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Repurchase Intention as the Impact of Service Quality and Atmosphere Store

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Abstract: In business, service quality and store atmosphere have a very important relationship, this is because when the service provided from a product or service is optimal in accordance with consumer expectations and supported by a good atmosphere, it will create a good company image in the minds of consumers. Service quality and store atmosphere can encourage consumers to make repeat purchases, this is because consumers who have received service according to their expectations and the atmosphere provided by the company provides comfort, consumers will feel happy with what they receive. This study aims to determine how the quality of service, store atmosphere, and repurchase interest at Delapan Belas Coffee And Beverages, Eatery. This study was conducted on consumers of Delapan Belas Coffee And Beverages, Eatery as a sample of 100 respondents by distributing questionnaires. The analysis method used is quantitative with descriptive and verification analysis. To process the data using Microsoft Excel 2019 and the SPSS 25 program for windows. The results of the study stated that the variables of service quality, store atmosphere, and repurchase interest are in the good category. The results also show that service quality has an impact on repurchase interest and store atmosphere has an impact on repurchase interest.

INTRODUCTION

The culinary business is a business that operates in the food and beverage sector. This phenomenon is interesting to examine because it is a strategic business, and food and beverages are a basic need that must be met by everyone. As reported by Kompas.com, 2022, Boston, on its website https://www.amesbostonhotel.com/, states that a cafe is a comfortable place to meet and chat with friends, family, and colleagues while enjoying drinks and food.

The emergence of cafes is due to their becoming a lifestyle for many people. This has triggered intense competition, encouraging businesses to pay attention to consumer needs, desires, and expectations. The abundance of similar menus, even nearly identical specifications, has led to the emergence of a saturated market. Market saturation influences consumer behavior. To overcome increasingly fierce competition, companies must understand consumer needs and desires to create satisfaction and foster repeat purchase intentions.

Many factors influence repeat purchase intentions. However, this study analyzed two factors in terms of their impact on repeat purchase intentions: service quality and store atmosphere. A positive perception of a service experience occurs when someone has a positive experience with the quality of service they received to meet their needs,

and a comfortable store atmosphere contributes to repeat purchase intention or encourages repeat visits. According to Corin et al. in Ananda & Jamiat (2021), repeat purchase intention is essentially a behavior where consumers respond positively to a company's offerings and are interested in revisiting or consuming the product based on previous purchasing experiences.

Furthermore, according to Salim Al Idrus (2021), service quality is a consumer's assessment of the product or service they receive (perceived services) relative to the expected level of service (expected serviced). Meanwhile, Lewis and Booms in Kurniasih (2021) define service quality as a measure of the extent to which the level of service provided meets customer expectations.

Kotler and Keller (in Hanisa & Hardini, 2020) state that store atmosphere is designed based on the target market to attract customers to make purchases. A positive, safe, and comfortable atmosphere can create positive perceptions for consumers, encouraging them to repurchase at the same location. (Dya, 2021) suggests that creating a pleasant and comfortable store atmosphere (exterior, interior, store layout, interior displays) and appropriate design will encourage consumers to make purchases. An attractive and memorable atmosphere can create a pleasant experience for consumers, which directly influences repurchase intention.

According to Ali Hasan in Sulastri (2022), repurchase intention is a person's purchase intention based on past purchasing experiences. High repurchase intention reflects a high level of consumer satisfaction. Furthermore, according to Ferdinan in Kharolina & Transistari (2021), repurchase intention is a commitment formed by consumers after purchasing a product or service. This commitment stems from the consumer's positive impression of the brand and satisfaction with their purchase.

In business, service quality and store atmosphere have a crucial relationship. This is because when the service provided by a product or service optimally meets consumer expectations and is supported by a positive atmosphere, it will create a positive image of the company in the minds of consumers, allowing consumers to differentiate one company from another.

Quality service, supported by store atmosphere, is essential for building strong relationships between consumers and the company. As we know, service quality is the comparison of perceived results between expectations and reality, while store atmosphere aims to attract consumers' attention and encourage them to visit and linger in the store. Thus, the combination of the two allows consumers to make repeat purchases in the future. The relationship between service quality and store atmosphere was also reinforced in a previous paper by Apriyadi et al., 2021, which stated that service quality and store atmosphere have a strong relationship, meaning there is a significant relationship between service quality and store atmosphere.

Service quality plays a crucial role in influencing purchase intention. Service quality plays a crucial role in influencing repurchase intention. This is because, before deciding to visit and purchase a product, consumers have expectations regarding the service they will receive. In this process, consumers compare the service they receive with their previously expected level. If their expectations are met, they will be satisfied with the service they receive. Therefore, good service contributes to customer satisfaction because consumers perceive superior treatment, which in turn encourages repeat purchases or fosters repurchase intentions.

(Mudfarikah & Dwijayanti, 2021) state that service quality is crucial for a business. If a company's service is suboptimal and does not meet customer expectations, it can lead to consumer disinterest. Conversely, if service is maximized, consumers will make repeat purchases. If a company is able to establish standards, namely that its service quality matches customer expectations, consumers will be more likely to make repeat purchases. This is because the image of the company's service quality is not judged by the company itself, but rather by the consumer's perspective, as they enjoy the company's products.

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Repurchase intention as a result of service quality is supported by research conducted by (Mudfarikah & Dwijayanti, 2021), which found that service quality (X) positively influences consumer repurchase intention (Y). This finding is further supported by research conducted by (Sulastri, 2022), which found that service quality influences repurchase intention. Therefore, service quality can be considered an indicator of the impact of repurchase intention on consumers.

Repurchase intention as a result of store atmosphere is supported by research (Hanisa & Hardini, 2020), which found that store atmosphere has a positive and significant effect on repurchase intention (Y). The better the store atmosphere is managed by a company, the higher the consumer's repurchase intention. Conversely, the worse the store atmosphere is managed, the lower the consumer's repurchase intention.

Service quality and store atmosphere can encourage consumers to make repeat purchases. This is because consumers who receive service that meets their expectations and a comfortable atmosphere provided by the company will be satisfied with what they receive. This can potentially lead to repeat purchases, as perceived positive service and positive customer service will foster repeat purchase intentions.

(Soebandhi et al., 2020) state that one way to retain customers and encourage repeat purchases is by providing excellent service. Furthermore, a well-designed and attractive atmosphere can foster customer satisfaction and encourage repeat purchases. Furthermore, according to Marinkovic et al. (Yolanda & Rahmidani, 2020), a good store atmosphere and service environment influence repeat purchase intentions. The influence of service quality and store atmosphere on repeat purchase intentions is also supported by previous research conducted by (Soebandhi et al., 2020). The results showed that service quality and store atmosphere significantly influence repeat purchase intentions.

Currently, cafes are quite common in Bandung Regency, especially in the Baleendah area, which is located not far from the city center. Based on this, the following is a list of several cafes and their customer satisfaction ratings in the Baleendah area:

Table 1. List of cafe locations and ratings around Bandung Regency

No	Cafe Name	Address	Rating
1	Upternoon Coffee	Jl. Adipati Agung No. 40, Baleendah, Kabupaten Bandung	4.9
2	*Cafe*.in	Jl. Dayeuhkolot No. 91, Baleendah, Kabupaten Bandung	4.8
3	Kanz Coffee And Eatery	Jl. Terusan Bojongsoang No. 112, Baleendah, Kabupaten Bandung	4.7
4	Tugu *Coffee*	Jl. Anggadireja ruko No.04, Baleendah, Kabupaten Bandung	4.7
5	Terrace Coffe	Jl. Adipati Kertamanah No. 67, Baleendah, Kabupaten Bandung	4.7
6	Delapan Belas *Coffee And Beverages, Eatery*	Jl. Jaksa Naranata No. 69- 68, Baleendah, Kabupaten Bandung	4.4

Source: Data processed by Author (2023)

Table 1 shows that Upternoon Coffee has the highest rating of 4.9, and Delapan Belas Coffee and Beverages, Eatery has the lowest rating of 4.4. Therefore, the researchers chose Delapan Belas Coffee and Beverages, Eatery as the research location. This indicates a problem with dissatisfied customers. This rating is based on customer feedback from their visit to the cafe, which then provides reviews and stars based on their experience.

Based on the research, the researchers suspect a problem affecting repeat purchase intention, namely the unsatisfactory quality of service and store atmosphere. The researchers obtained information from several customer reviews on Google Maps about the selected location.

Currently, Delapan Belas Coffee and Beverages, Eatery is located at Jl. Jaksa Naranata No. 69-68, Baleendah, Baleendah District, Bandung Regency, West Java 40375. They sell a wide variety of food, including pasta dishes and snacks. The beverages offered here are also very diverse, including coffee, tea, milk blends, and many more. Although this cafe has recently moved, many customers come, attracted by the atmosphere. The service provided by the company should exceed customer expectations to satisfy them, thus influencing repeat purchase intention.

Based on the background explained, the researcher became increasingly interested in exploring the extent of the impact of service quality and store atmosphere on repeat purchase intention at the selected location. Therefore, the researcher chose the title "Repurchase Intention as an Impact of Service Quality and Store Atmosphere."

METHODS

This study employed quantitative research methods. This type of quantitative method employed descriptive and verification methods. This study was conducted to analyze the effect of service quality (X1) and store atmosphere (X2) on repeat purchase intention (Y) using statistical methods such as path analysis and hypothesis testing (t-test and F-test). To process the data, Microsoft Excel 2019 and SPSS 25 were used.

In this study, primary data were obtained from interviews and questionnaires distributed to consumers at Delapan Belas Coffee and Beverages, Eatery in the form of a Google Form. Secondary data was obtained from books, journals, and the internet, as these data contain relevant information and can provide further insight into the objects and variables studied. Interviews were used to obtain information through question and answer sessions with parties related to the research problem.

The population of this study was consumers who visited or had visited and purchased products at Delapan Belas Coffee and Beverages, Eatery, located at Jl. Jaksa Naranata No. 69-68, Baleendah, Baleendah District, Bandung Regency, West Java 40375. The sample size for this study was 100 consumers of Delapan Belas Coffee and Beverages, Eatery.

RESULTS AND DISCUSSION

The variables used in this study are service quality (X1), store atmosphere (X2), and repurchase intention (Y). The following correlation coefficients between these variables were calculated using the person-product-moment correlation formula in SPSS 25:

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Table 2. Correlation Coefficients

Service Quality		Store Atmosphere	Repurchase Intention
Service Quality	Pearson Correlation	1	.804**	.758**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Store Atmosphere	Pearson Correlation	.804**	1	.781**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Repurchase Intention	Pearson Correlation	.758**	.781**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Data processed by Author (2023)

Based on Table 2 above, the SPSS 25 output results can be seen, which will be explained as follows: (1) The correlation value between service quality (X1) and store atmosphere (X2) is 0.804. When interpreted, this correlation coefficient falls into the very strong relationship category; (2) The correlation value between service quality (X1) and repurchase intention (Y) is 0.758. When interpreted, this correlation coefficient falls into the strong relationship category; (3) The correlation value between store atmosphere (X2) and repurchase intention (Y) is 0.781. When interpreted, this correlation coefficient falls into the strong relationship category. After the correlation coefficients between the variables have been obtained, the next step is to calculate the path coefficients, as shown in the table below:

Table 3. Path Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.694	1.975		1.870	.064
	Service Quality	.449	.122	.367	3.677	.000
	Store Atmosphere	.651	.133	.487	4.877	.000

a. Dependent Variable: Repurchase Intention
Source: Data processed by Author (2023)

Based on Table 3 above, the standardized beta coefficients column shows the path coefficients for variables X1 and X2 on Y. The service quality variable (X1) has a path coefficient of 0.367, while the store atmosphere variable (X2) has a path coefficient of 0.487.

The following are the results of the coefficient of determination analysis:

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811a	.658	.651	3.924828

a. Predictors: (Constant), Store Atmosphere, Service Quality
Source: Data processed by Author (2023)

Based on Table 4 above, the coefficient of determination (R Square) is 0.658. This indicates that the contribution of the service quality (X1) and store atmosphere (X2) variables to repurchase intention (Y) is 0.658, while the remaining 0.342 is contributed by other variables not examined. Therefore, the epsilon value is 1 – 0.658 = 0.342.

Partial Hypothesis Testing (t-test)
The research results for each service quality and store atmosphere variable on repurchase intention were tested using SPSS 25 software, resulting in the following table:

Table 5. Partial Statistical Test (t-test)

Structural	Path Coefficient	Tcount	ttable	P-value	Conclusion
pyx1	0,367	3,677	1,985	0,000	H0 is rejected, there is an intermediate influence X1 and Y
pyx2	0,487	4,877	1,985	0,000	H0 is rejected, there is an intermediate influence X2 and Y

Source: Data processed by Author (2023)

Based on table 5 above, the output results obtained with a calculated t value for the service quality variable on repurchase interest of 3.677 and a p-value (sig.) of 0.000, because the calculated t value is greater than the t table (3.677>1.985) and a significance of 0.000 <0.05. The testing criteria if the calculated t > t table then the partial calculated t of service quality has an impact on repurchase interest at Delapan Belas Coffee & Beverages, Eatery. Based on these results, it can answer hypothesis number four regarding the impact of service quality on repurchase interest at Delapan Belas Coffee & Beverages, Eatery and can be interpreted that the hypothesis is accepted. Based on Table 5 above, the calculated t-value for the variable store atmosphere on repurchase intention is 4.877 and the p-value (sig.) is 0.000. Because the calculated t-value is greater than the t-table (4.877>1.985) and the significance level is 0.000 <0.05, the test criteria are: if the calculated t-value is greater than the t-table, then the t-value is within the rejection region for H0. This means that H1 is accepted, and store atmosphere partially impacts repurchase intention at Delapan Belas Coffee & Beverages, Eatery. Based on these results, we can answer hypothesis number five, regarding the impact of store atmosphere on repurchase intention at Delapan Belas Coffee & Beverages, Eatery, and this hypothesis is accepted.

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Simultaneous Hypothesis Testing (F-Test)

Below are the results of the simultaneous statistical test obtained from the SPSS 25 output table:

Table 6. Simultaneous Statistical Testing (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2876.351	2	1438.175	93.362	.000^b
	Residual	1494.215	97	15.404		
	Total	4370.565	99			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Store Atmosphere, Service Quality

Source: Data processed by Author (2023)

Based on table 6 above, the output result of Fcount value is 93.362 with p-value (sig.) 0.000. And α = 5%, df1 = 2 and df2 = 100 – 2 – 1 = 97, then the Ftable value is 3.09. So the Fcount value is greater than Ftable (93.362> 3.09) which means H0 is rejected and H1 is accepted with a significance value of 0.000 <0.05. Based on the testing criteria if Fcount> Ftable then Fcount is in the rejection area of H0, meaning H1 is accepted and simultaneously the quality of service and store atmosphere simultaneously influence repurchase interest. Based on these results, it can answer hypothesis number six regarding the quality of service and store atmosphere impacting repurchase interest at Delapan Belas Coffee & Beverages, Eatery and it can be interpreted that the hypothesis is accepted.

Overview of Service Quality at Delapan Bela Coffee & Beverages, Eatery

The service provided by the cafe's employees includes serving customers from the moment they place their order, from menu selection to payment, and delivery. Furthermore, employees strive to provide the best possible service, but this depends on the number of customers and the number of meals that cannot be served immediately. To maximize service, the cafe's employees ensure that the food delivered matches the order and the items on the receipt. Based on the descriptive data presented above, a summary of customer responses indicates that the service quality provided by Delapan Bela Coffee & Beverages, Eatery employees falls into the "agree" or "good" category. This is reflected in the dimensions of the questionnaire: reliability, responsiveness, assurance, empathy, and tangibles.

Consumers perceived that the service quality was less than timely, and that the service was consistent across all customers. In terms of responsiveness, employees have provided the best possible service to meet customer needs. The security department has strived to instill confidence in customers while visiting the cafe by offering a double compensation guarantee for any errors in service or food preparation. In terms of empathy, the cafe lacks in providing service by understanding customer needs. In terms of physical evidence, the cafe has provided complete facilities to support customers' experiences, ensuring a comfortable stay.

Of the four dimensions above, empathy ranks lowest. This indicates that employees are perceived as lacking in attention to visitors and lacking in understanding how to fulfill customer needs. This is evident in the lack of attention and understanding shown to customers who are confused about choosing from the menu, the lack of suggestions for best-selling or favorite menu items, and the lack of attention paid to customers in recommending appropriate seating. Meanwhile, the dimension with the highest average score is responsiveness. This indicates that employees at Delapan Belas Coffee &

Beverages, Eatery are deemed to provide clear information to customers and are considered to be responsive in responding to customers, especially when customers need something or have complaints while at the cafe. This is also because the cafe opens up space to receive complaints and immediately follows up on these complaints.

Overview of Store Atmosphere at Delapan Belas Coffee & Beverages, Eatery
The atmosphere at Delapan Belas Coffee & Beverages, Eatery boasts an attractive interior design, highlighted by its pleasant lighting, live music on weekends, and maintained cleanliness, ensuring a comfortable experience for customers. Furthermore, it boasts a spacious parking area. To create a comfortable atmosphere, the cafe has arranged and placed the coffee grinder in an open area for customers to see. Furthermore, the cafe's decor incorporates an indoor-outdoor concept, and clear signs are provided for customers to see, such as the non-smoking area. Based on the descriptive data presented above, a summary of consumer responses indicates that the store atmosphere at Delapan Belas Coffee & Beverages, Eatery falls into the "agree" or "good" category. This is reflected in the dimensions of the questionnaire: store exterior, general interior, store layout, and interior display.

Of the four dimensions above, the store exterior ranked lowest. This indicates that the cafe's front display and signage are not yet engaging. For example, the signage is not large enough to convey the cafe's ambiance. Meanwhile, the general interior, which ranks highest, demonstrates that Delapan Belas Coffee & Beverages, Eatery, has prioritized the availability of facilities to support customer activities, creating a comfortable experience. This creates a positive impression among customers. Consumers perceive the lighting, room temperature, and cleanliness of the cafe as comfortable and tidy, with free Wi-Fi, power outlets, and baby chairs available. This is because the cafe's staff consistently maintains the atmosphere, including cleanliness, even during operating hours.

Overview of Repurchase Intention at Delapan Belas Coffee & Beverages, Eatery
Based on the descriptive data presented above, a summary of consumer responses reveals that repurchase intention at Delapan Belas Coffee & Beverages, Eatery falls into the "agree" or "good" category. This is reflected in the dimensions of the questionnaire: transactional interest, referential interest, preferential interest, and exploratory interest.

Of the four dimensions above, the lowest-ranking dimension is preferential interest, with indicators being the cafe's priority level and its product's priority level. This suggests a perceived inadequacy in establishing the cafe and its products as a primary or priority choice for coffee in the minds of consumers. This is because consumers have a better perception of the image of competing cafes than of Delapan Belas Coffee & Beverages, Eatery. The highest-ranking dimension is transactional interest, indicating that Delapan Belas Coffee & Beverages, Eatery is still able to generate consumer interest in revisiting or making repeat purchases.

The Influence of Service Quality on Repurchase Intention
The results of a verification study indicate an influence of service quality on repurchase intention. This suggests that service quality impacts repurchase intention at Delapan Belas Coffee & Beverages, Eatery. The service provided by the employees at Delapan Belas Coffee & Beverages, Eatery is good, providing customer comfort, such as providing comprehensive outdoor and indoor facilities, including ample parking, live music, free Wi-Fi, power outlets, and a no-smoking area. This aligns with customer expectations. The company strives to maximize service to create a comfortable experience and create a positive impression. Therefore, good service encourages repeat purchases.

The theory explaining the relationship between service quality and repurchase intention, according to Mudfarikah & Dwijayanti (2021), states that if a company's service is suboptimal and does not meet customer expectations, it will lead to customer

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disinterest. Conversely, if service is maximized, customers will make repeat purchases. This is in accordance with the results of previous research by Mudfarikah & Dwijayanti (2021) and Sulastri (2022) which stated that service quality influences repurchase interest. It can be said that service that meets consumer expectations will create repurchase interest.

The Influence of Store Atmosphere on Repurchase Intention
The results of a verification study indicate that store atmosphere influences repurchase intention. This suggests that store atmosphere impacts repurchase intention at Delapan Belas Coffee & Beverages, Eatery. The store atmosphere at Delapan Belas Coffee & Beverages, Eatery is positive, as the cafe creates a comfortable, inviting, and enjoyable atmosphere. The cafe's interior features bright lighting, a comfortable dining temperature, and a clean area, all contributing to customer comfort. Furthermore, the cafe has carefully considered interior displays, including signage that facilitates customer interaction. The cafe also provides a comfortable environment for customers, including a selection of music playlists. This atmosphere influences consumer perception and can foster positive feelings, encouraging repeat purchases or return visits. According to Kotler and Keller (2020), a positive, safe, and comfortable atmosphere can create positive perceptions among consumers, encouraging them to repurchase at the same location.

This aligns with previous research by Hanisa & Hardini (2020), which found that store atmosphere has a positive and significant effect on repurchase intention. It can be concluded that the better a company manages the atmosphere, the higher the consumer's repurchase intention.

The Effect of Service Quality and Store Atmosphere on Repurchase Intention
The results of the verification study indicate an impact of service quality and store atmosphere on repurchase intention. This suggests that service quality and store atmosphere impact repurchase intention at Delapan Belas Coffee & Beverages, Eatery, as demonstrated by statistical tests, where the calculated F-value is greater than the F-value, with a significance value smaller than the μ-value.

Among the variables studied, store atmosphere had a greater influence than service quality. This is because the large number of competing cafes with similar atmospheres encourages consumers to compare cafes, choosing an atmosphere that provides comfort while in the place, especially while enjoying their food, so they can later decide whether to make a repeat purchase. Typically, consumers who visit cafes are not only looking for a satisfying meal but also for an inviting atmosphere. Furthermore, a well-designed atmosphere can create satisfaction and encourage repeat visits. Furthermore, providing excellent service also influences repeat purchase intention.

At Delapan Belas Coffee & Beverages, Eatery has a reputation for offering a pleasant and comfortable atmosphere and service, encouraging consumers to make subsequent purchases. This aligns with previous research by Soebandhi et al. (2020), which found that service quality and store atmosphere significantly influence repeat purchase intention. This suggests that the cafe's atmosphere can encourage consumers to make purchases at the cafe.

CONCLUSION
Service quality, store atmosphere, and repurchase intention at Delapan Belas Coffee and Beverages, Eatery are in the good category. Service quality partially impacts repurchase intention at Delapan Belas Coffee and Beverages, Eatery. Store atmosphere partially impacts repurchase intention at Delapan Belas Coffee and Beverages, Eatery. Service quality and store atmosphere simultaneously impact repurchase intention at Delapan Belas Coffee and Beverages, Eatery.

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