

The Effect of Servicescape on Customer Loyalty Through Consumer Satisfaction as an Intervening Variable Study on Consumers of Alamanis Resort Villa Cirebon Village

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Abstract

The service industry, particularly the hospitality sector, plays an important role in supporting tourism development and economic growth. In the hotel and resort business, servicescape becomes a crucial factor in shaping customer experiences, satisfaction, and loyalty. Alamanis Resort Villa Cirebon Village offers a unique traditional environment concept that combines cultural elements and natural atmosphere to create memorable experiences for visitors. This study aims to describe between servicescape to customer loyalty and to analyze the indirect impact on consumers as an intervening variable on consumers in Desa Alamanis Resort Vila Cirebon Regency. The population is all visitors of Desa Alamanis Resort Vila Cirebon Regency by using associative research method. While the samples are consumers of Desa Alamanis Resort Vila Cirebon Regency as many as 100 respondents, using incidental sampling. The analysis used in this research is Path Analysis Method. The results showed that the servicescape variable to customer loyalty did not have a significant effect with proven by the value of t arithmetic smaller than t table that is $1.560 < t \text{ table } 1.984$. Meanwhile, servicescape indirectly affect consumer loyalty through consumer satisfaction, this is proven by the sobel test to know the magnitude of the mediation variables that is with t count larger with t table $3.864 > t \text{ table } 1.984$. Thus, indirectly servicescape variables have an influence on customer loyalty through customer satisfaction as intervening variables.

Keywords: servicescape; consumer satisfaction; customer loyalty

Introduction

Today's business industry, especially in the service industry, is one of the components of income in contributing to the economy and income in a country. One of the service industries that is growing today is the hotel accommodation industry. Where the increase in the accommodation industry is one of the reasons behind the increasing development of the tourism world. Tourism is one of the components in the service industry cycle that has a multiplier effect for businesses in other fields around it.

In supporting these various activities, the role of the lodging accommodation business is a necessary thing contained in it. As for the accommodation place, it must be able to support and also have an interesting concept in supporting the rest needs of its visitors. Starting from the factors of supportive surroundings, a good social environment, an adequate and supportive physical environment, the design of the place and the non-visual environment or atmosphere can relax visitors in supporting the rest they need. Because the service environment conditions experienced by customers play an important role in shaping services in strengthening customer satisfaction (Alma, 2016; Angkow et al., 2016).

Alamanis Resort Village has a different service environment from other resorts around Region III Cirebon. The resort has a concept in designing its environment where the environment seems to go back to the 1960s. The design and construction of this concept features many cultural and traditional elements that are strongly attached to the

resort. The combination of traditional houses with the sounds of gamelan music in every corner can pamper visitors in supporting their rest.

Then in the end, if consumers will feel satisfied with the experience or first impression formed when using the product, whether the goods or services, then there will be a better and sustainable relationship where consumers will establish an even better relationship with the company where the service is performed. Consumer satisfaction has become a central concept in marketing theory and practice, and is one of the essential goals for business activities (Tjiptono & Chandra, 2017). Because consumer satisfaction can contribute to a number of crucial aspects, such as creating customer loyalty and improving the company's reputation.

The object of this study is Alamanis Resort Villa Village in Cirebon Regency. The following is data on the number of visits to Alamanis Resort Villa Village in 2018:

Table 1. Consumer Visit Intensity Data

| No. | Frequency of Visits | Quantity | Percentage (%) |
|-----------------|---------------------|----------|----------------|
| 1. | 1 | 13 | 65% |
| 2. | 2 | 4 | 20% |
| 3. | 3 | 2 | 10% |
| 4. | > 3 | 1 | 5% |
| Quantity | | 20 | 100% |

Source: Pre-Survey Data 2018

It can be seen in the table above showing the level of frequency of consumer visits which shows loyalty to the company is at a low level. Namely consumers with 13 people or 65 visits for the first time, 4 people or 20 people for the second visit, 2 people or 10% for the third visit and consumers with more than 3 visits or 5%. Visits that are more than 3 (three) times are an indication of loyal consumers, which is still very low, which is 5%. These loyal consumers (5%) indicate that consumer satisfaction also means low, because loyalty is a reflection of consumer satisfaction.

To increase customer satisfaction and loyalty, many strategies must be created and implemented in a business. However, in this study, only a few variables were focused. Namely the servicescape, consumer satisfaction and customer loyalty.

Servicescape is part of the service environment that visitors feel that can be seen, heard and felt by consumers during the delivery of the service (Asghar Ali et al., 2021; Juliana et al., 2024; Kandampully et al., 2023). If servicescape is used as a strategy at the resort, it is expected to be able to create consumer satisfaction and at the same time customer loyalty (Pangkey, 2013).

Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the real/actual performance of the product and the expected performance of the product. Consumer satisfaction is very important in a company (Muhamad Ilham Faozi et al., 2024). Satisfaction is the result of the assessment of the consumer's initial perception that the product or service has

provided a level of enjoyment where this level of fulfillment can be lower, appropriate or even higher than expectations

According to Hidayatulloh & Wulandari (2024) states that "Satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product (or result) to their expectations".

Customer loyalty is customer loyalty to a product or company that is reflected in continuous repurchase and will not be affected by other products (Harisandi & Purwanto, 2022). Customer loyalty is a behavior related to a product, including the possibility of renewing the brand contract in the future (I. K. Arslan, 2020; K. Arslan, 2020; Mailani et al., 2024).

Loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services of a selected company (Oke et al., 2016b, 2016a). The servicescape or service environment gives a good picture of the good and bad of a resort after what is perceived by the consumer (Asghar et al., 2024; Chan et al., 2021). Data will be collected using data collection instruments using questionnaires and assisted by statistical analysis tools so that it will be possible to know which aspects of the servicescape (service environment) have not been met. The service environment (servicescape) is one of the factors that has a relationship with the level of good, high, and low customer satisfaction who uses the service (Al-ghifari & Fachira, 2021). Because the better the company's servicescap, the higher the level of consumer satisfaction and ultimately visitors will be interested in using the company's products repeatedly.

Customer loyalty is a goal that must be achieved apart from how to retain customers (Karya, 2020). Maintaining a good relationship with customers will determine the success and continuity of a company. One of the highs and lows of consumer loyalty to the resort is that there are factors in the service environment (servicescape) that consumers perceive when using the service indirectly because consumers are satisfied with what is expected or even exceed the expectations of consumers during the delivery of the service (Sangadji & Sopiah, 2013).

Based on the description above, a paradigm can be formulated regarding the service cape to customer loyalty through consumer satisfaction as an intervening variable in the form of a framework chart as follows:

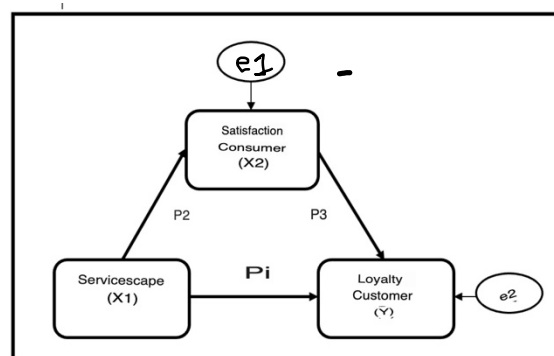


Figure 1. Framework Chart

Based on the description of the conceptual framework and the results of the empirical study above, the following hypotheses can be formulated:

H1: There is a significant direct effect between servicescape (X1) and customer loyalty (Y).

H2: There is a significant indirect effect between servicescape (X) and customer loyalty through customer satisfaction (X2) as an intervening variable.

This study aims to analyze the direct and indirect influence of servicescape on customer loyalty through customer satisfaction as an intervening variable at Alamanis Resort Villa Cirebon Village. The research is expected to provide theoretical benefits by enriching the literature in marketing management and service marketing, particularly regarding the relationship between servicescape, customer satisfaction, and customer loyalty in the hospitality industry. Practically, the findings can serve as a reference for resort management in improving the quality of the service environment, creating memorable customer experiences, increasing customer satisfaction, and strengthening customer loyalty. In addition, this study also has academic benefits as a reference for future researchers who intend to examine similar variables in broader tourism and hospitality contexts. The implications of this research indicate that customer satisfaction plays an important mediating role in strengthening the influence of servicescape on customer loyalty, so tourism and hospitality businesses need to develop customer-oriented service environment strategies that combine physical comfort, cultural uniqueness, and service quality to improve competitiveness and encourage repeat visits.

Method

The type of research used in this study is associative research, which according to Sugiyono (2020) defines that "an associative research method is a study that aims to show the relationship between two or more variables". The research method used is quantitative research because the hypothesis will be tested using statistical test tools. The population in this study is all consumers or visitors to Alamanis Resort Village, Cirebon Regency. The determination of the number of samples in this study refers to the opinion of Sugiyono (2022) So the number of samples taken by the researcher for this study, which is 100 respondents, is based on the first statement (1) "The sample size that is suitable for the study is between 30 and 500". The data extraction technique in this study uses a questionnaire with a measurement scale of the research instrument using a Likert scale. The data analysis technique used is intervening analysis. The sampling technique uses the non-probability sampling method (Ghozali, 2016).

Results and Discussion

Results

To find out the characteristics of the respondents, we can see them in Table 2. below:

Table 2. Respondent Characteristics

| Category | Alternative Answers | Frequency (F) | Percent (%) |
|-----------|---------------------|---------------|-------------|
| Gender | Men | 41 | 41 |
| | Women | 59 | 59 |
| Age | < 25 Years | 9 | 9 |
| | 26 – 36 Years | 43 | 43 |
| | 37 – 47 Years | 38 | 38 |
| | > 48 years old | 12 | 12 |
| Education | SMA | 36 | 36 |
| | Diploma | 14 | 14 |
| | Bachelor | 50 | 50 |
| Jobs | PNS | 4 | 4 |
| | Private Workers | 62 | 62 |
| | Entrepreneurship | 28 | 28 |
| | Housewives | 2 | 2 |
| | Others | 4 | 4 |

Source: Data processing results, 2018

Based on the table regarding the characteristics of respondents, we can find out that the majority of respondents are women, based on age, the majority of respondents are 26 - 36 years old, based on the level of education the majority of respondents have a bachelor's degree of education, and judging from the job of respondents with the majority of private workers (Kotler & Keller, 2016).

To determine the accuracy of the instrument in measuring the variables studied, the researcher tested the validity of the servicescape variable instrument, consumer satisfaction and customer loyalty. Based on the results of the validity test, it is known that all instruments in the servicescape, customer satisfaction and customer loyalty variables are valid, because they have a calculated r value greater than the r table, the entire r count is greater than 0.196.

To determine the degree of consistency of the research instrument, the researcher conducted a reliability test of the instrument, the results of which are shown in Table 3. below:

Tabel 3. Reliability Statistics

| Variable Name | Cronbach's Alpha | N of Items |
|-----------------------|------------------|------------|
| <i>Servicescape</i> | 0,724 | 14 |
| Consumer Satisfaction | 0,722 | 4 |
| Customer Loyalty | 0,721 | 3 |

Source: Data processing results, 2018

Based on the results of the reliability test, it can be seen that the value of Cronbach's Alpha of the servicescape variable is 0.724, the value of Cronbach's Alpha of the customer satisfaction variable is 0.722, and the value of Cronbach Alpha of the

customer loyalty variable is 0.721, this shows that all of the variables of the study were reliable because Cronbach's Alpha value was above 0.700.

To find out whether in a regression model, the dependent variables and both are normally distributed or not can be seen in Table 4. below:

| Descriptive Statistics | | | |
|-------------------------------|-----------|-----------|------------|
| | N | | Skewness |
| | Statistic | Statistic | Std. Error |
| Unstandardized Residual | 100 | -,249 | ,241 |
| Valid N (listwise) | 100 | | |

Source: Data Processed

Where N is the number of samples, if the value of Z is calculated $> Z$ table, then the distribution is abnormal, if Z is calculated $< Z$ table then the distribution is normal.

1. Residual :

$$Z_{Skewness} = \frac{Skewness}{\sqrt{6/N}}$$

$$Z_{Skewness} = \frac{-0,249}{\sqrt{6/100}}$$

$$Z_{Skewness} = \frac{-0,249}{\sqrt{0,06}}$$

$$Z_{Skewness} = \frac{-0,249}{0,245} = - 1,016$$

Based on Table 4. above, it can be seen that the unstandardized residual value has a statistical skewness value of -1.016, the calculation can be seen that the Zcal value $<$ value $<$ Ztable (1.96), so that the data from the disruptive or residual variable shows a normal distribution. This is consistent with chart tests. Observation of data is distributed normally.

To test whether the regression model found a correlation between *the servicescape variable* and customer satisfaction, it can be seen in the table of multicollinearity test results below:

| Model | Coefficientsa | | | | | | Collinearity Statistics | |
|--------------|-----------------------------|------------|---------------------------|--|-------|------|-------------------------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Tolerance | VIF |
| | B | Std. Error | Beta | | | | | |
| 1 (Constant) | 4,942 | 1,478 | | | 3,343 | ,001 | | |
| Servicescape | ,013 | ,043 | ,024 | | ,301 | ,764 | ,955 | 1,047 |

| | | | | | | | |
|-----------------------|------|------|------|-------|------|------|-------|
| Consumer Satisfaction | ,774 | ,101 | ,622 | 7,693 | ,000 | ,955 | 1,047 |
|-----------------------|------|------|------|-------|------|------|-------|

a. Dependent Variable: LoyalitasPelanggan

Source: Data Processing Results, 2018

Based on Table 5. above, it is known that the VIF value for servicescape and customer satisfaction has a value of 1.047 where the value is < 10 and the Tolerance value is $0.955 > 0.1$. Thus, it can be concluded that there is no multicollinearity between the free variables in the regression model.

Table 6. Results of the Servicescape Regression Coefficient

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 6,720 | 1,320 | | 5,090 | ,000 |
| 1 Servicescape | ,090 | ,042 | ,211 | 2,138 | ,035 |

a. Dependent Variable: Consumer Satisfaction

Source: Data Processing Results, 2018

Based on the table above, the value of β value is seen from the "Coefficients" table in the "Standardized Beta" column which shows that the value of β is 0.211. So it is known that the value of $\beta = 0.211$. To find out the magnitude of the value of e_1 , it can be seen in table 8. Model Summary below:

Tabel 7. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .211 | .045 | .035 | 2.016 |

a. Predictors: (Constant), Job Satisfaction, Motivation

Source: Data processing results, 2018

Based on Table 8. above the value of the R Square determination coefficient of 0.45, then calculated to find the value e_1 , namely by means of the value e_1 (error 1) = $\sqrt{(1-0.45)} = .767$. So the value e_1 (error 1) = 0.767 is obtained. So the structural equation $X_2 = \alpha + \beta X_1 + e_1$ or $X_2 = \alpha + 0.211 + 0.767$.

Table 8. Coefficient

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 4,942 | 1,478 | | 3,343 | ,001 |
| 1 Servicescape | ,013 | ,043 | ,024 | ,301 | ,764 |

| Coefficients ^a | | | | |
|---------------------------|------|------|------|------------|
| Consumer Satisfaction | ,774 | ,101 | ,622 | 7,693 ,000 |

a. Dependent Variable: LoyalitasPelanggan

Source: Data Processing Results, 2018

Based on Table 9. above, the values of p1X1 and p3X2 are seen from the "Coefficients" table in the column

The "Standardized Beta" which shows the value of p1X1 is 0.024 and p3X2 is 0.622. So it is known that the value of p1X1 = 0.024 and p3X2 = 0.622. To find out the magnitude of the value of e1, it can be seen in table 8. Model Summary below:

Tabel 9. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .628 | .394 | .382 | 2.007 |

a. Predictors: (Constant), Job Satisfaction, Motivation

Source: Data Processing Results, 2018

Based on Table 9. above the value of the determination coefficient R Square of 0.384, then calculated to find the value of e1, namely by Value e1 (error 2) = $\sqrt{((1-0,394))}$ = 0,778. Obtained the value e2 (error 2) = 0,778. So the structural equation $Y = a + p1X1 + p3X2 + e2$ or $Y = a + 0,024 + 0,622 + 0,778$.

Based on the results of this calculation, it can be interpreted that the servicescape owned by Alamanis Resort Village has a smaller influence on Customer Loyalty, which is 0.024 (2.4%) compared to the indirect influence through consumer satisfaction which has a value of 0.131 (13.1%). There is also an effect of total servicescape on customer loyalty through consumer satisfaction as an intervening variable in consumers in Alamanis Resort Villa Village of 0.155 or (15.5%).

Table 10. Hypothesis Test tServicescape Variable Hypothesis Test on Customer Loyalty

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Say. |
| | B | Std. Error | Beta | | |
| 1 | (Constant) | 10,141 | 1,659 | 6,111 | ,000 |
| | Servicescape | ,082 | ,053 | ,156 | 1,560 ,122 |

a. Dependent Variable: LoyalitasPelanggan

Source: Data processing results, 2018

Based on the table above, it can be seen that the results of the statistical calculation show that the value of the t calculation of Servicescape is 1.560 < t of the table is 1.984 and the significant value is 0.122 > 0.050.

Thus, there is no significant direct influence between servicescape (X1) on customer loyalty (Y) to consumers in Alamanis Resort Vila Village, Cirebon Regency.

Table 10. Hypothesis Test tHypothesis Test of *Servicescape* Variables and Consumer Satisfaction Against Customer Loyalty Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|----------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | | | |
| 1 (Constant) | 10,141 | 1,659 | | 6,111 | ,000 |
| 1 Servicescape | ,082 | ,053 | ,156 | 1,560 | ,122 |

a. Dependent Variable: LoyalitasPelanggan

Source: Data processing results, 2018

Based on the table above, the statistical calculation results show a calculated t-value for Servicescape of 1.560 < t-table of 1.984, with a significance value of 0.122 > 0.050.

Therefore, there is no significant direct effect between servicescape (X1) and customer loyalty (Y) among consumers in Alamanis Resort Villa Village, Cirebon Regency.

Tabel 10. Uji Hipotesis t Hypothesis Test of *Servicescape* Variables and Consumer Satisfaction on Customer Loyalty Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|----------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | | | |
| 1 (Constant) | 10,141 | 1,659 | | 6,111 | ,000 |
| 1 Servicescape | ,082 | ,053 | ,156 | 1,560 | ,122 |

a. Dependent Variable: LoyalitasPelanggan

Source: Data Processed

To determine the effect of the hypothesis (mediation), the Sobel test is used as follows:

Standard error of the indirect effect coefficient (Sp2p3):

$$Sp2p3 = \sqrt{p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2}$$

$$Sp2p3 = \sqrt{(0,622)^2(0,042)^2 + (0,211)^2(0,101)^2 + (0,042)^2(0,101)^2}$$

$$Sp2p3 = \sqrt{0,000682463376 + 0,000454158721 + 0,000017994564}$$

$$Sp_{2p3} = \sqrt{0,001154616661}$$

$$Sp_{2p3} = 0,0339$$

Based on the results of Sp_{2p3} , it is possible to calculate the statistical t-value of the effect of mediation with the following formula:

$$t = p_{2p3} / Sp_{2p3}$$

$$t = 0,131 / 0,0339$$

$$t = 3,864$$

Based on the results of the mediation t-test above, a t-calculated value of 3.864 > t table 1.984 was obtained, so it can be concluded that there is a significant indirect influence between servicescape (X) on customer loyalty through consumer satisfaction (X2) as an intervening variable in consumers in Alamanis Resort Villa, Cirebon Regency.

Discussion

Based on the results of data analysis, it is proven that there is no significant direct influence of servicescape on customer loyalty to consumers in Alamanis Resort Village, Vila Cirebon. Servicescape has no effect on customer loyalty with the results of data analysis from the SPSS 23 for windows program can be seen from the calculated t value of 1.560 while the ttable with the degree of burden ($df = n - 2 = 100 - 2 = 98$) at a significance level of 0.05 (double-sided test) of 1.984. Thus the $t_{count} < t_{table}$. This means that the servicescape does not have a significant direct influence on customer loyalty to consumers in Alamanis Resort Village Vila Cirebon.

These results are not in line with previous research conducted by Tito P. Pangkey (2013). With the title of the research Analysis of Servicescape on Visitor Loyalty in Star Hotels in Manado (Study on Quality Hotels in Manado). The results of the study showed that the servicescape variable had a positive and significant effect, where the probability value was less than 5% < (0.05) with an influence of 69.2% on the loyalty of Quality Hotel visitors in Manado.

Then in the analysis of the influence of servicescape (X1) on customer loyalty (Y) through consumer satisfaction (X2), it was found that there was an indirect influence of servicescape on customer loyalty in consumers of Alamanis Resort Vila Cirebon Village through consumer satisfaction as an intervening variable. Servicescape affects customer loyalty through customer satisfaction with the results of data analysis from the sobel test and can be seen from the calculated t-value of 3.864 while the table with the degree of freedom ($df = n - 2 = 100 - 2 = 98$) at a significance level of 0.05 (double-sided test) of 1.984. Thus the $t_{count} > t_{table}$. This means that servicescape has a not significant direct influence on customer loyalty to consumers in Alamanis Resort Village, Vila Cirebon through consumer satisfaction as an intervening variable. If the service environment provided is memorable and according to expectations, then consumers will feel satisfied so that customer loyalty will be created in the future in accordance with the

company's goals and strategy in general. Loyalty occurs because of a sense of satisfaction with the good, memorable and expected service environment provided by Alamanis Resort Village.

These results support previous research by Pramita (2015). With the research title *The Influence of Servicescape (Service Environment) on Customer Satisfaction and Its Impact on Customer Loyalty (Survey on Simpeda Savings Customers of PT. East Java Development Bank Tbk. Kediri Branch Office)*. The results of the study showed that the servicescape variable had an indirect positive and significant effect on the loyalty of survey customers in PT. Bank Pembangunan Jawa Timur Tbk. through consumer satisfaction as an intervening variable. Where the probability value is less than 5% ($0.000 < 0.05$) with an influence of 76.82% and the remaining 23.18% is explained by other variables that are not contained in this study model.

Conclusion

The results of this study indicate that servicescape does not have a significant direct effect on customer loyalty among consumers of Alamanis Resort Villa Cirebon, but servicescape has a significant indirect effect on customer loyalty through customer satisfaction as an intervening variable. These findings imply that a positive and comfortable service environment can increase customer satisfaction, which in turn encourages customer loyalty and revisit intention. Therefore, Alamanis Resort Villa Cirebon is expected to continuously improve the quality of its servicescape in order to create a more positive impression on consumers. In addition, future researchers are encouraged to develop this study further by adding other variables related to customer loyalty, such as service quality, trust, brand image, or customer experience, so that a broader understanding of the factors influencing customer loyalty can be obtained. Future studies are also expected to involve larger and more diverse populations and samples from different environments or research objects in order to produce findings that more accurately reflect actual conditions and improve the generalizability of the research results.

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