

Consumer Loyalty: Influence of Servicescape, Service Quality, and Lifestyle through Consumer Satisfaction

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Abstract

Purpose: This research analyses Consumer Loyalty Influenced by Servicescape, Service Quality, and Lifestyle Through Consumer Satisfaction in Koda Bar Jakarta.

Methodology: This study involved 92 respondents as samples, with the Accidental Sampling technique used for sampling. We use the Path Analysis method to overcome this problem. This technique allows direct and indirect estimation with the help of the IBM SPSS application.

Result: In Structure 1, Servicescape, Service Quality, and Lifestyle simultaneously impact Consumer Satisfaction. However, only Service Quality and Lifestyle have a significant partial effect on Consumer Satisfaction, whereas Servicescape does not. In Structure 2, Servicescape, Service Quality, Lifestyle, and Consumer Satisfaction collectively influence Consumer Loyalty. Yet, only Servicescape and Lifestyle significantly affect Consumer Loyalty, while Service Quality and Consumer Satisfaction do not. Additionally, Servicescape, Service Quality, and Lifestyle do not indirectly affect consumer loyalty through consumer satisfaction, as evidenced by the Sobel test results, which show no mediating effect.

Conclusion: Service Quality and Lifestyle influence satisfaction, while loyalty is driven by Servicescape and Lifestyle. Satisfaction does not serve as a mediator. These findings highlight the importance of service quality, understanding customer lifestyles, and optimizing the bar's physical environment.

Limitations: This study is limited to one research object only, and has not considered other variables that may also affect consumer loyalty, such as price or promotion.

Contribution: This study contributes to the understanding of how factors such as servicescape, service quality, and lifestyle can affect consumer satisfaction and loyalty in the entertainment and hospitality industry, and provides suggestions for entrepreneurs to design better consumer experiences.

Keywords: *Consumer Loyalty, Consumer Satisfaction, Lifestyle, Servicecaps, Service Quality*

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1. Introduction

Consumer loyalty is one of the main focuses in marketing because it is an essential indicator of long-term business success. High loyalty reflects ongoing consumer satisfaction and can positively impact company profitability (Ernest Grace et al., 2021). In addition, loyal consumers tend to make repeat purchases and recommend them to others, which ultimately expands the customer base through positive word-of-mouth. Customer loyalty, often referred to as loyalty to a specific product, service, or company, reflects the ongoing satisfaction of customers with the company's offerings and their commitment to

remaining loyal. As a result, achieving customer loyalty has become a primary focus for businesses (Silva, 2021; Wijaya & Widjaja, 2024).

Creating consumer loyalty in the entertainment and hospitality industry, such as bars and restaurants, is a complex challenge and requires a holistic and integrated approach (Tampubolon & Perdana, 2023). Emotional and social consumer experiences heavily influence the entertainment and hospitality industry. Bars and restaurants are places to eat and drink, where consumers seek enjoyable experiences, relaxation, and social interaction.

Therefore, the factors influencing consumer loyalty in this industry can differ significantly from those in other sectors. Its uniqueness is a characteristic that can attract its consumers (Soliha et al., 2021). Koda Bar Jakarta is a popular destination among Jakarta residents looking for a social and entertainment experience. Koda Bar offers a variety of entertainment, ranging from live music DJs to thematic events that attract the attention of various groups. Koda Bar needs to understand the factors influencing consumer loyalty to remain competitive and attract loyal consumers.

Servicescape, which includes physical elements of the service environment, such as interior design, layout, lighting, music, and aroma, is believed to have an essential role in shaping consumer perceptions and creating a supportive atmosphere. These elements not only affect comfort and aesthetics but can also affect the mood and emotions of consumers while in the bar. For example, an attractive and comfortable interior design can make consumers feel at home for a long time, while an efficient layout can improve the service experience.

Social service landscape factors are crucial in determining customer satisfaction and driving repurchase intentions (Morkunas & Rudiene, 2020). Service quality, which includes reliability, responsiveness, assurance, and empathy of staff (Tjiptono, 2017), is also a key factor influencing customer satisfaction. Reliable and responsive service can meet customer expectations, while empathy and attention from staff can create a more personal and positive relationship with customers.

High service quality can increase customer perceptions of the value they receive and strengthen their intention to return. Studies on consumer behaviour related to lifestyle choices will help business owners increase the number of business visitors (Mehta & Fellow, 2022). In addition, consumers' lifestyles, which reflect their preferences, values, and habits, can influence how they assess and respond to the services provided.

Consumers with certain lifestyles may have different expectations of the services they receive and the experiences they seek. The role of personality in Lifestyle offers a more profound understanding, allowing for adjusting marketing strategies in various aspects of life and situations (Vargas et al., 2021). This study aims to offer comprehensive insights into how Servicescape, Service Quality, and Lifestyle interact and impact consumer satisfaction and loyalty. It also seeks to inform the design of strategies to enhance consumer experience and cultivate a loyal customer base.

2. Literature Review

2.1. Consumer Loyalty

The concept of servicescape, which refers to the physical and social environment where services are provided, plays a significant role in shaping customer satisfaction and loyalty. Studies show that servicescape elements, such as ambient conditions, spatial layout, and employee behavior, significantly influence customer perceptions. Aydin et al., (2022) demonstrated that perceived servicescape positively impacts both customer satisfaction and loyalty in hospitality businesses. Similarly, Jeon et al., (2021) found that the servicescape in fitness centers enhances flow experiences, leading to greater satisfaction and loyalty.

Service quality also strongly impacts customer satisfaction and loyalty. Gazi et al., (2025) revealed that service quality, along with efficiency and reliability, enhances customer satisfaction and fosters loyalty in digital banking. In fine-dining restaurants, Eka et al., (2024) showed that both servicescape and

service quality contribute to customer satisfaction, which drives customer loyalty. Lifestyle factors shape consumer expectations and behaviors. Ginting et al., (2023) found that lifestyle influences how customers evaluate servicescape and brand image, which in turn affects satisfaction and loyalty. Customers whose lifestyles align with service offerings are more likely to experience higher satisfaction and loyalty.

Customer satisfaction mediates the relationship between servicescape, service quality, and customer loyalty. Research by Aydin et al., (2022) confirmed that customer satisfaction mediates the positive effects of servicescape on loyalty in 5-star hotels. Additionally, social servicescape factors, such as employee interactions and customer rapport, enhance satisfaction and loyalty. In conclusion, the literature highlights the interconnectedness of servicescape, service quality, lifestyle, customer satisfaction, and customer loyalty. A well-designed servicescape, combined with high service quality and an understanding of lifestyle factors, enhances customer satisfaction, which ultimately drives customer loyalty.

The effect of this positive attitude is that purchases are made repeatedly, and the frequency of consumers engaging in transactions or visits on the service provider's platform rises (Fadhil et al., 2025). Griffin (2005) mentions several indicators of customer happiness: A. Consistency in purchasing. B. Buying across product or service lines. C. Providing product recommendations to others. D. Showing resistance to the appeal of similar products from competitors.

2.2. Consumer satisfaction

Consumer satisfaction has been shown to have a significant influence on consumer loyalty in various industries. Ginting et al., (2023) Show that a good servicescape can increase consumer satisfaction, which in turn strengthens their loyalty in the coffee shop. Aydin et al., (2022) state that a positive perception of servicescape increases consumer satisfaction and loyalty in high-end restaurants. Artuğer et al., (2025) also confirm that the restaurant image formed by Servicescape contributes to their customer satisfaction and loyalty. Moreover, Jeon et al., (2021) Found that the emotional and flow experiences within the gym generated by Servicescape increased satisfaction and strengthened consumer loyalty. Research by Hee & Hyuk, (2023) also shows that Servicescape in libraries improves customer satisfaction and loyalty through a flow experience. Overall, consumer satisfaction serves as an important mediator in the relationship between servicescape and consumer loyalty, demonstrating the importance of service design that pays attention to physical and social elements to create a satisfying consumer experience and increase long-term loyalty. According to Tjiptono & Chandra (2017), customer satisfaction indicators that can effectively influence customer satisfaction are conformity to expectations, revisiting, and willingness to provide recommendations.

H₁₀: There is an influence of consumer satisfaction on consumer loyalty

2.3. Servicescapes

The concept of servicescape, referring to the physical and social environment in which services are provided, has been widely studied for its impact on customer satisfaction and loyalty. In the hospitality industry, research by Abdullah et al., (2022) found that elements of servicescape, such as ambient conditions and spatial layout, significantly influence customer satisfaction, which is a key driver of customer loyalty in five-star hotels. Similarly, a study by Hee & Hyuk, (2023) on public libraries showed that spatiality, aesthetics, and amenities within the servicescape positively impacted user satisfaction, leading to greater loyalty and continued use.

In the restaurant industry, studies have shown that a well-designed servicescape directly enhances customer satisfaction, which contributes to loyalty. For instance, research by Aydin et al., (2022) on 5-star hospitality businesses found that perceived servicescape had a positive and significant effect on both satisfaction and customer loyalty. Moreover, in fine-dining settings, Eka et al., (2024) demonstrated that ambience, spatial layout, and information dimension are pivotal in creating a satisfying customer experience, thus fostering loyalty.

Jeon et al., (2021) highlighted that the servicescape influences customer satisfaction through emotional experiences and space flow, which ultimately enhances loyalty. Additionally, Artuğer et al., (2025) explored the effect of social servicescape in restaurants, revealing that employees, other customers, and rapport positively impacted restaurant image, which in turn influenced customer satisfaction and loyalty. These studies collectively emphasize that servicescape comprising both physical elements like layout, design, and ambiance, and social aspects like interactions with staff and other customers—plays a fundamental role in shaping customer satisfaction and is a significant contributor to customer loyalty across various service industries. The atmosphere is an essential element of service products that can provide signals to consumers and shape their perceptions (Kotler & Armstrong, 2018). Zeithalm et al., (2017) describes Servicescape as the physical environment where service companies provide customer services. Servicescape indicators include Environmental Conditions, Layout and Functionality of Space, Signs, Symbols, and Artifacts (Bitner, 1992).

H₁: There is an influence of servicescapes on consumer satisfaction

H₂: There is an influence of servicescapes on consumer loyalty

H₃: There is an influence of servicescapes on consumer loyalty through consumer satisfaction

2.4. Service Quality

The connection between Service Quality, customer satisfaction, and customer loyalty plays a crucial role across various sectors, including restaurants, e-banking, fitness, and public libraries. Service Quality, especially through the servicescape, has a direct impact on customer satisfaction, which subsequently influences customer loyalty. In fitness centres, elements such as spatial flow and emotional experiences within the servicescape significantly enhance both customer satisfaction and loyalty, as demonstrated (Jeon et al., 2021). Similarly, at The Coffee Crowd Medan, both the servicescape and brand image positively affect customer satisfaction and loyalty, with satisfaction serving as a mediating factor (Ginting et al., 2023). In the hospitality industry, Aydin et al., (2022) revealed that perceived servicescape elements, such as comfort and aesthetics, positively influence customer satisfaction, which in turn fosters loyalty. Likewise, Abdullah et al., (2022) highlighted that the servicescape in a five-star restaurant not only impacts satisfaction but also encourages customer loyalty, underlining the significance of a well-designed service environment. In the e-banking sector, Gazi et al., (2025) discovered that service quality, particularly in terms of reliability and efficiency, boosts customer loyalty indirectly through customer satisfaction. Hussain et al., (2023) also supported this finding, showing that service quality improves customer satisfaction, which in turn strengthens loyalty in the tourism sector. Lastly, Artuğer et al., (2025) explored the influence of the social servicescape in restaurants, noting that interactions with both staff and other customers significantly impact overall customer satisfaction and loyalty. Parasuraman et al. (1988) identified five characteristics of high-quality service: physical aspects, reliability, responsiveness, assurance, and empathy.

H₄: There is an influence of service quality on consumer satisfaction

H₅: There is an influence of service quality on consumer loyalty

H₆: There is an influence of service quality on consumer loyalty through consumer loyalty

2.5. Lifestyle

Lifestyle plays a crucial role in determining both customer satisfaction and loyalty. Numerous studies confirm that individuals' lifestyles defined by their daily behaviors, interests, and consumption patterns significantly affect their satisfaction with products and services, especially in sectors like food services and retail (Heuvel et al., 2022). According to research, a health-promoting lifestyle, including activities such as exercise and mindful eating, contributes positively to life satisfaction (Gschwandtner et al., 2022).

Additionally, certain lifestyle traits, such as health-consciousness, have been linked to higher levels of customer satisfaction, particularly in food-related industries. However, the relationship between lifestyle and customer loyalty is more complex. While lifestyle influences satisfaction, its direct effect on loyalty is less pronounced. This suggests that satisfaction plays a mediating role, with satisfied customers more likely to exhibit loyalty (Tarigan et al., 2020). For example, in the context of coffee shops, lifestyle factors like the preference for a relaxing environment significantly enhance customer satisfaction, which in turn fosters loyalty (Tarigan et al., 2020).

Moreover, while lifestyle does not always have a direct influence on loyalty, its interaction with customer satisfaction proves to be an essential factor in fostering long-term relationships between consumers and brands (Tarigan et al., 2020). This interaction underscores the importance of aligning marketing strategies with the lifestyle preferences of the target demographic to enhance customer retention (Chen et al., 2023). Lifestyle refers to how a person lives as reflected in their activities, interests, and views (Kotler & Keller, 2016). Lifestyle can be explained as psychographics involving AIO measurement, namely activities, interests, and opinions. It includes how a person lives, manages finances, and allocates time (Prasetijo & Lhalauw, 2005). One can identify a person's Lifestyle, including their views of themselves, others, and the world, by examining their activities, interests, and how they spend their time (Kotler & Keller, 2016).

H₇: There is an influence of Lifestyle on consumer satisfaction

H₈: There is an influence of Lifestyle on consumer loyalty

H₉: There is an influence of Lifestyle on customer loyalty through consumer satisfaction

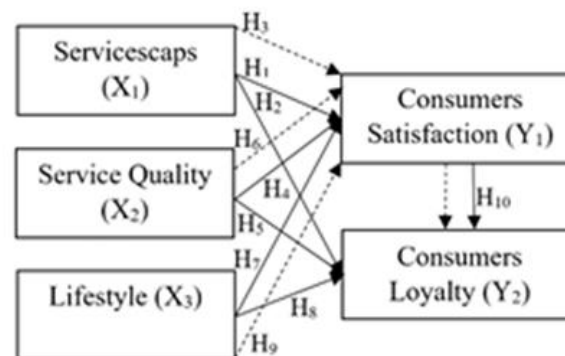


Figure 1. Framework
Source: Author

3. Methodology

3.1. Population and sample

Determining the population and sample to study is an essential stage in data collection and analysis. The target population is visitors to Koda Bar in December 2024. This study involved 92 respondents as samples, with the Accidental Sampling technique used for sampling.

3.2. Research Instrument

This study used the Likert scale with four instruments: Consumer Loyalty, Consumer Satisfaction, Service Quality, Lifestyle, and Servicescape.

3.3. Data Collection Technique

We collect data to obtain a score that will guide the analysis of Consumer Loyalty, influenced by Service Quality, Lifestyle, and Servicescape through Consumer Satisfaction. The method used is a questionnaire with a Likert scale.

3.4. Data Analysis Technique

We use the Path Analysis method to overcome this problem. This technique allows direct and indirect estimation with the help of the IBM SPSS application.

4. Results and Discussion

4.1. Validity Test

We used twenty respondents to test the validity of five variables with 36 statements. All items related to the variables Servicescape, Service Quality, Lifestyle, Consumer Satisfaction, and Consumer Loyalty are valid, as the r-value exceeded the r-table value of 0.444 at a significance level of $\alpha = 0.05$.

4.2. Reliability Test

The reliability test produced the following coefficients: Servicescape: 0.671, Service Quality: 0.904, Lifestyle: 0.805, Consumer Satisfaction: 0.881, and Consumer Loyalty: 0.938. These results indicate that all variables have a reliability coefficient above 0.600. Therefore, it concluded that all variables in this study were reliable.

4.3. Classical Assumption Test

Table 1. Classical Assumption Test

Structure 1			
	Multicollinearity	Normality	Linearity
Servicescaps	2.062	0.061	0.000
Service Quality	2.354		0.000
Lifestyle	1.727		0.000
Dependent Variable: Consumer Satisfaction			
Structure 1			
	Multicollinearity	Normality	Linearity
Servicescaps	2.084	0.356	0.000
Service Quality	2.522		0.000
Lifestyle	2.288		0.000
Satisfaction	2.349		0.000
Dependent Variable: Consumer Loyalty			

Source: Statistical data processing results

In Table 1, we tested both structures using four classical assumption tests: Multicollinearity, Heteroscedasticity, Normality, and Linearity. The results showed that the multicollinearity test for the three substructures yielded tolerance values between 0.10 and 10, indicating no correlation between structures. The Normality test results for each variable were above 0.05, while Linearity results were below 0.05, confirming that each variable is linearly related to the dependent variable. Figure 2 shows no indication of heteroscedasticity, as the graph does not reveal any specific pattern or direction and appears random.

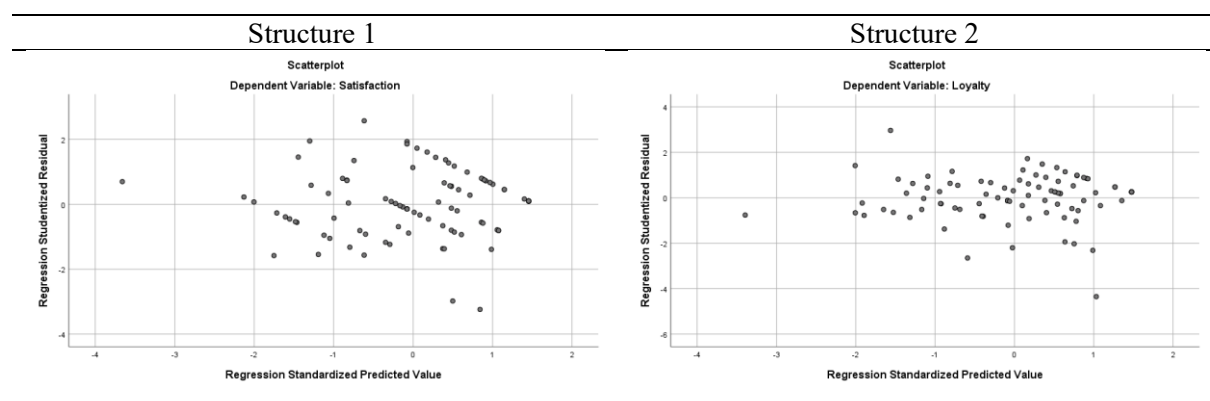


Figure 2. Heteroscedasticity Test
Source: Statistical data processing results

4.4. Hypothesis Testing

Table 2. Summary of Model 2 structure

	Struktur 1	Struktur 2
R	0.758	0.727
R ²	0.574	0.528

Source: Statistical data processing results

Table 3. Test of the feasibility of Model 2 Structure

	Structure 1	Structure 2
F	39.566	24.321
Sig.	0.000	0.000

Source: Statistical data processing results

4.5. Direct Influence

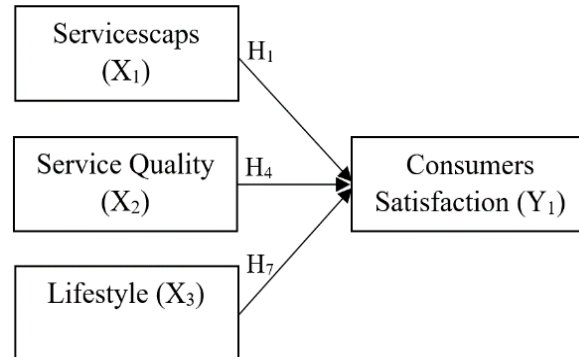


Figure 3. Structure 1 The Influence of Servicescapes, Service Quality, and Lifestyle on Consumer Satisfaction

Source: Author

$$Y_1 = a + b_1X_1 + b_2X_2 + b_3X_3 + e_1 \dots\dots (1)$$

In Table 2, the R^2 for Structure 1 is 0.574. This value indicates that Servicescape, Service Quality, and Lifestyle explain 57.4% of the variation in Consumer Satisfaction, while the remaining 42.6% relates to other factors beyond these variables. The model's adequacy is further supported by Table 3, which shows an F-value of 39.566 with a significance level of 5% ($p = 0.000 < 0.05$), indicating a linear relationship between Servicescape, Service Quality, and Lifestyle and Consumer Satisfaction. The t-test results in Table 4 detail the partial effects of the independent variables (Servicescape, Service Quality, and Lifestyle) on the dependent variable (Consumer Satisfaction)

Table 4. t-test

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.469	2.222		1.562	.122
	Servicescapes	.094	.096	.098	.977	.331
	Service Quality	.155	.062	.268	2.508	.014
	Lifestyle	.528	.099	.489	5.348	.000

Dependent Variable: Consumer Satisfaction

Source: Statistical data processing results

4.6. Servicescapes Analysis on Consumer Satisfaction

In Table 4, the t-value is 0.977, smaller than the t-table value of 1.987 at a 5% significance level ($p = 0.331$). This indicates that H_1 is rejected, meaning Servicescape does not significantly affect Consumer Satisfaction among Koda Bar visitors. These results align with findings from previous studies (Gani et al., 2022; Imanuella & Budiono, 2023; Sihombing et al., 2023; Yunita et al., 2021). Servicescape does not significantly impact Consumer Satisfaction at Koda Bar, indicating that physical and environmental factors, such as interior design, layout, lighting, and cleanliness, are not strong enough to influence customer satisfaction. While these elements are essential in shaping the overall customer experience, the study's findings suggest that they are not the primary factors driving visitor satisfaction at Koda Bar.

Visitors may emphasise other aspects, such as social interactions, the quality of service, or lifestyle-related psychological factors, which contribute more to their satisfaction.

4.7. Service Quality Analysis on Consumer Satisfaction

In Table 4, the t-value is 2.508, more significant than the t-table value of 1.987 at a 5% significance level ($p = 0.014$). It means that H_4 is accepted, leading to the conclusion that service quality significantly affects consumer satisfaction for visitors to Koda Bar. These results align with findings from previous studies (Anggetha & Albari, 2024; Dewi et al., 2021; Naini et al., 2022; Supriyanto et al., 2021), indicating that service quality, such as speed, friendliness, and staff expertise, plays a crucial role in shaping visitor satisfaction. Customers feel more satisfied when their service meets or exceeds their expectations, ultimately enhancing their overall experience at Koda Bar. Therefore, improving service quality can be vital to boosting consumer satisfaction.

4.8. Lifestyle Analysis on Consumer Satisfaction

In Table 4, the t-value of 5.384 is greater than the t-table value of 1.987 at a 5% significance level ($p = 0.000$), indicating that H_7 is accepted. This leads to the conclusion that the Lifestyle of Koda Bar visitors significantly influences their Consumer Satisfaction. These results align with findings from previous studies (Isnania & Aris Budiono, 2022; Mazwan et al., 2023) It indicates that the visitors' Lifestyle, involving their preferences for entertainment, social settings, and activities that reflect their interests and values, plays a key role in shaping their satisfaction. Visitors who feel that Koda Bar matches their Lifestyle tend to be more satisfied, as the venue meets their expectations and needs, creating a relevant and enjoyable experience.

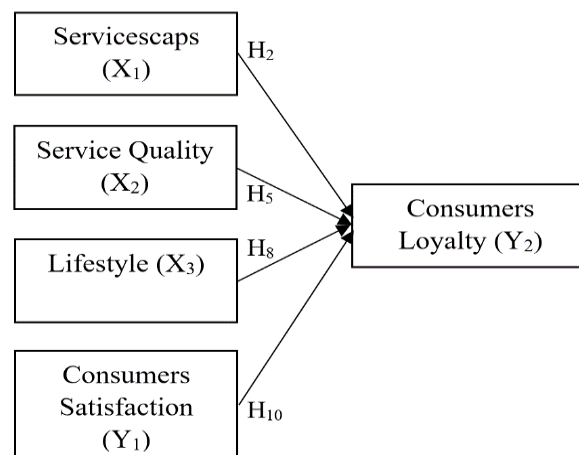


Figure 4. Structure 2 Influence of Servicescapes, Service Quality, Lifestyle, and Consumer Satisfaction on Consumer Loyalty

Source: Author

$$Y_1 = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e_2 \dots\dots\dots (2)$$

In Table 2, the R^2 value for Structure 1 is 0.528, indicating that Servicescape, Service Quality, Lifestyle, and Consumer Satisfaction collectively influence Consumer Loyalty with a determination coefficient of 52.8%. Factors outside of these variables explain the remaining 47.2%. The validity of the regression model is demonstrated in Table 3, where the F-statistic is 24.321 with a significance level of 5% ($p = 0.000 < 0.05$), confirming a linear relationship between Servicescape, Service Quality, Lifestyle, and Consumer Satisfaction concerning Consumer Loyalty. The individual impact of each independent variable on the dependent variable (Consumer Loyalty) is further explained in the t-test results in Table 5.

Table 5. t-test

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.059	2.996		2.356	.021
	Servicescapes	0.255	0.128	0.212	1.990	.050
	Service Quality	0.127	0.085	0.174	1.488	.140
	Lifestyle	0.434	0.151	0.320	2.873	.005
	Satisfaction	0.181	0.142	0.145	1.280	.204
Dependent Variable: Consumer Loyalty						
Source: Statistical data processing results						

4.9. Servicescape Analysis on Consumer Loyalty

In Table 5, the t-value of 1.990 exceeds the t-table value of 1.987 at a 5% significance level ($p = 0.050$), meaning that H_2 is accepted. This indicates that Servicescape significantly influences the consumer loyalty of Koda Bar visitors. These results align with findings from previous studies (Gani et al., 2022; Jeon et al., 2021) indicate that physical elements and the ambience, such as interior design, lighting, comfort, and the venue's aesthetics, play a role in fostering customer loyalty. Visitors who feel comfortable and satisfied with the environment at Koda Bar are more likely to return and become loyal customers. Therefore, enhancing the Servicescape in line with visitor preferences can increase their loyalty to Koda Bar.

4.10. Quality Analysis on Consumer Loyalty

In Table 5, the t-value of 1.488 is smaller than the t-table value of 1.987 at a 5% significance level ($p = 0.140$), indicating that H_5 is rejected. It means that Service Quality does not affect the Consumer Loyalty of Koda Bar visitors. These results align with findings from previous studies (Naini et al., 2022; Supriyanto et al., 2021). While service quality is crucial for shaping customer satisfaction, excellent service alone cannot guarantee customer loyalty. Other factors, such as the overall experience, Lifestyle, or emotional connection to the venue, may influence loyalty. Therefore, enhancing Service Quality does not necessarily lead to increased visitor loyalty without being supported by other more substantial elements that foster long-term customer relationships.

4.11. Lifestyle Analysis on Consumer Loyalty

In Table 5, the t-value of 2.873 exceeds the t-table value of 1.987 at a 5% significance level ($p = 0.005$), indicating that H_8 is accepted. It means that Koda Bar visitors' Lifestyle significantly affects their Consumer Loyalty. These results align with findings from previous studies (Pranantha & Subawa, 2019). It suggested that visitors' lifestyles, including their preferences for entertainment, social environments, and activities aligned with their personal values, play a vital role in building their loyalty. Visitors who perceive that Koda Bar reflects or supports their Lifestyle are likely to be more loyal and inclined to return frequently. It indicates that aligning the venue with visitors' lifestyles can be crucial in fostering long-term loyalty.

4.12. Consumer Satisfaction Analysis on Consumer Loyalty

In Table 5, the t-value of 1.280 is lower than the t-table value 1.987 at a 5% significance level ($p = 0.204$), indicating that H_{10} is rejected. This means that Consumer Satisfaction does not significantly affect the Consumer Loyalty of Koda Bar visitors. These results align with findings from previous studies (Gani et al., 2022; Khanifah & Budiono, 2022; Sihombing et al., 2023; Wibawa & Wijaya, 2024; Yulihapsari et al., 2025) it indicates that while customer satisfaction is crucial for the overall customer experience, satisfaction alone is insufficient to ensure long-term loyalty. Other factors, such as visitors' lifestyles and physical elements at Koda Bar, may significantly impact building loyalty. Therefore, it is essential to consider additional aspects that could contribute to customer loyalty beyond just satisfaction.

4.13. Indirect Influence

Table 6. Sobel Test Results

Hypothesis 3						
			B	Std. Error	t-count	Sign
X ₁	→	Y ₁	0.094	0.096	0.776	0.437
Y ₁	→	Y ₂	0.181	0.142		
Hypothesis 6						
			B	Std. Error	t-count	Sign
X ₂	→	Y ₁	0.155	0.062	1.135	0.256
Y ₁	→	Y ₂	0.181	0.142		
Hypothesis 9						
			B	Std. Error	t-count	Sign
X ₃	→	Y ₁	0.528	0.099	1.240	0.215
Y ₁	→	Y ₂	0.181	0.142		

Source: Sobel calculator data processing results

4.14. Servicescapes Analysis on Consumer Loyalty through Consumer Satisfaction

In Table 6, the t-value of 0.766 is lower than the t-table value of 1.987 with a 5% significance level ($p = 0.437$); this indicates that we reject H₃, meaning customer satisfaction does not mediate between Servicescape and customer loyalty. Although Servicescape may affect visitor satisfaction, this effect does not directly translate into loyalty. Other factors might play a more significant role in determining customer loyalty, suggesting that strategies to enhance loyalty should not rely solely on improving physical elements and environmental ambience.

4.15. Service Quality Analysis on Consumer Loyalty Through Consumer Satisfaction

In Table 6, the t-value of 1.135 is less than the t-table value of 1.987 at a 5% significance level ($p = 0.256$), indicating that H₆ is rejected. It suggests that Customer Satisfaction does not mediate between Service Quality and customer loyalty. Although service quality influences customer satisfaction, this effect does not directly impact visitor loyalty. It implies that other factors beyond satisfaction may be more significant in fostering customer loyalty. Therefore, strategies to enhance loyalty should consider elements beyond improving service quality.

4.16. Lifestyle Analysis Consumer Loyalty through Consumer Satisfaction

In Table 6, the t-value of 1.240 is lower than the t-table value 1.987 at a 5% significance level ($p = 0.215$), indicating that H₉ is rejected. It suggests that customer satisfaction does not mediate between Lifestyle and customer loyalty. Although visitors' lifestyles affect their satisfaction, this effect does not directly translate into loyalty. Other factors beyond satisfaction may be more significant in determining customer loyalty. Therefore, strategies to enhance loyalty should consider elements that more directly impact long-term customer engagement.

5. Conclusions

5.1. Conclusion

Based on the results of the hypothesis testing, we can draw the following conclusions: In Structure 1, Servicescape, Service Quality, and Lifestyle simultaneously impact Consumer Satisfaction. However, only Service Quality and Lifestyle have a significant partial effect on Consumer Satisfaction, whereas Servicescape does not. In Structure 2, Servicescape, Service Quality, Lifestyle, and Consumer Satisfaction collectively influence Consumer Loyalty. Yet, only Servicescape and Lifestyle significantly affect Consumer Loyalty, while Service Quality and Consumer Satisfaction do not. Additionally, Servicescape, Service Quality, and Lifestyle do not indirectly affect Consumer Loyalty through Consumer Satisfaction, as evidenced by the Sobel test results showing no mediating effect. Therefore, Koda Bar's management should focus on enhancing service quality and understanding customer lifestyles to improve both satisfaction and loyalty while also optimising the physical elements of the

bar to maintain loyalty. Future research should explore other variables that may mediate these relationships.

5.2. Suggestions

Based on the findings of this study, several recommendations can be proposed. First, the management of Koda Bar is encouraged to prioritize improvements in servicescape elements that directly influence consumer loyalty, particularly aspects related to ambiance, comfort, and aesthetic appeal, as these factors have been shown to significantly encourage repeat visits. Second, although service quality does not have a direct effect on consumer loyalty, continuous enhancement of service responsiveness and staff professionalism remains essential to sustain consumer satisfaction. Third, aligning business concepts, events, and marketing strategies with customers' lifestyles is strongly recommended, as lifestyle has been found to significantly influence both consumer satisfaction and loyalty. Finally, future research is encouraged to incorporate additional variables such as price perception, promotional strategies, emotional attachment, or brand image, as well as to expand the research scope to different hospitality settings in order to improve the generalizability of the findings.

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