

**THE EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE, AND  
PRICE FAIRNESS ON CUSTOMER SATISFACTION AND  
CUSTOMER LOYALTY OF MIXUE ICE CREAM AND TEA**

**Thesis**

**Presented as Partial Fulfilment of Requirements for the Degree of Sarjana  
Manajemen (S1) in International Business Management Program Faculty of  
Business and Economics Universitas Atma Jaya Yogyakarta**



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UNIVERSITAS ATMA JAYA YOGYAKARTA  
2023**

**APPROVAL PAGE**

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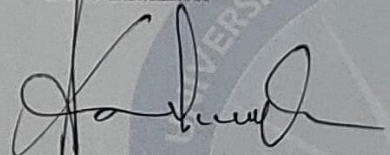
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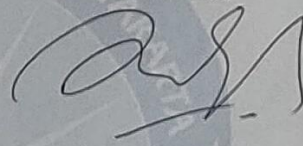
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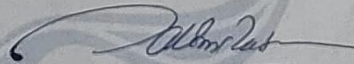


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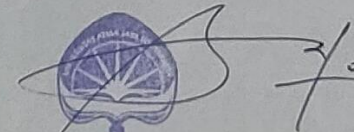
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## **AUTHENTICITY ACKNOWLEDGEMENT**

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## **ACKNOWLEDGEMENT**

Firstly, I would like to give thanks and praise the Lord, Jesus Christ, for helping me through all of the process while making this thesis and finally being able to finish my thesis at Universitas Atma Jaya Yogyakarta. I would also like to thank my parents for their full support and all of the people who give me life lessons. This thesis is desired to fulfil the academic requirements in completion of Bachelor study of International Business Management Program Universitas Atma Jaya Yogyakarta with the title:

**THE EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE, AND  
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Throughout the process of writing this thesis, the author has to face various obstacles and challenges. However, with the support, encouragement, and prayers from various parties, this thesis can finally be completed. Therefore, with great gratitude, the author would like to express her gratitude and respect for those who have participated and helped the author in completing this thesis. The author would like to say thank you especially for:

1. My Advisor, Mam Nadia Nila Sari, SE., MBA., who has patiently guided me on writing this thesis. Thank you for your guidance, support, and help during my thesis writing.

2. My dearest family, my father (Tri Handimoelyono Ganis), my mother (Nonon Wijaya), my brother (Aldo Sebastian Ganis), my sister (Caroline Anabel Ganis), and my grandma (Kwee Jek Siang) who always give endless support through prayer, advice, motivation, and financial support.
3. My campus friends, Steven Susanto, Vincent Tanislaus, and Alexander Einstein who have accompanied the author through these 4 years of study and give countless and relentless support both physically and mentally.
4. IBMP 2019 class who have filled author's university life with good valuable lesson.
5. All of the respondents that could not be mention one by one. Thank you for your help and valuable time to fill this questionnaire so this thesis can be done.
6. All of the author's friends that the author couldn't mention individually, who have provided assistance, prayer, and motivation directly and indirectly that were needed by the author to complete the thesis.

The writer realizes that the writing of this thesis is still far from being perfect. The author accepts all criticism, suggestions, and input that will develop this study. The author hopes that this thesis could positively contribute to the reader and other parties.

Yogyakarta, 12<sup>th</sup> June, 2023

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**ABSTRACT**

The purpose of this research is to determine whether there is an effect of service quality, store atmosphere and price fairness on customer satisfaction and their impact on customer loyalty at Mixue Ice Cream and Tea. An online questionnaire with the purposive sampling method was distributed to collect primary data, there were 205 respondents in total who filled out this survey. However, 55 respondents will be excluded from this research because their responses failed to meet the criteria for participation. As a result, there are 150 valid respondents. The data were analyzed using the SmartPLS version 4 software with Structural Equation Modelling (SEM) approach. The results of the research show that service quality, store atmosphere and price fairness have an impact on customer satisfaction of Mixue Ice Cream and Tea, while customer satisfaction has an impact on customer loyalty of Mixue Ice Cream and Tea.

**Keywords:** Service Quality, Store Atmosphere, Price Fairness, Customer Satisfaction, Customer Loyalty