

Store Atmosphere, SERVQUAL and Consumer Loyalty: Case Study of Excelso Coffee Shop

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Abstract

Purpose- With competitors, making business people must continue to evaluate the marketing strategy carried out and understand consumer behaviour, 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. The object of the study was 98 participants. The study hypotheses were assessed with the OLS model.

Findings- We find that there is a positive significant effect of the Store Atmosphere variable on SERVQUAL and SERVQUAL on Consumer Loyalty. Meanwhile, the relationship between Store Atmosphere and SERVQUAL variables is positive-insignificant.

Practical Implications- With this study, it can create a sense of curiosity to conduct further research, namely by holding interviews or distributing a broader questionnaire, to obtain maximum results.

Comment [i-1]: Overall this paper is well written research but it seems like bit of descriptive in nature. I feel like the author have well written the literature review and also has undertaken fair data collection for the research and also the data has been analyzed in a proper scientific manner. This research is conducted in the city of Samarinda (Indonesia). From the paper it is evident that it's a case study of Excelso coffee shop. The main objective of this study is how consumer loyalty enhance through store atmosphere and SERVQUAL. The author of try to determine the linkage between those three variables.

11 Introduction

12 As the current development and lifestyle changes, the trend of the coffee shop business is very popular, and
 13 the opportunities are huge in Indonesia. In the city of Samarinda itself, there have been many coffee shops
 14 with various concepts and various classes for consumers. Starting from the middle class down to the middle
 15 class and above. This has led the business world to very tight competition in order to win many consumers.
 16 Because in addition to attracting consumers, for the survival of the company, the company itself must be able
 17 to retain its customers.

18 This very tight business competition will spur companies to increasingly aggressively innovate. To attract
 19 consumers' interests, entrepreneurs need to understand the behaviour of their consumers, one of them from
 20 the store atmosphere. With so many competitors in the business world, coffee makes businesses do shop
 21 development, create a better store atmosphere, and has its own characteristics from other coffee shops. The
 22 store atmosphere is the differentiator of the coffee shop from one another. That in itself is very influential in
 23 getting and attracting consumers. In addition, service quality is also very influential in the development of a
 24 business. Companies must create the best and maximum service that can be interesting, in order to create
 25 customer loyalty. Customer loyalty is formed when there has been a purchase process that has an impact on
 26 the formation of the impression of quality and experience in using goods or services (Basith et al., 2014).

27 In order to improve and retain customers is to pay attention to the atmosphere that is owned. At present, the
 28 atmosphere is the most important factor for customers in choosing a place to eat (Grace et al., 2018). The
 29 store atmosphere is divided into six elements, i.e. lighting, music, temperature, aroma, spatial planning, and
 30 building design. Store atmosphere can affect the enjoyment of people spending time at the café or restaurant.
 31 Customer loyalty is something that is always expected by every business person. Loyalty is aimed at
 32 behaviour, for routine purchases, and is based on a decision-making unit (Levy & Weitz 2001; Griffin, 2005).

33 Service quality is the dominant factor influencing organizational success. Success can be achieved by
 34 providing high-quality services (Siddiqi, 2011). The organization, in this case, the company must focus and
 35 pay special attention to the quality of service. This is because customers not only want high-quality products,
 36 but they also want high-quality products and services. Organizational success in providing services can occur,
 37 when the services provided meet customer expectations (Puni et al., 2014; Hossain & Islam, 2012).

38 Service quality (SERVQUAL) rests on five dimensions (physical evidence, reliability, responsiveness,
 39 assurance, and empathy) so that everything can be well integrated to create good service to consumers
 40 (Parasuraman et al., 1988).

41 In general, coffee shop business growth in the city of Samarinda City has increased quite rapidly. Excelso
 42 coffee is one of them already present, not only Excelso but many famous coffee shops are also present in
 43 Samarinda City (such as Starbucks and J.Co). Excelso has 2 outlets located in Plaza Mulia and Big Mall. As
 44 one of the coffee shops that is developing quite rapidly, Excelso is certainly also experiencing competition in
 45 the world of the coffee business. The amount of competition, making Excelso has a different store
 46 atmosphere and has its own characteristics as a differentiator with another coffee shop. In addition, the
 47 quality of services provided is as good and as optimal as possible. So, it becomes more reason for consumers
 48 to choose coffeeshop to be visited.

49 With competitors in the same place or around, making business people continue to evaluate marketing
 50 strategies and understand consumer behaviour. One way to deal with competition is to make something
 51 different in meeting the needs, consumers' desire for the place, a comfortable atmosphere, and the best

Comment [i-2]: In writing the introduction of the research paper, normally we follow "the funnel approach" it seems like the author didn't follow that approach. In writing outstanding introduction for the research, the author needs to answer following questions: What you are studying? (author has written about this)
 Why was this topic important to investigate? (author didn't write well about this)
 What did you know about this topic before you did this study? (author have discussed around the globe but local context didn't analyze)
 Where the research gap and the problem? (have not answer this)
 How will this study advance the knowledge? (have not answer this)

Comment [i-3]: With reference to line 13-17, "With so many competitors in the business world, coffee makes businesses do shop development, create a better store atmosphere, and has its own characteristics from other coffee shops. The store atmosphere is the differentiator of the coffee shop from one another. That in itself is very influential in getting and attracting consumers. In addition, service quality is also very influential in the development of a business" how do you know this? You require to give proper intext reference for those point then your argument will be valid.
 With reference to line 22-24, "The store atmosphere is divided into six elements, i.e. lighting, music, temperature, aroma, spatial planning, and building design. Store atmosphere can affect the enjoyment of people spending time at the café or restaurant. Customer loyalty is something that is always expected by every business person." how do you know this? You require to give proper intext reference for those point then your argument will be valid.
 With reference to line 31-33, how do you know that Service quality (SERVQUAL) of five dimensions developed by Parasuraman et al., 1988, can be useful for local context of Indonesia? Why do you used this old SERVQUAL dimension? Don't you think its outdated? Don't you find in the academia any updated SERVQUAL dimension model for coffee shop? Do you think this is appropriate for your study? If so justify?
 Clearly indicate the problem and the research gap.
 Overall the introduction requires little bit modification in making the write up. As stat

52 quality of service. That way, can provide satisfaction and maintain customer loyalty to continue to choose and
53 visit Excelso.

54 The form of service in Excelso Coffe Shop (Big Mal) in Samarinda City has so far been considered
55 unsatisfactory by the consumer because the store atmosphere is less conducive, such as the treatment of
56 employees who are not yet capable, the service time is not fully optimal and other factors cause customer
57 inconvenience. Keep in mind, that good stores are those that are able to satisfy consumer because that is the
58 form of feedback. This is caused by a large amount of competition that offers store atmosphere and quality of
59 service so that it has a direct or indirect effect on consumer loyalty. Therefore, based on the phenomena that
60 occur, it is interesting for us to discuss the extent of the relationship between the three variables (store
61 atmosphere, SERVQUAL, and consumer loyalty).

62 Literature Review

63 Relationship between Store Athmosphere and SERVQUAL

64 Store atmosphere can be a more reason for consumers to be interested and choose, where they will visit and
65 buy. In addition to making differentiation from other cafes, the creation of an adequate store atmosphere can
66 provide its satisfaction to consumers (Kusumawati et al., 2014). So far, parietal needs to realize the
67 importance of store atmosphere to create a shopping experience, which in turn gives consumers satisfaction.
68 Consumers will not recommend restaurants to other friends if they do not find an interesting atmosphere
69 according to their own (Dhurup et al., 2013; Yalçın & Kocamaz, 2003).

70 Most retailers have discovered the benefits of developing an atmosphere that complements other aspects of
71 store design and merchandise. Retailers can also create more interesting shopping experiences through store
72 atmosphere. This aims to support the creation of an attractive atmosphere so that it attracts consumer interest
73 through SERVQUAL (Levy et al., 2014).

74 Another benefit obtained by retailers in creating store atmosphere is that consumers get a feeling of pleasure
75 and comfort in the environment, thus making them relaxed. This resulted in them wanting to spend a long
76 time in the place with an equivalent SERVQUAL (Gilbert, 2003).

77 *Hypothesis 1 (H-1): Store Atmosphere has a significant positive effect on SERVQUAL.*

78 Relationship between Store Athmosphere and Consumer Loyalty

79 The atmosphere refers to the physical characteristics of the shop that are used to develop images and to
80 attract customers, which means the atmosphere of the cafe is the physical characteristics that are used to build
81 impressions, loyalties, and attract customers. The atmosphere in environmental design through visual
82 communication, lighting, colour, music, and aroma to stimulate the perception and emotional responses of
83 customers and ultimately influence their buying behaviour. This means that the atmosphere of the cafe
84 through these indicators can create a comfortable purchasing environment so that it can influence consumers'
85 perceptions and emotions to make purchases (Berman & Robert, 1992; Levy & Weitz, 2001; Effendy et al.,
86 2019).

87 Items such as attractive employees, adequate number of employees, and well-presented employees are used as
88 a measure for employee factors. Based on that, in terms of storing atmospheric variables (such as facilities
89 provided), the focus will be on internal design and decoration only. On the other hand, the atmosphere will
90 include background music, the smell in the dining room, lighting, and temperature can also affect customer
91 satisfaction. Spatial elements will look into the way furniture and equipment are arranged in the dining area

Comment [i-4]: It seems like only one side of the coin the author have discussed in the LR, due to that it can't be considered as critical review of literature. It is recommended the author to be more critical in writing the LR. The in-text reference always given in the end of the paragraph, rather give the reference for the sentences or bunch of sentences together, so that it can have more professional academic look. The hypothesis developed look good.

92 space, because employee factors will focus on things that can be controlled, such as employee uniforms and
93 the sufficient number of employees (Heung & Gu, 2012; Jalil et al., 2016).

94 *Hypothesis 2 (H-2): Store Atmosphere has a significant positive effect on Consumer Loyalty.*

95 **Relationship between SERVQUAL and Consumer Loyalty**

96 Customer loyalty has an important role for companies to achieve competitiveness and profit. Customer
97 loyalty can increase wages and reduce company costs (Lin & Wang, 2006; Bodet, 2008). Customers are
98 satisfied when they have positive feelings about the service or product in question. Such positive feelings
99 come from meeting or exceeding their desires, demands, and expectations. That way, the feeling is based on
100 the gap between expectations and their perceptions after using the product and receiving service. This gap
101 will influence a person's purchasing decisions (Wiele et al., 2002; Akbar & Parvez, 2009; Hashem & Ali, 2019).

102 SERVQUAL will have an impact on the development of the concept of customer loyalty - SERVQUAL
103 because it is considered as one of the determinants of customer loyalty that is often analyzed. The
104 SERVQUAL constituents (directly and indirectly) are very important in evaluating the customer's view of the
105 customer's trust in an organization. Service is defined as a quality that is important for customer satisfaction
106 and SERVQUAL has an impact on customer loyalty. It can be interpreted, that the limitation of the study of
107 SERVQUAL is the inconsistency in determining the relationship between SERVQUAL and customer loyalty.
108 Several previous studies have discussed SERVQUAL in determining customer satisfaction and influencing
109 customer loyalty. Other studies, by contrast, have justified the effect of customer satisfaction on SERVQUAL
110 quality (Doney & Cannon, 1997; Garbarino & Johnson, 1999; Cronin & Taylor, 1992; Oliver, 1999; Rust &
111 Oliver, 1994; Bolton & Drew, 1991; Ivanauskienė & Volungėnaitė, 2014).

112 *Hypothesis 3 (H-3): SERVQUAL has a significant positive effect on Consumer Loyalty.*

113 **Scale and Measurement**

114 The study uses 2 types of variables, i.e dependent and independent. Store Atmosphere acts as an independent
115 variable (hypothesis-1 and hypothesis-2). Whereas SERVQUAL is an independent variable (for hypothesis-3)
116 and SERVQUAL also acts as a dependent variable (hypothesis-1). For Consumer Loyalty has a role as a
117 dependent variable on hypothesis-3. All variables have influence and interrelationship with one another. To
118 answer these three hypotheses, we use the Ordinary Least Square (OLS) analysis tool. To facilitate the
119 definition of these variables, measurements are made in Table 1.

120 **Table 1:** Dimensions and explanations of variables

Variable (Codes)	Definition	Indicators	Previous Study	Likert
Store Atmosphere (SA)	Creation of an atmosphere in the store environment to provide comfort and pleasure to consumers while in the store	Cleanliness of Excelso outlets is always awake, The music played by Excelso makes it comfortable and not noisy in the cars, The fragrance used by Excelso creates a sense of comfort and does not interfere with the appetite to eat, Room temperature is always awake and makes it comfortable to be in the booth Excelso, and The selection of lighting carried out by Excelso is right and	Hussain & Ali (2015)	1-5

Comment [i-5]: Recommended to rename "scale of measurement" as "methodology", because I believe this is the methodology section of this research paper. Indicate the type of this research (Qualitative or Quantitative or Mixed) method and justify. The author didn't indicate which software is used in analyzing the data, therefore it is recommended to indicate the software used in analyzing the data for the research paper. With reference to line 114, the author stated the sampling method used in the research is "purposive sampling", the justification of that should be included in the paper, which the author failed to indicate. With reference to line 118-120, author stated that "based on the hypothesis, n x 5 observed variables (indicators) to n x 10 observed variables (indicators). There are 14 items used in the question to measure variables, so the number of respondents used was 98 participants." Explain this? This is not very clear. For the purpose of this research did you used adapted set of questionnaire form or you have developed your own set of questionnaire form, based on the previous LR. If you have developed your own set of questionnaire form have you piolet test the questionnaire form before actual data collection. The total 98 collected is it 100% usable for data analysis. Can the data collected via online and social media be reliable? Justify.

		sufficient		
SERVQUAL (SQ)	It is important for producers or companies in meeting the needs and expectations of consumers	Excelso waiters use neat and polite clothes, Exelso employees provide services that meet customer expectations, Excelso employees provide quick response and service to customers, Employees at Excelso Coffe prioritize greetings, greetings, and smiles when serving customers, and Employees at Excelso coffee helps provide advice on choosing coffee and serving it to customers when confused choosing a menu	Tjiptono (2014)	1-5
Cunsomer Loyalty (CL)	A commitment that is formed from consumer loyalty to a product or service so that it continually makes purchases and chooses Execlso coffee	Repurchase products or services that have become his choice, Not easily influenced or interested in other products (refuse), Make recommendations on a product or service to others and Buy outside the product or service line (reward)	Karundeng (2013)	1-5

121 *Noted:* Scale 1-5 (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

122 The subjects in this study were Excelso Coffee (Big Mall) consumers in Samarinda City during 2019. We drew
 123 samples with a purposive sampling technique. Samples are customers who have shopped (at least twice a
 124 month) at Excelso Coffee Big Mall, have been aged 17 years and over, and are domiciled in Samarinda City.

125 The study population cannot be determined, so determining the minimum number of samples that the
 126 number of samples as respondents must correspond to the number of question indicators used in the
 127 questionnaire (Hair et al., 2013). The objects used in this study were 98 participants. Data from interviews and
 128 questionnaires were processed using the Statistical Package for the Social Sciences (SPSS) version 24.

129 The survey was conducted online through an instrument social networking site (questionnaire). With Google
 130 Docs and a link, sent to users to fill out instruments. That way, participants and other people from social
 131 media are also asked to post a link from their profile.

132 **Results**

133 The number of consumers selected as respondents was 98 participants with criteria based on gender, age, and
 134 occupation. The respondents are consumers who have loyalty to Excelso Big Mall in Samarinda City. The
 135 characteristics of respondents are presented in Table 2.

136 It is known that the number of respondents was 98 participants (44 men and 54 women). Of these, 15
 137 participants aged 17-21 years, 36 participants aged 22-26 years, 19 of them were 27-31 years old, and the most
 138 dominant were aged over 32 years as many as 28 people. Based on the type of work, the majority of
 139 participants are students and at least (8 participants) work as government employees.

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Comment [i-6]: The results section the author has explained very well. With reference to line 165-166, author stated that "significance level of 10%, indicator 4 of the SERVQUAL." Do you want to indicate it as 10% or 1%, check whether it's an error or not?

142

Table 2: Demographics of respondents

Distribution		Participant	Percentage (%)
Gender	Male	44	44.9
	Female	54	54.1
	Total	98	100
Age	17 – 21	15	15.3
	22 – 26	36	36.7
	27 – 31	19	19.4
	> 32	28	28.6
	Total	98	100
Profession	General employees	17	17.3
	Government employees	8	8.2
	Entrepreneur	17	17.3
	Student	32	32.7
	Others	24	24.5
	Total	98	100

143

Source: Author(s) calculation

144

Table 3 explains the mean value (average) of each Store Atmosphere indicator has an average of more than 3. This shows that the Excelso Big Mall store atmosphere is good. The indicator of cleanliness in Excelso both has an average rating of 4.12 (the highest) and the lowest is an indicator of good lighting following the tastes of the average consumer of 3.58. With a total average for all indicators found at 3.77. It can be concluded for the Store Atmosphere variable in Excelso Big Mall, participants have rated it well.

149

Table 3: Distribution of respondents

Variables	Indicators	Frequency					Mean
		1	2	3	4	5	
SA	1	0	1	15	53	29	4.12
	2	0	0	37	47	14	3.77
	3	0	1	35	49	13	3.76
	4	0	2	45	40	11	3.61
	5	0	2	48	37	11	3.58
	Average						
SQ	1	0	1	16	55	26	4.08
	2	0	2	39	50	7	3.63
	3	0	1	50	38	9	3.56
	4	1	2	32	50	13	3.73
	5	0	2	41	16	9	3.63
	Average						
CL	1	0	2	35	44	17	3.78
	2	0	1	54	29	14	3.57
	3	0	0	35	47	16	3.81
	4	1	7	45	38	7	3.44
	Average						

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Source: Author(s) calculation

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For the mean value on the SERVQUAL indicator, it also has an average of more than 3. It appears that SERVQUAL is good. Tangibles as the biggest indicator, offered by Excelso such as using neat and polite clothes, reached an average of 4.08. Meanwhile, the lowest indicator was Responsiveness, namely in providing

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154 fast response and service to customers by 3.56. Thus, the majority of participants gave a rating of 3.73 for the
 155 SERVQUAL variable (good).

156 The mean magnitude of each indicator of Consumer Loyalty (average above 3). The Consumer Loyalty
 157 variable in Excelso Big Mall looks good. The highest indicator is to repurchase the product or service that has
 158 become his choice by always buying Excelso coffee products with an average achievement of 3.78.
 159 Meanwhile, the Indicator of buying outside the product or service line, the average participant assessed 3.44.
 160 With a total average for all indicators of 3.65 or in other words, participants have rated it well.

161 **Table 4:** Highlights of validity and reliability testing

Variables	Indicators	r value	r table	Alpha	Decision
SA	1	.684	.196	.749	Supported
	2	.536			Supported
	3	.545			Supported
	4	.547			Supported
	5	.644			Supported
SQ	1	.539	.196	.846	Supported
	2	.489			Supported
	3	.458			Supported
	4	.470			Supported
	5	.490			Supported
CL	1	.568	.196	.797	Supported
	2	.621			Supported
	3	.612			Supported
	4	.720			Supported

162 *Source:* Author(s) calculation

163 All indicators used to measure the variables used to have a correlation coefficient that is greater than r table is
 164 $n = 96$ or 0.196. Thus, the indicators of Store Atmosphere, SERVQUAL, and Consumer Loyalty are valid.
 165 The test results of the Cronbach Alpha value of all variables are greater than 0.60 or in other words, have met
 166 the criteria (see Table 4).

167 Based on Table 5, explaining that the two correlations with different levels of significance are quite varied.
 168 When compared to the three variables, the highest 5% significance correlation is the Store Atmosphere
 169 variable (indicator 2) and the lowest is indicator 5 (SERVQUAL). From a significance level of 1%, indicator 4
 170 of the SERVQUAL variable has the highest correlation value compared to indicator 1 in the Store
 171 Atmosphere variable.

172 **Table 5:** Correlation matrix

Variables	Indicators	Pearson Cor.	Prob.	N
SA	1	.488**	.000	98
	2	.728*		
	3	.716**		
	4	.717*		
	5	.716**		
SQ	1	.649*	.000	98
	2	.518**		
	3	.700*		
	4	.792**		
	5	.625*		

CL	1	.788**	.000	98
	2	.737*		
	3	.735**		
	4	.640*		

Source: Author(s) calculation

**Correlation is significant at the 0.01, *Correlation is significant at the 0.05

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175 Hypotheses 1, 2, and 3 have been answered with a positive relationship between these variables. Even so, the
 176 highest coefficient is SERVQUAL and Consumer Loyalty, and the lowest in the Store Atmosphere
 177 relationship to Consumer Loyalty. Table 6 also presents the constants obtained by 6.126 (positive) with
 178 determination (R²) of 85.6%. This means that of the three relationships, it has a strong coefficient and the
 179 rest is outside the study model (14.4%).

180

Table 6: Summary of influences between variables

	Relationship	Coeff.	t value	Prob.	Decision
H-1	SA --> SERVQUAL	.292	2.891	.005	Supported
H-2	SA --> CL	.159	1.438	.154	Not supported
H-3	SERVQUAL --> CL	.447	2.557	.023	Supported
Constanta (α) = 6.126					
R ² = .856					
F value = 8.959					
DW = 2.106					

181

Source: Author(s) calculation

182 The F value above of the statistic provisions (8.959 > 2.36) which is interpreted by the relationship of
 183 SERVQUAL, Consumer Loyalty, and Store Atmosphere simultaneously has a significant effect. Durbin
 184 Watson's value is still considered reasonable or the model used does not occur autocorrelation disorders (n
 185 < 4.00). It can be concluded, only the rejected hypotheses explain the Store Atmosphere and Consumer
 186 Loyalty, while the two hypotheses proposed have been accepted (as summarized by Figure 1).

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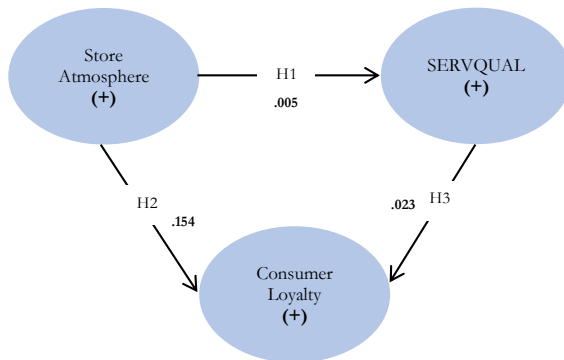


Fig. 1: Study model

Discussion

199 The results of Store Atmosphere on SERVQUAL show there is a positive and significant effect, so the first
200 hypothesis is accepted. If the Store Atmosphere increases, the SERVQUAL will increase. Store atmosphere
201 can not only provide a pleasant purchasing environment but also can provide added value to the products
202 sold and also as a means of communication that can have positive and beneficial effects made as attractive as
203 possible (Nofiawaty & Yuliandi, 2014). In addition, by increasing interesting offerings, it can add value to the
204 SERVQUAL presented by Excelso in Big Mall (Samarinda City). In terms of quantity and quality, it can be
205 the main capital in the future, because the conclusion of this study is positive and significant.

206 Increasing employee involvement and fostering employee motivation is very necessary so that the willingness
207 to continuously try to improve their abilities by creating competent service. That way, the reliability of service
208 can be felt directly by consumers (Pusriadi & Darma, 2019).

209 Store Atmosphere on Consumer Loyalty is proven by a positive effect, but not significant, so the second
210 hypothesis put forward is rejected. If the Store Atmosphere increases, then Consumer Loyalty will increase,
211 even if only in quantity. However, in the scope of the study observation period, the quality is less systematic
212 impact, because the acquisition is not significant. Store Atmosphere not only creates an atmosphere of a place
213 with the aim of providing comfort and pleasure to consumers while there but how to increase sales and
214 generate loyalty to consumers (Listiono & Sugiarto, 2015). So far, Store Atmosphere is one of the
215 characteristics of Excelso in Big Mall (Samarinda City) which is a differentiator from other coffee shops that
216 can be the main strategy to attract consumers.

217 Using experience is part of consumer loyalty, where the factor is everything that happens at each stage in the
218 consumer cycle from before the purchase occurs, until after the purchase occurs and may include interactions
219 (Wijayanti et al., 2019).

220 Our study also confirms that the influence of SERVQUAL and Consumer Loyalty is positive and significant.
221 This fact indicates if the third hypothesis proposed has been accepted. If the SERVQUAL value increases, it
222 will increase Consumer Loyalty. Service quality is one of the main factors of company success, where service
223 quality is an effort made by the company to consumers through meeting the needs, desires of customers, and
224 the accuracy of its delivery in balancing or exceeding expectations desired by customers (Wungow, 2013). In
225 terms of quantity and quality, this analysis shows that during the study observations, we found good results
226 and they can continue in the future.

227 Consumer loyalty is always changing and this is an important part of companies because consumer spending
228 increases motivation for educational change, encourages social, cultural change, and other factors that cause
229 changes in behaviour (Maria et al., 2019).

Comment [i-7]: With reference to line 214-215, author stated that "the quality is less systematic impact, because the acquisition is not significant." What do you mean by the "quality" in here and what do you trying to tell in this sentence?

The 2nd hypothesis is rejected, and this finding is inconsistent with other researcher in the academia. Indicate what might be the reason for this inconsistent result for your study.

Overall the discussion part well discussed.

Conclusion

230

231 Referring to the calculation of data and study observations, we can conclude that only two hypotheses can be
232 accepted, namely the effect of Store Atmosphere on SERVQUAL and SERVQUAL on Consumer Loyalty.
233 Meanwhile, Store Atmosphere and SERVQUAL show a positive and insignificant relationship, so the
234 hypothesis is rejected.

235 Excelso in Big Mall (Samarinda City), needs to maintain and maintain cleanliness, music, the smell of outlets,
236 room temperature, and good lighting in order to maintain consumer loyalty. In addition, improvements are
237 needed for services, ranging from employee attitudes to providing responses and services as expected by
238 consumers.

239 In the future, it is hoped to be able to use this study as a comparison material to carry out subsequent
240 research and use other variables with different models or scale of analysis to obtain varied results, so as to
241 provide attractiveness and refinement.

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243 **Acknowledgments:** N/a.

244 **Conflicts of Interest:** The authors declare no conflict of interest.

245

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Comment [i-8]: This part is well document. Include the managerial and practical implication of the paper.

Comment [i-9]: Use updated references

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