

ABSTRACT

This research was conducted with the aim of examining the effect of Green Atmospheric Servicescape, Green Communicative Servicescape, and Lifestyle Suitability on Customer Loyalty with Green Place Attachment as an intervening variable on the consumers of Dunia Akhirat Coffee and Eatery. The independent variables used in this study are Green Atmospheric Servicescape, Green Communicative Servicescape, and Lifestyle Conformity and Customer Loyalty as the dependent variable with Green Place Attachment as the intervening variable or mediating variable in this study. The number of samples used in this study were 115 respondents with qualifications domiciled in Rembang, Central Java who had purchased at least twice at Dunia Akhirat Coffee and Eatery.

Sampling in this study using a simple random sampling technique with a questionnaire in the method of collecting data on respondents. While the analysis used is Partial Least Square (PLS) analysis with the help of SmartPLS version 4 software.

The results found in this study found that the Green Atmospheric Servicescape has no effect on Customer Loyalty through the Green Place Attachment as an intervening variable. Green Communicative Servicescape influences Customer Loyalty through Green Place Attachment as an intervening variable. And Lifestyle Congruence has a positive but not significant effect on Customer Loyalty.

Keywords: Green Atmospheric Servicescape, Green Communicative Servicescape, Lifestyle Congruence, Green Place Attachment, Loyalitas, Partial Least Square