

## PAPER NAME

**Jareas-Copyedit-RELATIONSHIP AMON  
G STORE ATMOSPHERE, PRODUCTS, PRI  
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## WORD COUNT

**6637 Words**

## CHARACTER COUNT

**37762 Characters**

## PAGE COUNT

**16 Pages**

## FILE SIZE

**134.2KB**

## SUBMISSION DATE

**Oct 19, 2023 9:00 PM GMT+8**

## REPORT DATE

**Oct 19, 2023 9:01 PM GMT+8**

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# RELATIONSHIP AMONG STORE ATMOSPHERE, PRODUCTS, PRICES AND REPURCHASE INTENTIONS: THE INTERVENING ROLE OF CUSTOMER SATISFACTION

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## ARTICLE INFO

Received: 18 April 2023

Revised: 06 June 2023

Accepted: 08 June 2023

### Keywords:

Store Atmosphere,  
Products, Prices,  
Satisfaction, Repurchase  
Intentions

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## ABSTRACT

*The purpose of this research was to determine the influence of store atmosphere, products, and prices on repurchase intentions at Sahaya Coffeeshop in Pontianak City with customer satisfaction as an intervening variable. This research was associative research. The population in this research were all Sahaya Coffeeshop customers. The total sample was 100 respondents determined using a purposive sampling technique. The data analysis technique used was structural equation modelling (SEM) with the WarpPLS approach. The results of the fit and quality indices model show a good, ideal, acceptable and large model. The results of hypothesis testing for direct effect show that Store Atmosphere and Products have a positive and significant effect on Satisfaction, but Prices have a negative effect on Satisfaction; Store Atmosphere, Products and Prices have a positive and significant effect on Repurchase Intentions; Satisfaction has a positive and significant effect on Repurchase Intentions. The results of hypothesis testing for indirect effects show that Store Atmosphere and Products have a positive and significant effect on Repurchase Intentions through Satisfaction, but Prices have a negative effect on Repurchase Intentions through Satisfaction.*

## INTRODUCTION



There has been recent expansion in the coffee shop industry. According to iNews.id, independent study by Toffin shows that the number of coffee shops in Indonesia has risen to over 2,950 as of August 2019; this is an increase of almost three times since 2016, when there were just 1,000 coffee shops in the country. There was a 4.8 trillion IDR increase in value as a result. While the coffee shop census does include modern and traditional independent coffee shops in diverse regions, it only counts chain outlets in large cities (Dahwilani, 2019). This means that the true number of coffee shops may be higher.

There are 139 coffee shops in Pontianak City, spread out among the West Pontianak, East Pontianak, North Pontianak, South Pontianak, Southeast Pontianak, and Pontianak City Districts, according to data from the Dinas Penanaman Modal Tenaga Kerja dan Pelayanan Terpadu Satu Pintu Kota Pontianak. Sahaya Coffeeshop is one of the cafes in Pontianak City, and it can be found at Jl. Al-Hikmah 2 No. 15 in the Pontianak City District. M. Ryan Zikri has owned and operated Sahaya Coffeeshop since 2019.

Sahaya Coffeeshop serves a wide variety of beverages, both coffee-based and otherwise.

Depending on their preferences, clients can also select either a cold or hot beverage. Sahaya Coffeeshop's drink costs ranged from IDR 8,000.00 to IDR 20,000.00. On special days, like Independence Day, August 17, Sahaya Coffeeshop offers a discount of 20%. On Sunday mornings, consumers can save money on select goods when they bring in a group to Sahaya Coffeeshop.

Sahaya Coffeeshop is an indoor and outdoor coffeehouse with a modest, cozy vibe. The indoor space includes white walls and is furnished with a number of paintings that feature coffee and decorative plants. Wooden tables and chairs were set up to let customers feel at ease. The space features a/c and plays today's top tunes for the benefit of the clientele. Customers can enjoy the garden-like atmosphere created by the open design of the outside area, which features cement seating and plants but no roof.

Sahaya Coffeeshop's revenues dropped by 57.8 percent in 2020 compared to 2019, but rebounded by 12.4 percent the following year. Since Sahaya Coffeeshop only took takeout orders and reduced its hours of operation during the COVID-19 outbreak, sales dropped that year. The normal (pre-pandemic) opening hours of Sahaya Coffeeshop contributed to a rise in sales in 2021.

It was speculated that consumer loyalty had a role in the sales decline or growth. Customers were interested in making repeat purchases for a number of reasons, including a welcoming store environment, the availability of products that appealed to the customers' aesthetic preferences, and pricing that were reasonable given the quality of the goods on sale. Shoppers who enjoy the store's ambiance, find the products to their liking, and appreciate the fair pricing may be more likely to make more purchases.

Product quality influences customer satisfaction (Pojuh et al., 2019); product diversification influences customer satisfaction (Sutrisno and Dwi Putri, 2017); Miswanto and Angela (2017), Furoida and Mafthukhah (2018), Anderson and Sin (2020), and Setiawan and Rastini (2021) all cite studies showing that store atmosphere affects customer satisfaction. Several studies (Wantara and Tambrin, 2019; Sutrisno and Darmawan, 2022) and one (Effendy et al., 2019) find that customers are affected by both price and the ambiance of a store.

The price has a positive influence on repurchase intentions (Hadi, 2021); the price has a positive effect on repurchase intentions (Rohwiyati and Praptiestrini, 2019); the atmosphere in a café has a swaying effect on consumers' intentions to make a repeat purchase (Gonibala and Tumewu, 2018; Pratiwi, et al., 2020; Sudaryanto, et al.,

The author conducted interviews with customers and found that they were interested in making repeat purchases at Sahaya Coffeeshop because of the wide range of products available, the reasonable prices for the high quality of the items sold, and the welcoming atmosphere.

Customers have suggested that the drinks have a consistent taste (not too bitter, not too sweet, not too sour, not bland), that the wifi performance be improved so that frequent power outages, that additional charger terminals be placed in every corner and at every table, and that more seating be made available in air-conditioned rooms.

The purpose of this study is to examine the relationship between customer satisfaction and their propensity to repurchase at Sahaya Coffeeshop in Pontianak City.

## REVIEW OF LITERATURE

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## Store Atmosphere

The term "atmospherics" was used by Levy and Weitz (2012) to describe the practice of creating an immersive environment that engages all five of the human senses. The subtle advantages of creating an ambiance that works in harmony with the store's layout and products have been recognized by a growing number of businesses. According to studies, the atmosphere's components, such as music and aroma, must complement one another for maximum effect. There's more to retail lighting than just making things visible. Lighting has the power to accentuate products, shape the layout of the business, and evoke an emotional response from customers. Energy-efficient lighting is a hot topic among retailers looking to cut costs. Lighting has been demonstrated to have a significant impact on consumers' shopping habits. Exciting the customer with the store's lighting design is a top priority. Merchandise colors need to be rendered faithfully by the lighting system. Color is a powerful tool that can be used to set the tone and improve the perception of a store. Colors like red, gold, and yellow evoke passionate, fiery, and aggressive responses, whereas colors like blue, green, and white are more soothing and relaxing. Customers of various cultural backgrounds may respond to colors in different ways. Just as with the use of color and lighting, music can enhance or detract from the overall ambiance of a store. However, unlike other forms of ambiance, music is simple to alter. Music can also be used to influence shoppers' decisions in stores. Store traffic flow, atmosphere, and customer attentiveness can all be influenced by the music playing. Customers' feelings and dispositions can be greatly affected by the way a product or service smells. When combined with music, aromas can increase shoppers' enthusiasm and happiness while they're out doing their shopping. Positive attitudes toward the store are increased by neutral scents but not by having no scent at all. Shoppers who frequent scented stores are fooled into thinking they spend less time there than those who frequent unscented ones. Customers may perceive less time spent browsing products, waiting for assistance, and completing purchases in stores that employ the use of aromatherapy.

Atmospherics are the store's physical features, as stated by Berman et al. (2018). The outside, general interior, store layout, and displays are the four main components of a store's atmosphere.

A study by Kusumawathi et al. (2019) found that customers were more satisfied when the store had a pleasant environment. Multiple studies—including those by Miswanto and Angelia (2017), Furoida and Mafthukhah (2018), Effendy et al. (2019), Anderson and Sin (2020), and Setiawan and Rastini (2021)—found that shoppers are more satisfied when the store has a pleasant ambiance. Gonibala and Tumewu (2018), Pratiwi et al. (2020), and Sudaryanto et al. (2020) all found that customers' perceptions of the store's ambiance affected their decisions to return.

Meanwhile, a study by Soebandhi et al. (2020) found that the ambiance of a café significantly affects customer satisfaction, and that in turn, customer satisfaction significantly affects the likelihood that customers will return to make additional purchases. According to (Setiawan and Rastini, 2021).

## Products

What constitutes a product, as defined by Kotler (2000) as cited in Alma (2018), is "anything that can be offered on the market, to satisfy customers' needs and wants." To paraphrase Kotler and Armstrong (2008): "variety, quality, design, features, brand name, packaging, and service."

It has been shown through studies by Kusumawathi et al. (2019), Fadhli and Pratiwi (2021), and Setiawan and Rastini (2021) as well as by Sutrisno and Darmawan (2022) that product variety and quality both have an impact on customer satisfaction. Setiawan and Safitri's (2019) research shows that higher product quality increases customer contentment, and higher

customer satisfaction increases the likelihood that a consumer will make a repeat purchase. Cuong (2021) found that consumers were more likely to repurchase a product if they were satisfied with its quality, and Hadi (2021) found that consumers were more likely to repurchase a product if they were satisfied with its features.

## Prices

Price is the amount charged for a product or service," Kotler and Armstrong (2008) write. In a broader sense, "price" is "the aggregate of all the values paid by customers in exchange for the privilege of possessing or making use of a good or service." Kotler and Armstrong (2008) identified the following factors that affect prices: Price list, discounts, rebates, payment periods, and payment terms."

Price has been shown to have a substantial and beneficial effect on customer satisfaction by studies by Effendy, et al. (2019), Rohwiyati and Praptiestrini (2019), Wantara and Tambrin (2019), and Sutrisno and Darmawan (2022). Price has a favorable effect on customer satisfaction, according to research by Setiawan and Safitri (2019).

## Satisfaction

Kotler and Keller (2018) write that "Satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance (or results) against their expectations." To quote from Tjiptono (2014): "Service quality and customer satisfaction are determined by the same attributes." This is a statement attributed to Zeithaml (2000). Quality of service is measured along the following dimensions, as outlined by Parasuraman et al. (1988) and cited by Tjiptono (2014):

1. Reliability, namely the ability to provide promised services promptly, accurately and satisfactorily.
2. Responsiveness, namely the staff's desire to help customers and provide responsive service.
3. Assurance, including the knowledge, competence, politeness and trustworthiness of the staff; free from danger, risk or doubt.
4. Empathy, including ease of establishing relationships, good communication, personal attention, and understanding of consumers' individual needs.
5. Physical evidence (tangibles), including physical facilities, equipment, employees and communication facilities."

Research conducted by Mensah and Mensah (2018), Setiawan and Safitri (2019), Soebandhi, et al. (2020), Pandiangan, et al. (2021), and Sumiyati and Zabella (2023) shows that customer satisfaction shows an influence on customers' desire to do repeat purchases.

The hypotheses proposed were as follows:

H1: Store Atmosphere has a positive and significant effect on Satisfaction

H2: Products have a positive and significant effect on Satisfaction

H3: Prices have a positive and significant effect on Satisfaction

## Repurchase Intentions

According to Priansa (2017): "Repurchase intention is a behaviour that appears in response to an object that shows the customer's intention to make a repeat purchase." Griffin (2009) in Priansa (2017) states that: "Repeat purchases relate to customers who have purchased a product twice or more." According to Priansa (2017:168): "Consumer purchasing intention can be measured using various dimensions. In general, these dimensions are related to four main dimensions, namely:

1. Transactional Intentions
-

Transactional intentions are the customers' tendency to always buy products (goods and services) produced by the company, this is based on high trust in the company.

## 2. Referential Intentions

Referential intentions are the tendency of customers to refer their products to other people. This intention arises after customers have experience and information about the product.

## 3. Preferential Intentions

Preferential intentions are an interest that describes the behaviour of customers who have primary preferences for these products. These preferences can only be changed if something happens to the preferred product.

## 4. Exploratory Intentions

Exploratory intentions is an interest that describes the behaviour of customers who are always looking for information about the products they are interested in and looking for information to support the positive properties of the product."

The hypotheses proposed were as follows:

H4: Store Atmosphere has a positive and significant effect on Repurchase Intentions

H5: Products have a positive and significant effect on Repurchase Intentions

H6: Prices have a positive and significant effect on Repurchase Intentions

H7: Satisfaction has a positive and significant effect on Repurchase Intentions

H8: Store Atmosphere has a positive and significant effect on Repurchase Intentions through Satisfaction

H9: Products have a positive and significant effect on Repurchase Intentions through Satisfaction

H10: Prices have a positive and significant effect on Repurchase Intentions through Satisfaction.

# METHODOLOGY AND PROCEDURES

## Types of Research

This research is associative research. This research aims to determine the relationship between the variables studied, namely store atmosphere, products, prices, satisfaction and repurchase intentions.

## Technique of Data Collection

The data used in this research consists of primary data and secondary data. Primary data in this research was collected through interviews and the questionnaire

## Interview

Researchers conducted direct interviews with the owner and customers of Sahaya Coffeeshop to obtain information needed in this study.

## Questionnaire

The questionnaire in this research was given to customers who bought products at Sahaya Coffeeshop. Secondary data in this research consists of Sahaya Coffeeshop competitors, product and price lists, and the number of sales at Sahaya Coffeeshop.

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## Population and Sample

Sugiyono (2017) states that "Population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn." All of Sahaya Coffeeshop's clientele are included in the sample.

Sugiyono (2017) states, "The sample is a part of the number and characteristics possessed by the population." The author decided to use a sample size of 100 participants. Purposeful sampling was used in this study. According to Sugiyono (2017), "Purposive sampling is a technique for determining samples with certain considerations." Sample selection for this study was based on the following criteria:

- 1) The reply must be at least 18 years old.
- 2) Customers who make at least two separate transactions from Sahaya Coffeeshop.

## Research Variables

The variables in this research consist of:

1. The independent variables in this research were store atmosphere (X1), products (X2), and prices (X3).
2. The intervening variable in this research was satisfaction (Y1).
3. The dependent variable in this research was repurchase intentions (Y2).

## Measurement Scale

The variables in this study were measured by using a Likert scale, with alternative answers: strongly agree (score 4), agree (score 3), disagree (score 2) and strongly disagree (score 1).

## Technique of Data Analysis

### Validity Test

As stated by Siregar (2019), "validity shows the extent to which a measuring instrument can measure what it wants to measure (a valid measure if it successfully measures the phenomenon)." The questionnaire's items (statements/questions) are put through a validity test to ensure they can be used to measure the desired variables. Pearson Product Moment was used for the validity analysis.

According to Siregar (2019): "A research instrument is said to be valid if:

1. The product-moment correlation coefficient exceeds 0.3 (Azwar, 1992: Soegiyono, 1999).
2. Product moment correlation coefficient  $> r\text{-table} (\alpha ; n-2)$   $n =$  number of samples.
3. value of  $\text{Sig.} \leq \alpha$ ".

### Reliability Test

Siregar (2019) states that "Reliability aims to determine the extent to which measurement results remain consistent if measurements are made twice or more on the same phenomenon using the same measuring instrument." In this study, the Alpha Cronbach method was used to assess the level of dependability. As stated by Siregar (2019), "the criteria for a research instrument are said to be reliable using this technique if the reliability coefficient ( $r_{11}$ ) is  $> 0.6$ ."

## Structural Equation Model (SEM)

Structural Equation Modeling (SEM) with the WarpPLS Approach is utilized to analyze the data. "WarpPLS analysis is a development of PLS analysis," wrote Solimun et al. in 2017.

Theory verification (hypothesis testing) via Partial Least Square (PLS) analysis is a viable application of this method. The findings of hypothesis testing should be interpreted only after ensuring that the model has good Goodness of Fit, as stated by Solimun et al. (2017). Goodness of Fit is an assessment and measure of the quality of the assumptions' underlying link between latent variables (the inner model). The following table displays the Goodness of Fit Model used in the WarpPLS analysis:

**Table 1. Model Fit and Quality Indices**

No	Model Fit and Quality Indices	Fit Criteria
1	Average path coefficient (APC)	$p < 0,05$
2	Average R-squared (ARS)	$p < 0,05$
3	Average adjusted R-squared (AARS)	$p < 0,05$
4	Average block VIF (AVIF)	Acceptable if $\leq 5$ , ideally $\leq 3,3$
5	Average full collinearity VIF (AFVIF)	Acceptable if $\leq 5$ , ideally $\leq 3,3$
6	Tenanhous GoF (GoF)	Small $\geq 0,1$ , medium $\geq 0,25$ , large $\geq 0,36$
7	Sympson's paradox ratio (SPR)	Acceptable if $\geq 0,7$ , ideally = 1
8	R-squared contribution ratio (RSCR)	Acceptable if $\geq 0,9$ , ideally = 1
9	Statistical suppression ratio (SSR)	Acceptable if $\geq 0,7$
10	Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable if $\geq 0,7$

Source: Solimun, et al. (2017)

If there are one or two Model Fit and Quality Indicators accepted, of course, the model can still be used.

## RESULTS AND DISCUSSION

### Respondent Characteristics

Most of the respondents in this study were male (54%), aged between 19 – 24 years (66%), had a high school education (73%), unemployment (48%), had a monthly income of IDR 0.00 up to IDR 1,999,999.00 (51%), made purchases at Sahaya Coffeeshop 2-4 times a month (45%).

### Validity Test

A validity test in this research was carried out by correlating the score of each statement in the Store Atmosphere, Products, Prices, Satisfaction and Repurchase Intentions variables with the total statement score. The correlation results (calculated r-value) are then compared with table r value. The way to determine the table r value is with the degree of freedom (df) =  $n - 2 = 100 - 2 = 98$  at a significance level of 5% (0.05), then the table r value is 0.1966.

The results of the validity test of the statements in the Store Atmosphere (X1) can be seen in Table 2:

**Table 2. Validity Test Result of Store Atmosphere (X1)**

No.	Items	Calculated r value	No.	Items	Calculated r value
1	X1.1	0,335	12	X1.12	0,731
2	X1.2	0,520	13	X1.13	0,669
3	X1.3	0,485	14	X1.14	0,637
4	X1.4	0,609	15	X1.15	0,560
5	X1.5	0,618	16	X1.16	0,625
6	X1.6	0,635	17	X1.17	0,667



7	X1.7	0,517	18	X1.18	0,553
8	X1.8	0,700	19	X1.19	0,669
9	X1.9	0,543	20	X1.20	0,662
10	X1.10	0,601	21	X1.21	0,705
11	X1.11	0,653	22	X1.22	0,633

Source: Processed Data, 2022

The validity test results in Table 2 show that all statements in the Store Atmosphere (X1) are valid because the calculated r-value showed greater than the table r value (0.1966).

The results of the validity test of the statements in the Product (X2) can be seen in Table 3:

**Table 3. Validity Test Result of Product (X2)**

No.	Items	Calculated r value	No.	Items	Calculated r value
1	X2.1	0,729	6	X2.6	0,451
2	X2.2	0,494	7	X2.7	0,561
3	X2.3	0,291	8	X2.8	0,474
4	X2.4	0,381	9	X2.9	0,369
5	X2.5	0,465	10	X2.10	0,729

Source: Processed Data, 2022

The validity test results in Table 3 showed that all statements in the Products (X2) are valid because the calculated r-value showed greater than the table r value (0.1966).

The results of the validity test of the statements in the Prices (X3) can be seen in Table 4:

**Table 4. Validity Test Result of Prices (X3)**

No.	Items	Calculated r value
1	X3.1	0,744
2	X3.2	0,772
3	X3.3	0,745
4	X3.4	0,771

Source: Processed Data, 2022

The validity test results in Table 4 show that all statements in the Prices (X3) are valid because the calculated r-value showed greater than the table r value (0.1966).

The results of the validity test of the statements in the Satisfaction (Y1) can be seen in Table 5:

**Table 5. Validity Test Result of Satisfaction (Y1)**

No.	Items	Calculated r value	No.	Items	Calculated r value
1	Y1.1	0,386	10	Y1.10	0,455
2	Y1.2	0,554	11	Y1.11	0,351
3	Y1.3	0,419	12	Y1.12	0,233
4	Y1.4	0,419	13	Y1.13	0,391
5	Y1.5	0,435	14	Y1.14	0,473
6	Y1.6	0,268	15	Y1.15	0,405
7	Y1.7	0,249	16	Y1.16	0,490
8	Y1.8	0,337	17	Y1.17	0,512
9	Y1.9	0,341	18	Y1.18	0,448

Source: Processed Data, 2022

The validity test results in Table 5 show that all statements in the Satisfaction (Y1) are valid because the calculated r-value showed greater than the table r value (0.1966).

The results of the validity test of the statements in the Repurchase Intentions (Y2) can be seen in Table 6:

**Table 6. Validity Test Result of Repurchase Intentions (Y2)**

No.	Items	Calculated r value	No.	Items	Calculated r value
1	Y2.1	0,729	6	Y2.6	0,451
2	Y2.2	0,494	7	Y2.7	0,561
3	Y2.3	0,291	8	Y2.8	0,474
4	Y2.4	0,381	9	Y2.9	0,369
5	Y2.5	0,465	10	Y2.10	0,729

Source: Processed Data, 2022

The validity test results in Table 6 show that all statements in the Repurchase Intentions (Y2) are valid because the calculated r-value showed greater than the table r value (0.1966).

### Reliability Test

The technique used to test reliability was the Cronbach Alpha technique. The results of the reliability test can be seen in Table 7:

**Table 7. Reliability Test Result**

Variables	Cronbach's Alpha	N of Items
Store Atmosphere (X1)	0,916	22
Products (X2)	0,645	10
Prices (X3)	0,751	4
Satisfaction (Y1)	0,695	18
Repurchase Intentions (Y2)	0,645	10

Source: Processed Data, 2022

Cronbach's alpha values for satisfaction (Y1) and repurchase intentions (Y2) are both greater than 0.60, as shown in Table 7. The alpha values for store ambience (X1) are 0.916, for products (X2) they are 0.645, for prices (X3) they are 0.751. Conclusion: Customers' ratings of the store's ambience (X1), products (X2), prices (X3), satisfaction (Y1), and intention to return (Y2) are consistent with their actual experiences.

### Structural Equation Model (SEM)

The results of the structural equation modelling test can be seen in Table 8:

**Table 8. Model Fit and Quality Indices**

No.	Model Fit and Quality Indices	Fit Criteria	Analysis Result	Details
1	Average Path Coefficient (APC)	$p < 0,05$	0,225 ( $p < 0,005$ )	Good
2	Average R-Squared (ARS)	$p < 0,05$	0,537 ( $p < 0,001$ )	Good
3	Average Adjusted R-Squared (AARS)	$p < 0,05$	0,522 ( $p < 0,001$ )	Good
4	Average block VIF (AVIF)	Acceptable if $\leq 5$ ,	1,020	Ideal

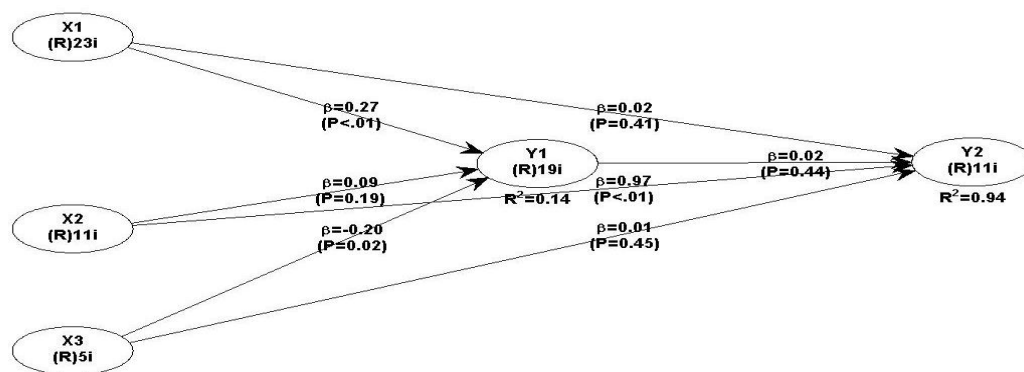
		ideally $\leq 3,3$		
5	Average Full Collinearity VIF (AFVIF)	Acceptable if $\leq 5$ , ideally $\leq 3,3$	6,557	Acceptable
6	Tenenhaus GoF (GoF)	Small $\geq 0,1$ Medium $\geq 0,25$ Large $\geq 0,36$	0,459	Large
7	Sympson's Paradox Ratio (SPR)	Acceptable if $\geq 0,7$ , ideally =1	0,857	Acceptable
8	R-Squared Contribution Ratio (RSCR)	Acceptable if $\geq 0,9$ , ideally =1	0,998	Acceptable
9	Statistical Suppression Ratio (SSR)	Acceptable if $\geq 0,7$	1,000	Ideal
10	Non-Linear Bivariate Causality Direction Ratio (NLBCDR)	Acceptable if $\geq 0,7$	0,929	Acceptable

Source: Processed Data, 2022

The test results in Table 8 show that the model is suitable to use. It was proven by the values of the fit and quality index models that are good, ideal, acceptable, and large.

The research model based on test results can be seen in Figure 1:

1 **Figure 1. Research Model**



### Hypothesis Testing: Direct Effects

Inner model testing essentially tests the hypothesis in the research. The results of hypothesis testing on the inner model for direct effect can be seen in the following table:

**Table 9. Hypothesis Testing Results (Direct Effect)**

Relationship between variables (Explanatory Variables → Response Variables)		1 Path Coefficient	p- value	Details
X1	Y1	0,266	0,003	Weakly Significant
X2	Y1	0,087	0,188	Weakly Significant
X3	Y1	-0,203	0,017	Weakly Significant
X1	Y2	0,021	0,415	Weakly Significant
X2	Y2	0,967	<0,001	Highly Significant

X3	Y2	0,013	0,448	Weakly Significant
Y1	Y2	0,015	0,439	Weakly Significant

Source: Processed Data, 2022

Hypothesis Testing: Indirect Effects

After testing the direct effect, PLS also recognized indirect effects. The test result of indirect effect can be seen in Table 10:

**Table 10. Hypothesis Testing Results (Indirect Effect)**

Source: Processed Data, 2022

Relationship between variables (Explanatory Variables → Response Variables)			Path Coefficient	p- value	Details
<b>Variable Testing 1 segment</b>					
Explanatory Variables	Mediation Variables	Response Variables			
X1	Y1	Y2	0,004	0,477	Weakly Significant
X2	Y1	Y2	0,001	0,493	Weakly Significant
X3	Y1	Y2	-0,003	0,483	Weakly Significant

### The Effect of Store Atmosphere on Satisfaction

The path coefficient value of 0.266 with a p-value of 0.003 indicates that Store Atmosphere has a direct impact on Satisfaction. It demonstrates a direct, if modest, relationship between Store Atmosphere and Satisfaction. The positive value of the route coefficient between Store Atmosphere and Satisfaction suggests that these two variables are positively related. Consequently, it is reasonable to draw the conclusion that Store Atmosphere (H1) significantly influences the degree to which customers are satisfied. This indicates that the more attention that is paid to the store's ambiance, the more satisfied customers there will be.

Results from this study corroborate those from studies by Miswanto and Angela (2017), Furoida and Mafthukhah (2018), Kusumawathi et al. (2019), Effendy et al. (2019), Anderson and Sin (2020), Soebandhi et al. (2020), Setiawan and Rastini (2021), and Ali et al. (2022), all of which found that store ambience affects customers' satisfaction. Pojoh et al.'s (2019) finding that the ambience of a store has no bearing on customers' pleasure is refuted by these findings.

### The Effect of Product on Satisfaction

Products had a significant, positively correlated effect on satisfaction (path coefficient = 0.087,  $r = 0.188$ ). The data demonstrates a modest but direct relationship between the products offered and customer satisfaction. The positive value of the route coefficient between Products and Satisfaction suggests a strong correlation between the two variables. Thus, it follows that Products do indeed have a positive and statistically significant effect on Satisfaction as stated in H2. This means that the policies surrounding the product have a direct impact on customer happiness.

This study's findings corroborate those of previous studies by Kusumawathi et al. (2019), Setiawan and Safitri (2019), Fadhli and Pratiwi (2021), Setiawan and Rastini (2021), and Sutrisno and Darmawan (2022) that concluded that product quality has an impact on

consumers' opinions of a company. This study contradicts the findings of Pojoh et al. (2019), who found that product variety did not affect customers' pleasure.

### **The Effect of Prices on Satisfaction**

The p-value for the direct impact of Price on Satisfaction is 0.017, yielding a route coefficient value of -0.203. It demonstrates a direct correlation between prices and levels of satisfaction, although a modest one. According to the value of the path coefficient, there is a negative correlation between prices and levels of customer satisfaction. Therefore, we can rule out the null hypothesis that Prices do not have a positive and substantial effect on Satisfaction. This indicates that improved pricing policies do not lead to contentment.

Research by Effendy, et al. (2019), Setiawan and Safitri (2019), Wantara and Tambrin (2019), and Sutrisno and Darmawan (2022) that found a correlation between pricing and customer satisfaction is contradicted by the findings of this study.

### **The Effect of Store Atmosphere on Repurchase Intentions**

The path coefficient value is 0.021 and the p-value is 0.415 for the relationship between Store Atmosphere and Repurchase Intentions. It demonstrates a direct link between Store Mood and Replenishment Intentions, although a modest one. The positive value of the route coefficient between Store Atmosphere and Repurchase Intentions suggests a strong positive association between the two. It follows that H4, referred to here as the Store Atmosphere, has a considerable and favorable impact on the rate at which Repurchase Intentions are approved. That's because shoppers are more likely to return if they enjoy the store's vibe.

This study's findings corroborate those of Gonibala and Tumewu (2018), Pratiwi et al. (2020), Sudaryanto et al. (2020), and Ali et al. (2022), who found that customers' perceptions of the store environment affect their propensity to make a repeat purchase.

### **The Effect of Products on Repurchase Intentions**

Path coefficient value of 0.967 at the p0.001 level indicates a direct impact of Products on Repurchase Intentions. It demonstrates that Products have a direct impact on consumers' propensity to make a buy, and that this impact is significant. Products and Repurchase Intentions have a positive association, as measured by the path coefficient. Repurchase intentions are positively and significantly impacted by H5, or Products. This indicates that consumers have a stronger desire to buy the product again when policy surrounding the product improves.

This study's findings corroborate those of Cuong and Hadi (2021), who found that consumers' decision to repurchase was affected by the characteristics of the goods offered for sale.

### **The Effect of Price on Repurchase Intention**

There is a direct relationship between price and repurchase intent (p=0.448, route coefficient=0.013). It demonstrates a direct correlation between price and repurchase intent, although a small one. Prices and repurchase intentions have a positive relationship, as measured by the path coefficient. Repurchase Intentions are positively and significantly impacted by H6, or Prices. This indicates that repurchasing will be more popular if price policies are improved.

This study's findings corroborate those of studies by Hadi (2021) and Rohwiyati and Praptiestrini (2019), which found that pricing influences consumers' propensity to make a repeat purchase.

### **The Effect of Satisfaction on Repurchase Intentions**

There is a 0.015 path coefficient and a p-value of 0.439 between Satisfaction and Repurchase Intentions. There is a direct correlation between levels of satisfaction and future purchases,

however the effect is small. The positive value of the route coefficient between Satisfaction and Repurchase Intentions suggests a favorable correlation between the two. Since H7, Satisfaction, has been shown to have a positive and statistically significant effect on Repurchase Intentions being accepted, this hypothesis has been accepted. What this means is that the more satisfied a customer is, the more likely they are to make a repeat purchase.

This study's findings corroborate those of Mensah and Mensah (2018), Setiawan and Safitri (2019), Soebandhi et al. (2020), Pandiangan et al. (2021), and Sumiyati and Zabella (2023), all of whom found that satisfied customers are more likely to make repeat purchases. Ali et al.'s (2022) finding that customer satisfaction does not influence repurchase intent is not supported by these findings.

### **The Effect of Store Atmosphere on Repurchase Intention Through Satisfaction**

Store Atmosphere has a 0.004 path coefficient value and a p-value of 0.477 for its direct effect on Repurchase Intentions via Satisfaction. It demonstrates a weak but observable link between Store Atmosphere and Repurchase Intention via Satisfaction. Store Atmosphere is positively related to repurchase intentions via customer satisfaction, as measured by the path coefficient. Therefore, it is reasonable to draw the conclusion that H8, essentially the Store Atmosphere, significantly influences customers' likelihood of making a repeat purchase out of sheer satisfaction. This indicates that a positive change in business policy can have a significant impact on customer satisfaction and the likelihood of a shopper making a repeat purchase.

Soebandhi et al.'s (2020) findings are corroborated here, as are those of Setiawan and Rastini's (2021), who discovered a correlation between a pleasant café environment and higher levels of customer satisfaction, and who found that this correlation in turn significantly influenced customers' propensity to return for future purchases. This study contradicts the findings of Ali et al. (2022), who found that customer satisfaction does not moderate the effect of ambiance on consumers' propensity to return to a certain store.

### **The Effect of Products on Repurchase Intentions Through Satisfaction**

Path coefficient value of 0.001 at a p-value of 0.493 indicates a direct impact on repurchase intentions between products via satisfaction. It demonstrates a weak but discernible effect of Product Satisfaction on Repurchase Intentions across Products. The positive value of the route coefficient between satisfaction and repurchase intent for these products is convincing. Accepted Satisfaction allows us to draw the conclusion that H9, the Products, significantly influences the likelihood of a repurchase. This indicates that consumers will be more satisfied and likely to make a repeat purchase if product-related policies are improved.

### **The Effect of Prices on Repurchase Intention Through Satisfaction**

With a p-value of 0.483, the route coefficient for the relationship between price and repurchase intent via customer satisfaction was found to be -0.003. It demonstrates a modest but demonstrable link between Prices and Repurchase Intentions via Satisfaction. The value of the route coefficient between prices and repurchase intentions via satisfaction is negative, suggesting a negative link between the two. As a result, we can exclude out H10, which states that Prices affect Repurchase Intentions positively and significantly through Satisfaction. This indicates that improved pricing strategies do not lead to customer satisfaction and a desire to make repeat purchases.

This study's findings corroborate those of Rohwiyati and Praptiestrini (2019), who found that selling price influences consumers' decisions to buy again.

## **CONCLUSION AND SUGGESTION**

The following are the author's findings after doing the tests and analyzing the data: The majority of people who participated in this study were men between the ages of 19 and 24; they had completed high school but were not currently in the workforce; they earned between IDR 0 and IDR 1,999,999 per month; and they shopped at Sahaya Coffeeshop between 2 and 4 times each month. The research model can be used successfully. Models of the fit and quality indices are convincing evidence of this. Store Atmosphere positively and significantly affects Satisfaction, Products positively and significantly affect Satisfaction, Price negatively affects Satisfaction, Store Atmosphere positively and significantly affects Repurchase Intention, Products positively and significantly affect Repurchase Intention, Prices positively and significantly affect Repurchase Intention, and Satisfaction positively and significantly affects Repurchase Intention. Store Atmosphere, Products, and Prices all have positive and significant effects on repurchase intention via satisfaction, but prices have a negative effect via dissatisfaction, as shown by the results of the hypothesis test for indirect effects.

## Suggestion

Based on the conclusions, the author provides the following suggestions: The owner/manager of Sahaya Coffeeshop should pay more attention to the store atmosphere, especially regarding the texture of the ceiling in Sahaya Coffeeshop and the parking area. Apart from that, the owner/manager of Sahaya Coffeeshop should maintain especially the materials used for chairs and tables as well as the arrangement of chairs and tables at Sahaya Coffeeshop to provide comfort for customers. Sahaya Coffeeshop owners/managers should pay more attention to products, especially regarding offering drinks with designs requested by customers and the packaging used to suit the type of drink ordered by consumers. The owner/manager of Sahaya Coffeeshop should retain Sahaya Coffeeshop employees who serve customers well.

Sahaya Coffeeshop owners/managers should pay more attention to prices, especially regarding giving discounts on certain days, for example on August 17 and giving discounts to customers who come with friends or family to buy drinks at Sahaya Coffeeshop on Sunday mornings. The owner/manager of Sahaya Coffeeshop should maintain particular care regarding providing a price list. The owner/manager of Sahaya Coffeeshop should pay more attention to cleanliness and toilet availability. The owner/manager of Sahaya Coffeeshop should maintain the ability of employees to serve customers quickly and the politeness of employees in serving customers

## CONFLICT OF INTERESTS

The Authors declare no conflict of interest.

## FUNDING

The authors received no funds for conducting this study.

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**Table**

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**Effect of Store Atmosphere on Satisfaction**

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**Setiawan and Safitri (2019), Fadhli and Pratiwi (2021), Setiawan**

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**Source: Processed Data, 2022**The test results in Table 8 show that the model is su...

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