

The influence of cafe atmosphere, food quality and product variety on revisit intention with customer satisfaction as a mediation variable in CW Coffee West Kalimantan

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ABSTRACT

This research examines the influence of cafe atmosphere, food quality, and product variety on revisit intention, with customer satisfaction as a mediating variable at CW Coffee West Kalimantan. Coffee is a drink that is highly sought after and consumed throughout the world. In 2020, total coffee consumption throughout the world is estimated to reach around 167 million kg. In Indonesia, data shows an increasing trend in coffee consumption, with significant growth over the last seven years, having an impact on the growth of the coffee industry in this country. One of the striking coffee shops in West Kalimantan is CW Coffee. The popularity graph shows that CW Coffee dominates compared to other competitors. CW Coffee is a local brand that started in Pontianak City, and has developed in the West Kalimantan area. In the face of increasingly fierce competition in this industry, this research aims to understand the factors that influence revisit intention at CW Coffee. Several factors that can influence revisit intention include cafe atmosphere, food quality, product variety, and customer satisfaction. In this case, customer satisfaction is considered as a mediating factor that connects these factors with revisit intention. This research uses quantitative methods and focuses on cause-and-effect relationships between variables. Data was collected through a questionnaire with a 5 point likert scale, and the research sample consisted of 220 respondents who were CW Coffee consumers. Data analysis uses Structural Equation Modeling (SEM) with AMOS 24 statistical tools. The results of this research are expected to provide deeper insight into the factors that influence consumers repurchase intentions at CW Coffee, which in turn can help companies improve their marketing strategies and service to customers..

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1. Introduction

Coffee is a beverage that has significant popularity and widespread use on a global scale. The demand for coffee has a consistent upward trend over successive years, both as an everyday drink and as part of a special lifestyle and culture. According to the International Coffee Organization (ICO), in 2020, the estimated total world coffee consumption will reach around 167 million kg "Center for agricultural data and information systems, secretariat general of the Ministry of agriculture in 2022"(Susanti Astrid et al, 2022) Based on data obtained by the "agricultural data center and information system of the secretariat general of the ministry of agriculture in 2022" in 2015 data on coffee consumption in Indonesia has an ever-increasing consumption level. Over the last seven years, the development of coffee consumption has increased quite significantly,

namely by an average of 2.40% per year. This has influenced some people to pursue the coffee industry because people's tendency to consume coffee in Indonesia is always increasing.

The coffee industry has developed rapidly in recent years, global coffee consumption continues to experience significant growth. With increasing consumer interest in the quality of coffee and the experience served in coffee shops. One of the standout coffee shops in West Kalimantan is CW Coffee. CW Coffee has achieved significant popularity in the province by offering a wide variety of coffees, a comfortable atmosphere and an attractive product variety. Popularity graph (CW Coffee, Aming Coffee, Warung Kopi Asiung) Source: Google Trends (<https://trends.google.co.id>) regarding popularity at CW Coffee and other coffee shops in the last 12 months. In the graph above, it can be seen that CW Coffee is in first place compared to its competitors.

CW Coffee is a coffee shop that started in Pontianak City and is a local brand. According to (CW Coffee, 2015), Initially CW Coffee was founded by establishing a small coffee shop, but as time went by, CW Coffee expanded its business by opening larger coffee shops and branches in several places outside Pontianak City, now CW Coffee & Eatery already has 14 outlets in Pontianak City, 2 outlets in Singkawang, 1 outlet in Sambas, 2 outlets in Sintang, 1 outlet in Sandai, 1 outlet in Melawi, 1 outlet in Pemangkat, 1 outlet in Sungai Pinyuh, 1 outlet in Sanggau, 1 outlet in Ketapang, 1 outlet in Ngabang, 1 outlet in Putussibau, 1 outlet in Batam and 1 outlet in Bandung with a total of 27 outlets in West Kalimantan and 2 outlets outside West Kalimantan.

In facing increasingly fierce competition in this industry, It is important for CW Coffee to comprehend the many aspects that have effect on customers repurchase intention. Repurchase intention in this research is adjusted to the object in the form of a Coffee Shop so that the next term Repurchase intention by researchers, uses the term Revisit intention (interest in visiting again). Several factors that can influence Revisit intention include Cafe Atmosphere, Food Quality and Product Variety. Apart from that, consumer satisfaction also has an important role as a mediating variable in influencing revision intention. According to (Listiana et al., 2018), Consumer-focused marketing tends to meet consumer needs and wants. Customer satisfaction is an emotional evaluation made by customers regarding using a product or service, where the product or service successfully meets their expectations and needs. When consumers are satisfied with a product or service, they tend to visit again in the future. Therefore, customer satisfaction is a key factor that influences consumers' intention to revise intention. (Listiono, 2015)

Cafe atmosphere, the Cafe atmosphere indicator is related to the Store atmosphere indicator, according to Berman and Evans (Listiono, 2015) the store atmosphere indicator has four elements, namely: (1) Exterior, (2) general interior (3) Store layout and (4) Interior point of purchase displays include elements such as layout, interior design, lighting and music which create a pleasant atmosphere for consumers when visiting CW Coffee. Reporting from hobnymakan.asia, according to Evan, "The various outlet branches from CW are unique because the locations chosen are strategic and very large so that the CW building can be made of two to three floors. The parking lot is spacious, for two-wheeled and four-wheeled vehicles, lots of space. Both the first and second floors offer an indoor and outdoor atmosphere. The appearance from the top floor is really cool, plus the design is also contemporary." (Hobby Makan, 2022) Previous research has also shown that a positive store atmosphere can influence consumer perceptions and repurchase intentions. (Hidayat, 2020)

Food Quality refers to the quality of the coffee and food products offered by CW Coffee. Food quality refers to the degree to which the elements of a food are appropriate for eating, ultimately leading to consumer pleasure. (Muharmi et al., 2019) Consequently, quality can be defined as the ability to meet and exceed customer needs and expectations. Reporting from pontianak.tribunnews.com There is no need to doubt the quality of the food and drinks served at CW Coffee. The owner of CW Coffee brought in his own coffee-making machine so that the resulting taste is better. This is in accordance with the slogan that CW is promoting, namely 'Your Health is Our Satisfaction'. "In Pontianak there are already a lot of coffee shops, but I think those who prioritize customer health may not be the main focus. "In fact, if we serve the best ingredients and keep customers healthy, it will definitely be nice for customers to keep coming back and enjoying a cup of coffee here," said Ruby, owner of CW Coffee. (Nurfianto, 2019). High food quality, including consistent taste, clean ingredients, and good processing methods, can provide a satisfying experience for consumers and increase their propensity to return to purchase. (Sugianto & Sugiharto, 2013)

Products Variety includes product variations, including various types of flavour choices and other menu variations. Product Variety can provide economic benefits to consumers. With product variations,

consumers have more choices to meet their needs and preferences. Product Variety can also increase consumer attractiveness and satisfaction. Quoted from hobbymakan.asia "The cheapest drink is java tea, priced at IDR 9 thousand. And the most expensive is avocado coffee for IDR 32 thousand. So whether you want to have a light meal, a heavy meal, or just relax for a coffee, CW Coffee is the right choice." "The food and drinks are also beyond doubt. It's definitely delicious and pocket-friendly. Bang Evan has proven it himself, what are the cheapest and most expensive menu prices there. It turns out that the cheapest one is yam bean chaikue, the price per portion is only IDR 10 thousand. "Meanwhile the most expensive is beef ribs soup, fresh rib soup for IDR 48 thousand." From this quote, the products sold at CW Coffee vary greatly from traditional food to modern food and from the cheapest to the most expensive prices.

According to (Gultom & Arif, 2020), Consumers often seek different experiences and variety in selecting products, and this diversity may influence their intention to return to CW Coffee. In addition, consumer satisfaction is considered as a mediating variable that plays an important role in connecting Cafe Atmosphere, Food Quality, and Product Variety with revisit intention. High consumer satisfaction tends to increase repurchase intentions. With that, this research aims to investigate the influence of Cafe Atmosphere, Food Quality, and Product Variety on revisit intention, with customer satisfaction as a mediating variable at CW Coffee West Kalimantan.

2. Research Method

In this research, researchers used quantitative research methods. Where, according to Mulyadi, 2011. Quantitative research methods are methods that refer to collecting data expressed in numerical form. This research is also causal research, which aims to find causal relationships or causal relationships between several phenomena (Firman, 2017.)

Data collection in this research used a questionnaire, using a 5-point Likert scale (1 = disagree, 5 = strongly agree). Cafe Atmosphere uses seven items adapted from (Listiono, 2015) The assessment of food quality was conducted utilizing a set of six items that were modified from (Sugianto & Sugiharto, 2013). The measurement of product variety was conducted by utilizing three items that were adapted from a previous study. (Faradisa et al., 2016) Customer Satisfaction was measured using 5 items adapted from (Arsyanti & Astuti, 2016). Revisit Intention was measured using 5 items adapted from (Syafri & Wulandari, 2023)

The population in this study was all CW Coffee consumers. The total sample was 220 respondents. The sampling technique uses non-probability sampling, in the form of purposive sampling. The sample criteria are 1) Respondents are at least 21 years old, 2) Respondents have visited CW Coffee at least 2 times in the last 1 month, 3) Respondents know the food and drink menu variants provided at CW Coffee.

Tools for data processing utilize SPSS for Windows version 22 and AMOS 24. Data analysis techniques are conducted in two ways, namely descriptive analysis and statistical analysis. This study utilizes Structural Equation Modeling (SEM) with AMOS 24 statistical software to examine and assess the measurement model and structural model of the research construct that has been developed. The evaluation of the fit test model will involve the assessment of various parameters related to the Goodness of Fit Index. These parameters include Chi Square (χ^2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root Mean Squared Residual (RMR), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI). The assessment of validity is contingent upon the value of the Standardized Loading Factor (SLF), as stipulated by (Mulyadi, 2011), which must be equal to or greater than 0.50. Additionally, the reliability of the construct can be determined by examining the tabulated values of Construct Reliability (CR) and Average Variance Extracted (AVE). The conducted analysis is a structural model analysis using SEM to assess the acceptance or rejection of the produced research hypotheses. Structural equation modeling (SEM) study is capable of providing insights into the significance and magnitude of each coefficient. A hypothesis may be deemed to have a causal relationship if the calculated t-value is greater than or equal to the critical t-table (1.96) at a significance threshold of α ($\alpha = 0.05$) Research hypotheses are either accepted or rejected in academic research. Structural Equation Modeling (SEM) analysis is a statistical technique that can be employed to determine the significance and magnitude of each coefficient. A hypothesis can be deemed to have a causal relationship if the calculated t-value is greater than or equal to the critical t-table (1.96) at a significance threshold of α ($\alpha = 0.05$).

Revisit Intention

Revisit Intention is the desire to visit again based on previous purchasing experiences. A high level of Revisit Intention reflects high satisfaction from consumers when they decide to buy the same product again after buying it before, even several times.(Maulana et al., 2023).In principle, Revisit Intention, or repurchase intention, refers to individual behaviour that is directly influenced by their consumption experiences in the past, and this influences their desire to want to return in the future with indicators taken from Repurchase intention, namely transactional interest, referential interest, preferential interest, exploratory interest (Syafri & Wulandari, 2023).The decision to accept or reject a product occurs after the consumer buys the product, and from there arise positive or negative feelings towards the product. A high level of Repurchase Intention will have a positive impact on the success of the product in the market. Customer satisfaction is one of the behavioural outcomes related to customer perceived value.(Eksangkul et al., 2022)

Customer Satisfaction

Customer satisfaction is an assessment of products or services from customers in providing pleasure at the consumption level, which can be measured from the gap between customer expectations and the performance they receive and can also be determined by products and services that succeed in increasing customer satisfaction and avoiding customer dissatisfaction.(Dhisasmito & Kumar, 2020) According to (Arsyanti & Astuti, 2016), Customer satisfaction has indicators: 1. Feeling satisfied with the performance provided by the company 2. Fulfilling customer expectations after making a transaction to purchase a product 3. There are no complaints regarding the consumption of the product purchased 4. Satisfied with the quality of the product.(Cendriono & Ardiana., 2018; Mannan et al., 2019)

Cafe Atmosphere

Cafe Atmosphere refers to a carefully designed atmosphere, using elements such as lighting, colour, music, aroma and other elements that aim to evoke certain emotional reactions that encourage consumers to make a purchase. The Cafe Atmosphere concept takes inspiration from store atmosphere indicators, which (Listiono, 2015) divide into four main elements, namely: (1) exterior aspects, (2) general interior appearance, (3) layout. Store location, and (4) interior appearance at the point of purchase(Achmad et al., 2021; Listiono, 2015; Wiwoho, 2014.)

Food Quality

Food Quality refers to the quality characteristics of food and drinks received by consumers. According to Sugianto & Sugiono, 2013, food products, in particular, can be divided into six quality dimensions, which include (1) taste, (2) portion, (3) variety of menus and types of food, (4) unique taste, (5) cleanliness, and (6) innovation.(Jimmy Sugianto dan Sugiono Sugiharto, 2013; Wiwoho, 2014.)

Product variety

A variety product is a brand or product that can be differentiated based on size, price, appearance or characteristics. According to Abdullah & Tantri (2014: 153), product variety refers to the assortment of goods or services that are made available to the market with the intention of attracting attention, generating sales, facilitating use or consumption, and ultimately fulfilling the desires or requirements of consumers. According to Tjiptono (2008), the selection of product variants is deemed appropriate when a corporation aims to use product flexibility as a competitive strategy in relation to manufacturers. This is shown by the utilization of standard goods. (Dya, 2021) According to (Faradisa et al., 2016) there are three indicators of Product Variety, namely size variations, product quality variations, product completeness variations

Conceptual Framework

Based on the aforementioned description, it is possible to construct the subsequent study framework:

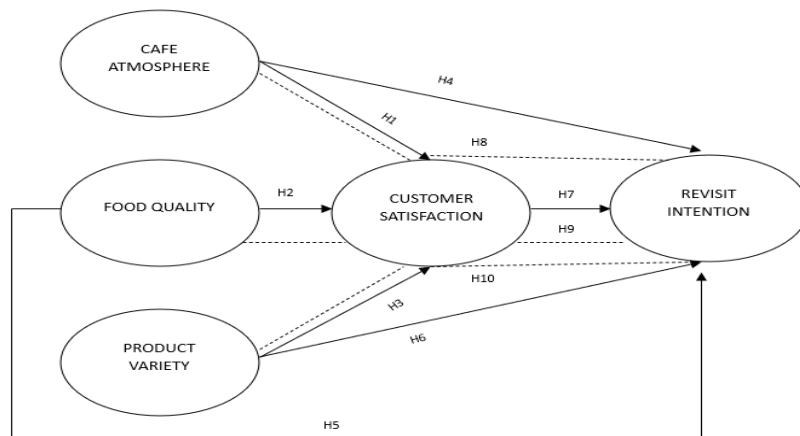


Figure 1. Research framework

Research Hypothesis

By referring to the problem formulated and the previous conceptual framework, the researcher proposed the following research hypothesis:

H1: Cafe Atmosphere has a positive effect on Customer Satisfaction

H2: Food Quality has a positive effect on Customer Satisfaction.

H3: Product Variety has a positive effect on Customer Satisfaction.

H4: Cafe atmosphere has a positive effect on Revisit Intention.

H5: Food Quality has a positive effect on Revisit Intention.

H6: Product Variety has a positive effect on Revisit Intention.

H7: Customer satisfaction has a positive effect on Revisit Intention.

H8: There is a positive and significant influence between Cafe Atmosphere on Revisit Intention which is mediated by Customer Satisfaction.

H9: There is a positive and significant influence between Food Quality on Revisit Intention which is mediated by Customer Satisfaction.

H10: There is a positive and significant influence between Product Variety on Revisit Intention, which is mediated by Customer Satisfaction.

3. Results And Discussions

Characteristics of Respondent

Analysis of the profile of respondents in this survey is based on the following demographics:

Table 1. Characteristics of respondents

Category	Item	F	%
Age	Less than 21 years old	86	39,1%
	21 to 30 years old	134	60,9%
	31 to 40 years old	0	0%
	41 to 50 years old	0	0%
	50 years and over	0	0%
Total		220	100%
Gender	Man	105	47,7%
	Woman	115	52,3%
Total		220	100%
Last Education	Elementary School	0	0%
	Junior High School	0	0%
	Senior High School	174	79,1%
	D1/D2/D3/D4	14	6,4%
	Bachelor degree	32	14,5%
	Postgraduate	0	0%
Total		220	100%
Domicilie	Pontianak	170	77,3%
	Kuburaya	28	12,7%
	Singkawang	3	1,4%

Category	Item	F	%
	Mempawah	0	0%
	Sanggau	2	0,9%
	Ketapang	2	0,9%
	Sambas	6	2,7%
	Sintang	2	0,9%
	Sandai	0	0%
	Melawi	1	0,5%
	Pemangkat	0	0%
	SUI Pinyuh	0	0%
	Ngabang	0	0%
	Putussibau	0	0%
	Bengkayang	0	0%
	Sekadau	0	0,5%
	Tebas	1	0,9%
	Other areas	2	1,4%
	Total	3	100%
		220	
	Student	0	0%
	College student	190	86,4%
	Civil servant	2	0,9%
	POLRI/TNI	0	0%
	Businessman	6	2,7%
	BUMN	2	0,9%
	Private sector employee	9	4,1%
	Etc	11	5%
	Total	220	100%
	Not more than 2 million IDR	51	23,2%
	IDR 2 million to IDR 4 million	27	12,3%
	More than IDR 4 million to IDR 6 million	8	3,6%
	More than IDR 6 million to IDR 8 million	2	0,9%
	More than IDR 8 million to IDR 10 million	0	0%
	More than 10 million	0	0%
	Not yet working	2	0,9%
	Total	130	59,1%
		220	100%
	Less than IDR 1 million	82	37,3%
	IDR 1 million to IDR 1,5 million	64	29,1%
	More than IDR 1,5 million to IDR 2 million	16	7,3%
	More than IDR 2 million to IDR 2,5 million	8	3,6%
	More than IDR 2,5 million	9	4,1%
	Already working	41	18,6%
	Total	220	100%
	2 times	122	55,5%
	3-4 times	61	27,7%
	5-6 times	21	9,5%
	More than 6 times	16	7,3%
	Total	220	100%

The data was analyzed by researchers in the year (2023)

Based on the description above, it can be seen that women dominate the respondents as much as 52.3%, with an average age of 21-30 years, 60.9%. Most of the respondents' domiciles were from Pontianak City at 77.3%. Apart from that, in terms of educational background, respondents are generally high school/vocational school/equivalent graduates and undergraduates and the average job is dominated by students and the average. The average income and pocket money of all respondents is in the middle class. Judging from the data results, the highest average number of respondents visiting CW Coffee was 122 (55.5%), with 2 visits in the last month.

Measurement Model

The findings of the suitability, validity and reliability tests are as follows.

Table 2. Standardized loading factor, construct reliability (CR), and average variance extracted (AVE) values on overall model fit

	Items	SLF	CR	AVE
<i>Café Atmosphere</i>	I think the exterior appearance of CW COFFEE is attractive.	0.81		
	CW COFFEE's outdoor exterior design provided a comfortable atmosphere when I visited there.	0.832		
	In my opinion, CW COFFEE's interior prioritizes modern interior design.	0.809		
	The interior design of CW COFFEE makes it comfortable for me to linger there for a long time.	0.829	0.963757	0.656366
	I can clearly see the directional information when I visit CW COFFEE.	0.808		
	The layout of CW COFFEE makes it easier for consumers to move back and forth.	0.779		
	The theme and wall colouring design of the CW COFFEE room made me even more interested in coming there.	0.803		
<i>Food Quality</i>	The food and drinks available at CW COFFEE taste delicious, according to my taste.	0.8		
	The food and drinks available at CW COFFEE are in line with my expectations.	0.736		
	Food and drink portions at CW COFFEE are in accordance with the prices set.	0.808		
	In my opinion, the food and drinks available at CW COFFEE have a distinctive taste.	0.79	0.95425	0.628749
	In my opinion, the food and drinks available at CW COFFEE meet the expected hygiene or cleanliness standards	0.813		
<i>Product Variety</i>	CW COFFEE often presents innovations in menus or interesting concepts in the food and drinks it offers.	0.808		
	CW COFFEE offers a sufficient variety of product sizes (for example, small, medium, large), giving me the freedom to choose.	0.765		
	CW COFFEE offers a variety of product qualities available at CW COFFEE (for example, regular quality, premium, or special choices) giving me freedom to choose.	0.793	0.923929	0.647797
<i>Customer Satisfaction</i>	In my opinion, the variety of menus offered by CW COFFEE is quite complete.	0.854		
	I had the pleasure of visiting CW COFFEE.	0.783		
	I feel satisfied with the comfortable atmosphere at CW COFFEE	0.731		
	My experience visiting CW COFFEE was in line with expectations.	0.82	0.951758	0.562359
	As long as I have been a CW COFFEE consumer, I have never had any complaints.	0.661		
<i>Revisit Intention</i>	I feel satisfied with the food and drinks available at CW COFFEE	0.745		
	I hope to return to visit CW COFFEE in the future.	0.739		
	I prioritize visiting CW COFFEE compared to other similar coffee shops.	0.795	0.932682	0.605829
	I also recommend CW COFFEE to others	0.797		
	I am interested in continuing to find information about CW COFFEE from various sources.	0.781		

Results from data processed by researchers (2023)

In accordance with the data shown in Table 4.2, the findings from the validity and reliability assessments indicate that the constructed model indicators satisfy the established requirements for validity and reliability. The existing indicators have standardized stress factor (SLF) values above 0.50. This shows that all metrics are valid and adequate to measure the composition of the overall model produced. The Construct Reliability (CR) test value is more than 0.70. This finding demonstrates that all instruments exhibit

a high level of reliability and are capable of reliably measuring structural attributes throughout the constructed models.

Table 3. The goodness of fit index

The Goodness of Fit Index	Cut Value	Results	Fit
χ^2	Expectedly low	607,534	
Df		268	
χ^2 - Probability of Significance	≥ 0.05	0,000	Good Fit
CMIN/DF	≤ 3.00	2,267	Good Fit
RMSEA	≤ 0.08	0.076	Good Fit
RMR	< 0.05	0.133	Not Fit
NFI	≥ 0.90	0.850	Not Fit
IFI	≥ 0.90	0.910	Good Fit
TLI	≥ 0.90	0.899	Not Fit
CFI	≥ 0.90	0.910	Good Fit

Results from data processed by researchers (2023)

The model conformance test shown in Table 3 shows that the model conformance requirements are accepted, and conformity can be stated. Five measurements show good goodness fit. If there are 3-4 measurements with a good level of agreement or above the cut-off value, then the model of research configuration It is possible to declare. adequate and accepted.

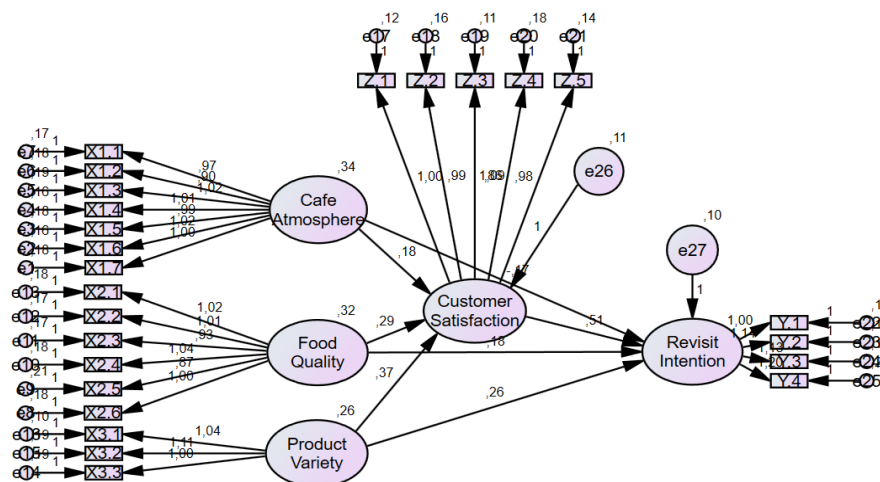


Figure 2. Full model testing

Hypothesis Testing

The results of testing the influence of the relationship between variables in the research configuration built in this research can be presented as follows.

Table 4. Hypothesis testing

Hypothesis	Track	Estimate	S.E	CR	P
H1	Customer Satisfaction <-- Cafe Atmosphere	0.178	0.048	3,693	0,000
H2	Customer Satisfaction <-- Food Quality	0.291	0.053	5,516	0,000
H3	Customer Satisfaction <-- Product Variety	0.370	0.063	5,908	0,000
H4	Revisit Intention <-- Cafe Atmosphere	-0.169	0.050	-3,376	0,000
H5	Revisit Intention <-- Food Quality	0.179	0.056	3,174	0,002
H6	Revisit Intention <-- Product Variety	0.255	0.069	3,709	0,000
H7	Customer Satisfaction <--Revisit Intention	0.507	0.097	5,234	0,000

From the results of the analysis using AMOS 24 which are presented in Table 4.4, what has been found. For the first hypothesis, regarding the influence of the Cafe Atmosphere on Customer Satisfaction, the P-value of 0.000 is less than the significance level ($\alpha = 0.05$), indicating that there is a positive and significant influence of the Cafe Atmosphere on Customer Satisfaction. In the second hypothesis, which relates to the influence of Food Quality on Customer Satisfaction, the p-value is 0.000. These findings confirm the hypothesis that Food Quality has a positive and significant effect on Customer Satisfaction. The

third hypothesis, which concerns the influence of Product Variety on Customer Satisfaction, shows a p-value of 0.000. This indicates that Product Variety has a positive and significant influence on Customer Satisfaction. For the fourth hypothesis, which tests the effect of Cafe Atmosphere on Revisit Intention, with a p-value of 0.000. These findings support the hypothesis that Cafe Atmosphere influences Revisit Intention positively and significantly. The fifth hypothesis tests the influence of Food Quality on Revisit Intention, with a p-value of 0.002. This confirms that Food Quality has a positive and significant effect on Revisit Intention. The sixth hypothesis tests the influence of Product Variety on Revisit Intention. With a p-value of 0.000. This confirms that Product Variety has a positive and significant effect on Revisit Intention. The seventh hypothesis tests the influence of Customer Satisfaction on Revisit Intention. With a p-value of 0.000. This confirms that Customer Satisfaction has a positive and significant effect on Revisit Intention.

Next, the indirect influence on the influence of the mediating variable that was constructed, it is presented in table 4.5 which was obtained from the results of the Sobel test.

Table 5. Sobel test – significance of mediation

	Sobel test statistics	Bidirectional probability
Cafe Atmosphere --> Customer Satisfaction --> Revisit Intention	3,024	0,002
Food Quality --> Customer Satisfaction --> Revisit Intention	3,785	0,000
Product Variety --> Customer Satisfaction --> Revisit Intention	3,904	0,000

The Sobel test results, presented in Table 4.5, show several significant findings. The statistical value of the Sobel test is 3.024, which is greater than the critical t-table value of 1.96, indicating that there is a significant indirect influence between Cafe Atmosphere and Revisit Intention through the mediator Customer Satisfaction. In addition, the p-value of 0.002, smaller than the specified significance level ($\alpha = 0.05$), indicates that the indirect effect is a statistically significant result. In the Food Quality variable, the Sobel test value of 3.785 is greater than the t-table critical value, 1.96, and the p-value of 0.000 is lower than the significance level ($\alpha = 0.05$). Indicates that the indirect effect is a statistically significant result. A similar thing happens to the Product Variety variable, where the Sobel test value of 3.904 is greater than the critical t-table value of 1.96, indicating that there is a significant indirect influence between Product Variety and Revisit Intention through the mediator Customer Satisfaction. In addition, the p-value is 0.000, smaller than the specified significance level ($\alpha = 0.05$). This finding confirms the existence of a significant indirect effect of Product Variety on Revisit Intention through the mediator Customer Satisfaction.

Discussion

The results of data analysis revealed a number of findings that were relevant to the research hypothesis. Hypothesis 1 (H1), which asserts the influence of Cafe Atmosphere on Customer Satisfaction, yields a value of 3.693 with a p-value of 0.000, lower than the significance level ($\alpha = 0.05$). These findings indicate that Cafe Atmosphere has a positive and relevant impact on Customer Satisfaction. The results of this study support previous research, demonstrating a positive correlation between Cafe Atmosphere and its positive influence on Customer Satisfaction (Hidayat, 2020).

Hypothesis 2 (H2), stating the influence of Food Quality on Customer Satisfaction, yields a value of 5.516 with a p-value of 0.000, lower than the significance level ($\alpha = 0.05$). This finding indicates that Food Quality has a positive and significant influence on Customer Satisfaction. The results of this study align with previous research, showing a positive correlation between Food Quality and its positive influence on Customer Satisfaction (Hidayat et al., 2020).

Hypothesis 3 (H3), asserting the effect of Product Variety on Customer Satisfaction, yields a value of 5.908 and a p-value of 0.000, lower than the significance level ($\alpha = 0.05$). These findings indicate that Product Variety has a positive and significant effect on Customer Satisfaction. The results of this study support previous research, indicating a positive correlation between Product Variety and its positive influence on Customer Satisfaction (Anjani, 2021).

Hypothesis 4 (H4), stating the influence of Cafe Atmosphere on Revisit Intention, yields a value of -3.376 with a p-value of 0.000, lower than the significance level ($\alpha = 0.05$). These findings indicate that Cafe Atmosphere has a positive and significant effect on Revisit Intention. The results also support previous research, demonstrating a positive correlation between Cafe Atmosphere and its positive influence on Revisit Intention (Dya, 2021).

Hypothesis 5 (H5), stating the influence of Food Quality on Revisit Intention, yields a value of 3.174 with a p-value of 0.002, lower than the significance level ($\alpha = 0.05$). These findings indicate that Food Quality has a positive and significant effect on Revisit Intention. The results of this study support previous research, showing a positive correlation between Food Quality and its positive influence on Revisit Intention (Hidayat et al., 2020; Wiwoho, 2014.)

Hypothesis 6 (H6), stating the effect of Product Variety on Revisit Intention, yields a value of 3.709 with a p-value of 0.000, lower than the significance level ($\alpha = 0.05$). This finding indicates that Product Variety has a positive and significant effect on Revisit Intention. The results of this study support previous research, indicating a positive correlation between Product Variety and its positive influence on Revisit Intention (Faradisa et al., 2016).

Hypothesis 7 (H7), stating the influence of Customer Satisfaction on Revisit Intention, obtains a value of 5.234 with a p-value of 0.000, lower than the significance level ($\alpha = 0.05$). This finding indicates that Customer Satisfaction has a positive and significant effect on Revisit Intention. The results of this study support previous research, showing a positive correlation between Customer Satisfaction and its positive influence on Revisit Intention (Cendriono et al., 2018).

Hypothesis 8 (H8), stating the indirect influence of Cafe Atmosphere on Revisit Intention through the mediator Customer Satisfaction, the analysis results show that the Sobel test value of 3.024 exceeds the t-table critical value (1.96), and the p-value is 0.002, lower than the significance level ($\alpha = 0.05$). This provides strong evidence that, when customers are satisfied with their experience of the cafe's exterior and interior, this positively influences their tendency to repurchase the same product or service in the future (Wiwoho, 2014). This supports the hypothesis that Cafe Atmosphere has a positive and significant impact on Revisit Intention.

Hypothesis 9 (H9), stating the indirect influence of Food Quality on Revisit Intention through the mediator Customer Satisfaction, also provides interesting findings. The Sobel test statistical value of 3.785 exceeds the critical t-table value (1.96), and the p-value of 0.000 is lower than the significance level ($\alpha = 0.05$). These results confirm that the indirect influence between Food Quality and Revisit Intention through Customer Satisfaction is statistically significant. In other words, when Food Quality increases and results in customer satisfaction, this indirectly influences the customer's tendency to repurchase the product or service. This also strengthens previous research (Hidayat et al., 2020). Therefore, these findings support the hypothesis that Food Quality has a significant indirect influence on Revisit Intention through Customer Satisfaction.

Hypothesis 10 (H10), stating the indirect influence of Product Variety on Revisit Intention through the mediator Customer Satisfaction, also provides interesting findings. The Sobel test statistical value of 3.785 exceeds the critical t-table value (1.96), and the p-value of 0.000 is lower than the significance level ($\alpha = 0.05$). These results confirm that the indirect influence of Product Variety on Revisit Intention through the mediator Customer Satisfaction is statistically significant. In other words, when the variety of products offered by the company increases, this also supports previous research (Arsyanti & Astuti, 2016), this positively results in customer satisfaction and influences the customer's propensity to repurchase the same product or service. These findings validate the hypothesis that Product Variety contributes positively and significantly to Revisit Intention through Customer Satisfaction.

4. Conclusion

Based on the results of research that has been conducted regarding the influence of Cafe Atmosphere, Food Quality and Product Variety on Revisit Intention with Customer Satisfaction as a mediating variable at CW Coffee West Kalimantan, it can be concluded that several factors have a positive and significant influence on customer satisfaction and repurchase intentions at CW cafes. COFFEE in West Kalimantan. First, Cafe Atmosphere, Food Quality, and Product Variety all have a positive influence on Customer Satisfaction, indicating that Cafe Atmosphere is measured to understand the extent to which the quality of the environment, decoration, lighting, music, and other elements in the cafe have an influence on customers. Food Quality, which indicates that good food presentation is very important in retaining customers, and Product Variety, which refers to the extent to which the cafe offers a variety of products and menus to customers, where these three variables contribute positively to Customer Satisfaction, which is where this

research is in line with previous research. which has been done by (Anjani, 2021; Hidayat et al., 2020; M. S. Hidayat, 2020; Wiwoho, 2014.)

Apart from that, Cafe Atmosphere, Food Quality, Product Variety, and Customer Satisfaction also have a positive influence on Revisit Intention, which indicates that these factors influence customers' intention to return to purchase at the cafe, which is also in line with previous research that has been conducted. By (Anjani, 2021; Dya, 2021; Hidayat et al., 2020; Wiwoho, 2014.)

The research results also confirm that Cafe Atmosphere and Food Quality not only have a direct impact on Revisit Intention, but also through increasing Customer Satisfaction, where Customer Satisfaction is a key concept that plays a mediating role in the relationship between other factors and repurchase intention. The level of customer satisfaction greatly influences the customer's intention to return to the cafe. which is where this research is in line with previous research conducted by (Anjani, 2021; Hidayat et al., 2020) Thus, it can be concluded that in this research, it has been proven that Cafe Atmosphere Food Quality, Product Variety, and Customer Satisfaction significantly influence Revisit Intention, both directly and through indirect influence through Customer Satisfaction.

For CW Coffee West Kalimantan, To improve service quality and ensure that CW Coffee in West Kalimantan continues to meet customer expectations, a number of suggestions can be considered. First, Always update the Cafe Atmosphere by investing in attractive decorations, comfortable lighting, appropriate music, and comfortable seating. A better atmosphere will increase customer satisfaction. Second, continue to pay attention to Food Quality by ensuring that the food served is always fresh, has a consistent taste, and is made from high-quality ingredients. Improved chef training and regular monitoring can help achieve this goal. Additionally, diversifying the menu by adding new options to suit customers' tastes, as well as providing options for those with specific dietary preferences, will appeal to different types of customers. It is also worth paying attention to customer feedback regularly to understand their needs and preferences. Staff training in serving customers politely and efficiently is also important. Finally, customer loyalty programs such as loyalty cards or special incentives for loyal customers can encourage customers' intention to make regular repeat purchases. By adopting these measures, CW Coffee can increase customer satisfaction, increase repurchase intent, and strengthen its relationships with customers, which in turn will help its business growth and reputation.

For Further Researchers, For future research, there are several factors that can become the basis for more in-depth research. First, research should add several variables such as E-wom online brand delivery and social media promotion. A more detailed analysis of the interactions between them and identification of the factors that most influence customer satisfaction and repurchase intentions could be a useful research focus. Furthermore, external factors, such as price, promotions, location, and competition with other cafes, can be interesting research subjects due to their influence on customer behaviour. Customer demographics, such as age, gender, income, and food preferences, can also be explored for a deeper understanding of customer segmentation. Comparing the results of this research with similar cafes or competitors in different regions can provide greater insight into the factors that influence customer satisfaction and repurchase intentions. Moreover, qualitative approaches, time period analysis, and the influence of technology are aspects that can be deepened to better understand consumer dynamics in the context of the ever-changing cafe industry. This research can be conducted in various geographic and cultural contexts to understand the differences and similarities in customer behaviour around the world. Thus, future research can enrich our understanding of the factors that influence customer satisfaction and repurchase intentions and potentially provide valuable guidance for the cafe industry and similar businesses.

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