
INCREASING LOYALTY THROUGH SATISFACTION AT COFFEE SHOPS IN YOGYAKARTA

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Abstract

The effect of brand image and servicescape on loyalty through satisfaction at Coffee Shop in Yogyakarta. This research is causality research (cause-and-effect relationship) with a quantitative approach. The population in this study were buyers who had visited Coffee Shops in Yogyakarta in the period March 2023 to August 2023 and who had visited Coffee Shop in Yogyakarta with a sample of 200 respondents. The sampling method used is nonprobability sampling with sampling techniques where the population size is unknown, the Roscoe method is used. The analysis in this study used Partial Least Square (PLS). The results of the analysis show that brand image has a positive and significant effect on satisfaction. Servicescape has a positive and significant effect on satisfaction. Brand image has a positive and significant effect on loyalty. Servicescape has a positive and insignificant effect on loyalty. Satisfaction has a positive and significant effect on loyalty. Brand image has a positive and significant effect on loyalty through satisfaction. Servicescape has a positive and significant effect on loyalty through satisfaction at a Coffee Shop in Yogyakarta.

Keywords: Brand image; Servicescape; Satisfaction; Loyalty.

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Introduction

The widespread culture of drinking coffee makes many different ways of serving coffee so that coffee becomes more delicious and can reach a wider circle. The increasingly modern equipment also makes coffee more and more popular, not only for classy business people or mature people, but coffee is also for young people. Currently, the culture of drinking coffee in Indonesia is starting to develop, not only enjoyed in coffee shops but is starting to be in great demand in more modern places in coffee shops. The development of coffee shops in Indonesia is also supported by coffee production, which always increases every year.

Increased coffee consumption supports the development of coffee shops, making coffee more popular and referring to coffee shops as contemporary businesses in Indonesia. Coffee shops became popular in Indonesia with 1,083 outlets in 2016, then almost tripled in 2019 to more than 2,937 outlets and will continue to grow (undip.id, 2022).

The development of Coffee Shop in one of the cities, namely the Special Region of Yogyakarta at this time, from the Nusantara Coffee Community data reached 3000 outlets spread throughout the Special Region of Yogyakarta. Yogyakarta is a city that has potential buyers for the coffee shop business because it is a city of culture, education, and tourism (Kumparan.com, 2022). The number of potential buyers makes the coffee business grow over time. This research study will focus on coffee shops in the city of Yogyakarta.

Brand image is an effort to manage a brand to make a deep and positive impression in the eyes of buyers (Amin & Johansen, 2022). The coffee shop needs a brand image to show that the coffee products desired by buyers are available and state that the products provided are of perfect quality and product value so that buyers are interested in buying the coffee. In addition, Servicescape plays a role in the style and physical environment, which consists of exterior elements and interior elements of the coffee shop.

The physical environment felt by buyers will lead to the comfort provided by the coffee shop, and buyers will then evaluate whether the physical environment feels pleasant or unpleasant. From the evaluation made by the buyer, by considering the servicescape provided by the company, satisfaction will be realized.

Satisfaction is the buyer's feeling of satisfaction and disappointment with the product or service provided by the coffee shop, taking into account the brand image and servicescape of the coffee shop. Satisfaction, in general, is usually referred to as an evaluation of product or service consumption. When needs are met, buyers will give a positive response to the perceived product or service, with this impression, loyalty and word of mouth can be realized.

Loyalty can be formed when buyers are satisfied with the service and are motivated to continue the relationship with the brand in question. Buyer loyalty to a café can be built with the satisfaction of buyers who enjoy visiting the café (Atsnawiyah et al., 2022). In addition, buyer satisfaction will also have an impact on word of mouth, which will make buyers talk about their experiences when visiting the café. Buyers who have revisited a place will voluntarily help with marketing through word of mouth, for example, by providing referrals to other buyers. Word of mouth (WOM) is defined as oral person-to-person communication, evaluating and recommending products to other buyers (Pangaribuan et al., 2020).

Brand image is a concept that is summarized to imply that buyers buy certain brands by considering physical features and functions (Sethjinda & Laothumthut, 2019). According to (Amin & Johansen, 2022), brand image is the association and belief of buyers obtained from the results of views and perceptions of brands, which are based on considerations of several other brands of the same product type. Companies that do not have a positive and strong brand image find it very difficult to compete in attracting new buyers and maintaining existing ones. If the brand image gives a positive and strong impression, it can retain or attract new buyers to buy products or services regularly, which will create satisfaction. Research conducted (Naully & Saryadi, 2020), suggests that brand image has a positive and significant effect on customer satisfaction at J.Co Donuts and Coffee Java Supermall Semarang City. If the brand image of a product is embedded in the minds of buyers, it will lead to satisfaction with the product (Maharani et al., 2020).

Servicescape describes the built environment, such as human origin and physical environments, as opposed to the natural and social environments where service encounters occur, which are intended to provide experiences related to the service environment (Fauzi, 2019). Physical facilities with a unique environmental appearance and providing comfort can be a hallmark of generating emotions from buyers (Pangkey, 2013).

Servicescape in cafes refers to the facilities built, including indoor and outdoor characteristics. Thus, the servicescape includes the physical space where the service process occurs (Wu, 2017); (Sethjinda & Laothumthut, 2019). Buyers come to coffee shops not just to buy a cup of coffee but also to get comfort to listen to music, meet with friends or enjoy the cafe's servicescape (Tran et al., 2020). The facilities are built by the company in order to provide comfort for buyers in the environment where the service process occurs, which then creates satisfaction. (Marso et al., 2020) states that servicescape has a positive and significant effect on customer satisfaction at Upscale Café Tarakan City and finds that the better the café servicescape is, the higher the level of customer satisfaction.

Buyer loyalty can be built through satisfaction when buyers experience the café environment and the quality of the products available (Atsnawiyah et al., 2022). According to (Widianti & Astuti, 2022), buyer loyalty can be created when the buyer is satisfied with the quality of the product as expected, then the buyer will indirectly recommend it to other buyers. Customers are satisfied when the service matches expectations, very fast when the service exceeds expectations, and very satisfied when receiving more service than expected. Once customer satisfaction is achieved and they make continuous purchases in the future, it will create loyalty.

Buyer loyalty is a deeply held commitment to repurchase or to re-subscribe to a preferred product or service consistently in the future (Lai, 2020). Construct loyalty is a purchase that buyers often make of certain products or services (Yoo & Bai, 2013). Brand image is a requirement for a strong brand that can provide value, concept, characteristics and image of the product (Lubis & Suwitho, 2017).

Buyers who use items or services regularly or continuously are more likely to believe that the product has a competitive advantage over competitors' products (Setiawati et al., 2022). Research (Lubis & Suwitho, 2017) found that brand image has a positive and significant effect on customer loyalty and states that products that have a positive brand image and are believed by consumers to meet their needs and desires will automatically foster consumer loyalty. Brand image has an individual effect on loyalty to Sosro bottled tea customers in Wonosobo City (Apriliani, 2019).

Research Methods

This research is causality research (cause-and-effect relationship) with a quantitative approach. The variables used are brand image (X1), servicescape (X2), loyalty (Y) and satisfaction (Z). The population is people in the Special Region of Yogyakarta who have had the experience of visiting Coffee Shops in Yogyakarta City. Data collection for this study was carried out by distributing online questionnaires from June to August 2023. The sampling method used is nonprobability sampling with sampling techniques where the population size is unknown. The Roscoe method is used, with a research sample of 200 respondents and research locations in the Special Region of Yogyakarta Province with Coffee shops/coffee shops, which is the object of research.

Variable measurement uses a Likert scale with a score of 1-6 for each option. The measurement scale is adjusted to encourage respondents further to make choices that lead directly to positive (very good) or negative (very bad) directions by eliminating neutral.

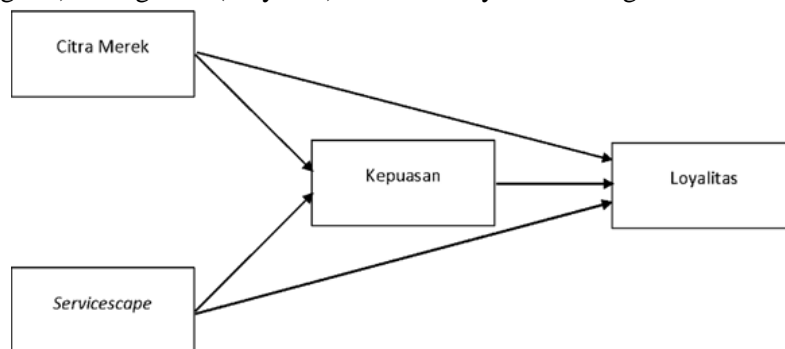


Figure 1 Research Model

Source: (Gani et al., 2022; Naully & Saryadi, 2020)

In this study, the data analysis used was Partial Least Square (PLS), which is part of the Structural Equation Modeling (SEM) method. The meaning of PLS specifically means that there is an optimal least square fit calculation of the correlation or variance matrix. Variance measures the deviation of data from the mean or sample value, so it is a measure for matrix variables.

In general, PLS-SEM aims to test the predictive relationship between constructs by seeing if there is a relationship or influence between these constructs. The logical consequence of using PLS-SEM is that testing can be done without a strong theoretical basis, it does not require several assumptions (nonparametric), and the prediction model accuracy parameter is seen from the coefficient of determination (R2) value. PLS is the right method to use in confirming theory. One of the other advantages of PLS-SEM is that it is able to handle complex models with multiple exogenous and endogenous variables with many indicators and can be used on samples with small numbers and skewed distribution data.

Convergent validity is the degree of conformity between the attributes of the measurement tool and the theoretical concepts that explain the existence of the attributes of the variable. The convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between the item score/component score estimated by SmartPLS. The SEM model meets convergent validity or is valid if the outer loading value is > 0.7 and the AVE value is > 0.5.

Discriminate validity can be seen from the measurement of cross-loading or the root value of the AVE. A construct is valid by comparing the root value of the AVE with the correlation

value between latent variables. The AVE root value must be greater than the correlation between latent variables; the AVE value is > 0.5 .

A reliability test is conducted to prove the accuracy and consistency of the instrument in measuring constructs. In SEM, measuring the reliability of a construct with reflexive indicators can be done by calculating Cronbach's alpha and composite reliability values. Cronbach's alpha can be said to be good and reliable if $\alpha > 0.6$, while the composite reliability value must be greater than 0.7 for confirmatory research and a value of 0.6 - 0.7 is still acceptable for exploratory research.

Results And Discussion

The measurement model aims to show the results of the validity test and reliability test. The outer model evaluation shows how the indicators of the latent variables in the measurement and evaluation. The results of the model design and data input and the results of the PLS Algorithm can be seen in Figure 2:

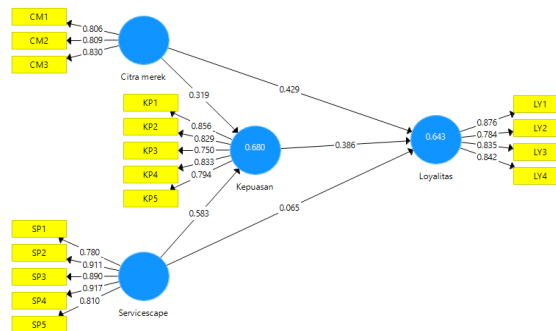


Figure 2 Outer Model Results
 Source: SmartPLS Processed Data

Convergent validity

Convergent validity is the degree of conformity between the attributes of the measurement results of the measuring instrument and the theoretical concepts that explain the existence of the attributes of the variable. In fulfilling convergent validity, the minimum amount of factor loading is > 0.7 (Semuel & Wibisono, 2019).

Table 1 Convergent Validity Test

No.	Variables	Indicator	Loading Factor	Description
1.	Brand image	CM1	0.806	valid
		CM2	0.809	valid
		CM3	0.830	valid
2.	Servicescape	SP1	0.780	valid
		SP2	0.911	valid
		SP3	0.890	valid
		SP4	0.917	valid
		SP5	0.810	valid
3.	Satisfaction	KP1	0.856	valid
		KP2	0.829	valid
		KP3	0.750	valid
		KP4	0.833	valid
		KP5	0.794	valid
4.	Loyalty	LY1	0.876	valid
		LY2	0.784	valid
		LY3	0.835	valid
		LY4	0.842	valid

Source: SmartPLS Processed Data

Table 1 above shows that the indicators used in each variable obtain a loading factor value greater than 0.7; thus, all indicators used are declared valid.

Discriminant Validity

The discriminant validity measurement of the model is assessed based on the cross-loading of the measurement with its constructs or by comparing the AVE root for each construct with the correlation between constructs and other constructs in the model. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between constructs and other constructs in the model. The results of the discriminant validity test can be seen in Table 2, as:

Table 2 Cross Loading

	Brand image	Satisfaction	Loyalty	Servicescape
CM1	0.806	0.603	0.543	0.570
CM2	0.809	0.540	0.536	0.535
CM3	0.830	0.552	0.713	0.471
KP1	0.605	0.856	0.561	0.701
KP2	0.586	0.829	0.511	0.795
KP3	0.576	0.750	0.726	0.596
KP4	0.525	0.833	0.566	0.525
KP5	0.508	0.794	0.608	0.558
LY1	0.669	0.641	0.876	0.528
LY2	0.698	0.751	0.784	0.778
LY3	0.520	0.481	0.835	0.357
LY4	0.515	0.497	0.842	0.369
SP1	0.570	0.611	0.566	0.780
SP2	0.583	0.741	0.590	0.911
SP3	0.552	0.670	0.577	0.890
SP4	0.537	0.705	0.542	0.917
SP5	0.525	0.665	0.505	0.810

Source: SmartPLS Processed Data

Based on Table 2 above, the majority of the indicator construct correlations of each variable with its indicators are higher than the correlation of indicators with the other constructs. This shows that the latent construct predicts the indicators in its construct block better than the indicators in other blocks.

Discriminant variables can be seen by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation between other constructs in the model. In this discriminant validity test, the average variance extracted (AVE) value must be greater than 0.5.

Table 3 Root AVE discriminant validity test

Average Variance Extracted (AVE)
0.664
0.745
0.661
0.697

Source: SmartPLS Processed Data

Table 3 above shows that the root AVE of each construct is greater than the correlation between constructs and other constructs in the model, so this model has high discriminant validity.

The reliability test is carried out to prove the accuracy and consistency of the instrument in measuring the construct. Cronbach's alpha can be said to be good and reliable if $\alpha > 0.6$. At the same time, the composite reliability value must be more than 0.7. The results of the Cronbach's alpha and composite reliability tests can be seen in Table 4.

Table 4 Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
Brand image	0.748	0.752	0.856
Servicescape	0.913	0.916	0.936
Satisfaction	0.871	0.872	0.907
Loyalty	0.858	0.871	0.902

Source: SmartPLS Processed Data

The output result of Cronbach's alpha on the brand image construct is 0.748, the servicescape value is 0.913, the satisfaction value is 0.871, and the loyalty value is 0.858. The Cronbach's alpha results obtained are greater than 0.6, which means that the construct is reliable.

The results of the composite reliability output of the brand image construct are 0.856, the servicescape value is 0.936, the satisfaction value is 0.907, and the loyalty value is 0.902. The output result of composite reliability is greater than 0.7, which means that the construct is reliable.

Evaluation Of Structural Model

The inner model aims to test the relationship of the indicators that make up the variables (Wijaya & Johaness, 2019). The series of tests in the structural model or inner model is to calculate the R-Square value as a test of model fit (goodness of fit) and t-statistics test (hypothesis). The results of the structural model testing analysis using SmartPLS 3 can be seen in Figure 3, as:

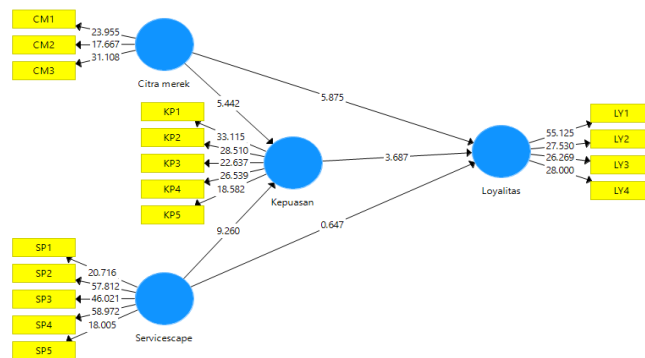


Figure 3 Inner Model Measurement

Source: SmartPLS Processed Data

T-Statistic

The hypothesis can be accepted if the t-statistic is greater than the t-table, which is 1.96, and the P-value is smaller than 0.05, the following are the statistical test results:

Table 5 Hypothesis Test Results

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand image	->	0.319	0.325	0.061	5.194	0.000
Satisfaction	->	0.583	0.575	0.066	8.822	0.000
Servicescape	->	0.386	0.387	0.104	3.718	0.000
Loyalty	->	0.429	0.436	0.070	6.097	0.000
Brand image	->	0.065	0.059	0.100	0.655	0.513
Loyalty	->					
Servicescape	->					
Loyalty	->					

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV)	P Values
Brand image	->					
Satisfaction	->	0.123	0.124	0.037	3.334	0.001
Loyalty						
Servicescape	->					
Satisfaction	-	0.225	0.224	0.070	3.219	0.001
>Loyalty						

Source: SmartPLS Processed Data

The test results in Table 6, the first hypothesis of the effect of brand image on satisfaction, obtained a positive regression coefficient value (+) 0.319, with a t-count value of 5.194 greater than 1.96 and a P value of 0.000 smaller than 0.05, that means H1 is accepted. So, the brand image has a positive and significant effect on satisfaction at the Coffee Shop in Yogyakarta. The second hypothesis, the effect of servicescape on satisfaction, obtained a positive regression coefficient value (+) 0.583, with a t-count value of 8.822 greater than 1.96 and a P value of 0.000 smaller than 0.05, which means that H2 is accepted. So, servicescape has a positive and significant effect on satisfaction at coffee shops in Yogyakarta.

The third hypothesis, the effect of satisfaction on loyalty, obtained a positive regression coefficient value (+) 0.386, with a t-count value of 3.718 greater than 1.96 and a P value of 0.000 smaller than 0.05, meaning that H3 is accepted. So, satisfaction has a positive and significant effect on loyalty at coffee shops in Yogyakarta. The fourth hypothesis, the effect of brand image on loyalty, obtained a positive regression coefficient value (+) 0.429, with a t-count value of 6.097 greater than 1.96 and a P value of 0.000 smaller than 0.05, which means that H4 is accepted. So, the brand image has a positive and significant effect on loyalty to coffee shops in Yogyakarta.

The fifth hypothesis, the effect of servicescape on loyalty, obtained a positive regression coefficient value (+) 0.065, with a t-count value of 0.513, smaller than 1.96, and a P value of 0.514, greater than 0.05, meaning that H5 is accepted. So, servicescape has a positive and insignificant effect on loyalty at coffee shops in Yogyakarta. The sixth hypothesis, the effect of brand image on loyalty through satisfaction, obtained a positive regression coefficient value (+) 0.123, with a t-count value of 3.334 greater than 1.96 and a P value of 0.001 smaller than 0.05, which means H6 is accepted. So, brand image has a positive and significant effect on loyalty through satisfaction at coffee shops in Yogyakarta. The seventh hypothesis, the effect of servicescape on loyalty through satisfaction, obtained a positive regression coefficient value (+) 0.225, with a t-count value of 3.219 greater than 1.96 and a P value of 0.001 smaller than 0.05, meaning that H7 is accepted. So, servicescape has a positive and significant effect on loyalty through satisfaction at coffee shops in Yogyakarta.

R Square

The inner model is a test of the structural model carried out by looking at the R-square as a goodness of fit model test. The R-square value shows the amount of influence or contribution to the dependent variable.

Table 6 R Square	
	R Square
Satisfaction	0.680
Loyalty	0.643

Source: SmartPLS Processed Data

The results in Table 5 above show that the R-square value for the satisfaction variable is 0.680. This means that the brand image and servicescape variables explain satisfaction by 68.8%. The R-square value for the loyalty variable is 0.643. This means that the brand image and servicescape variables explain loyalty by 64.3%.

The Effect of Brand Image on Satisfaction

Brand image has a positive effect on satisfaction with a regression coefficient value of 0.319 and a t-statistic value of 5.194 greater than the t-table of 1.96, with a P value of 0.000 below 0.05, so it can be concluded that brand image has a positive and significant effect on satisfaction. This shows that the better the company's brand image, it can increase buyer satisfaction. This result is in accordance with what is stated by Naully & Saryadi (2020) that brand image is one of the factors that can affect satisfaction. The stronger the brand image, the higher the buyer's satisfaction will be to keep visiting and buying products at Coffee Shop in Yogyakarta.

According to Samuel & Wibisono (2019), brand image has a significant role in the marketing of an organization because it can influence buyers' perceptions and expectations about the goods or services offered. (Maharani et al., 2020), in their research on the effect of brand image on customer satisfaction on Wardah lipstick products, explained that if the brand image offered to consumers is better than other products, it can increase customer satisfaction. On the other hand, a worsening brand image will make consumers dissatisfied and start switching to using other products.

The effect of servicescape on satisfaction

Servicescape has a positive and significant influence on satisfaction at coffee shops in Yogyakarta. By obtaining a regression coefficient of 0.583 and a t-statistic value of 8.822 greater than the t-table of 1.96, with a P value of 0.000 below 0.05. Thus, the better the servicescape offered by the coffee shop, the higher the level of buyer satisfaction. These results are in accordance with those stated by Marso et al. (2020), who state that servicescape has a positive and significant effect on satisfaction.

According to (Tran et al., 2020), marketers and service providers need to understand more about the important role of servicescape, social interaction and service experience in café settings in order to provide memorable experiences for consumers. Today's consumers are not only focused on the traditional service aspects but also expect and are very interested in the whole thing provided by the company.

The effect of satisfaction on loyalty

Data analysis shows that satisfaction has a significant influence on loyalty at coffee shops in Yogyakarta. With a regression coefficient value of 0.386 and a t-statistic value of 3.718 greater than the t-table of 1.96, a P value of 0.000 is below 0.05. This proves that if the satisfaction desired by the buyer is achieved, it will create buyer loyalty to coffee shops in Yogyakarta. This research is in accordance with the results found by Furoida & Maftukhah (2018), who state that satisfaction can have a significant effect on loyalty.

According to Absah et al. (2020), to maintain buyer satisfaction and build loyalty, there are several ways to deal with buyer complaints. First, what must be done is listening, employees who work must be willing to listen to complaints without cutting the conversation. Second, apologies: employees who work must apologize for complaints submitted by buyers. Third, suggest, employees who work can provide suggestions in the form of solutions to these complaints. Finally, thank you for the complaint made by the buyer.

The effect of brand image on loyalty

Brand image has a significant influence on loyalty to coffee shops in Yogyakarta. With a regression coefficient of 0.429 and a t-statistic of 6.097 greater than the t-table of 1.96, by obtaining a P value of 0.000 below 0.05, it is confirmed that brand image affects loyalty. This can be interpreted as the better the coffee shop's brand image, the higher the level of buyer loyalty. These results are in accordance with those stated by Lubis & Suwitho (2017) that brand image is one of the factors that can affect buyer loyalty.

According to Apriliani (2019), brand image has an individual effect on loyalty. It explains that a good brand image can provide an emotional experience that can touch the hearts and feelings of consumers, thus making consumers loyal to the product. Marketers are trying to create products that are consistent with the consumer's self-image in accordance with the intended market segment by creating a different and unique brand image due to increasingly complex

products and an increasingly full market so that consumers depend on brand image rather than brand attributes (Subaebasni et al., 2019).

The influence of servicescape on loyalty

Servicescape has a positive and insignificant effect on loyalty at coffee shops in Yogyakarta by obtaining a regression coefficient value of 0.065 and a t-statistic value of 0.655, smaller than the t-table of 1.96, and obtaining a P value of 0.513 above 0.05. Thus, the servicescape owned by the coffee shop has a positive effect but is not significant in influencing buyer loyalty. With these results, it can be interpreted that servicescape cannot affect loyalty directly.

The results of this study are not in line with those conducted by Yuliantina & Siswhara (2013), which state that Alam Kukul Boutique Resort Bali shows that servicescape which consists of ambient conditions, spatial layout and functionality, signs, symbols and artefacts, is a factor that can influence loyalty. These results are in accordance with research conducted by Absah et al. (2020), which states that servicescape has a positive and insignificant effect on loyalty in research on fast food in Medan City.

The effect of brand image on loyalty through satisfaction as an intervening variable

Data analysis shows that brand image has a positive and significant effect on loyalty through satisfaction at coffee shops in Yogyakarta, with a brand image regression coefficient of 0.123. The t-statistic value of a brand image of 3.334 is greater than the t-table of 1.96, with a P value of 0.001 below 0.05. These results support the findings in research conducted by Naully & Saryadi (2020), where the results in this study found that satisfaction as an intervening variable can increase the effect of brand image on buyer loyalty at Superindo Surabaya.

According to Absah et al. (2020), it explains that a good brand image must be easily recognizable; besides that, the advantages of each product must be further enhanced so that it can maintain buyer satisfaction and increase loyalty. This means that when the brand image provided by the coffee shop provides excellence in the products provided in increasing satisfaction, it will have an impact on creating loyalty.

The effect of servicescape on loyalty through satisfaction as an intervening variable

Data analysis shows that servicescape has a positive and significant effect on loyalty through satisfaction at coffee shops in Yogyakarta, with a regression coefficient value of 0.225. The t-statistic value of 3.319 is greater than the t-table of 1.96, with a P value of 0.001 below 0.05. These results support the findings in research conducted by Furoida & Maftukhah (2018), which state that servicescape has a positive effect on loyalty through satisfaction. Creating a functional and impressive atmosphere can increase buyer satisfaction and increase the potential to turn new buyers into loyal buyers.

Conclusion

Increasing customer loyalty in Yogyakarta coffee shops requires attention to key aspects that influence customer satisfaction. Focusing on product quality, friendly customer service, and a comfortable shop atmosphere are important steps. Providing a positive experience through personal interactions and quick responses to customer needs can create strong relationships.

Additionally, leveraging online presence, such as social media, to stay connected with customers and providing special offers to loyal customers can increase engagement. By embracing these elements, coffee shops can create an inviting environment, build strong relationships, and stimulate customer loyalty. Increasing loyalty not only has an impact on revenue, but also strengthens the store's reputation and competitiveness in an increasingly competitive market.

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