Examining the Impact of Store Atmosphere, Self-Reward Behavior, and Supporting Facilities on Customer Loyalty in Coffee Shops: A Study in Medan

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ABSTRACT

The rapid growth of the coffee shop industry in urban Indonesia has intensified competition, making customer loyalty a critical factor for business sustainability and long-term profitability. In this context, understanding the determinants of customer loyalty has become increasingly important, particularly in emerging metropolitan markets such as Medan City. This study aims to examine the effects of store atmosphere, self-reward behavior, and supporting facilities on customer loyalty among coffee shop customers in Medan. The study adopts a causal quantitative research design using a survey method. Data were collected through an online questionnaire distributed to coffee shop customers who had visited at least twice within the last month. Using a purposive sampling technique, a total of 170 valid respondents were included in the main analysis. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings reveal that all proposed variables exert a positive and statistically significant influence on customer loyalty. Specifically, store atmosphere significantly affects customer loyalty ($\beta = 0.392$; $p < 0.001$), indicating that environmental attributes such as lighting, music, layout, and aesthetics contribute to repeat visit intentions. Self-reward behavior also demonstrates a significant positive effect ($\beta = 0.384$; $p < 0.001$) and emerges as the strongest predictor with the largest effect size ($f^2 = 0.361$), suggesting that coffee shop visits are strongly associated with emotional gratification and personal appreciation. In addition, supporting facilities, including WiFi quality, seating comfort, and access to charging outlets, significantly influence customer loyalty ($\beta = 0.230$; $p = 0.001$). Collectively, the three variables explain 73.0% of the variance in customer loyalty ($R^2 = 0.730$), indicating strong explanatory power. These findings contribute to the customer loyalty literature by integrating experiential, psychological, and functional dimensions within a single framework. Practically, the study suggests that coffee shop managers should implement integrated strategies that enhance atmospheric quality, emotional customer experience, and supporting facilities to strengthen long-term customer retention.

INTRODUCTION

The activity of visiting coffee shops has evolved significantly beyond merely consuming coffee. According to Putri (2024), coffee shops in Indonesia have transformed into popular spaces among young people, serving not only as places to enjoy beverages but also as environments for social interaction, work, and study. This shift reflects broader changes in consumer behavior, particularly among urban populations who seek multifunctional spaces.

A survey conducted by the GNFI Independent Study Batch 7 (2024) on youth coffee shop consumption patterns revealed that comfort is the primary factor influencing coffee shop selection (84%), followed by the availability of WiFi (45%). These findings indicate that experiential and functional attributes play a critical role in shaping consumer preferences. Consequently, coffee shops have become an integral part of modern urban lifestyles, including in Medan, one of Indonesia's largest metropolitan cities.

The rapid growth of the coffee shop industry has intensified competition, making customer loyalty a crucial determinant of business sustainability. In such a competitive environment, businesses must go beyond product quality and focus on delivering superior customer experiences. Customer loyalty is widely recognized as a strategic asset that ensures repeat purchases and long-term profitability. Among the various factors influencing loyalty, store atmosphere has emerged as a key determinant. A well-designed atmosphere can enhance customer satisfaction and encourage repeat visits. Therefore, understanding the drivers of customer loyalty is essential for coffee shop operators seeking to maintain competitive advantage.

Store atmosphere has been extensively examined in prior studies as a factor influencing customer loyalty. Research by Diana (2024) in Medan, Baskara et al. (2023) at Timeless Coffee Bar, and Putri and Ridhaningsih (2025) at Salejourn Cafe and Space Padang found that store atmosphere has a positive and significant effect on customer loyalty. These studies suggest that elements such as lighting, music, layout, and decoration contribute to creating a pleasant customer experience. However, contrasting findings were reported by Sam et al. (2023) in their study of Locana Café, where store atmosphere did not directly affect customer loyalty without the mediation of customer satisfaction. This inconsistency highlights the complexity of the relationship between store atmosphere and loyalty. It also indicates the need for further empirical investigation, particularly in different geographical contexts.

In addition to store atmosphere, the concept of self-reward has recently gained attention in consumer behavior studies. Self-reward refers to the act of treating oneself as a form of appreciation for achievements or efforts. In the context of coffee shops, customers may visit as a way to relax, celebrate small accomplishments, or relieve stress. Hasto et al. (2025) found that self-reward is the most dominant factor (85%) driving the habit of spending time in coffee shops. This finding suggests that psychological and emotional motivations play a significant role in consumer decision-making. However, the study was descriptive in nature and did not empirically test the direct impact of self-reward on customer loyalty.

The limited empirical research on self-reward as a determinant of customer loyalty represents a significant research gap. While previous studies have acknowledged its importance, few have quantitatively examined its direct influence within a structural model. This gap is particularly relevant in the context of coffee shops, where emotional and experiential consumption is highly prominent. Understanding the role of self-reward could provide deeper insights into consumer loyalty formation. Furthermore, it could help businesses design strategies that align with customers' psychological needs. Therefore, incorporating self-reward as an independent variable is one of the key contributions of this study.

Another important factor influencing customer loyalty is supporting facilities.

Supporting facilities refer to the physical resources and amenities that enhance customer convenience and satisfaction. In coffee shops, these include WiFi, power outlets, seating arrangements, cleanliness, and parking availability. Alyanti et al. (2025) found that supporting facilities have a stronger effect on customer loyalty than price in the context of Rumah Kedua Coffee & Space in Tangerang. Similarly, Pangastuti et al. (2022) demonstrated that facilities significantly influence customer loyalty at Kedai Kopi Sor Sawo Ponorogo. These findings highlight the importance of functional attributes in shaping customer experiences.

Despite the recognized importance of supporting facilities, research examining their impact on customer loyalty in Medan remains limited. Most previous studies have focused on other regions, leaving a contextual gap in the literature. Given the rapid growth of coffee shops in Medan, understanding the role of supporting facilities in this specific setting is essential. Differences in consumer behavior across regions may lead to varying outcomes. Therefore, empirical evidence from Medan is needed to provide a more comprehensive understanding. This study aims to address this gap by incorporating supporting facilities as a key variable.

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LITERATURE REVIEW

Store Atmosphere

Store atmosphere refers to the designed physical characteristics of a retail environment that shape consumer perceptions and behaviors. Atmospheric elements create sensory stimuli that influence emotional states and shopping behaviors through environmental cues such as lighting, layout, display, and ambient factors like scent and music (Turley & Milliman, 2000; Kotler, 1973). Well-designed atmospheres can enhance the perceived quality of a store and foster positive experiences, encouraging repeat visits (Berman & Evans, 2018; Wakefield & Baker, 1998). Prior research indicates that atmospheric elements significantly influence customer satisfaction and behavioral intentions, including loyalty, across retail and service settings (Bitner, 1992; Kim et al., 2016).

Store atmosphere has been empirically linked with customer satisfaction and loyalty in multiple service contexts. In boutique retail and hospitality environments, atmospheric design positively affects perceived quality, satisfaction, and loyalty outcomes, demonstrating that sensory experiences translate into repeated consumption behaviors (Mattila & Wirtz, 2001; Lin, 2004). However, some studies report that atmosphere influences loyalty indirectly via mediators such as customer satisfaction or perceived value, highlighting the complexity of the relationship (Han & Ryu, 2009; Ryu & Jang, 2008).

The theoretical explanation for store atmosphere effects is grounded in the Stimulus-Organism-Response (SOR) framework, where atmospheric stimuli serve as inputs that affect internal consumer states and subsequent behaviors (Mehrabian & Russell, 1974; Donovan & Rossiter, 1982). Emotional and cognitive responses elicited by atmospheric cues can shape evaluations and intentions, including loyalty. By integrating sensory, cognitive, and affective responses, managers can strategically design environments that increase engagement and long-term patronage (Baker et al., 1992; Eroglu et al., 2003).

Despite extensive evidence, gaps remain in understanding the direct effects of store

atmosphere on loyalty in specific service contexts like coffee shops. Findings are inconsistent across locations and customer segments, indicating the need for context-specific research to clarify the mechanisms through which store atmosphere influences loyalty (Diana, 2024; Baskara et al., 2023; Putri & Ridhaningsih, 2025). Future research should examine moderating factors such as demographics, visit purpose, or experience level.

Self-Reward and Consumer Motivation

Self-reward in consumer behavior refers to acts of providing oneself positive reinforcement after achievements or effort (Skinner, 1938; Hasto et al., 2025). In marketing contexts, self-reward aligns with hedonic consumption, where consumers engage in pleasurable activities to attain emotional satisfaction or self-affirmation (Kotler & Keller, 2016; Hirschman & Holbrook, 1982). Hedonic motivations often drive behaviors in leisure and lifestyle consumption, including coffee shop visits for relaxation, socializing, or celebrating personal milestones (Arnold & Reynolds, 2003; Babin et al., 1994).

Self-reward has been linked to repeat behaviors because individuals are more likely to repeat activities associated with positive experiences (Skinner, 1938; Maslow, 1943). Coffee shop visits serve as opportunities for me-time or self-treats, creating emotional bonds that reinforce habitual patronage (Hasto et al., 2025; Solomon et al., 2019). The psychological mechanism suggests that pleasurable experiences can strengthen loyalty, particularly in experiential consumption contexts.

Humanistic motivation theories, such as Maslow's hierarchy of needs, frame self-reward as fulfillment of esteem and self-actualization needs (Maslow, 1943; Kotler & Keller, 2016). Consumers seek activities that affirm competence and provide emotional satisfaction. Self-reward thus bridges hedonic gratification with motivational needs, making it a critical factor for behavioral loyalty (Deci & Ryan, 1985; Holbrook & Hirschman, 1982).

Despite conceptual importance, empirical research on the direct effect of self-reward on customer loyalty is limited. Most studies address self-reward descriptively without structural testing in loyalty models (Hasto et al., 2025; Syahrani, 2021). Incorporating self-reward as an independent variable in loyalty research can provide a more comprehensive understanding of psychological and emotional determinants of repeat consumption.

Supporting Facility (Servicescape)

Supporting facilities, as part of the servicescape, include physical and tangible elements that facilitate service delivery and enhance customer comfort (Bitner, 1992; Tjiptono, 2014). These elements comprise spatial layout, equipment, furniture, WiFi, outlets, toilets, and parking. Such facilities provide functional convenience, reduce consumption uncertainty, and influence perceptions of service quality (Wakefield & Blodgett, 1996; Ryu & Jang, 2008).

Supporting facilities are critical in shaping customer satisfaction, which mediates the relationship between physical environment and loyalty (Pangastuti et al., 2022; Alyanti et al., 2025). Functional resources such as seating comfort, connectivity, and accessibility contribute to repeat patronage and word-of-mouth promotion. These tangible cues often serve as proxies

for intangible service quality, enhancing customer confidence in the overall service experience (Bitner, 1992; Lin, 2004).

Empirical evidence across service industries confirms that high-quality supporting facilities foster customer loyalty. In hospitality and retail settings, environmental and functional features significantly influence satisfaction, repeat purchase behavior, and recommendations (Mattila & Wirtz, 2001; Han & Ryu, 2009). For coffee shops, where patrons may work or socialize, the presence and quality of supporting facilities are pivotal determinants of continued patronage (Alyanti et al., 2025; Pangastuti et al., 2022).

Despite extensive literature, research on specific supporting facilities and their direct effects on loyalty in coffee shops remains scarce. Prior studies often treat servicescape holistically without isolating key functional elements like WiFi quality, power access, or seating comfort (Ryu & Jang, 2008; Tjiptono, 2014). Investigating these specific factors can refine theoretical models and guide operational strategies to enhance loyalty.

Customer Loyalty

Customer loyalty is defined as a consumer's deep commitment to repurchase or consistently engage with a preferred service provider despite situational influences and competitive pressures (Oliver, 1999; Griffin, 2005). Loyalty is multidimensional, including behavioral consistency, attitudinal attachment, and resistance to switching (Jacoby & Kyner, 1973; Dick & Basu, 1994). Repeat purchases, cross-product engagement, recommendations, and emotional attachment are key indicators (Griffin, 2005; Oliver, 1999).

Loyalty develops progressively through cognitive, affective, conative, and action stages, emphasizing that it is a process influenced by satisfaction, emotional bonds, and motivational factors (Oliver, 1999; Chinomona, 2013). Positive experiences with atmospheric, hedonic, and functional cues reinforce commitment, shaping habitual consumption behavior. In coffee shop contexts, repeated pleasurable experiences contribute to the establishment of loyalty that is resistant to competitors' marketing efforts (Baskara et al., 2023; Putri & Ridhaningsih, 2025).

Empirical studies show that customer loyalty is influenced by a combination of store atmosphere, hedonic motivation (self-reward), and supporting facilities (Diana, 2024; Hasto et al., 2025; Alyanti et al., 2025). Integrating these three determinants offers a more comprehensive understanding of loyalty formation. This multi-dimensional approach aligns with contemporary service marketing perspectives, emphasizing that loyalty is not driven solely by transactional or functional factors but also by experiential and emotional engagement (Han & Ryu, 2009; Bitner, 1992).

Addressing gaps in existing research, especially in emerging markets or specific urban contexts like Medan, allows for context-specific insights into loyalty mechanisms. Examining the combined effects of store atmosphere, self-reward, and supporting facilities enhances theoretical development and provides actionable guidance for managers seeking to increase customer retention and advocacy (Panggabean et al., 2023; Ryu & Jang, 2008; Diana, 2024).

METHODS

This study employed a causal quantitative research design to examine the causal relationships between store atmosphere, self-reward, and supporting facilities as exogenous variables and customer loyalty as the endogenous variable. A quantitative causal approach was considered appropriate as the study aimed to test theoretically grounded hypotheses regarding the direct effects among the proposed constructs.

The research was conducted in Medan City, North Sumatra Province, Indonesia, from February to April 2026. The target population comprised all coffee shop customers in Medan City. Given that the exact number of coffee shop customers could not be accurately identified, the population was treated as unknown or infinite.

The sample size was determined based on the recommendation of Hair et al. (2013), which suggests that the minimum sample should range from five to ten times the number of indicators used in the measurement model. Considering that this study employed 17 indicators, the minimum required sample size was 170 respondents. A total of 200 respondents participated in the study, of which 30 respondents were allocated for the pilot test to assess instrument validity and reliability, while the remaining 170 respondents were used for the main analysis.

The sampling procedure applied a purposive sampling technique, with respondents selected based on predefined criteria. Specifically, participants were required to be coffee shop customers in Medan City who had visited a coffee shop at least twice within the last month. This criterion was used to ensure that respondents possessed sufficient experience and familiarity to provide reliable evaluations of the constructs under investigation.

Data were collected using an online self-administered questionnaire employing a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0. PLS-SEM was selected due to its suitability for predictive analysis and theory development, particularly in studies involving complex latent constructs and causal path estimation.

The analysis was conducted in two stages. First, the measurement model (outer model) was evaluated to assess construct validity and reliability. Convergent validity was examined using outer loadings (> 0.50) and Average Variance Extracted (AVE > 0.50). Discriminant validity was assessed using the Fornell–Larcker criterion, while internal consistency reliability was evaluated through Cronbach's alpha and composite reliability, with threshold values exceeding 0.70. Second, the structural model (inner model) was assessed by examining the coefficient of determination (R^2), effect size (f^2), and hypothesis testing through the bootstrapping procedure. The significance of the hypothesized relationships was determined based on p-values below 0.05.

RESULTS AND DISCUSSION

Convergent Validity and Reliability Test

Before proceeding to hypothesis testing, the measurement model was first evaluated to ensure

that each construct met the criteria of validity and reliability. This stage is important in PLS-SEM because the structural relationships can only be interpreted if the latent constructs are measured accurately. Convergent validity was assessed through the outer loading values and Average Variance Extracted (AVE). Meanwhile, internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability. The results of this evaluation are presented in Table 1.

Table 1. Results of AVE, Cronbach's Alpha, and Composite Reliability

Variable	AVE	Cronbach's Alpha	Composite Reliability
Store Atmosphere (X1)	0.707	0.792	0.878
Self-Reward (X2)	0.682	0.849	0.895
Supporting Facility (X3)	0.615	0.854	0.889
Customer Loyalty (Y)	0.650	0.824	0.881

Source: SmartPLS 4.0 Output (2026)

Based on Table 1, all research variables have AVE values greater than 0.50, indicating that each construct explains more than half of the variance of its indicators. In addition, the Cronbach's Alpha values exceed 0.70, which confirms satisfactory internal consistency. The Composite Reliability values are also above 0.70, suggesting that the measurement items consistently represent their respective constructs. Furthermore, all indicator outer loading values range from 0.733 to 0.890, which exceeds the minimum threshold of 0.50. Therefore, it can be concluded that all variables have fulfilled the requirements of convergent validity and reliability.

Discriminant Validity Test

After establishing convergent validity, the next step was to assess discriminant validity. This test aims to ensure that each latent construct is empirically distinct from the others in the model. In this study, discriminant validity was examined using the Fornell–Larcker Criterion. According to this criterion, the square root of AVE for each construct should be greater than its correlation with other constructs. The results are presented in Table 2.

Table 2. Fornell–Larcker Criterion Results

Variable	X1	X2	X3	Y
Store Atmosphere (X1)	0.841			
Self-Reward (X2)	0.728	0.826		
Supporting Facility (X3)	0.715	0.791	0.784	
Customer Loyalty (Y)	0.754	0.628	0.642	0.807

Source: SmartPLS 4.0 Output (2026)

As shown in Table 2, the diagonal values, which represent the square root of AVE, are all higher than the inter-construct correlations. This indicates that each construct shares more variance with its own indicators than with other constructs in the model. In other words, the constructs are empirically distinct and do not overlap conceptually. This finding confirms that the measurement model has met the discriminant validity requirement. Thus, the latent variables can be considered sufficiently unique for further structural analysis.

Descriptive Statistical Analysis

Descriptive statistical analysis was conducted to provide an overview of respondent perceptions for each research variable. This analysis helps to identify the central tendency and distribution of responses before examining causal relationships. The descriptive statistics include the mean, median, minimum value, maximum value, and standard deviation. These results are presented in Table 3. The summary statistics offer an initial understanding of the dominant factors perceived by coffee shop customers in Medan.

Table 3. Descriptive Statistics (N = 170)

Variable	Mean	Median	Min	Max	Std. Dev.
Store Atmosphere (X1)	13.267	14.000	9.000	20.000	2.341
Self-Reward (X2)	17.033	17.000	10.000	25.000	3.102
Supporting Facility (X3)	13.600	14.000	8.000	20.000	2.876
Customer Loyalty (Y)	13.133	13.000	7.000	20.000	3.045

Source: SmartPLS 4.0 Output (2026)

Based on Table 3, the self-reward variable has the highest mean score (17.033) among all constructs. This indicates that customers strongly perceive coffee shop visits as a form of personal appreciation and emotional satisfaction. The relatively close values between the mean and median suggest a balanced distribution of responses. In addition, the moderate standard deviation values indicate that the respondents' answers are reasonably consistent. These findings imply that self-reward is a prominent factor in the coffee shop consumption behavior of customers in Medan.

Coefficient of Determination and Effect Size Test

The structural model was then evaluated to examine the explanatory power of the independent variables on customer loyalty. This stage includes the assessment of R-Square (R^2) and effect size (F-Square or f^2). The R^2 value reflects the proportion of variance explained by the model, while the f^2 value measures the contribution of each exogenous variable. The results are shown in Table 4. This analysis is important to understand the predictive strength of the proposed model.

Table 4. R-Square and F-Square Results

Variable Relationship	R^2	Adjusted R^2	F^2	Category
X1, X2, X3 → Y	0.730	0.725		Strong

Store Atmosphere (X1) → Y	0.264	Moderate
Self-Reward (X2) → Y	0.361	Large
Supporting Facility (X3) → Y	0.107	Moderate

Source: SmartPLS 4.0 Output (2026)

The R^2 value of 0.730 indicates that 73.0% of the variance in customer loyalty can be explained by store atmosphere, self-reward, and supporting facility. This value is categorized as strong, suggesting that the model has substantial explanatory power. Among the predictors, self-reward shows the largest effect size (0.361), followed by store atmosphere and supporting facility. This finding suggests that self-reward contributes the most substantial influence in explaining customer loyalty. Therefore, the structural model can be considered robust and meaningful.

Hypothesis Testing

The final analytical stage involved testing the proposed hypotheses using the bootstrapping procedure in SmartPLS. This procedure was applied to determine the significance of the path coefficients between constructs. The decision rule was based on p-values below 0.05. The path coefficients and significance levels are presented in Table 5. This test determines whether each proposed relationship is empirically supported.

Table 5. Path Coefficients and Hypothesis Testing

Variable Relationship	Original Sample (β)	P-Value	Decision
X1 → Y	0.392	0.000	Accepted (H1)
X2 → Y	0.384	0.000	Accepted (H2)
X3 → Y	0.230	0.001	Accepted (H3)
X1, X2, X3 → Y	0.847	0.000	Accepted (H4)

Source: SmartPLS 4.0 Output (2026)

Based on Table 5, all path coefficients are positive and statistically significant. Store atmosphere, self-reward, and supporting facility each show a significant positive effect on customer loyalty. Furthermore, the simultaneous effect of all three variables is also significant. These findings indicate that all proposed hypotheses are accepted. Therefore, the research model is empirically supported by the collected data.

Discussion

The results indicate that store atmosphere has a positive and significant effect on customer loyalty. This finding suggests that the physical environment of a coffee shop plays a crucial role in shaping repeat visit intentions among customers. Elements such as lighting, music, room layout, aroma, and interior decoration contribute to a pleasant consumption experience. When customers perceive the atmosphere as comfortable and aesthetically appealing, they are more likely to revisit the same coffee shop. This confirms that environmental cues are important determinants of long-term customer relationships.

The influence of store atmosphere can also be explained through the experiential consumption perspective. Customers no longer visit coffee shops solely to purchase beverages, but also to seek emotional and sensory experiences. A well-designed atmosphere can generate satisfaction, relaxation, and a sense of belonging. These positive feelings gradually strengthen the psychological attachment between customers and the coffee shop. Consequently, repeated visits become a manifestation of loyalty behavior.

Self-reward emerges as the strongest predictor in this study. This indicates that customers frequently associate coffee shop visits with personal gratification and emotional appreciation. Many consumers perceive spending time in a coffee shop as a form of "me-time" after completing work or achieving personal goals. Such behavior reflects modern lifestyle consumption patterns, especially among urban youth and professionals. Therefore, self-reward serves as an important motivational driver of loyalty.

From a behavioral theory perspective, this finding is aligned with operant conditioning theory proposed by B. F. Skinner. According to this theory, behaviors followed by pleasant consequences are more likely to be repeated in the future. In this context, visiting a coffee shop generates positive emotions, comfort, and self-satisfaction. These pleasant outcomes reinforce the intention to revisit the same place. Over time, this repeated behavior develops into customer loyalty.

Supporting facility also shows a positive and significant influence on customer loyalty. Facilities such as stable WiFi, charging outlets, comfortable seating, and clean spaces are increasingly important in the modern coffee shop context. Customers often use coffee shops not only for leisure but also for studying, working, and social interaction. Therefore, functional facilities significantly affect customer convenience and duration of stay. This ultimately increases the probability of repeat visits.

Although the effect size of supporting facility is smaller than self-reward, its contribution remains meaningful. This suggests that functional convenience complements emotional and atmospheric factors in shaping loyalty. Customers may initially be attracted by ambience, but supporting facilities sustain their experience and practical needs. In highly competitive urban markets, facilities can become a key differentiating factor. Thus, managers should not overlook the operational dimension of service quality.

The simultaneous significance of all three variables indicates that customer loyalty is multidimensional. Loyalty is influenced by emotional motivation, physical environment, and functional convenience at the same time. This is reflected in the strong R^2 value of 73.0%, which demonstrates substantial explanatory power. Such findings suggest that customer behavior in coffee shop settings is both affective and utilitarian. Therefore, a holistic management approach is required.

From a managerial perspective, coffee shop owners in Medan should prioritize strategies that integrate atmosphere, emotional value, and supporting facilities. Investments in interior design and customer comfort can strengthen experiential satisfaction. At the same time, marketing communication should position coffee shop visits as a form of self-care and personal reward. Functional improvements such as stronger internet access and ergonomic seating are equally important. Together, these strategies can enhance customer retention and long-term loyalty.

CONCLUSION

This study concludes that store atmosphere, self-reward, and supporting facility each exert a positive and statistically significant effect on customer loyalty among coffee shop customers in Medan City. Specifically, store atmosphere shows a positive effect ($\beta = 0.392$; $p < 0.001$), followed closely by self-reward ($\beta = 0.384$; $p < 0.001$), while supporting facility also contributes significantly ($\beta = 0.230$; $p = 0.001$). Collectively, these three variables explain 73.0% of the variance in customer loyalty ($R^2 = 0.730$), indicating that the proposed model has strong explanatory power. Among the predictors, self-reward emerges as the strongest determinant, as reflected in the largest effect size ($f^2 = 0.361$), followed by store atmosphere ($f^2 = 0.264$) and supporting facility ($f^2 = 0.107$). These findings confirm that customer loyalty in the coffee shop context is shaped by a combination of emotional, experiential, and functional dimensions.

From a managerial perspective, the findings imply that coffee shop managers in Medan should adopt an integrated strategy that simultaneously strengthens atmospheric quality, emotional customer experience, and functional support facilities. Creating an aesthetically pleasing and comfortable environment, while positioning coffee shop visits as a form of self-reward and personal well-being, may substantially enhance repeat visit intentions and long-term loyalty. In addition, the provision of reliable supporting facilities such as stable WiFi, ergonomic seating, and accessible power outlets remains essential in meeting the practical needs of customers. These strategies are particularly relevant in an increasingly competitive coffee shop industry where customer retention is a key performance indicator. Therefore, loyalty-building efforts should be approached through a multidimensional service strategy rather than a single-factor perspective.

For future research, it is recommended to incorporate mediating variables such as customer satisfaction, perceived value, or emotional attachment to enrich the explanatory model. Further studies may also expand the geographical scope beyond Medan City to improve the generalizability of the findings across different urban settings. In addition, the inclusion of moderating variables, such as visit frequency, lifestyle orientation, or demographic characteristics, may provide deeper insights into the boundary conditions of customer loyalty formation. A comparative analysis between independent coffee shops and franchise-based outlets could also offer valuable managerial implications. Such extensions would contribute to a more comprehensive understanding of loyalty behavior in the contemporary coffee shop industry..

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