

# The Role of Consumer Satisfaction in The Influence of Store Atmosphere, Service Quality, And Digital Marketing on Consumer Loyalty at The Legend Bar and Restaurant Legian, Kuta, Bali

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## Article Info

### Article history:

Received Mar, 2025

Revised Apr, 2025

Accepted Apr, 2025

### Keywords:

Consumer Loyalty;  
Consumer Satisfaction;  
Digital Marketing;  
Service Quality;  
Store Atmosphere

## ABSTRACT

This study aims to analyze the influence of store atmosphere, service quality, and digital marketing on consumer loyalty, with consumer satisfaction as a mediating variable at The Legend Bar and Restaurant, Legian, Kuta, Bali. This research employs a quantitative approach using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The sample consists of 110 respondents who are restaurant customers. The findings indicate that store atmosphere, service quality, and digital marketing positively and significantly affect consumer satisfaction. Furthermore, consumer satisfaction directly influences consumer loyalty. Mediation analysis reveals that consumer satisfaction partially mediates the relationship between store atmosphere, service quality, and digital marketing on consumer loyalty. The implications of this research highlight the importance of optimizing an attractive store atmosphere, improving service quality, and implementing effective digital marketing strategies to enhance customer loyalty in the restaurant industry.

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## 1. INTRODUCTION

In a competitive business environment, every business actor must have a strong strategy in order to survive and compete in an increasingly tight market (Gunther, 2022). Increasing competition forces entrepreneurs to innovate in marketing products in order to attract the attention of consumers who are increasingly selective in choosing products or services (Pertiwi et al., 2020). In the culinary industry, not only product quality is the main factor, but also

consumer experience, which is now increasingly oriented towards the recreational aspect when eating out.

Legian, Bali, is one of the popular tourist destinations with many bars and restaurants, making it an area with a high level of business competition. Based on independent observations, one street in Legian can have more than four bars and restaurants operating, offering similar services. This situation requires business actors to conduct market analysis to understand consumer preferences and adjust

their marketing strategies to remain relevant and competitive [1]. This innovative strategy aims to increase customer satisfaction, which plays an important role in building their loyalty [2].

Consumer loyalty is a key factor in business success, as loyal customers not only make repeat purchases but also tend to recommend products or services to others [3]. This loyalty is not the result of external pressure, but rather is formed naturally from positive experiences provided by the company [4]. Therefore, many companies have begun to focus on marketing strategies aimed at increasing customer satisfaction in order to maintain their loyalty [5].

Customer satisfaction is closely related to customer loyalty and is a top priority in business strategy [6]. When customers are satisfied with a service, they tend to share their positive experiences with others and return to use the product or service (Kottler & Keller, 2022). Furthermore, customer satisfaction can act as a mediating variable that strengthens the relationship between various marketing factors and consumer loyalty [7]. If customer satisfaction increases, their loyalty to the brand or company also tends to increase [8].

Several factors that contribute to consumer satisfaction include product quality, service responsiveness, appropriate price, customer experience, and ease of service access [7]. One important element in creating a positive customer experience is store atmosphere, which includes exterior design, interior, lighting, layout, and other aesthetic elements [9]. Store atmosphere can influence customers' emotions and perceptions of the services provided, thus impacting their loyalty [10], [11].

In addition to store atmosphere, service quality also plays an important role in shaping customer satisfaction and loyalty [2]. Customers will feel more satisfied if the service provided is in accordance with their expectations [8]. Therefore, companies need to improve service standards by ensuring speed, accuracy, and better interaction with customers [7]. On the other hand, the development of digital technology has

changed the way businesses interact with their consumers. Digital marketing is an important strategy to reach more customers and increase their loyalty [12].

The Legend Bar and Restaurant in Legian, Kuta, Bali, which has been operating for more than three decades, is facing increasingly fierce competition in the industry. Based on data from the Badung Regency Central Statistics Agency, the number of restaurants in the area increased from 728 in 2021 to 2,299 in 2023, indicating a significant increase in competition. Therefore, this study aims to analyze the role of store atmosphere, service quality, and digital marketing on consumer loyalty, with consumer satisfaction as a mediating variable. This study is expected to provide strategic insights for The Legend Bar and Restaurant in increasing competitiveness and maintaining customer loyalty amidst fierce competition.

## 2. RESEARCH METHODS

This study uses a quantitative approach to test existing theories with statistical analysis based on numerical data. The Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) approach is used to analyze the relationship between predetermined variables. This study was conducted at The Legend Bar and Restaurant Legian, Kuta, Bali, which has been operating for more than 34 years and is located in an area with high restaurant business competition. This study was conducted in October 2024, with a scope focusing on the influence of store atmosphere, service quality, and digital marketing on consumer loyalty with consumer satisfaction as a mediating variable [13]. The study population was all customers who visited the restaurant, and the sampling technique used was accidental sampling, with the number of samples calculated using the [14] which resulted in 110 respondents (Ilmi Irfan, 2023).

This study identified five main variables, namely store atmosphere (X1), service quality (X2), digital marketing (X3), customer satisfaction (Y1), and customer loyalty (Y2). These variables were measured

using 22 indicators sourced from previous studies [15]–[17]. Data were collected through observation, interviews, questionnaires, and documentation, with a 5-point Likert scale as the main measuring tool [13]. Validity and reliability tests were carried out using correlation values and Cronbach's Alpha to ensure that the instruments used can measure the research variables accurately and consistently. The instrument is considered valid if the correlation value is more than 0.3, and reliable if the Cronbach's alpha value is more than 0.60 [13].

To analyze the data, this study used outer model and inner model analysis in the SEM-PLS method. The outer model is used to assess the validity and reliability of indicators, including convergent validity, discriminant validity, and composite reliability [13].

Meanwhile, the inner model evaluates the relationship between latent variables using the R-square and Q-square values to measure the predictive strength of the model. Hypothesis testing is carried out using the t-statistic value ( $>1.96$ ) and probability value ( $<0.05$ ), which determines whether the relationship between variables is significant or not [13]. Through this method, the study aims to provide a deeper understanding of the factors that influence consumer loyalty at The Legend Bar and Restaurant and provide strategic recommendations for managers in increasing their business competitiveness.

### 3. RESEARCH RESULTS AND DISCUSSION

#### 3.1 Research Results

Table 1. Convergent Validity Test Results

Variables	Outerloading Value
<b>Store Atmosphere</b>	
X1.1 <- Store Atmosphere	0.905
X1.2 <- Store Atmosphere	0.916
X1.3 <- Store Atmosphere	0.934
X1.4 <- Store Atmosphere	0.934
<b>Quality of service</b>	
X2.1 <- Quality of Service	0.922
X2.2 <- Quality of Service	0.917
X2.3 <- Quality of Service	0.917
X2.4 <- Quality of Service	0.887
X2.5 <- Quality of Service	0.826
<b>Digital Marketing</b>	
X3.1 <- Digital Marketing	0.946
X3.2 <- Digital Marketing	0.933
X3.3 <- Digital Marketing	0.922
X3.4 <- Digital Marketing	0.945
X3.5 <- Digital Marketing	0.941
X3.6 <- Digital Marketing	0.928
<b>Customer satisfaction</b>	
Y1.1 <- Consumer Satisfaction	0.878
Y1.2 <- Consumer Satisfaction	0.902
Y1.3 <- Consumer Satisfaction	0.890
<b>Consumer loyalty</b>	
Y2.1 <- Consumer Loyalty	0.874
Y2.2 <- Consumer Loyalty	0.879
Y2.3 <- Consumer Loyalty	0.820
Y2.4 <- Consumer Loyalty	0.872

Source: Data processed 2025

Based on the results of the validity analysis using the Product

Moment correlation, all measurement indicators of the variables in this study

have an Outer Loading value above 0.5, so they are declared valid. In the Store Atmosphere variable, the indicator with the highest value is Store Layout and Interior Display (0.934). For Service Quality, the Tangible indicator has the highest Outer Loading value (0.922). In Digital Marketing, the Accessibility

indicator recorded the highest value of 0.946, while in Consumer Satisfaction, the Attitude or Desire to Use the Product indicator has the highest Outer Loading value (0.902). This shows that all indicators used in this study are able to measure the variables well.

Table 2. Results of Discriminant Validity Test

Item	Digital Marketing	Customer Satisfaction	Quality of Service	Consumer Loyalty	Store Atmosphere
X1.1	0.881	0.865	0.843	0.881	<b>0.905</b>
X1.2	0.861	0.845	0.815	0.861	<b>0.916</b>
X1.3	0.857	0.866	0.865	0.886	<b>0.934</b>
X1.4	0.868	0.882	0.919	0.907	<b>0.934</b>
X2.1	0.863	0.879	<b>0.922</b>	0.908	0.918
X2.2	0.868	0.881	<b>0.917</b>	0.900	0.901
X2.3	0.866	0.872	<b>0.917</b>	0.883	0.878
X2.4	0.794	0.817	<b>0.887</b>	0.827	0.778
X2.5	0.689	0.738	<b>0.826</b>	0.748	0.666
X3.1	<b>0.946</b>	0.895	0.858	0.902	0.893
X3.2	<b>0.933</b>	0.853	0.824	0.876	0.870
X3.3	<b>0.922</b>	0.848	0.836	0.872	0.871
X3.4	<b>0.945</b>	0.880	0.859	0.894	0.874
X3.5	<b>0.941</b>	0.886	0.884	0.902	0.875
X3.6	<b>0.928</b>	0.892	0.881	0.906	0.893
Y1.1	0.834	<b>0.878</b>	0.843	0.873	0.842
Y1.2	0.824	<b>0.902</b>	0.804	0.876	0.809
Y1.3	0.839	<b>0.890</b>	0.857	0.886	0.850
Y2.1	0.831	0.864	0.851	<b>0.874</b>	0.866
Y2.2	0.825	0.870	0.804	<b>0.879</b>	0.824
Y2.3	0.774	0.799	0.787	<b>0.820</b>	0.765
Y2.4	0.852	0.866	0.853	<b>0.872</b>	0.846

Source: Data processed 2025

Based on Table 2, the results of the Discriminant Validity test show that all indicators have a higher correlation value to their own variables compared to other variables, so it can be concluded that each indicator is able to distinguish and measure the variables that should be well. In the Store Atmosphere variable, indicators X1.3 and X1.4 have the highest value of 0.934, indicating a strong correlation to their variables. Service Quality has indicator X2.1 with the highest value of 0.922, while the Digital Marketing variable shows X3.1 as the strongest indicator with a value of 0.946.

For Consumer Satisfaction, indicator Y1.2 has the highest value (0.902), and Consumer Loyalty is shown by Y2.4 with a value of 0.872. These results confirm that the research instrument has good discriminant validity and is worthy of use in further analysis.

Table 3 to assess discriminant validity is by looking at the Average Variance Extracted (AVE) value, which is required for a good model if the AVE value of each construct is greater than 0.50. The results of the Average Variance Extracted (AVE) test are shown in Table 3.

Table 3. AVE Test Results

Variables	Average Variance Extracted (AVE)
Digital Marketing	0.876
Customer Satisfaction	0.792
Quality of Service	0.800
Consumer Loyalty	0.742
Store Atmosphere	0.851

Source: Data processed 2025

Based on the Average Variance Extracted (AVE) value, all variables in this study have values above 0.5, indicating that the research instrument has good convergent validity. The variable with the highest AVE is Digital Marketing (0.876), followed by Store Atmosphere (0.851), indicating that the indicators in these variables are able to explain the latent variables very well. Service Quality (0.800) and Customer Satisfaction (0.792) also have high AVE values, indicating that these variables have a fairly large level of variance

explained by their indicators. Meanwhile, Consumer Loyalty has an AVE of 0.742, which still meets the convergent validity standard. Thus, all variables in this study have good ability in measuring the expected constructs and are worthy of use for further analysis.

Table 4 shows Construct reliability or construct reliability test measured by two criteria, namely composite reliability and cronbach alpha of the indicators that measure the construct. The construct is declared reliable if the composite reliability and cronbach alpha values are above 0.70.

Table 4. Construct Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability (rho_c)
Store Atmosphere	0.979	0.958
Quality of Service	0.919	0.952
Digital Marketing	0.993	0.977
Customer Satisfaction	0.924	0.919
Consumer Loyalty	0.943	0.920

Source: Data processed 2025

These results show that all variables have Cronbach's Alpha and Composite Reliability values above 0.70, which indicates that the research instrument has a high level of reliability and can be used in further analysis.

The following figure is the result of the structural equation model analysis

(SEM-PLS) which describes the causal relationship between the variables Store Atmosphere, Service Quality, and Digital Marketing on Consumer Satisfaction and Consumer Loyalty, and shows the path coefficient value and the level of significance of the relationship between variables.

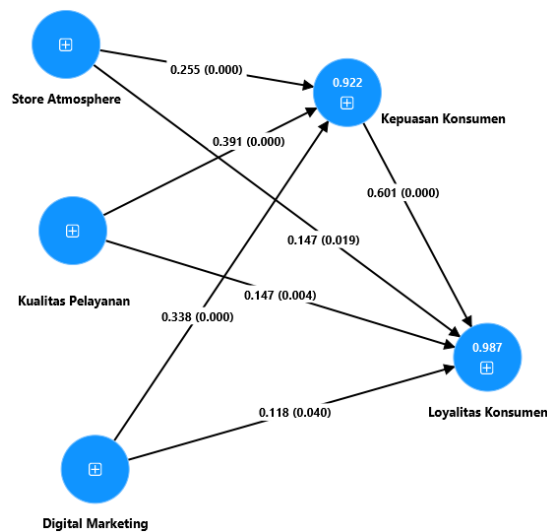


Figure 1. Inner Model

Table 5 shows the R-square value used to determine how much percentage of the influence of exogenous variables on endogenous variables. The range of R-Square values is 0 to 1, where if the R-Square value approaches zero,

the influence of exogenous variables on endogenous variables is getting weaker, conversely if it approaches one, the influence of exogenous variables on endogenous variables is getting stronger.

Table 5. R-Square Values

Variables	R-square
Customer Satisfaction	0.922
Consumer Loyalty	0.987

Source: Data processed 2025

Table 5 shows that the R-square value for the Consumer Satisfaction variable is 0.922, while for the Consumer Loyalty variable it is 0.987. A higher R-square value indicates that the exogenous variable has a large contribution in explaining the endogenous variable, so that the

structural equation model used in this study is stronger and better.

Table 6 shows the results of the Hypothesis Testing of the estimated parameters provides very useful information about the relationship between the research variables. Hypothesis testing uses the values contained in the path coefficients results as a basis.

Table 6. Path Coefficient (Mean, STDEV, T-Values, P-Values)

Variables	Original sample (O)	T statistics ( O/STDEV )	P values
Digital Marketing -> Consumer Satisfaction	0.338	5,508	0.000
Digital Marketing -> Consumer Loyalty	0.118	2,059	0.040
Consumer Satisfaction -> Consumer Loyalty	0.601	11,944	0.000
Service Quality -> Customer Satisfaction	0.391	5.431	0.000
Service Quality -> Consumer Loyalty	0.147	2,908	0.004
Store Atmosphere -> Customer Satisfaction	0.255	3.618	0.000
Store Atmosphere -> Consumer Loyalty	0.147	2,347	0.019

Source: Data processed 2025

Hypothesis testing was conducted using the Partial Least Square (PLS) method with a bootstrapping approach to measure the level of significance between variables. The hypothesis can be accepted if the t-statistic value is  $> 1.96$  with a significance level of  $p < 0.05$ . If the t-statistic is  $< 1.96$ , then the hypothesis is rejected. The results of hypothesis testing in this study are explained as follows:

#### **Hypothesis Testing 1 (The Effect of Store Atmosphere on Consumer Satisfaction)**

Based on the results of the hypothesis test in Table 5.17, Store Atmosphere has a positive effect on Consumer Satisfaction with a coefficient value of 0.255 and t-statistics of 3.618 ( $> 1.96$ ), and a significance value of  $p < 0.05$ . The test results show that H1 is accepted, so Store Atmosphere has a significant effect on Consumer Satisfaction.

#### **Hypothesis Testing 2 (The Effect of Service Quality on Consumer Satisfaction)**

The results of the hypothesis test show that Service Quality has a significant effect on Consumer Satisfaction, with a coefficient value of 0.391 and t-statistics of 5.431 ( $> 1.96$ ), and a significance value of  $p < 0.05$ . These results indicate that H2 is accepted, so that Service Quality has a positive impact on Consumer Satisfaction.

#### **Hypothesis Testing 3 (The Effect of Digital Marketing on Consumer Satisfaction)**

Based on the results of the hypothesis test, Digital Marketing has a positive influence on Consumer Satisfaction, with a coefficient value of 0.338 and t-statistics of 5.508 ( $> 1.96$ ), and a significance value of  $p < 0.05$ . Therefore, H3 is accepted, which indicates that Digital Marketing plays a role in increasing Consumer Satisfaction.

#### **Hypothesis Testing 4 (The Effect of Store Atmosphere on Consumer Loyalty)**

The results of the hypothesis test show that Store Atmosphere has an influence on Consumer Loyalty, with a coefficient value of 0.147 and t-statistics of 2.347 ( $> 1.96$ ), and a significance value of  $p < 0.05$ . Therefore, H4 is accepted, which means that Store Atmosphere has a role in shaping Consumer Loyalty.

#### **Hypothesis Testing 5 (The Effect of Service Quality on Consumer Loyalty)**

Based on the results of the hypothesis test, Service Quality has a positive effect on Consumer Loyalty, with a coefficient value of 0.147 and t-statistics of 2.908 ( $> 1.96$ ), and a significance value of  $p < 0.05$ . These results indicate that H5 is accepted, so that Service Quality can increase Consumer Loyalty.

#### **Hypothesis Testing 6 (The Effect of Digital Marketing on Consumer Loyalty)**

The results of the hypothesis test show that Digital Marketing has a significant effect on Consumer Loyalty, with a coefficient value of 0.118 and t-statistics of 2.059 ( $> 1.96$ ), and a significance value of  $p < 0.05$ . Therefore, H6 is accepted, which indicates that Digital Marketing has a contribution to Consumer Loyalty.

#### **Hypothesis Testing 7 (The Effect of Consumer Satisfaction on Consumer Loyalty)**

Based on the results of the hypothesis test, Consumer Satisfaction has the strongest influence on Consumer Loyalty, with a coefficient value of 0.601 and t-statistics of 11.944 ( $> 1.96$ ), and a significance value of  $p < 0.05$ . Therefore, H7 is accepted, which confirms that the higher the Consumer Satisfaction, the greater the Consumer Loyalty to The Legend Bar and Restaurant.

Table 7. Indirect Influence

No	Mediation of Consumer Satisfaction Variable (Y1)	t count	Sig	Variance Accounted For (VAF) (%)	Information
1	Digital Marketing -> Consumer Satisfaction -> Consumer Loyalty	5.190	0.000	41.7	Partial Mediation
2	Service Quality -> Consumer Satisfaction -> Consumer Loyalty	4.499	0.000	42.4	Partial Mediation
3	Store Atmosphere -> Consumer Satisfaction -> Consumer Loyalty	3,588	0.000	42.9	Partial Mediation

The hypothesis of indirect influence through intervening variables can be accepted if the bootstrapping test value is between  $\pm 1.96$ . If the t-statistics value  $< 1.96$ , then the hypothesis is rejected, while if the t-statistics value  $> 1.96$ , then the hypothesis is accepted. The indirect influence between variables is explained as follows:

#### **Hypothesis Testing 8 (The Effect of Store Atmosphere on Consumer Loyalty through Consumer Satisfaction)**

Based on Table 5.18, the indirect influence between Store Atmosphere (X1) on Consumer Loyalty (Y2) through Consumer Satisfaction (Y1) obtained a t-statistics value of 3.588, which is greater than 1.96 ( $3.588 > 1.96$ ), so it can be concluded that there is a significant mediation influence.

#### **Hypothesis Testing 9 (The Effect of Service Quality on Consumer Loyalty through Consumer Satisfaction)**

Based on Table 5.18, the indirect effect between Service Quality (X2) on Consumer Loyalty (Y2) through Consumer Satisfaction (Y1) obtained a t-statistics value of 4.499, which is greater than 1.96 ( $4.499 > 1.96$ ), so it can be concluded that there is a significant mediation effect.

#### **Hypothesis Testing 10 (The Influence of Digital Marketing on Consumer Loyalty through Consumer Satisfaction)**

Based on Table 5.18, the indirect effect between Digital Marketing (X3) on

Consumer Loyalty (Y2) through Consumer Satisfaction (Y1) obtained a t-statistics value of 5.190, which is greater than 1.96 ( $5.190 > 1.96$ ), so it can be concluded that there is a significant mediation effect.

### **3.2 Discussion**

#### **a) The Influence of Store Atmosphere on Consumer Satisfaction**

The results of the study show that store atmosphere has a positive and significant effect on customer satisfaction. General interior indicators are the main factors influencing customer satisfaction, reflecting that layout, lighting, and decoration play an important role in creating comfort [18]. Meanwhile, exterior indicators have the lowest contribution, indicating that the exterior appearance of the restaurant has little impact on customer satisfaction [19]. This finding is also in line with research stating that a pleasant store atmosphere improves customer experience [20].

#### **b) The Influence of Service Quality on Consumer Satisfaction**

The analysis shows that service quality has a positive effect on customer satisfaction. The reliability indicator is the main factor, which reflects the restaurant's consistency in meeting customer expectations (Uslu, 2020). Tangible indicators play a major role in shaping customer perceptions of service quality, such as the cleanliness and comfort of restaurant facilities [21]. Other studies also confirm that aspects of



staff reliability and responsiveness play an important role in shaping customer satisfaction [22].

**c) The Influence of Digital Marketing on Consumer Satisfaction**

Digital marketing strategies have been shown to have a positive impact on customer satisfaction. Interactive indicators are the main aspect appreciated by customers, reflecting those responsive digital interactions improve their experience [23]. In addition, other studies show that digital marketing, product quality, and service have a positive impact on customer satisfaction in purchasing decisions [24]. Other studies also reveal that effective digital marketing contributes to easy access to information which ultimately increases customer satisfaction [25].

**d) The Influence of Store Atmosphere on Consumer Loyalty**

The results of the study showed that store atmosphere has a significant effect on consumer loyalty, especially through store layout and interior display factors (Alfiansyah et al., 2024). Another study showed that a pleasant customer experience in a restaurant increases their intention to return [26]. In addition, other studies also confirmed that a good store atmosphere has a positive impact on customer loyalty [27]. This relationship is further strengthened by research stating that the store atmosphere aspect can build customer emotional attachment [28].

**e) The Influence of Service Quality on Consumer Loyalty**

This study found that service quality has a positive effect on customer loyalty, with tangible indicators as the main factor (Dewi & Mubarak, 2024). Other studies show that elements such as service reliability and responsiveness

increase customer loyalty in the restaurant industry [29]. Other findings confirm that high service quality contributes to repeat purchases and customer loyalty [30].

**f) The Influence of Digital Marketing on Consumer Loyalty**

Digital marketing strategies play an important role in building customer loyalty, especially through accessibility that makes it easier for customers to access digital information and services [31]. Other studies show that interactive digital marketing can increase customer satisfaction and loyalty [32].

**g) The Influence of Consumer Satisfaction on Consumer Loyalty**

The results of the study showed that customer satisfaction is a major factor in building customer loyalty. Customers who are satisfied with their experience are more likely to make repeat purchases and recommend the restaurant to others [33]. This finding is also supported by other studies showing that customer satisfaction strengthens their attachment to the restaurant [34]. Another study confirmed that positive customer experiences drive their loyalty in the long run [32].

**h) The Role of Consumer Satisfaction in the Relationship of Store Atmosphere to Consumer Loyalty**

The analysis shows that customer satisfaction partially mediates the relationship between store atmosphere and customer loyalty [35]. Other studies show that a pleasant store atmosphere enhances customer experience, which ultimately contributes to their loyalty [36]. Other studies also found that customer satisfaction can be a mediator in the relationship between store atmosphere and customer loyalty [37]. In addition, other studies

confirm that a good store atmosphere can increase customer satisfaction and loyalty [38].

**i) The Role of Consumer Satisfaction in the Relationship between Service Quality and Consumer Loyalty**

This study found that customer satisfaction partially mediates the relationship between service quality and customer loyalty [39]. Another study showed that good service quality will increase customer satisfaction, which ultimately strengthens their loyalty to the restaurant [40]. In addition, another study found that customer satisfaction plays an important role in building customer loyalty on e-commerce platforms [41].

**j) The Role of Consumer Satisfaction in the Relationship of Digital Marketing to Consumer Loyalty**

The results of the study indicate that consumer satisfaction partially mediates the relationship between digital marketing and customer loyalty [42]. Another study found that an optimal digital marketing strategy can increase customer satisfaction, which ultimately contributes to their loyalty [43]. Another study confirms that strong digital marketing can improve the quality of digital services, create higher customer satisfaction, and strengthen customer loyalty [44].

#### 4. CONCLUSION

Based on the results of the study, it was concluded that store atmosphere, service quality, and digital marketing have a positive and significant influence on consumer loyalty, both directly and through consumer satisfaction as a mediating variable. An attractive store atmosphere increases customer satisfaction and loyalty, especially through the interior and layout aspects of the store. Good service quality, especially in terms of reliability and tangible aspects, also plays a role in increasing consumer satisfaction and loyalty. Effective digital marketing, especially in terms of interactivity and accessibility, has a significant impact on satisfaction which then strengthens customer loyalty. In addition, consumer satisfaction has been shown to be a partial mediator in the relationship between these variables and customer loyalty. Based on these findings, some suggestions that can be given to The Legend Bar and Restaurant Legian, Kuta, Bali are to improve the exterior appeal of the restaurant to attract more customers, improve the assurance aspect in service through staff training to convince customers more, and improve the informativeness aspect in digital marketing by providing informative and interactive content on social media and websites. In addition, restaurants need to continue to maintain and improve customer satisfaction by conducting regular feedback surveys and strengthening customer loyalty strategies by presenting a more personal and exclusive dining experience, so that customers remain loyal and do not easily switch to competitors.

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