Enhancing Customer Satisfaction: The Impact of Service Quality and Store Atmosphere on Shopping Convenience

Shintania Camila Putri[a], Dina Lusianti[a*], Dian Wismar'ein[a]

[a]Faculty of Economics and Business, Universitas Muria Kudus, Indonesia

Abstract

This research aims to analyze how service quality and store atmosphere impact customer satisfaction, with shopping convenience as an intervening variable in Supermarket customers in Kudus, Indonesia. This research is quantitative, involving hypothesis testing. The sample for this study consisted of 144 respondents. The sampling technique used is non-probability sampling with a purposive sampling method. Data was collected using a questionnaire distributed via Google Forms. The instrument tests conducted include validity tests, reliability tests, and normality tests. The analysis technique used is SEM (Structural Equation Modeling) with AMOS 24 software. The results of this study indicate that service quality does not affect customer satisfaction, store atmosphere has no effect on customer satisfaction, service quality has no effect on shopping convenience, store atmosphere has a positive and significant effect on customer satisfaction, and shopping convenience has a positive and significant effect on customer satisfaction.

1.0 INTRODUCTION

The retail business is currently growing rapidly, with many entrepreneurs employing various sales strategies to expand their businesses and achieve significant profits (Astaginy et al., 2023). The number of trading businesses has increased particularly in modern retail stores such as supermarkets and the like (Wijaya et al., 2020). The rise in the number of retail businesses has led to customer demand for a more modern and practical shopping experience. Kotler & Keller (2016:549) define retail as encompassing all activities involved in selling goods and services to end customers for personal use not for business needs (Goh et al., 2022). The retail industry in Indonesia is still quite developing due to the increasing population. The rising needs of the Indonesian population will impact the growth of the modern retail market (Imran & Jasman, 2023). Retail plays an important role in the economic progress of Indonesia. According to data from BPS (2023), the number of retail establishments in Indonesia, including shopping centers and supermarkets, reached 2,133 units in 2020. The Minister of Trade, Zulkifli Hasan, stated that the retail sector is the main driver of household consumption, contributing 53.56% of GDP (news.ddtc.co.id, 2023).

The success of the retail industry is driven by continuous sales growth, and one of the key aspects of the business is ensuring customer satisfaction with the quality provided by the company (Saputro et al., 2022). Satisfying customers is a desire for business practitioners and also a crucial factor in the sustainability of a company (Zikri & Harahap, 2022). Customer satisfaction is a positive evaluation given by customers based on their experiences, reflecting the extent to which the quality meets or exceeds customer expectations and needs (Irawan et al., 2023). One way to ensure customers feel satisfied is by providing good service quality (Ngatno et al., 2022). Kotler (2019:143) states that service quality is a customer's assessment of the level of service received compared to the level of service expected (Junaedi et al., 2024). Besides maintaining good service quality, another way to enhance customer satisfaction is by paying attention to the store atmosphere. The store atmosphere is one of the critical factors in the success of a retail industry because it has a significant impact on consumer behavior and the

company's success (Efendi et al., 2023). Therefore, creating a pleasant store atmosphere is essential for satisfying customers.

In addition to focusing on service quality and store atmosphere to create customer satisfaction (Gautam & Sah, 2023), shopping convenience is also crucial for enhancing customer satisfaction (Wang et al., 2020). When customers feel that their shopping experience is comfortable, efficient, and satisfying, they are more likely to feel satisfied (Fida et al., 2020). Damaryanti et al. (2022) state that shopping activities can enhance comfort. This sense of comfort arises when a customer thinks about the experiences they had with good service quality and store atmosphere. Therefore, retailers must be able to provide a comfortable shopping experience to ensure customer satisfaction (Puspaningrum, 2017). Supermarkets in Kudus, Indonesia have become an part of daily life and greatly facilitating residents in meeting their everyday needs. In addition to offering a wide range of products from basic necessities to luxury items (Chandra et al., 2023), supermarkets in Kudus play a crucial role in modernizing the shopping experience, providing more efficient and practical services for all segments of society. This makes it easier for people to fulfill their daily needs more conveniently and comfortably.

Table 1. Supermarket Rating in Kudus City 2023

No	Supermarket	Rating
1	Pasar Swalayan ADA Kudus	4,2 (5,850 reviews)
2	Ramayana Simpang Tujuh Kudus	4,3 (5,482 reviews)
3	Hypermart Kudus	4,2 (1,294 reviews)
4	Super Indo Kudus	4,6 (1,619 reviews)

Source: Google Map Ratings, 2023

Referring to Table 1 regarding the supermarket ratings in Kota Kudus on Google Maps, it is noted that ADA Kudus Supermarket has a rating of 4.2 with a total of 5,850 reviews, compared to Super Indo Kudus and Ramayana Simpang Tujuh Kudus, which have higher ratings than ADA Kudus Supermarket. The lower rating for ADA Kudus Supermarket on Google Maps is attributed to several factors encompassing various aspects of the customer experience. These factors can influence how customers rate and review the supermarket. The supermarket rating reflects the overall customer experience and the extent to which the supermarket meets customer expectations. This is supported by several reviews related to customer complaints from various sources. Referring to Table 2 regarding the descriptions and complaints of customers when visiting and purchasing at Supermarkets in Kudus, Indonesia obtained from various applications and social media platforms such as Instagram, Google Maps, and ID Firms, several customers expressed dissatisfaction due to poor service quality, a bad store atmosphere, and insufficient attention to comfort.

Table 2. Descriptions and Complaints of Supermarket Customers in Kudus, Indonesia

No	Description	Complaint	Source
1	@atarazri: "I am disappointed with the service. I bought a pack of 4 Lifebuoy soaps, but it was counted as 2 packs. It's far to go back there, and we end up losing out. Please, make sure to count correctly".	The customer complained about the cashier's service at the supermarket, stating that they were not accurate in counting the number of items purchased.	Instagram Review, 2023
3	Khoirina Kamila: "The parking area is very hot, there's no shade. Please provide some kind of cover or shade for customers".	The customer complained about the parking area being very hot and not having no shade.	Google Maps Review, 2023
4	Ade Rizki Dwiputro: "Thursday, April 28th, 2022, 9:57 AM, the AC wasn't turned on. The supermarket was extremely hot, oh my goodness. Please ensure the comfort of visitors, especially since the supermarket opens at 9:30 AM."	The customer complained about the hot atmosphere at the supermarket in Kudus due to the air conditioning not being turned on.	Google Maps Review, 2023
5	Thony: "The largest supermarket with the parking lot I've ever seen. Although the arrangement sometimes seems confusing, there are many promotions, an integrated food court, nice, not far to walk when hungry, just the arrangement of the supermarket is a bit chaotic, and because it's so crowded, it seems a bit dirty,	The customer complained about the disorganized arrangement of the supermarket space in Kudus, which appeared dirty, and the parking arrangement,	Id.firms Review, 2019

No	Description	Complaint	Source
	but it's complete with many options and relatively cheap. Overall, still okay for shopping. Recommended.	which sometimes caused confusion.	

Previous studies conducted by Putra et al. (2023) stated that service quality has a positive and significant influence on customer satisfaction. Meanwhile, research conducted by Maimunah (2019) stated that service quality has a negative but not significant influence on customer satisfaction. Welsa & Khoironi (2019)stated that store atmosphere has a positive and significant influence on customer satisfaction. Reski & Melifia (2021) stated that store atmosphere does not have a significant influence on customer satisfaction. Gaotami et al. (2023) stated that e-service quality has a positive and significant influence on e- convenience. Budiarno et al. (2022) stated that service quality has a negative and insignificant influence on convenience. Marduwati (2022) stated that the environmental atmosphere has a positive and significant influence on shopping convenience. Rijali & Rahmawati (2022) stated that store atmosphere does not have a significant influence on shopping convenience. Sahai et al. (2020) stated that shopping convenience has a positive and significant influence on customer satisfaction. Laura & Safitri (2022) stated that convenience has a negative but not significant influence on customer satisfaction.

The novelty of this research lies in highlighting the shopping convenience variable, which was previously more commonly used in the context of online shopping. In this study, this variable is applied to evaluate the shopping convenience in physical environments, such as supermarkets. This approach provides a relevant new perspective, considering the changing consumer behavior and the need for more practical and efficient shopping experiences in physical stores. The aim of this study is to address gaps in the literature and offer new insights into the factors influencing shopping convenience in the context of offline retail.

2.0 LITERATURE REVIEW

The Influence of Service Quality on Customer Satisfaction

Kasmir (2017:64) states that service quality can reflect a company's ability to provide services that directly influence customer satisfaction. Sunyoto (2014:35) asserts that customers can experience one of three general levels of satisfaction. If performance is below expectations, customers will feel disappointed. If performance meets expectations, customers will feel satisfied, and if performance exceeds expectations, customers will feel very satisfied, delighted, or happy. Service quality is one of the factors influencing customer satisfaction. Lupioyadi (2014:21) states that there are five factors determining the level of customer satisfaction, one of which is service quality. Kotler & Keller (2016:497) also state that there are three crucial aspects in efforts to create customer satisfaction. These three aspects are quality, service, and value. Having these aspects allows providing good service to enhance customer satisfaction, which greatly assists companies in building good relationships with customers.

H_1 : Service quality has a positive and significant on customer satisfaction.

The Influence of Store Atmosphere on Customer Satisfaction

Store Atmosphere has a close relationship with the level of satisfaction obtained by customers. Store Atmosphere serves as a creator of an environment that is pleasant for customers, potentially creating customer satisfaction during their visit to the store (Foster, 2021:45). Store atmosphere has a close and significant relationship because it can influence customers' perceptions, emotions, and behaviors. Store atmosphere also consists of elements that can create an experience for customers while they are in a store. Store Atmosphere has the ability to stimulate customers' senses and can influence customers' perceptions in evaluating and responding to the store emotionally (Michael & Weitz, 2014:507). Emotional response encompasses various feelings, such as joy or satisfaction. The better and more enjoyable the store's condition becomes, the greater the satisfaction felt by customers.

H_2 : Store atmosphere has a positive and significant on customer satisfaction.

The Influence of Service Quality on Shopping Convenience

Sartono (2023:16) states that serving customers means providing them with comfort. Serving customers by providing comfort is essential in creating a positive experience for customers while shopping. Therefore, when service quality within a company is good, it will create comfort and encourage a positive shopping experience for customers. Thus, the quality of service provided by a company has a significant impact on comfort during the shopping process. Murdana et al. (2023:44) also state that optimal service can have a positive impact on increasing customer comfort, thus forming stronger confidence for customers to remain loyal to the products or services provided by the company (Amin et al., 2022). Therefore, providing good service will have a positive impact on the company to create a conducive atmosphere for customer comfort. This will also have a positive impact on the level of satisfaction experienced by customers.

H_3 : Service quality has a positive and significant on Shopping Convenience.

The Influence of Store Atmosphere on Shopping Convenience

Mamuaya (2021:44) states that store atmosphere can have cognitive and emotional influences on customers that can lead to behavioral responses. When customers perceive a comfortable physical environment while shopping, they will give positive responses such as the satisfaction they obtain. Creating a good store atmosphere can establish a comfortable environment and make customers feel satisfied. Thus, a store atmosphere that encompasses various elements such as interior design, lighting, music, and good layout can have a positive impact on customer comfort while shopping. Olson & Paul. (2014:62) state that store atmosphere functions as a creator of a comfortable or enjoyable atmosphere according to customer preferences and stimulates customers' desire to linger in the store. Therefore, creating a store atmosphere that satisfies customers involves various strategies (Setiyanto et al., 2024), including good interior design, effective product arrangement, appropriate lighting, and adequate service. Harjadi et al. (2023:254) state that modern retail stores such as supermarkets can enhance shopping comfort more effectively. This is due to the ability of modern retail stores to create a comfortable store atmosphere, such as air conditioning, attractive product layouts, and optimal lighting.

H_4 : Store Atmosphere has a positive and significant on Shopping Convenience.

The Influence of Shopping Convenience on Customer Satisfaction

Puspaningrum (2017:76) asserts that the satisfaction experienced by customers is caused by the company's ability to provide comfort while shopping. Thus, a company's ability to provide comfort to customers has a direct impact on customer satisfaction levels. Comfort itself encompasses various aspects, such as ease of transactions, responsive service, and comfortable facilities. Kusuma (2023:14) states that customers have high standards of comfort when experiencing a supermarket environment. If customers feel a high level of comfort, they will feel satisfied. The comfort provided by a shopping venue will create a pleasant atmosphere for customers. Therefore, when customers feel comfortable, the chances of satisfaction increase due to a positive and satisfying shopping experience. Thus, the comfort factor when shopping plays a crucial role in shaping customers' positive perceptions of a brand, store, or service.

H_5 : Shopping Convenience has a positive and significant on Customer Satisfaction.

3.0 METHODOLOGY

This type of research uses primary data obtained from distributing questionnaires via Google Forms targeted at customers of Supermarket in Kudus, Indonesia and secondary data obtained from ratings and reviews on Google Maps, Instagram, and Id.Firms from Supermarkets in kudus, Indonesia. This study uses 144 samples with a non-probability sampling technique using purposive sampling methods. The criteria for this study are: 1. Customers located in Kudus City. 2. Who have visited or purchased at Supermarkets in Kudus, Indonesia at least three times in the last six months. Data collection in this research uses questionnaire method with Likert scale ranging from 1 to 5 intervals represented by symbols SS, S, KS, TS, STS. Data collected from each respondent include gender, age, occupation/profession, monthly income/pocket money, and frequency of visits to Supermarkets in Kudus, Indonesia at least three times in the last six months. Data processing includes Editing, Coding, Scoring, and Tabulating.

The data analysis used Structural Equation Modelling (SEM) with AMOS 24.0 software. The purpose of using this technique is to test the relationship between variables so that the information or results obtained approach the level of accuracy. The use of AMOS can also help explain consumer behavior that is sensitive through paths that can identify and measure relationships between variables in a conceptual model. The results of the validity and reliability tests for all variables and indicators used in this research have met the validity and reliability requirements. The normality test indicates that the data is multivariate normally distributed with a critical ratio (c.r) value of 0.097, which means the figure is within the range of ± 2.58.

4.0 RESULTS AND DISCUSSION

The results obtained in this study used twelve indicators from four variables: service quality, store atmosphere, customer satisfaction, and shopping convenience. The Goodness of Fit test was conducted to determine if the model was adequate and acceptable by involving Chi Square, Probability, CMIN/DF, AGFI, GFI, CFI, TLI, and RMSEA. This study produced effects from exogenous variables on endogenous and intervening variables by considering the critical ratio (CR) value ≥ 1.64 and the probability (P) value ≤ 0.05. The results of this study indicate that service

quality does not affect customer satisfaction, store atmosphere does not affect customer satisfaction, service quality does not affect shopping convenience, store atmosphere has a positive and significant effect on shopping convenience, and shopping convenience has a positive and significant effect on customer satisfaction.
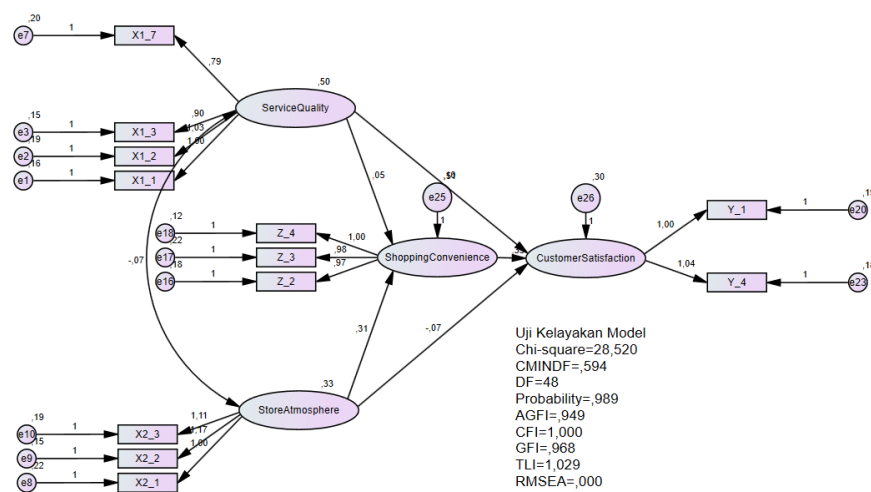

Figure 1. Structural Equation Modelling (SEM) Analysis
Source: Processed Primary Data, 2024

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut Off Value	Model Results	Information
χ^2 Chi-Square (df = 48)	≤ 65,170	28,520	*Fit*
Significance Probability	≥ 0,05	0,989	*Fit*
RMSEA	≤ 0,08	0,000	*Fit*
GFI	≥ 0,90	0,968	*Fit*
AGFI	≥ 0,90	0,949	*Fit*
CMIN/DF	≤ 2,00	0,594	*Fit*
TLI	≥ 0,95	1,029	*Fit*
CFI	≥ 0,95	1,000	*Fit*

Source: Processed Primary Data, 2024

Based on Table 3, the Goodness of Fit test indicates that the model is good and meets the established criteria.

Table 4. Validity and Reliability Test Result

Variable	CR	AVE	Information
Service Quality	0,906	0,707	Valid & Reliable
Store Atmosphere	0,863	0,678	Valid & Reliable
Shopping Convenience	0,902	0,754	Valid & Reliable
Customer Satisfaction	0,808	0,679	Valid & Reliable

Source: Processed Primary Data, 2024

Based on Table 4 regarding the validity and reliability tests on the variables of service quality, store atmosphere, customer satisfaction, and shopping convenience, they have met the criteria, with a standard loading factor value of ≥ 0.70. The AVE value is ≥ 1 or = 0.5, while the CR value is > 0.70.

Table 5. Hypothesis Test Results

			C.R.	P	Result	Information
Shopping Convenience	<---	Service Quality	0,532	0,595	Positive but not significant	Rejected
Shopping Convenience	<---	Store Atmosphere	2,466	0,014	Positive and significant	Accepted
Customer Satisfaction	<---	Service Quality	1,301	0,193	Positive but not significant	Rejected
Customer Satisfaction	<---	Store Atmosphere	-0,644	0,520	Negative but not significant	Rejected
Customer Satisfaction	<---	Shopping Convenience	3,901	0,000	Positive and significant	Accepted

Source: Processed Primary Data, 2024

The results of the hypothesis testing are as follows:

Hypothesis 1

The results of hypothesis testing using AMOS 24 show a direct path coefficient with a CR value of 1.301 < 1.64 and a P value of 0.193 > 0.05. Based on these results, since the CR value is < 1.64 and P > 0.05, it can be concluded that Hypothesis 1 is rejected. Thus, it is found that service quality does not influence customer satisfaction among customers of Supermarkets in Kudus, Indonesia. Kasmir (2017:64) states that service quality demonstrates a company's ability to provide services that can influence customer satisfaction. However, the results of this study do not support this theory, as the responsiveness of service quality at supermarkets in Kudus has not been strong enough to significantly impact customers. This condition can be attributed to the insufficient contribution to customer satisfaction among supermarket customers in Kudus, Indonesia. This occurs because the service is not prompt enough in meeting customer needs. Responsiveness refers to the condition where the service staff can quickly, accurately, and efficiently meet customer needs and desires (Kotler & Keller, 2016:284). The results of this study are supported by previous research conducted by Rosalina Tanjung & Rahman (2023), Arifianti et al. (2023), and Nurlia (2020), which state that service quality does not affect customer satisfaction. However, these results do not support the research conducted by Putra et al. (2023) and Pahlawan et al. (2019), which state that service quality has a positive and significant effect on customer satisfaction.

Hypothesis 2

The hypothesis testing using AMOS 24 yields a direct path coefficient with a CR value of -0.644 < 1.64 and a P value of 0.520 > 0.05. Based on these results, it is known that the CR value is < 1.64 and P > 0.05, thus indicating that Hypothesis 2 is rejected. Therefore, it is found that store atmosphere does not influence customer satisfaction among customers of Supermarkets in Kudus, Indonesia. Foster (2021:45) stated that store atmosphere functions as a creator of a pleasant environment that can generate customer satisfaction. However, the results of this study do not support that theory, as the lighting from the store atmosphere at the supermarket in Kudus does not have a strong influence on customers. This condition can be attributed to the weak contribution to customer satisfaction among customers at the supermarket in Kudus, Indonesia. This occurs because the lighting quality fails to create an enjoyable shopping experience. Good lighting can enhance the attractiveness of the store, and by designing appropriate lighting conditions, a pleasant shopping experience can be created Utami (2017:356). This study's findings are supported by previous research conducted by Reski & Melifia (2021), Rijali & Rahmawati (2022) and Yunardi & Tjahjaningsih (2023), which stated that store atmosphere does not affect customer satisfaction. However, these results do not align with studies by Ndengane et al. (2021) and Wardhani & Dwijayanti (2021), which found that store atmosphere has a positive and significant impact on customer satisfaction.

Hypothesis 3

The hypothesis testing using AMOS 24 produced a direct influence path coefficient with a CR value of 0.532 < 1.64 and a P value of 0.595 > 0.05. Based on these results, it is evident that the CR value is less than 1.64 and the P value is greater than 0.05, indicating that Hypothesis 3 is rejected. Thus, it is found that service quality does not affect shopping convenience for customers of Supermarkets in Kudus, Indonesia. Murdana et al. (2023:44) stated that optimal service can have a positive impact on enhancing customer comfort while shopping. However, this study's findings do not support that theory because the responsiveness of service quality at the supermarket in Kudus has not sufficiently influenced customers. This condition can be attributed to the weak contribution to shopping convenience among customers at the supermarket in Kudus, Indonesia. This occurs because the staff is not quick enough in meeting customer needs. Responsiveness is defined as the ability of staff to promptly, accurately, and efficiently fulfill customer needs and desires (Kotler & Keller, 2016:284). This study's findings are supported by previous research conducted by Muqodasih & Indriastuti (2023), Jema et al. (2023), and Budiarno et al. (2022), which stated that service quality does not affect shopping convenience. However, these results do not align with studies by Gaotami et al. (2023) and Ismayana et al. (2021), which found that service quality has a positive and significant impact on convenience.

Hypothesis 4

The hypothesis testing using AMOS 24 produced a direct influence path coefficient with a CR value of 2.466 > 1.64 and a P value of 0.014 < 0.05. Based on these results, it is evident that the CR value is greater than 1.64 and the P value is less than 0.05, indicating that Hypothesis 4 is accepted. Thus, it is found that store atmosphere has a positive and significant effect on shopping convenience for customers of Supermarkets in Kudus, Indonesia. Store atmosphere encompasses physical characteristics such as architecture, layout, lighting, display arrangements,

color, temperature, music, and aroma that can create specific impressions in customers' minds (Utami, 2017:322). This means that the better the store atmosphere, which includes the physical attributes of the store, the greater the customer comfort. This aligns with the current situation where the success of the supermarket in Kudus, Indonesia, in attracting attention and providing a positive impression to customers while shopping is highly dependent on the atmosphere, which includes store layout, visual communication, and lighting created within it. This study's findings are supported by previous research conducted by Marduwati (2022), Solechatun (2023), and Maryanti (2022), which stated that atmosphere has a positive and significant impact on shopping convenience. However, these results do not align with studies by Fitriana & Maskur (2022) and Nugroho & Muslikh (2023), which stated that atmosphere has a negative but insignificant impact on convenience.

Hypothesis 5

The hypothesis testing using AMOS 24 produced a direct influence path coefficient with a CR value of 3.901 > 1.64 and a P value of 0.000 < 0.05. Based on these results, it is evident that the CR value is greater than 1.64 and the P value is less than 0.05, indicating that Hypothesis 5 is accepted. Thus, it is found that shopping convenience has a positive and significant effect on customer satisfaction for customers of Supermarkets in Kudus, Indonesia. Shopping convenience is an emotional state that triggers high levels of satisfaction, excitement, and pleasure (Priandono, 2023:141). This means that if customer comfort while shopping at the supermarket in Kudus increases, customer satisfaction will also increase. This aligns with the reality that the supermarket in Kudus, Indonesia, can provide customer satisfaction, which is greatly determined by the customers' sense of comfort while shopping. This includes ease of access, freedom of movement within the store, and ease in finding desired items. These research findings are supported by previous studies conducted by Sahai et al. (2020), Khairunnisa et al. (2021), and Romzi et al. (2023), which state that convenience has a positive and significant effect on customer satisfaction. However, these results do not support the study conducted by Laura & Safitri (2022), which states that shopping convenience has a negative but insignificant effect on customer satisfaction. Table 6 shows analysis of direct and indirect effects.

Table 6. Analysis of Direct and Indirect Effects

Variable	Direct Effect	Indirect Effect	Total Effects
Service Quality	0,121	0,021	0,142
Store Atmosphere	-0,064	0,101	0,037

Source: Processed Primary Data, 2024

Service quality has a direct effect on customer satisfaction. This indicates that shopping convenience is not able to mediate the effect of service quality on customer satisfaction. The total direct and indirect effects contribute. The results of this study indicate that service quality does not have a strong relationship with shopping convenience in determining customer satisfaction. In serving customers, providing comfort is essential to foster a positive experience for customers while shopping (Sartono, 2023:16). However, the findings of this research reveal that service quality, which includes reliability, responsiveness, assurance, and access provided by the staff of supermarkets in Kudus, directly cannot enhance customer comfort while shopping, ultimately not impacting customer satisfaction. Therefore, service quality has not been able to increase customer satisfaction through shopping convenience among customers of supermarkets in Kudus, Indonesia. These research findings are supported by previous studies conducted by Wiyase (2022), which stated that comfort cannot be an intervening variable between service quality and customer satisfaction. However, these results do not support the studies conducted by Sahri & Sari (2023) and Law et al. (2024), which indicated that shopping convenience could be an intervening variable between service quality and customer satisfaction.

Store atmosphere has a direct effect on customer satisfaction. This indicates that shopping convenience is able to mediate the effect of store atmosphere on customer satisfaction. The total direct and indirect effects contribute. The results of this study indicate that store atmosphere has a strong relationship with shopping convenience in determining customer satisfaction. Store atmosphere can create a comfortable and pleasant environment and can encourage customers to linger in the store (Olson & Paul., 2014:62). This means that the store atmosphere of supermarkets in Kudus, including store layout, visual communication, and lighting, can cultivate a sense of comfort experienced by customers while shopping, ultimately impacting overall customer satisfaction. Therefore, store atmosphere can enhance customer satisfaction through shopping convenience among customers of supermarkets in Kudus, Indonesia. These research findings are supported by previous studies conducted by Wiranata & Suryadi (2022), which stated that shopping convenience could be an intervening variable between store atmosphere and customer satisfaction. However, these results do not support the studies conducted by Gunawan & Harjanti (2023), which stated that shopping convenience cannot be an intervening variable between store atmosphere and customer satisfaction.

5.0 CONCLUSION

The results of this study conclude that customer satisfaction among customers at the supermarket in Kudus, Indonesia is not influenced by service quality and store atmosphere. Service quality does not affect shopping convenience; however, store atmosphere has a strong influence on shopping convenience, and shopping convenience has a strong impact on customer satisfaction among customers at the supermarket in Kudus, Indonesia. The implication of this study for service quality and store atmosphere is that improving responsiveness in meeting customer needs and ensuring appropriate lighting arrangements can enhance customer satisfaction and ensure long-term success. Future research is expected to add other variables that affect shopping convenience and customer satisfaction, such as product quality, price (Panjaitan et al., 2024), promotion, location, and facilities.

References

Amin, A. M., Angelia, R., Mukhsin, Eddy, P., & Yuliendi, R. R. (2022). The Effect of Product Quality, Price, and Word of Mouth on Packing Sticker Purchase Decision at CV. Blitz Media Kreasindo Pekanbaru City. Journal of Applied Business and Technology, 3(3), 214–225. https://doi.org/10.35145/jabt.v3i3.105

Arifianti, E. R., Junianto, M. R., & Paksi, A. T. D. (2023). Pengukuran Quality Of Service And Facilities terhadap Customer Satisfaction. *Jurnal Terapan*, *7*(3), 1026–1036.

Astaginy, N., Sudarnice, & Kasmawati. (2023). The Influence of Service Quality and Price on Consumer Satisfaction at Top Swalayan Kolaka. *Jurnal Manajemen*, *2*(1), 35–43. https://doi.org/10.55123/mamen.v2i1.1358

Budiarno, Udayana, I. B. N., & Lukitaningsih, A. (2022). Pengaruh Kualitas Layanan, Kualitas Produk Terhadap Kenyamanan Berbelanja Dalam Membentuk Loyalitas Pelanggan. *Jurnal Penelitian Pendidikan Dan Ekonomi*, *19*(02), 226–233.

Chandra, S., Tianto, A., Veronica, V., Ng, M., & David, D. (2023). The Influence of Products, Prices, Promotions, and Places on Purchase Decisions at PT. Arta Agrindo Subur Pratama Pekanbaru. Proceeding of International Conference on Business Management and Accounting (ICOBIMA), 2(1), 257–270. https://doi.org/https://doi.org/10.35145/icobima.v2i1.4084

Damaryanti, F., Thalib, S., & Miranda, A. (2022). Pengaruh Brand Image Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Moderating. *Jurnal Riset Manajemen Dan Akuntansi*, *2*(2), 2827–8569.

Efendi, N. et al. (2023). Pengaruh Citra Merek , Promosi , Kualitas Pelayan Dan Store Atmosphere Terhadap Kepuasan Konsumen. *Jurnal Ekonomi*, *28*(02), 197–215.

Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of service quality on customer loyalty and customer satisfaction in islamic banks in the Sultanate of Oman. Sage Open. https://doi.org/10.1177/2158244020919517

Fitriana, A. N., & Maskur, A. (2022). Pengaruh Kualitas Produk, Persepsi Harga, Atmosfer Caffe dan Kualitas Layanan (Studi Kasus Pada Konsumen Kedai Kami Ngaliyan, Semarang). *Jurnal Mirai Management*, *7*(2), 465–482.

Foster, B. (2021). *Keunggulan Bersaing Bisnis Retail*. Bansung: Alfabeta.

Gaotami, E., Suryadi, N., & Hapsari, R. D. V. (2023). The Effect of E-Service Quality and E-Perceived Value on E-Customer Loyalty with E-Convenience as a Mediating Variable. *Journal of Social Research*, *2*(8), 2433–2442. https://doi.org/10.55324/josr.v2i7.1201

Gautam, D. K., & Sah, G. K. (2023). Online banking service practices and its impact on e-customer satisfaction and e-customer loyalty in developing country of South Asia-Nepal. SAGE Open. https://doi.org/10.1177/21582440231185580

Goh, M., Wijaya, E., Junaedi, A. T., & Hocky, A. (2022). Customer Interest in Using Mandiri M-Banking: Can Ease of Use, Trust, Information Technology Readiness, and Social Factors Affect It? International Conference on Business Management and Accounting (ICOBIMA), 1(1), 143–153.

Gunawan, T. G., & Harjanti, D. (2023). Pengaruh Service Quality dan Store environment Terhadap Customer Satisfaction Melalui Convenience. *Majalah Ekonomi: Telaah Manajemen, Akuntansi Dan Bisnis*, *28*(1), 52–67.

Harjadi, D., Manalu, V. G., & Fitriani, L. K. (2023). *Pengantar Bisnis*. Cirebon: PT Arr Rad Pratama.

Imran, M. J., & Jasman, J. (2023). Analisis Strategi PAC (Perhitungan Area Coverage) Dalam Mengukur Daily Income Ekspansi Minimarket Retail Studi Kasus Indomaret. *Owner: Riset & Jurnal Akuntansi*, *7*(1), 700–711. https://doi.org/10.33395/owner.v7i1.1288

Irawan, A., Lusianti, D., & Faidah, F. (2023). Customer Satisfaction in the Era of Competition 5.0. Journal of Applied Business and Technology, 4(2), 144–154.

Ismayana, Pristiyono, & Zufrie. (2021). Pengaruh Citra Dan Keramahan Karyawan Terhadap Kenyamanan Tamu Pada Grand Sahada. *Ekonomi Bisnis Manajemen Dan Akuntansi (EBMA)*, *2*(1), 151–161.

Jema, C., Foenay, C. C., Dhae, Y. K. I. D. D., & Fanggidae, R. P. C. (2023). Pengaruh Kualitas Pelayanan Terhadap Kenyamanan. *Glory: Jurnal Ekonomi & Ilmu Sosial*, *4*(5), 1037–1045.

Junaedi, A. T., Suhardjo, S., Renaldo, N., Purnama, I., Jessen, J., & Suranto, A. (2024). Analysis of Factors Affecting Customer Loyalty on CV Riau Building Pekanbaru. Proceeding of International Conference on Business Management and Accounting (ICOBIMA), 2(2), 348–361. https://doi.org/https://doi.org/10.35145/icobima.v2i2.4385

Kasmir. (2017). *Customer Service Excellent*. Depok: PT RajaGrafindo Persada.

Khairunnisa, L., Sarsono, & Mursito, B. (2021). Kepuasan pelanggan ditinjau dari kenyamanan, keamanan dan ketepatan waktu. *Forum Ekonomi*, *23*(2), 194–198.

Kotler, P. (2019). *Manajemen Pemasaran*. Jakarta: Prenhalindo.

Kotler, P., & Keller, K. L. (2016). *Marketing Management*. New York: Pearson Education.

Kusuma, I. G. N. A. G. E. T. (2023). *Konstruksi Kepuasan Untuk Loyalitas Pelanggan: Konsep, Skala dan Aplikasi*. Bali: CV. Intelektual Manifes Media.

Laura, N., & Safitri, N. N. (2022). Pengaruh Kenyamanan dan Periklanan Terhadap Kepuasan Konsumen Yang Di Moderasi Oleh Kepercayaan. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, *5*(1), 340–346.

Law, Wijaya, S. T., Fridayani, J. A., & Maridjo, H. (2024). Shopping Convenience Sebagai Mediasi Pengaruh E-WOM, Kualitas Layanan, Kualitas Produk, dan Store Atmosphere terhadap Kepuasan Konsumen Mie Gacoan di Yogyakarta. *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*, *12*(1), 36–43.

Lupioyadi, R. (2014). *Manajemen Pemasaran Jasa.* Jakarta: Salemba Empat.

Maimunah, S. (2019). Pengaruh Kualitas Pelayanan, Persepsi Harga, Cita Rasa Terhadap Kepuasan Konsumen Dan Loyalitas Konsumen. *IQTISHADequity*, *1*(2), 57–68. https://doi.org/10.51804/iej.v1i2.542

Mamuaya, N. C. I. (2021). *Faktor Situasional, Atmosfir Toko, Promosi penjualan, Motivasi Belanja Hedonik Pada Pembelian Impulsif Konsumen*. Sumatra Barat: CV. Azka Pustaka.

Marduwati. (2022). Analisis Faktor Suasana Lingkungan Kafe Dalam Meningkatkan Kenyaman Belanja Pada Kafe Teras Wirano Kota Makassar. *Jurnal Ilmiah Bongaya (JIB)*, *6*(2), 63–69.

Maryanti, D. (2022). Pengaruh Store Atmosphere Terhadap Customer Emotion Pada Unity Mart Tanjungpinang. *CASH: ECONOMIC, ACCOUNTING SCIENTIFIC JOURNAL*, *5*(1), 13–27. https://doi.org/10.52624/cash.v5i1.2291

Michael, L., & Weitz, B. A. (2014). *Retailing Management*. United States of Africa: McGraw-Hill Companies, Inc.

Muqodasih, L. D., & Indriastuti, A. (2023). Peran Kualitas Pelayanan, Kepercayaan dan Kemudahan Pengguna Terhadap Kepuasan Konsumen. *Jurnal CAPITAL*, *5*(2), 41–52.

Murdana, I. M., Yuliana, R., Tomisa, M. E., Supriyanto, E., Alfakihuddin, M. L. B., Arif, N. F., Januardani, F. D., Ausat, A. M. A., Handiman, U. T., & Hamka, R. A. (2023). *Etika Pemasaran*. Padang: PT. Global Eksekutif Teknologi.

Ndengane, R. M., Mason, R. B., & Mutize, M. (2021). The Influence of Store Atmospherics on Customers' Satisfaction at Selected South African Retail Outlets. *Innovative Marketing*, *17*(1), 26–39. http://dx.doi.org/10.21511/im.17(1).2021.03

Ngatno, Junaedi, A. T., & Komardi, D. (2022). Discipline, Service Orientation, Integrity, and Leadership Style on Job Satisfaction and Performance of High School Teachers in Tanah Putih District. Journal of Applied Business and Technology, 3(2), 153–165.

Nugroho, I. A., & Muslikh. (2023). Pengaruh Daya Tarik Produk, Harga dan Suasana Pasar Terhadap Keputusan Pembelian dengan Kenyamanan sebagai Variabel Mediasi. *Journal of Economics and Business Aseanomics*, *8*(2), 47–61.

Nurlia. (2020). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga terhadap Kepuasan dan Loyalitas Konsumen. *Jurnal Akuntansi & Manajemen*, *16*(01), 127–146.

Olson, J. C., & Paul., P. J. (2014). *Consumer Behavior: Perilaku Dan Strategi Pemasaran*. Jakarta: Salemba Empat.

Pahlawan, M. R. et al. (2019). Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Peningkatan Kepuasan dan Loyalitas Pelanggan Perusahaan Daerah Air Minum (Pdam) Kota Makassar. *Journal of Applied Business Administration*, *3*(2), 228–244. https://doi.org/10.30871/jaba.v3i2.1560

Panjaitan, H. P., Vinson, V., Yani, F., Sitompul, S. S., Sari, O., & Lubis, W. M. C. (2024). Influence of Product Quality, Price, Brand Image and Promotion on Customer Satisfaction on Lazada (Case Study in Pekanbaru City Communities). Proceeding of International Conference on Business Management and Accounting (ICOBIMA), 2(2), 373–390. https://doi.org/https://doi.org/10.35145/icobima.v2i2.4391

Priandono, T. E. (2023). *Modern Public Relations*. Jakarta: Prenada Media.

Puspaningrum, A. (2017). *Kepuasan Dan Loyalitas Pelanggan (Kajian Perilaku Pelanggan Hypermarket)*. Malang: Media Nusa Creative.

Putra, I. P. Y. M., Hartati, N. P. S., & Mashyuni, I. A. (2023). Pengaruh Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Konsumen Pada Ud. Bagas Bagus Kerambitan Tabanan. *Widya Amrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, *3*(2), 375–384. https://doi.org/10.32795/vol4wamrtno1th24

Reski, A., & Melifia. (2021). Pengaruh Variasi Produk, Harga Dan Suasana Toko Terhadap Kepuasan Konsumen Pada Toko Kue Basah "Masiko" Kota Sungai Penuh. *STIE Sakti Alam Kerinci*, *4*(1), 61–73.

Rijali, N. F., & Rahmawati, E. (2022). Pengaruh Store Atmosphere dan Kualitas Pelayanan terhadap Kenyaman Berbelanja pada Owners Store Tanjung Tabalong. *Jurnal Bisnis Dan Pembangunan*, *11*(1), 43–53.

Romzi, M. N. F., Subagyo, & Widodo, W. (2023). Pengaruh Kelengkapan Produk, Suasana Toko dan Kenyamanan Berbelanja terhadap Kepuasan Pelanggan Pada Minimarket Sulthan Mart. *Seminar Nasional Manajemen, Ekonomi Dan Akuntansi*, *8*(76), 700–705.

Rosalina Tanjung, J., & Rahman, S. (2023). Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Kepercayaan Terhadap Kepuasan Dan Loyalitas Pelanggan. *Jurnal BANSI - Jurnal Bisnis Manajemen Akutansi*, *3*(1), 27–45.

Sahai, P., Sharma, M., & Singh, V. K. (2020). Effect of Perceived Quality, Convenience, and Product Variety on Customer Satisfaction in Teleshopping. *Management and Economics Research Journal*, *6*(3), 1–8. https://doi.org/10.18639/MERJ.2020.9900021

Sahri, V. B. P., & Sari, D. K. (2023). Pengaruh Kualitas Pelayanan, Price Discount, Store Atmosphere terhadap Customer Satisfaction dengan Shopping Convenience Sebagai Variabel Intervening pada Konsumen Miniso Sunrise Mall Mojokerto. *Innovative Technologica: Methodical Research Journal*, *2*(3), 1–12.

Saputro, P. A., Irman, M., & Panjaitan, H. P. (2022). Quality of Socialization, Services, and Electronic Services on Taxpayer Satisfaction and Taxpayer Compliance at Kantor Pelayanan Pajak Madya Pekanbaru. Journal of Applied Business and Technology, 3(3), 287–301.

Sartono, T. (2023). *Stop Selling Start Helping: Mengapa Harus Mulai Membantu Customer?* Jakarta: PT. Elek Media Komputindo.

Setiyanto, A., Lusianti, D., & Faidah, F. (2024). Entrepreneurial Orientation and Strategy Success Entrepreneurship with Superiority Compete as Mediation on Center Coffee Muria Kudus. Journal of Applied Business and Technology, 5(1), 16–22. https://doi.org/https://doi.org/10.35145/jabt.v5i1.144

Solechatun, A. A. (2023). Pengaruh Suasana Toko dan Kelengkapan Produk terhadap Kenyamanan Konsumen pada Swalayan Pemalang Permai Kabupaten Pemalang. *Seminar Nasional Keindonesiaan (FPIPSKR)*, *8*(01), 1237–1244.

Sunyoto, D. (2014). *Dasar-Dasar Manajemen Pemasaran*. Yogyakarta: CAPS.

Utami, W. C. (2017). *Managemen Ritel: Strategi dan Implementasi Ritel Modern*. Jakarta: Salemba Empat.

Wang, Y., Zhang, Z., Zhu, M., & Wang, H. (2020). The Impact of Service Quality and Customer Satisfaction on Reuse Intention in Urban Rail Transit in Tianjin, China. Sage Open, 1–10. https://doi.org/10.1177/2158244019898803

Wardhani, F. K., & Dwijayanti, R. (2021). Pengaruh Store Atmosphere dan Keragaman Produk Terhadap Kepuasan Pelanggan: Studi Pada Pelanggan Coffee Shop Rustic Market Surabaya. *Jurnal Sains Sosio Humaniora*, *5*(1), 510–521. https://doi.org/10.22437/jssh.v5i1.14169

Welsa, H., & Khoironi, M. (2019). Pengaruh Kualiatas Layanan dan Store Atmosphere Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Sebagai Variabel Intervening. *Jurnal EBBANK*, *10*(1), 1–16.

Wijaya, E., Suyono, & Santoso, P. H. (2020). Relationship of Marketing Tactics on Consumer Trust and Consumer Loyalty: The Case of Mega Sanel Lestari Pekanbaru. Journal of Applied Business and Technology, 1(1), 8–13.

Wiranata, A., & Suryadi, N. (2022). Pengaruh Store Atmosphere Terhadap Customer Satisfaction Dengan Shopping Convenience Sebagai Variabel Mediasi. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, *01*(2), 195–200.

Wiyase, I. G. (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dengan Convenience Sebagai Variabel Moderating. *Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan*, *10*(1), 118–119.

Yunardi, N. S. D., & Tjahjaningsih, E. (2023). Pengaruh Kualitas Layanan, Persepsi Harga, dan Resto Atmosphere terhadap Kepuasan dan Dampaknya Niat Beli Ulang. *SEIKO : Journal of Management & Business*, *6*(2), 348–359.

Zikri, A., & Harahap, M. I. (2022). Analisis Kualitas Pelayanan Pengiriman Barang terhadap Kepuasan Konsumen pada PT Pos Indonesia Regional I Sumatera. *Jurnal Ilmu Komputer, Ekonomi Dan Manajemen (JIKEM)*, *1*(1), 129–138.