

## Creating the Perfect Storm: A New Perspective of Service Quality

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### ABSTRACT

This study aims to examine the influence of service quality and store atmosphere on store patronage, with customer satisfaction as a mediating variable, as well as to test the moderating role of store atmosphere. The research object is Toko Salmah, a semi-modern retail store in Balikpapan. A quantitative approach was employed using a Likert-scale questionnaire distributed to 150 respondents selected through purposive sampling. Data were analyzed using Moderated Mediation Regression Analysis (MMRA) with PROCESS Macro Model 59 in SPSS. The results indicate that service quality has a positive and significant effect on customer satisfaction ( $b = 0.603$ ;  $p < 0.001$ ), and customer satisfaction has a positive and significant effect on store patronage ( $b = 0.556$ ;  $p < 0.001$ ). Furthermore, customer satisfaction mediates the effect of service quality on store patronage. However, store atmosphere was not found to be a significant moderator but acts as a direct predictor of customer satisfaction ( $b = 0.345$ ;  $p = 0.006$ ) and store patronage ( $b = 0.207$ ;  $p = 0.021$ ). These findings highlight that service quality and customer satisfaction are the primary drivers of customer loyalty, while store atmosphere contributes as a direct predictor rather than as a moderating factor. The study provides practical implications for local retailers in designing service strategies and shopping experiences that prioritize customer satisfaction. Theoretically, this research contributes by extending Stimulus-Organism-Response (S-O-R) theory to micro-retail contexts and revealing that satisfaction mechanisms differ significantly between modern and traditional retail formats. Limitations include reliance on cross-sectional data from a single retail location, suggesting caution in generalization.

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**Keywords:** *Service quality, store atmosphere, customer satisfaction, store patronage, retail store.*

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## INTRODUCTION

The retail industry in Indonesia has experienced significant development in recent years, both in terms of the number of business actors and people's consumption patterns. According to Kotler (2018), retail is an activity that involves selling goods and services directly to the end consumer for personal use and not for business purposes (B. R. Purnomo et al., 2016; M. Purnomo, 2018; Sugiharto & Deniar, 2021). Based on data from the Indonesian Retail Entrepreneurs Association (Aprindo), the sector's turnover growth throughout 2024 is estimated to reach 4.8% to 4.9% year-on-year. This development is marked by the expansion of various forms of retail, ranging from Indomaret, Alfamart, and grocery stores to supermarkets, which continue to expand their reach across various regions (Mujianto et al., 2023; Nugroho et al., 2024). This dynamic shows that Indonesia's retail industry is increasingly competitive and open to various business models. This condition requires retail business actors to constantly adjust their strategies in response to changing consumer preferences and to offer relevant differentiating values (Zikri & Harahap, 2022; Zulfikar & Kurniawan, 2024; Zulfita & Wahyuni, 2021).

Amidst of the rapid development of the national retail industry, Toko Salmah has emerged as a semi-modern retail store that has been serving the people of Balikpapan City for more than two decades (Wibowo & Setiawan, 2024; Yulianthini & Handayani, 2022; Yunardi & Tjahjaningsih, 2023). The store provides a wide range of essential and household products, as well as offering delivery services catering to customers from various market segments. Despite having strong local customer loyalty, in recent years, Toko Salmah has faced competitive

pressure from modern convenience stores and supermarkets that offer shopping convenience, digital payment systems, and periodic promotional programs (Widodo et al., 2023; Widyanto & Pratiwi, 2024; Wiyase, 2022). In addition, other grocery stores that operate with greater time flexibility have further intensified competition in the local retail market. This condition has had a direct impact on the stability of store revenue. During 2024, Toko Salmah’s turnover showed a significantly fluctuating pattern from month to month. These fluctuations indicate that Toko Salmah is experiencing a decline in transaction consistency, which may affect its business continuity, especially amid increasingly aggressive retail competition. The monthly turnover trend of Toko Salmah during 2024 can be seen in the following graph:

**Figure 1. Salmah Shop Monthly Revenue Chart in 2024**



*(source: data from Toko Salmah and processed by researchers)*

The fluctuations in turnover indicate that customer loyalty is an aspect that needs to be taken more seriously in the face of increasingly competitive retail markets. One of the main indicators of this loyalty is store patronage, i.e., the tendency of customers to continuously visit and shop at a particular store on a regular basis. According to Pal and Srivastava (2024), store patronage is formed from perceptions of value, comfort, and emotional attachment that consumers experience during shopping. In this case, store patronage not only reflects a purchase decision but also represents consumers’ emotional engagement and trust in the store. Toko Salmah has the potential to strengthen this dimension through its distinctive advantages, such as the family-like relationship between customers and staff, as well as fast service built on direct interaction (Risnawati et al., 2019; Wijaya et al., 2020; Wiranata & Suryadi, 2022). This personalized shopping experience is believed to create deep satisfaction and encourage long-term loyalty. Therefore, besides being practically important to understand the contribution of service quality and store atmosphere to satisfaction and store patronage, this issue is also a growing concern in academic studies, as evidenced by the increasing number of studies on consumer behavior and loyalty in the retail sector (Kotler & Keller, 2021; Muttaqien & Widuri, 2023).

Previous studies generally focus on large-scale retail sectors such as supermarkets, shopping malls, and franchised restaurants, while those that specifically highlight micro-scale retail remain limited (Imam Buchory et al., 2023; Putra et al., 2023; Reski & Melifia, 2021). Moreover, the results of earlier research have shown inconsistencies. For example, a study by Camila et al. (2025) in a supermarket in Kudus found that service quality and store atmosphere

did not significantly affect customer satisfaction, while Ridwan et al. (2024), who examined Orange Supermarket in Merauke, found a strong influence between service quality and loyalty. This difference indicates that the effects of these two variables are contextual and influenced by consumer characteristics, geographic location, and retail type. In addition, most previous studies only examined the direct relationship between variables without placing satisfaction as a mediating factor bridging the influence of service quality and store atmosphere on store patronage. In the framework of the Stimulus-Organism-Response (S-O-R) theory by Mehrabian and Russell (1974), satisfaction is an important psychological response that arises from external stimuli such as service and store atmosphere. Therefore, research that positions satisfaction as a mediating variable in the context of micro-retail, as conducted in this study, is important to fill the literature gap while providing practical contributions to local business actors.

To address the limitations of previous studies, this study employed a quantitative approach using a survey method to test the influence of service quality and store atmosphere on store patronage, with customer satisfaction as a mediating variable. The theoretical framework used is Stimulus-Organism-Response (S-O-R), where service quality and store atmosphere act as stimuli that affect consumers' internal conditions in the form of satisfaction, which in turn encourage behavioral responses manifested as loyalty and repeat visits. Data collection was carried out through questionnaires distributed to Toko Salmah customers who had made purchases at least twice in one month. The analysis technique used was Moderated Mediation Regression Analysis (MMRA) with the assistance of PROCESS Macro Model 59 in SPSS version 31. Respondents were also asked to indicate their shopping preferences—whether they shop more often for retail or wholesale—and to specify whether they patronize the Salmah branch 1 or branch 2 store. This design is expected to provide an empirical picture of the factors shaping customer patronage in the context of micro-retail.

The results of this study are expected to make a tangible contribution to the development of Toko Salmah's business strategy, particularly in improving service quality and creating a store atmosphere that better supports customer loyalty. The empirical findings can serve as a foundation for formulating internal guidelines aimed at enhancing customer satisfaction as the key to maintaining store sustainability amid competitive pressures. Furthermore, the findings are also expected to benefit other micro-retail business actors in adjusting service strategies and store atmospheres to align with local consumer characteristics. For consumers, improved service quality and a more comfortable and familiar store atmosphere are expected to enhance the shopping experience and increase satisfaction in ways that are relevant to their needs.

Academically, this study enriches the literature on consumer behavior in micro-retail and emphasizes the role of satisfaction as a mediating variable in understanding store patronage through the Stimulus-Organism-Response theoretical approach. Thus, this research not only offers practical contributions but also broadens theoretical understanding that can serve as a foundation for future studies in marketing and retail management. Unlike prior studies focusing predominantly on large-scale modern retailers, this study uniquely tests moderated mediation mechanisms in a micro-retail context, revealing that satisfaction-driven loyalty operates differently in traditional versus modern retail formats. This distinction represents a novel contribution to retail consumer behavior literature, particularly within emerging Southeast Asian markets where traditional and semi-modern retail formats coexist.

## **METHOD**

This research employs a quantitative approach using an explanatory survey design aimed at testing hypothesized relationships among variables. The study was conducted at Toko Salmah, a semi-modern retail store operating two branches in Balikpapan, East Kalimantan, Indonesia, between October 2024 and January 2025.

This study adopts a cross-sectional explanatory research design, examining causal relationships among service quality, store atmosphere, customer satisfaction, and store patronage. The moderated mediation framework follows Hayes' (2018) PROCESS Model 59, which enables simultaneous testing of direct effects, indirect (mediated) effects, and conditional (moderated) effects within a single integrated model.

The population consists of all active customers of Toko Salmah who have made purchases at least twice within the preceding month. Using purposive sampling with specific inclusion criteria (minimum purchase frequency of twice per month, age 17 years or older, and willingness to participate), a total of 150 respondents were recruited. Sample size determination was based on Hair et al.'s (2019) recommendation of a minimum 10:1 ratio of observations to predictor variables, which exceeds the requirement for the current model specification.

The research was conducted at two branches of Toko Salmah: Branch 1 located in Manggar Sari and Branch 2 in Batakan Mas, both in Balikpapan City. Research subjects were customers who regularly shop at these locations and met the predefined inclusion criteria. Respondents were approached directly at the store premises during their shopping visits, ensuring ecological validity of responses.

Data were collected using a structured questionnaire developed based on established scales from previous literature. The instrument consists of five sections:

1. Demographic information (gender, age, shopping frequency, preferred branch, purchase type)
2. Service Quality (10 items, adapted from Dabholkar et al., 1996): measuring reliability, responsiveness, assurance, empathy, and tangibles
3. Store Atmosphere (10 items, adapted from Baker et al., 1994): measuring ambient, design, and social factors
4. Customer Satisfaction (10 items, adapted from Oliver, 1997): measuring overall satisfaction, expectation confirmation, and shopping experience evaluation
5. Store Patronage (10 items, adapted from Bloemer & de Ruyter, 1998): measuring visit intentions, recommendation likelihood, and preference over competitors

All items utilized a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument underwent content validation by three expert reviewers in marketing and retail management prior to distribution.

Data collection was conducted over an eight-week period from November 2024 to January 2025. Trained research assistants approached customers after completing their purchases, explained the research purpose, obtained informed consent, and distributed paper-based questionnaires. Respondents completed the questionnaire on-site with assistance available if needed. Of 200 questionnaires distributed, 150 were returned complete and usable, yielding a response rate of 75%.

Data analysis was performed in sequential stages:

1. Descriptive Statistics: Frequency distributions, means, and standard deviations were computed to profile respondent characteristics and variable distributions.
2. Instrument Quality Assessment:
  - Validity testing using Pearson product-moment correlation ( $r > 0.160$  at  $\alpha = 0.05$ )
  - Reliability testing using Cronbach's Alpha ( $\alpha \geq 0.60$  threshold)
3. Classical Assumption Testing:
  - Multicollinearity: assessed via Tolerance ( $> 0.10$ ) and VIF ( $< 10$ )
  - Homoscedasticity: evaluated through scatterplot visual inspection of residuals
4. Hypothesis Testing: Moderated Mediation Regression Analysis (MMRA) using Hayes' PROCESS Macro Model 59 in SPSS version 31. This model simultaneously tests:
  - Direct effects of service quality on satisfaction and patronage
  - Direct effects of store atmosphere on satisfaction and patronage
  - Indirect effect of service quality on patronage through satisfaction
  - Moderating effects of store atmosphere on both the service quality  $\rightarrow$  satisfaction and satisfaction  $\rightarrow$  patronage paths
5. Bootstrapping procedure with 5,000 resamples was employed to generate bias-corrected 95% confidence intervals for indirect and conditional effects. Effects were considered significant when confidence intervals excluded zero.

This methodological approach ensures rigorous testing of the proposed moderated mediation model while adhering to best practices in quantitative consumer behavior research (Hayes, 2018; Hair et al., 2019).].

## RESULTS AND DISCUSSION

### Respondent Overview

This study involved as many as 150 respondents who were active customers of Toko Salmah. Respondents were selected with the criteria for shopping frequency at least twice a month. Based on gender distribution, most respondents were women, namely 100 people (66.7%), while men were 50 people (33.3%). Based on age, most respondents were under 25 years old as many as 51 people (34%), 28 people aged 25–35 years old (18.7%) were younger, 28 people were 36–45 years old (18.7%) and over 45 years old as many as 43 people (28.6%)

In terms of shopping frequency, most respondents, namely 118 people (78.7%), shop more than twice a month. Meanwhile, 32 respondents (21.3%) shop twice a month. Judging from the shopping location, most of the respondents often shop at Toko Salmah 1 (Manggar Sari) as many as 101 people (67.3%), while the remaining 49 people (32.7%) shop more often at Toko Salmah 2 (Batakan Mas). Based on the type of purchase, as many as 133 respondents (88.7%) shop at retail, and 17 respondents (11.3%) shop wholesale. The following table presents a summary of the characteristics of the respondents in this study:

Table 1 Respondent Overview

Characteristics	Category	Frequency	Percentage (%)
<b>Gender</b>	Woman	100	66,7
	Man	50	33,3
<b>Age</b>	< 25 years old	51	34,0
	25–35 years old	28	18,7

Characteristics	Category	Frequency	Percentage (%)
	36–45 years old	28	18,7
	> 45 years old	43	28,6
<b>Shopping Frequency</b>	> 2 times a month	118	78,7
	2 times a month	32	21,3
<b>Shopping Locations</b>	Salmah Shop 1 (Manggar Sari)	101	67,3
	Shop Salmah 2 (Batakan Mas)	49	32,7
<b>Purchase Type</b>	Retail	133	88,7
	Wholesaler	17	11,3

Source: Data processed, (2025)

The characteristics of these respondents show that the majority of Salmah Toko consumers are women, are in the productive age range, and have a high shopping intensity. The location preferences and types of spending indicated by the respondents provide a relevant picture of purchasing patterns and consumer experience, so that the data collected is considered representative in measuring the research variables.

### Validity and Reliability Tests

#### Validity Test

The validity test is carried out to assess the extent to which each item in the research instrument is able to measure the construct in question precisely. The analysis technique used is the Pearson correlation between the score of each item and the total score of its variable. The item criterion is declared valid if it has a calculated value of  $r$  greater than the  $r$  of the table with a significance level of  $< 0.05$ . The number of respondents in this study was 150 people, so the degree of freedom ( $df$ ) was 148. Based on the distribution of critical values at the significance level of 5% (two sides), the table  $r$  value of 0.160 was obtained. Thus, the item is categorized as valid if  $r$  counts  $> 0.160$ . The following table presents examples of validity test results of several items that represent each variable in the study.

Table 2 Validity Test Results

No	Variable	Item Code	r-count	r-table	Information
1	Service Quality	SQ1	0,679	0,160	Valid
2	Service Quality	SQ2	0,721	0,160	Valid
3	Store Atmosphere	SA1	0,776	0,160	Valid
4	Store Atmosphere	SA2	0,783	0,160	Valid
5	Consumer Satisfaction	CS1	0,751	0,160	Valid
6	Consumer Satisfaction	CS2	0,751	0,160	Valid
7	Store Patronage	SP1	0,702	0,160	Valid
8	Store Patronage	SP2	0,648	0,160	Valid

Source: SPSS output, data processed (2025)

Note: The entire item has a significance of  $< 0.05$ .

The results of the validity test showed that all items in the four variables had a calculated  $r$  value greater than the  $r$  of the table, as well as a significance value below 0.05. Therefore, all items in this questionnaire are declared valid and suitable for use for the next stage of analysis.

**Reliability Test**

The reliability test aims to assess the extent to which the research instrument can provide consistent results. The test was carried out using Cronbach's Alpha coefficient. According to Ghozali (2016), a construct can be declared reliable if it has a Cronbach's Alpha value  $\geq 0.60$ . Based on the results of the analysis, all constructs in this study, namely *Service Quality*, *Store Atmosphere*, *Consumer Satisfaction*, and *Store Patronage*, showed a Cronbach's Alpha value above 0.90. This shows that all the items in each variable have excellent internal consistency. The following table presents the results of the reliability test of each variable in the study.

Table 3 Reliability Test

No	Variable	Variable Code	Cronbach's Alpha	Information
1	Service Quality	X1	0,926	Reliable
2	Store Atmosphere	X2	0,931	Reliable
3	Consumer Satisfaction	M	0,932	Reliable
4	Store Patronage	And	0,912	Reliable

Source: SPSS output, data processed (2025)

By referring to Cronbach's Alpha criterion  $\geq 0.60$  (Ghozali, 2016), it can be concluded that the four constructs in this study have met the reliability requirements. Therefore, the instrument used is declared reliable and feasible to use in the next stage of analysis.

**Classic Assumption Test**

**Multicollinearity Test**

Multicollinearity is a condition in which there is a strong relationship between independent variables in a regression model. This condition can affect the stability of the model and cause the results of the regression coefficient estimation to be invalid. Therefore, multicollinearity testing needs to be performed to ensure that the independent variables in the study can be used together in a single regression model. The test was carried out by looking at the *Tolerance* and *Variance Inflation Factor (VIF)* values of each independent variable. Based on the literature, the model is said to be free of multicollinearity if the Tolerance value is more than 0.10 and the VIF value is less than 10.

Table 4 Multicollinearity Test Results

Variable	Tolerance	BRIGHT
<i>Service Quality (X1)</i>	0,130	7,690
<i>Store Atmosphere (X2)</i>	0,164	6,104
<i>Consumer Satisfaction (M)</i>	0,159	6,286

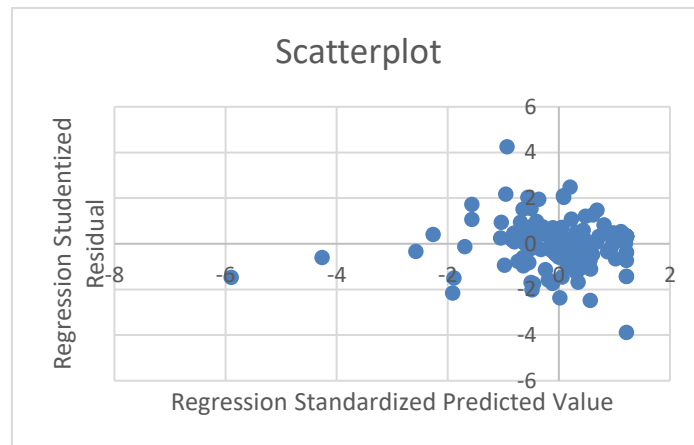
Source: SPSS output, data processed (2025)

Based on the test results, all independent variables in the model had a Tolerance value greater than 0.10 and a VIF value that was still below 10. Thus, it can be concluded that there is no multicollinearity in the regression model used, and independent variables can be used together in regression analysis without causing estimation bias.

**Homoskedasticity Test**

The homoscedasticity test was carried out by looking at the scatterplot between the predicted (ZPRED) and residual (ZRESID) values. The scatterplot results show that the residual points are randomly spread around the zero horizontal line and do not form a specific

pattern such as a narrowing-widening funnel or a wavy pattern. This indicates that the residual variance is constant so that the assumption of homogeneity is fulfilled. Although there were some extreme residual points beyond  $\pm 3$ , the results of additional examination through Cook's Distance showed no significant influence ( $\text{Cook's } D < 1$ ), so all data were retained in the regression model. Thus, the assumption of homogeneity can be declared fulfilled.



Gambar 2 scatterplot

Source: SPSS output, data processed (2025)

This random spread pattern indicates that there is no specific relationship between the residual value and the predicted value. Thus, it can be concluded that this regression model does not contain symptoms of heteroscedasticity, so the homoscedasticity assumption is fulfilled and the model is feasible to use for subsequent testing.

## Hypothesis Testing Results

### PROCESS Macro Model 59 Analysis Results

The results of the analysis using PROCESS Macro Model 59 show that this research model is quite strong in explaining dependent variables. The  $R^2$  value in the consumer satisfaction model is 0.841, meaning that 84.1% of the variation in consumer satisfaction can be explained by the quality of service and the atmosphere of the store. Meanwhile, the  $R^2$  value in the store patronage model is 0.827, which means that 82.7% of the variation in store patronage can be explained by the quality of service, customer satisfaction, and the atmosphere of the store. In addition, the results of the analysis also showed that the store atmosphere had a direct effect on consumer satisfaction ( $b = 0.345$ ;  $p = 0.006$ ) and store patronage ( $b = 0.207$ ;  $p = 0.021$ ). Thus, although the store atmosphere has not been shown to be significant as a moderator variable, it still has a role as a direct predictor. Furthermore, the results of the Index of Moderated Mediation (IMM) test showed a confidence interval that included zero, so that the mediation of consumer satisfaction was not affected by the store atmosphere. In other words, the research model is more appropriately viewed as a simple mediation model.

Hypothesis testing was carried out using *the Moderated Mediation Regression Analysis* (MMRA) approach through PROCESS Macro Model 59 which was carried out in SPSS version 31. This technique allows the analysis of direct and indirect relationships between variables, as well as testing the interaction of moderation in the designed model. The test results are presented in stages according to the relationship structure within the research framework.

**The Influence of Service Quality on Consumer Satisfaction**

The influence of Service Quality on Consumer Satisfaction was analyzed using the PROCESS Macro Model 59. The test results showed a statistically significant influence, as shown in the following table:

Table 5 Test Results of the Influence of Service Quality on Consumer Satisfaction

Independent Variables	Coefficient	Std. Error	t	Sig. (p)	LLCI	ULCI	Information
Service Quality → Consumer Satisfaction	0,603	0,115	5,233	p < 0.001	0,375	0,831	Positive Significance

Source: SPSS output, data processed (2025)

The results of the PROCESS Macro Model 59 analysis show that Service Quality has a positive and significant effect on Consumer Satisfaction with a coefficient of  $b = 0.603$ ,  $p < 0.001$ , and a confidence interval of 95% [0.375; 0.831]. This means that the higher the quality of the service provided, the higher the satisfaction felt by consumers. This condition can be explained from the reality at Toko Salmah. Fast, friendly, and employee service help consumers find their needs to be an advantage in themselves. Consumers also get convenience through WhatsApp ordering services and home delivery, something that small-scale competitors rarely offer. With this good service, consumers feel appreciated and comfortable shopping, so that a sense of satisfaction arises.

**The Influence of Consumer Satisfaction on Store Patronage**

The influence of Consumer Satisfaction on Store Patronage was analyzed using the PROCESS Macro Model 59. The test results showed a statistically significant influence, as shown in the following table:

Table 6 Test Results of the Influence of Consumer Satisfaction on Store Patronage

Independent Variables	Coefficient	Std. Error	t	Sig. (p)	LLCI	ULCI	Information
Consumer Satisfaction → Store Patronage	0,556	0,123	4,513	p < 0.001	0,313	0,800	Positive Significance

Source: SPSS output, data processed (2025)

Furthermore, the analysis showed that Consumer Satisfaction had a positive and significant effect on Store Patronage with a coefficient of  $b = 0.556$ ,  $p < 0.001$ , and a confidence interval of 95% [0.313; 0.800]. These results confirm that the higher the level of consumer satisfaction, the more likely they are to return to shop, be loyal, and recommend Toko Salmah to others. Facts in the field show that many consumers choose to continue shopping at Toko Salmah even though there are modern minimarkets such as Indomaret or Alfamart which are located closer. This is because Toko Salmah offers relatively lower prices, a more complete selection of products, including wholesale goods, and an efficient shopping experience. Satisfied consumers will tend to make Toko Salmah the main choice in meeting their daily needs.

**Store Atmosphere Moderates the Influence of Service Quality on Consumer Satisfaction**

Moderation testing was carried out to find out whether Store Atmosphere strengthened or weakened the influence of Service Quality on Consumer Satisfaction. The analysis was carried out using the interaction model in PROCESS Macro Model 59. The test results are shown in the following Table:

Table 7 Store Atmosphere Moderation Test Results *on* the Effect of Service Quality on Consumer Satisfaction

Interaction	Coefficient	Std. Error	t	Sig. (p)	LLCI	ULCI	Information
TOTAL_X1 x TOTAL_X2 → TOTAL_M	0,000	0,001	0,279	0,781	-0,002	0,003	Insignificant

Source: SPSS output, data processed (2025)

The interaction test of Service Quality × Store Atmosphere on Consumer Satisfaction yielded a coefficient of  $b = 0.0003$  with  $p = 0.781$ , which means that it is not significant. Thus, the H3 hypothesis is rejected. These findings show that the store atmosphere does not strengthen or weaken the influence of service quality on consumer satisfaction. Consumers of Toko Salmah tend to be more concerned with functional aspects such as product completeness, affordable prices, and fast service rather than aspects of the physical atmosphere of the store. Even though Toko Salmah does not have the same spatial layout and facilities as modern a franchise minimarket, consumers still feel satisfied because their main needs, namely complete goods, low prices, and fast service have been met.

**Store Atmosphere Moderates the Influence of Consumer Satisfaction on Store Patronage**

Moderation testing was conducted to determine whether Store Atmosphere strengthens or weakens the influence of Consumer Satisfaction on Store Patronage. The analysis was carried out using the interaction model in PROCESS Macro Model 59. The test results are shown in the following Table:

Table 8 Store Atmosphere Moderation Test Results on the Effect of Consumer Satisfaction on Store Patronage

Interaction	Coefficient	Std. Error	t	Sig. (p)	LLCI	ULCI	Information
TOTAL_M x TOTAL_X2 → TOTAL_Y	-0,021	0,017	-1,232	0,220	-0,053	0,012	Insignificant

Source: SPSS output, data processed (2025)

Similarly, the interaction of Consumer Satisfaction × Store Atmosphere on Store Patronage was also insignificant ( $b = -0.021$ ,  $p = 0.220$ ). The H4 hypothesis is thus rejected. This indicates that even if consumers feel satisfied, their decision to continue shopping or be loyal to Toko Salmah is not influenced by the atmosphere of the store. Consumers are more focused on price factors, product availability, and practical services such as delivery. In other words, the store atmosphere is not the main determining factor for Toko Salmah consumers, because their shopping behavior is more rational and functional than emotional.

**Indirect Influence (Mediation) of Service Quality on Store Patronage through Consumer Satisfaction**

In addition to direct influences, the analysis also explores the indirect effect of Service Quality on Store Patronage through Consumer Satisfaction as a mediating variable. The test results are presented in the following table:

Table 9. Indirect Influence of Service Quality on Store Patronage through Consumer Satisfaction

Store Atmosphere (W)	Mediation Effect	BootSE	BootLLCI	BootULCI	Significance
Rendah (-4,6000)	0,391	0,103	0,182	0,591	Significant (+)
Medium (0.4000)	0,331	0,091	0,157	0,516	Significant (+)
Tinggi (7,4000)	0,245	0,122	0,028	0,517	Significant (+)

Source: SPSS output, data processed (2025)

The results of the analysis show that Consumer Satisfaction is proven to mediate the influence of Service Quality on Store Patronage. This can be seen from the significant indirect effect value at all levels of the Store Atmosphere, indicated by the 95% confidence interval that does not include zeros. In more detail, under low Store Atmosphere, the indirect effect is 0.391 with BootLLCI = 0.182 and BootULCI = 0.591. In moderate Store Atmosphere conditions, the indirect effect value is 0.331 with BootLLCI = 0.157 and BootULCI = 0.516. Meanwhile, in high Store Atmosphere conditions, the indirect effect remained significant with a value of 0.245 and BootLLCI = 0.028 to BootULCI = 0.517. Since all trust intervals do not contain zero, it can be ensured that the Consumer Satisfaction mediation is significant in all Store Atmosphere conditions.

These findings indicate that good service quality will encourage increased consumer satisfaction, and in the end this satisfaction is the main reason for consumers to be loyal to shop at Toko Salmah. In other words, even though Store Atmosphere is not proven to be a moderator, the mediation relationship is still going strong. Practically, this phenomenon is reflected in the behavior of Salmah Shop consumers who often consider friendly and fast service as an important factor, then feel satisfaction from the shopping experience. This satisfaction then motivates them to keep coming back to shopping and even recommend Salmah Shop to others. This means that consumer satisfaction is an important bridge that connects service quality with shopping loyalty at Toko Salmah.

**Discussion**

This study aims to examine the influence of Service Quality and Store Atmosphere on Store Patronage with Consumer Satisfaction as a mediating variable, as well as the role of moderation of Store Atmosphere. The findings show dynamics that enrich the literature on consumer behavior, particularly in the context of local retail. In particular, this study provides a new perspective on the role of service quality—not just as an independent element, but as part of a complex psychological system that involves satisfaction and perception of the store atmosphere. First, Service Quality has been proven to have a positive and significant effect on Consumer Satisfaction. This means that reliable, responsive, and friendly service is able to form a pleasant shopping experience. These findings corroborate the Retail Service Quality (RSQ) model of Dabholkar et al. (1996), but this study provides a new perspective by placing RSQ in the context of local retail stores that are semi-modern, such as Toko Salmah. This shows that the principles of RSQ remain relevant applied outside the modern context of retail, with adjustments to the social and emotional characteristics of customers.

Second, Consumer Satisfaction significantly affects Store Patronage, reinforcing the Stimulus-Organism-Response (S-O-R) theory. Here, service quality acts as a stimulus, which

triggers satisfaction as a psychological reaction (organism), and ends in a behavioral response in the form of loyalty or patronage. These findings not only support previous theories, but also broaden understanding of the importance of consumers' emotional experiences in loyalty formation, especially at social relationship-based retail such as Toko Salmah. Third, although Store Atmosphere has not been statistically proven to moderate the relationship between Service Quality and Consumer Satisfaction and Store Patronage, this variable still has an important role as a significant direct predictor of satisfaction. This shows that the atmosphere of the store serves as a reinforcing element in building emotional comfort but does not always act as a factor that magnifies the relationship between variables.

The new perspective offered in this study is that store atmosphere is more effective if it is managed as part of the overall (holistic) experience, not just as a reinforcement element of relationships between variables. Most interestingly, this study identified a significant mediating role of Consumer Satisfaction in the relationship between Service Quality and Store Patronage. Although not explicitly proposed in the initial hypothesis, these results enrich the understanding of the importance of satisfaction as a psychological mechanism that bridges service experiences and loyal behaviors. Thus, a new perspective of service quality offered in this study is: service quality cannot stand alone as a determinant of loyalty but must be seen in the framework of emotional experiences and environmental perceptions experienced by consumers as a whole. Practically, the results of this study provide important implications for local retail managers. Managing service consistently, maintaining a comfortable store atmosphere, and understanding satisfaction as a complex emotional experience is key to success in building sustainable customer patronage.

## CONCLUSION

This study confirms that Service Quality positively and significantly influences Customer Satisfaction, which in turn significantly affects Store Patronage, while Store Atmosphere does not have a significant moderating effect on these relationships. These findings align with the Stimulus-Organism-Response (S-O-R) theory, emphasizing that service quality serves as a key stimulus influencing consumer behavior through satisfaction. The research contributes to a deeper understanding of how service quality shapes customer loyalty in local retail contexts through satisfaction as a mediating factor. Given the study's limited sample size of 146 respondents, future research should expand the sample and include diverse retail settings to enhance the generalizability of findings and explore other potential moderators such as consumer personality traits or cultural factors.

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