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## **Customer Satisfaction at Artshop Made: Exploring the Impact of Promotional Mix, Product Quality, and Store Atmosphere**

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### ***Abstract:***

*Customer satisfaction is something that business owners feel is critical to the success of their company. Because satisfied customers will act positively on the business by remaining loyal, making additional purchases, and recommending it to others. The purpose of this research is to find out how the promotion mix, product quality, and the Artshop Made store environment affect customer satisfaction. All Artshop Made customers are used as the research sample population. 50 people randomly selected for the study sample constituted the total. The information used in this study was collected from survey responses and tested using multiple linear regression analysis techniques. The findings of this study show that the promotion mix has a positive and significant effect on customer satisfaction. Customer satisfaction is greatly influenced in a beneficial way by product quality. Customer satisfaction is positively and significantly influenced by the store environment. In the future Artshop Made is expected to be able to improve the Promotion Mix, Product Quality and Store Atmosphere in order to create customer satisfaction. Siti Intan Nurdiana Wong Abdullah.*

**Keywords:** *Promotion Mix, Product Quality, Store Atmosphere, Customer Satisfaction*

## **1. Introduction**

In the rapidly evolving business world, business players face significant challenges and opportunities. To survive in the intense market competition, companies must continuously innovate, including those in the arts and crafts sector. This phenomenon is evident in the multitude of businesses operating in the art trade sector, creating stiff competition among them.

Artshop Made, as a business in the field of arts and crafts, exemplifies the challenges and dynamics of market competition. Managed directly by its owner, Mr. Made Suarmita, Artshop Made has been in operation since 2017 and is located on Jalan Desa Kedisan, Tegallalang District, Gianyar Regency. Its strategic location on the main road makes it a center for art and craft trade.

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While the business offers a diverse range of art products, the high sales targets set by Artshop Made pose a distinct challenge. In an effort to prevent losses in raw materials, Artshop Made utilizes natural materials. However, the sales targets do not consistently experience positive growth in every period.

Based on sales of Artshop Made products from 2019 to 2022 can be observed, in 2020, sales significantly declined compared to the previous year, attributed to numerous customer complaints and a decrease in customer visits. In 2021, Artshop Made successfully increased sales, surpassing the target by 3,000 items, but in 2022, a decline of approximately 5% occurred. Various factors, including promotional strategies, product quality, and store atmosphere, influence the fluctuation in sales. In-store promotions limit the dissemination of information, resulting in low awareness among potential customers. While the produced products meet standards, not all align with the preferences of potential consumers due to individual tastes (Azeem & Sharma 2015; Pradana et al., 2022). The store atmosphere is less appealing, and the product placement is not attractive to customers (Da et al., 2023; Mulyono et al., 2007).

The research gap arising from this problem background highlights the need for a deeper understanding of the factors influencing the sales fluctuations of Artshop Made, particularly in the context of promotion, product quality, and store atmosphere (Azeem & Sharma 2015; Pradana et al., 2022; Mulyono et al., 2007; Sugiyoo & Aisyah 2021). This study aims to fill this knowledge gap by analyzing these factors and their impact on the sales performance of Artshop Made. Consequently, this research is expected to contribute novel insights to the understanding of business strategies in the arts and crafts sector, especially for small and medium-sized enterprises in this industry. The research objectives are to investigate and analyze the impact of promotional strategies, product quality, and store atmosphere on sales fluctuations at Artshop Made, with the hope of providing meaningful recommendations for the future development of this business.

## **2. Theoretical Background**

### **Customer Satisfaction**

Customer satisfaction is a subjective evaluation of the extent to which an individual's experience aligns with their expectations regarding the appearance or perceived outcomes of a product (Wijaya & Andharini 2022). It reflects the customer's overall contentment and fulfillment with a particular product or service and plays a pivotal role in shaping brand loyalty and positive word-of-mouth.

### **Promotion Mix**

Promotion mix, also known as the marketing communications mix, represents a strategic combination of promotional tools employed by businesses to effectively communicate value to customers and cultivate enduring relationships with them (AilijaaFR et al., 2020). This mix comprises ten strategic variables, encompassing advertising, personal selling, and various other promotional tools, all strategically

orchestrated to achieve specific business objectives (Erlinda & Kurniawan, 2020). The promotion mix is a dynamic approach that allows businesses to engage customers through diverse channels, tailoring their communication strategies to different target audiences.

### **Product Quality**

Product quality denotes the inherent ability of a product to fulfill its intended function and encompasses various factors such as general durability, dependability, accuracy, ease of use, and repairability, among others (Nopendra et al., 2022). Ensuring high product quality is crucial for establishing and maintaining customer trust, as it directly impacts the perceived value and satisfaction of the end-users.

### **Store Atmosphere**

Store atmosphere, or store ambiance, is a strategic approach employed by businesses to attract customers by crafting a specific image through the physical appearance of both the exterior and interior of the store. It is considered a critical factor influencing a store's ability to draw in customers and enhance their overall shopping experience (Irham & Mulyo 2019). According to Tjahjaningsih et al. (2022) store atmosphere encompasses environmental design elements, such as visual communication, lighting, color schemes, music, and aroma. These elements collectively aim to stimulate and influence the buying behavior of customers, creating a distinctive and memorable shopping environment. A well-crafted store atmosphere contributes significantly to customer satisfaction and loyalty, fostering a positive perception of the brand.

### **Hypothesis Development and Research Framework**

The promotion mix, which involves a strategic combination of promotional tools, is expected to have a positive impact on customer satisfaction (Ratasuk 2022). By effectively communicating the value of products or services through advertising, personal selling, and other promotional strategies, businesses aim to enhance customer perceptions and experiences (Nopendra et al., 2022).

*H1 : There is a positive relationship between the promotion mix and customer satisfaction.*

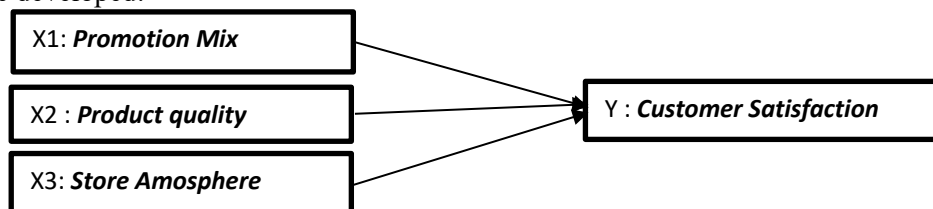
Product quality, encompassing factors such as durability, dependability, and ease of use, is anticipated to positively influence customer satisfaction (Teo et al., 2019). A high-quality product is likely to meet or exceed customer expectations, leading to a more positive overall experience and increased satisfaction (Wulandari & Surip 2020; Amofah et al., 2016).

*H2 : There is a positive relationship between product quality and customer satisfaction.*

The store atmosphere, including visual communication, lighting, music, and aroma, is expected to significantly impact customer satisfaction (Kumar et al., 2023). A well-crafted and appealing store environment can create a positive emotional connection with customers, influencing their overall shopping experience and satisfaction levels.

*H3 : There is a positive relationship between store atmosphere and customer satisfaction.*

Based on the background and theoretical basis above, the following framework can be developed:



**Figure 1. Research Framework**

### 3. Methodology

This research employs a quantitative method to elucidate the partial relationships between the Promotion Mix, Product Quality, and Store Atmosphere with Customer Satisfaction at Artshop Made.

The study focuses on Artshop Made, a business specializing in arts and crafts, situated at Jln. Kedisian Village, Tegallalang District, Gianyar Regency. Both quantitative data from specific types and primary and secondary data sources are utilized. The population comprises objects or individuals selected for the study, with specific traits and characteristics. The entire customer base at Artshop Made constitutes the study sample, determined through a random sampling formula with a sample size of 50 people.

Data collection involves the use of a questionnaire and employs a Likert scale ranging from 1 to 5. Validity and reliability tests, adhering to the Cronbach Alpha standard (0.60) for reliability and comparing correlation values ( $r$ -count) with the  $r$ -table for validity, are conducted before data analysis.

SPSS (Statistical Program For Social Science) is employed for data analysis. The analysis stages include the Basic Assumption Test (Normality Test, Heteroscedasticity Test, Multi-Collinearity Test), Multiple Linear Regression Analysis Test, Coefficient of Determination Test, Simplicity Test (F test), and Statistical Test (t test) by comparing  $t$ -count and  $t$ -table. Significance is established when  $t$ -count exceeds the  $t$ -table value.

### 4. Empirical Findings/Result

#### Validity and Reliability Test

According to Ramadhan & Mahargiono (2020) a research instrument can be said to be valid if it can and can reveal information from the variables that are often studied. If an instrument tribe has a Pearson Product Moment correlation coefficient ( $r$ ) >  $r$ -table with an alpha of 0.05, it is said to be valid. The validity test in this research was

carried out using the SPSS For Windows version 23 program. To test the validity, it is done by comparing r-count with r-table at a significant level of 5% /  $\alpha = 5\%$ .

**Table 2. Validity test results**

Variable	Items	Ryx	p- value	Alpha $\alpha = 0,05$	decision
<b>Promotion Mix</b>	1	0,884	0,000	0,05	Valid
	2	0,917	0,000	0,05	Valid
	3	0,878	0,000	0,05	Valid
	4	0,916	0,000	0,05	Valid
	5	0,852	0,000	0,05	Valid
	6	0,917	0,000	0,05	Valid
	7	0,903	0,000	0,05	Valid
	8	0,900	0,000	0,05	Valid
<b>Product quality</b>	1	0,887	0,000	0,05	Valid
	2	0,899	0,000	0,05	Valid
	3	0,924	0,000	0,05	Valid
	4	0,853	0,000	0,05	Valid
	5	0,877	0,000	0,05	Valid
<b>Store Atmosphere</b>	1	0,875	0,000	0,05	Valid
	2	0,830	0,000	0,05	Valid
	3	0,873	0,000	0,05	Valid
	4	0,843	0,000	0,05	Valid
	5	0,882	0,000	0,05	Valid
	6	0,863	0,000	0,05	Valid
	7	0,904	0,000	0,05	Valid
	8	0,864	0,000	0,05	Valid
	9	0,859	0,000	0,05	Valid
	10	0,747	0,000	0,05	Valid
	11	0,809	0,000	0,05	Valid
	12	0,801	0,000	0,05	Valid
<b>Customer Satisfaction</b>	1	0,911	0,000	0,05	Valid
	2	0,913	0,000	0,05	Valid
	3	0,905	0,000	0,05	Valid
	4	0,926	0,000	0,05	Valid

Source : Data processed (2023)

According to (Ramadhan & Mahargiono, 2020) When an object has a Cronbach Alpha of 0 or more, the reliability test determines how close the measurement results using the same object will produce the same data. A measuring device is considered reliable

or can be trusted if it produces consistent results. According to the reliability test, variable statements and question items are considered reliable or reliable if the Cronbach Alpha value is greater than 0.-60.

**Table 3. Reliability Test Result**

Question Items	Reliability Test Result	Decision
Promotion Mix (X1)	0,964	Reliable
Product quality (X2)	0,930	Reliable
Store Atmosphere (X3)	0,963	Reliable
Customer satisfaction (Y)	0,933	Reliable
Decision = Cronbach Alpha >0.06		Reliable

Source : Data processed (2023)

### Normality Test

The normality test is conducted to assess whether the utilized sample follows a normal distribution. This assumption is substantiated by the error values ( $\epsilon$ ) in the linear regression model, which are expected to exhibit a normal distribution. Given that statistical tests can be conducted effectively, an ideal regression model is characterized by a normal or nearly normal distribution. The normality test is executed using the Kolmogorov-Smirnov Normality Test. The decision criterion for this test is based on a significance value below 0.05, signifying that the data is statistically considered normally distributed. Conversely, if the significance value exceeds 0.05, it is inferred that the data deviates from a normal distribution.

**Table 4. Normality Kolmogorov-Smirnov  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		50
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.56013706
Most Extreme Differences	Absolute	.095
	Positive	.071
	Negative	-.095
Test Statistic		.095
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Source : Data processed (2023)

As observed in the table, Kolmogorov-Smirnov concluded that the regression model in this study follows a normal distribution, with a significance value of 0.200.

### Multicollinearity Test

The multicollinearity test aims to determine whether a regression model detects a relationship between the independent variables. If the tolerance value is greater than 0.1 and the VIF value is less than 10, then the regression model can be said to be multicollinearity free and can be used as a basis for decision making.



**Table 5. Multicollinearity Test Result**

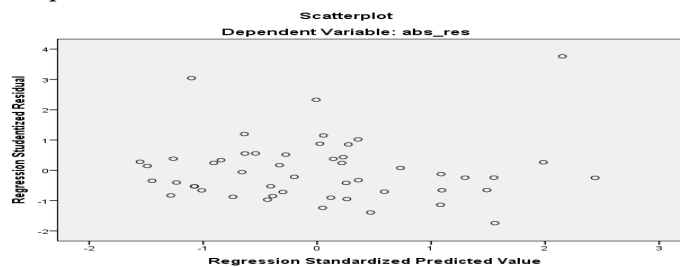
Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance VIF
		B	Std. Error	Beta				
1	(Constant)	.452	.410			1.103	.276	
	Promotion Mix	.685	.067	1.338		10.250	.000	.132 1.358
	Product quality	.259	.079	.304		3.269	.002	.163 5.914
	Store Atmosphere	.221	.071	.619		3.091	.003	.114 3.770

Source : Data processed (2023)

Based on the results of the multicollinearity test, it shows that the three independent variables in this study, namely Promotion Mix, Product Quality, and Store Atmosphere, have a tolerance value greater than 0.1, the VIF value is less than 10, so it can be concluded that the regression model in this study does not occur multicollinearity.

### Heteroscedasticity Test

To see whether there is an inequality of residual variance from one observation to another, a heteroscedasticity test is carried out in the regression model. There are several methods to determine whether the alternative error term of the regression model indicates heteroscedasticity. The graphical method (Scatterplot Diagram) will be used in this research with the following assumptions: (1) Heteroscedasticity occurs if there are certain patterns, such as .s (dots), forming certain regular patterns (wavy, widened, then narrowed). (2) There is no heteroscedasticity if there are different patterns and the points are far above and below 0 on the Y axis.



**Picture 2. Heteroscedasticity Test Result**

Source : Data processed (2023)

Based on the results of the heteroscedasticity test, the points are randomly distributed above and below the Y axis value 0 and spread in all directions. It can be said that the regression model used in this study does not contain assumptions about heteroscedasticity.



**Multiple Linear Regression Analysis****Table 6. Multiple Linear Regression**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.452	.410		1.103	.276
	Promotion Mix	.685	.067	1.338	10.250	.000
	Product quality	.259	.079	.304	3.269	.002
	Store Atmosphere	.221	.071	.619	3.091	.003

Source : Data processed (2023)

**Regression Analysis Result**

Based on the results of multiple linear regression tests, 53 regression equations are obtained which are formulated as follows:  $Y = 0.452 + 0.658 X_1 + 0.259 X_2 + 0.221 X_3 + \epsilon$ . In this equation it can be seen that the promotion mix ( $X_1$ ), product quality ( $X_2$ ), and store atmosphere ( $X_3$ ), has the ability to influence customer satisfaction ( $Y$ ). The interpretation of the results from the multiple linear analysis is as follows: 1. Customer satisfaction ( $Y$ ) is constant at 0.452 if the promotion mix ( $X_1$ ), product quality ( $X_2$ ), and store atmosphere ( $X_3$ ) are equal to NOI. 2. The promotion mix ( $X_1$ ) has a positive effect on customer satisfaction ( $Y$ ), according to the value of the promotion mix coefficient ( $X_1$ ) of 0.658. This indicates that assuming the other independent variables remain constant, the value of consumer satisfaction ( $Y$ ) will increase by 0.658 for each increase of one unit of the promotional mix ( $X_1$ ), and vice versa. 3. The value of the product quality coefficient ( $X_2$ ) is 0.259 indicating that product quality ( $X_2$ ) has a good effect on consumer satisfaction ( $Y$ ). This indicates that if the other independent variables remain constant, then the value of customer satisfaction ( $Y$ ) will increase by 0 points 259 for each increase of one unit of product quality ( $X_2$ ). 4. The store atmosphere coefficient ( $X_3$ ) is equal to 0.221 (in units). This means that the store atmosphere ( $X_3$ ) has a positive effect on customer satisfaction ( $Y$ ). Assuming the other independent variables are constant, meaning that for every one unit increase in store atmosphere ( $X_3$ ), the value of customer satisfaction ( $Y$ ) will increase by 0.221 per unit.

**Determination Coefficient Test ( $R^2$ )**

The extent to which the variance of the independent variable can be explained by the model is basically measured by the coefficient of determination ( $R^2$ ). Between nol and one can be found the value of the coefficient of this determination. The coefficient of determination is used to calculate the percentage contribution of the independent variable ( $X$ ) to the percentage ( $Y$ ) of the dependent variable (Ramadhan & Mahargiono, 2020).

**Table 7. Determination Coefficient Result**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987 <sup>a</sup>	.975	.973	.57811

Source : Data processed (2023)

Based on the data above, the Adjusted R Square value is 0.973 which indicates that the influence of the promotion mix (X1), product quality (X2), and store atmosphere (X3) has on customer satisfaction (Y) with a contribution of 97.3%. And the remaining 2.7% is influenced by other variables included in this study

### T Test (Partial Test)

The t test is used to test whether there is a partial effect of each independent variable, namely promotion mix (X1), product quality (X2), and store atmosphere (X3) on customer satisfaction (Y). The t-test also aims to test whether there is a significant relationship between the independent/independent variable and the dependent/dependent variable.

**Table 8. T Test Result**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.452	.410		1.103	.276
	Promotion Mix	.685	.067	1.338	10.250	.000
	Promotion Mix	.259	.079	.304	3.269	.002
	Store Atmosphere	.221	.071	.619	3.091	.003

a. Dependent Variable: Kepuasan Pelanggan

Source : Data processed (2023)

Based on the results of the t-test, the results are described as follows:

1. Based on the results of the multiple linear regression test, it shows that  $P_{yx1} = 0.685$  with a p-value of  $0.000 < 0.05$ , this significance level is below the probability of 0.05, rejecting  $H_0$ . Thus it can be concluded that the promotion mix variable (X1) has an effect on customer satisfaction (Y). A positive t value indicates a direct relationship between the promotion mix variable (X1) and customer satisfaction (Y). Therefore, it can be concluded that the promotion mix variable (X1) has a significant and positive effect on customer satisfaction (Y).
2. Based on the results of the multiple linear regression test, it shows the result  $P_{yx2} = 0.259$  with a p-value of  $0.002 < 0.05$ , this significance value is smaller than the probability of 0.05, so ignore  $H_0$ . Thus it can be said that the variable X2 (product quality) contributes to Y (customer satisfaction). A positive t value indicates that there is a unidirectional relationship between the product quality variable (X2) and the customer satisfaction variable (Y). Thus it can be concluded that the product quality variable (X2) has a positive and significant effect on consumer satisfaction (Y).
3. Based on the recapitulation of the results of the multiple linear regression test, the result is  $P_{yx3} = 0.221$  with a p-value of  $0.003 < 0.05$ . This significance level is

below the probability of 0.05, rejecting H<sub>0</sub>. Thus it can be said that the store atmosphere variable (X<sub>3</sub>) has a role in customer satisfaction (Y). The positive t value indicates that the store atmosphere variable (X<sub>3</sub>) has a direct relationship with customer satisfaction (Y). So it can be concluded that the store atmosphere variable (X<sub>3</sub>) has a positive and significant influence on customer satisfaction (Y).

### F Test (Simultaneous Test)

The effect of the dependent and independent variables jointly examined using a simultaneous test. if the value of F Table for significance.

**Table 9. F Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	599.846	3	199.949	598.262	.000 <sup>b</sup>
	Residual	15.374	46	.334		
	Total	615.220	49			

Source : Data processed (2023)

The F test has a calculated F value of 589.262 which indicates a positive direction and has a significance value of 0.000 based on the table above

## 5. Discussion

### Effect of Promotion Mix on Customer Satisfaction

Based on the findings of the tests conducted, this study found that the promotional mix has a beneficial and significant influence on customer satisfaction. This implies that customer satisfaction will increase in proportion to how effective the promotional mix is. In accordance with the conditions that occur in Artshop Made where Artshop Made always provides new items offered by providing discounts or discounted prices that make consumers feel satisfied. Apart from that, the excellent service for Artshop Made employees also makes it easier for consumers to find the desired item or product. This is reinforced by the results of research conducted by Kindi & Gitahi (2020) and Wijaya & Andharini (2022) in which their research stated that the promotion mix had a significant positive effect on customer satisfaction.

### Effect of Product Quality on Customer Satisfaction

Based on the results of the tests that have been carried out, the results of the second hypothesis are found, namely it is proven that product quality has a positive and significant influence on customer satisfaction. In accordance with the conditions that occur in artshop made, the products produced have an attractive design and always maintain product safety until the product reaches the consumer. This is reinforced by the results of research conducted by Syahroni (2020), Hanaysha (2020) and Mulyono et al. (2007), in which their research stated that product quality had a significant positive effect on customer satisfaction.

### **Effect of Store Atmosphere on Customer Satisfaction**

Based on the results of the tests that have been carried out, the results of the third hypothesis are found, namely that it is proven that store atmosphere has a positive and significant effect on customer satisfaction. In accordance with the conditions that occur at Artshop Made where the placement of the products has been grouped so that it makes it easier to find the desired product, apart from that cleanliness at Artshop Made is also highly prioritized so that visitors feel comfortable when shopping. This is reinforced by the results of research conducted by Arsyanti & Astuti (2016), Irham & Mulyo (2019), Tjahjaningsih et al. (2022) and Hanaysha (2020) which states that the store atmosphere has a significant effect on customer satisfaction

### **6. Conclusions**

Based on the problem formulation, the test results, and the discussion conducted, the following conclusions can be drawn: The promotion mix exhibits a positive and significant impact on customer satisfaction, indicating that higher-quality promotional mix strategies correlate with increased customer satisfaction. Customer satisfaction is positively and significantly affected by product quality, implying that enhancing product quality contributes to heightened customer satisfaction levels. Store environment significantly and positively influences customer satisfaction, signifying that an improved store atmosphere leads to greater customer satisfaction.

Recommendations for stakeholders and interested parties based on the study findings are as follows:

1. The study highlights the positive and significant effects of store atmosphere, product quality, and promotion mix on customer satisfaction at Artshop Made. Companies can enhance customer satisfaction by focusing on improving product quality, promotion mix, and store atmosphere.
2. Further Research: Future researchers in the same field are encouraged to explore additional independent variables beyond Promotion Mix, Product Quality, and Store Atmosphere. This exploration may uncover additional factors influencing customer satisfaction, contributing to the advancement of marketing knowledge and practices.

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