



Analysis Of The Influence Of Price, Atmosphere, And Product Quality On Repurchase Interest Through Customer Satisfaction As An Intervening Variable In Bicoffee Coffee Shop & Resto

Syauqi Ardiansyah ^{*1}, Rahmat Ingkadijaya², Novita Widyastuti³

^{1,2,3}Insitut Tourism Trisakti

Email: ardiansyahsyauqi@gmail.com

Abstract

Background. Currently, the food industry is highly popular in the city of Tangerang, as evidenced by the numerous restaurants that have emerged, both on a small scale and on a large scale.

Aims. This study aims to analyze the influence of price, atmosphere, and product quality on repurchase interest, mediated by customer satisfaction, at BiCoffee Coffee Shop & Resto.

Methods. The research was conducted using a quantitative method, collecting primary data through a questionnaire administered to customers of BiCoffee Coffee Shop & Resto. The variables analyzed included price, atmosphere, product quality, customer satisfaction, and repurchase interest.

Result. The study's results show that the price, atmosphere, and quality of the product have a significant impact on customer satisfaction. Customer satisfaction has also been shown to have a considerable influence on repurchase interest.

Conclusion. Additionally, it was found that customer satisfaction acts as an intervening variable in the relationship between price, atmosphere, product quality, and repurchase interest.

Implementation. This research offers practical implications in the form of recommendations for BiCoffee Coffee Shop & Resto to enhance competitiveness through price optimization, an attractive atmosphere, and the provision of high-quality products, thereby increasing customer satisfaction and loyalty.

Keywords: price, atmosphere, product quality, customer satisfaction, repurchase interest.

INTRODUCTION

In recent years, business development in Indonesia has experienced rapid growth. One of the many sectors experiencing growth is the culinary industry, and Tangerang is no exception. Currently, the food industry is highly popular in the city of Tangerang, as evidenced by the numerous restaurants that have emerged, both on a small scale and on a large scale. The researcher

presents the rapid growth through the following growth report on restaurants/restaurants in Tangerang City as of 2018-2020:(BPS, 2022)

Table 1. Data on the Growth of Restaurants/Restaurants in Tangerang City

District	Number of Restaurants/Restaurants by District in Tangerang City		
	2018	2019	2020
São Paulo	14	10	14
Ciledug	5	5	6
Larangan	7	7	7
Karangtengah	17	13	16
Cipodoh	4	8	8
Pinang	20	82	88
Tangerang	53	100	101
Karawaci	10	22	22
Jatiuwung	22	10	14
Cibodas	21	21	21
Periuk	13	2	2
Batuceper	2	13	14
Benda	53	58	57
Tangerang City	241	351	370

Source: Badan Pusat Statistik, Tangerang City, 2023

Based on Table 1 above, it can be said that currently the number of competitors in the restaurant/restaurant business has increased rapidly and significantly, so there is still a need for innovation so that businesses (cafes, restaurants, etc.) can continue to run. Actions and strategies, as well as updates, will align with what is expected by a business place and enable it to compete effectively among the emerging competitors that are prevalent today. Bicoffee Coffee Shop & Resto is one of the cafes and restaurants located in the Tangerang area, with a total of 88 restaurants in 2020, which is the second most populous area after the Karawaci area, accounting for 23.78% of the total in Tangerang City.

Fast-growing restaurants/restaurants can make *Customer* There are more and more choices and business owners who have a business will continue to look for effective and efficient ways to get quality and effectiveness in their business so that it is unlikely to avoid rampant competition because the number of visitors is also one of the reasons for whether the company is profitable or not. Therefore, it is necessary to carry out proper marketing and management strategies to increase the *Revenue*. (Farhan & Herlina, 2023).

The rapid development of cafes and restaurants in the city of Tangerang has made the competition even tighter, as food & beverage players compete to increase their company's profits through repeat business, including BiCoffee Coffee Shop & Resto. Many businesspeople are interested in entering the food & beverages sector, ranging from small to large-scale operations. In the end, the competition between cafes and restaurants was becoming increasingly tight.

The phenomenon observed is the rapid growth of the café and restaurant business in the city of Tangerang, accompanied by the emergence of numerous new cafes and restaurants with diverse concepts. As more new cafes and restaurants emerge, this will lead to a high level of competition. Cafes and Restaurants that are not strong will be easily defeated by their competitors. Cafes and restaurants can be used as a means to relax with friends or family, socialize with business partners, and even come to enjoy solitude. Therefore, enjoying banquets at cafes and restaurants has become a new trend or lifestyle today. Judging from the current customer side, they have many alternative options and are more selective in choosing the café and restaurant to visit. When customers find a café or restaurant unsatisfactory, it is easy for them to abandon it. Therefore, business people must be able to prepare the right strategy to seize the market and win the competition. One of the ways to achieve this is by paying attention to marketing strategies, pricing, and creating menus that offer a unique experience and evoke emotions and feelings in customers. (Sihombing, Arifin, & Maryono, 2021)

One way to win the competition is to make something different. *Store atmosphere* can be a key factor in distinguishing one café from another. Differences are needed because every business must offer similar products with prices that range slightly differently or are the same. *Store atmosphere* can be a significant reason for consumers to be interested in and choose where they will visit and make a purchase. In purchasing decisions, consumers not only respond to the goods and services offered, but also respond to a pleasant purchasing environment. This

encourages consumers to choose a store, restaurant, or café they like and make a purchase.(Musarofah, 2020)

Not only that, but price can also be a way to win the competition. Price itself is defined as a monetary or other measure, including other goods and services, that are exchanged to obtain ownership or user rights of goods and services. Meanwhile, according to Kotler & Armstrong (2015), in (Rooroh, Moniharopon, & Loindong, 2020), Ariningtyas & Rachmawati (2015), Price is the amount of money charged on a product, or the amount of value that the customer exchanges for the benefits of owning or using the product. According to each company, it must set the price appropriately.(Tjiptono, 2007)

Meanwhile, buying interest is recovering. According to Santoso (2016), the intention to repurchase represents the possibility of customers engaging in objectively observed future behavior. It is defined as the consumer's intention to buy back a particular product or service in the future. There are four dimensions of buyback intentions, namely transactional intent, referential intent, preferential intent, and exploration intent.(Febri Candra, 2023)

Another factor is product quality, which is a key component in achieving customer satisfaction. Product quality is a condition of an item based on the assessment of its suitability in relation to the measurement standards that have been set. Therefore, in the face of increasing competition, the Company must also be able to provide and produce the best products while meeting the constantly evolving and changing tastes of its customers. (Handoko, 2002) (Hilaliyah, Djawahir, & Susilowati, 2017)(Kotler, Manajemen Pemasaran, 2005)(Hilaliyah, Djawahir, & Susilowati, 2017)

These factors are considered to affect income and buyback intentions. Income is the amount of money generated from an activity or business. Efforts are made for a result. The activity of selling the company's products, which will later be obtained, generates the income received, even though it must be deducted from the amount of costs incurred to produce the merchandise sold. To ensure the Company's net income is easily understood, the results of this income will show the profit and loss of the business. (Suranti, Lesmana, & Mubarok, 2021)

Another factor in this study is customer satisfaction, which is vital because it serves as an indicator of the restaurant's quality. As for customer satisfaction, it is a result/outcome perceived use of products and services, equal to or exceeding the desired expectations in.(Yamit, 2018)(Arifiansyah, Aulia, & Riyanto, 2020).

As a restaurant business, BiCoffee Coffee Shop & Resto also receives complaints related to price, product quality, and restaurant atmosphere, which are perceived as problematic aspects and cause complaints from customers, potentially affecting customer interest in making repeat purchases. As for customer reviews who have visited BiCoffee Coffee Shop & Resto that affect customer satisfaction, it can be seen in the table presented by the researcher as follows:

<p>Tempat nyaman, makanan/minuman enak, harga mayan mahal dah ..</p>	
<p>Saya tidak ingin me-review ambience karena sudah terlalu banyak kafe menang tempat namun tidak di makanan, maka focus saran saya kali ini ke sisi makanan dan minumannya saja.</p>	
<p>Makanan rasanya oke aja. Klo mau nyari kafe dengan suasana outdoor, ini cocok parah. Bagus lampu dan penerangan indah oke cocok punya, Cuma harga makanan dan minuman lumayan fancy. Tapi masih okelah. Pelayanan standar saja, yang bete paling disuruh scan menuy terusbayarnya kudu langsung ke konternya jadi repot ya. Penyajian makanannya cakep sih. Over all oke aja, nyari</p>	

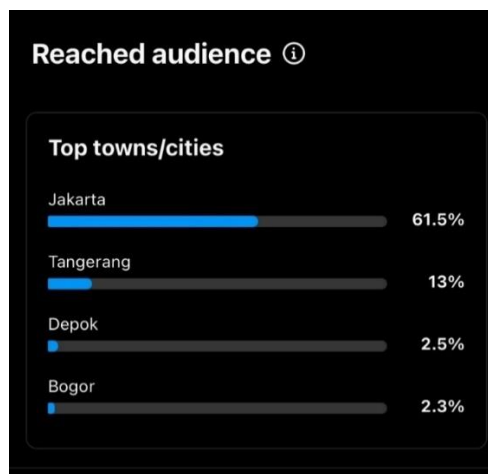
Figure 1: Visitor Reviews on BiCoffee

Based on Figure 1 above, BiCoffee Coffee Shop & Resto receives customer complaints regarding product quality, price, and restaurant atmosphere. On the other hand, restaurants also experienced a decrease in the number of transactions, and revenue is estimated to be due to the dissatisfaction of the guests who are not willing to return to the restaurant. BiCoffee Coffee Shop & Resto experiences peak hours on weekends from 15:00 to 21:00 and targets guests from major cities such as Jakarta and Tangerang. The following researcher presents *peak time data*, demographics, and revenue data in the last 3 years since its establishment. The following researchers present as follows:



Source: Google popular times BiCoffee Coffee Shop & Resto, 2024

Figure 2: Google popular times customers of BiCoffee Coffee Shop & Resto



Source: Google BiCoffee Coffee Shop & Resto demographics, 2024

Figure 3: Google BiCoffee Coffee Shop & Resto customer demographics

Table 2: BiCoffe Revenue

Year	Target	Revenue	Cost	Percentage	Average Check	Guests Cover/day
2021	IDR 10,000,000,000	IDR 11,016,000,000	IDR 5,033,950,000	110.16%	IDR 70,000	432
2022	IDR 9,000,000,000	Rp.7.850.000.000	IDR 4,064,142,000	87.23%	IDR 70,000	310
2023	IDR 9,000,000,000	IDR 6,048,116,000	IDR 3,197,237,000	67.20%	IDR 70,000	237

It can also be seen from Table 2 above that, since it officially opened in 2021, BiCoffee Has Been Operational Shop & Resto has experienced a decline in income/revenue over the last three years, from 2021 to 2023. There are many café and restaurant businesses in the city of Tangerang. Based

on Table 2, the number of cafes and restaurants in the town of Tangerang increased from 20 firms in 2018 to 88 businesses in 2020. The existence of this competition requires café and restaurant entrepreneurs to offer their unique offerings to attract customer interest and survive the competition from other cafes and restaurants. BiCoffee Coffee Shop & Resto has experienced a decline in sales figures and must be able to survive. According to the decline in sales figures, it can indicate a decrease in customer satisfaction and interest in repurchase, and is related to a decline in sales. (Nitisemoto, 1994) (Avianty & Waloejo, 2019). Therefore, an evaluation is needed to identify the factors that affect customer satisfaction. According to him, several factors influence customer satisfaction, namely price (Ramadhan, 2020), Atmosphere, and product quality.

Based on Table 1 and Table 2, BiCoffee Coffee Shop & Resto has not optimized the peak period with product quality, restaurant atmosphere, and price which until now is still a problem, considering that BiCoffee Coffee Shop & Resto's revenue has continued to decline since it was officially opened in 2021 due to a decrease in interest in repurchases. The problems experienced by BiCoffee Coffee Shop & Resto prompted researchers to investigate customer repurchase interest decisions and customer satisfaction through product quality, restaurant atmosphere, and price, so that BiCoffee Coffee Shop & Resto can improve and implement these findings in the future. The researcher used the research title: Analysis Of The Influence of Price, Atmosphere, and Product Quality on Repurchase Interest Through Customer Satisfaction As An Intervening Variable in Bicoffee Coffee Shop & Reesto.

METHODS

This research is quantitative. The data from this study were collected, processed, and analyzed. Sugiyono (2015) defines quantitative data as data in the form of numbers or quantitative data that is estimated (scored). Quantitative data is data that is typically analyzed using statistical methods or techniques. The data can be in the form of numbers or scores and are usually obtained using data collection tools whose answers are in the form of a range of scores or questions that are weighted. Quantitative research is also referred to as the positivist method because it is based on the philosophical underpinnings of positivism. In addition, this method is also known as *the scientific* method because it adheres to scientific principles, including empirical, measurable, objective, systematic, and rational. This method is also known as the discovery method because it can be used to develop various new scientific and technological innovations. The method is also

known as the quantitative method because the data is presented in numerical form and analyzed using statistics.

Because we used a questionnaire and wanted to see its influence, this study consisted of five variables, namely the independent variables Price (X1), *Atmosphere* (X2), Product Quality (X3), which were associated with the intervening variable Customer Satisfaction (Z) to determine the dependent variable of Repurchase Interest (Y).

DISCUSSION

Respondent Profile

This study was conducted for approximately two months for direct field observation starting from May 5, 2024 - July 26, 2024 every day the researcher made direct observations to BiCoffee Coffee Shop & Resto for specific hours, be it morning, noon and evening, then the researcher continued to collect data directly to BiCoffee Coffee Shop & Resto through *google form*. And after the data was fulfilled as many as 400 respondents, it was followed by the data analysis stage. In the initial stages of this section, the researcher will discuss the demographics of the respondents, including their gender, age, level of education, occupation, information, income, and frequency of visits to BiCoffee Coffee Shop & Resto, with a total of 400 respondents, followed by the data analysis stage. According to the results in the table above, it can be seen that, based on the gender of the individuals who filled out the questionnaire, there are 297 women, representing 74.25%, and 103 people, representing 25.75%. Based on the results of this study, it is shown that the respondents are more female. According to the results of the analysis from the table above, it can be seen that based on the age that has filled out the questionnaire, respondents aged 17-24 years are 30 people with a percentage of 7.5%, 25-32 years old are 92 people with a percentage of 23%, and 33-40 years old are 221 people with a rate of 55.25%, Aged 41-48 years amounted to 39 people with a percentage of 9.75%, aged >48 years amounted to 18 people with a rate of 4.5%, so it can be concluded that the respondents filled out the questionnaire the most people aged 33-40 years.

The majority of visitors to BiCoffee Coffee Shop & Resto are 33-40 years old due to several key factors. First, this age group consists of the productive age group who, on average, have families and incomes. Second, curiosity and the desire to explore restaurants or cafes that have good photo spots to take pictures with family or friends. Third, the productive age of 33-40

years old is highly connected to social media, which is often used by restaurants or cafes to attract visitors through interactive content, photos, videos, and event promotions. Social media also makes it possible to share experiences and attract more visitors of the same age.

Descriptive Analysis of Price Variables

Table 3: Descriptive Analysis of Price Variables

Variable	Item Code	Min	Max	Mean	Standard Deviation
Price influence analysis (X1)	PH1	1	5	3.880	0.933
	PH2	1	5	3.885	0.926
	PH3	1	5	3.740	1.009
	PH4	1	5	3.725	1.007
	PH5	1	5	4.085	0.698
	PH6	1	5	4.088	0.685
	PH7	1	5	3.810	0.951
	PH8	1	5	3.942	0.863
	PH9	1	5	3.800	0.946
	PH10	1	5	3.875	0.927
	PH11	1	5	3.880	0.922
	PH12	1	5	4.085	0.698
	Total mean value and standard deviation				3,885
Atmosphere (X2)	A1	1	5	4.085	0.856
	A2	1	5	3.708	0.864
	A3	1	5	3.885	0.851
	A4	1	5	3.828	0.781
	A5	1	5	3.928	0.692
	A6	1	5	3.822	0.766
	A7	1	5	3.678	0.927
	A8	1	5	4.082	0.839
	A9	1	5	4.077	0.781
	A10	1	5	3.728	0.856
	A11	1	5	3.920	0.864
	Total mean value and standard deviation				3,886
Product Quality (X3)	KP1	1	5	3.982	0.856
	KP2	1	5	4.138	0.692
	KP3	1	5	4.088	0.689
	KP4	1	5	4.090	0.683
	FP5	1	5	4.095	0.683
	KP6	1	5	4.085	0.684
	KP7	1	5	4.085	0.680
	FP8	1	5	4.075	0.703
	KP9	1	5	4.077	0.687
	KP10	1	5	3.993	0.850
	KP11	1	5	4.133	0.693
	KP12	1	5	4.133	0.689
Total mean value and standard deviation				4,081	0,715

Variable	Item Code	Min	Max	Mean	Standard Deviation
Customer Satisfaction (Z)	KP1	1	5	3.987	0.856
	KP2	1	5	3.945	0.864
	KP3	1	5	4.000	0.851
	KP4	1	5	4.048	0.781
	FP5	1	5	4.138	0.692
	KP6	1	5	4.013	0.766
	KP7	1	5	3.900	0.927
	FP8	1	5	3.960	0.839
	KP9	1	5	4.053	0.781
Total mean value and standard deviation				4,005	0,817
Repurchase Interest (Y)	MBU1	1	5	3,987	0,864
	MBU2	1	5	4,000	0,851
	MBU3	1	5	4,048	0,851
	MBU4	1	5	4,138	0,851
	MBU5	1	5	4,013	0,766
	MBU6	1	5	3,900	0,927
	MBU7	1	5	4,960	0,839
	MBU8	1	5	4,053	0,781
	Total mean value and standard deviation				4,176

Source: Researcher Data Processing, 2024

Based on table 3 above which presents the results of data processing from the respondents' answers to the price variable, an average value of 3.885 with a standard deviation of 0.845 is included in the category of "agree", this is based on the assessment category that the researcher has written in the previous chapter which means that the assessment is good for the price variable. For the results of data processing on atmospheric variables, an average value of 3.886 was obtained, with a standard deviation of 0.702, which falls within the "agree" category. This indicates a thorough assessment of atmospheric variables. For the results of data processing on product quality variables, an average value of 4.081 was obtained, with a standard deviation of 0.715, which falls within the "agree" category. This indicates a thorough assessment of the product quality variables. In the results of data processing from respondents' answers to customer satisfaction, an average score of 4.005 was obtained, with a standard deviation of 0.817, which falls within the "agree" category; this indicates a generally positive assessment of the customer satisfaction variable. The repurchase interest variable obtained an average value of 4.176 with a standard deviation of 0.829, which is included in the "agree" category. This shows that there is a good assessment of the repurchase interest variable.

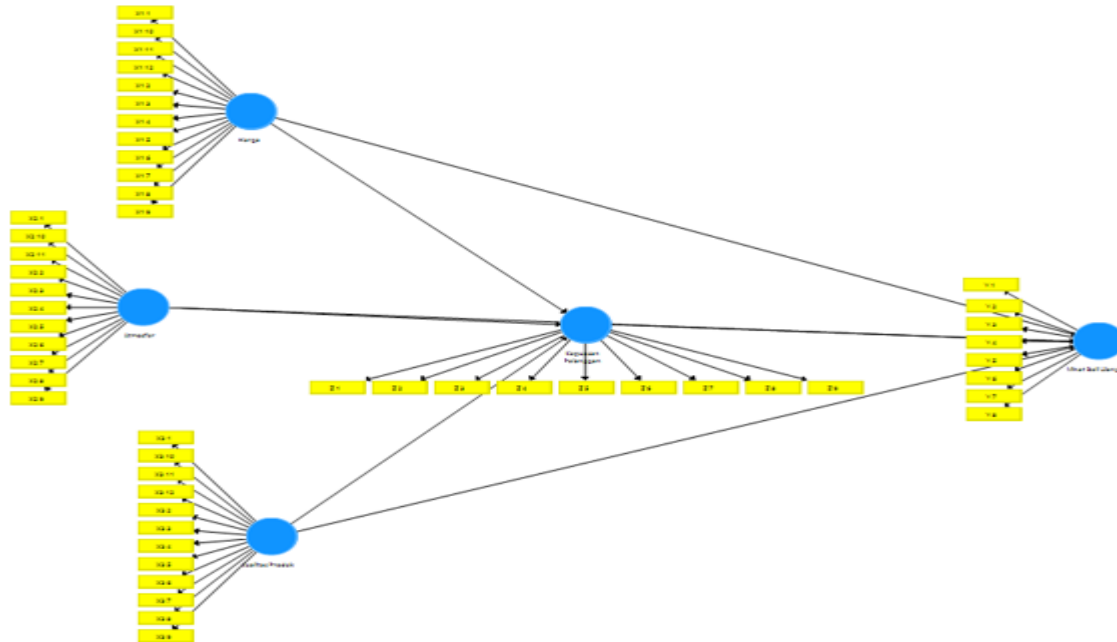


Figure 4. Outer Model Smart PLS

Discriminant Validity

This study is seen from the value of Cross Loading, the researcher presents data in the form of a table:

Table 4. The Value of Cross Loading

Variable	Item Code	Outer Loadings	Information
Price Influence (X1)	PH1	0.884	Valid
	PH2	0.883	Valid
	PH3	0.765	Valid
	PH4	0.770	Valid
	PH5	0.798	Valid
	PH6	0.808	Valid
	PH7	0.835	Valid
	PH8	0.881	Valid
	PH9	0.831	Valid
	PH10	0.891	Valid
	PH11	0.889	Valid
	PH12	0.801	Valid
Atmosphere (X2)	A1	0.806	Valid
	A2	0.810	Valid
	A3	0.853	Valid
	A4	0.858	Valid
	A5	0.889	Valid
	A6	0.868	Valid

Variable	Item Code	Outer Loadings	Information
	A7	0.834	Valid
	A8	0.817	Valid
	A9	0.806	Valid
	A10	0.847	Valid
	A11	0.886	Valid
Product Quality (X3)	KP1	0.790	Valid
	KP2	0.911	Valid
	KP3	0.945	Valid
	KP4	0.954	Valid
	FP5	0.958	Valid
	KP6	0.964	Valid
	KP7	0.965	Valid
	FP8	0.949	Valid
	KP9	0.957	Valid
	KP10	0.789	Valid
	KP11	0.916	Valid
	KP12	0.919	Valid
Customer Satisfaction (Z)	KP1	0.847	Valid
	KP2	0.944	Valid
	KP3	0.945	Valid
	KP4	0.960	Valid
	FP5	0.947	Valid
	KP6	0.817	Valid
	KP7	0.967	Valid
	FP8	0.963	Valid
	KP9	0.946	Valid
Repurchase Interest (Y)	MBU1	0.917	Valid
	MBU2	0.910	Valid
	MBU3	0.857	Valid
	MBU4	0.821	Valid
	MBU5	0.898	Valid
	MBU6	0.852	Valid
	MBU7	0.862	Valid
	MBU8	0.859	Valid

Based on the data that has been presented in the table above, it is stated that *the outer loading* of all variable indicators of Price, Atmosphere, Product Quality, Customer Satisfaction, and Repurchase Interest has a value above 0.6, which shows that it is declared valid and eligible if the value is more than 0.7

Average Variance Extracted (AVE)

In the next stage, the researcher examines the results of the evaluation of discriminant validity for each variable that can explain the correlation between the variables of each latent

variable, ensuring that the AVE value is at least 0.5 or greater. The researcher presents the AVE value in Table5 below:

Table 5. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Information
Price	0.702	Valid
Atmosphere	0.712	Valid
Product Quality	0.846	Valid
Customer Satisfaction	0.860	Valid
Interest in Repurchase	0.761	Valid

Based on the data presented in the table above, a value of 0.702 for the variable price is valid, as it exceeds 0.5. Atmosphere 0.712 > 0.5 valid. Product Quality 0.846 > 0.5 valid. Customer Satisfaction 0.860 > 0.5 valid. Repurchase Interest 0.761 > 0.5 is valid, which shows all AVE values in each variable greater than 0.5 and is declared valid and eligible

Discriminant Validity

This study is seen from the value of Cross Loading, the researcher presents data in the form of Table 6:

Table 6. Discriminant Validity

Item Code	Price	Atmosphere	Product Quality	Customer Satisfaction	Interest in Repurchase
X1	0.884	0.835	0.527	0.445	0.543
X1.2	0.801	0.846	0.530	0.453	0.539
X1.3	0.883	0.845	0.532	0.456	0.542
X1.4	0.765	0.799	0.925	0.705	0.792
X1.5	0.770	0.855	0.544	0.477	0.561
X1.6	0.798	0.737	0.486	0.533	0.588
X1.7	0.808	0.745	0.479	0.547	0.581
X1.8	0.835	0.796	0.927	0.708	0.791
X1.9	0.881	0.808	0.932	0.711	0.801
X1.10	0.891	0.870	0.540	0.467	0.568
X1.11	0.889	0.872	0.582	0.441	0.563
X1.12	0.801	0.843	0.533	0.514	0.596
X2.1	0.794	0.806	0.922	0.707	0.790
X2.2	0.813	0.853	0.548	0.656	0.673
X2.3	0.890	0.858	0.581	0.445	0.559

X2.4	0.802	0.889	0.506	0.562	0.614
X2.5	0.890	0.868	0.548	0.477	0.564
X2.6	0.836	0.834	0.553	0.477	0.582
X2.7	0.891	0.817	0.588	0.451	0.566
X2.8	0.842	0.806	0.550	0.481	0.579
X2.9	0.803	0.853	0.524	0.626	0.642
X2.10	0.793	0.847	0.931	0.721	0.808
X2.11	0.783	0.886	0.915	0.715	0.796
X3.1	0.600	0.638	0.790	0.967	0.904
X3.2	0.595	0.635	0.911	0.953	0.900
X3.3	0.693	0.685	0.945	0.764	0.830
X3.4	0.696	0.690	0.954	0.767	0.836
X3.5	0.694	0.682	0.958	0.749	0.825
X3.6	0.786	0.794	0.964	0.720	0.824
X3.7	0.788	0.795	0.965	0.728	0.829
X3.8	0.779	0.785	0.949	0.731	0.827
X3.9	0.773	0.788	0.957	0.757	0.842
X3.10	0.778	0.791	0.789	0.759	0.840
X3.11	0.757	0.777	0.916	0.762	0.838
X3.12	0.772	0.794	0.919	0.765	0.845

Z.1	0.594	0.630	0.791	0.847	0.906
Z.2	0.880	0.863	0.585	0.944	0.566
Z.3	0.585	0.617	0.780	0.945	0.900
Z.4	0.649	0.655	0.781	0.960	0.859
Z.5	0.684	0.678	0.916	0.947	0.831
Z.6	0.669	0.710	0.819	0.817	0.897
Z.7	0.593	0.633	0.721	0.967	0.842
Z.8	0.652	0.699	0.813	0.963	0.860
Z.9	0.642	0.646	0.783	0.946	0.861
Y.1	0.683	0.729	0.808	0.847	0.917
Y.2	0.608	0.642	0.786	0.944	0.910
Y.3	0.612	0.647	0.786	0.945	0.857
Y.4	0.587	0.632	0.768	0.960	0.821
Y.5	0.617	0.650	0.791	0.947	0.898
Y.6	0.669	0.681	0.884	0.818	0.852
Y.7	0.600	0.638	0.789	0.967	0.862
Y.8	0.595	0.628	0.793	0.963	0.859

Discriminant or Fornell-Larcker Validity Test

Based on the validity test, it can also be seen from the criteria for Fornell-Larcker, the researcher made in the table below:

Table 7 Fornell- Larcker Criteria

	Interest in Repurchase	Atmosphere	Product Quality	Customer Satisfaction	Price
Interest in Repurchase	0.844				
Atmosphere	0.983	0.838			
Product Quality	0.705	0.668	0.928		
Customer Satisfaction	0.803	0.790	0.864	0.920	
Price	0.796	0.769	0.952	0.926	0.842

Validity can be reflected through the reflective curation of indicators, which can be compared with the AVE value in each construct and the correlation with other constructs in the model. The Fornel Larcker criterion of a variable is declared VALID if the latent construct must explain the value of another latent construct or the value of its indicator > A variant value of another latent construct.

So in Table 7, it is declared VALID because the value of the indicator for each variable X1 (Price), X2 (Atmosphere), X3 (Product Quality), Z (Customer Satisfaction), and Y (Repurchase Interest) is greater than the value of variants and other latent constructions. The root of the construct of the variable Product Quality is greater than Customer Satisfaction, Repurchase Interest, Atmosphere, and Price, which is 0.928. Furthermore, at the root of AVE, Customer Satisfaction is greater than Repurchase Interest, Atmosphere, and Price, which is 0.920. At the root of the AVE construct of the variable construct, the Repurchase Interest is greater than the Atmosphere, which is 0.842. Furthermore, at the root of the AVE construct, the variable Price is greater than the Atmosphere, which is 0.842. The test results indicate that all constructs in the data exhibit high discriminant validity.

Composite Reliability atau Uji Reliabilitas

In this study, the researcher employed a reliability test using the Cronbach's Alpha method, which is considered a reliable instrument if it yields a Cronbach's Alpha value of greater than 0.6. The researcher has presented the data in the form of Table 8 below:(Sugiyono, 2019)

Table 8. Reliability test using the Cronbach's Alpha method

Variable	Composite Reliability	Information
Price	0.969	<i>Reliable</i>
Atmosphere	0.966	<i>Reliable</i>
Product Quality	0.984	<i>Reliable</i>
Customer Satisfaction	0.979	<i>Reliable</i>
Interest in Repurchase	0.957	<i>Reliable</i>

Source: Researcher Data Processing, 2024

Based on the data presented in Table 8 above, it can be seen that all research variables are deemed reliable, as their composite reliability values exceed 0.7.

Table 9: Reliability Test

Variable	Cronbach's Alpha	Information
Price	0.962	<i>Reliable</i>
Atmosphere	0.960	<i>Reliable</i>
Product Quality	0.983	<i>Reliable</i>
Customer Satisfaction	0.979	<i>Reliable</i>
Interest in Repurchase	0.955	<i>Reliable</i>

Source: Processed researcher (2024)

Based on the data presented in Table 8 above, it can be seen that all research variables are deemed reliable, as the Cronbach's Alpha value is greater than 0.7. This can be interpreted as indicating that the construct has good reliability and the questionnaire is consistent and dependable.

Structural Model or *Inner Model*

This structural model stage will analyze the relationship between exogenous and end-of-life variables, explain the points in the research, and test the hypothesis that the researcher has determined in this study.

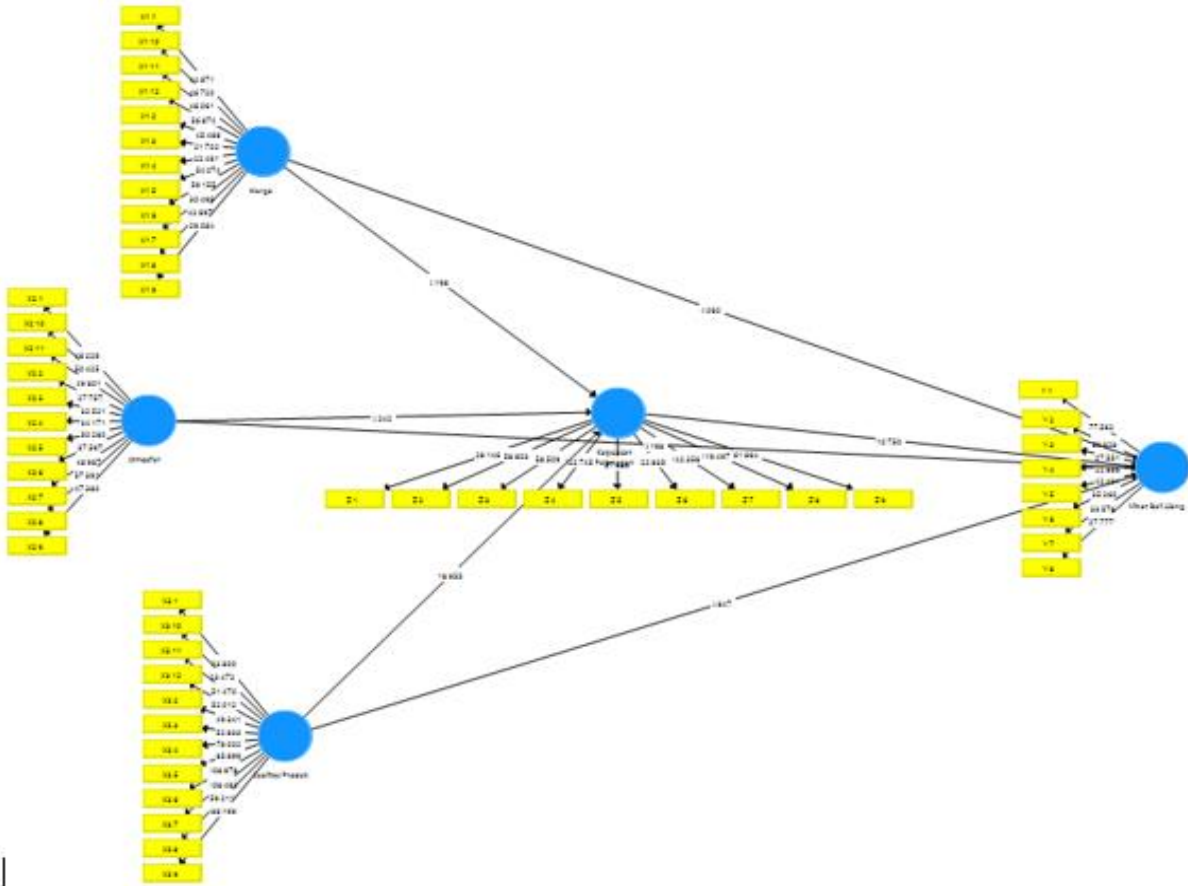


Figure 5 Inner Model. Source, Smart PLS 3.0

Coefficient of Determination (*R-Square*)

The determination coefficient is used to find out how much the independent variable simultaneously affects the dependent variable; the higher the R-squared value. (Sugiyono, 2019) *Square* Therefore, the ability of independent variables to have an impact on dependent variables is increasing. The researcher's data value is presented in the table below:

Table 10. Determination Coefficient Test Results
(R-Square)

Variable	R-Square	R-Square <i>Adjusted</i>
Customer Satisfaction	0,768	0.764
Interest in Repurchase	0,951	0.954

The researcher describes the results of the analysis from the data in Table 10 above:

- a. The R-Square value for Customer Satisfaction is 0.768, according to the theory of the criteria in the assessment, which is included in the strong category. This indicates that customer satisfaction is influenced by price, atmosphere, and product quality, accounting for 76.8%, while other variables account for 23.2%.
- b. The R-Square value for Repurchase Interest is 0.954. According to the theory of the criteria in the assessment, it falls into the strong category. This shows that the Repurchase Interest is influenced by price, atmosphere, product quality, and Customer Satisfaction, with 95.1% and 4.9% being influenced by other variables.

Predictive relevance (Q2)

In this study, the ability of exogenous variables to predict endogenous variables was measured as an explanatory variable. Q-ValueSquare has the same meaning as R-Square; *i.e., the higher the Q-value, the better the model used in this study.* The low category has a Q-Square value of 0.02, the medium category has a Q-Square value of 0.15, and the high category has a Q-Square value of 0.35. According to , when the value of Q-(Hair, Hult, & Ringle, 2021)*Square* >0, then the model has *predictive relevance*. The following is the value of Q-Square presented in the table:

Table 11. Construct Validated Redundancy (Q-Square) Test Results

Variable	SSO	SSE	Q ²
Price	4.800.000	4.800.000	
Atmosphere	4.400.000	4.400.000	
Product Quality	4.800.000	4.800.000	
Customer Satisfaction	3.600.000	1.266.589	0.650
Interest in Repurchase	3.200.000	912.482	0.715

Based on the values contained in Table 11, it can be seen that the result of the Q-square value is more than ($>$) 0, which states that the model in this study has good predictive relevance and is suitable for use. Based on the above data, the researcher concluded that customer satisfaction and repurchase interest are good and feasible to be used as endogenous variables.

Significance Value (Path Coefficient)

Based on this method, the researcher wants to see how much influence the independent variable has on the dependent variable, and the path coefficient value is needed. The researcher presents the data in the form of a table:

Table 12 Path Coefficient *Test Results*

	Original Sample (O)	P Values
Price -> Customer Satisfaction	-0.773	0.014
Price-> Interest in Repurchase	-0.011	0.476
Atmosphere -> Customer Satisfaction	0.789	0.013
Atmosphere -> Interest in Repurchase	0.038	0.421
Product Quality -> Customer Satisfaction	0.842	0.000
Product Quality -> Interest in Buying Again	0.328	0.000
Customer Satisfaction -> Interest in Repurchase	0.656	0.000

Source: Researcher Data Processing, 2024

Based on the data of Table 12, it can be seen that the order of the most significant *path coefficients* is. The correlation between product quality and customer satisfaction is 0.842, or 84.2%, with a substantial value of 0.00. The second order is. The atmosphere to Customer Satisfaction Ratio is 0.789, or 78.9%, with a significant value of 0.013. The third order is. Customer Satisfaction with Repurchase Interest is 0.656 or 65.6% with a substantial value of 0.00. Product Quality to repurchase interest 0.328 or 32.8% with a significant value of 0.000. The fifth is the atmosphere to repurchase interest of 0.038 or 3.8% with a significant value of 0.421. The sixth order is. The price against repurchase interest was -0.011 or -1.1% with a substantial value of 0.476. The seventh place is characterized by a price-to-customer-satisfaction ratio of -0.773 or -77.3%, with a significant value of 0.014. The variable can be

declared to be influential if the *P value* < 0.05, so that the author can conclude that all variables are good from the variables of price, atmosphere, product quality, and have a significant effect on the decision to visit, which is stated with a substantial value level of 0.000. According to the path coefficient results, it can be observed that the strongest relationship exists between product quality and customer satisfaction, while the weakest relationship is between price and customer satisfaction.

Effect Size (F-Square)

The value of F-Square is used to assess the change in R-Square, which explains the influence of independent variables on dependent variables that are substantially related to their influence. The categories are 0.02 small, 0.15 medium, and 0.35 large. The researchers are presented in the table below.

Table 13. Effect Size (F-Square)

Variable	Price	Atmosphere	Product Quality	Customer Satisfaction	Interest in Repurchase
Price				0.083	0.001
Atmosphere				0.084	0.000
Product Quality				1.063	0.371
Customer Satisfaction					2.050
Interest in Repurchase					

Source: Researcher Data Processing, 2024

Based on the data above, it can be concluded that the variables of Product Quality and customer satisfaction affect repurchase interest with coefficients of 0.371 and 1.063, respectively, in the large categories. For the price variable, the atmosphere on repurchase interest has no effect because the value is 0.00 or < 0.02. For the results of the test results *effect size (F-Square)* states that the price to customer satisfaction is 0.083 or in the small category, and for the atmosphere to customer satisfaction is 0.084 or in the small category, for the quality of the product to the customer satisfaction in the large category is valued at 1.063.

Hypothesis Testing

This study has ten hypotheses that will be tested using statistical T-value, which is an average test of one sample to test the middle value or average of the population equal to a certain value, according to Sudjino (2010), stating that the T test or (T test) is one of the statistical tests

used to test the truth or falsehood of a hypothesis that states between two mean samples taken randomly. There is no significant difference and the P value with a significance level of 5% ($\alpha = 0.05$) or equivalent to a 95% confidence level, this test uses smartpls as an analytical tool for decision-making according to Gozalli (2018), if the T-statistical value > 1.96 (T-table for two-tailed) and P values < 0.05 (significance level of 5%), the alternative hypothesis (H_a) is accepted. The null hypothesis (H_0) is rejected. The following hypothesis test results through *the inner model* are presented in the table below:

Table 14. Hypothesis Test Results

Influence	Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Immediately	Price -> Customer Satisfaction	-0.773	2.198	0.014	Ha1 accepted
	Atmosphere -> Customer Satisfaction	0.789	2.242	0.013	Ha2 accepted
	Product Quality -> Customer Satisfaction	0.842	18.955	0.000	Ha3 accepted
	Customer Satisfaction -> Interest in Repurchase	0.656	10.750	0.000	Ha4 is accepted
	Price-> Interest in Repurchase	-0.519	2.460	0.007	Ha5 accepted
	Atmosphere -> Interest in Repurchase	0.556	2.627	0.004	Ha6 is accepted
	Product Quality -> Interest in Buying Again	0.881	25.417	0.000	H accepted a_7
Indirect Influence	Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Indirect Influence	Price -> Customer Satisfaction -> Repurchase Interest	-0.508	2.033	0.021	H accepted a_8
	Atmosphere -> Customer Satisfaction -> Interest in Repurchase	0.518	2.073	0.019	H accepted a_9
	Product Quality -> Customer Satisfaction -> Repurchase Interest	0.553	9.538	0.000	Haccepted a_{10}

The results of the analysis of the data presented above can be described as follows:

1. The price to Customer Satisfaction has a T-Statistic result of $2,198 > 1.96$ with a P of $0.014 < 0.05$, then it is stated that H_{a1} is accepted and H_{01} is rejected, and the *original sample* is -0.773 . The conclusion is drawn that Price has a positive and significant effect on Customer

Satisfaction

2. The atmosphere on Customer Satisfaction has a T-Statistic result of $2,242 > 1.96$ with a P of $0.013 < 0.05$, then it is stated that H_{a2} is accepted and H_{01} is rejected, and *the original sample* is 0.789. The conclusion is drawn that the Atmosphere has a positive and significant effect on Customer Satisfaction
3. Product Quality to Customer Satisfaction has a T-Statistic result of $18,955 > 1.96$ with a P of $0.000 < 0.05$, then it is stated that H_{a3} is accepted and H_{01} is rejected, and *the original sample* is 0.842. The conclusion is drawn that Product Quality has a positive and significant effect on Customer Satisfaction
4. Customer Satisfaction with Repurchase Interest has a T-Statistic result of $10.750 > 1.96$ with P $0.000 < 0.05$, then it is stated that H_{a4} is accepted and H_{01} is rejected and *the original sample* is 0.656. The conclusion drawn is that Customer Satisfaction has a positive and significant effect on Repurchase Interest
5. The price of the Repurchase Interest has a T-Statistic result of $2,460 > 1.96$ with a P of $0.007 < 0.05$, then it is stated that H_{a5} is accepted and H_{05} is rejected and *the original sample* is -0.519. The conclusion is drawn that Price has a positive and significant effect on Repurchase Interest.
6. The atmosphere on Repurchase Interest has a T-Statistic result of $2,627 > 1.96$ with a P of $0.004 < 0.05$, then it is stated that H_{a6} is accepted and H_{06} is rejected and *the original sample* is 0.556. The conclusion is drawn that Atmosphere has a positive and significant effect on Repurchase Interest.
7. Product Quality to Repurchase Interest has a T-Statistic result of $25.417 > 1.96$ with a P of $0.000 < 0.05$, then it is stated that H_{a7} is accepted and H_{06} is rejected and *the original sample* is 0.881. The conclusion is drawn that Product Quality has a positive and significant effect on Repurchase Interest.
8. The price on Customer Satisfaction through Repurchase Interest has a T-Statistic result of $2,033 > 1.96$ with a P of $0.021 < 0.05$, then it is stated that H_{a8} is accepted and H_{08} is rejected and *the original sample* is -0.508. The conclusion is drawn that there is an indirect influence of Price on Repurchase Interest through Customer Satisfaction as an intervening variable.

9. The atmosphere on Customer Satisfaction through Repurchase Interest has a T-Statistic result of $2,073 > 1.96$ with a P of $0.019 < 0.05$, then it is stated that H_{a9} is accepted and H_{09} is rejected and *the original sample* is 0.518. The conclusion was drawn that there was an indirect influence of Atmosphere on Repurchase Interest through Customer Satisfaction as an intervening variable.
10. Product Quality to Customer Satisfaction through Repurchase Interest has a T-Statistic result of $9.538 > 1.96$ with a P of $0.000 < 0.05$, then it is stated that H_{a10} is accepted and H_{10} is rejected and *the original sample* is 0.553. The conclusion is drawn that there is an indirect influence of Product Quality on Repurchase Interest through Customer Satisfaction as an intervening variable.

Based on the results of the hypothesis test, it is known that all independent variables—price, atmosphere, and product quality — used have a direct or indirect effect on the dependent variable of repurchase interest, either directly or through intermediary variables or intervening customer satisfaction. However, research will also have its own uniqueness that can distinguish it from others, causing variations in research results depending on the situation, conditions, and variables from one study to the next.

CONCLUSION

Based on the results of the research and the discussion that have been described previously, the researcher concluded that:

- 1 The price has an average overall score of 3.88 from the respondents' responses, which is included in the agree/good category, this means that the respondent's assessment of the price is positive, but there is a variable of the questionnaire statement that states about the price given according to the facility which means that it has no effect to attract the attention of the Customer. Price has a positive and significant effect on Customer Satisfaction, which means that if the price given by Bicoffee Coffee Shop & Resto is in accordance with what is expected by the Customer, it will create a good image and satisfaction for the Customer.
- 2 Atmosatmosphere has an average overall score of 3.89 from respondents' responses, included in the category of agree/good, this means that the respondent's assessment of Atmosero, based on the data obtained that the respondent strongly agrees with the statement that Bicoffee Coffee Shop & Resto is a comfortable Restaurant and has the influence to

attract the attention of Customers. The atmosphere has a positive and significant effect on Customer Satisfaction, which means that if the image given by Bicoffee Coffee Shop & Resto is in accordance with what is expected by customers, it will affect customer satisfaction who will come to Bicoffee Coffee Shop & Resto will create a good image and satisfaction for customers

- 3 Product Quality has an average overall score of 4.07 from respondent responses, included in the category of agree/good, this means that the respondent's assessment of Product Quality, based on the data obtained that the respondent strongly agrees with the statement that Bicoffee Coffee Shop & Resto is comfortable and has the influence to attract customer attention. Product Quality has a positive and significant effect on Customer Satisfaction, which means that if the image given by Bicoffee Coffee Shop & Resto is in accordance with what customers expect, it will affect Customer Satisfaction who will come to Bicoffee Coffee Shop & Resto will cause a good image and satisfaction for customers
- 4 Price has a positive and significant effect on customer satisfaction, this can be interpreted that if the price given to customers is in accordance with that provided by Bicoffee Coffee Shop & Resto, then customers will be interested in buying again
- 5 The atmosphere has a positive and significant effect on customer satisfaction, this means that the atmosphere has a direct influence on the interest in repurchase as well as increasing the atmosphere, there will be an increase in interest in rebuying
- 6 Product Quality states that product quality has a positive and significant effect, this means that product quality has an influence on repurchase interest as well as improving product quality, there will be an increase in repurchase interest
- 7 The Indirect Influence of Price on Customer Satisfaction through Repurchase Interest As an Intervening Variable has a positive and significant value, this proves that customer satisfaction has a role as a mediator (intervening) between price and repurchase interest. If there is a price change has a one-way influence on customer satisfaction so that it can affect the interest in buying again
- 8 Indirect Influence of Atmosphere on Customer Satisfaction through Repurchase Interest As an Intervening Variable of positive and significant value, this proves that customer satisfaction has a role as a mediator (intervening) between atmosphere and repurchase interest. This means that the atmosphere has a direct influence on the Repurchase Interest

and as the atmosphere increases, there will be an increase in Repurchase Interest

The Indirect Influence of Product Quality on Customer Satisfaction through Repurchase Interest As an Intervening Variable has a positive and significant value, this proves that customer satisfaction has a role as a mediator (intervening) between Product Quality and repurchase interest. This means that product quality has a direct influence on the interest in buying again, as well as improving product quality, there will be an increase in interest in buying again.

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