THE INFLUENCE OF ATMOSPHERE, ONLINE REVIEWS AND CUSTOMER VALUE ON REPURCHASE INTENTION

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Abstract

This study aims to determine the effect of atmosphere, online review and customer value on repurchase intention at Kina Cafe & Bar. The sampling technique used is accidental sampling with a total of 250 respondents. Data analysis method using SEM (Structural Equation Model) with SmartPLS software. The research results show that the atmosphere at Kina Cafe & Bar does not have a significant influence on repurchase intentions, indicating that the atmospheric elements at Kina Cafe & Bar are not the main factors influencing customers' decisions to shop there again. In contrast, online reviews have a significant influence on repurchase intentions indicating that customers' online reviews can be an important component in determining customers' repurchase intentions. Apart from that, consumer values are also proven to have a big influence on the desire to repurchase. This shows that consumers who feel they get good value from goods or services at Kina Cafe & Bar are more likely to buy again. In this way, Kina Cafe & Bar management can concentrate on continuing to sell goods and services.

Keywords: *Atmosphere, Review Online, Customer Value, Repurchase Intention.*

INTRODUCTION

Modern times have seen a sharp rise in the culinary industry's development. Businesses are becoming more competitive, particularly in the cafe and restaurant industry. To draw in customers and effectively compete, business owners need to exercise caution while selecting an idea. Customers may choose a cafe based on its inviting decor, ambiance, and design when they need a location to congregate, talk, or even conduct business meetings. Customers' decisions to visit a café can be influenced by its cozy atmosphere (Berman et al., 2018). The wonderful experience that a cafe atmosphere offers its patrons is one of the key factors in business success. Many components that the cafe owner provides contribute to the overall feeling of comfort that patrons may experience. An environment can be made more favorable by using visual cues, lighting, colors, music, and scents. The atmosphere and repurchase intention are strongly correlated, according to earlier studies (Sandag et al., 2022).

In addition to ambiance, positive and engaging internet evaluations can serve as a draw for customers, encouraging them to make a purchase. Customers can view other people's opinions on the cafe's goods and services by reading online reviews. Chevalier & Mayzlin (2006) said that online evaluations serve as a decision-making aid for gathering consumer feedback by recommending the café to prospective patrons and enhancing word-

of-mouth advertising. Prior studies indicate a favorable correlation between internet reviews and a customer's propensity to purchase in the future (Matute et al., 2016)

An additional component that raises Café's appeal to customers is its value. Every café should be able to offer its patrons something of value, something that will make them want to come back once they're done. Woodall (2003) argues that the value that customers desire from an offering—which may be achieved by cutting losses or giving them the benefits they desire—is represented by customer pricing. This is consistent with earlier studies that demonstrate how customer value affects repurchase intention (Kumar & Reinartz, 2016).

The long-term profitability and survival of a company depend on its ability to understand consumer behavior, such as interest in repeat purchases. Bringing in new business is more expensive than keeping hold of existing, more lucrative clients. The same factors about cafes have been discussed in numerous other studies; however, the author of this study emphasizes the environment of the cafe, internet evaluations, and the value it provides (customer value) on repurchase interest.

THEORETICAL OVERVIEW AND HYPOTHESIS DEVELOPMENT

Atmosphere

Coley & Burgess (2003) claimed that establishing a welcoming environment and drawing customers are essential to a successful retail experience. Mood and emotions can be improved with the help of lovely décor, original ideas, proper lighting, suitable music, and the perfect scent. Moreover, Mowen et al., (Mowen & Minor, 2015) clarified that atmosphere refers to the efforts made to create a store environment that elicits specific emotional reactions from customers to persuade them to make additional purchases.

An intentional arrangement of several physical cues can be combined to create an atmosphere. This concept describes modifications to purchase planning that elicit a certain emotional response from consumers and persuade them to make a purchase. As a result, atmosphere can be defined as any action done to construct a place's environment, including how physical amenities are arranged and chosen, as well as all activities associated with these facilities. Customers will have an engaging and delightful shopping experience as a result of the perception created regarding the purchasing procedure (Foster, 2008). Store layout, general interior elements, outside characteristics, and interior (point of purchase) displays are examples of ambiance indicators (Berman et al., 2018).

Several companies aim to give customers more value by giving them a pleasurable and fulfilling shopping experience, given that customer perceptions have a significant impact on their purchase behavior. Thus, the ambiance of the retail space serves as a channel for interaction with customers and influences the entire shopping experience (Porral & Mangin, 2021). Individual characteristics like interest and attitude are connected (Kotler, 2010). When someone is interested in something, they will have the impulse to do different things to become closer to or acquire that thing. Prior studies indicate that the environment affects repurchase interest. (Khuong & Quynh, 2018). Based on this description, the following hypothesis is proposed:

HI: The atmosphere influences repurchase interest

Review Online

Online reviews are a powerful tool that can help businesses succeed because they can be used to assess consumer opinions about the products or services being offered and adjust marketing tactics by raising the bar on quality (Dellarocas et al., 2007). Online reviews are an important thing to pay attention to when selling goods or services. Online reviews are services that let users freely and conveniently share their thoughts and evaluations of different goods and services on the internet (Chatterjee). A portion of Electronic Word of Mouth (eWOM) is included here, which consists of reviews and comments obtained directly from people via advertising platforms and has the power to significantly affect consumers' decisions to buy (Chatterjee, 2001).

Lackermair et al., (2013) state Online reviews include a customer's review or experience about a service or product offered by a business. After understanding this definition, online reviews are information that comes from word of mouth in online commerce. By leveraging this data, customers can find information about how previous customers rated their purchased items. Online review indicators are; textual remarks, relevant visuals, and numerical ratings (Tran, 2020).

When a customer decides to purchase a product again, this is referred to as consumer repurchase. Information regarding the things they will receive is one of the many aspects that impact their decisions. Based on prior customer experiences, information from internet reviews helps customers make better purchasing decisions by providing them with an idea of the quality of the goods and services they are looking for (Zhang et al., 2014). Based on prior customer experiences, information from internet reviews helps customers make better purchasing decisions by providing them with an idea of the quality of the goods and services they are looking for. Previous research shows that online reviews influence repurchase intention (Li et al., 2020). From this explanation, a hypothesis is then proposed as follows:

H2: Online reviews influence on repurchase interest

Customer Value

Customer value is the general assessment a customer makes of the advantages of a product, based on their comprehension of what they have been provided and received (Kumar & Reinartz, 2016). Customer value is the intricate outcome of a customer's desire for, expectation of, or experience with certain benefits combined with possible unexpected repercussions. Gale (1994) posits that consumer perceptions of quality define customer value. A relationship or transaction is more likely when the customer feels their value is being recognized. The business will invest more funds and time if the worth of the consumer outweighs that of the competition. Better customer relations are among the advantages the business can reap if it can continue to be stable and grow its customer base beyond that of its rivals.

According to Kotler & Keller (2009), consumer value is the result of comparing the whole amount of expenses that customers pay and the total amount of value that they obtain. Thus, the advantage that customers want to receive from a good or service is known as consumer value. On the other hand, consumer value encompasses all the expenses that

customers are prepared to bear to acquire and utilize the good or service. Quality, Emotional, Price, and Social Value are among the customer value indicators (Rintamäki & Saarijärvi, 2021). Repurchase interest, according to Tjiptono (2005), is the consumer's entitlement to repurpose a good or service after being pleased with prior purchases, which stimulates interest in repurchasing. Prior studies have demonstrated that repurchase intention is influenced by customer value. (Olaru et al., 2008). From the explanation given, this hypothesis is proposed as follows:

H3: Customer Value Influences Repurchase Intention

Repurchase Intention

Repurchase interest, according to Kotler (2010), is the consumer's decision to pick, use, and consume a product based on prior usage or even a desire to purchase the product. Repurchase interest, according to Kinner & Taylor (1996), is a word that describes the favorable or unfavorable experiences that customers had with a prior buy. Their motivation to make a comparable purchase in the future is primarily driven by their level of happiness or discontent with the experience.

Repurchase interest, according to Kotler & Keller (2016), is the mindset that customers adopt when considering their prior experiences to make decisions about what to buy and how to use it. Therefore, repurchase interest can be defined as a customer's intention to buy a product again after feeling satisfied with the needs they have been met. Ndubisi and Moi (2005) state that the following indicators can be used to evaluate repurchase interest. (1) Recommendation (2) Worth (3) The anticipated outcome. The decisions made by customers about the products or services covered in this study can be interpreted using the framework that follows:
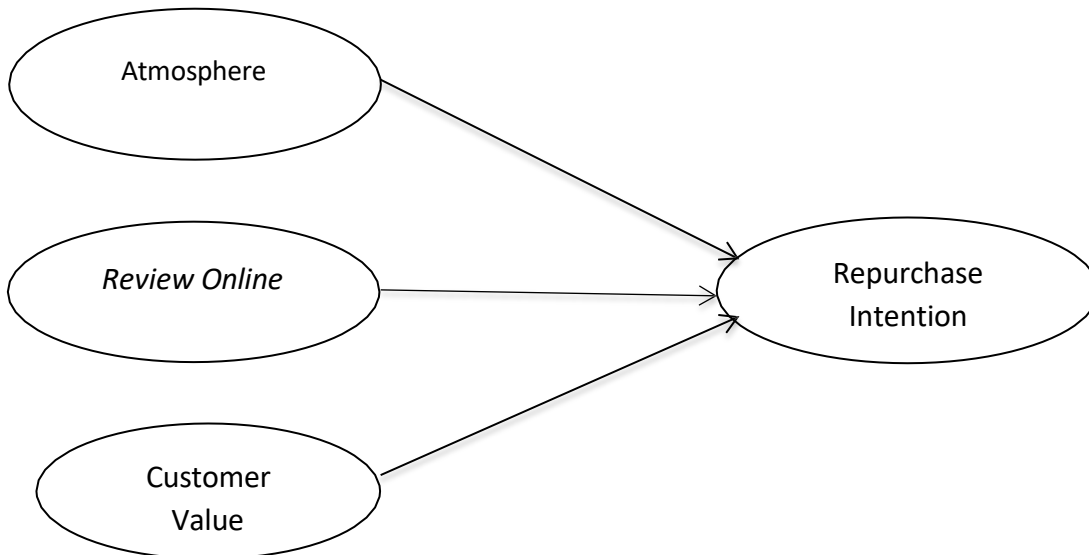

Figure 1: Framework for Thinking

Source: Authors, 2023

RESEARCH METHODS

Quantitative descriptive methodologies were used to perform this study at Kina Cafe & Bar Kebayoran Baru, South Jakarta. Accidental sampling, or by chance, is the approach used to acquire data; any visitor who happens to encounter the researcher can be utilized as a sample provided they are judged suitable as a data source (Sugiyono, 2018). Customers who have visited Kina Cafe & Bar more than twice make up the population in this study. For this study, 250 customers of Kina Cafe & Bar were selected as samples in December 2023.

This research was conducted by distributing questionnaires and using Likert scale calculations. This research processes data using the SEM (Structural Equation Modeling) analytical method with Smart PLS 3.0 software. There are 14 indicators in the research questionnaire. 4 atmosphere indicators, namely exterior characteristics, general interior elements, store layout, and interior (point of purchase) display (Berman et al., 2018). There are 3 indicators in online reviews, namely textual remarks, relevant visuals, and numerical rating (Tran, 2020). There are 4 indicators of customer value, namely quality value, emotional value, price value, and social value (Rintamäki & Saarijärvi, 2021). There are 3 indicators of repurchase intention, namely suggestion, value, and the expected result (Ndubisi & Moi, 2005).

Research Outcome

Respondent Descriptive

Table 1 shows respondent information based on age, gender, occupation, and frequency of visits

Table 1. Respondent profile

	Amount	Percentage
Gender		
Men	108	54%
Women	92	46%
Age		
< 20 year	37	18,5%
21 – 30 year	123	61,5%
31 – 40 year	32	16%
41 – 50 year	8	4%
Occupation		
Students	95	47,5%
Civil Employee	21	10,5%
Private Employee	49	24,5%
Entrepreneur	23	11,5%
other	12	6%
Number of Visits		
1 time	47	23,5%
2 times	66	33%

>3 times	87	43,5%

Source: Authors, 2023

Based on the table above, the majority of respondents who answered this research were men (108 people answered with a percentage of 54%) and women (92 people answered with a percentage of 46%). Therefore, the consumers who most often come to Kina Cafe & Bar are men. The largest number of respondents was 123 people aged 21–30 years with a percentage of 61.5%. It can be concluded that consumers who frequently visit are aged 21–30 years. The largest number of respondents based on the type of work of students or female students was 95 people with a percentage of 47.5%, and the most respondents based on the frequency of >3 visits were 87 people with a percentage of 43.5%.
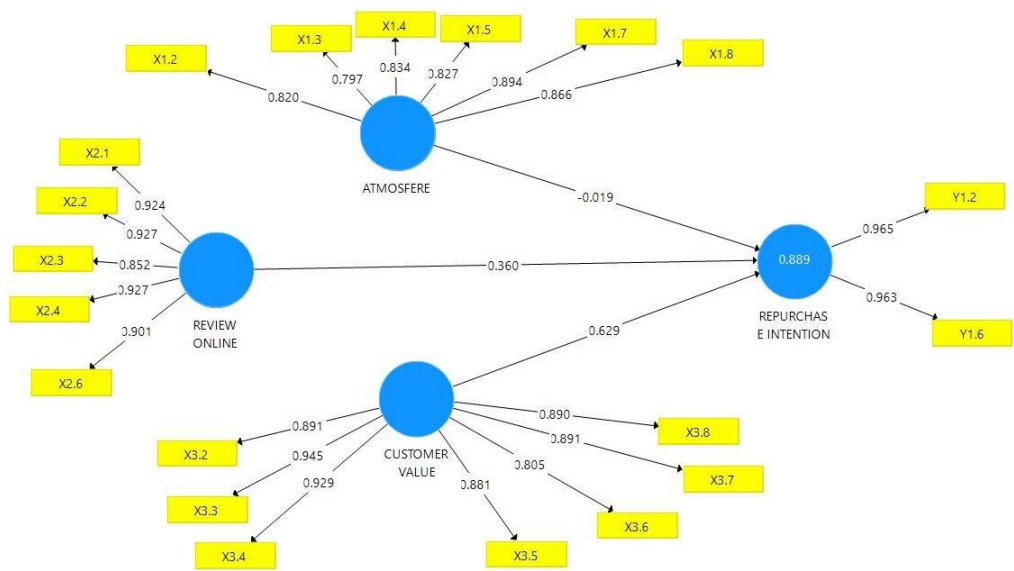
Measurement Model

Figure 2. Measurement model

Source: PLS 3.0 (processed by the author, 2024)

With values above 0.7, Figure 2's research findings demonstrate that every outside loading has positive outcomes. exceeds the 0.70 minimum threshold ((Chin et al., 1998).

Table 2. Reliabilitas and Validitas

Variable	Indikator	Item	*Loading Factor*	*Reliability*	AVE
Atmosphere (X1)	1. Exterior karakteristik 2. General Interior Elemen	X1.2 X1.3 X1.4	0,820 0,797 0,834	0,935	0,706

	3. Store Layout 4. Interior (point of purchase) display Coley & Burgess (Coley & Burgess, 2003).	X1.5 X1.7 X1.8	0,827 0,894 0,866		
Review Online (X2)	1. Textual remarks 2. Relevant visual 3. Numerical Ratings Lackermair et al., (Lackermair et al., 2013)	X2.1 X2.2 X2.3 X2.4 X2.6	0,924 0,927 0,852 0,927 0,901	0,958	0,822
Customer Value (X3)	1. Quality Value 2. Emotional Value 3. Price Value 4. Social Value (Kumar & Reinartz, 2016)	X3.2 X3.3 X3.4 X3.5 X3.6 X3.7 X3.8	0,891 0,945 0,929 0,881 0,805 0,891 0,890	0,964	0,795
Repurchase Intention (Y1)	1. Suggestion 2. Value 3. The expected result Kotler (Kotler, 2010)	Y1.2 Y1.6	0,965 0,963	0,963	0,929

Table 2 shows that the composite reliability is greater than 0.70 and Cronbach's alpha is greater than recommended namely 0.6. The validity test in this research can be seen using AVE (Average Variance Extracted) that each latent variable exceeds the recommended value of 0.5 (Fornell & Larcker, 1981).

Table 3. Discriminant Validity Test

	Atmosphere (X1)	Customer Value (X3)	Repurchase Intention (Y1)	Review Online (X2)
Atmosphere (X1)	0,840			
Customer Value (X3)	0,828	0,891		
Repurchase Intention (Y1)	0,798	0,927	0,964	
Review Online (X2)	0,825	0,872	0,893	0,907

According to Table 3, the atmosphere variable has a value of 0.840, the customer value variable is 0.891, the repurchase intention variable is 0.964 and the online review variable has a value of 0.907. The value of the latent construct tested has an AVE value that is greater than the value of other latent constructs, according to all statement indicators(Fornell & Larcker, 1981). Thus, the test results are declared valid.

Table 4. R-Square

Variabel	R Square	R Square Adjusted

Repurchase Intention	0,889	0,887

To find out how much influence exogenous variables have on endogenous variables, you can use the R-square value. The R-square value has categories of 0.67 strong, 0.33 moderate, and 0.19 weak (Chin et al., 1998). Table 4 shows that the repurchase intention variable has a value of 0.889, which means it has a strong influence.

Table 5. F-Square

	Atmosphere (X1)	Customer Value (X3)	Repurchase Intention (Y1)	Review Online (X2)
Atmosphere (X1)			0,001	
Customer Value (X3)			0,718	
Repurchase Intention (Y1)				
Review online (X2)			0,239	

To see the size of the effect with a value between small 0.02, medium value 0.15, and large value 0.35, you can use F-square (Sarstedt et al., 2020). As seen in Table 5, the atmosphere variable for repurchase intention has a value of 0.001 in the small category, the customer value variable for repurchase intention has a value of 0.718 in the large category, and the online review variable for repurchase intention has a value of 0.239 in the medium category.

Table 6. Multicollinearity Test (Inner VIF)

	Atmosphere (X1)	Customer Value (X2)	Repurchase Intention (Y1)	Review Online (X3)
Atmosphere (X1)			3,697	
Customer Value (X3)			4,950	
Repurchase Intention (Y1)				
Review Online (X2)			4,866	

Table 6 shows that all constructs are mutually attractive and there is no multicollinearity interference because all VIF values are not less than 5 and not less than 0.1.

Table 7. Prediction Decision (Q2)

	SSO	SSE	Q² (=1-SSE/SSO)
ATMOSFERE	1500,000	1500,000	
CUSTOMER VALUE	1750,000	1750,000	
REPURCHASE INTENTION	500,000	100,774	0,798
REVIEW ONLINE	1250,000	1250,000	

To measure predictive relevance, you can use Q-square which has value categories of 0.02 (small), 0.15 (medium), and 0.35 (large). It can be seen that the Q2 repurchase intention value has a value of 0.798 which is categorized as a large value because it is greater than 0.35.

Tabel 8. Hypothesis testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Atmosphere -> Repurchase Intention	-0,019	-0,002	0,077	0,248	0,804	Not Accepted
Custumor Value -> Repurchase Intention	0,629	0,653	0,153	4,042	0,000	Accepted
Review Online -> Repurchase Intention	0,360	0,322	0,181	1,986	0,048	Accepted

After processing the data, the results can be used to answer the hypotheses in this research and determine which ones to accept or reject. The relationship between variables is declared significant if the t-coefficient value is greater than 1.96 and the P-value is less than 0.05, then the hypothesis can be accepted. In Table 8, the coefficient hypothesis test results show that the accepted hypotheses are customer value and repurchase intention (t = 4.042 and p = 0.000), online reviews, and repurchase intention (t = 1.986 and p = 0.048). For hypotheses that are rejected due to the t-coefficient value being lower than 1.96 and the p-value is greater than 0.05, such as atmosphere and repurchase intention (t = 0.248 and p = 0.804).

DISCUSSION

Customer satisfaction is a crucial factor in the business sector when it comes to the longevity of a corporation. Repurchase intention refers to a customer's intention and behavior to make more purchases of a product after their needs have been met. Because it may leave a positive impression on guests and make them feel good about their experience, the store's atmosphere plays a critical role in enhancing its reputation and encouraging repeat business. Repurchase intention is not influenced by store atmosphere, according to research results (Ananda et al., 2021). In this study, the store is assigned multiple assessment indicators as image variables, including salesperson, promotion, product, facilities, atmosphere, comfort, and service. Customers' low opinions of the business's atmosphere are one reason why store image has little bearing on their intentions to make another purchase. The findings of this study are consistent with those of studies that found no discernible relationship between store atmosphere and repurchase intention (Sabrina, 2014; Sohel Rana et al., 2015),

Many businesses now allow their consumers to leave virtual web space, or online reviews, on their websites where they may share their thoughts and experiences with the things they have used. Online evaluations by customers offer additional details that aid prospective customers in making selections about what to buy (Izogo & Jayawardhena, 2018). Online reviews have the power to entice past customers—in addition to prospective buyers—to give a product another try. Matuhe et al., (2016) provide support for this research by demonstrating a favorable correlation between online reviews and the probability that buyers will make a future purchase.

Business owners must prioritize customer value to gain customer loyalty, compete in a fierce market, improve brand image, get positive reviews, grow the business, and adapt to changing customer needs. A focus on customer value helps form long-term relationships and supports business success. If the product is deemed to provide value, customers will be interested in buying it again and recommending it to others (Durvasula et al., 2004). This research is supported by (Olaru et al., 2008) which shows that customer value influences repurchase intention.

CONCLUSION

Based on the results of research conducted on Kina Cafe & Bar, it can be concluded that the atmosphere is not proven to have a significant influence on repurchase intention, while online reviews and customer value are proven to have a significant influence on repurchase intention.

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