



PREDICTING CUSTOMER SATISFACTION AND INTENTION TO REVISIT A LOCAL COFFEE SHOP WITH INDUSTRIAL CONCEPT IN JAKARTA

Bagas Mufhtie Haifa ¹⁾, Usep Suhud ²⁾, Shandy Aditya ³⁾

¹⁾ Universitas Negeri Jakarta, Jakarta, Indonesia

²⁾ Universitas Negeri Jakarta, Jakarta, Indonesia

³⁾ Universitas Negeri Jakarta, Jakarta, Indonesia

ARTICLE INFORMATION

ABSTRACT

Article History:

Received:

June, 7th 2022

Accepted:

September, 16th 2022

Published:

September, 30th 2022

Keywords:

Café Atmosphere

Customer Satisfaction

Food Quality

Revisit Intention

Service Quality

This study examines factors influencing customer satisfaction and visiting intentions at local industrial coffee shops. This study uses six measured variables: service quality, food quality, variety of menu, café atmosphere, customer satisfaction, and revisit intention. The data collection method using online questionnaire survey. Respondents are those who live in DKI Jakarta and have made purchases and visited local coffee shops with industrial concepts. A total of 246 respondents were involved, and the data were analyzed using SPSS 26 and SEM from AMOS software version 26. The results of this study indicate that the hypothesis of service quality on revisit intention is accepted and significant, service quality on customer satisfaction is accepted and significant, food quality on revisit intention is accepted and significant, food quality on customer satisfaction is accepted and significant, customer satisfaction on revisit intention is accepted and significant, variety of menu on customer satisfaction is accepted and significant, variety of menu on revisit intention is accepted and significant, café atmosphere on customer satisfaction is accepted and significant, and café atmosphere on revisit intention is accepted and significant.

This is an open access article under the [CC-BY](https://creativecommons.org/licenses/by/4.0/) license.



Corresponding Author:

Bagas Mufhtie Haifa, Indonesia

Email-address : bagasmufhtie23@gmail.com

INTRODUCTION

Currently, a business is able to make a major contribution to the economic development of a country, especially Indonesia. Based on data from the Agricultural Data Information System Center of the Ministry of Agriculture, national coffee consumption reached about 250,000 tons in 2016, an increase of 10.54% to 276,000 tons. Indonesian coffee consumption is projected to increase at an average annual rate of 8.22% between 2016 and 2021. In 2021, coffee supply will reach 795,000 tonnes, consumption will reach 370,000 tonnes, and a surplus of 425,000 tonnes is expected. Around 94.5% of coffee production in Indonesia is supplied by smallholder coffee entrepreneurs. However, from the data above, it can also be seen that there has been a decrease in coffee consumption from 2020 – 2021, which started at 13.83% coffee consumption and then decreased drastically to 4.52%. Of course, this is due to the Covid -19 pandemic that occurred almost two years ago. The emergence of Covid -19 made some activities limited, such as work, school, and even visiting a coffee shop.

Covid-19 caused a big crisis for the food and beverage business, such as restaurants, coffee shops, etc. Many of them were forced to close due to the lockdown policies and restrictions on social interaction in early 2020. In addition, consumers chose to reduce and avoid interacting in public places. According to research and a McKinsey Institute survey in 2020, the food and beverages business sector is the sector experiencing the impact of the Covid-19 pandemic, especially in the restaurant, coffee shops and place businesses that

provide on-site service (Kurniawan et al., 2020).

Even though it was hindered by the Covid-19 pandemic, the coffee shop, which is familiar among young people, is growing rapidly, especially in the capital city of Jakarta. According to research by Nurikhsan et al. (2019), there are several factors that motivate a teenager to drink coffee at a coffee shop, namely helping to relax or just for entertainment. Many factors affect customer satisfaction with every visit to the Coffee Shop. With this phenomenon, researchers want to know the factors that cause customer satisfaction and intention to visit a local coffee shop with an industrial concept.

LITERATURE REVIEW

Revisit Intention

Kotler dan Armstrong (2013) show that the intention to revisit is to make repeat purchases to buy the same product or brand even though they do not have an emotional relationship. Revisit intention is a form of behavior intention when a customer has the desire to return to visit a place or destination, receive positive word of mouth, stay longer than expected, and buy more than expected (Azzahra et al., 2020). The term revisit intention can be described as the willingness of customers to return to the same place or their likelihood to repurchase a product from the same place. There are only two types of things consumers do when they come to a place. Namely, trial visits for the first time and repeat visits. A person's intention to revisit is the result of a positive experience. If the customer or visitor feels satisfied with

the service on the first visit, then the visitor will be willing to buy or visit again (Effendy, 2019).

Customer Satisfaction

Satisfaction is a form of customer or someone's feelings about the performance or results they have gotten, then they compare it with their expectations (Kotler, 2012). Customer satisfaction is the result of a person's evaluation after making a purchase, whether the experience exceeds customer expectations or not. A sense of dissatisfaction will arise when the experience does not meet their expectations. (Kasim, 2021).

According to Kotler (2012), there are four methods that can be used to measure customer satisfaction: complaints and suggestions system, Customer satisfaction survey, Ghost Shopping, and Analysis of Lost Customers. First, the Complaints and Suggestions system is a company that provides full opportunities for its customers to express opinions and complaints. A customer satisfaction survey can be defined as the occasional need for a company to conduct a customer satisfaction survey. Ghost Shopping, this method is done by employing several ghost shoppers to act as customers. Analysis of lost customers, this method is carried out by the company by calling back customers who have not visited or made a purchase again.

The intention can cause a person to come into direct contact with an object that he finds interesting. Interest can also be interpreted as an individual's awareness of an object, such as an object, person, situation, or anything related. Intention to return is an emotional state of a person that describes a plan to

perform some activity or action within a certain period of time. It is assumed that this understanding is a direct response to behavior. An obvious application of the definition of repeat visit interest is that the customer will take action for future repeat visits as an immediate response to customer behaviour after the visit or purchase. High interest in repeat visits illustrates a high level of customer satisfaction. Customer satisfaction is the feeling of pleasure or frustration that a person gets when comparing the expected performance with the performance received by the customer (Kotler & Keller, 2009, p. 138). From the description above, the following hypotheses can be formulated:

H₅: Customer satisfaction affects revisit intention positively and significantly.

Service Quality

Service quality is an effort to fulfil consumer needs and desires to meet customer satisfaction (Tjiptono & Chandra, 2013). Good service is also an indication to increase customer satisfaction. This shows that commitment to reuse services and willingness to pay more for services is influenced by the services provided (Soebandhi et al., 2020). Service quality is a feature and characteristic of a service that allows it to fulfil what the customer wants. This means that a product or service provider must be able to provide what customers need well to feel satisfied (Effendy, 2019).

Good service is also an indication to increase customer satisfaction. This shows that commitment to reuse services and willingness to pay more for services is influenced by the services provided (Soebandhi et al., 2020). This forces the owners of

these companies to be more customer-oriented by providing the best possible quality service to their customers to create satisfaction with the services provided. In addition, the service quality of a business can also be known by comparing the perception of customer expectations with the actual service. Products or services that support its ability to meet needs directly or indirectly. This means that business entities must be able to provide products or services that can meet customer needs so that customers will feel satisfied (Kotler, 2012).

Service quality means providing the best service performed by service providers to meet customers' wants and needs and adjust what customers expect. According to Yan et al. (2015), in their research that examines the factors that influence the intention of visitors to return to the restaurant, the results show that service quality has a positive effect on customer interest in returning. Thus, it can be concluded that the higher the level of service quality will affect the higher level of visits. This shows that commitment to reuse services and willingness to pay more for services is influenced by the services provided (Soebandhi et al., 2020). From the description above, the following hypothesis can be formulated:

H₁: Service quality affects customer satisfaction positively and significantly.

H₂: Service quality affects revisit intention positively and significantly.

Food Quality

Quality is a measure of the features and characteristics of a product or service that is produced and depends on how they, as a provider,

satisfy customers (Namkung dan Jang 2007). An advantage of a product or service is usually measured by quality. It can be described that quality is a characteristic that greatly contributes to meeting the wishes of buyers (Ting et al., 2018).

According to Abdullah (2016), from the customer's point of view, food quality is one of the main determinants of customers in choosing a restaurant or cafe. Ha and Jang (2010) found that food quality is the most important factor that can be directly felt by customer satisfaction, although there are other factors such as the environment, service quality and others. Quality has a significant influence on company profitability. Perceived quality refers to the "consumer's assessment of the overall superiority or superiority of a product" (Konuk, 2019). The customer's perception or expectation of a place will pay attention to the quality of the food, which can lead to a sense of satisfaction for the customer. In a cafe or coffee shop, high-quality food is one of the factors that can help increase customer satisfaction. (Nor Azureen et al., 2016). To create loyal customers, customer satisfaction is one of the critical business goals.

According to Han and Do-Gyeong (2015), one of the most important factors in the food and beverages business is the quality of the food served. According to Abdullah (2016), from the customer's point of view, food quality is one of the main determinants of customers in choosing a restaurant or cafe. Namkung and Jang (2007) examined the impact of food quality on the behavioral intention of customers to make repeat visits. The results found

a positive relationship between food quality and the behavioral intentions of customers to make repeat visits. From the description above, the following hypothesis can be formulated:

H₃: Food quality affects customer satisfaction positively and significantly.

H₄: Food quality affects revisit intention positively and significantly.

Variety of Menu

The key factor in meeting expectations, customer needs, and satisfaction in visiting a coffee shop is the factor of menu variations. Through a variety of menus, customers can have a variety of nutrients so that the body can function properly and have the option to choose according to their wishes. Fulfilling customer expectations will impact customer happiness and provide opportunities for them to make repeat visits and repurchases, which is predicted to increase profits (Ismail et al., 2019). According to Njoto (2016), there are dimensions of menu variations that can be felt based on taste, size, quality and product availability or product completeness.

The variety of menus starts with a selection of raw materials, processing methods, and ready-to-use to provide the variety of foods consumers need to meet their needs. The various menus will make it easier for consumers to choose food according to their tastes to increase customer satisfaction (Tarigan et al., 2020). The relationship between menu variations and customers in deciding what to buy is closely related to the continuity of a company's sales and can affect the reaction of customer decisions.

The menu will communicate what is offered, indicate the type of service desired, and reflect the facilities that will be enjoyed by customers or visitors (Reynolds & Taylor, 2009). Menus can also serve as a basis for customers to choose food. A well-made menu can direct customers' attention to more items for sale (Ozdemir & Caliskan, 2013). From the description above, the following hypothesis can be formulated:

H₆: Variety of Menu affects customer satisfaction positively and significantly.

H₇: Variety of Menu affects revisit intention positively and significantly.

Café Atmosphere

In marketing literature, the atmosphere is defined as a spatial planning arrangement carried out consciously to give customers a certain emotional effect or impact that allows them to increase their purchases (Suhud & Wibowo, 2016). The atmosphere is not only tangible in a place, but can be an intangible environment such as music, lighting, and smells (Sasongko et al., 2020). So that the atmosphere in a place can be felt using the senses (Soebandhi et al., 2020). The atmosphere or atmosphere in a shop or restaurant can be said to be very important to highlight or show its physical appearance. The atmosphere is useful in building an image and can give special attention to customers to increase customer interest in their desire to visit or buy from the place (Dewi et al., 2021).

A café atmosphere is a store environment that makes visitors feel comfortable and pleasant, thus stimulating consumers to spend time shopping at the store. The atmosphere is not only tangible in a

place, but can be an intangible environment such as music, lighting, and smells (Tran et al., 2020). Customers will use their senses to feel the atmosphere of the service. The dimensions of their service atmosphere are inherited from sensory terms such as sight, sound, smell, and touch. If the atmosphere supports the activities carried out by customers, in the future, customers will feel that the place is a suitable place to carry out certain activities that make customers comfortable.

Kotler dan Armstrong (2013) define atmosphere as a tool to provide emotional influence on buyers to stimulate purchases through the design and atmosphere of the

environment. The atmosphere or atmosphere in a shop or restaurant can be said to be very important to highlight or show its physical appearance. The atmosphere is useful in building an image and can give special attention to customers to increase customer interest in their desire to visit or buy from the place (Dewi et al., 2021). From the description above, the following hypothesis can be formulated:

H₈: Café atmosphere affects customer satisfaction positively and significantly.

H₉: Café Atmosphere influences revisit intention positively and significantly.

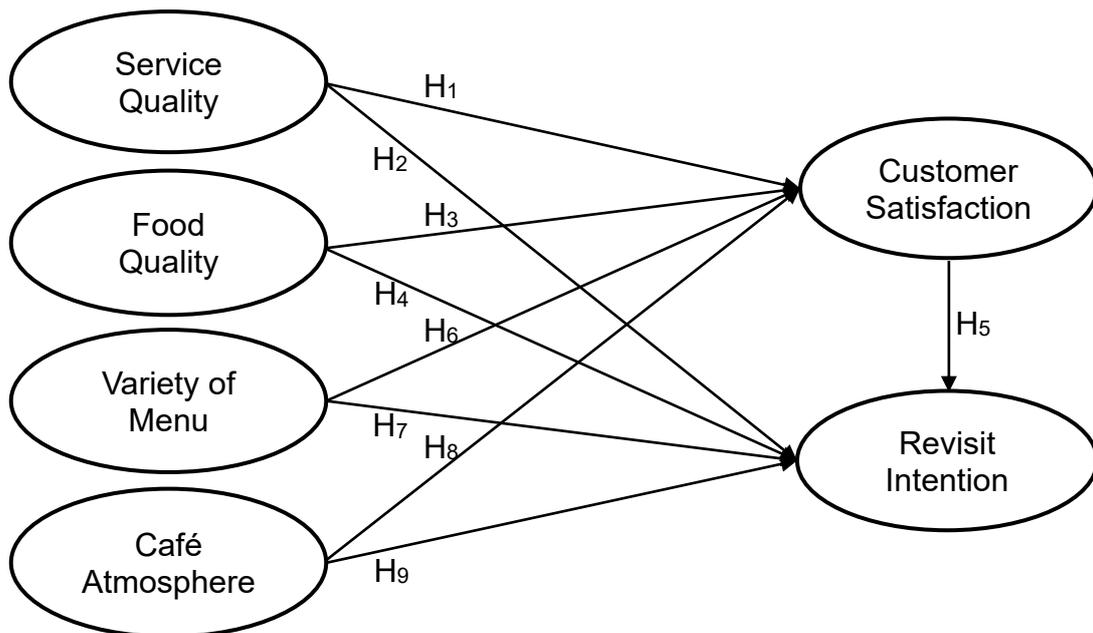


Figure 1. Theoretical Framework
Source: Data Processed by Author (2022)

RESEARCH METHODS

This research was conducted from December 2021–January 2022. This research is a descriptive quantitative study with survey data collection methods. The population of this study is people who live in DKI

Jakarta and have made purchases and visits local coffee shops with industrial concepts. Based on data from the 2020 Indonesian Coffee Industry & Consumer Behavior Study, the following is the distribution of coffee shops in big cities in Indonesia.

Jakarta (521 stores), Bandung (363 stores), Surabaya (350 stores), Semarang (275 stores), and Medan (275 stores). With the distribution of Jakarta the most, the researchers chose the city of Jakarta as the research object. The sample used as many as 246 respondents using the purposive sampling technique. Data collection uses online questionnaires through social media such as Instagram, WhatsApp and Line. Data were analyzed using SPSS version 26 and SEM (Structural Equation Modeling) from AMOS software version 26. Based on the experience of the Indonesian people, there is a tendency for a person or respondent to give an answer choice in the medium category for humanitarian reasons. However, if this happens, the researcher cannot obtain certain information. To overcome this, the researcher is advised to take a Likert scale test using a score of 6 points (Hodge, A. S, 2021).

RESULTS AND DISCUSSION

Characteristic of Respondents. This study managed to collect 246 respondents spread across the Jakarta area. Based on data, the characteristics of respondents based on gender were dominated by 132 Females (53,70%). Characteristics based on age were dominated by 17-25 years, as many as 175 (71,10%). Characteristics based on employment status in the majority by students as much as 127 (51,60%). Respondents with status characteristics dominated by single as many as 197 (80,10%). Then for the characteristics based on the last education dominated by the last education High School as much as 108 (43,90%). Finally, the characteristics based on monthly income are dominated by IDR 1,000,001 - IDR 5,000,000, as many as 82 (33,30%).

Table 1. EFA and Cronbach's Alpha Result

Items	Indicators	Factor Loadings	Cronbach's Alpha
Service Quality			0,837
SQ1	I feel that the friendliness of the employees of a local coffee shop with an industrial concept is important for me as a visitor	0,919	
SQ3	I feel that employees or officers who work at local coffee shops with industrial concepts are able to take the time to respond to customer requests quickly	0,912	
SQ2	I feel that the availability of facilities such as toilets, prayer rooms, and adequate parking spaces are factors that I consider when visiting a local coffee shop with an industrial concept.	0,774	
Food Quality			0,869
FQ2	I feel that the appearance of serving food and drinks at a local industrial coffee shop shows its quality	0,905	

Items	Indicators	Factor Loadings	Cronbach's Alpha
FQ1	The taste of coffee and local coffee shop food with industrial concept is one of the factors I bought and visited	0,885	
FQ3	I feel that the portion of food and drink at a local coffee shop with an industrial concept is a factor for me to buy and visit it	0,880	
Variety of Menu			0,848
VM3	The many variations of flavors make me want to taste all the flavors on the local coffee shop menu with an industrial concept	0,889	
VM1	The availability of a variety of menus makes me want to visit another local coffee shop with an industrial concept	0,878	
VM2	The availability of a healthy food menu made me buy a local coffee shop with an industrial concept	0,863	
Café Atmosphere			0,879
CA4	I feel that a coffee shop with an industrial concept needs a cool room temperature	0,884	
CA2	I feel the need for music in a local coffee shop with an industrial concept	0,863	
CA3	I feel the need for a fragrance or aroma in a local coffee shop with an industrial concept to give a comfortable effect	0,850	
CA1	Cleanliness is something that needs to be considered in a local coffee shop with an industrial concept	0,829	
Customer Satisfaction			0,790
CS1	I feel satisfied when I visit a local coffee shop with an industrial concept considering the time and energy I put in	0,841	
CS2	I feel satisfied visiting a local industrial coffee shop compared to my expectations	0,839	
CS3	I refer other people to visit a local coffee shop with industrial concept	0,838	
Revisit Intention			0,778
RI1	I have the intention of returning to a local industrial coffee shop in the future	0,847	
RI3	I am willing to come back to the local industrial coffee shop	0,845	
RI2	I want to come more often to the local industrial coffee shop	0,815	

Source: Researcher Data (2022)

Based on table 1, all variables have factor loadings 0,774 – 0,919, which shows that all indicators are valid. Furthermore, all Cronbach's alpha is 0,778 – 0,879, which means that all variables are declared reliable. So,

from all variables, no dimensions were formed, and no indicators were omitted because they met the criteria, namely factor loadings > 0.7 and Cronbach's alpha > 0.7.

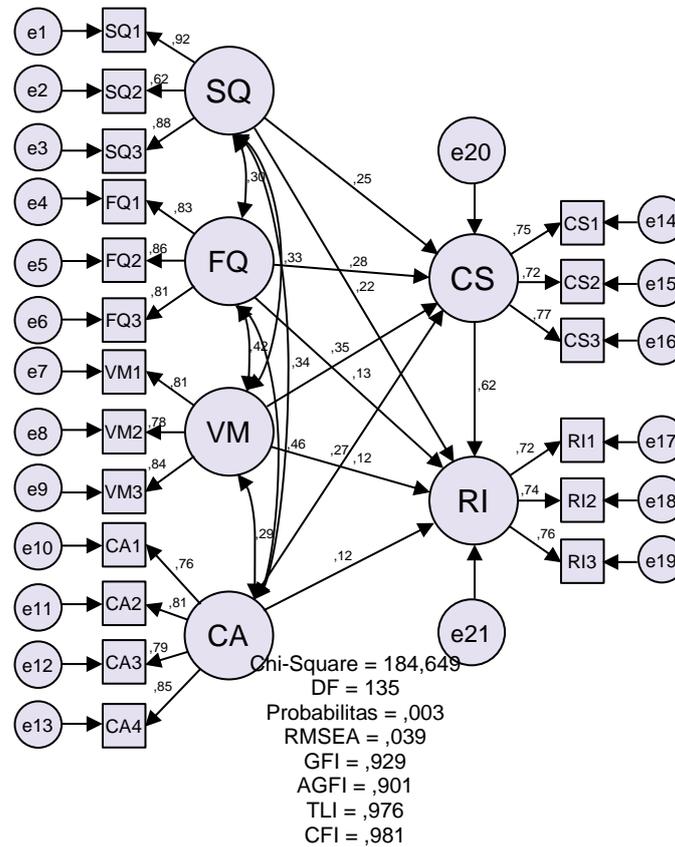


Figure 2. Full Model SEM

Source: Data Processed by Author (2022)

Table 2. Full Model Result

Goodnes-of-fit	Cut-off Value	Result	Evaluation
Probability	> 0,05	0,003	Not Fit
RMSEA	< 0,08	0,039	Fit
GFI	> 0,90	0,929	Fit
AGFI	> 0,90	0,901	Fit
CMIN/DF	< 2,00	1,368	Fit

Source: Data Processed by Author (2022)

The test results in Table 2 show that the model has not been said to be suitable. This is because there is an

index that does not meet the requirements, namely Probability = 0.003, which should be > 0.05—so

retesting needs to be done again by making adjustments so that researchers get a model that meets

the appropriate criteria and can test hypotheses.

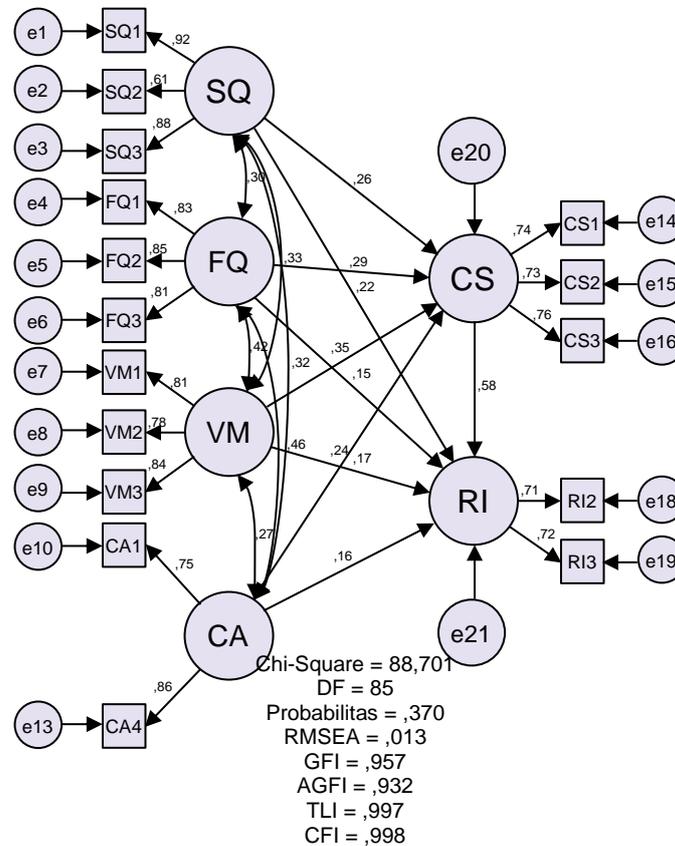


Figure 3. Fit Model SEM

Source: Data Processed by Author (2022)

Table 3. Fit Model Result

Goodnes-of-fit	Cut-off Value	Result	Evaluation
Probability	> 0,05	0,370	Fit
RMSEA	< 0,08	0,013	Fit
GFI	> 0,90	0,957	Fit
AGFI	> 0,90	0,932	Fit
CMIN/DF	< 2,00	1,044	Fit

Source: Data Processed by Author (2022)

Table 3 shows that the Café Atmosphere variable has four indicators when the full model is tested. After the model fit test, two indicators of the Café Atmosphere variable, CA2 and CA3, must be

deleted to meet the model's conformity requirements. This leaves two indicators. Then, in the full model test, the Revisit Intention variable has three indicators. After the model fit test has been carried out, one

indicator of the Revisit Intention variable, namely RI1, must be deleted to meet the conformity requirements of the model under test; this leaves two indicators. Then,

the results of the appropriate model show the value of $P = 0.370$, $RMSEA = 0.013$, $GFI = 0.957$, $AGFI = 0.932$, and $CMIN/DF = 1.044$, so it can be said that the research model is fit.

Table 4. Hypothesis Test Result

Hypothesis		Path	C.R.	P	Result
H ₁	Service Quality	→ Customer Satisfaction	4,144	***	Acc
H ₂	Service Quality	→ Revisit Intention	3,406	***	Acc
H ₃	Food Quality	→ Customer Satisfaction	3,963	***	Acc
H ₄	Food Quality	→ Revisit Intention	2,161	0,031	Acc
H ₅	Customer Satisfaction	→ Revisit Intention	4,760	***	Acc
H ₆	Variety of Menu	→ Customer Satisfaction	5,043	***	Acc
H ₇	Variety of Menu	→ Revisit Intention	2,419	0,016	Acc
H ₈	Café Atmosphere	→ Customer Satisfaction	3,275	0,001	Acc
H ₉	Café Atmosphere	→ Revisit Intention	2,406	0,016	Acc

Note: *** is accepted on level 0,05

Source: Data Processed by Author (2022)

Hypothesis Test Result. Based on table 4, it can be seen the results of hypothesis testing in the study:

In the service quality variable on customer satisfaction, this model has a C.R of 4.144, which means it is greater than 1.96. These results mean that they have a positive influence on the relationship between service quality variables on customer satisfaction. This means that the first hypothesis, which states that service quality affects customer satisfaction, is accepted. The results of this research are in accordance with previous research by Rafsanjani and Sutopo (2017), Kasim (2021), and Dewi et al. (2021).

In the service quality variable on revisit intention, this model has a C.R of 3.406, which means it is greater

than 1.96. These results mean that they have a positive influence on the relationship between service quality variables on revisit intention. This means that the second hypothesis, which states that service quality affects revisit intention, is accepted. The results of this research are in accordance with previous studies by Yolanda and Rahmidani (2020), Ting et al. (2018), Putra (2020), and Massie et al. (2021).

In the food quality variable on customer satisfaction, this model has a C.R of 3.963, which means it is greater than 1.96. These results mean that they have a positive influence on the relationship between food quality variables on customer satisfaction. This means that the third hypothesis, which states that food quality affects

customer satisfaction, is accepted. The results of this research are in accordance with previous research by Lee et al. (2018).

In the food quality variable on revisit intention, this model has a C.R of 2.161, which means it is greater than 1.96. These results mean that they have a positive influence on the relationship between the food quality variable on revisit intention. This means that the fourth hypothesis, which states that food quality affects revisit intention, is accepted. The results of this research are in accordance with previous research by Ting et al. (2018), Putra (2020), and Massie et al. (2021).

In the variable of customer satisfaction on revisit intention, this model has a C.R of 3.963, which means it is greater than 1.96. These results mean that they have a positive influence on the relationship between customer satisfaction variables on revisit intention. This means that the fifth hypothesis, which states that customer satisfaction affects revisit intention, is accepted. The results of this research are in accordance with previous research by Sofia et al. (2020).

In the variety of menu variables on customer satisfaction, this model has a C.R of 5.043, which means it is greater than 1.96. These results mean that they have a positive influence on the relationship between the variety of menu variables on customer satisfaction. This means that the sixth hypothesis, which states that the variety of menu affects customer satisfaction, is accepted. The results of this research are in accordance with

previous studies by Baiomy et al. (2019) and Nor Azureen et al. (2016).

In the variable of variety of menus on revisit intention, this model has a C.R of 2.416, which means it is greater than 1.96. These results mean that they have a positive influence on the relationship between the variety of menu variables on revisit intention. This means that the seventh hypothesis, which states that the variety of menus affects revisit intention, is accepted. The results of this research are in accordance with previous research by Baiomy et al. (2019).

In the café atmosphere variable on customer satisfaction, this model has a C.R of 3.275, which means it is greater than 1.96. These results mean that they have a positive influence on the relationship between the café atmosphere variable on customer satisfaction. This means that the eighth hypothesis, which states that the cafe atmosphere affects customer satisfaction, is accepted. The results of this research are in accordance with previous research by Aprilia and Suryani (2020), Tamher et al. (2019), Rafsanjani and Sutopo (2017), and Lee et al. (2018).

In the café atmosphere variable on revisit intention, this model has a C.R of 2.406, which means it is greater than 1.96. These results mean that they have a positive influence on the relationship between the café atmosphere variable on revisit intention. This means that the ninth hypothesis, which states that the cafe atmosphere affects revisit intention, is accepted. The results of this research are in accordance with previous research by Yolanda and Rahmidani (2020).

CONCLUSION

This study provides results from factors of satisfaction and intention to revisit local coffee with industrial concepts caused by service quality, food quality, variety of menus and cafe atmosphere. Based on the analysis, the service quality variable has a positive and significant influence on customer satisfaction, which means the service quality of a local coffee shop with an industrial concept can provide a sense of satisfaction for customers. The service quality variable has a positive and significant effect on revisit intention, which means the service quality of a local coffee shop with an industrial concept is a factor that makes customers have the intention and make visits. Local industrial coffee shop business people can improve their services by responding to customer requests or questions quickly and accurately. The food quality variable has a positive and significant influence on customer satisfaction, which means when an industrial coffee shop can provide good quality food such as taste, presentation and portion, the customer will be satisfied with these factors. The food quality variable has a positive and significant effect on revisit intention. This means that when an industrial coffee shop can provide good quality food such as taste, presentation and portions, it will create an intention for customers to make repeat visits. Based on these facts, local industrial coffee shop business people can improve the quality of food by considering the portion of food and drinks that can increase customer satisfaction so that they have the intention to come back in the future. The customer satisfaction variable has a positive

and significant influence on the revisit intention, which means when a customer is satisfied with a local industrial coffee shop, the customer intends to come or visit a local industrial coffee shop again in the future. A variable variety of menus has a positive and significant influence on customer satisfaction, which means the availability of a variety of menus from local industrial coffee shops can make customers feel satisfied because customers have the opportunity to choose a variety of flavors of food or drinks they like. The variety of menu variables has a positive and significant effect on revisit intention, which means the availability of menu variations from local industrial coffee shops can make customers want to come back because they feel like trying several other menu variations. By looking at the facts of the data, local industrial coffee shop business people can create or provide a variety of healthy menus that become a consideration for customers who are implementing a healthy life. The café atmosphere variable has a positive and significant influence on customer satisfaction, which means when a local industrial coffee shop has a good atmosphere, such as cleanliness, room temperature and other forms of comfort, customers will feel satisfied. The café atmosphere variable has a positive and significant effect on revisit intention, which means when a local industrial coffee shop has a good atmosphere such as cleanliness, room temperature and other forms of comfort, it will make customers feel comfortable spending their time and can lead to customer intention to come and revisit the local industrial

coffee shop. Based on the data obtained, local industrial coffee shop business people can create an atmosphere by having a fragrant fragrance that is their trademark. The positive impact will be a relaxing effect on customers because of the aroma.

This research can expand and deepen studies on revisit intention, customer satisfaction, service quality, food quality, variety of menus and café atmosphere. The novelty of research on local industrial coffee shops is still rare, so that it can become new knowledge for readers, future researchers, and businesspeople to develop their businesses.

REFERENCE

- Abdullah, D., Hambali, M. E. R. M., Kamal, S. B. M., Din, N., & Lahap, J. (2016). Factors influencing visual electronic word of mouth (e-WOM) on restaurant experience. In S. M. Radzi, M. H. M. Hanafiah, N. Sumarjan, & Z. Mohi (Eds.), *Proceedings of the 3rd International Hospitality and Tourism Conference (IHTC 2016) & 2nd International Seminar on Tourism (ISOT 2016)* (pp. 519–523). Bandung, Indonesia: CRC Press.
- Aprilia, C., & Suryani, A. I. (2020). Coffee shop atmospheric effect on customer satisfaction and behavioural intention. *BISMA (Bisnis Dan Manajemen)*, 13(1), 1–13.
<https://doi.org/10.26740/bisma.v13n1.p1-13>
- Azzahra, F., Azizah, H., Aruan, L. S., & Nita. (2020). Revisit intention pelanggan coffee shop lokal: Bagaimana peran life style dan service quality? *Jurnal Bisnis, Manajemen, Dan Keuangan*, 1(2), 226–244.
- Baiomy, A. E., Jones, E., & Goode, M. M. H. (2019). The influence of menu design, menu item descriptions and menu variety on customer satisfaction. A case study of Egypt. *Tourism and Hospitality Research*, 19(2), 213–224.
<https://doi.org/10.1177/1467358417708228>
- Dewi, P. V. A., Agung, P., & Prayoga, I. M.S. (2021). Pengaruh store atmosphere, harga dan kualitas pelayanan terhadap kepuasan konsumen pada langkah coffee shop. *Jurnal Manajemen*, 2(2), 102–108.
- Effendy, F. H. (2019). Effect of quality service, price and store atmosphere on customer satisfaction (study on cangkir coffee shop in Surabaya). *Ekspektra: Jurnal Bisnis Dan Manajemen*, 3(2), 123–148.
<https://doi.org/10.25139/ekt.v3i2.2033>
- Ha, J., & Jang, S. C. (Shawn). (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29(3), 520–529.
<https://doi.org/10.1016/j.ijhm.2009.12.005>
- Han, Do-Gyeong (2015). Study on the influence of service quality on customer satisfaction and customer loyalty of the domestic

- coffee chains. *Journal of Food service Management*, 18(1), 189-209
- Hodge, A. S., Hook, J. N., Davis, D. E., Van Tongeren, D. R., Bufford, R. K., Bassett, R. L., & McMinn, M. R. (2021). Experiencing grace: A review of the empirical literature. *The Journal of Positive Psychology*, 1-14
- Ismail, S., Kadir, N., Pusiran, A. K., Zen, I. S., & Khan, A. (2019). The importance of menu variety experience for public health sustainability at higher education institution. *Indian Journal of Public Health Research and Development*, 10(9), 1851–1855. <https://doi.org/10.5958/0976-5506.2019.02724.4>
- Kasim, L. (2021). Analysis of Service Quality Toward Customer Satisfaction In Legend Coffee Yogyakarta. *Jurnal Ekonomi Dan Bisnis Islam*, 7(2), 153–168.
- Kurniawan, C. N., Wahyu, E. E., Nurbaya, S., Brawijaya, U., Malang, P. N., & Malang, P. N. (2020). Review integratif mengenai pandemi covid-19 dan dampaknya terhadap industri minuman kopi. *Seminar Nasional Administrasi Bisnis Dan Manajemen*, 6(1), 21–30.
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50(February), 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kotler, P. and G. Armstrong. 2012. *Marketing Principles*. Thirteenth Edition. Volume 1. Publisher Erlangga. Jakarta.
- Kotler, P., & Armstrong, G. (2013). *Principles of Marketing* (16th Global Edition). Harlow: Pearson.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. In *Journal of Global Marketing* (Vol. 22, Issue 4). <https://doi.org/10.1080/08911760903022556>
- Lee, W. S., Moon, J., & Song, M. (2018). Attributes of the coffee shop business related to customer satisfaction. *Journal of Foodservice Business Research*, 21(6), 628–641. <https://doi.org/10.1080/15378020.2018.1524227>
- Massie, A. L. W. J. D. D., Tawas, H., Pelayanan, P. K., Makanan, K., Harga, D. A. N., Manajemen, J., Ekonomi, F., Massie, A. L. W. J. D. D., & Tawas, H. (2021). *The influence of lifestyle, servicescape, and food quality on customer revisit intention at decade coffee shop*. 9(3), 1277–1285.
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387-409. <https://doi.org/10.1177/1096348007299924>.
- Njoto, T. K. (2016). Pengaruh desain kemasan, cita rasa dan variasi

- produk terhadap keputusan pembelian konsumen bumi anugerah. *Jurnal Manajemen Dan Start-Up Bisnis*, 1(4), 455–463.
- Nor Azureen, R., Shahril, H., Ashraf Siddik Khan, A. R. S., Putri Dahlia, A. R., & Noor Saliza, S. (2016). The influence of food quality on customer satisfaction in fine dining restaurant: case in penang. *International Academic Research Journal of Business and Technology*, 2(2), 45–50. http://www.iarjournal.com/wp-content/uploads/IARJBT2016_2_45-50.pdf
- Nurikhsan, F., Safitri, D., & Indrianie, W. S. (2019). Fenomena coffe shop di kalangan konsumen remaja. *Widya Komunika*, 9(2), 137. <https://doi.org/10.20884/wk.v9i2.1962>
- Ozdemir, Bahattin & Osman Caliskan. (2013). A Review of Literature on restaurant Menus: Specifying the Managerial Issues. *International Journal ScienceDirect*.
- Putra, E. Y. (2020). Analisis tingkat kunjungan kembali konsumen pada local coffee shop di kota Batam. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 14(2), 133–145. <https://doi.org/10.32812/jibeka.v14i2.202>
- Rafsanjani, A., & Sutopo. (2017). Analisis pengaruh kualitas layanan dan store atmosphere terhadap kepuasan pelanggan untuk menciptakan minat mereferensikan (studi kasus pada pelanggan stove syndicate coffe & waffle di semarang). *Diponegoro Journal of Management*, 1–14. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Reynolds, T., & Taylor, J. (2009). Validating a DEA-based Menu Analysis Model using Structural Equation Modeling. *International CHRIE Conference-Refereed Track*.
- Sari, H. V. P., & Andjarwati, A. L. (2018). Effect of product quality and price on loyalty with satisfaction as an intervening variable. *European Journal of Business and Management*, 10(11), 175–184.
- Sasongko, F., Darussalam, R., Hayyu, S., Sofian, & Mustaqi, T. (2020). Attributes of coffee shop as antecedent of customer satisfaction. *Journal of Business and Behavioural Entrepreneurship*, 4(2), 106–124. <https://doi.org/10.21009/jobbe.004.2.09>
- Soebandhi, S., Wahid, A., & Darmawanti, I. (2020). Service quality and store atmosphere on customer satisfaction and repurchase intention. *BISMA (Bisnis Dan Manajemen)*, 13(1), 26–36. <https://doi.org/10.26740/bisma.v13n1.p26-37>
- Sofia, A., Pangaribuan, C. H., & Sitinjak, M. F. (2020). Factors of coffee shop revisit intention and word-of-mouth mediated by customer satisfaction. *Journal of Management and Business*, 19(1), 1–14. <https://doi.org/10.24123/jmb.v19i1.418>
- Suhud, U., & Wibowo, A. (2016). Predicting customer's intention

- to revisit a vintage-concept restaurant. *Journal of Consumer Sciences*, 1(1), 56–69.
- Tamher, E. R., Tabelessy, W., & Tahapary, G. (2019). Atmosfer cafe pengaruhnya terhadap kepuasan dan loyalitas pelanggan cafe pasir putih di kota Ambon. *Jurnal Manajemen SOSO-Q*, 7(2), 97–112.
- Tarigan, E., Wijaya, M., Journal, P. M.-U. L., & 2020, U. (2020). The influence of lifestyle, physical environment, and menu variety on customer loyalty through customer satisfaction in the coffee shop. *International Journal of Research & Review (IJRR)*, 7, 3. <https://www.academia.edu/download/63157585/IJRR001420200501-114295-195zbp4.pdf>
- Ting, H., Lau, W. M., Cheah, J. H., Yacob, Y., Memon, M. A., & Lau, E. (2018). Perceived quality and intention to revisit coffee concept shops in Malaysia: A mixed-methods approach. *British Food Journal*, 120(5), 1106–1119. <https://doi.org/10.1108/BFJ-08-2017-0452>
- Tjiptono, F. & Chandra, G. (2013). *Pemasaran Strategik* (2 ed.). Yogyakarta: Penerbit Andi.
- Venetis,
- Tran, Q. X., Dang, M. Van, & Tournois, N. (2020). The role of servicescape and social interaction toward customer service experience in coffee stores. The case of Vietnam. *International Journal of Culture, Tourism, and Hospitality Research*, 14(4), 619–637. <https://doi.org/10.1108/IJCTHR-11-2019-0194>
- Yan, X., Wang, J., & Chau, M. (2015). Customer revisit intention to restaurants: Evidence from online reviews. *Information Systems Frontiers*, 17(3), 645–657.
- Yolanda, Y., & Rahmidani, R. (2020). Pengaruh store atmosphere dan service quality terhadap revisit intention konsumen pada golden cafe dan resto. *Jurnal Ecogen*, 3(4), 584–597.