

The Effect of Service Quality and Interior Design on Customer Loyalty at Selevel Cafe & Resto Kotamobagu

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Abstract

This study aims to determine the effect of service quality and interior design on consumer loyalty at Selevel Café & Resto Kotamobagu. This research used a quantitative method with an associative approach. The population in this study consisted of all consumers of Selevel Café & Resto Kotamobagu. The sampling technique used was accidental sampling with a total of 40 respondents. Data collection was carried out through questionnaires distributed to respondents. The data analysis techniques used in this study included validity tests, reliability tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination using the SPSS program. The results of the study showed that service quality had a positive and significant effect on consumer loyalty. Interior design also had a positive and significant effect on consumer loyalty. Simultaneously, service quality and interior design had a significant effect on consumer loyalty at Selevel Café & Resto Kotamobagu. Based on the results of this study, it can be concluded that the better the service quality and the more comfortable the interior design provided, the higher the level of consumer loyalty. Therefore, Selevel Café & Resto Kotamobagu needs to maintain and improve service quality and interior design in order to sustain consumer loyalty.

Keywords: service quality, interior design, consumer loyalty



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INTRODUCTION

The development of the culinary industry in Indonesia has experienced significant growth alongside changes in people's lifestyles. Cafés and restaurants currently function not only as places to eat and drink but have also evolved into social spaces for gathering, working, and engaging in various other activities. Increasing competition in the culinary business has encouraged business owners to implement strategies aimed at retaining customers through improving service quality and creating comfortable and attractive environments.

Customer loyalty is one of the key indicators in maintaining business sustainability. Loyal customers tend to make repeat purchases, recommend products or services to others, and demonstrate commitment to continuing to use certain products or services. In the context of café and restaurant businesses, customer loyalty is influenced not only by the quality of food and beverages but also by the

service experience and the comfort of the physical environment perceived by customers during their visits (Rahayu & Harsono, 2023).

One factor influencing customer loyalty is service quality. Service quality refers to a company's ability to meet customers' needs and expectations through prompt, accurate, responsive, friendly, and professional service. Providing optimal service can create customer satisfaction, which in turn leads to increased customer loyalty (Wibowo & Agustini, 2020). In addition to service quality, interior design is another factor that contributes to the development of customer loyalty, particularly in café and restaurant businesses. Interior design is not only related to the aesthetic value of a space but also reflects the comfort of the physical environment that can provide a positive experience for customers. Elements such as spatial layout, lighting, decoration, color combinations, cleanliness, and the comfort of facilities play important roles in creating an atmosphere that supports customer comfort while they are on the premises (Clarissa et al., 2025).

Selevel Café & Resto Kotamobagu is one of the growing culinary businesses in Kotamobagu City, offering a concept that emphasizes customer comfort through the provision of attractive facilities and ambiance. However, in facing increasingly competitive conditions in the culinary industry, management needs to understand the various factors that may influence customer loyalty. Based on preliminary observations, several issues related to service quality and the comfort of the interior design were identified and are presumed to affect the level of customer loyalty at Selevel Café & Resto Kotamobagu. Therefore, this study is important to obtain empirical evidence regarding the influence of service quality and interior design on customer loyalty.

Several previous studies, such as Hadi (2022), found that service quality has a significant effect on customer loyalty. Similarly, the study conducted by Almaz and Suryawardani (2025) reported that interior design also influences customer loyalty. Although numerous previous studies have examined the effects of service quality and interior design on customer loyalty, variations in research findings still exist due to differences in research objects, locations, and consumer characteristics. Most previous studies were conducted in large-scale restaurants, shopping centers, and coffee shops located in major urban areas, whereas studies focusing on local cafés in Kotamobagu City remain relatively limited. Therefore, this research was conducted to examine and analyze the influence of service quality and interior design on customer loyalty at Selevel Café & Resto Kotamobagu. It is expected that the findings of this study will provide both practical and theoretical benefits, particularly for business owners and future researchers.

RESEARCH METHOD

The study was conducted at Selevel Café & Resto Kotamobagu, which is located in Kotamobagu City. The population of this study consisted of all customers who had visited and utilized the services provided by Selevel Café & Resto Kotamobagu. Since the exact number of the population was unknown, the sampling technique employed was accidental sampling, a method in which respondents are selected based on chance encounters. Customers who happened to meet the researcher and fulfilled the predetermined criteria were included as research respondents.

The sample size was determined based on the characteristics of quantitative research while considering the representativeness of respondents to the population. The respondent criteria included customers who had previously made purchases or visited Selevel Café & Resto Kotamobagu and were willing to complete the research questionnaire. Data were collected through observation, questionnaires, and documentation. The questionnaire served as the primary research instrument and was developed based on the indicators of each research variable. Variable measurement employed a five-point Likert scale ranging from 1 to 5, namely strongly disagree, disagree, neutral, agree, and strongly agree.

Variable (X1), service quality, refers to the level of service received by customers based on service dimensions reflected in their service experiences. Service quality was measured using the following indicators: completeness of service facilities, accuracy and speed of response, assurance of staff competence, and friendliness toward customers (Novianty Haninda et al., 2024). Variable (X2), interior design, refers to the process of organizing spatial elements such as lighting, layout, cleanliness, sound, and aroma/air quality to create an atmosphere that is functional, aesthetically pleasing, and

supportive of both the psychological and physical comfort of customers. Interior design was measured through indicators including interior lighting and color, noise level, cleanliness of the premises, comfortable aroma and air circulation, as well as layout and seating comfort (Noorwatha, 2018).

Meanwhile, variable (Y), customer loyalty, is defined as a strong commitment to revisit or continue subscribing to a particular product or service despite situational influences and marketing efforts that may encourage switching behavior. Customer loyalty was measured through indicators such as revisit intention, willingness to recommend to others, and customer commitment (Wardhana, 2024). The research data were analyzed using multiple linear regression analysis with the assistance of statistical software. Prior to hypothesis testing, validity and reliability tests were conducted, followed by classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was performed through partial tests (t-tests), simultaneous tests (F-tests), and the coefficient of determination (R^2) to determine the extent to which the independent variables influenced the dependent variable.

RESULTS AND DISCUSSION

The respondents in this study consisted of all customers who had visited and utilized the services provided by Selevel Café & Resto Kotamobagu. The following Table 1. presents the distribution of respondents based on age.

Age Categories	FREQUENCY	PERSENTACE
<20 Years	2	5.00%
20-29 Years	18	45.00%
30-39 Years	8	20.00%
40-49 Years	11	27.50%
≥50 Years	1	2.50%
TOTAL	40	100%

Based on the age classification of the respondents, it was found that the majority of respondents were in the 20–29 years age group, comprising 18 individuals or 45% of the total respondents. Respondents in the 30–39 years age group amounted to 8 individuals or 20% of the sample. This group represents consumers of productive age who generally possess relatively stable purchasing power and more selective preferences regarding service quality and the comfort of the venue. Respondents in the 40–49 years age group totaled 11 individuals or 27.5%, indicating that this age category also made a considerable contribution to the study. Meanwhile, respondents under 20 years of age consisted of 2 individuals or 5%, whereas respondents aged over 50 years accounted for 1 individual or 2.5% of the total respondents.

Table 2. the validity test results

VARIABLE	STATEMENT	R Value	R Table	(sig)	Notes
SERVICE QUALITY	X1.1	0.541	0.312	<0.001	VALID
	X1.2	0.822	0.312	<0.001	VALID
	X1.3	0.688	0.312	<0.001	VALID
	X1.4	0.664	0.312	<0.001	VALID
	X1.5	0.703	0.312	<0.001	VALID
INTERIOR DESIGN	X2.1	0.925	0.312	<0.001	VALID
	X2.2	0.884	0.312	<0.001	VALID
	X3.3	0.681	0.312	<0.001	VALID
	X4.4	0.936	0.312	<0.001	VALID
	X5.5	0.513	0.312	<0.001	VALID

CUSTOMER LOYALTY	Y1	0.891	0.312	<0.001	VALID
	Y2	0.923	0.312	<0.001	VALID
	Y3	0.775	0.312	<0.001	VALID
	Y4	0.839	0.312	<0.001	VALID
	Y5	0.648	0.312	<0.001	VALID

Table 2 shows that the validity test results indicate that all statement items for each variable have calculated r-values greater than the critical r-value (0.312) and significance values of less than 0.001. Therefore, all items are considered valid.

Tabel 3. Reliability Test Results

VARIABLE	CRONBACH'S ALPHA VALUE	RELIABILITY THRESHOLD VALUE	NOTE
Service Quality (X1)	0.769	0.60	Reliabel
Interior Design (X2)	0.808	0.60	Reliabel
Konsumer Loyalty (Y)	0.809	0.60	Reliabel

The reliability test results indicate that all research variables have a good level of internal consistency (Table 3). This is evidenced by the Cronbach's Alpha values of 0.769 for the service quality variable, 0.808 for the interior design variable, and 0.809 for the customer loyalty variable, all of which exceed the minimum reliability threshold of 0.60. Therefore, the research instruments used are considered reliable and appropriate for data collection, as they are capable of producing consistent and stable results.

Table 4. Normality Test Results

		Unstandardize d Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.19167813
Most Extreme Differences	Absolute	.123
	Positive	.123
	Negative	-.069
Test Statistic		.123
Asymp. Sig. (2-tailed) ^c		.127
Monte Carlo Sig. (2-tailed) ^d	Sig.	.123
	99% Confidence Interval	Lower Bound .115
		Upper Bound .131

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 484067124.

The results presented in Table 4 show the findings of the Kolmogorov–Smirnov test (One-Sample K–S), which was used to determine normality. The results met the required criteria, indicating that the residuals were normally distributed.

Table 5. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.802	2.731	-.294	.771		
	X1	.393	.181	.261	.2175	.868	1.153
	X2	.581	.117	.596	4.955	<.001	.868

a. Dependent Variable: Y

Table 5, which presents the results of the multicollinearity test, shows that the tolerance values for both independent variables are 0.868, which are greater than 0.10. In addition, the Variance Inflation Factor (VIF) values obtained from the analysis are 1.153, which are below 10. Therefore, it can be concluded that no multicollinearity exists among the independent variables.

Table 6. Heteroscedasticity Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.898	1.710		.525	.602
	X1	-.013	.113	-.019	-.111	.912
	X2	.069	.073	.165	.945	.351
a. Dependent Variable: ABS_RES						

The results indicate that the service quality variable (X1) has a significance value of 0.912, while the interior design variable (X2) has a significance value of 0.351. In the heteroscedasticity test, a regression model is considered free from heteroscedasticity problems when the significance values are greater than 0.05. Therefore, it can be concluded that the regression model used in this study does not exhibit heteroscedasticity (Table 6).

Table 7. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.802	2.731		-.294	.771
	X1	.393	.181	.261	2.175	.036
	X2	.581	.117	.596	4.955	<.001
a. Dependent Variable: Y						

Based on Table 7, the results of the multiple linear regression analysis in this study yield the following equation:

$$Y = -0.802 + 0.393X1 + 0.581X2 + e$$

This equation indicates that the constant value is -0.802, which means that if the service quality variable (X1) and the interior design variable (X2) are assumed to be constant or equal to zero, customer loyalty would have a value of -0.802. The regression coefficient for the service quality variable (X1) is 0.393, indicating that every one-unit increase in service quality will increase customer loyalty by 0.393 units, assuming that the other variables remain constant. The significance value for the service quality variable is $0.036 < 0.05$, indicating that service quality has a significant effect on customer loyalty.

Furthermore, the regression coefficient for the interior design variable (X2) is 0.581, indicating that every one-unit increase in interior design will increase customer loyalty by 0.581 units, assuming that the other variables remain constant. The significance value of < 0.001 indicates that interior design has a significant effect on customer loyalty.

The Effect of Service Quality on Customer Loyalty

According to Felicia (2024), service quality refers to consumers' evaluation of the service they receive in relation to their expectations. The results of this study indicate that service quality has a positive and significant effect on customer loyalty at Selevel Café & Resto Kotamobagu. This finding suggests that good service can create customer satisfaction and trust, thereby encouraging customers to remain loyal to the café. The findings of this study, based on the t-test results presented in the coefficients table, show a calculated t-value of 2.175 with a significance level of 0.036. These values indicate that the calculated t-value is greater than the critical t-value ($2.175 > 2.026$) and that the significance value is lower than the significance level of 0.05 ($0.036 < 0.05$). Therefore, hypothesis H1 is accepted, meaning that service quality has a positive effect on customer loyalty. The findings of this study are consistent with the theory proposed by Unud (2019), which states that service quality is one of the primary factors in creating customer loyalty. The theory further suggests that service quality has a positive and significant influence on customer loyalty. These findings are also in line with the study conducted by Ida Rahmayanti and Nadi Fikri Rijali (2025), which concluded that the higher the quality of service provided, the higher the level of customer loyalty. Thus, the results of the present study support previous findings that service quality significantly influences customer loyalty.

The Effect of Interior Design on Customer Loyalty

According to Putri and Bharata (2024), a well-designed interior such as an organized layout, comfortable lighting, attractive decorations, appropriate color selection, and cleanliness of the premises can make customers feel comfortable and enjoy spending time in a café. Based on the results of the t-test, the interior design variable obtained a calculated t-value of 4.955, which is greater than the critical t-value of 2.026. In addition, the significance value for the interior design variable was < 0.001 , which is lower than 0.05. Therefore, the second hypothesis (H2) is accepted, indicating that interior design has a positive and significant effect on customer loyalty at Selevel Café & Resto Kotamobagu. These findings are consistent with the study conducted by Antonia (2022), which demonstrated that interior design has a positive influence on customer loyalty. Such conditions become one of the reasons why customers are encouraged to make repeat visits.

The Effect of Service Quality and Interior Design on Customer Loyalty

According to Laelik (2023), good service alone, without being supported by a comfortable interior design, may not be sufficient to maximize customer loyalty. Conversely, an attractive interior design must be accompanied by optimal service quality to ensure that customers obtain a satisfying overall experience. Based on the results of the simultaneous test (F-test), the calculated F-value was 21.397, while the critical F-value was 5.23, indicating that the calculated F-value was greater than the critical F-value ($21.397 > 5.23$). In addition, the significance value obtained was < 0.001 , which is lower than 0.05. Therefore, the third hypothesis (H3) is accepted. Thus, it can be concluded that service quality and interior design simultaneously (jointly) have a positive and significant effect on customer loyalty at Selevel Café & Resto Kotamobagu. These findings are also consistent with the study conducted by House and Rahim (2025), which demonstrated that service quality and interior design have a significant and positive influence on customer loyalty.

CONCLUSION

Based on the results of this study regarding the influence of service quality and interior design on customer loyalty at Selevel Café & Resto Kotamobagu, the following conclusions can be drawn: Service quality has a positive and significant effect on customer loyalty at Selevel Café & Resto Kotamobagu. This finding indicates that the better the service provided to customers, the higher the level of customer loyalty. Friendly, prompt, accurate, and customer-oriented service can increase customers' willingness to revisit the café. Interior design has a positive and significant effect on customer loyalty at Selevel Café & Resto Kotamobagu. A comfortable, attractive, clean, and well-organized interior design is capable of creating a pleasant atmosphere for customers, thereby encouraging them to make repeat visits. Service quality and interior design simultaneously have a significant effect on customer loyalty at Selevel Café & Resto Kotamobagu. This finding suggests that customer loyalty can be enhanced when the café provides high-quality service supported by a comfortable and appealing interior design.

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AUTHOR CONTRIBUTIONS

The first author formulated the research problems, conducted the preliminary study, prepared the thesis, and analyzed the research results. The second and third authors supervised the data collection process, assisted with data analysis, and provided guidance in preparing the research report.

CONFLICTS OF INTEREST

The authors declare no conflict of interest

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