

## **Influence of Store Atmosphere and Service Quality on Repurchase Intention: The Mediating Role of Customer Satisfaction at Nakoa Cafe Malang City**

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**ABSTRACT :** *The main purpose of the conducted research was as a forum to examine the relationship between store atmosphere, service quality, and intention to buy back at Nakoa Cafe outlet located in Bondowoso Street, Malang, East Java, with a particular focus on the impact of customer satisfaction as an intervening variable. Researchers used quantitative research in processing this study, and the data was collected through questionnaire-based surveys. The questionnaire was delivered through Google Forms as a survey tool. Non-probability sampling with purposive sampling was the employed sampling technique. The research sample consisted of 150 respondents who were customers of Nakoa Cafe outlet Bondowoso in Malang and had visited the cafe at least twice or more. PLS-SEM (Partial Least Squares-Structural Equation Modelling) was used to test the study hypothesis. Following the findings, store environment, and service quality positively and significantly influenced customer satisfaction. Moreover, customer satisfaction significantly mediated between store atmosphere and service quality in relation to repeat purchases. In conclusion, store atmosphere and service quality directly impacted customer satisfaction and contributed to the increased repeat purchases.*

**KEYWORDS** -*Store Atmosphere, Service Quality, Customer Satisfaction, Repurchase Intention*

### **I. INTRODUCTION**

In recent years, the development of coffee shops in Indonesia has experienced significant growth, especially in Malang and its surroundings. According to information obtained from the leader of Apkrindo Malang, Indra Setiyadi, based on 2019 data, there are more than 1000 cafes in Malang City (Thoriq, 2019). The culture of coffee drinking in a coffee shop is no longer just for consumption. However, coffee shops are now where to relax, discuss, do assignments, and do other activities. This phenomenon puts coffee shops in great demand by various groups of people (Waha et al., 2023).

Malang City is known as a city that students mainly inhabit. Based on the Government of Malang City data (2022), there are 59 higher education institutions in Malang City. Based on the data taken from detikJatim (2022), it is noted that around 330,000 students are studying in the 2022/2023 school year; this phenomenon has enabled F&B (Food and Beverage) businesses in Malang City to see long-term prospects by opening a coffee shop business. The coffee shops in Malang City are diverse, ranging from industrial, modern, and tropical concepts, and many others; each coffee shop has its own category and target market. With the emergence of coffee shops in Malang City, competition has become more assertive, so F&B (Food and Beverage) business owners, especially coffee shops, need to consider customer needs and requests in order to create customer satisfaction so that customers will return and make repeat purchases. Currently, customers do not only pay attention to the way food and drinks are served in a coffee shop but also consider an attractive atmosphere and quality of service when choosing a coffee shop as a place to gather and spend time productively.

Nakoa Cafe Bondowoso is a coffee shop that attracts the author's attention because this coffee shop is the best and favorite place to hang out in Malang City. It is evident from the Hotelier.id article entitled "15 Best and Favorite Hangout Places in Malang" by Mutiara (2023) reveals that Nakoa Cafe Bondowoso outlet is one of the places to hang out in Malang City with an industrial theme and green open space, with the concept of an Instagramable building and working space which provides a comfortable, calm atmosphere with a friendly and fast service system and a clean place condition is an excellent choice suitable as a place to work or gather together.

Based on this background, the primary purpose of conducting this research is as a forum for investigating the effect of store atmosphere and service quality on repeat purchase variables while still considering customer satisfaction as an intervening variable. In addition, from the phenomenon observed by the author, some coffee shop customers come back to certain coffee shops just because of the good store atmosphere and quality of

service, even though on the first visit, there has yet to be complete satisfaction. It is an interesting point for the writer to research using these variables with the object of research at the Nakoa Cafe Bondowoso outlet, Malang City.

## II. LITERATURE REVIEW

### 2.1 Store Atmosphere

According to Utami (2017), store atmosphere is a store's physical characteristics in the form of architecture, layout, signboards and displays, lighting, air temperature, and aroma; these characteristics create a comfortable atmosphere and form the company's image to consumer's perspective. The store atmosphere is a decoration that gives a comfortable impression and charm to satisfy customers when visiting the store. It is essential to create an excellent impression on the customer that will affect how the customer sees the business.

### 2.2 Service Quality

According to Lewis and Booms in Kristina & Edwar (2017) defined service quality in 1983; service quality is a measurement of how well the level of service provided is able to match consumer expectations. More than that, based on Kotler and Armstrong (2017), service quality is a product or service's overall features and characteristics that can directly or indirectly satisfy needs. Service quality is one aspect that contributes to a company's success in the service sector. Service quality can be measured from the five servqual dimensions: tangible, reliability, responsiveness, assurance, and empathy, according to Parasuraman, Berry, and Zeithaml in (Kurniawan, 2019).

### 2.3 Customer Satisfaction

*Customer satisfaction* is a personal feeling resulting from pleasure or disappointment that is felt or expected from a product or service (Handayani, 2023). Customer satisfaction is a response or consumer feelings from using a product after comparing the product results obtained with consumer expectations of the product (Hapsara et al., 2023). Customer expectations are essential to driving the customer's satisfaction towards the product or service. Hawkins and Lonney, quoted in Lestari et al. (2023), indicate three levels to measure customer satisfaction: confirmation of expectations, repurchase intent, and willingness to recommend. Customer satisfaction will rely on how the business will put branding into the market that can set the customer expectations, with the execution part of how perfectly the business delivers the product or service to the customer.

### 2.4 Repurchase Intention

Tjiptono and Chandra (2011) stated that repurchase intention is a post-evaluation in which the store or company that has been visited and has been visited at least equals or exceeds customer expectations. In contrast, dissatisfaction arises when the service does not meet customer expectations. When a customer decides to make a repeat purchase, this reflects on the level of customer satisfaction fulfilled. The happy customer will return to the business if the expectations and satisfaction are fulfilled. The feeling of liking that arises from customers might be because the products or services are of good quality and can meet or even exceed customer expectations (Marbun et al., 2022). According to Yan & Yu (2013), there are three indicators in repurchasing: willingness to buy, the trend to repurchase, and more repurchase.

## III. HYPOTHESIS DEVELOPMENT

### 3.1 The Impact Store Atmosphere on Customer Satisfaction

The store atmosphere is a vital factor that is proven to influence customer satisfaction because the store atmosphere creates a feeling of comfort or discomfort for customers. So that customer satisfaction can be assessed through the store atmosphere formed by the store. It is consistent with Waha et al. (2023), Nainggolan and Tanjung (2023), Duman (2020) found that store atmosphere has a significant impact on the level of customer satisfaction. Based on the statement above, the research hypothesis is organized as follows.

H1: Store Atmosphere positively affects customer satisfaction at the Nakoa Cafe outlet Bondowoso, Malang City.

### 3.2 The Impact of Service Quality on Customer Satisfaction

The quality of service a coffee shop provides also affects customer satisfaction—the high satisfaction of consumers when purchasing will affect their decision to make a repurchase. Based on research from Sambara et al. (2021), Putra and Hartati (2023), and Lee (2022) stated that it has a significant effect from service quality on consumer satisfaction. Tjiptono (2011) explains that service quality can be assessed based on customer needs

and preferences using five service-level indicators adjusted to customer expectations. Based on the statement above, the research hypothesis is organized as follows.

H2: Service Quality positively affects customer satisfaction at the Nakoa Cafe outlet Bondowoso, Malang City.

### 3.3 The Impact of Customer Satisfaction on Repurchase Intention

Customer satisfaction is the level of personal feelings after comparing what the customer gets with the desired expectations. If the customer is satisfied, it will influence the customer's interest to re-visit and make repeat purchases (Kotler & Armstrong, 2017). Also, it is supported by Hapsara et al. (2023) statement that there is a significant effect of customer satisfaction on repurchase intention. Based on the statement above, the research hypothesis is organized as follows.

H3: Customer Satisfaction positively affects Repurchase Intention at the Nakoa Cafe outlet Bondowoso, Malang City.

### 3.4 The Impact of Store Atmosphere on Repurchase through Customer Satisfaction as an Intervening Variable

A good store atmosphere, including lighting, layout, music, scent, and design, can enhance the store's appeal and make customers feel more comfortable during their visits. As a result, it can influence customers' emotions and lead to future repurchase intention. It is supported by research from Attariq & Siregar (2022), where customer satisfaction as a mediating variable significantly influences repurchase intention. Based on the statement above, the research hypothesis is organized as follows.

H4: Store atmosphere positively impacts repurchase intention through customer satisfaction as an intervening variable at Nakoa Cafe outlet Bondowoso, Malang City.

### 3.5 The Impact of Service Quality on Repurchase through Customer Satisfaction as an Intervening Variable

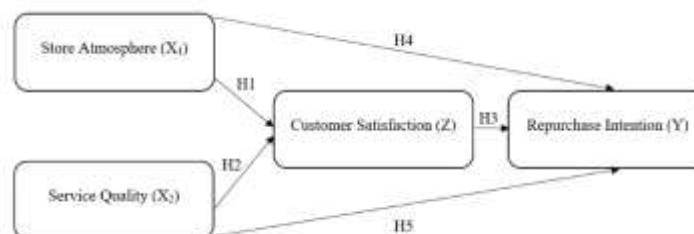
Service quality is essential for service providers to meet customers' expectations. Good service will encourage customers to make repurchase decisions. The study on the research is supported by Baskara et al. (2021) found that high service quality significantly and positively influences customer satisfaction on repeat purchases. Tong (2022) explains that service quality increases repurchase intention through customer satisfaction. Based on the statement above, the research hypothesis is organized as follows.

H5: Service quality positively impacts repurchase intention through customer satisfaction as an intervening variable at Nakoa Cafe outlet in Bondowoso, Malang City.

## IV. METHODOLOGY

This research model involves three variables: independent, dependent, and intervening. The independent variables in this study are store atmosphere (X1) and service quality (X2). The dependent variable is repurchase intention (Y), and the intervening variable is customer satisfaction (Z). The following diagram illustrates the research model.

**Figure 1. Research Model**



The implementation of methods in the conducted research utilized quantitative methods and a causal associative approach. The causal associative approach aims to identify and build causal relationships between two or more variables with other variables, as explained by (Ummar, 2019). The researchers used Google Forms as the data collection tool. The population selected was the customers of the Nakoa Cafe outlet in Bondowoso, Malang City, whose exact number is unknown and can be categorized as an infinite population. The sample data was obtained using purposive sampling as one of the non-probability sampling approaches. The required sample size was 150 respondents, who were customers of the Nakoa Cafe outlet in Bondowoso, Malang City, and had visited the cafe at least twice or more. The respondents' perceptions were measured using a Likert scale.

Furthermore, the data analysis techniques used SEM (Structural Equation Modeling) with SMartPLS4 software, including the measurement model (Outer model) and Inner model.

**V. RESULT AND DISCUSSION**

**Respondents Profile Data**

The grouping of samples based on the study’s criteria consisted of 150 respondents, according to the results of the questionnaire distribution. The profile data for the respondent are displayed below.

**Table 1. Respondents Profile Data**

Characteristics	Total	Percentage%
<b>Gender</b>		
1. Male	52	35%
2. Female	98	65%
	150	100%
<b>Age</b>		
1. 17-21 years old	51	34%
2. 22-26 years old	80	53.3%
3. 27-31 years old	9	6%
4. 32-36 years old	5	3.3%
5. 36 years old and above	5	3.3%
	150	100%
<b>Occupation</b>		
1. Student	106	71%
2. Civil Servant	1	1%
3. Entrepreneur	13	9%
4. Private Employee	19	13%
5. Others	11	7%
	150	100%
<b>Purchase Frequency</b>		
1. 2 times	24	16%
2. More than 2 times	126	84%
	150	100%

Source: Processed data (2023)

**Outer Model Instrument Test**

**Validity Test**

There are several stages of testing the outer model (measurement model) that were conducted, namely convergent validity testing, Average Variance Extracted (AVE), and discriminant validity testing using the Fornell-Larcker approach (Ghozali & Latan, 2015). Convergent validity aims to assess whether all statement items can measure similar dimensions of the variable. The criteria for convergent validity can be interpreted as factor loadings should be > 0.7 or higher, which is considered more significant. The higher the factor loading value, the higher the study's validity. The next test for convergent validity is based on the AVE value (Average Variance Extracted), where if the AVE value is > 0.5, the data is considered valid (Hair et al., 2019). The following table presents the results of the convergent validity analysis based on factor loadings and AVE.

**Table 2. Convergent Validity Test Result**

Variable	Item	Factor Loading	AVE	Result
Store Atmosphere (X1)	GI1	0.808	0.699	Valid
	GI2	0.833		Valid
	GI3	0.908		Valid
	GI4	0.872		Valid

	GI5	0.883		Valid
	ID1	0.912		Valid
	ID2	0.889		Valid
	ID3	0.844		Valid
	SE1	0.756		Valid
	SE2	0.734		Valid
	SE3	0.843		Valid
	SE4	0.779		Valid
	SE5	0.756		Valid
	SL1	0.854		Valid
	SL2	0.846		Valid
	Service Quality (X2)	SQ1		0.908
SQ2		0.706	Valid	
SQ3		0.935	Valid	
SQ4		0.904	Valid	
SQ5		0.944	Valid	
SQ6		0.841	Valid	
SQ7		0.935	Valid	
SQ8		0.923	Valid	
SQ9		0.930	Valid	
SQ10		0.908	Valid	
Customer Satisfaction (Z)	KP1	0.814	0.766	Valid
	KP2	0.922		Valid
	KP3	0.904		Valid
	KP4	0.831		Valid
	KP5	0.901		Valid
Repurchase Intention (Y)	RI1	0.877	0.721	Valid
	RI2	0.908		Valid
	RI3	0.792		Valid
	RI4	0.801		Valid
	RI5	0.862		Valid

**Source:** Processed data (2023)

The attached data shows that if every item has a factor loading value  $> 0.7$ , it indicates that the convergent validity testing based on factor loading values meets the validity criteria. Furthermore, each variable's AVE (Average Variance Extracted) values are  $> 0.5$ , which also satisfies the validity criteria based on AVE values. Therefore, the data can proceed to the next testing phase.

According to Hair et al. (2019), discriminant validity is evaluated through cross-loading, which is fulfilled when the correlation value between a variable and itself is greater than the correlation with other variables. Cross-loading testing in this study uses the Fornell-Larcker approach, where the square root of AVE should be  $>$  the squared correlation between constructs.

**Table 3. Discriminant Validity Fornell-Larcker Test Result**

Variable	Customer Satisfaction (Z)	Service Quality (X2)	Repurchase Intention (Y)	Store Atmosphere (X1)
Customer Satisfaction (Z)	(0.875)			
Service Quality (X2)	0.43	(0.896)		
Repurchase Intention (Y)	0.553	0.377	(0.849)	
Store Atmosphere (X2)	0.278	-0.042	0.388	(0.836)

**Source:** Processed data (2023)

Based on the Fornell-Larcker analysis in Table 3 above, by comparing the correlations between the variables, it can be concluded that if the square root of the Average Variance Extracted (AVE) of a latent variable is greater than the correlation with other latent variables, it indicates that all the variables used are valid. The results of the convergent validity and discriminant validity analysis also demonstrate the validity of each variable and indicator, making them suitable for use.

**Reliability Test**

Reliability verifies whether the instrument used can be trusted and consistent when the process is repeated but consistently yields identical results. In this research, the reliability of each data was tested using the alpha coefficient and Cronbach's composite reliability. Measurement components are considered reliable if they exhibit Cronbach's alpha values of more than 0.7 and composite reliability scores of 0.7 or greater than 0.7 (Sekaran & Bougie, 2019).

**Table 4. Reliability Test Result**

Variable	Cronbach's Alpha	Composite Reliability	Result
Customer Satisfaction (Z)	0.923	0.942	Reliable
Service Quality (X2)	0.972	0.976	Reliable
Repurchase Intention (Y)	0.903	0.928	Reliable
Store Atmosphere (X1)	0.969	0.972	Reliable

**Source:** Processed data (2023)

According to Table 4, all variables in this study have a Cronbach's alpha value greater than 0.7 and a composite reliability value greater than 0.7. Based on the analysis results, every data included is considered reliable.

**R-Square Test**

**Table 5. R-Square Test Result**

Variabel	R Square
Customer Satisfaction (Z)	0.272
Repurchase Intention (Y)	0.306

**Source:** Processed data (2023)

The R-Square reflects the impact of independent variables on the dependent and intervening variables. The R2 (R-Square) test findings in Table 5 reveal that the customer satisfaction intervention variable (Z) is 0.272, indicating that store atmosphere (X1) and service quality (X2) explain 27.2% of customer satisfaction (Z). In comparison, variables outside the scope of the study determine the remaining 72.8%. The known R2 (R-Square) value for the dependent variable repurchase (Y) is 0.306, meaning that customer satisfaction (Z) can explain 30.6% of repurchase (Y). In contrast, variables outside the scope of the study determine the remaining 69.4%.

**Goodness-of-Fit Test**

**Table 6. Goodness of Fit Model Test Result**

	Saturated Model
SRMR	0.063

**Source:** Processed data (2023)

Goodness-of-fit (GoF) is a structural method that measures how well the PLS model fits or is suitable for the data used by providing a single measure for the overall predictive performance of the model. A model is considered good if the GoF SRMR test result is  $< 0.1$ . Based on the table above, the GoF SRMR test result is  $0.063 < 0.1$ , therefore it can be concluded that the research model is a good fit.

**Inner Model Hypothesis Testing**

The bootstrap process is used to assess the acceptance or rejection of the proposed hypothesis, which can be determined by the t-statistic value and p-value (probability value). If the p-value is less than 0.05, the research hypothesis is accepted; otherwise, the hypothesis is rejected (Suganda & Cahyadi, 2020). The



following are the results of the bootstrap test presented below:

**Table 7. Hypothesis Bootstrapping Test Result**

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
Customer Satisfaction (Z) -> Repurchase Intention (Y)	0.553	0.56	0.091	6.063	0	Significant
Service Quality (X2) -> Customer Satisfaction (Z)	0.442	0.449	0.089	4.977	0	Significant
Store Atmosphere (X1) -> Customer Satisfaction (Z)	0.296	0.296	0.096	3.087	0.001	Significant
Service Quality (X2) -> Customer Satisfaction (Z) - Repurchase Intention (Y)	0.245	0.255	0.079	3.112	0.001	Significant
Store Atmosphere (X1) -> Customer Satisfaction (Z) -> Repurchase Intention (Y)	0.164	0.165	0.057	2.877	0.002	Significant

**Source:** Processed data (2023)

The hypothesis test results in Table 7 prove that the significance of the positive influence is identified in all research hypotheses. It is evidenced by the t-statistic value > 1.96 and a p-value < 0.05, which means that all five hypotheses are accepted.

**5.1 The Impact Store Atmosphere on Customer Satisfaction**

The test results of the influence of store atmosphere on customer satisfaction at the Nako Cafe outlet Bondowoso, Malang City, show a positive and significant effect on customer satisfaction. The findings of this study are consistent with previous research conducted by Waha et al. (2023), Nainggolan & Tanjung (2023), and Duman (2020), which prove that customer satisfaction is positively and significantly influenced by store atmosphere. Schlosser, as cited in Kristiana & Edwar (2017), stated that customers evaluate and form an impression of a cafe primarily based on the ambiance created within the cafe, including its layout, location, music, lighting, temperature, and arrangement. It becomes a determining factor for customers in choosing a particular cafe. A good and comfortable atmosphere will create a positive image in customers' minds, leading to their satisfaction. In the service industry, particularly in the food and beverage sector, store atmosphere is one of the factors that need to be considered in achieving customer satisfaction. If customers feel comfortable with the store atmosphere created by a cafe, it will contribute to their overall satisfaction.

**5.2 The Impact of Service Quality on Customer Satisfaction**

The test results for the influence of service quality on customer satisfaction at Nako Cafe outlet Bondowoso, Malang City, show a positive and significant effect of service quality on customer satisfaction. The consistency shown in the research discussed by Sambara et al. (2021), Hartati (2023), and Lee (2022) elaborates that service quality significantly and positively influences customer satisfaction. More than that, Tjiptono (2011) emphasizes the strong correlation between the service quality provided and customer satisfaction. Based on the five elements of service quality, Nako Cafe has created good service quality and successfully met customer expectations, resulting in satisfied customers.

**5.3 The Impact of Customer Satisfaction on Repurchase Intention**

The influence of customer satisfaction on repurchase intention at the Nako Cafe outlet Bondowoso, Malang City, proves a positive and significant influence of customer satisfaction on repurchase intention. The measurement of customer satisfaction at Nako Cafe outlet Bondowoso, Malang City, is done by confirming the customers' expectations, which state that the ambiance of the café, quality of service, and the products Nako Cafe offer to satisfy the customers. These satisfied customers are inclined to make repeat purchases and are willing to recommend Nako Cafe to others. There is consistency in the findings of this research with previous studies by Hapsara et al. (2023) and Attariq & Siregar (2022), who have proven the significant influence of customer satisfaction on customer repurchase. According to Kotler and Armstrong (2017), *customer satisfaction* can be defined as the level of satisfaction individuals perceive after comparing what they have

received with their expectations. Customers who are satisfied and meet their expectations are more likely to make repeat purchases. These findings indicate customer satisfaction reinforces repurchase behavior at the Nako Cafe outlet in Bondowoso, Malang City.

#### **5.4 The Impact of Store Atmosphere on Repurchase through Customer Satisfaction as an Intervening Variable**

Based on the conducted testing, it was found that customer satisfaction significantly mediates the store atmosphere and repurchase intention at Nako Cafe outlet Bondowoso, Malang City. These findings are consistent with the research conducted by Attariq & Siregar (2022). However, they differ from the findings of Baharuddin & Sudaryanto (2021) and Hanisa & Hardini (2021), which stated that store atmosphere positively and significantly influences repurchase intention. This research proves that Nako Cafe outlet in Bondowoso, Malang City, customers feel comfortable with the store ambiance created, resulting in satisfaction. As a result, these customers decide to revisit and make repeat purchases.

#### **5.5 The Impact of Service Quality on Repurchase through Customer Satisfaction as an Intervening Variable**

The test results indicate customer satisfaction significantly mediates service quality and repurchase intention at Nako Cafe outlet Bondowoso, Malang City. This research demonstrates that customers of the Nako Cafe outlet in Bondowoso, Malang City, feel satisfied and have their expectations fulfilled with the quality of service the cafe provides, resulting in customer satisfaction. When customers feel satisfied, they are more likely to make repeat purchases. Customer satisfaction significantly mediates the relationship between service quality and repeat purchases. The research findings are consistent with the studies conducted by Baskara et al. (2021) and Tong (2022), which state that service quality positively and significantly impacts repeat purchases indirectly through customer satisfaction. However, this study differs from the research conducted by Handayani (2023), which indicates that service quality has a direct influence.

## **VI. CONCLUSION**

Based on the questionnaire, 150 respondents met the sample criteria, who were customers of Nako Cafe outlet Bondowoso, Malang City, and had made at least two purchases. Based on the obtained respondents' profile data, most respondents were female, aged between 22-26 years old, and had occupations as students. They had also visited and made purchases at the Nako Cafe outlet in Bondowoso, Malang City, more than twice. The findings of this study are that store atmosphere and service quality positively affect customer satisfaction. Customer satisfaction has a positive effect on repurchase intention. Customer satisfaction significantly mediates the store atmosphere and service quality on repurchase intention.

## **VII. LIMITATION**

There are limitations in conducting this research, including the use of limited variables, such as store atmosphere, service quality, customer satisfaction, and repurchase. Based on the R-square value, it indicates that 72.8% of other variables influence customer satisfaction, and there are 69.4% of other variables that affect repurchase. The unknown population is also a limitation in this study as it may result in inaccurate sample size and representation. Additionally, the data collection method using online surveys and self-report questionnaires may lead to respondents needing clarification on the meaning of the questionnaire. The research object is also not sufficiently general as it only focuses on the Nako Cafe outlet in Bondowoso, Malang City.

## **VIII. RECOMMENDATIONS**

Future research relevant to this study is expected to investigate further using other variables influencing customer satisfaction and repurchase intention. To achieve a more accurate and representative sample, it can determine the research population size, and it might be can accommodate the research in a better way by collecting data through interview surveys to obtain more comprehensive and authentic results. Additionally, expanding the scope of the research to a broader range of subjects is recommended. For Nako Cafe, it is suggested to maintain the store atmosphere, particularly the store layout and service quality provided by Nako Cafe staff, and improve the store exterior, especially the arrangement of tables and chairs outside the cafe, as well as the tangible aspects, such as menu completeness. These suggestions aim to enhance customer satisfaction and encourage repeat purchases. For food and beverage businesses, particularly in the cafe industry, it is crucial to consider the factors influencing customer satisfaction and repurchase intention.



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