

---

**THE INFLUENCE OF BRAND IMAGE AND STORE ATMOSPHERE ON CUSTOMER LOYALTY KOPI KENANGAN RUKO BAHU MANADO**

---

**PENGARUH CITRA MEREK DAN SUASANA TOKO DALAM LOYALITAS PELANGGAN DI KOPI KENANGAN RUKO BAHU MANADO**

By:

**Maribeth S. J. Supit<sup>1</sup>****David P. E. Saerang<sup>2</sup>****Shinta J.C. Wangke<sup>3</sup>**

<sup>123</sup>International Business Administration, Management Department  
Faculty of Economics and Business  
Sam Ratulangi University Manado

E-mail:

<sup>1</sup>[maribethsupit22@gmail.com](mailto:maribethsupit22@gmail.com)<sup>2</sup>[d.saerang@unsrat.ac.id](mailto:d.saerang@unsrat.ac.id)<sup>3</sup>[snta@snta.us](mailto:snta@snta.us)

**Abstract:** Coffee has become an indispensable part of lifestyle, enjoyed while hanging out or making connections. This study investigates the impact of brand image and store atmosphere on customer loyalty at Kopi Kenangan Ruko Bahu Manado. The research adopts a quantitative approach, utilizing surveys to collect data from customers. The sample size is 100 respondents who visited and purchased at Kopi Kenangan Ruko Bahu Manado. The findings show that Brand Image and Store atmosphere influence Customer Loyalty, partially and simultaneously.

**Keyword:** Brand Image, Store Atmosphere, Customer Loyalty

**Abstrak:** Kopi telah menjadi bagian tak terpisahkan dari gaya hidup, dinikmati saat nongkrong atau menjalin relasi. Penelitian ini menyelidiki dampak citra merek dan suasana toko terhadap loyalitas pelanggan di Kopi Kenangan Ruko Bahu Manado. Penelitian ini menggunakan pendekatan kuantitatif, memanfaatkan survei untuk mengumpulkan data dari pelanggan. Ukuran sampel adalah 100 responden yang mengunjungi dan membeli di Kopi Kenangan Ruko Bahu Manado. Temuan penelitian menunjukkan bahwa Citra Merek dan Suasana Toko memengaruhi Loyalitas Pelanggan, baik secara parsial maupun simultan.

**Kata Kunci:** Citra Merek, Suasana Toko, Loyalitas Pelanggan

## INTRODUCTION

### Research Background

Coffee is one of the three most popular beverages in the world (alongside water and tea) and one of the most profitable international commodities. Though coffee is the basis for an endless array of beverages, including espresso, cappuccinos, mochas, and lattes, the popularity is mainly attributed to invigorating effect, which is produced by caffeine, an alkaloid present in coffee. Drinking coffee or coffee has now become a lifestyle. This culture is even said to be increasingly popular among the younger generation.

Jakpat Survey Report in 2023 on Indonesia consumer on coffee, involving 1008 respondents discusses various matters related to coffee, such as coffee drinking time, spending on one drink, and the type and brand of coffee drinks consumed. The survey results show that 45% of people consume coffee every day, once or several times. In more detail, 66% of Gen Z admit to drinking coffee every day, while 55% of Millennials only occasionally. Then, 37% of Gen Xers revealed they drink coffee 2-3 times a day. When it comes to timing, most people prefer to sip coffee in the late afternoon (37%) or after breakfast (34%).

Café entrepreneurs are increasingly required to have creative strategies that are expected to attract customers to the products produced and served. One of the strategies that can be applied to stare can compete with other cafes, namely by maintaining loyal customers through brand image and store atmosphere. A loyal customer is one who consistently does business with a company. It is what motivates recurring business and influences current clients to pick your business over a rival that has comparable advantages. In the context of a brand, loyalty might be viewed

one way. People stick with a brand because they have a favorable experience with it, such as excellent customer service, identifying with the company's principles, or consistently high product quality.

Brand Image is the general impression, perception, and associations any given customer has about a brand. The perception of a brand's image is influenced by a multiple of factors such as their prior experiences with the brand, it is products/services, and how much they personally relate with the brand's identity.

Keep surroundings is some other mainstay weapon stores have. Each of them has a show and physical layout creating buyer's comfort to browse around. According to Levy and Weitz (2011), the goal of a store's atmosphere is to draw customers in, make it simpler for them to identify the things they need, keep them in the café for an extended period of time, encourage last-minute planning, persuade them to make purchases, and provide them satisfaction from their purchases.

Kopi Kenangan is one of the 'Grab and Go' coffee chain in Indonesia. The 'Grab and Go' model which delivers most orders through app, making it a convenient alternative to traditional coffee houses. The idea of Kopi Kenangan started because the founders have the mission to spread their passion for Indonesian coffee as a local brand from Indonesia to the rest of the world. Kopi Kenangan's strategy involves positioning itself between the high-priced coffees served at international coffee chains and the cheap instant coffee sold in street stalls. Customers can order Kopi Kenangan's coffee through its app and then either pick up their drinks at one of the company's outlets or have it delivered. Besides coffee, Kopi Kenangan has also expanded its product offerings to include Cerita Roti bread, Chigo fried chicken and soft-cookie brand Kenangan Manis. In Manado, there are so many cafes with a unique name like Janji Jiwa, Titik Koma, Tomoro, Cotti and any others cafe local. Therefore, this research aims to analyze the effect of brand image and the effect of store atmosphere on customer loyalty at Kopi Kenangan Manado.

### Research Objective

1. To analyze the influence of Brand Image toward Customer Loyalty of Kopi Kenangan Ruko Bahu Manado.
2. To analyze the influence of Store Atmosphere toward Customer Loyalty of Kopi Kenangan Ruko Bahu Manado.
3. To measure the influence of Brand Image and Store Atmosphere on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado.

## LITERATURE REVIEW

### Marketing

According to Kotler and Keller (2013), marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably. Marketing is effective in converting client wants into technical specifications for new goods and services, claim (Moorman and Rust, 1999). Creating, communicating, providing, and trading solutions that have value for customers, clients, partners, and society at large are all parts of marketing, according to the American Marketing Association in 2012.

### Customer Loyalty

Accordingly, customer loyalty is defined as repurchasing the same product. The behavior can be measured by frequency of purchase, purchase value, share purchases, and the like. Some suggestions regarding customer loyalty are presented below. One, the consistent usage of terms is required. Customer Loyalty is a measure of a customer's likelihood to do repeat business with a company or brand. It is the result of customer satisfaction, positive customer experiences, and the overall value of the goods or services the customer receives from a business

### Brand Image

Branding is defined by Kotler and Armstrong (2006) as a name, sign, symbol, design, or combination designed to identify a person's or company's goods or services and set them apart from those of rivals. Numerous elements outside of the company's control have an impact on the image. Three things will be impacted by an effective image, starting with the offered value products and a strengthened character. Second, portraying the character in a unique way to avoid being mistaken for a rival's persona. Third, offer emotional fortitude that goes beyond merely mental image.

### Store Atmosphere

At cafe store's physical attributes that are used to project a certain image in an effort to draw customers are included in the store atmosphere. For brief, it's also known as atmospherics. It directly affects the consumer

experience, which is critical to the growth and perception of your brand. Philip Kotler first identified the use of design atmospherics as a marketing device in 1973. Aspects such as lighting, ambient sound, merchandise layout, and other features are all components of atmospherics. These features are in place to influence a consumer's mood and increase the odds of purchases.

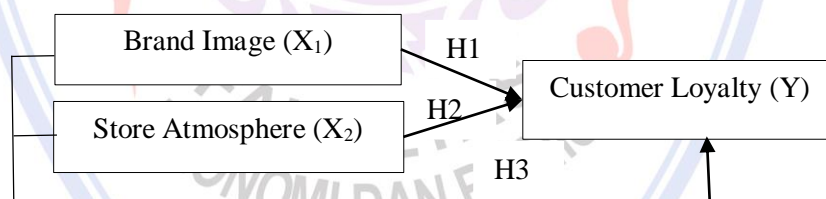
### Empirical Studies

Sulaiman et al. (2020) analysed the impact of store atmosphere, store image and store location on customer loyalty toward purchase decision on Matahari's Customer in Samarinda. Population of this study is customer of Matahari Departement Store in Samarinda City. In total, 120 respondent were collected by using questionnaire. Those questionnaire were distributed in Samarinda City. Structural Equation Modelling (SEM) was performed to test the measurement and sstructural model using AMOS 5.0. The result of this study are 1). Store Atmosphere has a positive significant impact on Purchase Decision 2). Store Image has no significant impact on Purchase Decision. 3). Store Location has a positive significant impact on Purchase Decision. 4). Store Atmosphere has a no significant impact on Customer Loyalty. 5). Store Image has a no significant impact on Customer Loyalty. 6). Store Location has a no significant impact on Customer Loyalty. 7). Purchase Decision has a positive significant impact on Customer Loyalty.

Zakaria and Maddinsyah (2022) analyze and prove the influences of Green Marketing, Brand Image, Store Atmosphere, and Service Quality on Customer Loyalty at Bojongsari Starbucks, either partially or simultaneously. This research applied associative approach. There were 100 respondents as samples involved in technique of determining sample. They were green marketing showed to have a positive and significant effect on customer loyalty. Brand image is proven to have a positive and significant effect on customer loyalty. Still, store atmosphere is proven to have a positive and significant effect on customer loyalty. The last, service quality is proven to positively and significantly affect customer loyalty. Green marketing, along with brand image, store atmosphere and service quality shows positive and significant effects on customer loyalty at Bojongsari Starbucks. Green marketing, brand image, store atmosphere and the quality of service are significantly affect the increase of customer loyalty at Bojongsari Starbucks.

Iqbal and Indradewa (2021) examined the phenomenon of customer loyalty, both in terms of brand image, service quality and customer satisfaction. The type of research used is a research with a conclusive design. The results showed that brand image and service quality have an effect on costomer loyalty. Customer satisfaction has an effect on customer loyalty.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literature Review*

### Research Hypothesis

H<sub>1</sub>: Brand Image has influence on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado.

H<sub>2</sub>: Store Atmosphere has influence on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado.

H<sub>3</sub>: Brand Image and Store Atmosphere has an influence to Customer Loyalty at Kopi Kenangan Ruko Bahu Manado

## RESEARCH METHOD

### Research Approach

This research is using quantitative research method. According to Berryman (2019), Quantitative methodology generally seeks to test a theory, hypothesis, or explanation. Variables are identified, numeric data are collected, statistical analysis is often employed, and set standards of validity and reliability are used.



### Population, Sample, and Sampling Technique

The population that will be used people who visited and purchased at Kopi Kenangan Ruko Bahu Manado with sample size of 100 respondents. The technique utilized in this study to choose the sample is called non-probability sampling. Non-probability sampling, according to Sugiyono (2011), is a sampling approach that does provide each element or person in the population an equal chance to be selected as a sample.

### Data Collection Method

This research analyze the primary data to gather the information. The primary data of this study were taken from the questionnaires. The questionnaires were distributed to the respondents so they can respond directly on the questionnaires.

### Operational Definition and Measurement of Research Variable

**Table 1. Operational Definition and Indicators of Research Variables**

Variables	Definition	Indicators
Brand Image ( $X_1$ )	Brand image is a consumer's interpretation of your company and its products and services.	1. Corporate Image 2. User Image 3. Product Image
Store Atmosphere ( $X_2$ )	Retail atmospherics refers to store factors such as display design and fixtures, flooring, smell, store lighting and temperature, music, wall coverings, and other elements of a store's ambience.	1. Design retails 2. Lighting visual 3. Background music
Customer Loyalty ( $X_3$ )	The likelihood that a customer will do repeat business with a firm or brand is measured by their level of loyalty.	1. Repetition 2. Recommendation

The measurement scale that used in this research the Likert Scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement. Five-point likert scals are perhaps most commonly used.

### Testing of Research Instruments

#### Validity and Reliability Tests

Validity test is used to measure the validity of a questionnaire. The questionnaire is said to be valid if the questionnaire is able to reveal something that will be measured by the questionnaire. The statement item  $r$  count < from  $r$  table, then the item is declared invalid and must be discarded to be replaced with a new item. Conversely, if  $r$  count >  $r$  table, then the item is declared valid. Thus, the value of  $r$  table with a significance of 5% (0.05), is 0.195. If  $r$  count > 0.195 then the question item is declared valid.

Reliability test is reliability test is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to a question is consistent or stable over time. Questionnaire items or questionnaires are said to be reliable (feasible) if Cronbach's alpha > 0.6 and it is said to be unreliable if Cronbach alpha < 0.6.

### Data Analysis

#### Classical Assumption Test

##### Normality Test

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and values of the dependent variable. Residuals are considered normally distributed if they have significance value > 0.05 (Ghozali, 2011).

##### Hetersocedasticity Test

A heteroscedasticity test was carried out to test whether in the regression model there was an inequality of variance from the residuals of one observation to another observation. The results of the test have significant values more than 0.05 which are clarified as heteroscedasticity free. Which also means that there is no inequality of variance from the residuals of one observation to another observation in regression model.

##### Multicollinearity Test

Multicollinearity test is a test that used to know if the regression model finds a correlation between the

independent variables or not. Multicollinearity test is done by observing the value of tolerance and Variance Inflation Factor. If the value is higher than the tolerance value of 0.1 or VIF smaller than 10, then it can be concluded that there is no multicollinearity. A good research model should not have a correlation between independent variables.

### Multiple Linear Regression

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was conducted to determine the direction and how much influence the independent variable had on the dependent variable (Ghozali, 2011). The equation model of multiple regression analysis which used in this research can formulated as shown below

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

Where:

- Y : Customer Loyalty  
 $\alpha$  : Constant, when all independent variable = 0  
 $X_1$  : Brand Image  
 $X_2$  : Store Atmosphere  
 $\beta_1, \beta_2,$  : Slope of each independent variable  
 $\mu$  : Error term

### Hypothesis Testing

#### Simultaneously (F-Test)

The F-test intended to determine whether the independent variables simultaneously influence to dependent variable. To test the regression efficient simultaneously, it used the statistical test of F-test as follow:

- If  $F_{count} \geq F_{table} (0.05)$  as confidence level of 95% ( $\alpha = 0.05$ ) it means that all the independent variables have significant effect on the dependent variable simultaneously. The hypothesis  $H_0$  is rejected and the Hypothesis  $H_1$  is accepted, means that simultaneously there is effect of independent variables on the dependent variable.
- If  $F_{count} < F_{table} (0.05)$  as confidence level of 95% ( $\alpha = 0.05$ ) it means that all the independent variables have no significant effect on the dependent variable simultaneously. The hypothesis is accepted  $H_0$  is accepted and hypothesis  $H_1$  is rejected, means that simultaneously there is no effect of independent variables on the dependent variable.

#### Partially (T-Test)

The t-test is used to determine whether each of individual independent variable is significant. As for the t test test criteria are as follows:

- If  $sig < 0.05$  and  $t_{count} > t_{table} (0.05)$  then  $H_0$  is rejected and  $H_a$  is accepted, it means that there is a significant effect of the independent variable individually (partial) on the dependent variable.
- If  $sig \geq 0.05$  and  $t_{count} < t_{table} (0.05)$  then  $H_a$  is rejected and  $H_0$  is accepted, it means that there is no significant effect of the independent variable individually (partial) on the dependent variable.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Test

Tabel 2. Validity Test Result

Variable	Questionnaire	$R_{value}$	$R_{table}$	Description
Brand Image	Item 1	.871**	0.1966	Valid
	Item 2	.821**	0.1966	Valid
	Item 3	.845**	0.1966	Valid
	Item 4	.840**	0.1966	Valid
	Item 5	.697**	0.1966	Valid
	Item 6	.826**	0.1966	Valid
	Item 7	.819**	0.1966	Valid
	Item 8	.744**	0.1966	Valid
	Item 9	.911**	0.1966	Valid

Store Atmosphere	Item 10	.803**	0.1966	Valid
	Item 1	.639**	0.1966	Valid
	Item 2	.751**	0.1966	Valid
	Item 3	.688**	0.1966	Valid
	Item 4	.689**	0.1966	Valid
	Item 5	.678**	0.1966	Valid
	Item 6	.760**	0.1966	Valid
	Item 7	.700**	0.1966	Valid
	Item 8	.664**	0.1966	Valid
	Item 9	.796**	0.1966	Valid
Customer Loyalty	Item 10	.748**	0.1966	Valid
	Item 1	.582**	0.1966	Valid
	Item 2	.527**	0.1966	Valid
	Item 3	.578**	0.1966	Valid
	Item 4	.513**	0.1966	Valid
	Item 5	.531**	0.1966	Valid
	Item 6	.489**	0.1966	Valid
	Item 7	.584**	0.1966	Valid
	Item 8	.701**	0.1966	Valid
	Item 9	.494**	0.1966	Valid
	Item 10	.657**	0.1966	Valid

Source: Data Processed from SPSS, 2024

According to Table 2, the validity assessment for the variables Brand Image, Store Atmosphere, and Customer Loyalty shows that all items exceed the table  $r$  value of 0.1966, calculated at a degree of freedom (df) of  $100 - 2 = 98$ . This means that all variables have indicators with calculated  $r$  values greater than the corresponding table  $r$  values. The significance of each indicator can be seen in the table under the Sig. row. If the Sig. value exceeds 0.05, it indicates that the item of the variable is valid.

**Table 3. Reliability Test Result**

Variable	Cronbach's Alpha	Explain
Brand Image	0.945	Reliable
Store Atmosphere	0.890	Reliable
Customer Loyalty	0.750	Reliable

Source: Data Processed from SPSS, 2024

The results of the reliability test conducted on all the statements of the variables can be seen through the Cronbach's alpha values: Brand Image with a value of 0.945, Store Atmosphere with a value of 0.890, and Customer Loyalty with a value of 0.750. Based on the reliability value categorization, all variables are considered to have moderate reliability since they are greater than 0.7.

### Classical Assumption Test

#### Normality Test

**Table 4. Normality Test Result**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.56533746
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.054
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed from SPSS, 2024

Using the Kolmogorov-Smirnov test, as seen on the table 4. One-Sample Kolmogorov-Smirnov Test, the distribution of the data has a normal distribution with value of  $0.069 > 0.05$ .

### Multicollinearity Test

A regression model is considered free from multicollinearity when the VIF value is below 10 and the tolerance value exceeds 0.1. Based on the testing criteria and the results presented in Table 4.7, the tolerance values are above 0.1, and the VIF values are below 10. This indicates that there is no multicollinearity problem among the three independent variables used.

**Table 5. Multicollinearity Test Result**

		Coefficients <sup>a</sup>	
		Collinearity Statistics	
Model		Tolerance	VIF
1	Brand Image	.701	1.427
	Store Atmosphere	.701	1.427

a. Dependent Variable: Customer Loyalty

Source: Data Processed from SPSS, 2024

### Heteroscedasticity Test

**Table 6. Heteroscedasticity Test Result**

			Correlations		
			Brand Image	Store Atmosphere	Unstandardized Residual
Spearman's rho	Brand Image	Correlation Coefficient	1.000	-.354**	.010
		Sig. (2-tailed)	.	.000	.920
		N	100	100	100
	Store Atmosphere	Correlation Coefficient	-.354**	1.000	.121
		Sig. (2-tailed)	.000	.	.229
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	.010	.121	1.000
		Sig. (2-tailed)	.920	.229	.
		N	100	100	100

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed from SPSS, 2024

In the Spearman test, the Sig. value in the table should be greater than 0.05. Thus, the regression model can be considered free from heteroscedasticity because the Sig. value for this regression model is 0.920 for Brand Image and 0.229 for Store Atmosphere.

### Multiple Linear Regression Analysis

**Table 7. Multiple Linear Regression Analysis Result**

		Coefficients <sup>a</sup>			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	T
1	(Constant)	36.879	2.515		14.666
	Brand Image	.373	.035	.587	10.545
	Store Atmosphere	.259	.034	.420	7.541
					Sig.

a. Dependent Variable: Customer Loyalty

Source: Data Processed from SPSS, 2024



The regression equation is as follows:

$$Y = 36.879 + 0.373X_1 + 0.259X_2$$

This regression equation implies that when both Brand Image and Store Atmosphere have values of 0 (or are not factored into the calculation), Customer Loyalty would have a base value of 36.879. The regression coefficient for the Brand Image variable is 0.373, meaning that if Brand Image increases by one unit, Customer Loyalty is expected to increase by 0.373 units, assuming Store Atmosphere remains constant. The regression coefficient for Store Atmosphere is 0.259, indicating that if Store Atmosphere increases by one unit, Customer Loyalty increase by 0.259 units, assuming Brand Image remains constant.

### Coefficient Of Determination ( $R^2$ )

**Table 8. R Square Test Result**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889 <sup>a</sup>	.790	.785	1.581

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data Processed from SPSS, 2024

Table 8 indicates that the  $R^2$  value for the variables Brand Image (X1) and Store Atmosphere (X2) on Customer Loyalty (Y) shows an effect with a determination value of 0.790, or 79%. This figure implies that Brand Image (X1) and Store Atmosphere (X2) together impact Customer Loyalty (Y) by 79%, while the remaining 21% is impacted by other variables

### Hypothesis Testing

#### T Test

Table 7 shows:

- The Sig. value of Brand Image is 0.000 thus it indicates that there is an influence of Brand Image on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado.
- The Sig. value of Store Atmosphere is 0.000, which is less than 0.05, indicating an influence of Store Atmosphere (X2) on Customer Loyalty (Y) at Kopi Kenangan Ruko Bahu Manado.

#### F Test

**Table 9. F Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	910.662	2	455.331	182.074	.000 <sup>b</sup>
	Residual	242.578	97	2.501		
	Total	1153.240	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processed from SPSS, 2024

From table 9, it is evident that the Sig value is 0.000, which is less than 0.05, and the Fcalculated (182.074) is greater than the Ftable (3.09). Therefore, H0 is rejected, indicating that the regression coefficients are significant. Thus, it can be concluded that there is a simultaneous effect of the Brand Image and Store Atmosphere on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado.

### Discussion

#### The Effect of Brand Image on Customer Loyalty

The result confirms a positive impact of Brand Image on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado, demonstrating that higher Brand Image is associated with improved Customer Loyalty. The Brand Image of Kopi Kenangan has been widely known by the public. There are many other coffee brands are also known by the wider community. Coffee consumers not only buy coffee with one brand, but also buy coffee at other brands. The current brand competition making Kopi Kenangan to strengthen its brand. In addition to product attributes through



positioning or providing more benefits so that consumers can remember and identify the existence of the Kenangan coffee brand and further increase consumer satisfaction and create consumer loyalty. This result is similar to Iqbal and Indradewa (2021) that brand image influence customer loyalty.

### **The Effect of Store Atmosphere on Customer Loyalty**

The result indicates that there is an effect of Store Atmosphere on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado. In other words, when Store Atmosphere is improve, Customer Loyalty will improve also. Store atmosphere can be managed through the exterior, interior, layout, and design (van Niekerk, 2015). The arrangement of the outside, entrance, windows, building colors, attractive architectural style, music selection, parking facilities and many more. A negative store atmosphere can lead to customer discomfort, decreased purchase intentions, reduced dwell time, negative brand perception, feelings of stress or anxiety, and a decreased likelihood of returning to the store, ultimately impacting sales and customer loyalty. The specific negative effects was poor lighting, lighting is to dim and dark, the chair also affects because the material used is not too comfortable for customers to sit for a long time. This result is similar to Zakaria and Maddinsyah (2022) that store atmosphere is proven to have a positive and significant effect on customer loyalty.

### **The Effect of Brand Image and Store Atmosphere on Customer Loyalty**

The result indicates that there is an influence of Brand Image and Store Atmosphere on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado. The higher the Brand Image and Store Atmosphere, the higher the Customer Loyalty at Kopi Kenangan Ruko Bahu Manado. Brand image is one of the factors that are considered customers to intend to make repeat purchases. Customer decisions in determining and choosing a particular brand is not something that just happens. There are many considerations before deciding to make a purchase and intend to return. Purchase and intend to return. The company's brand image becomes a customer's trust in choosing a brand (Putra and Talumantak, 2022). The better the brand image created by a company, the higher the the higher the customer's trust to make a purchase and intend to return to Kopi Kenangan. Store Atmosphere is an influence on repurchase intention, where the store atmosphere is one of the important supporting aspects. Store atmosphere that meets expectations can attract customer attention to come back.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the result of data analysis and discussion, the conclusions of the research are:

1. There is an impact between the Brand Image variable and Customer Loyalty.
2. There is an impact between the Store atmosphere variable and Customer Loyalty.
3. There is a simultaneous impact between Brand Image and Store Atmosphere on Customer Loyalty at Kopi Kenangan Ruko Bahu Manado.

### **Recommendation**

Based on the results of the conclusion obtained the authors want to provide suggestions for interested parties, namely as follows:

1. Store Kopi Kenangan should be able to further improve its brand image, so that customers will be more confident in choosing the product.brand image, so that customers will have more confidence in choosing the products offered to customers to make purchases and products offered to customers to make purchases and intend to return.
2. The atmosphere at the Kopi Kenangan store should be a serious concern. Serious attention, where the more satisfying the atmosphere and experience which plays a role in giving customers the desire to return to buy the products.
3. Further research can examine other variables not only brand image, store atmosphere and customer loyalty. Only brand image, store atmosphere and customer loyalty, Researchers can add other variables to see the influence on repurchase intention and increase the research period to get more accurate and maximum results.

## **REFERENCES**

- Berryman, D.R. (2019). Ontology, Epistemology, Methodology, and Methods: Information for Librarian Researchers. *Medical Reference Services Quarterly*, 38(3), 271-279.

- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro
- Iqbal, M.A., & Indradewa, R. (2021). The Influence of Brand Image and Service Quality on Customer Loyalty which is Mediated by Customer Satisfaction (Case Study PT. Indosat). *International Journal of Research and Review*, 8(3). [https://www.ijrrjournal.com/IJRR\\_Vol.8\\_Issue.3\\_March2021/IJRR082.pdf](https://www.ijrrjournal.com/IJRR_Vol.8_Issue.3_March2021/IJRR082.pdf).
- Kotler, P., & Keller, K.L. (2013). *Marketing Management*. 14th Edition. Pearson Education.
- Kotler P. & Armstrong, G. (2006). *Principles of Marketing*. 11th Edition. Upper Saddle River: New Jersey: Prentice-Hall.
- Levy, M., & Weitz, B.A. (2011). *Retailing Management*. McGraw-Hill Higher Education
- Moorman, C., & Rust, R.T. (1999). The Role of Marketing. *Journal of Marketing*, 63, 180-197. [https://www.researchgate.net/publication/329448514\\_The\\_Role\\_of\\_Marketing](https://www.researchgate.net/publication/329448514_The_Role_of_Marketing).
- Putra, J. C., & Talumantak, R. (2022). Pengaruh Kualitas Produk, Persepsi Harga Dan Citra Merek Terhadap Keputusan Pembelian Di Kopi Kenangan Kota Kasablanka. *Akselerasi: Jurnal Ilmiah Nasional*, 4(3), 26-39. <https://ejournal.goacademica.com/index.php/ja/article/view/590>.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sulaiman., Suriadi., Pratama, A., Veronika., & Agusthera, D.D. (2020). Analysis Of The Effect Of Store Atmosphere And Store Image And Store Location On Customer Loyalty Through Purchase Decision Customer Matahari Department Store In Samarinda City. *International Journal Of Scientific & Technology Research*, 9(03). <https://www.ijstr.org/final-print/mar2020/Analysis-Of-The-Effect-Of-Store-Atmosphere-And-Store-Image-And-Store-Location-On-Customer-Loyalty-Through-Purchase-Decision-Customer-Matahari-Department-Store-In-Samarinda-City.pdf>.
- Van Niekerk, B.M. (2015). *The Influence of Boutique Store Atmosphere on Customer Satisfaction, Store Loyalty and Repurchase Intention*. (Master of Commerce Dissertation, North-West University). <https://repository.nwu.ac.za/handle/10394/15702>.
- Zakaria, S., & Maddinsyah, A. (2022). The Effect of Green Marketing, Brand Image, Store Atmosphere, and Quality of Service on Customer Loyalty at Bojongsari Starbucks. *Jurnal Ad'ministrare: Jurnal Pemikiran Ilmiah dan Pendidikan Administrasi Perkantoran*, 9(1). <https://ojs.unm.ac.id/administrare/article/view/36525>.