

[SJOM] Submission ORCID

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Nadeem Akhtar (Phd) <jom@journal.seisense.com>

Sat, Jul 4, 2020, 3:30 PM



to me ▾

Dear Purwadi Purwadi,

You have been listed as an author on the manuscript submission "**Store Atmosphere, SERVQUAL and Consumer Loyalty**" to **SEISENSE Journal of Management**.

To confirm your authorship, please add your ORCID id to this submission by visiting the link provided below.

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Thanks

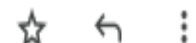
{\$editorialContactSignature}

This is an autogenerated email, please do not reply back to this email.



Dr. Syed Muhammad Azeem <editormgt@journal.seisense.com>

Sat, Jul 4, 2020, 3:37 PM



to me, Bella, Dio ▾

Dear Purwadi Purwadi, Bella Devitasari , Dio Caisar Darma:

I am pleased to confirm that your paper "Store Atmosphere, SERVQUAL and Consumer Loyalty: Case Study of Excelso Coffee Shop" has been accepted for publication in the **SEISENSE** Journal of Management.

Your accepted manuscript will now be transferred to our production department and work will begin on the creation of the proof. If we need any additional information to create the proof, we will let you know. If not, you will be contacted again in the next few days with a request to approve the proof.

Thank you for submitting your work to this journal.

Thanks and Regards

Dr. Syed Muhammad Azeem

Section Editor - Management

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[SJOM] Editor Decision

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Dr. Syed Muhammad Azeem <editormgt@journal.seisense.com>
to me, Bella, Dio ▾

Tue, Jul 7, 2020, 3:27 PM



Dear Purwadi Purwadi, Bella Devitasari, Dio Caesar Darma:

The editing of your submission, "Store Atmosphere, SERVQUAL and Consumer Loyalty: Case Study of Excelso Coffee Shop," is complete. We are now sending it to production. Changes from this point onwards are not acceptable anymore. Within next five days, your paper will be available online and accessible from the website.

Submission URL: <https://journal.seisense.com/index.php/jom/authorDashboard/submission/385>

Thanks and regards

Dr. Syed Muhammad Azeem

Section Editor - Management

SEISENSE Journal of Management

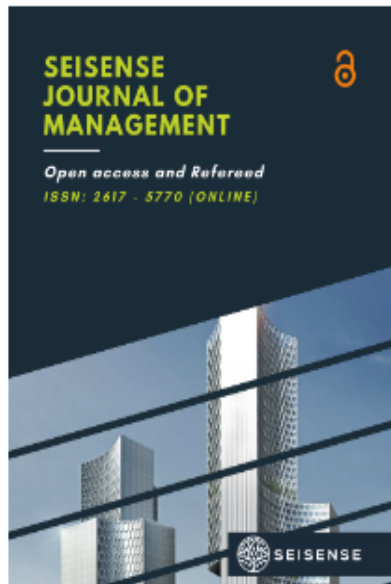
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Store Atmosphere, SERVQUAL and Consumer Loyalty

Case Study of Excelso Coffee Shop



PDF

Submitted: May 31, 2020

Published: Jul 9, 2020

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Dio Caesar Darma

Sekolah Tinggi Ilmu Ekonomi Samarinda

Abstract

Purpose- With competitors, making business people must continue to evaluate the marketing strategy carried out and understand consumer behavior, especially from the coffee shop. The study aims to present the relationship between Store Atmosphere, SERVQUAL, and Consumer Loyalty in Excelso (Big Mall, Samarinda City).

Design/Methodology- We conduct online surveys (instrumental social networking sites). The sample of this study was based on purposive sampling. There were total 98 participants. The study

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