



THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY, AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION AT KEDAI DIMENSI KOPI TRAWAS

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Abstract

One business venture proliferating in the globalization era is the coffee shop. It can be seen from the many coffee shops that have sprung up, with differences in interesting concepts and variations from the interior design of the cafe and the products offered. One []coffee shop with a unique idea of selling customized roasted coffee beans is Kedai Dimensi Kopi Trawas, located in Trawas, Mojokerto, Indonesia. This unique concept can drive shop sales by producing up to 150 kg of coffee beans. However, there appears to have been a slowing down of coffee bean production to 100 kg. Based on the pre-research interview with the customers who bought Kedai Dimensi Kopi Trawas's roasted beans, 60% of them did not intend to repurchase. Therefore, researchers are interested in analyzing Kedai Dimensi Kopi Trawas's store atmosphere, service quality, and customer satisfaction with repurchase intention. Using purposive sampling, we gathered data from 50 Kedai Dimensi Kopi Trawas's roast bean customers who have bought coffee beans at least once to fill out a Likert-score type questionnaire through Google Forms. The data analysis used in this study used SEM-PLS analysis with the WarpPLS approach. The results show that store atmosphere has a positive and significant effect on repurchase intention, with a p-value of 0.05. Service quality also positively and significantly affects repurchase intention, with a p-value of 0.01. Likewise, customer satisfaction shows a positive and significant relationship with a p-value <0.01 on repurchase intention. The results of this study indicate that knowing repurchase intention can increase coffee bean sales at Kedai Dimensi Kopi Trawas.

Keywords: roasted coffee bean, store atmosphere, service quality, customer satisfaction, and repurchase intention.

INTRODUCTION

One of the leading commodities in Indonesia's agricultural sector is coffee, which has competitive market opportunities. According to the International Coffee Organization (ICO), Indonesia has a great chance to enhance coffee production due to the increasing trend of coffee consumption globally. (As'ad & Aji, 2020)

Coffee has become a habit as it is a standard beverage consumed by all consumers. Consuming coffee can be done at home and in other places such as cafes or modern coffee shops. The existence of coffee shops comes in several atmospheres. It is supported by other facilities such as internet connection, television, and other exciting games that make consumers comfortable in the coffee shop. These advantages are giving highlights to attract consumers' attention along with the fragrance of coffee beans that psychologically can Coffee shops make consumers more relaxed and entertained and give them a homey feeling. Kedai Dimensi Kopi Trawas is a coffee shop that sells coffee beans and is widely recognized by coffee bean consumers in Trawas and its surroundings.

Kedai Dimensi Kopi Trawas has innovated by creating a new store atmosphere with a particular room for roasting coffee beans. According to (Putri et al., 2014), store atmosphere will influence consumers' emotional state, encouraging them to increase their Intention to make the first or next purchase (repurchase intention). It shows that the store atmosphere can create an impression that makes consumers interested in buying back to Kedai Dimensi Kopi Trawas. Based on the results of the mini research that the author has conducted, there are 60% of the total ten consumers who have conducted interviews with the author admit that they are not interested in repurchasing coffee beans, and this is in line with the decreasing production of roast bean (green beans that have been roasted) owned by Kedai Dimensi Kopi Trawas, which initially produced 150 kg per month to 100 kilograms per month. Repurchase Intention from consumers is one of the critical factors for success in a business. Repurchase Intention is essential for companies to retain existing consumers or have purchased a product or service (Iswahyunita, 2021). Sulyati, et al. (2020) show that other factors influence repurchase interest, including service quality and customer satisfaction in coffee shops. In their journal article, Sulyati et al. (2020) also stated that the better the quality of service provided and the higher the satisfaction felt by consumers, the more they will be able to develop consumer repurchase interest. For this reason, the authors raise it as an empirical study to analyze the influence of store atmosphere on repurchase intention at Kedai Dimensi Kopi Trawas, the influence of service quality at Kedai Dimensi Kopi Trawas, the influence of customer satisfaction at Kedai Dimensi Kopi Trawas.

LITERATURE REVIEW

Relationship between store atmosphere and repurchase intention

Research believes that the café atmosphere predicts consumer return and repeat purchases. The effect of café atmosphere on repurchase intentions shows mixed results. Some studies confirm that a pleasant cafe atmosphere can encourage consumers to return to the cafe. (Soebandhi, Wahid, & Darmawanti, 2020)

Relationship between service quality and repurchase intention

Mensah and Mensah (2018) examined the repurchase intention of 200 customers from 10 restaurants at the University of Cape influenced by service quality. The study by Berliana Mashadi (2022) shows that service quality significantly impacts repurchase Intention.

Relationship between customer satisfaction and repurchase intention

Quintao and Prasonguskarn (2017) carried out a case study about factors that influence the repurchase intention of Starbucks' customers in Thailand. The study shows that customer satisfaction is one factor in increasing repurchase intention. Similar to the research conducted by Lin *et al.* (2017),

the results show that customer satisfaction in some of America's online stores has a significant effect on repurchase intention.

METHOD

This study was field tested at Kedai Dimensi Kopi Trawas, and 50 of their customers were taken as a sample using purposive sampling. SEM-PLS was used to analyze the data, which collected from Likert score type questionnaire through Google form and processed with WarpPLS 8.0 application. The following variables were tested: store atmosphere (X1), service quality (X2), customer satisfaction (X3), and repurchase intention (Y).

RESULTS AND DISCUSSION

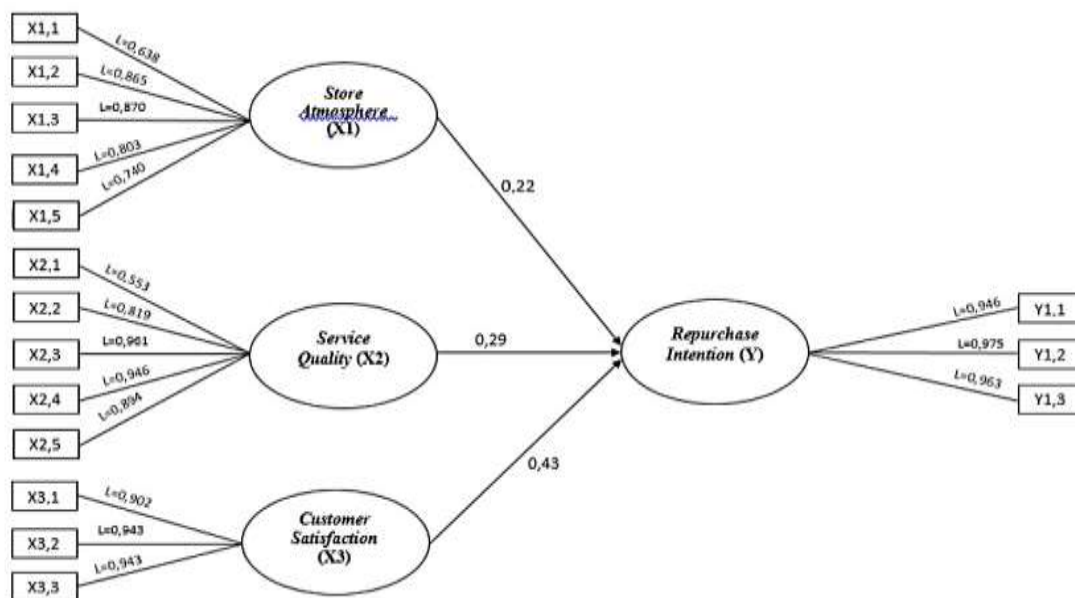


Figure 1 Path Diagram

Figure 1 shows the loading factor value, which shows the relationship between an indicator and a latent variable. The loading factor value on the indicator must have more than 0.7 to properly reflect a latent variable, and each variable value is shown in Table 1. The greater the loading factor value produced, the more significant the contribution of an indicator in reflecting the latent variable.

Table 1. Results of Convergent Validity Test

Variable	Indicators	Loading Factor	Result
Store Atmosphere	Lightening (X _{1,1})	(0.639)	Valid
	Room Layout(X _{1,2})	(0.865)	Valid
	Room Temperature (X _{1,3})	(0.870)	Valid
	Facility (X _{1,4})	(0.803)	Valid

Variable	Indicators	Loading Factor	Result
	Store Design and Color (X _{1,5})	(0.740)	Valid
Service Quality	Direct Evidence(X _{2,1})	(0.553)	Valid
	Reliability (X _{2,2})	(0.819)	Valid
	Responsiveness (X _{2,3})	(0.961)	Valid
	Guarantee (X _{2,4})	(0.946)	Valid
	Empathy (X _{2,5})	(0.894)	Valid
	Overall Satisfaction Level (X _{3,1})	(0.902)	Valid
Customer Satisfaction	Conformity to Customer Expectations (X _{3,2})	(0.943)	Valid
	Level of Satisfaction with The Company (X _{3,3})	(0.943)	Valid
Repurchase Intention	Transactional Interest (Y _{1,1})	(0.946)	Valid
	Referential Interest (Y _{1,2})	(0.975)	Valid
	Preferential Interest (Y _{1,3})	(0.963)	Valid

Source: Processed data using WarpPLS 8.0

Based on the table above, it can be seen that room temperature has the most significant impact on the store atmosphere, with its 0.870 value. On the other hand, responsiveness has the highest result for service quality at 0.946. the indicators representing customer satisfaction are Conformity to Customer Expectations and Level of Satisfaction with The Company, which show the exact value of 0.946. Moreover, referential interest plays the most significant role in reflecting repurchase Intention, with its value of 0.975.

Table 2 Results of Discriminant Validity Testing AVE Quadratic Value

Variable	X ₁	X ₂	Z	Y
Store Atmosphere	0.788	0.277	0.348	0.368
Service Quality	0.277	0.848	0.437	0.511
Customer Satisfaction	0.348	0.437	0.929	0.618
Repurchase Intention	0.368	0.511	0.618	0.962

Source: Processed data using WarpPLS 8.0

Table 3 shows the square root value of AVE in the diagonal column, which is bolded. The value of the variable latent must be higher than the results of the other variable in the same column.

Table 3 Composite Reliability Test Results

Reliability Test	X1	X2	X3	Y	Keterangan
Cronbach's Alpha	0,890	0,925	0,950	0,974	Reliable
Composite Reliability	0,844	0,893	0,921	0,959	Reliable

Source: Processed data using WarpPLS 8.0

Table 3 above shows that store atmosphere, service quality, customer satisfaction, and repurchase intention have Cronbach's alpha and composite reliability above 0.7, which means the four variables in this study meet the reliability test requirements.

Table 4 Result of Structural Model Test: Model Fit

	Adjusted R ² & Average Block VIF			
	X1	X2	Y	Criteria
Adjusted R-square (R ²)			0,500	
Average Block VIF			1,252	≤ 5 / ideal ≤3,3
	Tenenhaus Goodness of Fit			
Value	0,644			≥ 0,1 kategori kecil ≥ 0,25 kategori sedang ≥ 0,36 kategori besar
	Sympson's Paradox Ratio			
Value	1			≥ 0,7 / ideal = 1
	R squared Contribution Ratio			
Value	1			≥ 0,7 / ideal = 1
	Statistical Suppression Ratio			
Value	1			≥ 0,7 Source: Processed data using WarpPLS 8.0

The adjusted R-Square measurement shows that the research model has a power of 0.500 or 50% in explaining that store atmosphere, service quality and customer satisfaction have a role in influencing repurchase intention and exogenous variables outside this research influence 50% of it. This research model has comprehensive predictive quality with a value of 1.252, which means the model does not show any multicollinearity displayed by the average block VIF. The Tenenhaus Goodness of Fit measurement shows a result of 0.644, which means the research model has excellent strength because the value is more significant than/equal to 0.36. It also shows that this research model is accessible from Simpson's paradox ratio, R squared contribution ratio, and statistical suppression. All the values that emerge from the analysis above indicate that the model studied is good and meets the criteria.

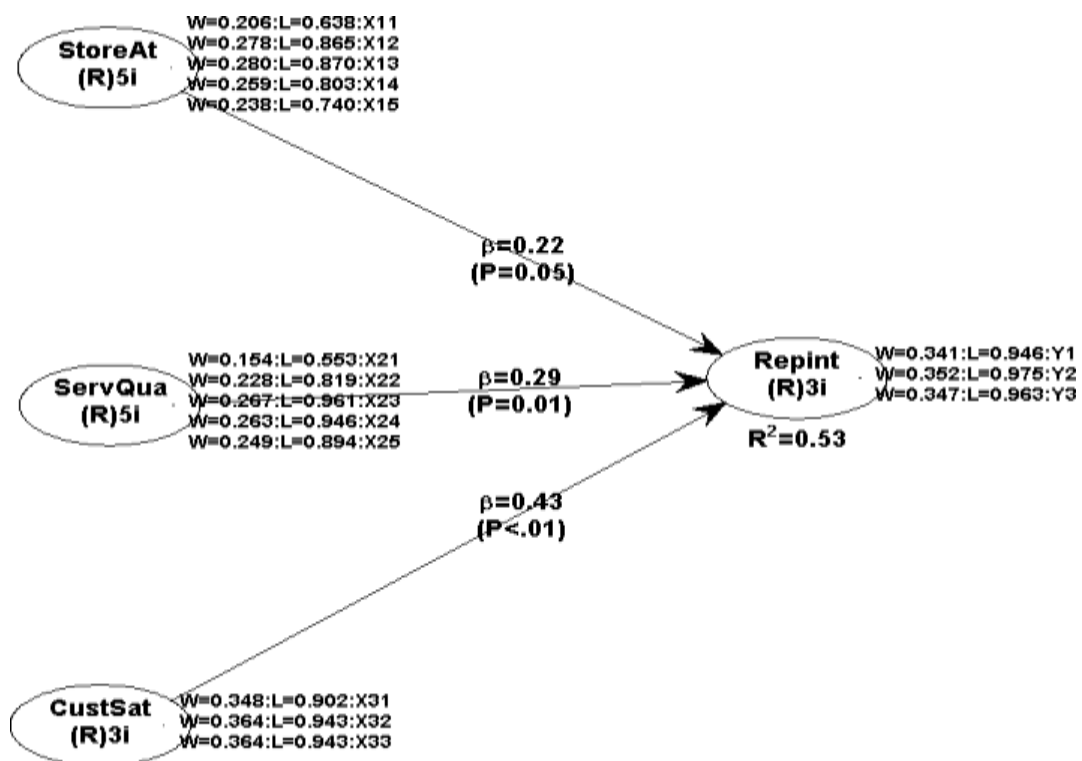


Figure 2 WarpPLS Output Model

Figure 2 shows the result of the R-square (R^2), which is 0.53. The effect of store atmosphere, service quality and customer satisfaction on repurchase intention is 53%, with the other 47% being influenced by variables outside this study.

Table 4 Result of Structural Model Test: Path Coefficient

Research's Object	Path	<i>p</i> -value	Result
Store Atmosphere	0,217	0.05	Positively and significantly
→			
Service Quality	0,290	0.01	Positively and significantly
Customer Satisfaction	0,434	<0.01	Positively and significantly

Source: Processed data using WarpPLS 8.0

The results of the path coefficient value from the table show that *store atmosphere* has a positive relationship to *repurchase Intention* with a value of 0.217 and no significant *p*-value 0.05. A positive relationship is also shown by *service quality* on *repurchase intention* with a path Coefficient value of 0.290 with a significance *p*-value of 0.001. A positive relationship is also shown

by *customer satisfaction on repurchase intention* with a path coefficient value of 0.434 with a significance p-value of 0.001.

The Influence of Store Atmosphere on Repurchase Intention

Based on hypothesis testing, the effect of Kedai Dimensi Kopi Trawas's store atmosphere (X_1) on repurchase intention has a direct and significant positive effect with the results of the path coefficient value of 0.22 and a significant level of 0.05. The largest factor is shown in the temperature indicator in the room, with a loading factor value of 0.870. Therefore, this aligns with research conducted by Situmorang Kumar (2022), which states that the temperature in the store atmosphere impacts repurchase intention. Temperature plays a significant role in making the customer feel in the right mood yet also feel comfortable to spend more time inside and could stimulate them to purchase so that it influences repurchase intention (Manuah *et al.*, 2017)

The Influence of Service Quality on Repurchase Intention

The hypothesis Test table shows that service quality (X_2) has a direct positive effect on repurchase intention (Y), with a path coefficient value of 0.29 and a significance level of 0.001. The responsiveness indicator shows the most significant factor, with a loading factor value of 0.961. This research proves that the more Kedai Dimensi Kopi Trawas provides good service, the more customers intend to repurchase their roast beans. This research is the result of research conducted by Alfin Qomariah (2023).

The Influence of Customer Satisfaction on Repurchase Intention

The analysis of *customer satisfaction on repurchase intention* shows a significant positive relationship with a path coefficient of 0.43 and t significance <0.001. The most significant factor shown in Table 1 is the indicator of conformity with consumer expectations and the level of customer satisfaction with the company with the same loading factor of 0.943. In this study, conformity with consumer expectations is defined as the value that customers feel about the quality of products and services they get; in other words, this can also be referred to as perceived value. Based on a study by Hong Brahmana (2015) shows that perceived value and the research that has been done by (Ibzan *et al.*, 2016) found that the company holds the primary key to enhancing customer satisfaction for gaining more customer repurchase intention. This study showed that customer satisfaction significantly influences repurchase intention, which means that if Kedai Dimensi Kopi Trawas gains more customer satisfaction, a higher repurchase intention is obtained.

CONCLUSION

This study analyzes repurchase intention through store atmosphere, service quality, and customer satisfaction of Kedai Dimensi Kopi Trawas on their 50 roast bean customer. Based on the findings above, it can be concluded that (1) Store atmosphere is directly and significantly impacting roast bean repurchase intention with the role of room temperature; (2) Repurchase intention is significantly influenced by service responsiveness on service quality; (3) customer satisfaction has a significant influence on repurchase intention by gaining the customer's expectation and customer's satisfaction to Kedai Dimensi Kopi Trawas.

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