The Effect of Servicescape on Consumer Loyalty Through Consumer Satisfaction as a Variable Intervening at the Coffee Crowd Medan

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Abstract. This study intends to examine the relationship between the servicescape and client loyalty, with customer happiness serving as an intermediate measure. The investigation was conducted at the The Coffee Crowd location in Sun Plaza. This is an example of causal association research. In this study, 95 responses represented the sample size. Using the SmartPLS software, PLS-SEM was utilized to perform data analysis. The outcomes demonstrated that servicescape has a favorable and statistically significant impact on customer satisfaction. Customer loyalty is positively and significantly affected by servicescape and customer happiness. servicescape has a favorable and considerable effect on customer satisfaction and consumer loyalty.

Keywords: Servicescape, Consumer Satisfaction, Consumer Loyalty

1. Introduction

The period of free trade prompted every entrepreneur in the world to compete in order to advance their businesses. Indonesian businessmen performed the same action. Every business, whether it provides goods or services, has the objective of surviving and expanding. The current business growth condition in 2021 is quite high at 3.69%, higher than the achievement in 2020, which experienced a growth contraction of 2.07%, which can be seen from the growth of companies with comparable products as competitors, so there will be competition for market share and consumers. In this instance, the corporation should be familiar with the market where the manufactured product or service will be supplied or marketed. This objective can be attained through maintaining and increasing corporate profitability. Typical tactics to raise a company's earnings include acquiring and retaining consumers and attempting to dominate the industry. The business cannot be isolated from the responsibility of designing the location to win the hearts of customers.

As a result of the progression of time, metropolitan communities are currently undergoing changes in way of life. A shift in the current way of life is the inclination of some groups of people to frequent cafes and coffee shops. In addition to providing a location to eat and drink, the cafe also offers entertainment for the convenience of customers, and it is also used as a social gathering spot. Not only do consumers who come to visit want to enjoy the cuisine, but the comfort they experience will affect customer happiness and foster client loyalty.

Customer loyalty is a crucial aspect that must be maintained by the firm in order to ensure its long-term viability, and it can enhance the relationship between service providers and their customers. Loyal customers are advantageous to the business since they can indirectly promote the company's products or services by recommending them to their relatives and friends. Customers who are loyal to these businesses are hesitant to purchase products from competitors. Kotler and Keller, as cited in (Sinurat et al.

The Coffee Crowd is one of the most well-known coffee shops in the city of Medan. It was founded in 2012 by a coffee and culinary enthusiast who set up the business according to his own preferences. If consumers perceive that the actual service delivered exceeds their expectations, they will be content, however if it falls short, they will be dissatisfied. As the number of cafes rises, cafe managers must be more inventive in proposing cafe concepts that can catch consumers' attention. Consumer satisfaction, according to Lovelock and Wirtz (2011), is the consequence of a comparison between the services perceived and expected by consumers. If consumers perceive that the actual service delivered exceeds their expectations, they will be content, however if it falls short, they will be dissatisfied. As the number of cafes rises, cafe managers must be more inventive in proposing cafe concepts that can catch consumers' attention. Consumer satisfaction, according to Lovelock and Wirtz (2011), is the consequence of a comparison between the services perceived and expected by consumers. If consumers perceive that the actual service delivered exceeds their expectations, they will be content, however if it falls short, they will be dissatisfied. As the number of cafes rises, cafe managers must be more inventive in proposing cafe concepts that can catch consumers' attention.

Customer happiness is the foundation for loyalty. Customer happiness is an essential business continuity benchmark. According to Sudayyono (2016), satisfaction is the consequence of consumer evaluations that the product or service delivered a level of enjoyment, with this level of fulfillment being variable. Cafe owners must be able to provide the best points, one of which is the servicescape, or the physical state of the café.

Maintaining consumer loyalty from marketers who give an enticing servicescape in a coffee shop is a significant problem for conventional marketers. One way to increase consumer happiness is to pay close attention to the servicescape as part of the marketing strategy (Hurriyati, 2015). According to Tjiptono (2014), a company's physical facilities fundamentally "wrap" or "package" the services offered and communicate to consumers what they contain.

The influence of circumstances on consumer and employee behavior is crucial (Ronsembaum and Massaiah, 2011). According to Lovelock et al. (2011), the physical environment influences the intended emotions and behaviors of customers and staff. Servicescape is closely tied to style and physical appearance, another aspect of the service delivery experience that consumers encounter. Frequently, service environments are created to facilitate service delivery and boost productivity.

The challenge for servicescape designers is to clearly direct consumers throughout the service delivery process using signs, symbols, and artifacts. When consumers are unable to read clear signs/signs from a servicescape, they feel confused, which causes anxiety and confusion about how to continue the process and obtain the required service. According to Lovelock et al. (2011), consumers might easily become disoriented and frustrated in a complicated environment.

This investigation centers on The Coffee Crowd Outlet Sun Plaza. Sun Plaza is situated in an area frequented by visitors, particularly those from the middle and higher middle classes. Plus the number of cafes in that area, which necessitates that each cafe owner design a marketing strategy to attract more customers. There has been no notable growth in the number of visitors to The Coffee Crowd Sun Plaza, which is expected to improve its physical environment and servicescape in order to increase customer purchasing interest and brand loyalty.

2. Theoretical Framework

2.1 Consumer Loyalty

Literally, loyal means loyal, yet loyalty may also be understood as a loyalty. This commitment is not compelled, but rather a result of past self-awareness. Consumer views are more likely to be influenced by consumer satisfaction efforts.

While the concept of consumer loyalty explains the behavior of purchasers more thoroughly, The commitment that accompanies recurrent purchases occurs when consumers do not wish to switch, despite the scarcity of the product or service on the market, and when consumers freely advocate the product or service to coworkers, family members, or other consumers.

According to Hurriyati (2015), customer loyalty is a client's resolve to continually re-subscribe to or repurchase selected products/services in the future, despite the effect of the situation and marketing activities having the ability to produce behavioral changes. Hurriyati (2015) argues that loyalty refers more to the manner in which decision-making units continue to purchase the products or services of a particular organization.

Consumers develop a sense of trust as a result of their satisfaction after utilizing a product; customer satisfaction occurs when customer expectations are met or exceeded. Customer satisfaction will also be achieved if the service provider is able to assess the unique criteria of each service to be delivered to customers (Sugiharti, 2012).

2.2 Servicescape

The service environment, also known as the servicescape, is a crucial component of the service marketing mix that has a substantial impact on customer satisfaction. The servicescape facility can provide a unique opportunity for businesses to communicate clear and consistent messages about their goals and the features of their services to their targeted market segment.

Zeithaml and Bitner (2013) describe servicescape as follows: "Servicescape in addition to other tangible forms of communication. Exterior attributes (such as signage, parking, and landscaping) and interior attributes (such as design, layout, equipment, and décor) are components of the physical servicescape that have an impact on customers. The service environment comprises all aspects of a service organization's facilities, including exterior features (informational signs, parking lots, and natural views) and interior attributes (offices, conference rooms, and break rooms) (design, layout, equipment, and decoration). Servicescape is the style and shape of the physical environment, which includes exterior components such as information boards, parking lots, and natural scenery, as well as internal attributes such as design, layout, and equipment.

2.3 Consumer Satisfaction

A marketer must be able to comprehend and analyze the preferences, requirements, and desires of consumers in order to satisfy them. Consumer satisfaction is a comparison of the perceived performance or results to the consumer's expectations. Consumers will experience satisfaction or dissatisfaction after consuming a product or service. The satisfaction of consumers will drive them to purchase and consume the goods again. In contrast, dissatisfaction will discourage consumers from acquiring and eating the product again.

According to Kotler and Keller (2012) in (June, 2017), consumer satisfaction is a feeling someone has if the offered product (goods/services) meets expectations. According to Lovelock and Wirtz (2011), satisfaction is an attitude-like evaluation following a consumer event. Satisfaction is a judgmental disposition determined by acquired experience.

3. Method

Quantitative causal associative research is the methodology employed in this study. According to Sugiyono (2016), causal associative research examines the relationship between two or more variables. According to another definition, quantitative research is research that requires the use of numbers, beginning with data collection, analysis, and the presentation of results.

This survey was administered to The Coffee Crowd customers at the Sun Plaza location, which is located at Jalan KH Zainul Arifin No. 7 in Medan, North Sumatra.

The population is a generalization area consisting of objects or subjects with specific qualities and characteristics determined by the researcher to be studied and then conclusions drawn; therefore, the population is not limited to people, but includes all characteristics or subjects studied, as well as all traits or qualities possessed. by the topic (Sugiyono, 2014). This study's demographic consists of all consumers that visited The Coffee Crowd Sun Plaza many times between November 2021 and February 2022.

The population in this study cannot be quantified, hence the minimal sample size must be calculated using the Lemeshow formula for an unknown population (Snedecor and Chocran, 2015).

According to these calculations, this study's sample consisted of at least 95 respondents. In this investigation, a non-probability sampling strategy was utilized. According to Sugiyono (2015), non-probability sampling is a sampling approach in which not every element or member of the population has an equal chance of being selected as sample members.

The data collecting technique are: 1) Questionnaire Method, according to Sugiyono (2015), a questionnaire is a strategy for collecting data in which respondents are given a series of questions or written statements to answer multiple questions posed by researchers. 2) Interview, 95 respondents, namely customers of The Coffee Crowd at the Sun Plaza Medan location, were interviewed to get insight into the numerous issues and collect the necessary data for this study. According to Sugiyono (2014), interviews

can be performed in an organized or unstructured manner, in person or over the phone, and can be conducted in a structured or unstructured manner. 3) Documentation, according to Arikunto (2017), documentation is a method of gathering data that generates significant notes pertaining to the subject under research in order to obtain complete, accurate, and non-estimated data.

3.1 Data Aalysis Method

Statistical Analysis with a Descriptive Format. Using sample or population data, descriptive statistics operate to characterize or provide an overview of the investigated entity (Sugiyono, 2010). Typically, descriptive statistics give data in the form of a concentration measure (Kuswanto, 2012). The mean is a frequently employed measure of data concentration. In addition to quantifying the concentration of data, it can also be presented as diagrams and tables.

Analysis of a Structural Equation Model (SEM). The approach of data analysis utilizing Structural Equation Modeling (SEM) was used to explain the relationship between the variables in the study in detail. SEM is not used to develop a theory, but rather to validate a model. On the basis of theoretical rationale, the primary prerequisite for employing SEM is to construct a hypothetical model consisting of a structural model and a measurement model in the form of a path diagram. SEM is a set of statistical techniques that permits the testing of multiple relationships simultaneously. The relationship is constructed between several independent variables (Santoso, 2011). Because it involves interaction modeling and nonlinearity, SEM becomes a more potent analytical method.

Analysis using Partial Least Square (PLS). PLS analysis aims to determine the relationship between latent variables and to forecast the structural indicators of the construct. Ghozali (2014) asserts that because PLS does not presume a particular distribution for parameter estimate, parametric approaches are unnecessary for testing the relevance of parameters. The PLS evaluation model is based on non-parametric measures with predictive capabilities. The following is an illustration of the SEM-PLS model:
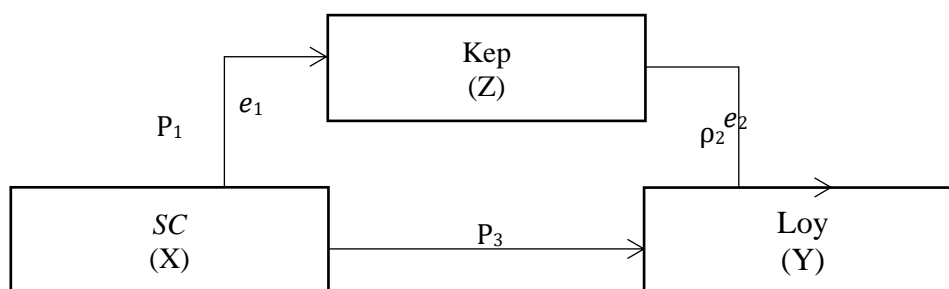
Source: Processed by the Author, 2022

Fig 1. Research Path Diagram Model.

$$Z = \rho_1 X_1 + e_1$$
$$Y = \rho_2 X_1 + \rho_3 Z + e_2$$

Description:
X1 = *Servicescape*
Z = Consumer Satisfaction
Y = Consumer Loyalty
ρ = Path Regression coefficient
e = *Error Term*

Model Evaluation (SEM-PLS). PLS requires analysis of two models: the measurement model (outer model) and the structural model (inner model). The following data analysis steps were performed using smartPLS version 3.0 M3 software:

Measurement Model or Outer Model. There are three criteria for evaluating the outer model: Convergent Validity, Discriminator Validity, and Composite Validity of the measurement model, with reflection indicators evaluated based on the PLS-calculated correlation between item scores. The individual reflection

measure is deemed to be high if its correlation with the measured construct exceeds 0.70. According to Ghozali (2014), a loading value between 0.5 and 0.6 is sufficient for research in the early phases of scale development. Convergent validity may also be determined by calculating the Average Variance Extracted (AVE). When an instrument passes the convergent validity test, it is said to possess convergent validity. if its Average Variance Extracted (AVE) value is more than 0.500. Cronbach alpha and composite reliability can be used to examine the reliability of the variables that comprise indicators. The variable is deemed reliable if the composite reliability is better than 0.700 and Cronbach's alpha is greater than 0.600, per the test conditions. The Cross Loading measurement is used to examine the Discriminate Validity of the measurement model with reflection indicators. If the correlation is with other constructs, it indicates that the latent construct predicts the size of the block more accurately than other constructs (Ghozali, 2014).

Table 1. Rule of Thumb Evaluation of Measurement Model Executive Summary.

Validity and Reliability	Criteria	Rule of Thumb
Convergent Validity	*Loading Factor*	• 0.70 for Confirmatory Research. • > 0.60 for Explanatory Research.
	Average Variance Extracted (AVE)	• > 0.50 for Confirmatory and Explanatory Research.
	Communality	• > 0.50 for Confirmatory and Explanatory Research.
Discriminant Validity	*Cross Loading*	• > 0.70 for each variable.
Reliability	Square Root of AVE and Correlation between Latent Constructs *Cronbach's Alpha*	• AVE Square Root > Correlation between Latent Constructs. • > 0.70 for Confirmatory Research. • > 0.60 is still acceptable for Explanatory Research.
	Composite Reliability	• > 0.70 for Confirmatory Research. • > 0.60 – 0.70 is still acceptable for Explanatory Research.

Source: Ghozali 2014 (Data Processed by Author, 2022)

Structural Model or Inner Model. With PLS, testing the inner model or structural model begins with examining the R-square value of each dependent latent variable. Changes in the value of Rsquare can be used to evaluate the significance of the effect of specific independent latent variables on the dependent latent variable.

Table 2. Summary of Rule of Thumb Structural Model Evaluation.

Criteria	Rule of Thumb
R-Square	• 0.67, 0.33 and 0.19 indicate strong, moderate and weak models. • 0.75, 0.50 and 0.25 indicate strong, moderate and weak models.
Effect Size F2	• 0.02, 0.15 and 0.35 (small, medium and large).
Q2 predictive relevance	• Q2 > 0 indicates the model has predictive relevance. • Q2 > 0 indicates that the model lacks predictive relevance
Significance (one tailed)	• *t-value*1.28 (significance level = 10%), 1.65 (significance level = 5%) and 2.33 (significance level 1%).

| Criteria	Rule of Thumb
Significance (two tailed)	• *t-value*1.65 (significance level = 10%), 1.96 (significance level = 5%) and 2.58 (significance level 1%).

Hypothesis Test. All hypotheses were tested using the Partial Least Square (PLS) method. Partial Least Square (PLS) is a potent method of analysis because it does not rely on numerous assumptions (Ghozali, 2014). The PLS method allows the tested model to make the following assumptions: the data does not need to be normally distributed, the measurement scale can be nominal, ordinal, interval, or ratio, the number of samples does not need to be large, the indicators do not need to be reflective (can be reflective and formative indicators), and the model does not need to be theory-based (Ghozali, 2014).

4. Results and Discussion

4.1 Results

1. PLS Model Analysis
Using all indications in each construct, the first model or initial model provided in the study was developed as follows:
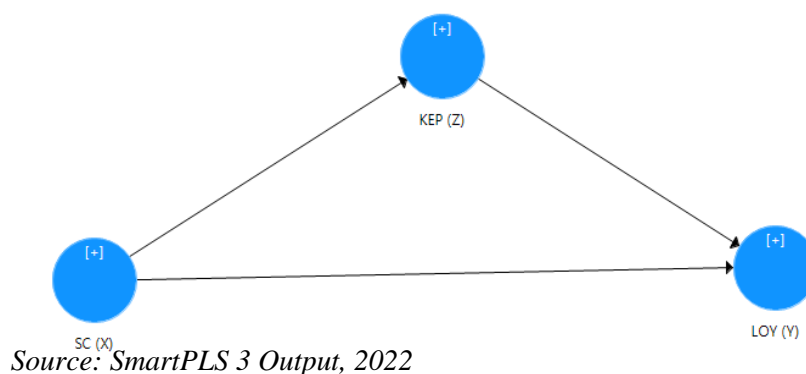
Source: SmartPLS 3 Output, 2022
Fig 2. First Model Framework.

Figure 2 depicts the First order analysis performed on each variable inside the investigation. This is performed to determine the applicability of each indication in each dimension, which serves as the basis for the decline in research indicators. If the indicators of each dimension are trustworthy and precisely measure each dimension, the link between variables can be predicted with more precision.

2. Assessing the Measurement Model (Outer Model)
Using the SmartPLS algorithm, the loading factor value of each indication on each build is determined as follows:

Table 3. Results of Loading Factor Tests.

	KEEP (Z)	LOY (Y)	SC(X)
KEP1	0.798		
KEP2	0.867		
KEP3	0.878		
LOY1		0.832	
LOY2		0.864	
LOY3		0.797	
LOY4		0.839	
SC1			0.909
SC2			0.853
SC3			0.876
SC4			0.880

Source: SmartPLS 3 Output, 2022

According to Table 3, each of the research variable indicators has an outer loading value greater than 0.5. According to Ghozali (2014), an outer loading value between 0.5 and 0.6 is sufficient to meet the criterion for convergent validity. The data indicates that the indicators have been deemed practical or valid for use in research and can be used for additional study.

On each concept, an internal consistency reliability assessment was conducted. The expected minimum composite reliability value for each construct is 0.70. However, the composite reliability score of 0.6 is adequate in exploratory research. The following are the results of the SmartPLS algorithm about the composite reliability of each construct:

Table 4. Composite Reliability.

	Composite Reliability
KEEP (Z)	**0.885**
LOY (Y)	**0.901**
SC(X)	**0.932**

Source: SmartPLS 3 Output, 2022

According to Table 4, the category is quite good, as each construct has satisfied the outer model reliability assessment criteria with a composite reliability score more than 0.70. Consequently, the study of the outer model proceeds to the outer model validity stage.

The outer model's validity is determined using convergent validity and discriminant validity. Assessing convergent validity involves examining the average variance extracted (AVE) value for each construct (Hair et al., 2011), which states that the AVE value for each excellent construct must be at least > 0.5. The following is a summary of the SmartPLS Algorithm's conclusions regarding the AVE value:

Table 5. Standard Deviation Extracted (AVE).

	Average Variance Extracted(AVE)
KEEP (Z)	**0.720**
LOY (Y)	**0.695**
SC(X)	**0.774**

Source: SmartPLS 3 Output, 2022

Table 5 demonstrates that the AVE value of each construct in the final model is more than 0.5. Thus, the suggested structural equation model meets the criterion for convergent validity.

3. Assessing the Structural Model (Inner Model)

After the estimated model satisfies the Outer Model criteria, measurements are conducted by evaluating the structural model (Inner Model) by examining the R-Square ($R2$) value for the variable. The following are the results of the R-Square ($R2$) value on the variables based on the measurement data:

Table 6. R Square.

	R Square
KEEP (Z)	0.222
LOY (Y)	0.330

Source: SmartPLS 3 Output, 2022

Based on Table 6, the following is known:
a) The R Square value for the consumer happiness variable is 0.222, indicating that servicescape influences customer satisfaction to the extent of 22.2%, while the remaining 77.8% is explained by variables not addressed in this study.
b) The R Square value for the consumer loyalty variable is 0.330, indicating that servicescape influences consumer loyalty to the extent of 33%, while the remaining 67% is explained by variables not explored in this study.

4. Test of Direct Effect

Using a significance level of 5%, the T-statistics test (t-test) is utilized to evaluate the null hypothesis. It is considered significant if the T-statistics value is more than 1.96. If the p-value for this test is less than 0.05 (less than 5 percent), the test is significant, and if it is greater than 0.05 (greater than 5 percent), the test is not significant. The following are the outcomes of the direct influence test for each variable:

Table 7. Trailing Coefficients.

	Original Sample(O)	Sample Mean(M)	Standard Deviation(STDEV)	T Statistics(|O/STDEV|)	P Values
KEEP (Z) -> LOY (Y)	0.342	0.357	0.121	2.832	0.005
SC (X) -> KEEP (Z)	0.471	0.487	0.103	4,564	0.000
SC (X) -> LOY (Y)	0.328	0.313	0.122	2,702	0.007

Source: SmartPLS 3 Output, 2022

According to the data in Table 7, it is known that:

a) Servicescape's Impact on Customer Satisfaction

The effect of servicescape on customer satisfaction with (P-Values = 0.000 0.05) thenH0 is rejected and H1 is accepted, indicating a positive and statistically significant relationship between servicescape and customer satisfaction. H1: Servicescape has an influence on Customer Satisfaction.

b) Impact of Servicescape on Customer Loyalty

The effect of servicescape on customer loyalty (P-Values = 0.007 0.05) rejects H0 and accepts H1, indicating a positive and significant link between servicescape and customer loyalty. H2 has an effect on consumer loyalty as a result of servicescape.

c) How Consumer Satisfaction Influences Consumer Loyalty

The influence of consumer satisfaction on consumer loyalty (P-Values = 0.005 0.05), so H0 is rejected and H1 is accepted, indicating that there is a positive and statistically significant influence between consumer contentment and consumer loyalty. Consumer happiness has an influence on consumer loyalty.

5. Test for Indirect Effects

Indirect impact refers to the amount of influence mediated by a variable. The amount of the indirect effect can be computed and described as follows:

Table 8. Indirect results.

	Original Sample(O)	Sample Mean(M)	Standard Deviation(STDEV)	T Statistics(|O/STDEV|)	P Values
SC (X) -> KEEP (Z) -> LOY (Y)	0.161	0.177	0.077	2,087	0.037

Source: SmartPLS 3 Output, 2022

According to Table 8, there is empirical evidence that Servicescape influences client loyalty via customer satisfaction. Therefore, the coefficient value of the indirect effect of servicescape on consumer loyalty via customer satisfaction is 0.16 with a P-Value of 0.037 0.05, indicating that servicescape has a positive and statistically significant influence on customer loyalty via customer satisfaction.

4.2 Discussion

1. Servicescape's Impact on Customer Satisfaction

Based on the results of the direct influence test, it is known that servicescape has a positive and significant effect on customer satisfaction, where the path coefficient value of servicescape is 0.47 and the

significance is 0.000 0.05, indicating that the results demonstrate that Servicescape has a positive and significant effect on customer satisfaction. The first hypothesis is therefore accepted. Servicescape has a direct effect of 47.1% on customer satisfaction. This demonstrates that servicescape has a more direct effect on customer satisfaction. Servicescape is a factor that promotes customer satisfaction. The environment in which consumers receive a service is the servicescape. Good and poor servicescapes can be evaluated based on the stimulus or sensations that consumers experience from the service environment. Each consumer's evaluation of stimuli or service environment stimuli can vary from individual to individual. Some consumers will be content with an excellent servicescape. This study's findings demonstrate that customer happiness may be cultivated via the servicescape. This implies that if servicescape quality improves, so does customer contentment, and vice versa: as servicescape quality declines, so does customer satisfaction. The Coffee Crowd Sun Plaza's servicescape is capable of enticing consumers to make purchases. The dimensions of a servicescape are the ambient circumstances, layout, and signage designed by the company to meet consumer expectations. In accordance with the findings of Pangestuti (2018) and Rijae and Magnadi (2018), this study demonstrates that servicescape has a substantial association with customer satisfaction.

2. Impact of Servicescape on Customer Loyalty

According to the results of the direct influence test, servicescape has a positive and significant effect on consumer loyalty, where the path coefficient value of servicescape is 0.328 and the significance is 0.007 0.05, indicating that the results demonstrate that Servicescape has a positive and significant effect on consumer loyalty. The second theory is therefore acceptable. Servicescape has a direct effect of 32.8% on consumer loyalty. Customer loyalty is less directly affected by Servicescape than customer satisfaction. Servicescape upkeep will continue to affect consumer purchase decisions. Good and poor servicescapes can be evaluated based on the stimulus or sensations that consumers experience from the service environment. Each consumer's evaluation of stimuli or service environment stimuli can vary from individual to individual. A number of customers will demonstrate their commitment to a servicescape that is of high quality. The outcomes of this study suggest that consumer loyalty may be established through servicescape. Thus, customer loyalty improves as servicescape quality increases. Conversely, as servicescape deteriorates, client loyalty decreases. The Coffee Crowd Sun Plaza's servicescape is a characteristic that encourages consumers to make repeat purchases. The company's design of the servicescape, including ambient conditions, layout, and signage, encourages customers to continue making purchases at The Coffee Crowd Sun Plaza.

3. How Consumer Satisfaction Influences Consumer Loyalty

The influence of customer satisfaction on consumer loyalty (p = 0.005 0.05) indicates that H0 is rejected and H1 is accepted, indicating that there is a positive and statistically significant relationship between consumer contentment and consumer loyalty. The third hypothesis is therefore accepted. This indicates that customers who are pleased with the service will return to The Coffee Crowd Sun Plaza. This is due to the fact that the items and services consumers obtain deliver the finest experience. According to the findings of this study, customers of The Coffee Crowd Sun Plaza are pleased with the products and services offered. The greater a consumer's level of contentment, the greater his or her level of brand loyalty. Likewise, if a consumer's level of pleasure is low, he or she will not be loyal to a product or service. This study's findings corroborate those of Ismail et al. (2006), indicating that customer pleasure positively influences customer loyalty.

4. The Impact of Servicescape on Customer Satisfaction on Consumer Loyalty

Table 4.13 provides empirical evidence that the servicescape has a positive effect on client loyalty via customer satisfaction. Thus, the coefficient value of the indirect effect of servicescape on consumer loyalty via customer satisfaction is 0.16 with a P-Value of 0.037 0.05, indicating that Servicescape has a positive and statistically significant indirect influence on consumer loyalty via customer satisfaction. Thus, the fourth hypothesis is accepted.This demonstrates that the quality of the servicescape provided by The Coffee Crowd Sun Plaza has an effect on consumer satisfaction, which has a direct effect on consumer loyalty to The Coffee Crowd Sun Plaza, and vice versa, if the quality of the servicescape is poor, it will have an impact on customer satisfaction. It undermines consumer loyalty and will continue to do so The Coffee Crowd Sun Plaza's services and facilities are inferior to those of competing products, therefore consumers will readily switch to competitors. Customers will be loyal to a product, service, or service if they are content with the servicescape, and this satisfaction will lead to consumer satisfaction. The findings of Putri, Sunarti, and Putri's investigation.

5. Conclusion

Based on the findings of the study, the following are the conclusions of this investigation: 1) Servicescape has had a positive and substantial impact on customer satisfaction at The Coffee Crowd Sun Plaza. 2) Servicescape has had a favorable and substantial impact on customer loyalty at The Coffee Crowd Sun Plaza. 3) Consumer pleasure has a favorable and large effect on consumer loyalty at The Coffee Crowd Sun Plaza 4) Servicescap epositive and significant effect on consumer loyalty at The Coffee Crowd Sun Plaza via customer pleasure as an intervening variable.

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