

THE INFLUENCE OF STORE ATMOSPHERE, ISLAMIC SERVICE QUALITY, AND TASTE ON CONSUMER LOYALTY OF MIE GACOAN WITH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE

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Abstract - This study examines the influence of store atmosphere, Islamic service quality, and taste on customer loyalty at Mie Gacoan Salatiga, with consumer satisfaction as a mediating variable. The culinary industry is growing rapidly in Indonesia, and Mie Gacoan has become a popular brand. In Salatiga, Mie Gacoan holds a 4.6-star rating based on 3,022 reviews despite some negative feedback. The research uses a quantitative approach with purposive sampling, involving 100 respondents from Salatiga. The findings show that store atmosphere and Islamic service quality do not significantly influence consumer loyalty, while taste has a positive and significant impact. Store atmosphere also does not significantly affect consumer satisfaction, whereas Islamic service quality and taste positively and significantly influence satisfaction. Furthermore, consumer satisfaction significantly affects loyalty and mediates the relationship between Islamic service quality and loyalty. However, it does not mediate the influence of store atmosphere or taste on loyalty. The results suggest that Islamic service quality and taste are key to improving consumer satisfaction. Satisfied consumers are more likely to recommend the product, which enhances consumer loyalty and drives business growth.

Keywords: Store Atmosphere; Islamic Service Quality; Taste; Customer Satisfaction; Customer Loyalty.

1. INTRODUCTION

1.1 Background

Indonesia's food and beverage (F&B) industry has grown significantly over the past decade. This growth is driven by changing consumer lifestyles, increased urbanization, and a rising middle class with higher disposable incomes. One notable trend is the emergence of unique and affordable culinary brands that cater to younger consumers, such as Mie Gacoan, which has rapidly gained popularity among millennials and Gen Z due to its distinctive menu and competitive pricing. In Salatiga, for example, Mie Gacoan has received over 3,000 reviews with a high average rating, reflecting its strong consumer engagement despite some negative feedback.

However, sustaining customer loyalty is a critical challenge in a competitive market. Loyalty is not only influenced by the quality of the food itself but also by several other factors, including the store atmosphere, service quality, and overall customer satisfaction. In Muslim-majority countries like Indonesia, Islamic service quality—which incorporates ethical and Sharia-compliant principles—has become increasingly relevant in shaping consumer perceptions and behaviors. Studies suggest that such cultural and religious considerations play a vital role in the decision-making process of Muslim consumers (Randeree, 2019).

Furthermore, the *Theory of Planned Behavior* (Ajzen, 1991) provides a framework for understanding the intentions behind consumer loyalty. This theory posits that attitudes, subjective norms, and perceived behavioral control influence an individual's behavioral intentions, including their intention to remain loyal to a brand or service. In the context of F&B, a positive store atmosphere can enhance emotional attachment, Islamic service quality can increase trust, and food taste directly impacts satisfaction, which contributes to building loyalty.

Despite numerous studies on loyalty, limited research has examined the combined effects of these variables in the specific context of Islamic service quality within the Indonesian F&B industry. Additionally, the mediating role of customer satisfaction remains an area of interest. Satisfaction can bridge the gap between service perceptions and actual loyalty behavior, making it a key determinant in customer retention strategies (Kottler & G, 2005).

Given the dynamic nature of consumer preferences and the increasing demand for culturally relevant services, this study explores how store atmosphere, Islamic service quality, and taste influence customer loyalty at Mie Gacoan Salatiga, with customer satisfaction as a mediating factor. By investigating these relationships, the study aims to provide insights for F&B businesses to enhance customer experience and foster long-term loyalty.

The method used in this article is a quantitative study by testing regression and mediation tests. The test was carried out with SPSS software. This test is the right method to answer the questions in this study.

Based on the phenomena in the background, the problem formulation can be described as follows:

1. Does Store Atmosphere affect consumer loyalty?
2. Does Islamic service quality influence consumer loyalty?
3. Does taste affect consumer loyalty?
4. Does store atmosphere influence consumer satisfaction?
5. Does the quality of Islamic service affect consumer satisfaction?
6. Does taste influence consumer satisfaction?
7. Does customer satisfaction influence consumer loyalty?
8. Does store atmosphere have an effect on consumer loyalty through consumer satisfaction as a mediator?
9. Does Islamic service quality influence consumer loyalty through consumer satisfaction as a mediator?
10. Does taste influence consumer loyalty through consumer satisfaction as a mediator?

1.2 Literature Review

1.2.1 Theory Of Planned Behavior

Theory of Planned Behavior, namely Perceived Behavioral Control. So, the Theory of Planned Behavior has three things that cause individuals to behave, namely attitudes toward behavior (Attitude Toward The Behavior), Subjective Norms, and Perceived Behavioral Control (Alejos, 2017)

Some of the variables in this model are attitudes, subjective norms, behavioral control, and intentions (Jehane, 2019)

- a. Attitude: A person's feelings towards something they like or dislike about an object or the object in question, such as the service provided, product, and other things.
- b. Subjective Norms: A person's attitude towards purchasing products or services based on references to the surrounding environment.
- c. Behavioral Control: A person's belief that ultimately carrying out a specific action, from this individual's belief, some factors hinder and factors that support the individual from carrying out that action.

1.3.2 Store Atmosphere

According to researchers, Store Atmosphere is the use of various elements such as visuals, lighting, color, music, and fragrance in environmental design to form emotional reactions and consumer perspectives, which ultimately encourage consumers to purchase the product (Levy & Weitz, 2001)

Several factors influence the Store Atmosphere, as stated by (Levy & Weitz, 2001), namely as follows:

- a. Visual Communication (Visual Communication)
- b. Lighting (Lighting)
- c. Colors
- d. Music (Music)
- e. Scent (Aroma)

1.3.3 Islamic Service Quality

According to Abdul Qawi Othman (2001), Islamic service quality refers to a person's assessment of the quality of services provided by service providers who comply with ethical standards that align with Islamic teachings.

According to the opinion of Othman and Owen (Setiawati, 2019), Service Quality has several dimensions, namely:

- 1) Tangible
Where a company or shop provides facilities that make visitors or consumers comfortable in that place.
- 2) Reliability
Where the company or shop provides service promptly, on time, and with employee reliability in using the shop's tools.
- 3) Responsiveness
The company or shop provides fast, responsible service.
- 4) Assurance
The company or shop provides guarantees to customers, such as the quality of the products sold as promised and a guarantee of timely service.
- 5) Empathy
Forms of attention to customers include providing information services and handling customer complaints.
- 6) Compliance
Shop or company compliance in implementing Sharia principles, such as implementing halal service and product provisions.

1.3.4 Taste

According to Zulfa et al. (2022), taste is the final result formed after consumers consume food or drinks, and it arises from the combination of various senses during consumption.

There are several indicators of taste, according to (Maimunah, 2020), namely:

- 1) Smell
One of the components in food or drink that gives a distinctive aroma to the food or drink.
- 2) Taste
Taste can be determined by trying the food or drink through stimulation of the tongue, we can find out whether the food is spicy, whether the drink is sweet, and so on.
- 3) Oral Stimulation
It is a feeling when someone has eaten or drunk a food or drink product so that it can stimulate the Taste buds.

1.3.5 Customer Satisfaction

Consumer satisfaction is a person's feeling of being happy or disappointed due to comparing the resulting impression of performance with the expectations they desire (Kotler & Keller, 2009)

There are several indicators of consumer satisfaction, according to Suwardi (Nuristiqomah et al., 2020), namely:

- 1) Repurchase
- 2) Creating Word of Mouth
- 3) Creating a Brand Image
- 4) Creating purchasing decisions at the same company

1.3.6 Customer Loyalty

Customer loyalty is the strength of the relationship between an individual's relative attitude towards an entity (brand, service, Store, or supplier) and repeat purchases (Selang, 2023)

There are several indicators of customer loyalty, according to (Inggil, 2013), namely:

- 1) Make regular repeat purchases.
- 2) Buy other products from the same manufacturer (Purchase across product and service lines).
- 3) Recommend other products (Refer to different ones).
- 4) Demonstrates immunity to the attraction of similar products from competitors (Demonstrates an immunity to the full of the competition).

1.4. Hypothesis Formulation

Store Atmosphere: When the store environment is pleasant, customers will feel comfortable and happy, which will make consumers spend more time in the Store and feel satisfied because they feel comfortable and as desired. If the store atmosphere is better, it will make consumers spend more time and want to return to the shop, increasing customer loyalty. This aligns with research from (B. Berman et al., 2018). It has a significant influence on customer loyalty. And according to research (B. Berman et al., 2018)

H1: Store Atmosphere has a significant effect on Customer Loyalty.

Islamic service quality: If the company continues to provide high-quality services that are based on Islam, customers, especially Muslims, will feel happy, and Muslim customers will be happier when their Sharia needs are met. If quality Islamic services are provided, especially for Muslim visitors, they will feel satisfied with the services provided per Islamic law. This is in line with research of Hakunta & Sujianto (2022) that states that Islamic service quality significantly influences customer loyalty.

H2: The quality of Islamic Service has a significant effect on Customer Loyalty

Taste is how a person chooses food or drink, distinguishing it from the taste of the food itself. Taste emerges from food or beverages, including its appearance, smell (aroma), taste, texture, and temperature. The influence of taste on consumer loyalty is evident because it affects products with a unique taste that consumers like. This is in line with research (Maimunah, 2020) and (Sari, 2018), who say that Sanya Cita Rasa has a significant and positive effect on customer loyalty.

H3: Taste has a significant effect on Customer Loyalty.

Store Atmosphere is when the Atmosphere of the Store makes customers happy. Customers will feel comfortable and happy, which results in consumers spending more time in the Store and feeling satisfied because it meets what consumers want. A store atmosphere that makes customers comfortable will create a sense of satisfaction so that it can make customers feel at home spending time in the Store. This is in line with research (Fauzi et al., 2022) and (Fauzi et al., 2022), which state that store atmosphere significantly affects consumer satisfaction.

H4: Store Atmosphere has a significant effect on Customer Satisfaction

Islamic service quality is an assessment made by customers regarding service delivery that is rooted in ethical principles and in line with the teachings established by Islamic law. The quality of the service is good, and the customer feels satisfied with it, so the customer will make a repeat purchase, stating that the customer is satisfied with the quality of the service provided. This is in line with research (Siagian et al., 2020) and (Fauzi et al., 2022), which states that Islamic Service Quality significantly influences Consumer Satisfaction.

H5: Islamic Service Quality has a significant effect on Customer Satisfaction.

Taste refers to a customer's choice of food or drink. Taste is a combination of elements such as visual appeal, fragrance, taste, texture, and temperature of the food or drink, all of which contribute to our overall senses. If customers like the taste of the shop, such as the aroma of the food, the appearance the shop gives, and the taste of the food, then the customer will feel satisfied with the shop. This aligns with research (Maimunah, 2020) and (Putri et al., 2021), which states that taste significantly affects consumer satisfaction.

H6: Taste has a significant effect on Customer Satisfaction.

Customer satisfaction is when a customer feels satisfied with a particular item or brand. They will tend to maintain loyalty, continue to subscribe to that product, and automatically share positive experiences with others when purchasing a product. If a customer is satisfied with a shop or company, the customer will repeat and buy a product. This aligns with research (Fauzi et al., 2022) and (Putri et al., 2021), which states that customer satisfaction significantly affects customer loyalty.

H7: Customer Satisfaction has a significant effect on Customer Loyalty.

Store Atmosphere can satisfy customers by providing a good atmosphere and a beautiful layout. That way, customers will be interested in returning and can create a sense of loyalty to the shop. With satisfaction with the Store Atmosphere, customers will be loyal to the Store. This is in accordance with research (Fauzi et al., 2022). Then researchers (Putri et al., 2021) stated that Customer Satisfaction has a positive and significant effect on Customer Loyalty.

H8: Store Atmosphere has a positive effect on loyalty through customer satisfaction.

Islamic service quality is a person's assessment of the services provided by ethical principles and the teachings established by Islamic law. When customers feel satisfied with the service provided, they can return to the shop, thereby giving customers an attitude of loyalty. Satisfaction with the quality provided can impact customer loyalty to the shop. This is in line with research (Siagian et al., 2020). Then, researchers (Fauzi et al., 2022) said consumer satisfaction has a positive and significant effect on customer loyalty.

H9: Islamic Service Quality Positively Affects Loyalty through Customer Satisfaction.

Taste refers to a customer's choice of food or drink. Customers can be attracted by elements such as visual appeal, fragrance, taste, texture, and food temperature, which ultimately make them feel satisfied and return. Satisfaction with the taste provided will have a positive impact on customer loyalty. This is in line with research (Maimunah, 2020) that shows that taste significantly positively affects satisfaction. Then, Hasibuan et al. (2022) believe customer satisfaction positively impacts customer loyalty.

H10: Taste Positively Affects Loyalty through Customer Satisfaction.

1.5. Research Framework

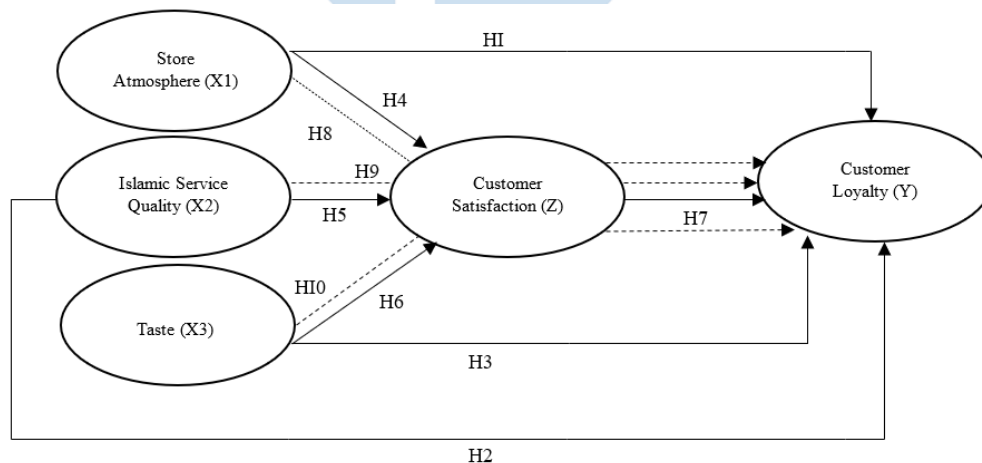


Figure 1.. Research Framework

2. Research Methodology

The population in this research is consumers who have made purchases at Mie Gacoan, the number of which has not been determined with certainty. When calculated using the Cochran formula, the number found was 96.04 respondents, but to make the data more relevant, the sample used 100 respondents. In this study, researchers used purposive sampling based on specific considerations and criteria, where the considerations in question are consumers who have made purchases at Mie Gacoan with appropriate criteria and can be used as a data source (Sugiyono, 2011).

This research uses primary data obtained from questionnaires distributed to Mie Gacoan consumers. Researchers developed this data, containing various questions aligned with indicators and research theory.

Likert is used to measure attitudes, arguments, and perceptions of individuals or groups regarding social phenomena determined by researchers, which are then called research variables. This research requires quantitative analysis, so each instrument item answer is given a score as follows: Strongly agree: 5, Agree: 4, Neutral: 3, Disagree: 2, Strongly disagree: 1.

The validity test measures the validity of the questionnaire or questionnaire data. The questionnaire is valid if the calculated r value $>$ r table (Ghozali, 2018). The reliability test measures the reliability of the questionnaire. This test was measured using the Cronbach Alpha (α) statistical test. The data is reliable if the Cronbach Alpha value is $>$ 0.70 (Ghozali, 2018).

3. Research Results

3.1 Respondent Profile

Table 1. Respondents Profile

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Man	34	34.0	34.0	34.0
	Woman	66	66.0	66.0	100.0
Age	<18 Year	19	19.0	19.0	19.0
	18-25 Year	57	57.0	57.0	76.0
	25-35 Year	24	24.0	24.0	100.0
Status	Student\Student	43	43.0	43.0	43.0
	PNS	6	6.0	6.0	49.0
	Swasta	25	25.0	25.0	74.0
	Entrepreneurial	10	10.0	10.0	84.0
	Farmer	3	3.0	3.0	87.0
	Other	13	13.0	13.0	100.0

The table above illustrates the gender distribution among respondents. 66 out of 100 respondents are women, while 34 are men. Therefore, it can be concluded that female respondents buy Mie Gacoan in Salatiga the most. Meanwhile, based on the table, there were 57 respondents aged 18-25, 24 respondents aged 25-35, and 19 respondents aged under 18 who have purchased Mie Gacoan. The table also illustrates the work of respondents who bought Mie Gacoan. The largest group were students or students, as many as 43 respondents, and civil servants, as many as six respondents. Private employment comprised 25 respondents, entrepreneurship to 10 people, and agricultural work to as many as three people. In addition, 13 respondents were categorized under "other" occupations.

3.2 Validity Test

Table 2. Validity Test

Variables	Indicators	Corrected Item Total Correlation	R table 5% (df=N-k=98)	Conclusion
<i>Store Atmosphere (X1)</i>	X1.1	,781	0,196	Valid
	X1.2	,780	0,196	Valid
	X1.3	,818	0,196	Valid
	X1.4	,867	0,196	Valid
	X1.5	,825	0,196	Valid
	X2.1	,807	0,196	Valid
	X2.2	,814	0,196	Valid

Variables	Indicators	Corrected Item Total Correlation	R table 5% (df=N-k=98)	Conclusion
Islamic Service Quality (X2)	X2.3	,829	0,196	Valid
	X2.4	,823	0,196	Valid
	X2.5	,783	0,196	Valid
	X2.6	,808	0,196	Valid
Taste (X3)	X3.1	,846	0,196	Valid
	X3.2	,836	0,196	Valid
	X3.3	,828	0,196	Valid
Customer Satisfaction (Z)	Z1	,859	0,196	Valid
	Z2	,838	0,196	Valid
	Z3	,869	0,196	Valid
	Z4	,891	0,196	Valid
Consumer Loyalty (Y)	Y1	,872	0,196	Valid
	Y2	,917	0,196	Valid
	Y3	,845	0,196	Valid
	Y4	,934	0,196	Valid

Based on the table, it can be seen that the r value of each question item exceeds the r value of the table by 0.196. In addition, all such values are positive, indicating that each question item is considered valid. So, the variables X1, X2, X3, Z, and Y are declared valid because the calculated r value is greater than the table r.

3.3 Reliability Test

The table shows that twenty-two questions from various variables have Cronbach's alpha values exceeding 0.70, indicating that the variables X1, X2, X3, Z, and Y are reliable.

Table 3. Reliability Test

No	Variable	Cronbach's Alpha	Conclusion
1	Store Atmosphere	,872	Reliable
2	Islamic Service Quality	,895	Reliable
3	Taste	,784	Reliable
4	Customer Satisfaction	,886	Reliable
5	Consumer Loyalty	,913	Reliable

3.4 Result for F-Test, T-Test and R²

Table 4. F-Test, T-Test and R²

	T Value	Sig	F Test Results	F Value	Sig	R ² Test Results	R ²
X1 to Z	0.151	0.881	X to Z	127.084	0.00	X to Z	0.799
X2 to Z	4.641	0.00					
X3 to Z	7.568	0.00					
X1 to Y	0.773	0.441	X, Z to Y	50.517	0.00	X, Z to Y	0.68
X2 to Y	1.894	0.061					
X3 to Y	2.297	0.024					
Z to Y	2.455	0.016					

The significant value obtained for the Store Atmosphere variable (X1) is 0.881, exceeding 0.05. This shows that the Store Atmosphere variable (X1) has no significant influence on the Consumer Satisfaction variable (Z). The significant value obtained for the Islamic Service Quality variable (X2) is 0.000, smaller than 0.05. This shows that the Islamic Service Quality variable (X2) significantly influences the Consumer Satisfaction variable (Z).

The significant value obtained for the Taste variable (X3) is 0.00, smaller than 0.05. This shows that the Taste variable (X3) significantly influences the Consumer Satisfaction variable (Z). The significant value obtained for the Store Atmosphere variable (X1) is 0.441, exceeding 0.05. t count .773 is smaller than t table 1.985. This shows that the Store Atmosphere variable (X1) has no significant influence on Consumer Loyalty (Y).

The significant value obtained for the Islamic Service Quality variable (X2) is 0.061, greater than 0.05. t count 1.894 is smaller than t table 1.985. This shows that the Islamic Service Quality variable (X2) has no significant influence on the Consumer Loyalty variable (Y). The T value of 2,297 is greater than t table 1,985. This shows that the Taste variable (X3) significantly influences the Consumer Loyalty variable (Y).

The significant value obtained for the Consumer Satisfaction (Z) variable is 0.016, smaller than 0.05. t count 2,455 is greater than t table 1,985. This shows that there is a significant influence between the Consumer Satisfaction variable (Z) and the Consumer Loyalty variable (Y).

Based on the available data, the calculated F value is 127.084 with a significance level 0.000 (Sig value). Given that the significance level (0.000) is smaller than the alpha value of 0.050 ($0.000 < 0.050$), it can be concluded that the variables Store Atmosphere, Islamic Service Quality, and Taste simultaneously have a significant influence on Consumer Satisfaction.

Based on the available data, the calculated F value is 50,517 with a significance level 0.000 (Sig value). Given that the significance level (0.000) is smaller than the alpha value of 0.050 ($0.000 < 0.050$), it can be concluded that the variables Store atmosphere, Islamic Service Quality, Taste, and Consumer Satisfaction simultaneously have a significant influence on Consumer Loyalty.

After performing the T , F , R^2 test, researchers used the non-parametric Kolmogorov-Smirnov (K-S) statistical test to assess whether the residue distribution was normal. The normality test results show that the data follows the normal distribution with a significance value of 0.062 greater than 0.050. Data is said to be normal when the Asymp Sig value is greater than 0.050.

Next, a collinearity test will be carried out to determine whether the regression model has identified a correlation between the independent variables. If there is no correlation between the independent variables, this shows that the regression model is appropriate. The results of the research that has been carried out show a Store Atmosphere value of 0.311, Islamic Service Quality of 0.219, taste of 0.263, and Consumer Satisfaction of 0.201, so it can be concluded that all variables have a value of >0.10 . Then, the VIF value of all variables is below <10 , namely with a Store Atmosphere variable value of 3,211, Islamic Service Quality of 4,565, and Taste of 3,799. And Consumer Satisfaction of 4,971. It can be concluded that all variables do not contain multicollinearity.

The results of the data processing that has been carried out show that based on the Glajser test results, the coefficient value exceeds 0.05. Specifically, the significant variables are X1 Store Atmosphere and X2 Islamic Service Quality. Therefore, based on the tests that have been

carried out, it can be concluded that there is no evidence of heteroscedasticity in the regression model

3.5 Result for Path Analysis

Table 5. Model Summary for Z

R	R Square	Adjusted Square	R	Std. Error of the Estimate
.894 ^a	.799	.793		1.578

The value of E1 can be found by the formulae1 Looking for E1, which is: $E1 = \sqrt{1 - R^2} = \sqrt{1 - 0.799} = \sqrt{0.201} = 0.448$.

Table 6. Coefficients for Z

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-2.065	.983		-2.100	.038
	X1	.012	.077	.012	.151	.881
	X2	.336	.072	.410	4.641	.000
	X3	.798	.105	.534	7.568	.000

Table 7. Model Summary for Y

R	R Square	Adjusted Square	R	Std. Error of the Estimate
.825 ^a	.680	.667		2.421

The value of E1 can be found by the formulae1 Looking for e1 which is : $E1 = \sqrt{1 - R^2} = \sqrt{1 - 0.680} = \sqrt{0.32} = 0.565$

Table 8. Coefficients for Y

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-4.721	1.543		-3.060	.003
	X1	.091	.118	.080	.773	.441
	X2	.233	.123	.235	1.894	.061
	X3	.469	.204	.260	2.297	.024
	Z	.384	.157	.318	2.455	.016

Based to the tables above the results of these observations, the research path model is as follows:

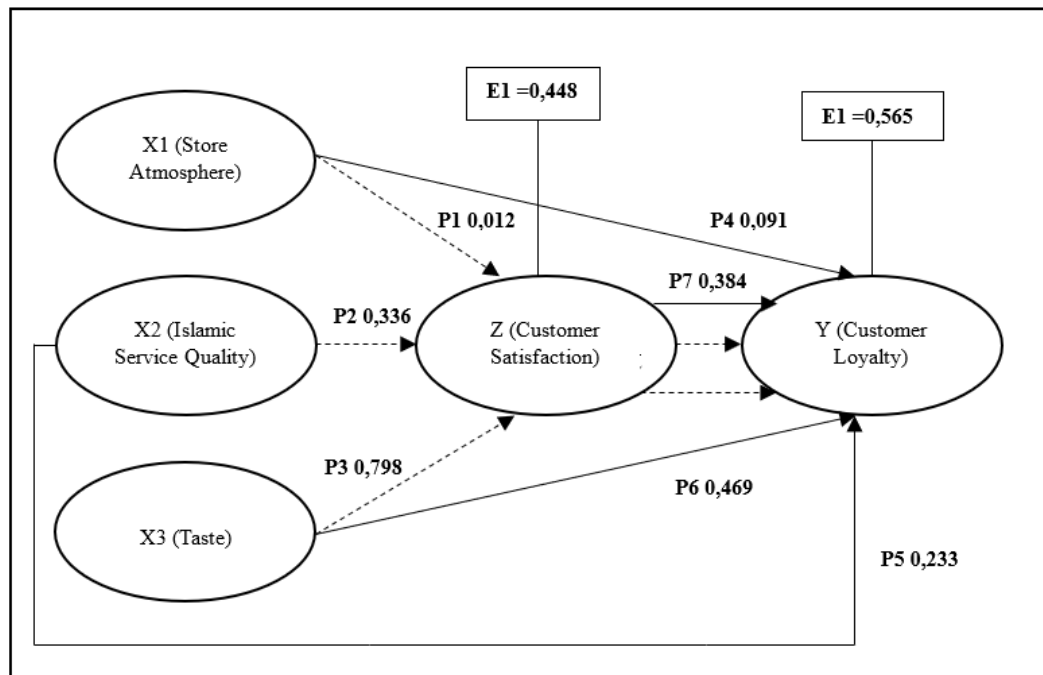


Figure 2. Path Analysis

The test results show that the independent variable impacts the dependent variable directly or indirectly through the mediation variable. Here are the direct and indirect influences:

1. The indirect effect of Store Atmosphere on Consumer Loyalty through Customer Satisfaction = $(P1 \times P7) = (0,012 \times 0,384) = 0,004608$. For the amount of directly and indirectly Store Atmosphere to Consumer Loyalty = $P4 + (P1 \times P7) = 0,091 + (0,012 \times 0,384) = 0,095608$.
2. for the indirect influence of Islamic Service Quality on Consumer Loyalty through Customer Satisfaction = $(P2 \times P7) = (0,336 \times 0,384) = 0,12904$. For the amount of direct and indirect Islamic Service Quality to Consumer Loyalty = $P5 + (P2 \times P7) = 0,469 + (0,336 \times 0,384) = 0,59804$
3. for the indirect influence of Taste on Consumer Loyalty through Customer Satisfaction = $(P3 \times P7) = (0,798 \times 0,384) = 0,30324$. For the amount of direct and indirect Islamic Service Quality to Consumer Loyalty = $P6 + (P3 \times P7) = 0,233 + (0,798 \times 0,384) = 0,53624$

Because there are mediating variables in this research model, the Sobel test is carried out to measure the intensity of the indirect impact of variable X on variable Y through mediation variables, such as Z.

To see the effect of mediation X1 on Y through Z, it can be known by the Sobel test formula, as follows:

$$Sp2p3 = \sqrt{P3^2 SP2^2 + P2^2 SP3^2 + SP2^2 SP3^2}$$

$$Sp2p3 = \sqrt{(0,384^2 (0,077)^2 + (0,012)^2 (0,118)^2 + (0,077)^2 (0,118)^2}$$

$$Sp2p3 = \sqrt{(0,147 \times 0,005) + (0,000 \times 0,013) + (0,005 \times 0,013)}$$

$$Sp2p3 = \sqrt{0,000735 + 0 + 0,000065}$$

$$Sp2p3 = \sqrt{0,0008}$$

$$Sp2p3 = 0,0282842712$$

$$t = p2p3 : Sp2p3$$

$$t = : 0,0282842712$$

$$t = 0,004608: 0,0282842712$$

$$t = 0,16917403$$

The amount of t calculated is $0.16917403 <$ the value of t table 1.985 is concluded that Consumer satisfaction cannot be mediated.

To see the effect of mediation X2 on Y Through Z, it can be known by the Sobel test formula, as follows:

$$Sp2p3 = \sqrt{P3^2 SP2^2 + P2^2 SP3^2 + SP2^2 SP3^2}$$

$$Sp2p3 = \sqrt{(0,384^2 (0,072)^2 + (0,336)^2 (0,123)^2 + (0,072)^2 (0,123)^2}$$

$$Sp2p3 = \sqrt{(0,147 \times 0,0051) + (0,112896 \times 0,015129) + (0,005184 \times 0,11896)}$$

$$Sp2p3 = \sqrt{0,0007497+0,00170800358 +0,00061668864}$$

$$Sp2p3 = \sqrt{0,00307439}$$

$$Sp2p3 = 0,0554471821$$

$$t = p2p3 : Sp2p3$$

$$t = 0,12904: 0,0554471821$$

$$t = 2,32725984$$

The magnitude of t calculated is $2.32725984 >$ the value of t table 1.985, and it is concluded that mediation influences the results.

To see the effect of mediation X2 on Y Through Z, it can be known by the Sobel test formula, as follows:

$$Sp2p3 = \sqrt{P3^2 SP2^2 + P2^2 SP3^2 + SP2^2 SP3^2}$$

$$Sp2p3 = \sqrt{(0,384^2 (0,105)^2 + (0,798)^2 (0,204)^2 + (0,105)^2 (0,204)^2}$$

$$Sp2p3 = \sqrt{(0,147 \times 0,0110) + (0,6368 \times 0,0416) + (0,0110 \times 0,0416)}$$

$$Sp2p3 = \sqrt{0,001617+0,6784 +0,0004576}$$

$$Sp2p3 = \sqrt{0,6804746}$$

$$Sp2p3 = 0,824908843$$

$$t = p2p3 : Sp2p3$$

$$t = 0,30324: 0,824908843$$

$$t = 0,36760425$$

The magnitude of t calculated is $0.36760425 <$ the value of t table 1.985, and it is concluded that mediation has no effect.

4. Discussion

Based on the table results obtained above, there is no significant influence between the Store Atmosphere variable (X1) and Consumer Loyalty (Y). So, Hypothesis 1 is rejected. This aligns with previous research conducted by Rorong et al. (2023). Store Atmosphere cannot directly affect customer loyalty, which is influenced by factors such as customer satisfaction, quality of products or services, brand image, and perceived value.

Based on the table results obtained above, there is no significant influence between the Islamic Service Quality variable (X2) and the Consumer Loyalty variable (Y). So, Hypothesis 2 is rejected. This is contrary to previous research conducted by Hakunta and Sujianto (2022). So, the quality of Islamic service does not affect loyalty because good service does not necessarily guarantee customers' loyalty to the Mie Gacoan restaurant. Customers can look for noodle restaurants closer to home or better than Mie Gacoan. Based on the table results obtained above, the taste variable (X3) positively and significantly influences the Consumer Loyalty variable (Y). So, Hypothesis 3 is accepted. This aligns with previous research conducted by Maimunah (2020) and Sari (2018), who both said that Sanya Cita Rasa has a

significant and positive effect on customer loyalty. So, the taste offered by a product can influence customer satisfaction.

Based on the results of the table above, there is no significant influence between the Store Atmosphere variable (X1) and the Consumer Satisfaction variable (Z). So, Hypothesis 4 is rejected. This is in contrast to previous research conducted by (Rorong et al., 2023) and (Nurjaya et al., 2019), which stated that store atmosphere has a significant effect on consumer satisfaction because many factors have a greater influence on customer satisfaction, such as taste, quality. Services provided, prices, and so on.

Based on the results of the table above, there is a positive and significant influence between the Islamic Service Quality variable (X2) and the Consumer Satisfaction variable (Z). So, Hypothesis 5 is accepted. This is in line with previous research conducted by (Siagian et al., 2020) and (Fadjriansyah et al., 2023), stating that Islamic Service Quality has a significant influence on Consumer Satisfaction because the quality of Islamic service provided by a company can influence customer satisfaction, They feel that the company prioritizes religious and ethical values in its operations.

Based on the table results obtained above, the taste variable (X3) positively and significantly influences the Consumer Satisfaction variable (Z). So, Hypothesis 6 is accepted. This aligns with research conducted by Maimunah (2020) and Putri et al. (2021), which stated that taste significantly affects consumer satisfaction.

Based on the results in the table above, there is a positive and significant influence between the Consumer Satisfaction variable (Z) and the Consumer Loyalty variable (Y). So, Hypothesis 7 is accepted. This is in line with previous research conducted by Fauzi et al. (2022) and Putri et al. (2021), which states that customer satisfaction has a significant positive effect on customer loyalty. High consumer satisfaction can increase customer loyalty because customers feel the products they buy meet their expectations.

Consumer Satisfaction (Z) cannot mediate Store Atmosphere (X1) on Loyalty (Y). So, Hypothesis 8 is rejected. This is not in line with research conducted (Sambara et al., 2021) and (Putri et al., 2021). So, some customers who come to Mie Gacoan do not judge the store atmosphere; they judge more on the quality of service and Taste (Budiarto & Suhermin, 2018).

Consumer Satisfaction (Z) can mediate Islamic Service Quality (X2) on Loyalty (Y). So, Hypothesis 9 is accepted. This is in line with research conducted (Siagian et al., 2020) and (Fauzi et al., 2022), which states that the quality of Islamic services can influence consumer satisfaction so that consumers feel satisfied with the quality of the services provided is likely that customers show loyalty to the shop.

Consumer Satisfaction (Z) cannot mediate Taste (X3) on Loyalty (Y). So, Hypothesis 10 is rejected. This does not align with the research conducted (Maimunah, 2020) and (Hasibuan et al., 2022). The research results state that taste can influence consumer satisfaction, but consumer satisfaction cannot be a mediator in customer loyalty.

5. Conclusion and Suggestion

5.1 Conclusion

The findings of this study indicate that the store atmosphere does not have a significant impact on either consumer satisfaction or consumer loyalty at Mie Gacoan Salatiga. This suggests that elements such as ambiance, layout, or physical environment are not the main drivers of customer retention in this context. Similarly, Islamic service quality does not directly influence consumer loyalty. However, it plays a vital role in enhancing consumer satisfaction, which contributes to loyalty—indicating an indirect effect through satisfaction. Meanwhile, taste emerges as the most influential factor, showing a significant and positive impact on

consumer satisfaction and loyalty. This highlights the importance of food quality in retaining customers.

Furthermore, consumer satisfaction is a key determinant of loyalty, confirming its mediating role in the relationship between Islamic service quality and loyalty. However, satisfaction does not mediate the relationship between store atmosphere, taste, or loyalty. These findings emphasize that to increase customer loyalty, Mie Gacoan should prioritize improving taste and service quality, particularly in a way that aligns with the values of its target market. The findings of this study indicate that the store atmosphere does not have a significant impact on either consumer satisfaction or consumer loyalty at Mie Gacoan Salatiga. This suggests that elements such as ambiance, layout, or physical environment are not the main drivers of customer retention in this context. Similarly, Islamic service quality does not directly influence consumer loyalty. However, it plays a vital role in enhancing consumer satisfaction, which contributes to loyalty, indicating an indirect effect through satisfaction.

Meanwhile, taste emerges as the most influential factor, significantly and positively affecting consumer satisfaction and loyalty. This highlights the importance of food quality in retaining customers. Furthermore, consumer satisfaction is a key determinant of loyalty, confirming its mediating role in the relationship between Islamic service quality and loyalty. However, satisfaction does not mediate the relationship between store atmosphere, taste, or loyalty. These findings emphasize that to increase customer loyalty, Mie Gacoan should prioritize improving taste and service quality, particularly in a way that aligns with the values of its target market.

5.2 Suggestion

For Mie Gacoan Resto, the results of this research show that Service Quality and Taste can increase consumer satisfaction, with satisfied consumers being able to recommend to others to buy Mie Gacoan. Hopefully, the next research can develop variables outside this study and use this research as a reference.

When researching consumer loyalty, expanding the scope of the variables considered is imperative. By increasing the scope of the factors studied, subsequent researchers can understand what can affect consumer loyalty. Researchers can uncover different insights that explain the diverse nature of consumer loyalty.

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