

The Effect of Shopping Experience, Interior Design, And Store Comfort on Customer Satisfaction at Casabella Store

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ABSTRACT

This study aims to analyse the influence of shopping experience, interior design, and store comfort on customer satisfaction at Casabella Store. This study uses a quantitative approach with an associative research design. The population in this study consisted of customers who had conducted shopping activities at Casabella Store. Since the exact population size was unknown, the researcher applied the Hair method in determining the sample size. A total of 150 questionnaires were distributed using accidental sampling techniques. Data were collected through questionnaires and analysed using multiple linear regression analysis with the assistance of Statistical Package for Social Sciences (SPSS). The results of the partial significance test showed that shopping experience has a positive but not significant effect on customer satisfaction with a tcount value of 1.192 and significance value of 0.235 (>0.05). Interior design has a positive and significant effect on customer satisfaction with a tcount value of 5.017 and significance value of 0.000 (<0.05). Store comfort also has a positive but not significant effect on customer satisfaction with a tcount value of 1.360 and significance value of 0.176 (>0.05). Simultaneously, shopping experience, interior design, and store comfort significantly influence customer satisfaction with an Fcount value of 10.804 and significance value of 0.000 (<0.05). The coefficient of determination test showed that the independent variables explain 16.5% of customer satisfaction, while the remaining 83.5% is influenced by other variables outside this study. These findings indicate that interior design is the most dominant factor influencing customer satisfaction at Casabella Store.

Keywords: Shopping Experience, Interior Design, Store Comfort, Customer Satisfaction

INTRODUCTION

In today's increasingly competitive retail business environment, customer satisfaction has become one of the most important factors for maintaining business sustainability and competitiveness. Retail companies are required to provide quality products and create positive shopping experiences that attract and retain customers. Customer satisfaction plays a strategic role because satisfied customers are more likely to make repeat purchases, provide positive recommendations, and build long-term loyalty to a store or brand. Therefore, business owners must understand the factors that influence customer satisfaction to improve service quality and overall shopping experience.

The development of modern retail businesses has significantly changed consumers' shopping behavior. Customers no longer focus solely on purchasing products; they also pay attention to the atmosphere, comfort, and overall experience they receive during the shopping process. In this context, shopping experience, interior design, and store comfort are important elements that influence customers' perceptions and satisfaction levels. Retail stores that can create pleasant shopping experiences and comfortable environments tend to have stronger competitive advantages over their competitors.

Customer satisfaction can be defined as the level of customers' feelings after comparing their expectations with the actual performance of the products or services received. According to Winata and Anugrah (2023), customer satisfaction arises when the services and experiences received meet or exceed customers' expectations. Therefore, companies must understand the various factors that contribute to customer satisfaction, especially in the retail sector, where direct interaction between customers and stores occurs intensively.

An important factor influencing customer satisfaction is the shopping experience. The shopping experience refers to the overall perception and emotional response of customers during the purchasing

process. According to Syahyudi and Wasiman (2024), the shopping experience includes service quality, store atmosphere, ease of transactions, and interactions with employees that may influence customer satisfaction. Positive shopping experiences may create emotional attachments and increase customers' willingness to revisit stores. Customers who feel comfortable and enjoy the shopping process tend to develop higher levels of satisfaction.

In addition to the shopping experience, interior design plays an important role in influencing customer satisfaction. Interior design refers to the arrangement and integration of interior elements, such as layout, lighting, color combinations, decorations, and furniture, within a store environment. A well-designed interior may create an attractive, comfortable, and functional shopping atmosphere that improves customers' moods and their shopping experiences. According to Afrina et al. (2023), interior design combines aesthetic and functional aspects to create environments that support user comfort and activities. In retail businesses, attractive interior designs may encourage customers to spend more time inside the store and increase their purchase intentions.

Store comfort is another factor influencing customer satisfaction. Store comfort refers to customers' perceptions of the physical and psychological comfort provided by the store environment. This includes cleanliness, air circulation, lighting, noise levels, temperature, and supporting facilities, such as parking areas and seating facilities. According to Valeri (2025), store comfort creates feelings of safety, relaxation, and convenience during the shopping experience. Comfortable store environments may increase customer satisfaction and encourage repeat visits.

The Casabella Store is a retail business that sells household furniture and flowers. Stores attempt to provide satisfying shopping experiences through product variety, store atmosphere, and customer service. However, based on a pre-survey conducted on 30 customers, several problems were identified, including less optimal lighting, limited supporting facilities, inefficient store layouts, and inconsistent customer service quality. These conditions may influence customer satisfaction levels and potentially reduce their intentions to revisit the store.

Several studies have shown that shopping experience, interior design, and store comfort significantly influence customer satisfaction in retail businesses. However, studies specifically examining these three variables simultaneously in the context of household furniture and flower retail stores remain relatively limited, particularly in Medan. Therefore, this study aims to analyze the influence of shopping experience, interior design, and store comfort on customer satisfaction at the Casabella Store. The findings of this study are expected to provide useful insights for retail business owners to improve customer satisfaction through better shopping experiences and store environments.

LITERATURE REVIEW

Shopping Experience

Shopping experience refers to the overall perception and emotional response of customers during the shopping process. It includes customer interactions with employees, store atmosphere, transaction processes, and service quality received during shopping. According to Syahyudi and Wasiman (2024), the shopping experience is the consumer's evaluation of the entire shopping process, including services, store atmosphere, ease of access, and interactions with employees. A positive shopping experience may increase customer satisfaction because customers tend to feel more comfortable and appreciated during shopping. Jaelani (2025) explained that the shopping experience is influenced by service quality, store atmosphere, accessibility, technology, and emotional experiences perceived by customers. Florencia and Hidayat (2023) also found that service quality and business actors' behavior significantly influenced consumer satisfaction. The indicators of the shopping experience in this study were employee service, transaction efficiency, payment convenience, and promotional information clarity. These indicators are important because they reflect customers' direct experiences during shopping. Munawaroh et al. (2025) found that shopping experience and store atmosphere significantly influenced customer satisfaction in retail businesses.

Interior Design

Interior design refers to the arrangement of interior elements within a store to create attractive, functional, and comfortable environments for customers to shop. According to Afrina et al. (2023), interior design combines aesthetic and functional aspects to support users' comfort and activities. In retail businesses, interior design may influence customers' moods, shopping duration, and perceptions of store quality. Fitriasari et al. (2023) stated that interior design integrates aesthetic and functional aspects to create comfortable and visually attractive spaces for consumers to live in. Attractive store layouts, lighting, colors, and decorations may improve customers' shopping experiences and encourage them to spend more time

inside the store. The indicators of interior design in this study included store layout, lighting, color and decoration, and furniture suitability. Good interior design may create positive customer perceptions and increase satisfaction levels during shopping activities.

Store Comfort

Store comfort refers to customers' perceptions of physical and psychological comfort within the store environment. According to Valeri (2025), store comfort creates feelings of safety, calmness, and convenience for customers during shopping. Comfortable store environments may encourage customers to spend more time shopping and increase their satisfaction. Indayani et al. (2022) also explained that store comfort includes physical and psychological comfort that creates feelings of safety and convenience during shopping. Pratama et al. (2024) also stated that store image and service quality significantly influence customer loyalty in retail stores. The indicators of store comfort in this study included cleanliness, supporting facilities, air circulation, and store atmosphere. These aspects are essential because they directly affect customers' comfort during shopping.

Customer Satisfaction

Customer satisfaction is the evaluation of customers after comparing their expectations with the actual performance of the products and services received. According to Winata and Anugrah (2023), customer satisfaction occurs when the products, services, and shopping experiences received meet or exceed customers' expectations. Customer satisfaction is important because satisfied customers are more likely to revisit stores and recommend them to others. Mirnawati et al. (2024) stated that customer satisfaction is an important factor in maintaining retail business sustainability and increasing loyalty. Linardy and Hidayat (2022) explained that customer satisfaction contributes to strengthening customer loyalty and improving sustainability. Reiwin and Hidayat (2022) also stated that service quality plays an important role in shaping customer perception and purchasing behavior. The indicators of customer satisfaction in this study included service satisfaction, expectation suitability, repurchase intention, and customer loyalty.

METHODOLOGY

Desain Study

The associative approach was used to analyze the relationship and influence between independent and dependent variables. This approach aims to identify whether there is a causal relationship between the shopping experience, interior design, and store comfort on customer satisfaction. In this study, shopping experience, interior design, and store comfort were positioned as independent variables, while customer satisfaction was the dependent variable. Through this approach, the researcher seeks to determine both the partial and simultaneous influence of the independent variables on customer satisfaction at the Casabella Store. This study was conducted at the Casabella Store, a retail business engaged in selling household furniture and decorative flowers.

This study focuses on customers who have conducted shopping activities at the store and have direct experience with the store environment, services, and facilities provided. Data were collected through questionnaires distributed to customers who met the research criteria. The use of this research design is expected to provide a clearer understanding of the factors influencing customer satisfaction in retail businesses. In addition, this study is expected to provide empirical evidence concerning the role of shopping experience, interior design, and store comfort in increasing customer satisfaction, particularly at the Casabella Store. The findings of this study may also be useful for retail business owners in developing strategies to improve customer experience and maintain business competitiveness.

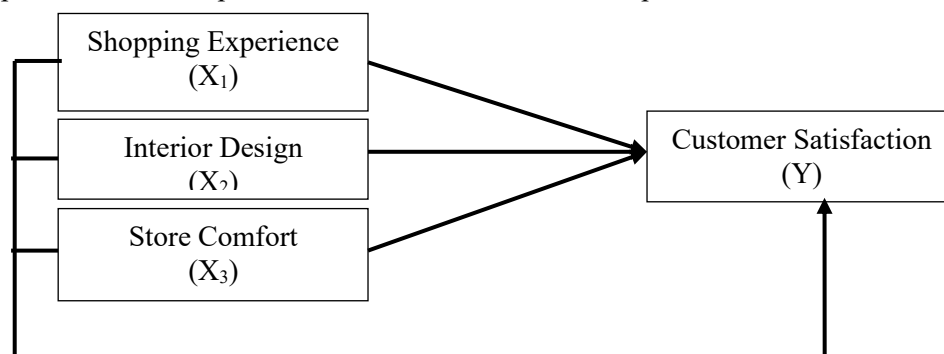


Figure 1. Research Framework

Hypothesis

Based on the theoretical framework and previous empirical studies, the hypotheses proposed in this study are as follows:

- H₁: Shopping experience has a positive and significant effect on customer satisfaction at the Casabella Store.
- H₂: The interior design has a positive and significant effect on customer satisfaction at the Casabella Store.
- H₃: Store comfort has a positive and significant effect on customer satisfaction at the Casabella Store.
- H₄: Shopping experience, interior design, and store comfort simultaneously have a positive and significant effect on customer satisfaction at the Casabella Store.

Population and Sample

The population in this study consisted of customers who conducted shopping activities at the Casabella Store in 2025. Swarjana (2022) Since the exact number of customers is unknown, the researcher used the Hair method to determine the sample size. This study used 16 research indicators, resulting in a minimum sample size of 80 respondents and a maximum sample size of 160. Based on this calculation, questionnaires were distributed to 150 respondents using accidental sampling techniques. Hidayat (2026) Accidental sampling is a technique in which respondents are selected based on coincidence, meaning customers who happened to meet the researcher and were considered suitable could be used as research sample.

Analytical Techniques and Research Instruments

This study used questionnaires as the main research instrument to collect data from the respondents. The questionnaire contained statements related to the shopping experience, interior design, store comfort, and customer satisfaction variables. All questionnaire items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree (Sugiyono, 2022). The analytical technique used in this study was multiple linear regression analysis. This technique was applied to determine the influence of shopping experience, interior design, and store comfort on customer satisfaction at the Casabella Store. Data analysis was conducted using the Statistical Package for Social Sciences (SPSS). Several statistical tests were performed, including validity, reliability, classical assumption, partial significance (t-test), simultaneous significance (F-test), and coefficient of determination (R²) tests.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Based on the results of the multiple linear regression analysis, the regression equation obtained in this study is as follows:

$$Y = 11.450 + 0.064X_1 + 0.244X_2 + 0.105X_3 + e$$

The constant value of 11.450 indicates that when the shopping experience, interior design, and store comfort are assumed to be constant or equal to zero, customer satisfaction has a value of 11.450.

The regression coefficient of shopping experience (X₁) is 0.064, meaning that every one-unit increase in shopping experience increases customer satisfaction by 0.064 units, assuming the other variables remain constant. This coefficient indicates a positive relationship between the shopping experience and customer satisfaction.

The regression coefficient of interior design (X₂) is 0.244, meaning that every one-unit increase in interior design increases customer satisfaction by 0.244 units, assuming the other variables remain constant. This variable had the strongest influence among the independent variables. The regression coefficient of store comfort (X₃) is 0.105, meaning that every one-unit increase in store comfort increases customer satisfaction by 0.105 units, assuming the other variables remain constant.

Overall, the regression results indicate that shopping experience, interior design, and store comfort are positively related to customer satisfaction at the Casabella Store. Interior design has the largest contribution to customer satisfaction compared to the other independent variables.

Partial Significance Test (t-test)

A partial significance test was conducted to determine the individual influence of each independent variable on consumer comfort. The results of the t-test are shown in Table 1.

Table 1. Partial Significance Test Results (t-test)

Model	t	Sig.
(Constant)	3.165	.002
Shopping Experience	1.192	.235
Interior Design	5.017	.000
Store Comfort	1.360	.176

A partial significance test (t-test) was conducted to determine the individual influence of shopping experience, interior design, and store comfort on customer satisfaction at the Casabella Store. The results of the t-test analysis are as follows:

1. Shopping Experience

Based on the t-test results, the shopping experience variable has a t_{count} value of 1.192, with a significance value of 0.235. Since the t_{count} value is smaller than the t_{table} value ($1.192 < 1.97612$) and the significance value is greater than 0.05 ($0.235 > 0.05$), H_0 is accepted and H_a is rejected. This indicates that the shopping experience does not significantly affect customer satisfaction at the Casabella Store.

2. Interior Design

Based on the t-test results, the interior design variable has a t_{count} value of 5.017 and a significance value of 0.000. Since the t_{count} value is greater than the t_{table} value ($5.017 > 1.97612$) and the significance value is smaller than 0.05 ($0.000 < 0.05$), H_0 is rejected and H_a is accepted. This indicates that the interior design has a positive and significant effect on customer satisfaction at the Casabella Store.

3. Store Comfort

Based on the t-test results, the store comfort variable had a t_{count} value of 1.360 with a significance value of 0.176. Since the t_{count} value is smaller than the t_{table} value ($1.360 < 1.97612$) and the significance value is greater than 0.05 ($0.176 > 0.05$), H_0 is accepted and H_a is rejected. This indicates that store comfort does not significantly affect customer satisfaction at the Casabella Store.

Simultaneous Significance Test (F-test)

A simultaneous significance test (F-test) was conducted to determine whether the shopping experience, interior design, and store comfort simultaneously influenced customer satisfaction at the Casabella Store.

Table 2. Simultaneous Significance Test Results (F-test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	393.288	3	131.096	10.804	.000
Residual	1771.545	146	12.134		
Total	2164.833	149			

The F_{table} value was obtained using $df_1 = 3$ and $df_2 = 146$ at a significance level of 5%, resulting in an F_{table} value of 2.67. Since the F_{count} value is greater than the F_{table} value ($10.804 > 2.67$) and the significance value is smaller than 0.05 ($0.000 < 0.05$), H_0 is rejected and H_a is accepted. This indicates that shopping experience, interior design, and store comfort have a positive and significant effect on customer satisfaction at the Casabella Store. These results indicate that the combination of shopping experience, interior design, and store comfort plays an important role in influencing the customer satisfaction. Therefore, improving these factors simultaneously may help the Casabella Store increase customer satisfaction and strengthen customer loyalty.

Determination Test

The coefficient of determination test (R^2) was conducted to determine the extent to which shopping experience, interior design, and store comfort can explain customer satisfaction at the Casabella Store. The results of the coefficient of determination test are presented in the following table.

Table 3. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426	.182	.165	3.48337

The coefficient of determination test (R^2) was conducted to measure the ability of the shopping experience, interior design, and store comfort variables in explaining customer satisfaction at the Casabella

Store. Based on the test results, the R Square value obtained was 0.182, while the adjusted R Square value was 0.165. The adjusted R Square value of 0.165 indicates that shopping experience, interior design, and store comfort can explain customer satisfaction by 16.5%, while the remaining 83.5% is influenced by other variables outside this study, such as product quality, price, promotion, location, and other external factors not examined in this research. These results indicate that although the independent variables contribute to customer satisfaction, there are still many other factors that may influence customer satisfaction at the Casabella Store.

CONCLUSIONS

Based on the results of this study, it can be concluded that the shopping experience has a positive but not significant effect on customer satisfaction at the Casabella Store. This indicates that the shopping experience perceived by customers has not become the main factor influencing customer satisfaction. Interior design has a positive and significant effect on customer satisfaction. Attractive layouts, lighting arrangements, decorations, and store appearance are considered capable of increasing customers' satisfaction while shopping at the Casabella Store.

In addition, store comfort has a positive but not significant effect on customer satisfaction. Although customers perceive the store environment as comfortable, this factor does not significantly affect customer satisfaction levels. Simultaneously, shopping experience, interior design, and store comfort had a positive and significant effect on customer satisfaction at the Casabella Store. These findings indicate that the combination of shopping experience, attractive interior design, and comfortable store conditions plays an important role in improving customer satisfaction and loyalty.

RECOMMENDATIONS

Based on the results of this study, several recommendations can be proposed for the Casabella Store and future researchers. The Casabella Store is expected to improve the quality of shopping experience by enhancing employee services, transaction efficiency, and communication with customers. In addition, stores should maintain and further improve their interior design by creating more attractive layouts, better lighting arrangements, and comfortable store decorations to increase customer satisfaction.

Stores are also encouraged to improve customer comfort through better cleanliness, air circulation, supporting facilities, and overall store atmosphere. Although store comfort did not show a significant effect, improving store comfort may still contribute positively to customers' perceptions and shopping experiences.

Future researchers should consider adding other variables that may influence customer satisfaction, such as product quality, price, promotion, location, and service quality. Future studies should use broader research objects and larger sample sizes to obtain more comprehensive results.

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