Manajemen*, 4(2), 153–164.
- Putra, R., Fauzi, A., & Lubis, A. N. (2020). The Effect of Servicescape on Customer Loyalty with Customer Satisfaction as an Intervening Variable at Killiney Coffee Shop Medan. *Journal of Research and Review*, 7(10), 282–289. [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/viewer.html?pdfurl=https%3A%2F%2Fwww.ijrrjournal.com%2FIJRR\\_Vol.7\\_Issue.10\\_Oct2020%2FIJRR0039.pdf&cflen=100547&chunk=true](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/viewer.html?pdfurl=https%3A%2F%2Fwww.ijrrjournal.com%2FIJRR_Vol.7_Issue.10_Oct2020%2FIJRR0039.pdf&cflen=100547&chunk=true)
- Putri, F., & Suryani, W. (2024). *Jurnal Ilmiah Manajemen dan Bisnis (JIMBI) Pengaruh Experiential Marketing Dan Servicescape Terhadap Loyalitas Konsumen ( Studi Kasus : Di Setia Coffee The Effect of Experiential Marketing and Servicescape on Consumer Loyalty ( Case Study : At Setia Coffe*. 5(1), 53–61. <https://doi.org/10.31289/jimbi.v5i1.4326>
- Rahmawati, A., Sugandini, D., & Istanto, Y. (2021). Pengaruh Customer Experience Terhadap Attitude Loyalty Dan Behavioral Loyalty Yang Dimediasi Oleh Emotional Experience Pada Pengguna Mobile Application Shopee (Studi Kasus Di Yogyakarta). *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 8(3), 879–900. <https://doi.org/10.35794/jmbi.v8i3.36740>
- Rai, A. K., & Anirvinna, C. (2019). Investigating the influence of servicescape on customer loyalty at a fine-dining restaurants in Jaipur. *African Journal of Hospitality, Tourism and Leisure*, 2019(Special Issue), 1–9.
- Rindi Sharifa, Endang Sulistya Rini, & Amlis Syahputra Silalahi. (2023). the Effect of Customer Experience and Servicescape on Customer Loyalty Through Customer Satisfaction As a Variable Intervening on Me & Coffee Works Wahid Hasyim Medan. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJBAS)*, 3(3), 977–982. <https://doi.org/10.54443/ijebas.v3i3.950>
- Robustin, T. P., & Hariyana, N. (2024). Creating Satisfaction and Loyalty with Service Encounter and Servicescape at Balung Hospital Jember Regency. *Jurnal Manajemen Pelayanan Publik*, 8(1), 157–169. <https://doi.org/10.24198/jmpp.v8i1.51475>
- Rumefi, U. (2023). The influence of customer experience, customer relationship on customer loyalty with service as a moderating variable. *Enrichment: Journal of Management*, 12(6).
- Saputra, M. E., Sumiati, S., & Yuniarinto, A. (2023). The effect of customer experience on customer loyalty mediated by customer satisfaction and customer trust. *Journal of Economics and Business Letters*, 3(3), 27–



37. <https://doi.org/10.55942/jeb1.v3i3.205>
- Setiawardani, M. (2021). Peran Servicescape Terhadap Peningkatan Loyalitas Pelanggan (Kajian Empiris terhadap Pelanggan Yumaju Coffee). *Jurnal Riset Bisnis Dan Investasi*, 7(1), 10–21. <https://doi.org/10.35313/jrbi.v7i1.2206>
- Shiratina, Aldina, Rajak, Adnan, Nirwana, N. P. N. (2021). Ilomata International Journal of Management. *Ilomata International Journal of Management*, 2(4 October), 274–281.
- Sihombing, D. B., Rini, E. S., & Situmorang, S. H. (2023). Effect of Perceived Service Quality, Servicescape and Perceived Value on Customer Loyalty through Customer Satisfaction: A Case Study of Waiting List Coffee Medan, Indonesia. *Frontiers in Business and Economics*, 2(2), 87–95. <https://doi.org/10.56225/finbe.v2i2.224>
- Sudjianto, E. Y., & Japarianto, E. (2017). Pengaruh Perceived Service Quality Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variable Intervening Di Hotel Kartika Graha Malang. *Jurnal Manajemen Pemasaran*, 11(2), 54–60. <https://doi.org/10.9744/pemasaran.11.2.54-60>
- Sutriani, S., Muslim, M., & Ramli, A. H. (2024). The Influence Of Experience, Satisfaction And Service Quality On Word Of Mouth Intentions And Customer Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1037–1052. <https://doi.org/10.37641/jimkes.v12i4.2605>
- Syahputra, A., Sanny, A., & Ritonga, H. M. (2022). The Influence of Servicescape and Brand Image on Consumer Loyalty with Consumer Satisfaction as An Intervening Variable at The Coffee Crowd Medan. *Journal of Community Research and Service*, 6(8), 483–503. <https://doi.org/10.52403/ijrr.20220841>