

The Influence of Servicescape and Service Quality on Customer Loyalty at Pangkas Rambut Nugroho Bandar Lampung with Customer Satisfaction as a Mediating Variable



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ABSTRACT: The service industry in Indonesia, particularly in the grooming and self-care sector, has shown rapid growth, with barbershops becoming increasingly popular among the public, especially among younger generations. Pangkas Rambut Nugroho, which was established in 2000 and has five outlets in Bandar Lampung, is an example of a business that successfully attracts customers by combining quality service and comfort. This study aims to analyze the influence of servicescape and service quality on customer loyalty at Pangkas Rambut Nugroho, with customer satisfaction as a mediating variable. The study uses a quantitative approach with Structural Equation Modeling (SEM) to analyze the relationships between variables. Data were collected through questionnaires distributed to 200 randomly selected customers from the five Pangkas Rambut Nugroho outlets in Bandar Lampung. The results show that servicescape, including interior design and room atmosphere, as well as service quality, including timeliness and staff friendliness, have a significant positive effect on customer satisfaction. Furthermore, customer satisfaction serves as a mediator connecting servicescape and service quality with customer loyalty. Based on these findings, it is recommended that the management of Pangkas Rambut Nugroho regularly update interior design and improve room comfort, as well as provide training for staff to enhance service quality. This research contributes to service management in the barbershop industry and can be used as a reference to improve service quality and customer loyalty. Future research is recommended to compare similar businesses in other regions to gain a broader understanding of effective strategies in building customer loyalty.

KEYWORDS: servicescape, service quality, customer satisfaction, customer loyalty, barbershop

I. INTRODUCTION

The global service industry has undergone significant transformation due to technological advancements and economic dynamics. This sector serves as the backbone of the economy in many developed countries, contributing over 70% to GDP (OECD, 2022). Digitalization and automation have improved efficiency and expanded market reach for service providers (McKinsey, 2021).

In Indonesia, the service sector is growing rapidly, particularly in hospitality, transportation, education, and healthcare. Data from BPS (2023) indicates that this sector's contribution to GDP continues to rise, driven by changing consumer lifestyles. One of the fastest-growing subsectors is grooming services, as personal care becomes increasingly important, especially among young people (Ministry of Industry, 2024).

The barbershop industry has also expanded, with modern barbershops offering innovative services. In Lampung, Pangkas Rambut Nugroho is one of the growing barbershop businesses, operating several outlets in Bandar Lampung. Its success in attracting loyal customers is attributed to high-quality services and a comfortable customer experience at each outlet (Lampung Post, 2024).

Servicescape

Servicescape refers to the physical environment designed and managed by companies to influence customers' perceptions, emotions, and behavior. This concept is essential across various industries as it creates experiences that support customer interactions and the services provided (Wijaya & Prasetyo, 2021). Servicescape includes elements such as layout, interior design, lighting, cleanliness, and even scent, all of which can affect customer comfort levels and ultimately enhance loyalty (Rahmawati & Kurniawan, 2021).

Research has shown that Servicescape has a significant influence on customer loyalty, both directly and through customer satisfaction as a mediator. For example, Wijaya and Prasetyo (2021) found that in fast-food restaurants, services supported by an appealing and functional physical environment can strengthen customers' emotional connections with the brand. This is also

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affirmed by Kim and Lee (2020), who state that in the hospitality industry, a pleasant atmosphere can enhance customer satisfaction, which in turn mediates their loyalty to the hotel. The findings of various studies indicate that companies should focus on the design and management of Servicescape to create positive customer experiences. As Rahmawati and Kurniawan (2021) explain, well-planned Servicescape elements, especially in the hospitality sector, can not only improve customer satisfaction but also encourage them to remain loyal to the service. Therefore, investing in physical environment improvements is a crucial strategy for maintaining and expanding the customer base.

The main dimensions of Servicescape consist of three key elements: ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts. Each dimension significantly influences customer experience and loyalty across various industries. Ambient conditions include sensory elements such as lighting, sound, aroma, temperature, and cleanliness. Wijaya & Prasetyo (2021) found that a comfortable physical environment in fast-food restaurants, such as adequate lighting and pleasant aromas, enhances customer satisfaction. Similarly, Rahmawati & Kurniawan (2021) noted that a well-maintained atmosphere in five-star hotels, including room fragrance and soft background music, creates a relaxing experience that satisfies guests.

Spatial layout and functionality refer to space arrangements that facilitate customer movement and effective design to support customer activities. Kim & Lee (2020) found that in the hospitality industry, an efficient layout—such as easy access to facilities—improves customer comfort and overall experience. Setiawan & Hidayat (2022) emphasized the importance of layout in the spa industry, where well-organized areas ensure privacy and comfort. Signs, symbols, and artifacts include branding elements and directional cues that shape customer perception. Chen & Chen (2019) highlighted that decorative and symbolic elements, such as brand-aligned interior design and color schemes, strengthen the emotional connection between customers and the space. Additionally, Rahmawati & Kurniawan (2021) found that clear signage, such as directional signs in hotels, enhances customer convenience and satisfaction.

Service Quality

Service quality is the customer's perception of how well the provided service meets or exceeds their expectations. According to research by Sutrisno and Rahmawati (2020), service quality significantly influences customer satisfaction, as customers evaluate their experiences based on various service aspects, including speed, friendliness, and staff competence. In the context of the fast-food industry, Wijaya and Prasetyo (2021) found that good service quality creates a pleasant experience, ultimately increasing customer loyalty. Research by Setiawan and Hidayat (2022) revealed that high service quality has a direct impact on customer satisfaction. This is particularly evident in the spa industry, where customers highly prioritize comfort and personalized attention from staff. Additionally, Sukriani and Yusra (2019) highlighted that satisfaction derived from service quality is also a key predictor of customer loyalty. This loyalty is demonstrated through repeat visits and recommendations to others.

SERVQUAL is a model used to measure service quality based on customer perceptions, consisting of five main dimensions. Tangibles include physical aspects such as facilities, equipment, and employee appearance, which can create a positive impression and enhance customer trust. Research by Sutrisno & Rahmawati (2020) emphasizes that customers assess a company's reliability based on its ability to consistently fulfill service promises, such as on-time delivery. This is supported by Wijaya & Prasetyo (2021), who highlight the importance of reliability in fast-food restaurants to ensure accurate and timely order fulfillment. Reliability refers to a company's ability to provide consistent, accurate, and timely service. According to Rahmawati & Kurniawan (2021), five-star hotel guests expect prompt responses to their requests, such as room service or complaint handling. Similarly, Setiawan & Hidayat (2022) found that quick responses to customer needs in the spa industry significantly enhance customer satisfaction. Responsiveness relates to a company's ability to respond quickly and proactively to customer inquiries, needs, or complaints. Sukriani & Yusra (2019) found that service guarantees, such as well-trained and friendly staff, build customer trust in restaurants. Emilda (2021) further states that customer trust in staff competence is a crucial factor in the beauty industry, particularly due to the sensitive nature of the services provided.

The other dimensions include Assurance, which involves customer confidence in a company's ability to deliver competent and professional service. Research by Rahmawati & Kurniawan (2021) highlights that personalized attention from hotel staff enhances customers' sense of appreciation. Emilda (2021) supports this by stating that staff empathy at Rumah Cantik Oasis Deyne is a key reason customers feel comfortable and satisfied with the service. Empathy refers to a company's and employees' ability to understand and respond empathetically to customers' needs, desires, or concerns. According to Sutrisno & Rahmawati (2020), an attractive service environment design positively influences service quality perception. This is further reinforced by Setiawan & Hidayat (2022), who found that tangible elements, such as cleanliness in spa facilities, play a crucial role in creating a satisfying service experience.

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Customer Satisfaction

Customer satisfaction is one of the key factors influencing loyalty across various industries, including retail, hospitality, and services. Customer satisfaction is achieved when expectations are met or exceeded by the experiences received (Muslim, 2019). Muslim's (2019) study shows that in the retail context, such as Zara Indonesia, the design of the physical environment or Servicescape significantly affects customer satisfaction, which ultimately impacts customer loyalty. This indicates that physical elements in a company's environment can enhance customer comfort and experience, thereby creating satisfaction.

Furthermore, the relationship between Servicescape and customer satisfaction is also evident in the hospitality and restaurant industries. According to research by Wijaya and Prasetyo (2021), in the context of fast-food restaurants in Surabaya, Servicescape elements such as layout, cleanliness, and ambiance play a crucial role in increasing customer satisfaction. This satisfaction then becomes the foundation for building customer loyalty, especially if their experience aligns with initial expectations. Additionally, in the five-star hotel industry, Rahmawati and Kurniawan (2021) found that customer satisfaction results from a combination of high service quality and a supportive physical environment, such as decoration and comfort. The role of customer satisfaction as a mediator is also emphasized in the study by Kim and Lee (2020), which found that Servicescape has an indirect impact on loyalty through customer satisfaction. In the hospitality industry, the comfort and aesthetics of the physical environment create positive experiences that enhance customer satisfaction, ultimately encouraging them to return to the hotel's services. This study highlights the importance of environmental design strategies in creating memorable customer experiences.

According to Tjiptono (2016), amidst the various ways to measure consumer satisfaction, there are four key indicators: (1) Confirmation of Expectation, where satisfaction is assessed based on the alignment or misalignment between consumer expectations and the actual performance of a company's product across important attributes or dimensions; (2) Repurchase Intent, which measures satisfaction by asking whether consumers would shop or use the company's products or services again; (3) Willingness to Recommend, where satisfied consumers are more likely to recommend the company's products or services to others; and (4) Customer Dissatisfaction, which includes complaints, product returns, warranty costs, product recalls, negative word-of-mouth, and defections, where consumers switch to competitors.

Consumer Loyalty

Consumer loyalty is a deep commitment from customers to continue purchasing a particular product or service despite situational influences and competitors' marketing efforts (Nasution & Sembiring, 2020). It goes beyond habitual purchasing, reflecting emotional satisfaction and trust in a brand. Loyal customers serve as valuable assets by acting as brand advocates, providing positive reviews, and recommending products or services to others (Saragih & Siagian, 2020). Loyalty can be measured through key indicators such as repeat purchases, willingness to recommend, brand commitment, and resistance to competitors, even when offered more attractive alternatives (Al-ghifari & Fachira, 2021; Nasution & Sembiring, 2020; Shiratina et al., 2021; Suryani & Hendrawan, 2021).

Several factors influence consumer loyalty, with customer satisfaction playing a crucial role in its formation. Satisfied customers tend to develop long-term relationships with brands, leading to sustained loyalty (Saragih & Siagian, 2020). Additionally, servicescape—physical elements and environmental ambiance such as layout, comfort, and aesthetics—enhances overall customer experience (Shiratina et al., 2021).

Service quality also plays a vital role, as fast, friendly, and consistent service creates positive impressions that drive loyalty (Nasution & Sembiring, 2020). Consumer loyalty significantly impacts business sustainability and profitability by reducing customer acquisition costs, increasing purchase frequency and spending, and fostering positive word-of-mouth, making it a key strategy for maintaining a competitive advantage (Suryani & Hendrawan, 2021; Al-ghifari & Fachira, 2021; Shiratina et al., 2021). Customer loyalty is a crucial factor in long-term business success, consisting of two main dimensions: attitudinal and behavioral loyalty (Jain & Sinha, 2022). Attitudinal loyalty reflects customers' emotional attachment to a brand, including satisfaction, trust, and commitment, while behavioral loyalty is demonstrated through repeat purchases and recommendations. Both dimensions play a vital role in fostering strong and lasting customer-brand relationships (Khan & Ahmad, 2021).

In the digital era, customer loyalty extends beyond traditional attitudinal and behavioral aspects to include online engagement and brand community participation (Dube & Leclerc, 2020). Successful e-commerce platforms build loyalty through trust, satisfaction, and personalized experiences, ensuring strong customer retention (Goh & Tan, 2021). Understanding these dimensions allows businesses to develop strategies that strengthen long-term customer relationships and drive sustainable growth.

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II. METHODOLOGY

This study employs a quantitative approach using descriptive and causal research methods. According to Sugiyono (2018), a quantitative approach involves numerical data and statistical analysis to explain observed phenomena. This approach is used to objectively describe phenomena and test relationships between variables. The descriptive method is applied to illustrate the influence of servicescape, service quality, customer satisfaction, and customer loyalty at Pangkas Rambut Nugroho in Bandar Lampung. Meanwhile, the causal method is used to examine cause-and-effect relationships among these variables.

The research aims to identify and analyze the direct impact of servicescape and service quality on customer satisfaction and their effect on customer loyalty, with customer satisfaction as a mediating variable. According to Ghozali (2016), causal research seeks to determine whether independent variables significantly affect dependent variables. In this case, servicescape and service quality serve as independent variables, while customer satisfaction and customer loyalty act as dependent variables.

A quantitative approach was chosen because this study focuses on collecting measurable data and analyzing it using statistical techniques to test hypotheses. Data were collected through a survey using a questionnaire distributed to customers who have used the services of Pangkas Rambut Nugroho at its branches in Bandar Lampung. This method enables researchers to examine relationships between variables using statistical analysis techniques. The research also assesses whether customer satisfaction mediates the relationship between servicescape and customer loyalty, as well as between service quality and customer loyalty.

III. RESULTS AND DISCUSSION

Convergent Validity Test and Reliability Test

After conducting validity tests, including convergent validity and discriminant validity, as well as construct reliability testing using Cronbach's Alpha, it can be concluded that all indicators measuring the variables career development, self-efficacy, employee performance, and job satisfaction are declared valid and reliable. This is evident from the loading factor and AVE values which meet the convergent validity criteria, as well as the AVE root value which is greater than the correlation with other variables in accordance with the Fornell and Larcker Criterion for discriminant validity (Hair et al., 2014). In addition, the large Cronbach's Alpha coefficient of 0.6 indicates that all indicators are consistent in measuring the variables they measure (Sekaran et al., 2016). Therefore, the test results confirm the validity and reliability of the measuring instruments used in this research (Primary Data, processed 2024).

Table 1. Results of Convergent Validity Test and Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Cut Off	Keterangan
X1	0.897	0.892	0.7	Reliabel
X2	0.884	0.881	0.7	Reliabel
Z	0.891	0.870	0.7	Reliabel
Y	0.736	0.710	0.7	Reliabel

Source: Primary Data (2024)

Structural Model Test Results

Model suitability test results (goodness of fit) in the structural equation modeling (SEM) will be described in the table 2 below:

Table 2. Results of Goodness of Fit

Indeks	Goodness of Fit	Cut Off Value	Keterangan
CMIN/DF	1.182	< 2	Good Fit
p-value	0.092	≥ 0.05	Good Fit
GFI	0.928	≥ 0.9	Good Fit
RMR	0.043	≤ 0.5	Good Fit
RMSEA	0.030	≤ 0.08	Good Fit
TLI	0.988	≥ 0.90	Good Fit
NFI	0.938	≥ 0.90	Good Fit
AGFI	0.901	≥ 0.90	Good Fit
RFI	0.925	≥ 0.90	Good Fit
CFI	0.990	≥ 0.90	Good Fit

Source: Primary Data (2024)

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Hypothesis Testing

The results of the analysis can be seen through the summary in Table 3 below:

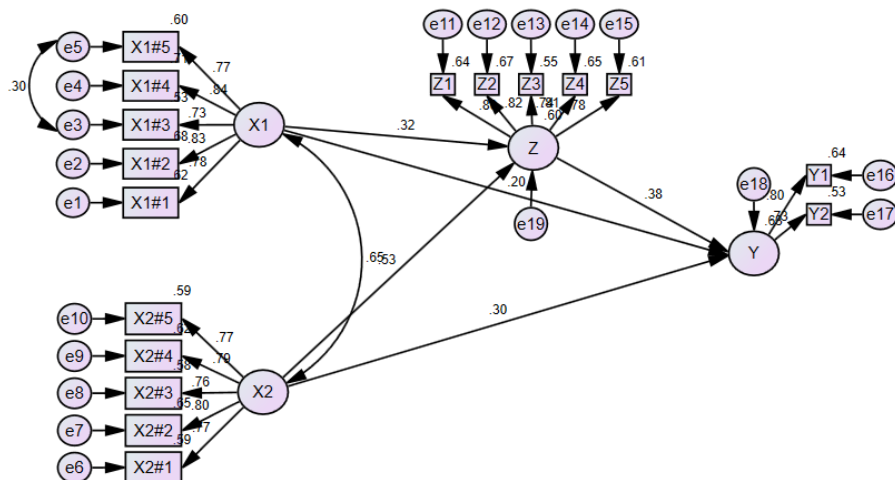


Figure 1. Standardized Solution (Overall Model)

Source: Primary Data (2024)

The results of hypothesis testing in this research used Structural Equation Modeling (SEM) processed through the AMOS application with hypothesis test results as follows:

Based on Figure 1, it shows two results on direct and indirect hypothesis testing of a positive relationship and significant relationship between variables are described in the table below:

Table 3. Results of Direct Hypothesis Testing

Hipotesis	Path Analysis	Standardized Coefficients	CR	P value	Decision
H1	Servicescape → Customer Satisfaction	0.319	3.811	***	Accepted
H2	Service Quality → Customer Satisfaction	0.526	5.822	***	Accepted
H3	Servicescape → Customer Loyalty	0.201	2.012	0.044	Accepted
H4	Service Quality → Customer Loyalty	0.304	2.623	0.009	Accepted
H5	Customer Satisfaction → Customer Loyalty	0.380	3.214	0.001	Accepted
H6	Servicescape → Customer Satisfaction → Customer Loyalty	0.121	0.052	0.005	Accepted
H7	Service Quality → Customer Satisfaction → Customer Loyalty	0.200	0.071	0.003	Accepted

Source: Primary Data (2024)

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Based on Table 3 above, the results of hypothesis analysis are as follows:

- The results indicate that servicescape has a significant positive impact on customer satisfaction, as evidenced by a standardized coefficient of 0.319 and a CR value of 3.811. A well-maintained and aesthetically pleasing environment enhances customer satisfaction.
- Service quality strongly influences customer satisfaction, with a standardized coefficient of 0.526 and a CR value of 5.822. This suggests that higher service quality leads to greater customer satisfaction.
- Servicescape also affects customer loyalty, albeit with a lower impact, as shown by a coefficient of 0.201 and a CR of 2.012. While significant, its effect on loyalty is not as strong as its influence on satisfaction.
- Service quality plays a more substantial role in fostering customer loyalty, with a coefficient of 0.304 and a CR of 2.623. This indicates that better service quality contributes to long-term customer retention.
- Customer satisfaction has a direct and significant effect on customer loyalty, with a coefficient of 0.380 and a CR of 3.214. This confirms that satisfied customers are more likely to remain loyal and return for repeat services.
- The indirect effect of servicescape on customer loyalty through satisfaction is also significant, with a coefficient of 0.121 and a CR of 0.052. This means that a well-designed servicescape contributes to loyalty primarily by increasing customer satisfaction.
- Similarly, service quality influences customer loyalty through satisfaction, with a coefficient of 0.200 and a CR of 0.071. This suggests that while service quality directly affects loyalty, its impact is even stronger when mediated by customer satisfaction.

DISCUSSION

The Influence of Servicescape on Customer Satisfaction at Pangkas Rambut Nugroho in Bandar Lampung

The analysis of the effect of servicescape on customer satisfaction shows a standardized coefficient of 0.319 with a CR value of 3.811 and a p-value of *** ($p < 0.001$). Since the p-value is below the 5% significance level, this result confirms that servicescape has a significant positive impact on customer satisfaction. The positive coefficient indicates that an improved servicescape enhances customer satisfaction, meaning that a well-designed and comfortable environment can lead to higher levels of customer contentment.

This finding is consistent with previous studies, such as those by Bitner (1992), which highlight the critical role of physical surroundings in shaping customer perceptions and satisfaction. A well-maintained servicescape, including factors such as cleanliness, layout, and ambiance, can create a positive customer experience. Similarly, Wakefield and Blodgett (1996) found that an attractive and organized environment significantly influences customer satisfaction, particularly in service-based industries. These results suggest that businesses should prioritize improving their servicescape to enhance customer satisfaction levels.

The Influence of Service Quality on Customer Satisfaction at Pangkas Rambut Nugroho in Bandar Lampung

Service quality has been found to significantly impact customer satisfaction at Pangkas Rambut Nugroho in Bandar Lampung. The path analysis results show a standardized coefficient of 0.526, a CR value of 5.822, and a p-value of *** ($p < 0.001$), indicating a strong and positive relationship between these variables. This means that the better the service quality, the higher the level of customer satisfaction. Factors such as skilled barbers, friendly and professional service, and responsiveness to customer needs contribute to a more satisfying experience.

This result is in line with Parasuraman et al.'s (1988) SERVQUAL model, which identifies service quality as a key determinant of customer satisfaction. High service quality leads to positive customer perceptions and increases their willingness to return. For Pangkas Rambut Nugroho, maintaining excellent service quality through continuous staff training and customer-oriented service strategies is essential to ensuring sustained customer satisfaction.

The Influence of Servicescape on Customer Loyalty at Pangkas Rambut Nugroho in Bandar Lampung

The analysis shows that servicescape has a significant impact on customer loyalty at Pangkas Rambut Nugroho in Bandar Lampung, with a standardized coefficient of 0.201, a CR value of 2.012, and a p-value of 0.044. This finding suggests that a well-maintained and visually appealing barbershop environment can encourage repeat visits. Customers who feel comfortable and relaxed in the barbershop are more likely to develop a sense of attachment and return for future services.

This finding is supported by previous studies on customer experience, which highlight that an attractive and comfortable environment influences customer retention. Bitner (1992) also emphasized that servicescape elements contribute to long-term customer relationships. For Pangkas Rambut Nugroho, investing in an inviting atmosphere through improved interior design, cleanliness, and ambiance can help strengthen customer loyalty.

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The Influence of Service Quality on Customer Loyalty at Pangkas Rambut Nugroho in Bandar Lampung

Service quality significantly affects customer loyalty at Pangkas Rambut Nugroho in Bandar Lampung, as indicated by a standardized coefficient of 0.304, a CR value of 2.623, and a p-value of 0.009. This means that customers who receive high-quality service, including professional haircuts, friendly staff interactions, and efficient service delivery, are more likely to remain loyal to the barbershop.

This finding is consistent with the work of Zeithaml et al. (1996), which states that service quality is a critical factor in fostering customer loyalty. Satisfied customers tend to return for repeat services and recommend the business to others. For Pangkas Rambut Nugroho, maintaining high service standards through continuous training and customer engagement is essential for building long-term customer relationships.

The Influence of Customer Satisfaction on Customer Loyalty at Pangkas Rambut Nugroho in Bandar Lampung

The study confirms that customer satisfaction has a significant positive impact on customer loyalty at Pangkas Rambut Nugroho in Bandar Lampung. The analysis results show a standardized coefficient of 0.380, a CR value of 3.214, and a p-value of 0.001, indicating that satisfied customers are more likely to remain loyal and continue using the barbershop's services. When customers have positive experiences and feel satisfied with the services received, they develop a stronger attachment to the brand, leading to repeat visits.

This result is supported by Oliver's (1999) theory of customer loyalty, which suggests that satisfaction is a key predictor of repeat patronage. Satisfied customers are not only more likely to return but also to recommend the service to others. To enhance loyalty, Pangkas Rambut Nugroho should focus on consistently delivering high-quality services and ensuring a pleasant customer experience.

The Mediating Role of Customer Satisfaction in the Relationship between Servicescape and Customer Loyalty at Pangkas Rambut Nugroho in Bandar Lampung

The results reveal that customer satisfaction mediates the relationship between servicescape and customer loyalty at Pangkas Rambut Nugroho in Bandar Lampung. The indirect effect analysis shows a standardized coefficient of 0.121, a CR value of 0.052, and a p-value of 0.005, confirming the significant mediating role of satisfaction. This means that a well-designed servicescape enhances customer satisfaction, which in turn strengthens customer loyalty.

This finding supports the framework proposed by Lovelock and Wirtz (2016), which suggests that an appealing physical environment positively affects satisfaction, leading to increased loyalty. In the case of Pangkas Rambut Nugroho, improving the servicescape can indirectly boost customer retention by first enhancing customer satisfaction.

The Mediating Role of Customer Satisfaction in the Relationship between Service Quality and Customer Loyalty at Pangkas Rambut Nugroho in Bandar Lampung

Customer satisfaction also mediates the effect of service quality on customer loyalty at Pangkas Rambut Nugroho in Bandar Lampung. The path analysis results show a standardized coefficient of 0.200, a CR value of 0.071, and a p-value of 0.003, indicating that service quality indirectly influences loyalty through satisfaction. When customers receive high-quality service, their satisfaction increases, which ultimately strengthens their loyalty to the barbershop.

This result aligns with previous studies that emphasize the indirect impact of service quality on loyalty through customer satisfaction (Parasuraman et al., 1988). In a service-based industry like barbershops, maintaining high service standards and consistently meeting customer expectations can enhance satisfaction and drive long-term loyalty. Therefore, Pangkas Rambut Nugroho should prioritize service excellence as a key strategy for customer retention.

IV. CONCLUSIONS AND MANAGERIAL IMPLICATIONS

CONCLUSIONS

The findings of the investigation, drawn from linear regression analysis, support the following statements:

- Servicescape has a significant positive influence on customer satisfaction at Pangkas Rambut Nugroho. This indicates that a well-maintained physical environment enhances customer satisfaction, making them more comfortable and engaged. To maintain high satisfaction levels, the barbershop should focus on cleanliness, ambiance, and overall design.
- Service quality has a significant positive influence on customer satisfaction at Pangkas Rambut Nugroho. Customers who experience high-quality service are more likely to feel satisfied. Ensuring barber professionalism, responsiveness, and attentiveness will help sustain and enhance customer satisfaction.

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- Servicescape has a significant positive influence on customer loyalty at Pangkas Rambut Nugroho. A comfortable and aesthetically pleasing environment encourages customers to return. The barbershop should continue improving its atmosphere and facilities to strengthen customer attachment and loyalty.
- Service quality has a significant positive influence on customer loyalty at Pangkas Rambut Nugroho. High service standards increase customer trust and retention. By consistently delivering excellent service, Pangkas Rambut Nugroho can cultivate long-term loyalty among its customers.
- Customer satisfaction has a significant positive influence on customer loyalty at Pangkas Rambut Nugroho. Satisfied customers are more likely to return and recommend the barbershop to others. Continuous improvement in service and customer engagement will further strengthen loyalty.
- Customer satisfaction mediates the relationship between servicescape and customer loyalty at Pangkas Rambut Nugroho. While a well-designed environment directly affects loyalty, its impact is greater when customers feel satisfied. Enhancing both servicescape and customer experience will optimize loyalty.
- Customer satisfaction mediates the relationship between service quality and customer loyalty at Pangkas Rambut Nugroho. High service quality fosters satisfaction, which in turn strengthens customer loyalty. Maintaining service excellence will ensure satisfied and loyal customers.

MANAGERIAL IMPLICATIONS

The findings highlight the importance of servicescape and service quality in shaping customer satisfaction and loyalty at Pangkas Rambut Nugroho. A well-maintained and visually appealing environment significantly enhances customer satisfaction, which in turn fosters loyalty. Therefore, management should focus on maintaining cleanliness, improving interior design, and ensuring a comfortable atmosphere to create a more enjoyable customer experience. Small enhancements, such as proper lighting, comfortable seating, and a pleasant fragrance, can contribute to a more inviting environment.

Service quality also plays a crucial role in customer satisfaction and loyalty. Barbers should be well-trained not only in their technical skills but also in customer service, including communication, attentiveness, and responsiveness. Implementing periodic training sessions can help maintain high service standards. Additionally, adopting a customer feedback system will allow management to address service-related issues promptly, ensuring continuous improvement.

Since customer satisfaction acts as a mediator between servicescape, service quality, and loyalty, efforts to improve the overall customer experience should be a priority. Offering loyalty programs, personalized services, or exclusive promotions for returning customers can help strengthen customer relationships. By ensuring consistent service quality and a comfortable environment, Pangkas Rambut Nugroho can enhance customer retention and differentiate itself from competitors in the market.

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