

The Influence of *Store Atmosphere*, Price Perceptions, and Service Quality on Customer Satisfaction at Kedai Semoga Sukses

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Article history: received September 06, 2023; revised September 13, 2023; accepted September 15, 2023

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Abstract

The purpose of this study was to determine the effect of Store Atmosphere, Price Perception, and Service Quality on Consumer Satisfaction at Kedai Semoga Sukses. This research method uses quantitative research, where the dependent variable is customer satisfaction and the independent variables are store atmosphere, price perception, and service quality. The population in this study are consumers who have visited and made purchases at Kedai Semoga Sukses. The number of samples taken was 108 respondents. Sampling using non-probability sampling method with purposive sampling technique. This research analysis technique uses the partial least squares (PLS) method. The results of this research analysis are: 1) Store Atmosphere influences customer satisfaction at Kedai Semoga Sukses, 2) Price Perception influences customer satisfaction at Kedai Semoga Sukses, 3) Service Quality influences customer satisfaction at Kedai Semoga Sukses.

Keywords: Customer Satisfaction; Service Quality; Price Perception; Store Atmosphere

INTRODUCTION

Economic growth is currently growing rapidly amidst rampant infrastructure development. Rapid economic growth causes human life patterns to change and improve, resulting in production and distribution of goods and services which require creative ideas and competitiveness and the ability to create uniqueness as a business characteristic.

current business *trend is the coffee shop business* or coffee shop. According to sources who wrote data from *the International Coffee Organization (ICO)*, it shows that coffee consumption in Indonesia reached 5 million 60 kilograms bags in the 2020/2021 period. This number increased by 4.04% compared to the previous period. Coffee consumption has increased consistently and will continue to increase in the following year because Indonesian people's interest in coffee is very high.

The increase in coffee consumption in Indonesia is due to the lifestyle of the millennial generation who likes to gather and many *coffees shop* or coffee shop that is easy to find which results in competition. Many things are considered by consumers in choosing a place (coffee shop), because every consumer has different expectations and desires regarding the product to be purchased. One of them is at the Kedai Semoga Sukses which is on Jalan Ketintang Selatan No. 63, City of Surabaya. Kedai Semoga Sukses is a shop that offers the concept of a 1990s (retro) era house with contents and layout that feels like going back to the past, plus knick-knacks that are very strongly related to Chinese culture (old chinese). with knick-knacks that are synonymous with Chinatown style and old-style furniture.

This shop concept is rarely found in the city of Surabaya, a place to hang out with a different concept is an attraction in itself. So business people maintain it by implementing various strategies to keep their business alive. Of course, the aim is to attract consumers to visit the shop without thinking twice. One strategy used is to plan *the store atmosphere*.

A *store atmosphere* that is planned according to the target market can attract consumer interest because the unique store atmosphere influences consumers to make purchases (Kotler in Diana & Bahgie, 2020). This atmosphere is used as a tool to differentiate from other competitors and can attract a specific target market from consumers who are looking for what they want through an attractive store environment. Every advantage certainly has weaknesses. Weaknesses at the Kedai Semoga Sukses Kedai is that the place is not wide enough, the room temperature is not cold enough, and there is a lot of cigarette smoke in the *indoor room*. These weaknesses can affect consumer satisfaction.

According to Levy and Weitz (2012), *store atmosphere* is a store atmosphere or environment that can stimulate consumers' five senses and can influence consumers' perceptions and emotions towards a store. So that each shop has a concept and uniqueness to create a *store atmosphere* so that consumers are interested in coming and enjoying the products and services provided.

Apart from *store atmosphere*, price is also very important in business because product competition is also seen from price. According to Cockril and Goode in Rifa'i *et al* (2020) shows that the perception of price is a psychological factor in terms of an important influence on consumer reactions to the price of a product. This is the reason someone decides to buy a product and shows a perception from consumers because the price paid is appropriate or not in accordance with what is obtained starting from the taste of the product, the *store atmosphere*, services and aspects obtained at the shop.

There are 50% of consumers with a total purchase of IDR 10,000 – IDR 15,000 which is the lowest cost incurred by consumers every time they make a transaction. The price of the products offered is also very cheap. However, with an average purchase of more than IDR 25,000, perhaps some consumers don't think much about making transactions and enjoying everything that is available at this shop. So it shows a consumer's perception regarding price towards perceived satisfaction. Satisfying consumer desires is the most critical thing, considering that consumers are satisfied and are expected to make repeat purchases or visits.

Service quality is also an important factor in a business that can influence customer satisfaction and is a strategy for attracting more new customers, retaining existing customers, and creating special advantages. Every company must be able to absolutely satisfy consumers, where maximum service quality and suitability are the right strategies in realizing every desire and expectation.

There were 86% of consumers who stated that the quality of service at Kedai Selamat Selamat had poor service and consumers felt disappointed with the old service so that consumers felt less satisfied. However, 14% of consumers stated that the service at the shop was fast, and these consumers were satisfied with the service. If the service from a company provides the best for consumers, then consumers will feel satisfied. On the other hand, if the service provided is bad, consumers will feel dissatisfied.

Providing the best service to consumers can realize consumer desires or needs so that it can influence consumer satisfaction. Consumer satisfaction is the level of someone's feelings that arise after comparing the performance of the product received with their expectations (Kotler and Keller, 2006). The importance of consumer satisfaction is where the needs, desires and expectations of consumers can be fulfilled which will result in continued loyalty when carrying out transactions in a place. Consumer satisfaction can be a company benchmark in aspects that can be evaluated.

Satisfaction is not only achieved with the quality of service, but there are other factors that can support the satisfaction expected by consumers. Stores displaying a strong *store atmosphere as well as perceived prices and service quality that can provide satisfaction to consumers*. According to Kotler and Keller in Angliawati and Mutaqin (2023) said that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the

product that is thought of against the expected performance. Satisfying consumer needs is the desire of every company. Consumer satisfaction in purchasing products is an important factor for companies and consumers may want to buy products repeatedly.

The purpose of this study was to determine the effect of *the Store Atmosphere* on the Consumer Satisfaction of the Sukses Sukses Stall, to determine the effect of price perceptions on the Selamat Sukses Stall Consumer Satisfaction, and to determine the effect of service quality on the Sukses Sukses Stall Customer Satisfaction.

Overview References

Store Atmosphere

According to Levy and Weitz in Saputra & Sukardi (2018), *store atmosphere* is a store atmosphere or environment that can stimulate consumers' five senses and can influence consumers' perceptions and emotions towards a shop. Usually, retailers stimulate a consumer's perceptions and emotions through lighting, color, music, and aroma. A planned *store atmosphere* can attract consumers to make purchases (Kotler in Diana & Bahgie, 2020).

According to Berman and Evan in Angliawati & Mutaqin (2023) there are 4 (four) *store atmosphere elements* that can influence the desired store atmosphere, these elements are (1) *Exterior*, (2) *General Interior*, (3) *Store Layout*, (4) *Interior Display*. According to Levy and Weitz in Wardhana & Sitohang (2021), there are five indicators in *store atmosphere*, namely: (1) Lighting, (2) Layout, (3) Room temperature, (4) Bathroom facilities, (5) Store design.

Price Perception

Price perception has an important role in getting consumers because consumers are very careful in spending their money by taking into account many factors in order to get a product or service that is suitable and very closely related to indications of low prices and high prices. Perception can be influenced through internal factors and external factors. According to Cockril and Goode in Rifa'i *et al* (2020) indicate that the perception of price is one of the psychological factors in terms of having an important influence on consumer reactions to the price of a product. So, price perception is the reason someone decides to buy a product. The same thing was stated by Schiffman and Kanuk in Fredika (2021), defining that price perception is a consumer process in selecting prices as high, low and fair prices that can draw their own conclusions about prices. Where when consumers evaluate and observe product prices, this is greatly influenced by consumer behavior.

According to Kottler and Armstrong in Utomo & Maskur (2022), there are 4 (four) indicators of price perception, namely: (1) Price affordability, (2) Price suitability, (3) Price competitiveness, (4) Price suitability with benefits.

Service quality

According to Tjiptono in Kusumawathi *et al* (2019), it shows that service quality is an effort to fulfill customer needs and desires as well as determination in delivery to balance customer expectations. Meanwhile, according to Parasuraman in Handayani *et al* (2022), it shows that service quality is an assessment by consumers of the services received and the expected services. A company's success in providing quality services can be determined by its approach to consumers.

According to Kotler and Keller in Khansa (2020), stated that there are five indicators of service quality, namely: (1) *Tangible* (physical evidence), (2) *Reliability* (reliability), (3) *responsiveness* (responsiveness), (4) *Assurance* (guarantee), (5) *Empathy* (empathy). Service quality is something that companies must do in order to be able to survive and gain consumer trust, where the company's success in providing quality services can be determined by the form of approach to consumers and

companies are required to provide quality services.

Consumer Satisfaction

According to Kotler and Keller in Angliawati & Mutaqin (2023), defining consumer satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of the product (results) against consumer expectations. If performance exceeds expectations, consumers will be very satisfied or happy. According to Asina in Poha *et al.* (2022), defines consumer satisfaction as an effort to fulfill something adequately, where consumer needs, desires and expectations can be fulfilled through the services or products consumed. According to Tjiptono in Angliawati & Mutaqin (2023), there are four indicators of consumer satisfaction, namely: (1) Feelings of satisfaction, (2) Always buying the product, (3) Recommendations to other people, (4) Fulfillment of consumer expectations after purchasing the product.

The Influence of *Store Atmosphere* on Consumer Satisfaction

The relationship between *store atmosphere* and consumer satisfaction is explained by a number of studies which show that *store atmosphere* has a positive effect on consumer satisfaction. This statement is supported by the results of research conducted by researchers Angliawati & Mutaqin (2023) which revealed that *store atmosphere* has a positive and significant effect on consumer satisfaction at Slomo *Coffee* Bandung, where *store atmosphere* has a very strong relationship with consumer satisfaction so the better the *store atmosphere*. given, consumer satisfaction will be better. In Nurjay A *et al's* (2022) study, it was shown that *store atmosphere* has a significant effect on customer satisfaction. *The store atmosphere* variable has a strong relationship with customer satisfaction, so that the second hypothesis proposed is accepted.

H1: It is suspected that *the Store Atmosphere* has a positive effect on consumer satisfaction at the Kedai Semoga Sukses.

The Influence of Price Perceptions on Consumer Satisfaction

The relationship between price perception and consumer satisfaction is explained by a number of studies which show that price perception has a positive effect on consumer satisfaction. This statement is supported by the results of research conducted by researchers Santi & Anshari Putra (2021) show that the price perception variable partially has a significant effect on consumer satisfaction at the Bumi café in Batu Bara. Then research conducted by Fredika (2021) shows that price perception has a positive and significant effect on consumer satisfaction at Café Kalodhangan Kebonsari Surabaya.

H2: It is suspected that price perception has a positive effect on consumer satisfaction at Kedai Semoga Sukses.

The Influence of Service Quality on Consumer Satisfaction

The relationship between service quality and consumer satisfaction is described by a number of studies which show that service quality has a positive effect on consumer satisfaction. This statement is supported by the results of research conducted by researchers Angliawati & Mutaqin (2023) in their research showed that service quality partially and simultaneously has a positive and significant effect on consumer satisfaction. However, in Fauzia's research, Deby, et al (2022), show that service quality has a positive but not significant effect on consumer satisfaction (study of coffee shop visitors from Hari Marisa). Then, research by Santi & Anshari Putra (2021) shows that service quality simultaneously has a significant positive effect on consumer satisfaction at Bumi Café in Batura.

H3: It is suspected that service quality has a positive effect on customer satisfaction at Kedai Semoga

Sukses.

METHOD

This research was conducted using quantitative methods and using test tools which include validity testing, reliability testing and hypothesis testing. The population in this research is consumers who have visited and made purchases at the Kedai Semoga Sukses. This research sample was obtained using a *non-probability method sampling* using *purposive sampling technique*. The number of samples that will be used for this research is 108 respondents. The data collected is primary data taken through distributing online questionnaires (*google form*) with *Likert scale weighting techniques* which are distributed to consumers of Kedai Selamat Selamat. The data analysis technique used in this research uses component-based SEM (*Structural Equation Modeling*) using PLS (*Partial Least Square*) which is a *multivariate statistical technique* that makes comparisons between independent variables and dependent variables.

RESULTS AND DISCUSSION

Table 1. Outer Loading (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Means (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STDEV)	P Values
X1.1 <- Store Atmosphere	0.730305	0.728878	0.047157	0.047157	15.486561	0.000000
X1.2 <- Store Atmosphere	0.765845	0.760311	0.053690	0.053690	14.264122	0.000000
X1.3 <- Store Atmosphere	0.822934	0.821779	0.029423	0.029423	27.968890	0.000000
X1.4 <- Store Atmosphere	0.808735	0.808624	0.038886	0.038886	20.797477	0.000000
X1.5 <- Store Atmosphere	0.728875	0.733567	0.055093	0.055093	13.229939	0.000000
X2.1 <- Perceived Price	0.781296	0.782307	0.040967	0.040967	19.071313	0.000000
X2.2 <- Price Perception	0.838580	0.836742	0.033924	0.033924	24.719100	0.000000
X2.3 <- Price Perception	0.716265	0.714540	0.059142	0.059142	12.110925	0.000000
X2.4 <- Perceived Price	0.743647	0.743613	0.046280	0.046280	16.068248	0.000000
X3.1 <- Service Quality	0.838914	0.835957	0.037797	0.037797	22.195342	0.000000
X3.2 <- Service Quality	0.848687	0.849887	0.027057	0.027057	31.367090	0.000000
X3.3 <- Service Quality	0.822865	0.821899	0.032437	0.032437	25.367834	0.000000
X3.4 <- Service Quality	0.844496	0.841461	0.032449	0.032449	26.025317	0.000000
X3.5 <- Service Quality	0.859377	0.856193	0.029899	0.029899	28.742264	0.000000
Y1.1 <- Consumer Satisfaction	0.817515	0.813856	0.041138	0.041138	19.872689	0.000000
Y1.2 <- Consumer Satisfaction	0.821647	0.824712	0.034688	0.034688	23.686456	0.000000
Y1.3 <- Consumer Satisfaction	0.842789	0.841318	0.029266	0.029266	28.797803	0.000000
Y1.4 <- Consumer Satisfaction	0.891831	0.892498	0.021966	0.021966	40.600608	0.000000

From the table above, the Validity indicator is measured from the *Factor Loading* value (Original Sample) of the variable to the indicator must be greater than 0.5 and/or the T-statistic value is greater than 1.96 (Z value at $\alpha = 0.05$). *Factor Loading* is the correlation between an indicator and a variable, if it is greater than 0.5 then the correlation is called valid and if the *T-Statistic value* is greater than 1.96 then the correlation is called significant.

Based on the outer loading table above, the indicator for the **Store Atmosphere variable (X1)**, the **indicator for the Price Perception variable (X2)**, the indicator for the **Service Quality variable (X3)**, and the indicator for the **Consumer Satisfaction variable (Y)** show the *factor loading value (original sample)* greater than 0.50 and/or significant (the *T-Statistic value* is more than the Z value $\alpha = 0.05$ (5%) = 1.96), thus the estimated results of all reflective indicators in this study are said to meet *convergent validity* or good validity.

Discriminant Validity

the Avarage Variance Extracted (AVE) value, namely the value indicating the magnitude of the indicator variance contained by the latent variable. A convergent AVE value greater than 0.5 indicates good validity for the latent variable. Reflective indicator variables can be seen from the *Avarage Variance Extracted (AVE)* value for each construct (Variable). A good model is required if the AVE value of each construct is greater than 0.5.

Table 2. Average Variance Extracted (AVE)

	AVE
Consumer Satisfaction (Y)	0.712272
Service Quality (X3)	0.710571
Price Perception (X2)	0.594921
Store Atmosphere (X1)	0.596479

AVE test results for the *Store Atmosphere* variable (X1) of 0.596479, Price Perception variable (X2) of 0.594921, Service Quality variable (X3) of 0.710571, and Consumer Satisfaction (Y) of 0.712272, the four variables This shows that *the Avarage Variance Extracted (AVE)* value is above *the cut-off* of 0.5, so it can be said that overall the variables in this study have good validity.

Construct reliability is measured by the *composite reliability value*. A reliable construct if the *composite reliability value* is above 0.70 then the indicator is said to be consistent in measuring the latent variable.

Table 3. Composite Reliability

	Composite Reliability
Consumer Satisfaction (Y)	0.908172
Service Quality (X3)	0.924658
Price Perception (X2)	0.854097
Store Atmosphere (X1)	0.880556

The composite reliability test results on the **Store Atmosphere variable (X1)** amounted to 0.880556, the Price Perception variable (X2) amounted to 0.854097, the **Service Quality variable (X3)** amounted to 0.924658 and the **Consumer Satisfaction variable (Y)** amounted to 0.908172, fourth This variable shows a *composite reliability value* above 0.70, so it can be said that overall the variables in this study are reliable.

Partial Least Square (PLS) Model Analysis

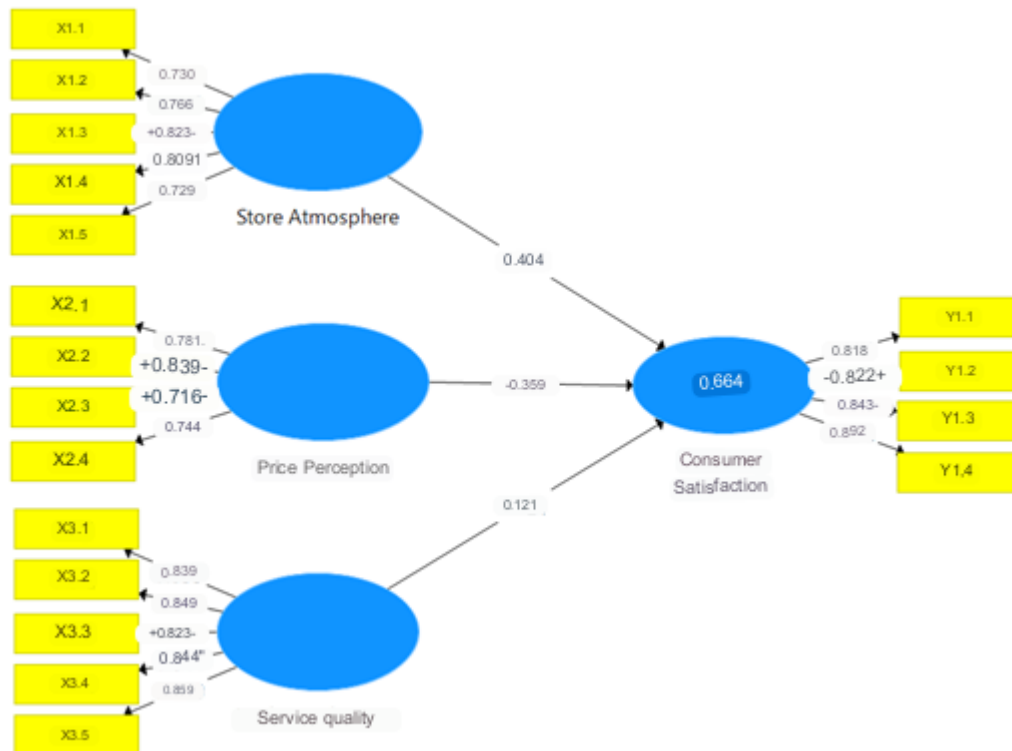


Figure 1. Outer Model

Based on the PLS output image above, you can see the magnitude of the *factor loading value* for each indicator which is located above the arrow between the variables and indicators, you can also see the magnitude of the *path coefficients which* are above the arrow line between the exogenous variables and the endogenous variables. In addition, it can also be seen that the magnitude of *the R-Square* is right inside the circle of endogenous variables (variables of Consumer Satisfaction).

Structural Model Testing (Inner Model)

Table 4. R-Square

	R Square
Service Quality (X3)	
Consumer Satisfaction (Y)	0.663636
Price Perception (X2)	
Store Atmosphere (X1)	

R-Square value = 0.663636. It can be interpreted that the model is able to explain the phenomenon of Consumer Satisfaction which is influenced by independent variables including *Store Atmosphere*, *Perceived Price*, and *Service Quality* of 66.36% while the remaining 33.64% is explained by other variables outside this study (besides *Store Atmosphere*, *Price Perception*, and *Service Quality*).

Hypothesis test

Table 5. Path Coefficients (Mean, STDEV, T-Values)

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Quality (X3) -> Consumer Satisfaction (Y)	0.121215	0.123410	0.112809	1.074518	0.283109
Price Perception (X2) -> Consumer Satisfaction (Y)	0.358591	0.351931	0.150975	2.375161	0.017917
Store Atmosphere (X1) -> Consumer Satisfaction (Y)	0.403638	0.410795	0.167819	2.405202	0.016526

From the table above it can be concluded that the hypothesis states:

- H1. *Store Atmosphere* (X1) has a positive effect on Consumer Satisfaction (Y) which is acceptable, with *path coefficients* of 0.403638 and a *T-Statistic value* of 2.405202 > 1.96 (Value of $Z_{\alpha} = 0.05$) or P-Values 0.016526 < 0.05, **Significant (Positive)**.
- H2. Price Perception (X2) has a positive effect on Consumer Satisfaction (Y) which is acceptable, with *path coefficients* of 0.358591 and a *T-Statistic value* of 2.375161 > 1.96 (Value of $Z_{\alpha} = 0.05$) or P-Values 0.017917 < 0.05, so **it is significant (positive)**.
- H3. Service Quality (X3) has a positive effect on Consumer Satisfaction (Y) which is acceptable, with *path coefficients* of 0.121215 and a *T-Statistic value* of 1.074518 < 1.96 (Value of $Z_{\alpha} = 0.05$) or P-Values 0.283109 > 0.05, then **Not Significant (Positive)**.

The Effect of *Store Atmosphere* on Consumer Satisfaction

Based on the results of research that has been carried out, it shows that *store atmosphere* is able to influence consumer satisfaction at the shop. Kedai Semoga Sukses. This means that *the store atmosphere* at Kedai Selamat Selamat has its own uniqueness to attract consumer interest which creates consumer satisfaction. This shows that *the store atmosphere* in the Kedai Semoga Sukses is able to create an atmosphere and conditions in the shop that make consumers more interested in visiting and making purchases at the Kedai Semoga Sukses. In the results of this research, the largest *loading factor* lies in room temperature, where consumers often talk about the air temperature conditions of the Kedai Semoga Sukses. Air temperature is one of the considerations for consumers in choosing the right place to gather and enjoy the products offered by the Kedai Semoga Sukses, because the room in the Kedai Semoga Sukses has a normal air temperature and there is no air-conditioned room, this place is preferred by most consumers who use cigarettes so the shop is Kedai Semoga Sukses as the right choice for smoking-free gatherings. With these conditions, consumers will have their own interests and attractions which will lead to consumer satisfaction.

The Influence of Price Perceptions on Consumer Satisfaction

Based on the results of research that has been conducted, it shows that price perceptions can influence consumer satisfaction at Kedai Semoga Sukses. This means that the price offered by the shop Kedai Semoga Sukses can be said to be affordable for consumers in making purchases. This shows that the price perception at the Kedai Semoga Sukses shows that the products offered can be easily reached, have varying prices and are in accordance with their benefits and quality. In the results of this research, the largest *loading factor* lies in the suitability of price to benefits, where the price and the benefits contained in the products offered can meet the needs and desires of consumers in enjoying the products offered by the shop. Kedai Semoga Sukses. So it can be used as a consideration for consumers who have their own interests and attractions that can lead to consumer satisfaction.

The Influence of Service Quality on Consumer Satisfaction

Based on the results of the research conducted, it shows that service quality does not fully contribute to customer satisfaction, Kedai Semoga Sukses. This means that the quality of service at the Kedai Semoga Sukses cannot fully influence consumer satisfaction. This shows that the quality of service provided by the Kedai Semoga Sukses is quite good, besides that the facilities provided are also quite good. In the results of this study, the biggest *loading factor* lies in *Empathy*, where consumers often talk about the empathy of Kedai Semoga Sukses employees to consumers, so that empathy is used as one of the consumer considerations to fulfill consumer satisfaction because the shop employees are Kedai Semoga Sukses being friendly in serving consumers. From this attitude, many consumers like the service and can be used as one of the right considerations to provide a good assessment and perception of the shop's service, Kedai Semoga Sukses. With this, it creates its own perception from each consumer.

CONCLUSION

Based on the results of data analysis and previous discussions regarding Store Atmosphere, Price Perceptions, and Service Quality on Consumer Satisfaction at Kedai Semoga Sukses, the following conclusions can be drawn: (1) Store Atmosphere has a big influence on Customer Satisfaction at Kedai Semoga Sukses. These results show the room temperature indicator, because the room in the Kedai Semoga Sukses has a normal air temperature and there are no air-conditioned rooms. However, this place is preferred by most consumers who use cigarettes because the Kedai Semoga Sukses is the right choice for gathering with smoking free. Under these conditions, consumers will have their own interests and attractions that lead to consumer satisfaction. If the better *the store atmosphere* at the Kedai Semoga Sukses for consumer attraction, the higher the level of customer satisfaction. This shows that *Store Atmosphere* fully contributes to Consumer Satisfaction. (2) Price Perceptions have a large influence on the Consumer Satisfaction of Kedai Semoga Sukses Stores. This shows that a person's perception of the price of the product offered by the shop is Kedai Semoga Sukses in accordance with the benefits, because it is used as one of the consumer considerations in fulfilling satisfaction with the product offered. (3) Service Quality does not fully affect Kedai Sukses's Consumer Satisfaction because it does not fully contribute. This is shown in the *responsiveness indicator*, consumers have their own point of view about employees in between long orders. However, this is balanced with an indicator of *empathy* (empathy) where each consumer has his own perception of the services available at the Kedai Semoga Sukses. So that it does not make consumers feel that service quality is a good quality, but rather as a form of excellence and commitment to meet consumer expectations.

Suggestion, based on the results of the research and conclusions above, there are several suggestions that are constructive in nature and can be used as evaluation and consideration material for decision makers, including: (1) Kedai Semoga Sukses, which is expected to be able to create *a store atmosphere* with room arrangement, shop design and temperature. the shop properly so that it is more attractive and consumers feel happy and at home when they gather. (2) Kedai Semoga Sukses, it is hoped that it can maintain the price of the products offered so that consumers feel satisfied and continue to make repeat purchases at Kedai Semoga Sukses as a place to hang out or gather. (3) Kedai Semoga Sukses is expected to pay attention to and improve the quality of service provided to consumers. Because the service provided to consumers is relatively high, consumers really try to feel satisfied and in accordance with the service provided. To retain existing consumers, it is good for the employees or shop staff to be successful in creating the best communication and service, the shop

owner is successful in conducting employee performance evaluations to improve service quality in order to achieve clear targets, employees can fulfill consumers' rights by provide good and constructive service so that consumers feel appreciated and satisfied. This indirectly means that consumers will recommend friends, relatives or relatives to visit and make purchases at the Good Success Shop. Whether the quality of service in a place is good or bad does not always affect employee performance but does affect consumer expectations. If the quality of service is further improved, consumers will feel satisfied with the service provided and will make repeat purchases.

ACKNOWLEDGEMENTS

The author would like to thank the research partners who have helped complete this article, especially the Management Studies Program, Faculty of Economics and Business, and the Chancellor of the East Java "Veteran" National Development University.

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