SELLING PRODUCT OR SELLING VIBES? THE ROLE OF STORE ATMOSPHERE ON CONSUMER LOYALTY (STUDYCASE: STARBUCKS MANADO)

MENJUAL PRODUK ATAU MENJUAL SUASANA? PERAN SUASANA TOKO TERHADAP KESETIAAN PELANGGAN (STUDI KASUS: STARBUCKS MANADO)

By:
Sheren Y. Hong[1]
David P. E. Saerang[2]
Emilia M. Gunawan[3]

[123]Management Departement, Faculty of Economics and Business
Sam Ratulangi University, Manado

E-mail:
[1]hongsherens@gmail.com
[2]davidsaerang@unsrat.ac.id
[3]emilia_gunawan@unsrat.ac.id

Abstract: The purpose of this research is to identify how is the store atmosphere affected the consumer loyalty. The sample size used for this research was 15 informants of Starbucks Manado that already reach gold level in their membership. Increase persistence, Triangulation and using reference materials was applied to confirm the attributes of each statement and to assess the validity and reliability. The result shows that Store Atmosphere it does affected the consumer loyalty – comprising 6 elements: Lighting, Music, Aroma, Temperature, Spatial Planning and Building design. It was found that Store atmosphere plays a significant role in Starbucks Manado consumer loyalty. However, the music is not all agreed because of personal preferences.

Keywords: store atmosphere, consumer loyalty.

Abstrak: *Tujuan dari penelitian ini adalah untuk mengidentifikasi bagaimana suasana toko mempengaruhi loyalitas konsumen. Besar sampel yang digunakan dalam penelitian ini adalah 15 informan Starbucks Manado yang sudah mencapai tingkat Gold keanggotaannya. Dalam meningkatkan valditas, menggunakan triangulasi dan menggunakan bahan referensi diterapkan untuk mengkonfirmasi atribut setiap pernyataan dan untuk menilai validitas dan reliabilitas. Hasil penelitian menunjukkan bahwa Store Atmosphere berpengaruh terhadap loyalitas konsumen yang terdiri dari 6 elemen yaitu Pencahayaan, Musik, Aroma, Suhu, Tata Ruang dan Desain Bangunan. Ditemukan bahwa Store atmosphere memainkan peran penting dalam loyalitas konsumen Starbucks Manado. Namun, musik tidak semua setuju karena preferensi pribadi.*

Kata Kunci: suasana toko, loyalitas konsumen

INTRODUCTION

Research Background

Along with the times, and how fast trend spread, the development of science, economy, also industry makes people's lifestyles changes. This phenomenal indirectly forces business people to keep up with the ongoing changes and makes it a strategy for business people to survive among the tight business competition and market demand that rapidly increasing day by day. Competition itself is a form of business effort to get a victory or advantage, or a better position without having to involve physical conflict. Therefore, businesses people always forced to think creatively and innovatively also have effective and efficient strategies so that their business can survive in the market. In terms of attracting the attention and interest of consumers, business people must be able to design and apply marketing concepts that are in accordance with existing market conditions.

Business that happening and mushrooming now is coffee shop that competing especially in coffee quality and store atmosphere, In the coffee world, a café's atmosphere informs the customer experience more than many business owners realize. All of these atmospheric factors are important because it can help increase brand's exposure and recognition. Therefore, the store atmosphere in the shop or cafe is one of the biggest factors for entrepreneur to work on in order to attracting consumers and also one of the biggest factors for consumers in considering their loyalty to a place or brand.

In order to makes the consumer comfortable, entrepreneurs who run café businesses are required to be more creative and innovative in creating a pleasant and relaxed atmosphere, because unlike other culinary places, cafes required more coziness, café cannot only sell food but they are also forced to sell atmosphere and experience. People go to cafes nowadays not only search a place to relax, but also maximize its functions such as place to work, study, or job meetings. These needs of consumers are being strong reason for the entrepreneurs in café field to present a supportive and comfortable environment. Because the atmosphere can stimulate a person's emotions which can indirectly stimulate moods and productivity.

According to Sharma and Stafford (2000), a store atmosphere can have the ability to attract customers, to entice purchases and to attract customers back to the store for repeat purchases. Indeed, a store atmosphere can be more influential than the product itself in the purchase decision. Foster (2008:61) defines store atmosphere is a combination of physical messages that have been planned, store atmosphere can be described as a change to the planning of the purchasing environment that produces special emotional effects that can cause consumers to make purchases. The store atmosphere strategy has a very big influence in influencing the mood which in turn can foster consumer loyalty. According to Tjiptono (2000:110), customer loyalty is a customer's commitment to a brand, character, and supplier based on a very positive attitude and is reflected in consistent repeat purchases."

Starbucks has its own tone in decorating or building design and it is iconic, this makes Starbucks atmosphere is stand out more than others, which makes Starbucks as Starbucks. Starbucks consumer is quite loyal and attached to the brand, even though its pricy, that can be proof by the merchandise always sold out and Starbucks store that always full of consumer, Tik Tok contents about Starbucks recipe recommendation or there is a service that providing a Starbucks merchandise that shipping from overseas.

Research Objectives

The objectives that are going to be accomplished by this research is to identify the role of store atmosphere influence Starbucks consumer loyalty in Manado

THEORETICAL FRAMEWORK

Marketing

Marketing is concerned with identifying and fulfilling human and social needs. Thus, marketing for the company is to meet needs profitably. Definition of AMA (American Marketing Association); marketing is an organizational function of a set of processes for creating, communicating, and deliver value to customers and manage relationships with customers in ways that benefit the organization and all stakeholders (Stakeholders). Whereas marketing management is an "art and science". on how to select target markets and acquire, maintain relationships, and increase the number of customers through the process of creating, deliver and communicate superior customer value"

Store Atmosphere

According to Berman and Evan (2007: 454), atmosphere refers to thestore's physical characteristics that project an image and draw customers. Meanwhile, according to Utami (2006: 238), the store atmosphere is the design of the environment through visual communication, lighting, colors, music, and scents to design responses emotional and customer perceptions and to influence. Milliman (1986) categorized atmosphere as a term that is used to explain customer feeling towards the shopping experience which cannot always be seen. When the customers receive fantastic experiences while visiting a store, then, they will pass a positive word of mouth to their closed peoples such as friends and families. The percentages of the customer to come back to the store are also high since they were comfort with the store environment. According to Levy dan Weitz (2001), The store atmosphere is divided into 6 elements to certain emotional response as a driving force to make a purchase which are: Lighting, music, aroma, temperature, spatial planning and building design.

Consumer Loyalty

Czepiel and Gilmore (1987) viewed loyalty as a result of dynamic emotional process and stated that loyalty is a tendency supported by commitment, positive attitude, previous knowledge, consentience, and trust. Shellyana and Dharmesta (2010) say loyalty has a repurchase pattern. Loyal customer usually, no longer considers the factors that influence the determination of options such as price level, quality, distance, and other attributes, because it has been embedded in him that the product/service to be purchased has been meet needs and expectations.

Previous Research

Han and Ryu (2009) examined the relationships among three components of the physical environment (i.e., décor and artifacts, spatial layout, and ambient conditions), price perception, customer satisfaction, and customer loyalty in the restaurant industry. A total of 279 cases from a survey were used to assess overall fit of the proposed model and test hypotheses using structural equation modeling. The three factors of the physical environment strongly influenced how customers perceived price, and this price perception, in turn, enhanced customer satisfaction level and directly/indirectly influenced customer loyalty. Décor and artifacts were the most significant predictors of price perception among the three components of the physical environment. Furthermore, both price perception and customer satisfaction played significant partial/complete mediating roles in the proposed model. The paper provides potential ways for restaurateurs to increase customer loyalty by improving their understanding of the roles of physical environment, price perception, and customer satisfaction.

Emir (2016) investigated the relationship between service atmosphere and customer loyalty. To this end, 650 questionnaire forms were administered to German tourists in Antalya; of these, 485 were deemed valid and used in the analysis. The results of the study suggest that there is a statistically significant relationship between the internal and external components of a hotel atmosphere and employee factors. The highest level of relationship was found for the items, „nice music was played in the Hotel, landscape arrangements of hotel are pleasant and waiting time during registration procedures is short".

Koo and Kim (2013) based on the stimulus-organism-response (S-O-R) model, this study examined whether and which store environmental cues (S, i.e., ambient, design, social, and merchandise) increase consumer/store emotional attachment (O) and whether this attachment leads to store loyalty (R) in the context of a single-brand apparel store. To capture the consumer/store emotional attachment, the store love construct was used as the mediator between store environment and store loyalty. The results indicated that design and merchandise cues positively affected store love. Also, store love was determined to be a significant predictor of store loyalty.

Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

RESEARCH METHOD

Research Approach

Judging from the type of data, the research approach used in this research is a qualitative approach. As for what is meant by Qualitative research is research using the scientific method to expresses a phenomenon by describing data and facts. Research Descriptive is research that seeks to explain problem solving based on its data now.

Population, Sample, and Sampling Techniques

The target population of this research is Starbucks Manado Town Squares visitor that have Starbucks rewards card. And for the sample, this research has specific criteria which are the Starbucks member that already

reach gold tier and at least visit Starbucks store 2 times in a month. In Starbucks reward card / member, there is 2 level the green level and the gold level, from 1-299 stars that consumer purchase willbe categorized as green level and from 299+ stars will be categorized as gold member. Starbucks give 1star for ever Rp.5000 purchase, which means the sample that already reach gold level already spend about Rp.1.500.000 at Starbucks, and for the data limitation for this research is age of the costumer which 18 – 51 years old, from young adult to Gen X, it is because the average age that comes to Starbucks that also able to give consistent Statement are at this age. This research using non-probability methods, Sample Techniques that will be used is purposive sampling where the researcher relies on their discretion to choose variables for the sample population.

Data Collection Techniques
        The type of data obtained is divided into two types, which are primary data and secondary data, primary data collection techniques are performed through instruments. Research in the form of interview; guide a collection tool data by providing a list of written questions to respondents, to be filled in to obtain information in order to obtain data which is necessary while secondary data collection techniques are carried out through literature research and observation. Secondary data from this research gained from articles, books and previous research that related and sync with the topic that are being discussed in this research.

Data Analysis Method
        In this qualitative data analysis, there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman (2010), there are generally steps in qualitative data analysis: Data collection, data reduction, data display, drawing and verifying conclusion.

Operational Definition of Research Variables
Table 1. Operational Definition and Indicator of Research Variables

Variable	Operational Definition	Indicator
Store Atmosphere	Atmosphere is defined as physical environment, marketing environment and economic environment, also effort to design buying environments to produce specific emotional effects in the buyer that enhances purchase probability	1. Lighting 2. Music 3. Temperature 4. Aroma 5. Spatial planning 6. Building design
Consumer Loyalty	Consumer loyalty is a person's loyalty to a particular good or service and a consumer who isalready loyal to a product will provide significant benefits doubled on the company	1. Make a regular purchase 2. Purchase other products offered by the same manufacturer. 3. Recommend the product orservice to others.

Data Credibility Test
Credibility testing also means validity testing. Validity test can be done through validation and reliability tests. This research used the validity test and by increasing persistence, triangulation, and use references

RESULT AND DISCUSSION

Result
Lighting
        Manado Town Square itself has unique lightning; they placed the exposure in the right place, with the right height. When night the lighting is warm and fuzzy, it is still bright enough for vision and quite dim for works and spend long time there, when day the natural lightning from the sun that are enter through the window still comforting. overall, the lightning at Starbucks is fine. From 15 respondent's answers there is no on that did not satisfy with the implication of Starbucks lightning and exposure, some of the respondents are enjoy the lightning even more than music.

Music

Starbucks itself decide to collaborate with Spotify (Music streaming platform) since February 2015; the cooperation scheme is to involve baristas (coffee brewers) and Starbucks employees. They will get a premium membership from Spotify. With a special tool, they can influence customers while enjoying coffee. In addition, Spotify takes care of the songs for Starbucks applications via smartphones. Few informants Does not into the music because of personal preference which makes sense, most of them said that the genre that playing are not suitable with their music taste and there is an informant that makes clear that he Does not like slow music, which played at Starbucks almost all the time, and there is also an informant that obviously likes the music because personally loves jazz genre. The answers are variety, for some reason.

Temperature

While for temperature Starbucks is set their air conditioning for about 18-20 degree in Celsius. Results shows different answers yet correlated to each one, there is no bad response found in the answers of temperature, a lot of respondents said that sometimes it get too cold when the store are deserted or the weather are indeed cold but they are still get along with it, an informant states that it is cold the temperature at Starbucks but not in a bad way but opposite, it refresher and mild.

Aroma

Aroma also has big role on loyalty of consumer of Starbucks, Starbucks aroma is dominant with coffee and they did it intentionally as what they use as sensory marketing in smell fields. Starbucks ensures the aroma/smell of the coffee is strong enough to attract customers and make people think it's the world's finest coffee. Most of the informant feels relax with the coffee aroma that served at Starbucks Manado Town Square, and there is many diverse answers such as: it did not really affected the informant to stay longer at the store, the coffee smell is tempting, comfortable, pleasant and just fine.

Building design and Spatial Planning

Building design and spatial planning are answered in a package; it might be because both of them talking about design in a place and the result show a positive affect towards consumer loyalty. Most of the informant got excited when they were asked about spatial planning and building design. The answer that dominates are the building design and spatial planning are unique, authentic also has its own aesthetic, following by the building and spatial planning are makes the informant comfortable and it looks great. There are also informants that states the building design and spatial planning of Starbucks is the reason why they kept coming back to the store and there is an informant that said the Starbucks chair placements is needs some more spaces among the chair.

How Many Times Consumer Comes to Starbucks in a Month

The result is dominance by 2-5 times a month which usually comes to Starbucks for gather or doing college's assignments, 5-10 times in month informants are also dominate by college student who spends time talking and doing assignments, while 15-20 times informant and 20-30 times informants are actually co-worker who are spending a long time at Starbucks and comes to Starbucks for almost every day.

Purchases Other Products offered by the same manufacturer

Their core product is the tumbler, also the popular ones. Starbucks tumbler design is cool and change every season (spring, summer, fall, winter) and also, they have other design for collaboration or feast day like Lunar new year and so on. For any consumer that purchases tumbler can get huge discount for their drink in certain date. The informants have tumbler in average, proven that how popular tumbler among Starbucks consumers 14/15 of the informants has a tumbler, and they also have another merchandise such as bag and notebook, there is also an informant that are collector of Starbucks tumbler.

Recommend the products or service to other

The informants are being loyal to the store and brand means they are satisfied with the feature and atmosphere, these informants obviously recommend Starbucks, there is much kind of answers that states by the informants but the point are among this two. Half of the informants only recommend some drinks or place to gather sometimes but the half of the informants always recommend Starbucks to their relatives / co-worker / friends as a place to gather, to hold meeting, to work or just to spend time.

Discussion

The interviews result shows that most of the element are has influence towards consumer loyalty, and the elements that has the biggest role of all elements are Spatial Planning and Building Design in average because there is no negative answer or response that Does not show interest. And for the indicator in consumer loyalty that has the spotlight is how the informant recommended Starbucks, because 47% 53% How informants recommend Starbucks Recommend Highly recommend there is no informant that Does not recommended Starbucks, some of informant even always suggests Starbucks as a place to work, gather and so on, also regarding to their track of frequencies that goes to Starbucks more than 2 times in average and have gold member are already a proof that these informants are loyal. Based on the interview, these elements influence the informant's loyalty. Because most of them go to Starbucks spend money +/- Rp.89.000 in average just for a cup of coffee? Obviously not right, because most of the informants are college student that Does not have fixed income yet and while interviewing these college students' informants all of them are doing assignment and studying, while for the workers they are goes to Starbucks for work according to the interview and also observation. So, these informants goes to Starbucks and keep coming back to Starbucks not just for a cup of drink, but they are looking for a place with great atmosphere, there's many coffee shop that are in Manado Town Square but these informants recommends Starbucks whether it's for meeting, gather, studying and so on. So, how does every element and indicator influence consumer loyalty on Starbucks?

Lighting and consumer loyalty Lighting has quite big role in building Starbucks' consumer loyalty, it can be seen by how many people choose Starbucks to work or doing assignment or spending time alone. If these informants that choose Starbucks just to spend time with friends and gather with friends that Does not really show the loyalty that build inside the costumer because there is a lot café inside the Manado Town Square that also full with costumer that gather and spending time with their friends, but the amount of people that work / doing assignment / spending time alone at Starbucks make the Starbucks as the "Star" above all. This people who are choose Starbucks as their place to work, doing assignment, and spending time alone it is because Starbucks has a good spot of lighting and have a perfect exposure for lighting, Starbucks itself using mostly 2700K for their store lighting which means categorize as warm this is why the store are not dazzled as what most of the informants mentioned in their interviews, they choose Starbucks as their place to work / do assignment / spending time alone because the lighting are fit, Does not hurt their eyes and makes them willing to stay longer at the store, regarding they are doing something that required lot of time. Informant 6 states that "The element that makes me willing to sit here (at Starbucks) for a long time is because the lighting" and informant 14 agreed to this statement, both of this informant fill all the consumer loyalty indicator well, moreover the informant 6 that makes the Starbucks as his workspace and comes to Starbucks about 25 times in a month, he is an entrepreneur that run in social media field which always use gadget for working which means lighting are very crucial element for him, and if the lighting at Starbucks are not fit with this informant, there is no way this informant will keep coming back to Starbucks 25 times a month. Informant 2 that comes to Starbucks to spending time alone also help by the lighting because usually when people are comes to a place for spending time alone they will not want to get spotlight and that is what Starbucks lighting provides to him, the informant 2 sit in the corner of the room using Airpods and looks comfortable with a bit of exposure, the informant 2 comes to Starbucks at least 6 times a month, this is because the informant 2 feels comfortable with the lighting and Starbucks set. There is no negative response about lighting from the 15 informants, the answer is dominant by "The lighting is fine" and "Not too dim and not too bright which likeable". The 33% "Not to dim and not too bright" informant are quite representing the 53% "Fine and good" answer. Starbucks lighting that are iconic low lighting at night and have huge window for daylight are not just made for sustainable design in the present and future but become the way they attract and makes the consumer coming back but also makes the consumer loyal to the brand.

Music and consumer loyalty Starbucks music that is dominant by jazz and acoustic are being one of their own aesthetic, because there is a lot coffee shop in Manado Town Square or even in Manado city but there are only few that played this genre of song, some of the coffee shop only play random piano song on Youtube, this is what makes Starbucks music environment is iconic. Moreover, Starbucks that have collaboration with Spotify makes the music that played is quality guaranteed. There is 8 different opinion from 15 informant that are interviewed, and the result is 47% likes the music in general, 13% says the music is not always good, 14% says the music are just okay, 13% says they aren't pay attention to the music (use earphone) and the 13 % says do not like the music because is not fit their personal preference or tastes in music, this is means Starbucks music quite affected the customer loyalty at Starbucks because almost half of the consumer likes the music few people included said that it is the most favorite element on Starbucks, few informant says that the music support the

atmosphere in a good way, and the rest of it says that it is comforting. Some research states that music indeed helps people to focus and concentrate, but it depends on the genre, classical music and acoustic obviously brings peace and feel settle, research in Malaysia show that the tempo of music is significantly affecting the emotional state of the consumers; fast tempo music increasing the pleasure and arousal levels. Slow tempo music has consumers stay longer in restaurants and supermarkets. This is related with music that played at Starbucks that mostly playing jazz and acoustic even though there is an RnB, pop, etc., genre that Spotify provides for Starbucks. According to observation, Starbucks played the music in a perfect volume; the music is there but does not bother the costumer. Almost half of costumer that come to Starbucks are workers and college student, and come for t Starbucks looking for individual workspace or meeting space. Music that mostly plays at Starbucks which is slow music and instrument can increase productivity, this is might be the reason these informants are comforting by the music at Starbucks. This statement is strengthened by Alex hill, English composer of contemporary classical music "Our clients have told us that it's increased their productivity when they've had the right music playing in the office, in terms of staff motivation" Almost 47% informants that like the music in general are college student and workers who are comes to Starbucks for work and doing assignment or studying, makes the statement above related to the real phenomenon. This means the comfort from the music that Starbucks provides born the loyalty in informants or the costumer at Starbucks, the comfort of the music that becoming highlights of the red-line to the customer loyalty at Starbucks.

Temperature and customer loyalty Temperature are crucial thing in a place, especially a place when people looking for gather space, a place when people looking for work space, or for space to be alone. People that stay at this kind of place are intentionally going to stay there for a long time; a perfect temperature will support the atmosphere to become more pleasing. According to the result, the 67% of the informant said that the temperature are fit and fine but the 33% of the informants are said the temperature are depends on the weather and how crowded Starbucks is, but most of it said that the temperature is sometimes get too cold. This is makes sense regarding Starbucks in Manado Town Square building design is have no blocks across the room so the Air conditioning is spread to every corner of the room, plus Manado Town Square Air conditioning goes through in Starbucks because Starbucks entrance door is always open. The temperature that sometimes get too cold Does not affected frequency of these 33% informant to going back to Starbucks, 1 of 5 people of this 33% states that, the Starbucks temperature is cold but in a good way, that makes the informant didn't feel stuffy even though the health protocol still on use which is mask (informant 13). The temperature that fit with the atmosphere did affect the consumer loyalty towards Starbucks, and also didn't affect the consumer loyalty towards Starbucks, it is have positive effect on these informants, the temperature really supports the warm lighting that can makes the consumer even feel warmer and comfortable that is why mainly informants said the temperature are fine and fit. While the informants that said the temperature are depends and sometimes tend to be cold but they are keep coming back to Starbucks even though, according to them the temperature are didn't always feels fit with their needs and wants. Informant 6 strengthen this statement; the informant goes to Starbucks almost every day even though the temperature is not always good.

Aroma and consumer loyalty Some research has suggested that aroma can trigger emotions and evoke memories, however further research is needed. (Herz and Cupchik (1992): An experimental characterization of odor-evoked memories in humans. Chemical Senses, 17(5):519-528.) The coffee scent that spread around the store is bold and smooth at the same time; the burnt beans spoiled the consumer. There is no negative response from the informants about the aroma, only 1 person (informant 1) that said the aroma is fine but does not affect him to stay longer at Starbucks, but the rest of that which 14 people gave the good response about the aroma, some of them loves the aroma and even said that the coffee aroma is tempting to makes another purchase at the store, the biggest amount of respondent said that the aroma is relaxing. Aroma of burnt beans that Starbucks provides are built and took role on the informant's loyalty on Starbucks, the description from the description of interview result makes this clear, indirectly the aroma triggered the emotion of the informants and makes them feel relax, pleasant, comfort and so on. These feelings are makes people attached to a thing, which born Loyalty.

Spatial planning (interior design) and building design and consumer loyalty the biggest piece in the pie chart is defined how this element affected the consumer loyalty, it is because Starbucks has its own characteristic. Starbucks design that is dominant with wood and black interior makes this store looks luxury as informant 8 said on the interview, Starbucks building that are privately designed and closed-door makes the people inside feels exclusive and unbothered, this might be the reason why informants work and do assignment here because it is feels private, and almost every one that comes to Starbucks is working or doing something so they minding their own business and feel more comfortable to work and gain more focus and concentrate. The placement of the chair

and table are perfect, the informant feels like they have their own space in doing something, unlike the other coffee shops that makes consumer feels connected to the side table. Also, the choice of interior are perfect and comfortable, the informant that works there states that the height of the table and chair are fit perfectly, so they can stay there for hours. The interior and building design also give the informant impact of atmosphere point B and C which Passionate and Dominance, Passionate impact is refers to the stimuli that causes positive emotion so increase the time spend of the informant in the store and the impact that most pop up regarding to the interior design is Dominance which refers to consumer feel controlled or free to do things on shop, such as the consumer can take free sugar, brown sugar, straw, tissue that available at the Starbucks. Informant 13 adding states about Starbucks are a good spot for taking pictures, because the building design and the spatial planning that are perfect. Or the informant 10 that states the spatial planning and building design are no need to be question because it's obviously great. The Starbucks building design and spatial planning with all the greatness and well-designed has a really big role on consumer loyalty on Starbucks. For additional the type of Starbucks consumer in general can be classify into Butterfly and True friend in Kottler types of loyal consumer because all the 15 informants are at least going to Starbucks at least 2 times in a month, have merchandise, and recommend Starbucks, and do purchases fulfill the based requirements of being loyal consumer. The informants that come to Starbucks up to 5 times can be categorized as True friend and the 5 times below can be categorized as Butterfly. The data was collected through structured interview, observation, literature research and articles. Then the data is rearranged by reducing unnecessary data or data that are not required for the research during data collection, such as information provided by informants about how Starbucks has changed from time to time, or about Starbucks prices, about Starbucks services and so on. then the data is displayed in the form of coding categorize (table 4.2) to make it easier to discuss primary information in this study, which is data from interviews with the informants, and also a summary of each indicator that affects their loyalty as described in the discussion above, then the data that has been analyzed and shows briefly in this chapter, been re arrange one more time for the conclusions that are displays in chapter 5.

CONCLUSION AND RECOMMENDATION

Conclusion
1. Every element of the store atmosphere influences Starbucks customer loyalty.
2. Starbucks atmosphere affected the consumer with the sense of comfort Starbucks provide, the feeling of comfortable with Starbucks atmosphere as a whole.
3. The music still being an issue because of personal preferences but overall Starbucks atmosphere that are cannot be find in the other place or coffee shops makes the consumer going back to the store over and over.
4. The lighting that are did not not too bright and not too dim makes the consumer feels can bear with the atmosphere while looking at screen for hours.
5. The music that are mostly jazz are supporting the atmosphere to feel cozy, warm, and calming.
6. The music played brings good vibes to the consumer and it psychologically build good emotion to the consumer and makes the consumer feel productive and comfortable at the same time
7. The temperature that are fit with the needs of the consumer are makes the consumer do not mind to spend time there for hours and keep going back to Starbucks.
8. Starbucks does not always warm sometimes it get cold but the consumer dont mind with that and it makes the consumer do not have to concern with the using of health protocol because the temperature that cold-clement makes them did not feel stuffy.
9. The daylight from the outside also did not makes the room feels hot.
10. Aroma of burnt bean coffee makes the consumer feel settle, it is because the highest quality of bean coffee that Starbucks served must be smells different than the other coffee shops, the aroma that Starbucks served are calming and makes the consumer feels relaxing it becomes one of the factors of their loyalty to Starbucks because they can work there and still feels relax all the time while working.
11. The spatial planning and building design are well designed are suitable with the needs of the consumer which most of them are working, the choice of the interior are perfectly comfortable for the consumer to worksfor hours at Starbucks, consumer can sit there without feel any back-pain, it is must be because the interior choice that are prepared to be comfortable for who that are occupy that sit, that is why there most of the consumer are going to Starbucks repeatedly for work and the building design that are has its

own aesthetic thatare still rare in Manado makes the consumer prefer to go and loyal to Starbucks rather than other coffee shops.

Recommendation

1. Regarding to a lot of consumer complaint about the temperature that are sometimes being too cold or too warm, it is important for the store manager or anyone in charge to pay more attention to the crowd, to the weather in order to adjust the temperature according to the situation and needs of the consume, also Starbucks needs survey about the music that specifically liked by the consumer. And from that survey, the store can know the music genre that most liked by the consumers, that can help in making the consumer more comfortable and meets the need of consumer even more.

2. Interpretation of this study should be carried out on a regular basis in order to get more detail and more proof towards the relationship between each variable in this research. With doing the research periodically, the similarity of studies can be further minimized. Conducting tests using more independent variables such as service quality, product quality, price, and others. With the aim of reinforcing the findings oncustomer loyalty and phenomenon.

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