

The Influence of Store Atmosphere And Product Taste on Repurchase Intention Through Customer Satisfaction at Samara Coffee Pekanbaru

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Abstract—This research aims to determine the influence of Store Atmosphere and Product Taste on Repurchase Intention Through Customer Satisfaction at Samara Coffee Pekanbaru Consumers. The population in this study were all visitors to Samara Coffee Pekanbaru. The sampling technique used in this research is non-probability sampling technique using purposive sampling so that the number of samples used was 125 respondents. The data analysis method in this research uses the Structural Equation Modeling - Partial Least Square (SEM-PLS) analysis method with SmartPLS version 4.0 software . The research results show that (1) Store Atmosphere has a significant effect on Customer Satisfaction, (2) Product Taste has a significant effect on Customer Satisfaction, (3) Store Atmosphere has a significant effect on Repurchase Intention, (4) Product Taste has a significant effect on Repurchase Intention, (5) Customer Satisfaction has a significant effect on Repurchase Intention, (6) Store Atmosphere has a significant effect on Repurchase Intention through Customer Satisfaction, (7) Product Taste has a significant effect on Repurchase Intention through Customer Satisfaction.

Keywords: *store atmosphere, product taste, customer satisfaction, repurchase intention, coffee shop*

INTRODUCTION

Nowadays, eating and drinking is no longer just about filling your stomach. Over time, culinary has become part of a lifestyle due to the emergence of innovations in various foods and drinks that are considered interesting to taste. Culinary and lifestyle are something that cannot be separated. In fact, the phenomenon shows that eating and drinking have become an alternative way to get pleasure and show oneself. One of the interesting phenomena of business development in the culinary sector is the emergence of cafes providing food and drinks which are now called "Coffee Shops" in big cities throughout Indonesia. This can be seen from the significant increase in the number of coffee shops in recent years as well as domestic coffee consumption. Competition between coffee shops that are located nearby and appear with new names has become very tight competition in the coffee management business. The choice of coffee and the unique taste of each coffee shop is also important and worth paying attention to when you want to create a coffee shop.

Then, the emergence of various types of coffee shop businesses carrying interesting concepts and themes with their own characteristics has become an important factor in business success in this field because now people are more selective in choosing places for them to gather by considering various things. Finally, apart from the taste and characteristics of certain brands of drinks, a comfortable and pleasant place to spend time and according to taste is one of the main reasons and consideration factors for them in choosing the best place. In research conducted by (Widiyanti and Harti, 2021) it is explained that currently teenagers and young adults choose to spend their free time

gathering and hanging out with friends to just chat or do assignments while drinking coffee. The younger generation is becoming very particular about the places where they are going hangouts. The place you want to go should be a place that has interesting elements according to everyone's wishes. Therefore, existing coffee shops must have a concept that suits their purpose so that customers can enjoy a calm and comfortable atmosphere so that customers feel like they want to linger in the coffee shop. From this opinion, it can be concluded that one of the main factors that customers consider in choosing a coffee shop is the atmosphere of the place itself or also known as the Store Atmosphere.

According to (Baharuddin and Sudaryanto, 2021) , consumers' motivation to visit a coffee shop is not only to enjoy the coffee drinks and food served, but also to enjoy the atmosphere in the coffee shop . Store Atmosphere can be more reason for consumers to be interested and choose where they will visit and buy. Then, research results (Adnan, 2020) reveal that consumers are willing to pay more to obtain better interior and exterior design conditions. A comfortable and pleasant store atmosphere will greatly influence consumers' desires in the purchasing process and the subsequent Repurchase Intention process. Apart from considering the visual atmosphere of the place, the Product Taste of a food or drink served by a Coffee Shop is a factor in consumers deciding whether to make repeat purchases of that product or not. It cannot be denied that every consumer's taste in taste is of course varied. According to (Wahidah, 2017) what causes complexity in Taste is the diversity of natural perceptions in each different human being.

Based on the explanation above, by considering several determining factors, researchers grouped Coffee Shops that carry the theme of the place in terms of the most attractive interior and exterior or are often referred to as "Instagramable" by today's young generation and which have a menu with a variety of flavors. each in the area around Riau University. Then, to strengthen this research, researchers also conducted a pre-survey on 30 coffee shop customer respondents who had visited One Alumni Coffee, Samara Coffee and Tres Coffee. From the results of this pre-survey, researchers can conclude that Samara Coffee is very consistent with the marketing strategy they created to meet consumer needs and desires so that Samara Coffee remains the main choice for consumers when they want to gather at a coffee shop. Based on the background explained above, further related research needs to be carried out "The Influence of Store Atmosphere and Product Taste on Repurchase Intention Through Customer Satisfaction among Samara Coffee Pekanbaru Consumers"

METHODOLOGY

This research was carried out at Samara Coffee Pekanbaru which is located at Ujung, Jl. Merpati Sakti No.22, Simpang Baru, Tampan, Pekanbaru City, Riau 28293. This location determination was made with the consideration that Samara Coffee Pekanbaru is a coffee shop that is currently popular with young people because it is consistent with the marketing strategy they have to retain their consumers. So it is interesting to do further research. The population in this study were all visitors to Samara Coffee Pekanbaru. The sampling technique used in this research is the Non -Probability Sampling technique Purposive sampling so the number of samples used was 125 respondents. This research uses a quantitative approach, namely an approach by conducting hypothesis testing, measuring data, and ending with drawing conclusions . Then, testing the hypothesis in this research uses the Structural Equation Modeling with

Partial Least Square (SEM-PLS) data analysis method using SmartPLS version 4.0 software. In this research, the researcher took various upstream research references as a reference so that the research framework could be compiled as follows:

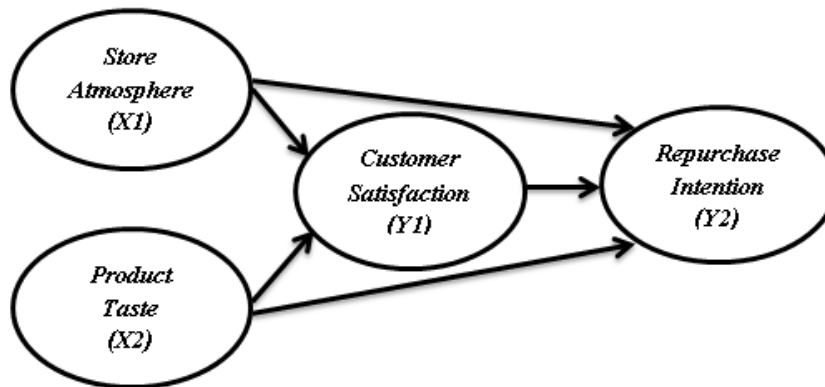


Figure 1. Reasearch Framework

RESULTS AND ANALYSIS

Data testing was carried out using two evaluation models, namely; outer model evaluation and inner model evaluation. Evaluate the outer model carried out to ensure that the indicators used in each variable are valid and reliable. Meanwhile, inner model evaluation is used to predict causal relationships (cause-effect relationships) between latent variables (accepted or rejected).

Outer Model Evaluation

Outer model evaluation, the measure used to test validity is to look at the criteria being tested, namely convergent validity and discriminant validity. Meanwhile, reliability testing can be done by looking at the criteria being tested, namely Cronbach alpha and composite reliability.

Convergent Validity Test

The results of the convergent validity test by looking at the loading factor value of each indicator for each variable in this research can be seen as follows table 1 it can be seen that all indicators for each variable have a loading factor value > 0.7 , therefore they can be said to be valid. These results explain that each indicator shows good convergent validity . Then, apart from looking at the loading factor value, the convergent validity test can also be done by looking at the Average Variance Extracted (AVE) value. Which states that an indicator is considered valid if it has an AVE value > 0.5 . The results of the convergent validity test by looking at the AVE value can be seen as follows.

In table 2 it can be seen that the Average Variance Extracted (AVE) value obtained is above 0.5 , which means that all indicators have a correlation with the variables. This also explains that all indicators in the variable construct meet the requirements for convergent validity.

Table 1. Loading factor

Indicator	Store Atmosphere	Products Taste	Customer Satisfaction	Repurchase Intention	Decision
X1.1	0.855				Valid
X1.2	0.787				Valid
X1.3	0.761				Valid
X1.4	0.730				Valid
X1.5	0.846				Valid
X1.6	0.740				Valid
X1.7	0.864				Valid
X1.8	0.876				Valid
X1.9	0.701				Valid
X1.10	0.846				Valid
X1.11	0.741				Valid
X2.1		0.846			Valid
X2.2		0.848			Valid
X2.3		0.877			Valid
X2.4		0.829			Valid
X2.5		0.853			Valid
X2.6		0.774			Valid
X2.7		0.856			Valid
X2.8		0.804			Valid
X2.9		0.739			Valid
X2.10		0.813			Valid
Y1.1			0.796		Valid
Y1.2			0.820		Valid
Y1.3			0.848		Valid
Y1.4			0.794		Valid
Y1.5			0.827		Valid
Y1.6			0.869		Valid
Y2.1				0.865	Valid
Y2.2				0.862	Valid
Y2.3				0.889	Valid
Y2.4				0.916	Valid
Y2.5				0.839	Valid
Y2.6				0.736	Valid

Source: Authors

Discriminant Validity Test

Discriminant validity is a validity measurement by comparing the correlation of indicators of a variable with other variables which are measured by looking at the cross loading value. The results of the discriminant validity test by looking at the cross loading values were obtained as follows.

Table 1. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Decision
Store Atmosphere	0.636	Valid
Product Taste	0.680	Valid
Customer Satisfaction	0.683	Valid
Repurchase Intention	0.728	Valid

Source: Authors

In table 3 it can be seen that the cross loading value of all indicators for each variable has a value that is greater than the cross loading value of the other variables. This explains that all the indicators in each variable meet the discriminant validity requirements and are declared valid. Then, another method that can be used to assess discriminant validity is measurement using the Fornell-Larcker method by looking at the Average Variance Extracted value (AVE) which is square root.

Table 2. Cross loading

Indicator	Store Atmosphere	Products Taste	Customer Satisfaction	Repurchase Intention
X1.1	0.855	0.583	0.685	0.408
X1.2	0.787	0.559	0.609	0.404
X1.3	0.761	0.615	0.549	0.473
X1.4	0.730	0.543	0.495	0.418
X1.5	0.846	0.554	0.647	0.392
X1.6	0.740	0.536	0.551	0.406
X1.7	0.864	0.565	0.594	0.434
X1.8	0.876	0.605	0.629	0.465
X1.9	0.701	0.671	0.597	0.454
X1.10	0.846	0.540	0.578	0.354
X1.11	0.741	0.695	0.651	0.516
X2.1	0.609	0.846	0.610	0.580
X2.2	0.624	0.848	0.609	0.615
X2.3	0.637	0.877	0.655	0.620
X2.4	0.593	0.829	0.643	0.594
X2.5	0.610	0.853	0.659	0.692
X2.6	0.566	0.774	0.556	0.604
X2.7	0.595	0.856	0.677	0.611
X2.8	0.655	0.804	0.667	0.560
X2.9	0.607	0.739	0.570	0.516
X2.10	0.626	0.813	0.660	0.540
Y1.1	0.651	0.620	0.796	0.476
Y1.2	0.698	0.674	0.820	0.500
Y1.3	0.616	0.615	0.848	0.697
Y1.4	0.529	0.563	0.794	0.675

Y1.5	0.607	0.631	0.827	0.573
Y1.6	0.650	0.693	0.869	0.608
Y2.1	0.537	0.607	0.717	0.865
Y2.2	0.391	0.537	0.513	0.862
Y2.3	0.401	0.554	0.587	0.889
Y2.4	0.480	0.660	0.639	0.916
Y2.5	0.436	0.595	0.576	0.839
Y2.6	0.495	0.704	0.591	0.736

Source: Authors

From Table 4 it can be seen that the value Square Root of Average (AVE) throughout more diagonal lines big the correlation between One construct with the other, so can concluded that construct own level good validity.

Table 3. Square root of average

Variable	Customer Satisfaction	Products Taste	Repurchase Intention	Store Atmosphere
Customer Satisfaction	0.826			
Product Taste	0.766	0.825		
Repurchase Intention	0.715	0.721	0.853	
Store Atmosphere	0.756	0.742	0.541	0.797

Source: Authors

Reliability Test

When conducting a reliability test, there are 2 criteria for measuring or evaluating reliability, namely by looking at the value of Cronbach's Alpha and Composite Reliability. The results of the reliability test by looking at the Cronbach's Alpha and Composite Reliability values were obtained as follows:

Table 4 Cronbach's alpha and composite reliability

Variable	Cronbach's Alpha	Composite Reliability	Note
Store Atmosphere	0.942	0.950	Reliable
Product Taste	0.947	0.955	Reliable
Customer Satisfaction	0.907	0.928	Reliable
Repurchase Intention	0.924	0.941	Reliable

Source: Authors

From table 5 it can be seen that all variables have a Cronbach's Alpha value > 0.6 and a Composite Reliability value > 0.7. This shows that all variables in the model that have been estimated meet the criteria (reliable).

Inner Model Evaluation

The inner model evaluation, there are several criteria tested including R-Square to test the dependent variable and hypothesis testing by looking at the Path Coefficients value to determine direct effects (Direct Effects) and the Specific Indirect Effects value to determine indirect effects (Indirect Effects).

R-Square Test

R-Square value is used to measure the value of the level of variation in changes in the independent variable towards the dependent variable. The R-square test results can be seen in the following table:

Table 5. R-Square

Structural Model	R-square	R-square adjusted
Customer Satisfaction	0.665	0.660
Repurchase Intention	0.596	0.586

Source: Authors

In table 16 it can be seen that the R-Square value for the Customer Satisfaction variable is 0.665, which means 66.5% of the Customer Satisfaction variable influenced by Store Atmosphere and Product Taste . Meanwhile, the remaining 33.5 % is influenced by other variables/factors. Then, the R-Square value for the Repurchase Intention variable is 0.596, which means 59.6% of the Repurchase Intention variable influenced by Store Atmosphere and Product Taste . Meanwhile, the remaining 40.4 % is influenced by other variables not examined in this research.

Hypothesis Testing

Hypothesis testing can be done by looking at the Path Coefficients value to determine the direct effect (Direct Effects) and the Specific Indirect Effects value to determine the indirect effect (Indirect Effects). The results of hypothesis testing by looking at the Path Coefficients and Specific Indirect Effects values to determine the direct and indirect effects can be seen in the following table:

Table 6. Path Coefficients

Influence	Original Sample	Sample Mean	Standard Deviation	T statistics	P Values
Customer Satisfaction - > Repurchase Intention	0.477	0.473	0.127	3,752	0,000
Product Taste -> Customer Satisfaction	0.456	0.456	0.084	5,440	0,000
Product Taste -> Repurchase Intention	0.492	0.500	0.142	3,475	0.001
Store Atmposphere -> Customer Satisfaction	0.418	0.420	0.077	5,405	0,000
Store Atmposphere -> Repurchase Intention	0.184	0.184	0.086	2,151	0.032

Source: Authors

Table 7. Specific indirect effects

Influence	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Store Atmosphere -> Customer Satisfaction -> Repurchase Intention	0.199	0.201	0.073	2,743	0.006
Product Taste -> Customer Satisfaction -> Repurchase Intention	0.218	0.212	0.062	3,530	0,000

Source: Authors

Based on the explanation above, overall it can be concluded that the results of hypothesis testing in this research are in table 9.

CONCLUSION

Based on the results of the research and analysis carried out by researchers, the following conclusions were obtained: (1) Store Atmosphere significant effect on Customer Satisfaction among Samara Coffee Pekanbaru Consumers. (2) Product Taste significant effect on Customer Satisfaction among Samara Coffee Pekanbaru Consumers. (3) Store Atmosphere significant effect on Repurchase Intention among Samara Coffee Pekanbaru Consumers. (4) Product Taste significant effect on Repurchase Intention among Samara Coffee Pekanbaru Consumers. (5) Customer Satisfaction significant effect on Repurchase Intention among Samara Coffee Pekanbaru Consumers. (6) Store Atmosphere significant effect on Repurchase Intention through Customer Satisfaction among Samara Coffee Pekanbaru Consumers. (7) Product Taste significant effect on Repurchase Intention through Customer Satisfaction among Samara Coffee Pekanbaru Consumers.

Table 8Hypothesis test results

No	Hypothesis	Results	Information
H1	Store Atmosphere influences Customer Satisfaction	Significant	Accepted
H2	Product Taste influences Customer Satisfaction	Significant	Accepted
H3	Store Atmosphere influences Repurchase Intention	Significant	Accepted
H4	Product Taste influences Repurchase Intention	Significant	Accepted
H5	Customer Satisfaction influences Repurchase Intention	Significant	Accepted
H6	Store Atmosphere influences Repurchase Intention through Customer Satisfaction	Significant	Accepted
H7	Product Taste influences Repurchase Intention through Customer Satisfaction	Significant	Accepted

Source: Authors

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