

## **The Influence of Product Variation, Price and Store Atmosphere on Customer Loyalty of Warung Chato-Chato Tangerang**

Agustine Yulandari<sup>1)</sup>

[agustineyulandari.17@gmail.com](mailto:agustineyulandari.17@gmail.com)

Andy<sup>2)</sup>

[andy.andy@ubd.ac.id](mailto:andy.andy@ubd.ac.id)

<sup>1)2)</sup>Universitas Buddhi Dharma

### **ABSTRAK**

This study aims to examine the influence of product variation, price, and store atmosphere on customer loyalty of Tangerang chato-chato stalls. The research method used is quantitative. This research was conducted by distributing questionnaires to 119 respondents. The data obtained in this study was processed using SPSS version 22 software. From the results of the validity and reliability test, the value of the test results of the question indicator of each variable ( $r$  calculation)  $> 0.1809$  ( $r$  table). From the results of the multiple linear analysis, the equation  $Y = 1.010 + 0.292(X1) + 0.415 (X2) + 0.264(X3) + e$  from the results of the determination coefficient was obtained from model 1 which was 39.9%, model 2 which was 53.9% and model 3 which was 56% regarding the influence of product variation, price and store atmosphere on customer loyalty. Based on the t-test of model 1,  $t$  calculates product variation, which is  $3,007 > 1.98063$  ( $t$  table) with a significant value of  $0.003 < 0.05$ ,  $t$  calculates model 2 at a price of  $4,173 > 1.98063$  with a significance value of  $0.000 < 0.05$  and  $t$  calculates model 3 store atmosphere, which is  $2,616 > 1.98063$  with a significance level of  $0.010 < 0.05$  based on the three models, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted for these variables. From the results of the F test,  $48,838 > 2.68$   $f$  table with a significance value of  $0.000 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted.

Keywords: Product Variety, Price, Store Atmosphere, Customer Loyalty

## INTRODUCTION

Today's business world is growing rapidly, mainly thanks to technological advancements. Changes in people's lifestyles, including food consumption patterns, are becoming more visible, and competition in the culinary sector is becoming more intense. The need for basic food and beverages has caused culinary businesses, such as cafes, to experience a surge. Cafes are now part of the lifestyle, functioning as a place to socialize for various groups.

Gathering in cafes has become a habit, especially among young people who want to unwind. Cafes are also often used as a location for relaxing business meetings or social gatherings for mothers. In addition, many come alone to enjoy the time or complete tasks. With many cafes in various regions, including in Tangerang City, culinary entrepreneurs are required to be more responsive to changes in consumer desires. They need a good marketing strategy to attract and retain customers, as well as pay attention to the factors that affect consumer loyalty.

Consumer loyalty can be measured from two main aspects, namely the amount of consumption and the frequency of purchases made by consumers towards a company. And they show that factors such as customer satisfaction, trust in the brand and commitment to the Company have a positive impact on increasing customer loyalty to the Company. Kusumawati in (Ayuningsih & Andy, 2022) In order to achieve business goals, it is important for a company to monitor its customer loyalty. By understanding the extent to which customers are loyal to the brand or product produced, a company can be more effective in meeting the wants and needs of consumers (Kirtileka et al., 2024). Thus, the company can ensure that its goals are achieved, as loyal consumers tend to become loyal customers, provide long-term support, and contribute to the company's success. Customer loyalty plays a key role in determining the company's future success and continuity (Wahyuni & Andy, 2022)

One of the factors that affect customer loyalty is product variety. This variation includes various formulations or types of products that allow consumers to choose according to their wants and needs (Brittany & Andy, 2022). Cafe owners can present unique new menus or special dishes that are different from other places. The variety of flavors, colors, and types of products is essential to keep customers interested. If the desired menu is not available, customers can choose similar products or ask for recommendations for the best seller menu (Herawati & Andy, 2022).

Price is an important factor that affects customer loyalty. Price is the amount that must be paid for a product (Jasumin & Andy, 2022). If customers feel that the price offered is reasonable, the product will sell well. However, if the customer rejects the price, then the price must be adjusted. In addition, companies need to consider the cost aspect so as not to incur losses, so pricing must be done carefully (Naibaho & Andy, 2022). Setting prices is not a simple matter for a company, they must consider many aspects in making price policies (Crismon & Andy, 2022). The price set must be adjusted to the product that consumers will get so that consumers do not hesitate to buy back.

Store atmosphere also affects customer loyalty. The café not only offers food and drinks, but also the atmosphere that is the hallmark of each place. Customers tend to choose a café that suits their desires (Kaniya & Andy, 2022). If the price of products in several cafes is relatively the same, customers will be more interested in cafes that pay attention to design details and comfort, known as store atmosphere (Calistia & Andy, 2022).

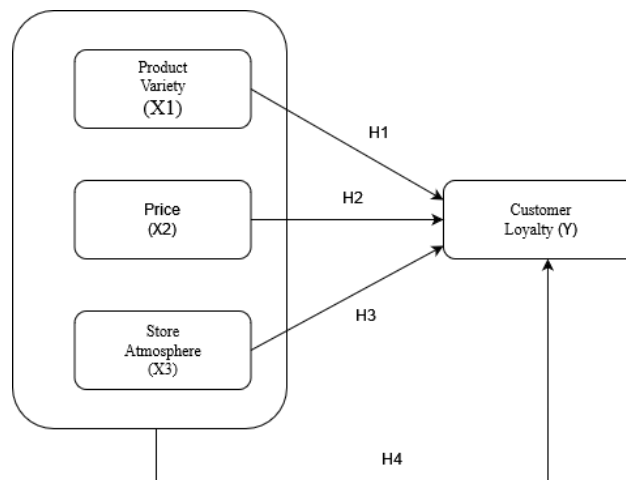
For example, Warung Chato Chato in Tangerang City, founded by Mrs. Lina, has two locations. This café offers a variety of menus, such as instant noodles, geprek chicken rice, fried rice, and pizza, with free egg and vegetable toppings. The drink menu also varies, from mineral water to coffee. By providing free wifi and a comfortable atmosphere through attractive interior design and lighting, Warung Chato Chato creates a memorable experience for customers.

For two years, the Warung Chato Chato branch experienced stability in the number of visitors. The results of the interviews show that the main attraction for customers to return is the diversity

of products with different flavors and choices (Winda & Andy, 2022). Customers feel interested in trying new menus, creating an experience that this café always has interesting things to offer. In fierce business competition, cafes that can present innovative products, set competitive prices, and create a comfortable atmosphere can build emotional connections with customers (Ginancar & Andy, 2021). This is key to increasing and maintaining market share, creating a positive experience that encourages customers to return regularly, share good experiences, and become loyal customers.

## Mindset

Figure 1. Framework of Thought



## Hypothesis

H1: Suspected Product Variation (X1) has a significant or positive effect on Customer Loyalty (Y)

H2: Price (X2) has a significant or positive effect on Customer Loyalty (Y)

H3: Store Atmosphere (X3) has a significant or positive effect on Customer Loyalty (Y)

H4: It is suspected that Product Variation (X1), Price (X2), and Store Atmosphere (X3) together have a significant or positive effect on Customer Loyalty (Y)

## METHOD

The type of research in this study is using a descriptive analysis method approach with a quantitative approach. According to (Rukajat, 2018) the descriptive analysis method, namely by explaining the state of the company based on the data and information obtained which is then analyzed and concluded based on the data through relevant theories, this aims to find out the influence or relationship between two or more variables Based on the approach carried out in this study, the technique used is quantitative research, Where quantitative research is a research that focuses on data collection techniques in the form of numbers and using statistical procedures.

### Population and Sample

Populasi dalam penelitian merupakan domain di mana generalisasi diterapkan, mencakup berbagai objek atau subjek yang dapat ditarik kesimpulannya (Amin et al., 2023).”

Populasi pada penelitian ini adalah pelanggan Warung Chato-Chato Tangerang, sampel merupakan Sebagian kecil entitas yang dipilih dari populasi yang dianggap mewakili keseluruhan populasi tersebut. Metode pengambilan sampel (Amin et al., 2023) yang digunakan

adalah non probability sampling dengan metode sampling incidental. Karena populasi pelanggan The number of Chato-Chato stalls that have made purchases more than twice is unknown, so the technique for determining the number of sampling uses the lameshow formula, namely:

$$n = \frac{Z^2 x p(1 - p)}{d^2}$$

$$n = \frac{1,96^2 x 0,5(1 - 0,5)}{0,09^2} = 118,56$$

Therefore, the minimum sample needed in this study was 118.56 which was rounded to 119 respondents.

**Information:**

n = Number of samples

Z = Standard Value = 1.96

p = Maximum Estimate = 50 % = 0.5

d = Alpa (0.09) or sampling error 9%

**Data Collection**

This study uses data collection techniques through questionnaires distributed offline and through Google Forms online. This questionnaire will be distributed to respondents, namely customers of Warung Chato-Chato Tangerang.

**Table 1**  
**Variable Operations**

Variabel	Sub Variabel	Indikator
Product Variations (X1)	<ol style="list-style-type: none"> <li>1. Size</li> <li>2. Price</li> <li>3. Display</li> <li>4. Product Availability</li> </ol>	<ol style="list-style-type: none"> <li>1. Portion as desired</li> <li>2. Provides different size options</li> <li>3. Product prices vary</li> <li>4. Price variations reflect the composition of the product</li> <li>5. Competitive price variations from economical to premium menus</li> <li>6. Attractive product packaging and visual presentation</li> <li>7. Clear menu categories</li> <li>8. Consistent product variety throughout the day</li> <li>9. Flexibility in choosing beverage composition</li> <li>10. Good variety of food and drink menus</li> </ol>
Source : (Ayuningsih & Andy, 2022)		
Price (X2)	<ol style="list-style-type: none"> <li>1. Price compatibility with quality</li> <li>2. Affordability</li> <li>3. Price compatibility with benefits</li> <li>4. Price competitiveness</li> </ol>	<ol style="list-style-type: none"> <li>1. Food and beverage quality</li> <li>2. Conformity of quality of raw materials</li> <li>3. Affordable price for individuals</li> <li>4. Affordability based on ability</li> <li>5. Suitability for the comfort of the facility</li> <li>6. Compatibility with benefits</li> <li>7. The level of price stability</li> <li>8. Lower prices than other cafes</li> <li>9. Encourage return visits</li> <li>10. Added value with competitive price</li> </ol>
Source : (Herawati & Andy, 2022)		
Store Atmosphere (X3)	<ol style="list-style-type: none"> <li>1. Exterior</li> <li>2. General Interior</li> <li>3. Store Layout</li> <li>4. Interior Point Of Purchase Display</li> </ol>	<ol style="list-style-type: none"> <li>1. Building Attractions</li> <li>2. Signboard visibility</li> <li>3. Parking availability</li> <li>4. Affordability of access</li> <li>5. Night lighting quality</li> <li>6. Music quality</li> <li>7. Cleanliness level of the café area</li> <li>8. Efficiency and comfort in navigating inside the stall</li> <li>9. Cleanliness and arrangement of chairs and tables</li> <li>10. Menu list clarity</li> </ol>
Source : (Naibaho & Andy, 2022)		
Customer	<ol style="list-style-type: none"> <li>1. Purchase frequency</li> </ol>	<ol style="list-style-type: none"> <li>1. Frequency of visits per month</li> </ol>

Loyalty (Y)	2. Consistency of product use 3. Cross-product purchases 4. Purchase of additional products 5. Product recommendations 6. Positive reviews 7. Resistance to competitors 8. Resilience to competitor offers	2. Consistency in making purchases every visit 3. Consistency in purchasing products 4. Satisfaction with the atmosphere and menu available 5. Purchase of additional menus in addition to the main menu 6. Recommendations to families 7. Recommendations to friends 8. Giving positive reviews 9. Keep visiting even though there is a new café 10. Keep visiting even though there are promos from other cafes
Source : (Winda & Andy, 2022)		

### Data collection techniques

In this study, the authors used various techniques to analyze the data. Some of the analysis techniques applied include validity, reliability, and normality tests to check the distribution of data. The author also conducted a multicollinearity test to evaluate the relationship between independent variables, namely product variation, price, and store atmosphere, to the dependent variable, namely customer loyalty. In addition, there is a heteroscedasticity test to identify error variability, as well as a partial t-test and a simultaneous F-test to determine the significance of the influence between these independent variables on customer loyalty.

## RESULT

### Reliability Test and Validity Test: Product Variation (X1)

Table 2. Reliability Test

No	Variabel	Cronbach's Alpha	Information
1.	Product Variations (X1)	.722	Reliabel
2.	Price (X2)	.808	Reliabel
3.	Store Atmosphere (X3)	.768	Reliabel
4.	Customer Loyalty (Y)	.780	Reliabel

Source : SPSS Versi 22

From table 2, it can be seen that Product Variation (X1) shows the value of the *Cronbach Alpha* coefficient of 0.722, the Price variable (X2) shows the value of the *Cronbach Alpha* coefficient of 0.808, the Store Atmosphere variable (X3) shows the value of the *Cronbach Alpha* coefficient of 0.768, and the Customer Loyalty variable (Y) shows the value of the *Cronbach Alpha* coefficient by 0.780. Based on the data above, all variables can be said to be reliable because the coefficient of each variable exceeds 0.60.

Table 3. Validity Test

Question	Rhitung / pearson correlation	R table (taraf sig 5%)	Information
<b>Product Variations (X1)</b>			
Warung Chato-chato provides a food and beverage menu with appropriate portions	.412	0,196	Valid
Chato-chato stalls offer a variety of products at various prices	.430		
Chato-chato stalls provide a variety of sizes of the products provided	.362		
The product display at Warung Chato-chato is very attractive both in terms of packaging and visual presentation	.382		
Warung chato-chato offers a consistent variety of food and beverage products throughout the day, ensuring customers always have an	.225		

adequate choice			
I never felt confused when ordering food and drinks at Warung Chato-chato, because the menu categories were very clear	.252		
Warung Chato-chato gives consumers the flexibility to choose the composition when ordering drinks	.499		
The variety of food and drinks available at the chato-chato stall is quite good	.440		
Price variations reflect differences in composition between the products offered	.369		
Warung chato-chato offers a variety of competitive prices for every food and beverage category, from economical menus to premium options	.467		
<b>Price (X2)</b>			
The price of food and drinks at the chato-chato stall is in accordance with the quality offered	.607	0,196	Valid
Food and beverage prices at the chato-chato stall are relatively stable	.270		
The price of food and drinks at the chato-chato stall is affordable for me	.525		
The price of food and drinks at the chato-chato stall is worth the comfort and facilities used	.568		
The price of food and drinks at the chato-chato stall is lower than the price at other cafes	.416		
The price of food and drinks at the chato-chato stall is according to the benefits received	.607		
The price of food and beverages at chato-chato stalls is in accordance with the ability or purchasing power of the community, especially students.	.462		
The price of food and drinks at the chato-chato stall is a reason to visit again	.451		
Warung chato chato provides added value at competitive prices	.522		
The price of products at the chato-chato stall is according to the quality of the raw materials used	.450		
<b>Store Atmosphere (X3)</b>			
The design model of the chato-chato stall building is interesting, so I was interested in entering the café	.372	0,196	Valid
The nameplate of the Chato-chato stall is clearly visible and easily recognizable	.378		
The parking lot provided is good enough	.488		
Lighting in the chato-chato stall at night is adequate and in accordance with the desired atmosphere	.404		
Warung Chato-chato memutarakan musik yang membuat konsumen nyaman	.480		
I like the arrangement of equipment and goods in the chato-chato stalls that make it easy for consumers to move around	.508		
Cafe chairs and tables are neatly arranged	.477		
The list of food and beverage menus provided helps me to choose what I will buy	.421		
The cleanliness of the café is very concerned	.557		
Access to Warung Chato-Chato is easy to pass by motorbike and car	.242		
<b>Customer Loyalty (Y)</b>			
In one month I visited the chato-chato stall more than 2 times	.479	0,196	Valid
I chose to buy the same product more than 2 times	.535		
Every time I visit, I always buy food and drinks at the chato-chato stall	.217		
In addition to the main menu, I also bought other menus	.264		
I once invited my brother to visit a chato-chato stall	.399		
I once invited my friend to visit a chato-chato stall	.319		
I give positive reviews to chato-chato stalls on the internet or other people	.548		
I liked the atmosphere and all the menus in the chato-chato stall	.510		
I still chose to visit Back to the chato-chato stall even though there was a new café around it	.615		
I still choose to visit the chato-chato stall even though other cafes offer attractive promos	.562		

Source: SPSS Versi 22

Based on the results of the validity test presented in Table 3, the researcher can conclude that all the questionnaires used in this study are declared valid and significant. The questionnaire was applied to measure important variables, namely product variety, price, store atmosphere, and customer loyalty. These findings show that the r-value of each statement related to all variables in this study is greater than 0.196, which indicates that the instrument used is able to measure these variables accurately and reliably.

### Normality Test

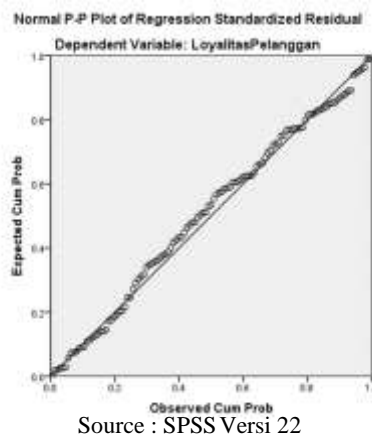
**Tabel 4. One-Sample Kolmogorov-Smirnov Test**  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		119	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	2.97248270	
Most Extreme Differences	Absolute	.056	
	Positive	.047	
	Negative	-.056	
Test Statistic		.056	
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.818 <sup>e</sup>	
	99% Confidence Interval	Lower Bound	.808
		Upper Bound	.828

- a. Test distribution is Normal.
  - b. Calculated from data.
  - c. Lilliefors Significance Correction.
  - d. This is a lower bound of the true significance.
  - e. Based on 10000 sampled tables with starting seed 2000000.
- Sumber : SPSS Versi 22

Based on the results of the One-Sample Kolmogorov-Smirnov Test, the level of residual significance that is usually normally distributed shows the Asymp value. Sig (2-tailed) greater than  $\alpha = 5\%$  (0.05). The results of the normality test using Kolmogorov-Smirnov showed that the residual significance was 0.200, which was greater than 0.05. Thus, it can be concluded that the residual is normally distributed.

**Figure 2. Normality Test Graph**



From the figure above, it can be seen that the results of the normality test spread with a pattern that approaches or follows a diagonal line, and the graph on the histogram shows a normal distribution. Thus, it can be concluded that the regression model obtained has met the assumption of normality and is considered good.

**Multicollinearity Test**

**Table 4. Multicollinearity Test**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	Tolerance
1	X1	.532	1.773
	X2	.453	2.208
	X3	.548	1.825

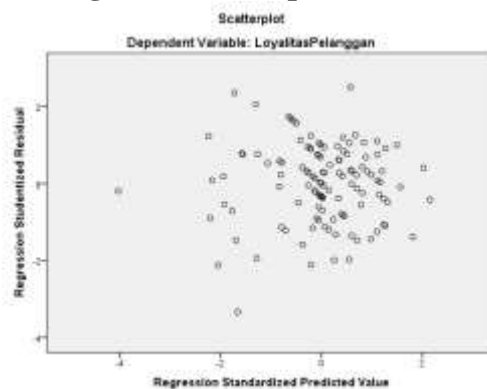
a. Dependent Variable : Y

Source : SPSS Versi 22

Based on the table above, it can be seen that the tolerance value for each variable is greater than 0.10, while the Variance Inflation Factor (VIF) value is below 10.00. For the Product Variation variable (X1) the tolerance value is 0.532, for Price (X2) is 0.453, and for Store Atmosphere (X3) is 0.548. The VIF value for the Product Variation variable (X1) is 1.773, for Price (X2) is 2.208, and for Store Atmosphere (X3) is 1.825. Thus, it can be concluded that the results of this test show the absence of multicollinearity, so that the data of this study can be used well in the regression model.

**Heteroscedasticity Test**

**Figure 3. Scatterplot Charts**



Source : SPSS Versi 22

Based on the results of the heteroscedasticity test displayed in the Scatterplot chart, it can be concluded that the dots are scattered randomly and evenly around the horizontal line, and do not show a specific pattern above and below the line. Therefore, it can be concluded that the variables Product Variation (X1), Price (X2), and Store Atmosphere (X3) do not experience heteroscedasticity problems.

**Multiple Linear Regression Analysis**

**Tabel 5. Coefficients**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.010	3.538		-.003	.998
	X1	.292	.097	.255	3.007	.003
	X2	.415	.099	.383	4.173	.000
	X3	.264	.101	.219	2.616	.010

a. Dependent Variable : Y

Source : SPSS Versi 22

Based on the results of the table above as follows:

$$Y = 1.010 + 0.292 (X1) + 0.415 (X2) + 0.264 (X3) + \epsilon$$



It is concluded as follows:

1. Whenever the Product Variation variable (X1) increases or decreases by 1 point, the Customer Loyalty variable (Y) changes by 0.292.
2. Every time the Price variable (X2) increases or decreases by 1 point, the Customer Loyalty variable (Y) will change by 0.415.
3. Every time the *Store Atmosphere* (X3) variable increases or decreases by 1 point, the Customer Loyalty variable (Y) will change by 0.264.
4. The correlation coefficient of Product Variation (X1) is 0.255, Price (X2) is 0.383, and *Store Atmosphere* (X3) is 0.219, which is obtained from the *beta standardized coefficients column* in the third model.

### Determination Coefficient Test (R<sup>2</sup>)

**Table 6. Coefficient of Determination (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749c	.560	.549	3.01100
a. Predictors : (Constant), Product Variations, Prices, Store Atmosphere				
b. Dependent Variable : Customer Loyalty				

Sumber : SPSS Versi 22

Based on the table above of Rsquare of 0.560 = 56%, this shows that the main influence of Product Variation (X1), Price (X2), and Store Atmosphere (X3) on Customer Loyalty (Y) is 56% (100% - 56% = 44%) with the remaining 44% influenced by other factors.

### Test T

**Table 7. Coefficients<sup>a</sup>**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.010	3.538		-.003	.998
	X1	.292	.097	.255	3.007	.003
	X2	.415	.099	.383	4.173	.000
	X3	.264	.101	.219	2.616	.010

a. Dependent Variable : Y

Source : SPSS Versi 22

Based on the table above, it can be concluded as follows:

The tcal value for the Product Variation variable was 3,007, Price 4,173, and Store Atmosphere 2,616. In this analysis, the researcher referred to the normal distribution table t with a confidence level of 95% and an error rate ( $\alpha$ ) of 5%. To calculate the degree of freedom (df), the formula  $n-3$  is used, so that  $df = 119-3 = 116$  is obtained. From these calculations, the value of the t distribution obtained is 1.98063. Thus, the tcount value for the three variables studied turned out to be greater than the specified ttable value.

Furthermore, in the significance column (sig), a value of 0.003 was obtained for the Product Variation variable, 0.000 for the Price variable, and 0.010 for the Store Atmosphere variable. These results show that all the variables studied have a significant influence. Based on the analysis conducted, it can be concluded that the null hypothesis (H0) was rejected and the alternative hypothesis (Ha) was accepted, which means that there is strong evidence that these three variables contributed significantly to the results of the study.

**Test F (Simultan)****Tabel 8. Anova**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1328.317	3	442.772	48.838	.000 <sup>b</sup>
	Residual	1042.607	115	9.066		
	Total	2370.924	118			
a. Dependent Variable : Customer Loyalty						
b. Predictors : (Constant) Product Variations, Prices, Store Atmosphere						

Source : SPSS Versi 22

Based on the table above, it can be concluded that the results of the analysis show a calculated F value of 48.838 with a significance level of 0.000. Since the calculated F value is greater than the table F value (2.68) and the significance level is less than 0.05, it can be stated that all independent variables Product Variation (X1), Price (X2), and Store Atmosphere (X3) have a positive and significant impact on Customer Loyalty (Y). This shows that these three variables together contribute to influencing Customer Loyalty.

**CONCLUSION**

Based on the research, it can be concluded that there is an influence on the influence of product variation, price, and store atmosphere on customer loyalty of Warung Chato-Chato Tangerang. The conclusion of the results of the study is as follows:

Product variations have a positive and significant influence on customer loyalty of Warung Chato-Chato Tangerang. This is evidenced by the results of the questionnaire answers that have been distributed with the number of responses of 119 and the results of the calculation are greater than the table, namely  $3,007 > 1.98063$  with a significant score of  $0.003 < 0.05$ . An R square of 0.399 shows that product variation affects 39.9% of customer loyalty, while 60.1% is influenced by other factors not explained in this study. Thus it can be concluded that  $H_0$  was rejected and  $H_a$  was accepted.

Product variations and prices have a positive and significant influence on the customer loyalty of Warung Chato-Chato Tangerang. This is evidenced by the results of the questionnaire answers that have been distributed with the number of responses of 119 and the results of the calculation are greater than the table, namely  $4,173 > 1.98063$  with a significant  $0.000 < 0.05$ . An R square of 0.539 shows that price affects 53.9% of customer loyalty, while 46.1% is influenced by other factors not explained in this study. Thus it can be concluded that  $H_0$  was rejected and  $H_a$  was accepted.

Product variations, prices, and store atmosphere have a positive and significant influence on customer loyalty of Warung Chato-Chato Tangerang. This is evidenced by the results of the questionnaire answers that have been distributed with the number of responses of 119 and the results of the calculation are greater than the table, namely  $2,616 > 1.98063$ , with a significant score of  $0.010 < 0.05$ . An R square of 0.560 shows that store atmosphere affects 56% of customer loyalty, while 44% is influenced by other factors that are not explained in this study. Thus it can be concluded that  $H_0$  was rejected and  $H_a$  was accepted.

Variasi produk, harga, dan Store Atmosphere secara simultan mempengaruhi loyalitas pelanggan Warung Chato-Chato Tangerang Tangerang. This can be seen from the F test or simultaneous test. It was obtained that the result of  $F_{cal}$  was greater than  $F_{table}$ , which was  $3, 48.838 > 2.68$  with significant values of the three models, namely  $0.000 < 0.05$  Thus, it can be concluded that  $H_0$  was rejected and  $H_a$  was accepted..

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