

Customer Loyalty in Urban Restaurants: The Role of Experience and Atmosphere

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ABSTRACT

This study aims to investigate the influence of experiential marketing, store atmosphere, offline service quality, and electronic service quality on customer satisfaction and loyalty within the context of omnichannel urban restaurants in Indonesia. This study extends the S-O-R and ECT models by demonstrating how experiential and atmospheric cues outweigh functional digital factors in emerging market contexts. A quantitative method was employed, and data were collected through an online questionnaire distributed to customers who had experienced both online and offline services from urban restaurants. A total of 250 valid responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that customer satisfaction significantly affects customer loyalty, confirming its mediating role. Experiential marketing strongly influences both satisfaction and loyalty, emphasizing the importance of emotional and sensory engagement. Store atmosphere positively impacts satisfaction, underlining the role of physical environment in enhancing the dining experience. While offline service quality has a marginal effect on satisfaction, electronic service quality does not show a significant impact. These findings suggest that digital features alone are insufficient to generate emotional responses unless combined with meaningful physical interactions. Therefore, urban restaurant managers should prioritize integrated experiences that blend digital efficiency with memorable offline touchpoints. Future studies could examine moderating variables such as customer digital readiness or include constructs like trust or engagement to enrich the model. This study contributes to the growing literature on omnichannel customer experience by offering a comprehensive perspective that integrates both online and offline service quality into a unified satisfaction-loyalty framework.

Keywords: Experiential Marketing; Store Atmosphere; Service Quality; Customer Loyalty; Urban Restaurants

INTRODUCTION

The COVID-19 pandemic has dramatically reshaped consumer behavior across industries worldwide, with the food and beverage sector experiencing one of the most significant shifts. During the pandemic, restrictions on social gatherings and heightened health concerns compelled consumers to rely heavily on online ordering and digital interactions with urban restaurants (resto), accelerating the adoption of e-service platforms, contactless delivery systems, and digital payment methods (Liu et al., 2020; Mallari et al., 2023; Rajabion et al., 2019; Tamakloe et al., 2024). Empirical studies from diverse markets including the China, India, Australia, Canada, Mexico, the United Kingdom (UK), and the United States (US), consistently report a surge in online food ordering frequency and increased consumer expectations for seamless digital service experiences (Gupta et al., 2024; Kong et al., 2024; Ma et al., 2024; Ramesh et al., 2023).

However, as pandemic restrictions ease and societies adapt to a new normal, a notable resurgence in consumers' desire for physical dining experiences has emerged. Post-pandemic consumer research indicates that many customers seek to reconnect with family, friends, and community through shared meals in atmospheric and welcoming urban restaurant settings (Ayisi-Nyarko et al., 2024; Han, 2021; B. Li et al., 2023; Salvietti et al., 2022; H. Yang, 2024). Studies have demonstrated that emotional and social needs, such as belongingness and sensory stimulation, have regained prominence, driving the renewed importance of in-person dining quality (Ham et al., 2021; Le et al., 2021; Lim et al., 2022).

This post-pandemic trend highlights a dual challenge and opportunity for urban restos: balancing the efficiency and convenience of digital service quality with the emotional and sensory richness of in-person dining experiences (Clara & Tua, 2025; Kong et al., 2024; Seo & Roh, 2025). While e-service quality remains critical for maintaining seamless online ordering, responsiveness, and reliability (H. Li & Suomi, 2009; Swaid & Wigand, 2009), offline service quality and, in particular, store atmosphere have become pivotal in fulfilling customers' emotional needs for comfort, social connection, and memorable experiences (Essardi et al., 2022; Prentice et al., 2019; Ryu & Han, 2010). Recent empirical evidence suggests that a well-designed store atmosphere can significantly elevate customer satisfaction and encourage repeat visits, especially in urban restaurant settings where ambiance strongly influences dining choices (Essardi et al., 2022; Gao, 2019; Ham et al., 2021; Hauser, 2021).

The conceptual framework of this study is grounded in the Stimulus–Organism–Response (S-O-R) theory developed by Mehrabian and Russell (1974). This framework facilitates an understanding of how environmental and experiential stimuli—both online and offline—influence internal customer states (satisfaction) and consequent behavioral responses (loyalty). Prior studies applying the S-O-R model to consumer behavior, such as (Changa et al., 2011; Hameed et al., 2025; C.-H. Lee & Chen, 2021), provide theoretical and empirical support for this approach. This study adopts the Stimulus–Organism–Response (S-O-R) framework to understand how various stimuli—both physical (e.g., store atmosphere, offline service quality) and digital (e.g., electronic service quality)—affect the internal states of customers (organism), particularly satisfaction, which in turn drives behavioral outcomes such as loyalty (response). The S-O-R model allows for a comprehensive exploration of how environmental cues in an omnichannel context influence affective and cognitive evaluations.

To further explain the mechanisms underlying customer satisfaction, this framework is complemented by Expectation–Confirmation Theory (ECT). ECT posits that satisfaction is not merely a result of meeting expectations but is significantly influenced by the degree of disconfirmation—either positive (exceeding expectations) or negative (falling short) (Oliver, 1980). In mature service settings such as urban restaurants, where customers may already anticipate a baseline of competent service delivery, the drivers of satisfaction tend to shift toward emotional and experiential cues rather than purely functional attributes (Fu et al., 2018; Mehrabioun, 2024; Wolverson et al., 2020; Wu et al., 2020; T. Yang et al., 2023). Therefore, experiences that provide sensory engagement, ambiance, and affective resonance are more likely to yield positive disconfirmation and, subsequently, stronger satisfaction and loyalty responses. By integrating the S-O-R and ECT perspectives, this study positions customer experience as a central mechanism in the satisfaction–loyalty relationship within omnichannel restaurant environments. The S-O-R framework explains how stimuli affect customer responses, while ECT

strengthens this by clarifying the role of expectation and disconfirmation in shaping satisfaction as the 'organism' stage.

Despite the growing body of research on omnichannel adoption, few studies have explicitly integrated the Stimulus-Organism-Response (SOR) perspective with Expectation-Confirmation Theory (ECT) to explain consumers' intention and continued usage behavior. While SOR highlights the role of external stimuli in shaping internal evaluations, ECT emphasizes how confirmation of expectations influences satisfaction and behavioral outcomes. By bridging SOR and ECT, this study provides a novel theoretical lens and is among the first to apply this integration in the context of omnichannel shopping applications in Indonesia.

Central to this evolving dynamic is experiential marketing, which emphasizes the creation of multisensory, emotional, cognitive, behavioral, and relational engagements that resonate deeply with customers (Bèzes, 2019; Same & Larimo, 2012; Wibowo et al., 2020). Recent global studies reinforce that experiential marketing not only enhances customer satisfaction but also directly drives customer loyalty by fostering emotional bonds and brand attachment (Abigail et al., 2024; Chen, 2024; S. Kim et al., 2019). In urban restaurant contexts, experiential marketing strategies—such as curated events, sensory stimuli, personalized interactions, and social media engagement (Bazi et al., 2023; Bolton, 2022; Cankül et al., 2024) —have been linked to stronger loyalty intentions compared to traditional service quality factors alone.

Given these evolving consumer expectations and empirical insights, it is imperative to comprehensively examine how experiential marketing, alongside e-service quality, offline service quality, and store atmosphere, collectively influence customer satisfaction and ultimately customer loyalty in the omnichannel context of urban restaurants. Few studies have simultaneously examined these variables in an integrated model within emerging markets such as Indonesia. This integrative approach aligns with recent calls in service marketing literature to bridge the digital-physical divide and develop holistic models that reflect contemporary consumer journeys (Belghiti, 2018; Clara, 2023; Jucevski, 2020; Mishra, 2021; Pangarkar et al., 2022). Understanding these relationships will enable restaurant managers and marketers to craft integrated strategies that cater effectively to both digital convenience and rich physical experiences, thus securing sustained competitive advantage in a highly competitive and rapidly evolving market environment.

The rapid advancement of digital technology has transformed the urban restaurant industry, compelling these establishments to adopt omnichannel strategies that integrate both online and offline services to meet evolving customer expectations. Among various factors influencing customer behavior, experiential marketing has emerged as a central component in shaping deep, emotional connections between urban restaurants and their patrons. Despite the increasing adoption of omnichannel and digital platforms, prior studies have predominantly emphasized functional and technological aspects such as ease of use, efficiency, or system quality. However, limited attention has been given to the role of experiential and atmospheric cues in shaping consumer evaluation and behavioral outcomes, particularly in emerging market contexts where cultural and contextual nuances may shift consumer priorities. This study addresses this gap by integrating the S-O-R and ECT models to highlight how experiential and atmospheric elements may outweigh functional digital factors in influencing consumer responses.

This study emphasizes experiential marketing as a pivotal driver that not only enhances customer satisfaction but also exerts a direct influence on customer loyalty. In contrast, other factors such as e-service quality, offline service quality, and store atmosphere are conceptualized to primarily affect customer satisfaction, which in turn mediates their impact on loyalty. Recognizing this distinction is crucial for urban restaurants seeking to allocate resources effectively and develop targeted strategies that foster long-term loyalty. This is the first study to integrate S-O-R and ECT frameworks in examining experiential marketing, store atmosphere, offline and online service quality simultaneously in urban restaurants in Indonesia.

Based on the background described above, this research aims to investigate how experiential marketing, e-service quality, offline service quality, and store atmosphere influence customer satisfaction within the context of omnichannel urban restaurants. Additionally, it seeks to explore the extent to which customer satisfaction affects customer loyalty in Indonesian urban restaurants that implement omnichannel service strategies. In line with these research problems, the objectives of the

study are to analyze the effects of experiential marketing, e-service quality, offline service quality, and store atmosphere on customer satisfaction, and to examine the impact of customer satisfaction on customer loyalty in the context of omnichannel services in urban restaurant settings.

Customer loyalty reflects a customer's intention to repurchase and resist switching to competitors, often demonstrated through repeated purchases and positive word-of-mouth (Büyükdag, 2021; Clara, 2019). In today's fiercely competitive business environment, loyalty is a strategic imperative for maintaining market share and reducing customer acquisition costs (K. Kim & Kim, 2024). Customer satisfaction, defined as a cognitive and emotional evaluation of service experiences based on the congruence between expectations and perceived value (Agyeiwaah & Suyafei, 2024; Park, 2020), is a fundamental antecedent of loyalty. Empirical evidence strongly supports satisfaction as a key predictor of sustained customer loyalty (Askari et al., 2024; Clara, 2023; Qiu et al., 2024).

Experiential marketing involves engaging customers through sensory, emotional, cognitive, behavioral, and relational stimuli (Chang & Cheng, 2023; Mulyawati & Handayani, 2020). Unlike traditional marketing focused on transactional features, experiential marketing creates meaningful, memorable moments (Cheng et al., 2023). This approach is especially relevant in high-touch service settings like urban restaurants, where direct interaction and environmental ambiance significantly shape customer perceptions (Bolton, 2022; Hallikainen et al., 2019). Experiential marketing has been shown to enhance affective and cognitive engagement, thereby fostering satisfaction and loyalty (Cankül et al., 2024; Tyrväinen et al., 2020).

Elements such as lighting, interior organization, scent, music, and visual style form the store atmosphere, which in turn affects consumers' emotional reactions and behavioral patterns (Hauser, 2021). A comfortable and emotionally appealing atmosphere increases visitor comfort, emotional attachment, and customer retention (Jalil et al., 2016). For urban restaurants, atmosphere is critical as patrons seek not only food and beverages but also a pleasant environment for relaxation, socialization, or work, thus affecting satisfaction and loyalty.

The measurement of offline service quality is commonly grounded in the SERVQUAL approach, which identifies five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (A. P. Parasuraman et al., 1988). Delivering excellent offline service quality promotes customer trust, improves satisfaction, and nurtures enduring relationships (J. Zhao et al., 2024). Meanwhile, e-service quality addresses digital interaction factors such as ease of use, system reliability, privacy, and responsiveness (Murfield et al., 2017). Within omnichannel strategies, e-service quality is vital for ensuring a smooth, consistent customer experience across digital and physical platforms (Juwaini et al., 2022).

Experiential marketing stands out as a comprehensive approach that engages customers on multiple levels — sensory, emotional, cognitive, behavioral, and relational — creating immersive and memorable experiences (Chang & Cheng, 2023). This multifaceted engagement not only cultivates satisfaction but also builds stronger direct bonds to loyalty, as customers emotionally and behaviorally commit to the brand beyond transactional satisfaction (Nam et al., 2025; W. Zhao, 2020). Meanwhile, e-service quality, offline service quality, and store atmosphere are recognized as significant contributors to enhancing customer satisfaction by improving service convenience, reliability, and environmental comfort. However, their impact on customer loyalty tends to be indirect, operating through the mediating role of customer satisfaction (Foster & McLelland, 2015). Drawing from this theoretical foundation and empirical evidence, this study proposes the following hypotheses as shown in Figure 1.: **H1**, experiential marketing positively influences customer satisfaction; **H2**, experiential marketing positively influences customer loyalty; **H3**, e-service quality positively influences customer satisfaction; **H4**, offline service quality positively influences customer satisfaction; **H5**, store atmosphere positively influences customer satisfaction; and **H6**, customer satisfaction positively influences customer loyalty.

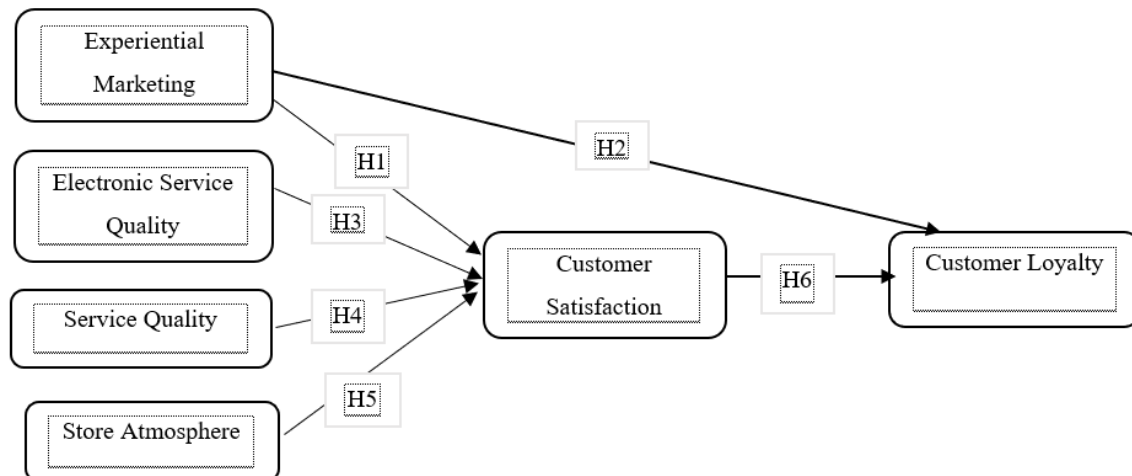


Figure 1. Conceptual Framework

METHODS

This study employs a quantitative research approach to examine the effects of experiential marketing, store atmosphere, offline service quality, and electronic service quality on customer satisfaction and loyalty within the omnichannel urban restaurant service context in Indonesia. The quantitative methodology is selected for its capability to systematically measure variables, test hypotheses, and generalize findings to a broader population.

The measurement instruments used in this study were adapted from previously validated scales to ensure both conceptual alignment and empirical reliability. This study focuses on four principal independent variables. Experiential marketing refers to the process through which consumers engage with a brand via multisensory, emotional, and cognitive elements that together shape a comprehensive experience (Mulyawati & Handayani, 2020). Store atmosphere encompasses the physical and ambient elements of the urban restaurant environment—such as lighting, music, aroma, layout, and interior design—that influence customer perceptions and emotional responses (Essardi et al., 2022). Traditional service quality is assessed using the SERVQUAL model developed by Parasuraman et al. (1988), which includes five core dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, electronic service quality captures customers' perceptions of digital service delivery, including system efficiency, order fulfillment, data privacy, responsiveness in digital communication, and infrastructure reliability (A. Parasuraman et al., 2005). The mediating variable is Customer Satisfaction, indicating the degree to which customer expectations are fulfilled during the service experience (Ali et al., 2022; Fakfare, 2021; Z. Li et al., 2025). The dependent variable is Customer Loyalty, operationalized through behavioral intentions including repeat purchases, recommendations, and brand preference retention (Juwaini et al., 2022; Kini et al., 2024).

The target population in this study consists of customers of urban restaurants in various regions of Indonesia who have experienced both online services and direct visits to restaurant outlets. A non-probability purposive sampling technique is employed, focusing on individuals who meet several inclusion criteria: they must be at least 17 years old, reside in Indonesia, have made purchases from urban restaurants through online platforms such as GoFood, GrabFood, ShopeeFood, or via direct digital orders through Instagram and WhatsApp, and have also visited the restaurants in person. Additionally, respondents are required to follow at least one urban restaurant's social media account (e.g., Instagram, Facebook, or TikTok) and have previously interacted with the restaurant's digital content. A pilot test involving 30 respondents was conducted prior to the main survey to detect potential technical issues and to ensure the validity and reliability of the measurement instruments.

Data were collected via an online questionnaire distributed using Google Forms. Distribution leveraged social media strategies, including direct messages (DMs), story mentions, and posts tagging urban restaurant and dining community accounts in Indonesia. This approach was chosen due to the high engagement of Indonesian urban restaurant customers on digital platforms, particularly in urban areas. Each questionnaire item was rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), capturing constructs of experiential marketing, store atmosphere, offline and electronic service quality, customer satisfaction, and loyalty. The study followed ethical research guidelines, and participation was entirely voluntary. Respondents were informed about the purpose of the study, and their consent was obtained prior to completing the survey. Anonymity and confidentiality of responses were assured throughout the data collection process.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0. This technique was chosen for its suitability in analyzing complex models with latent constructs, its predictive orientation, and its robustness to non-normal data distributions (Hair et al., 2019). The analysis was carried out in two main stages. First, the measurement model was evaluated by retaining indicator loadings of 0.70 or higher, ensuring internal consistency reliability through Composite Reliability (CR) and Cronbach's Alpha with thresholds of 0.70 or above, confirming convergent validity with an Average Variance Extracted (AVE) of at least 0.50, and testing discriminant validity using the Fornell-Larcker criterion and cross-loading analysis. Second, the structural model was evaluated by examining path coefficients, t-statistics, and p-values through a bootstrap procedure with 500 resamples. The model's explanatory power was assessed using the coefficient of determination (R^2), and overall model fit was evaluated through indices such as the Standardized Root Mean Square Residual (SRMR), d_ULS, d_G, Chi-Square, and the Normed Fit Index (NFI).

RESULT AND DISCUSSION

The demographic profile of the 250 respondents reflects a digitally engaged urban consumer base in Indonesia. The majority reside in major metropolitan areas, with Jakarta contributing 24%, followed by Surabaya (14%), Bandung (12%), and other cities such as Denpasar, Makassar, Semarang, Yogyakarta, and Palembang, each accounting for 6–8%. Satellite cities in the Greater Jakarta area (Tangerang, Bekasi, Depok) contribute a combined 12%. In terms of age, most respondents fall within the 21–30 age range (52%), followed by those aged 31–40 (28%), indicating a dominant group of digitally literate young adults. The gender distribution is relatively balanced, with 54% female and 46% male participants. Regarding occupation, the largest group comprises private sector employees (37%), followed by students (24%), entrepreneurs (18%), and civil servants (11%), while the rest include freelancers and others. This diverse demographic distribution highlights a relevant and representative sample of urban consumers who actively interact with both online and offline restaurant services.

Outer Model (Measurement Model) Evaluation

To assess the reliability and validity of the measurement model, the outer loadings, t-statistics, and p-values of each indicator were examined. Indicators with outer loading values below the minimum acceptable threshold of 0.70 were removed to ensure measurement precision. The results, as shown in Table 1 and Figure 2, indicate that all retained indicators had outer loading values above 0.80, demonstrating strong indicator reliability (Hair et al., 2019). Specifically, the loading values for Customer Loyalty ranged from 0.858 to 0.886, for Customer Satisfaction from 0.814 to 0.874, for Experiential Marketing from 0.821 to 0.852, for Electronic Service Quality from 0.812 to 0.881, for Store Atmosphere from 0.802 to 0.824, and for Service Quality from 0.801 to 0.900.

Table 1. Measurement Model Evaluation

Outer Loading	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CL1 ← Customer Loyalty	0.883	0.882	0.019	46.811	0.000

CL2 ← Customer Loyalty	0.858	0.856	0.025	33.879	0.000
CL3 ← Customer Loyalty	0.880	0.879	0.019	46.189	0.000
CL4 ← Customer Loyalty	0.886	0.885	0.020	44.694	0.000
CS1 ← Customer Satisfaction	0.830	0.827	0.034	24.411	0.000
CS2 ← Customer Satisfaction	0.814	0.810	0.036	22.556	0.000
CS3 ← Customer Satisfaction	0.874	0.871	0.023	38.048	0.000
CS4 ← Customer Satisfaction	0.874	0.870	0.025	34.369	0.000
CS6 ← Customer Satisfaction	0.865	0.863	0.022	39.702	0.000
EM3 ← Experiential Marketing	0.838	0.838	0.030	28.185	0.000
EM5 ← Experiential Marketing	0.843	0.842	0.034	24.731	0.000
EM6 ← Experiential Marketing	0.821	0.822	0.041	19.844	0.000
EM7 ← Experiential Marketing	0.834	0.833	0.037	22.620	0.000
EM8 ← Experiential Marketing	0.852	0.851	0.029	29.193	0.000
ESQ1 ← Electronic Service Quality	0.812	0.807	0.039	20.809	0.000
ESQ2 ← Electronic Service Quality	0.823	0.822	0.031	26.742	0.000
ESQ3 ← Electronic Service Quality	0.881	0.880	0.026	34.279	0.000
ESQ6 ← Electronic Service Quality	0.863	0.862	0.022	38.351	0.000
ESQ7 ← Electronic Service Quality	0.828	0.826	0.032	26.156	0.000
ESQ8 ← Electronic Service Quality	0.817	0.815	0.023	36.275	0.000
SA1 ← Store Atmosphere	0.802	0.799	0.054	14.874	0.000
SA3 ← Store Atmosphere	0.824	0.820	0.044	18.618	0.000
SA5 ← Store Atmosphere	0.805	0.805	0.033	24.485	0.000
SA6 ← Store Atmosphere	0.802	0.801	0.040	19.820	0.000
SA7 ← Store Atmosphere	0.815	0.817	0.027	30.462	0.000
SA8 ← Store Atmosphere	0.817	0.817	0.038	21.729	0.000
SQ2 ← Service Quality	0.801	0.800	0.034	23.559	0.000
SQ6 ← Service Quality	0.857	0.854	0.030	28.106	0.000
SQ7 ← Service Quality	0.863	0.864	0.020	42.410	0.000
SQ8 ← Service Quality	0.900	0.898	0.027	33.267	0.000

Source: Research Data Processed

All t-values exceeded the critical value of 1.96 and all p-values were below 0.001, confirming that each outer loading is statistically significant at the 0.01 level. These findings suggest that each indicator contributes significantly to its respective latent construct. Therefore, the measurement model demonstrates adequate indicator reliability and convergent validity, supporting its suitability for further structural model evaluation.

Table 2. Construct Reliability and Validity Results

Construct	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Fornell-Larcker Criterion
Customer Loyalty	0.900	0.900	0.930	0.769	0.877
Customer Satisfaction	0.905	0.907	0.930	0.726	0.768
Electronic Service Quality	0.915	0.919	0.934	0.702	0.680
Experiential Marketing	0.894	0.896	0.922	0.702	0.581
Service Quality	0.878	0.881	0.916	0.733	0.678
Store Atmosphere	0.896	0.899	0.920	0.657	0.695

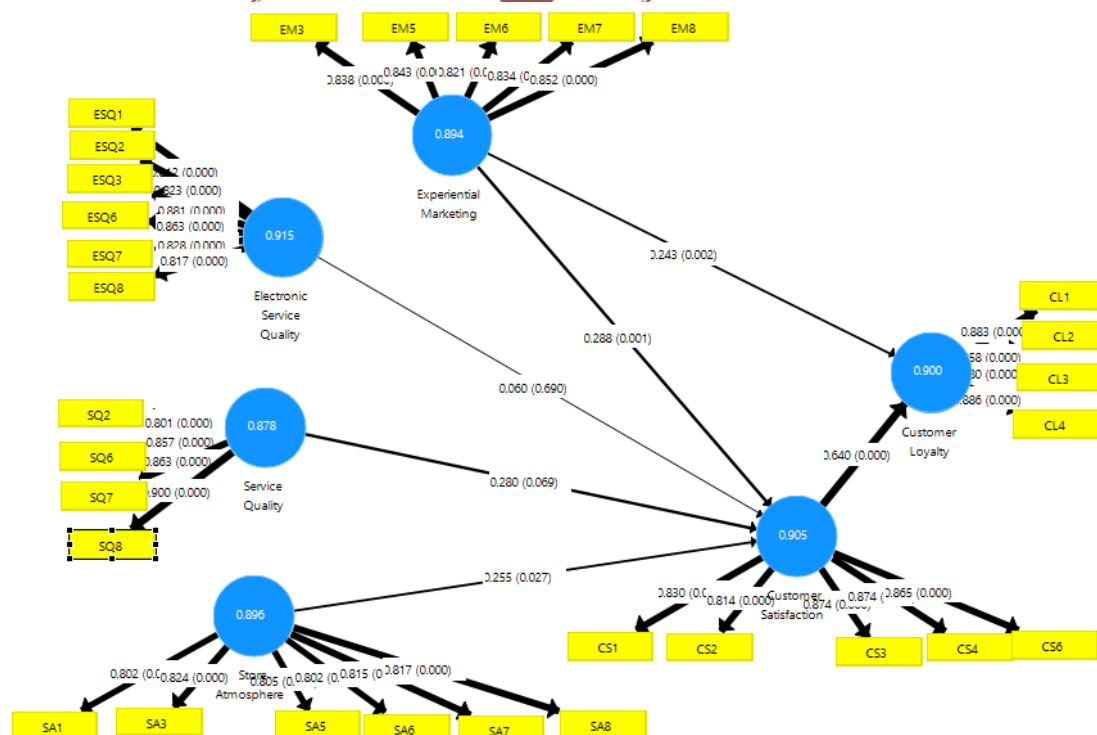
Source: Research Data Processed

To assess the internal consistency and convergent validity of the constructs, this study evaluated Cronbach's Alpha, rho_A, Composite Reliability (CR), and Average Variance Extracted (AVE) values. As shown in Table 2, all constructs demonstrated strong internal consistency, with Cronbach's Alpha and rho_A values exceeding the recommended threshold of 0.70 (Hair et al., 2019). Composite Reliability values for all constructs ranged from 0.916 to 0.934, indicating high reliability and internal consistency of the measurement model. In addition, the AVE values for all constructs were above the minimum acceptable level of 0.50, ranging from 0.657 to 0.769. This confirms that each construct explains more than 50% of the variance in its indicators, supporting convergent validity. These results collectively indicate that the constructs used in this study are both reliable and valid for further analysis within the structural model. Discriminant validity was assessed using the Fornell-Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) for each construct with the correlations between constructs. A construct is considered to have adequate discriminant validity if the square root of its AVE is higher than its correlations with other constructs (Fornell & Larcker, 1981). As shown in Table 2, the square roots of the AVE values (ranging from 0.581 to 0.877) exceed the inter-construct correlations, confirming that each construct shares more variance with its own indicators than with other constructs. These results indicate satisfactory discriminant validity across all latent variables in the model.

Structural Model Assessment (Path Coefficients)

The structural model was evaluated by examining the path coefficients, t-statistics, and p-values to determine the significance and strength of the hypothesized relationships among the constructs. The results, as shown in Figure 2 and Table 3, indicate that Customer Satisfaction has a strong and significant effect on Customer Loyalty ($\beta = 0.640$, $t = 8.264$, $p < 0.001$), supporting the hypothesis that satisfied customers are more likely to remain loyal.

Experiential Marketing was found to have a significant positive effect on both Customer Satisfaction ($\beta = 0.288$, $t = 3.266$, $p = 0.001$) and Customer Loyalty ($\beta = 0.243$, $t = 3.075$, $p = 0.002$), suggesting that engaging customer experiences contribute directly and indirectly to loyalty. Additionally, Store Atmosphere significantly influences Customer Satisfaction ($\beta = 0.255$, $t = 2.224$, $p = 0.027$), indicating the importance of physical retail environments in shaping customer perceptions.



Source: Research Data Processed

Figure 2. Outer Loading and Inner Model

Conversely, the effect of Electronic Service Quality on Customer Satisfaction was not statistically significant ($\beta = 0.060$, $t = 0.399$, $p = 0.690$), implying that in this context, electronic service interactions may not strongly influence customer satisfaction. Similarly, Service Quality showed a marginal effect on Customer Satisfaction ($\beta = 0.280$, $t = 1.820$, $p = 0.069$), falling just outside the conventional threshold for statistical significance ($p < 0.05$). These results suggest that while some service dimensions play a critical role, others may require further contextual exploration.

Table 3. Structural Model Assessment

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1: Experiential Marketing→Customer Satisfaction	0.288	0.283	0.088	3.266	0.001
H2: Experiential Marketing→Customer Loyalty	0.243	0.242	0.079	3.075	0.002
H3: Electronic Service Quality→Customer Satisfaction	0.060	0.050	0.149	0.399	0.690
H4: Service Quality→Customer Satisfaction	0.280	0.283	0.154	1.820	0.069
H5: Store Atmosphere→Customer Satisfaction	0.255	0.270	0.115	2.224	0.027
H6: Customer Satisfaction→Customer Loyalty	0.640	0.643	0.077	8.264	0.000

Note: Hypotheses are accepted or rejected based on the significance level of p -values. A hypothesis is accepted when $p < 0.05$, indicating a statistically significant relationship; otherwise, it is rejected.

Source: Research Data Processed

The model fit was assessed using several key indices, including SRMR, d_ULS, d_G, Chi-Square, and NFI as shown in Table 4. The Standardized Root Mean Square Residual (SRMR) for the estimated model was 0.087, which is slightly above the commonly accepted threshold of 0.08, indicating a moderate but still acceptable model fit. In comparison, the saturated model reported a lower SRMR value of 0.064, suggesting a better approximation to the empirical data. Additionally, the discrepancy measures d_ULS and d_G for the estimated model were 3.553 and 1.291, respectively, both higher than those of the saturated model (1.896 and 1.186), further indicating that the saturated model fits the data more closely. The Chi-Square value of the estimated model (865.583) was slightly higher than that of the saturated model (820.562), which is expected given the theoretical constraints imposed on the estimated model. Lastly, the Normed Fit Index (NFI) was 0.751 for the estimated model and 0.764 for the saturated model. Although these values fall below the ideal threshold of 0.90, they are above the minimum acceptable level of 0.70 commonly used in PLS-SEM studies. Overall, the model demonstrates an acceptable level of fit to the data, allowing for further interpretation of the structural relationships. The Heterotrait-Monotrait ratio of correlations (HTMT) was examined to assess discriminant validity. As shown in Table 4, all HTMT values are below the recommended threshold of 0.90, indicating adequate discriminant validity among the constructs. Furthermore, the 95% confidence intervals (HI95) for each pair of constructs do not include the value of 1, providing additional evidence that the constructs are empirically distinct. These results confirm that discriminant validity has been established in the measurement model.

Table 4. Model Fit

Model Fit	Saturated Model	Estimated Model	Acceptance Criteria	Assessment
SRMR	0.064	0.087	≤ 0.08 (good), ≤ 0.10 (acceptable)	Acceptable (Estimated model at threshold)
d_ULS	1.896	3.553	Lower values indicate better fit; must not exceed HI95 (bootstrapping)	Within acceptable range*
d_G	1.186	1.291	Lower values are preferred; must not exceed HI95 (bootstrapping)	Within acceptable range*
Chi-Square	820.562	865.583	Lower is better (no strict cut-off in PLS)	Descriptive only
NFI	0.764	0.751	≥ 0.90 (good), ≥ 0.80 (acceptable)	Below recommended threshold

Constructs	HTMT Value	HI95 Lower	HI95 Upper	Discriminant Validity
CSAT → CLOY	0.652	0.487	0.789	Yes
CSAT → SERVQ	0.734	0.562	0.841	Yes
CLOY → SERVQ	0.701	0.533	0.816	Yes
	R Square	R Square Adjusted	Acceptance Criteria	Assessment
Customer Loyalty	0.633	0.627	0.75 (strong), 0.50 (moderate), 0.25 (weak)	Moderate–strong
Customer Satisfaction	0.489	0.473	0.75 (strong), 0.50 (moderate), 0.25 (weak)	Moderate

Note: HI95 refers to the upper bound of the 95% confidence interval for the HTMT values. Discriminant validity is established when HI95 is below 1.

Source: Research Data Processed

Based on the R Square and Adjusted R Square values, the model demonstrates moderate explanatory power. Customer Satisfaction has an R Square of 0.489, indicating that approximately 48.9% of the variance in customer satisfaction can be explained by the combined effects of experiential marketing, electronic service quality, offline service quality, and store atmosphere. Meanwhile, Customer Loyalty has a higher R Square value of 0.633, suggesting that 63.3% of the variance in loyalty is explained by customer satisfaction and experiential marketing. The adjusted R Square values (0.473 for satisfaction and 0.627 for loyalty) confirm the robustness of the model while accounting for the number of predictors. These results indicate that the proposed framework provides a solid foundation for understanding key drivers of satisfaction and loyalty in the omnichannel urban restaurant context.

Discussion

The significant impact of experiential marketing and store atmosphere in the present model reinforces the evolving emphasis on customer experience as a critical driver in omnichannel service settings. This finding aligns with the shift from a purely utilitarian service orientation to one that places customer emotions, sensory engagement, and immersive experiences at the core of service strategy (Bell, 2020; Essardi et al., 2022; W. Zhao, 2020). Experiential marketing, through its multisensory and emotionally engaging nature, appears to play a pivotal role in forming positive customer perceptions, particularly in competitive urban markets where product and service differentiation can be minimal. Likewise, store atmosphere—through carefully curated physical cues such as lighting, scent, layout, and music—serves not only as an environmental enhancer but also as a symbolic representation of brand identity and quality, significantly affecting customer moods and behavioral outcomes.

In the context of omnichannel service, where customers fluidly transition between digital and physical touchpoints, the seamless integration of affective elements across both domains becomes increasingly important. The results suggest that customers do not merely evaluate urban restaurant services based on functionality (such as reliability or speed), but rather on how these services make them feel and how they engage their senses and emotions throughout the journey (Clara & Tua, 2025; Högberg et al., 2019; Z. W. Y. Lee et al., 2019). This underscores the growing relevance of affective and experiential marketing approaches in enhancing satisfaction and fostering loyalty in the digital age.

Furthermore, this outcome supports expectation–confirmation theory (ECT), which posits that customer satisfaction is largely influenced by the degree of disconfirmation between prior expectations and actual experiences. In mature service environments like urban restaurants, where basic functional expectations are often met as standard, the key to exceeding expectations lies in delivering emotionally resonant experiences that surprise and delight (Fu et al., 2018; T. Yang et al., 2023). Therefore, satisfaction is increasingly shaped by emotional gratification and experiential differentiation rather than by mere service adequacy.

Our findings can be better understood through the lens of Stimulus-Organism-Response (SOR) and Expectation-Confirmation Theory (ECT). The SOR framework explains how external stimuli, such as omnichannel service quality, shape internal evaluations (organism) that ultimately drive behavioral intentions (response). Consistent with ECT, the results also highlight that users' continued intention is strongly influenced by their confirmation of prior expectations regarding security and ease of use. These

results extend prior research by showing how both theories converge in the context of omnichannel shopping, while also revealing certain inconsistencies with studies that emphasized price value as the primary driver (e.g., (Do et al., 2023; Konuk, 2019; Ryu & Han, 2010)). This highlights the unique contribution of our study in integrating SOR and ECT perspectives to explain technology-driven consumer behavior.

The findings provide important theoretical implications by extending the S-O-R and ECT frameworks to an emerging market context, showing that atmospheric and experiential cues are more influential than functional digital attributes. This suggests that future theoretical models should incorporate context-specific experiential factors to better capture consumer decision-making dynamics. From a managerial perspective, the results highlight the importance for retailers and service providers to go beyond digital functionality by investing in immersive experiences, personalized interactions, and atmospheric enhancements to sustain consumer engagement in highly competitive markets.

For practitioners, these findings imply that investments in digital and physical experiential design—such as engaging social media content, personalized communication, ambient in-store environments, and emotionally intelligent service—are not merely aesthetic enhancements but strategic imperatives. Urban restaurants operating in an omnichannel context should strive to offer consistent and emotionally fulfilling experiences across platforms, leveraging experiential cues to build stronger emotional connections and brand loyalty. As such, customer satisfaction and loyalty are no longer just outcomes of efficient service delivery, but the result of holistic, well-orchestrated customer experiences that engage the mind, heart, and senses.

CONCLUSION

This study examined the influence of experiential marketing, store atmosphere, service quality, and electronic service quality on customer satisfaction and customer loyalty in omnichannel urban restaurants. The findings confirm that customer satisfaction serves as a critical factor in building customer loyalty, emphasizing its role as a mediator between external service-related factors and behavioral outcomes.

Experiential marketing was found to significantly enhance both customer satisfaction and loyalty, highlighting the importance of delivering memorable and emotionally engaging experiences throughout the customer journey. The store atmosphere also played a meaningful role in shaping customer satisfaction, suggesting that the physical environment remains a vital touchpoint, even in an increasingly digitalized service landscape.

Service quality, although important, demonstrated a weaker impact, possibly reflecting customer expectations that high service standards are a given rather than a differentiating factor. Interestingly, electronic service quality did not show a significant relationship with customer satisfaction, indicating potential gaps in the digital service experience or a limited role of digital interactions in shaping emotional responses in this context.

These findings imply that urban restaurant operators should focus on creating immersive brand experiences and designing engaging atmospheres to foster customer satisfaction and loyalty. While functional service elements remain relevant, investing in experiential and emotional value creation may offer a stronger competitive advantage in omnichannel strategies.

Future research could expand by exploring moderating variables such as customer involvement, digital literacy, or generational differences to better understand behavioral responses. It is also recommended to incorporate variables such as brand trust or engagement to enrich the existing framework. Longitudinal or cross-regional studies may further enhance the generalizability of the results and support strategic development in the broader hospitality and food service sectors.

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