

The impact of the café atmosphere on consumer satisfaction, purchase decisions, and retention

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Abstrack

The purpose of this study is to ascertain how the atmosphere affects consumer satisfaction, repurchase intention, and purchasing decisions. The study's participants were guests of Kopi Nako. Purposive sampling was the method employed, and a total of 251 individuals visited. Using smartPLS software, the data analysis method applies structural equation models. The study's findings demonstrate the considerable impact of atmosphere on decisions about what to buy, how satisfied customers are, and whether or not they make repeat purchases. This study makes a significant contribution to management's understanding of the value of fostering a positive environment in the store to boost customer satisfaction and promote repeat business.

Keywords: *Atmosphere, Purchase Decision, Satisfaction, Purchase Intention*

INTRODUCTION

Since coffee has become more and more popular among young people, coffee shops have become popular with businesspeople. One may say that the coffee industry is both active and extremely promising. Kopi Nako, which provides full amenities and is ideal for meeting places, is one of the well-known cafes in the Palmerah region. Nako is a popular choice among young people since it provides a cozy and visually appealing environment.

Whether a customer is picking a coffee shop for business purposes or just to hang out with pals, one of their decisions is the atmosphere. Levy & Weitz (2012) define atmosphere as a cohesive building design that communicates through sight, color, and lighting, complemented by soothing music and fragrances that can sway customers' decisions to buy. According to earlier studies by Pratiwi & Yasa (2019), the atmosphere significantly and favorably influences consumers' decisions to buy.

Ambiance affects not only what people decide to buy but also how satisfied they are. This is consistent with the findings of Rooroh et al., (2020), which indicate that the atmosphere has a major and beneficial impact on consumer satisfaction. When customers are satisfied and feel at ease at the coffee shop, it is a sign of consumer contentment. Eventually, the impulse to return to the coffee shop and make purchases will arise from this sense of contentment. Repurchase intention is significantly and favorably impacted by the atmosphere, according to Restuputra

& Rahanatha (2020). This demonstrates that the primary element that draws customers to coffee shop owners is the atmosphere.

According to Solomon (2015), making a purchase is a process that involves both individuals and groups, as well as sellers and buyers, selecting and purchasing goods, using them, and ultimately disposing of them to fulfill the requirements and desires of customers. In the meantime, acquiring the thing that a consumer most enjoys is known as a purchase decision, according to Dinova & Tuti (2022). Therefore, customer decisions have a significant impact on the cafe or coffee shop industry's ability to increase earnings. If customers perceive the establishment to be cozy and welcoming, they will be more likely to make a purchase. Results from earlier studies indicate that the atmosphere influences decisions to buy favorably (Afiani, 2019). However, additional study indicates that decisions about what to buy might directly affect how satisfied customers are. (Nurbaniyah & Tuti, 2022).

Customer satisfaction, according to Kotler (2003), is the emotion we get from going to a business that makes a good impression on us due to its ambiance, location, amenities, and experiences. In the meantime, customer satisfaction, as defined by Baumeister et al., (2022), is the occurrence of a feeling that is sensed, then received, and constructed according to expectations, followed by the perception of it as fulfilled or not as satisfaction. Repurchase intention is influenced by customer satisfaction (Wijyanthi & Goca, 2022).

Repurchase intention refers to the intention to make repeated purchases at a later date (Cole & Scott, 2004). Customers' decisions regarding repurchase intention at this company are influenced by their degree of satisfaction, as there is a correlation between repurchase intention and contentment (Ting, 2014). Consumers who are interested in making more purchases play a crucial part in the business's growth. Based on this justification, the author developed the research's goal to ascertain how the atmosphere affects consumers' decisions to buy, levels of satisfaction, and propensity to repurchase.

THEORY REVIEW AND HYPOTHESIS DEVELOPMENT

Atmosphere

According to Berman et al., (2018), a shop's atmosphere is a useful physical feature that helps draw in and develop a client base. According to Levy & Weitz (2012), the environment is a concoction of a store's physical components, including its architecture, layout, displays, colors, lighting, temperature, sound, and aroma, all of which can inspire positive feelings in its patrons. Another hypothesis, according to Collins (2010), holds that a distinctive environment can enhance the location and give patrons a novel experience, which will naturally raise their intention to return. Additionally, Wu et al., (2008) offer a different perspective that argues atmosphere is crucial when it comes to sellers drawing clients into the setting of their business. Dimensions of the atmosphere as stated by Bergman et al., (2013) include the outside, general interior, room arrangement, and internal display.

The most crucial element in a cafe, according to Sembiring (2021), is the atmosphere. A distinctive and cozy cafe idea can draw clients who wish to visit the establishment, and because of the encouraging environment, sales can happen. Thus, it can be said that a cafe's cozy ambiance influences patrons' decisions to buy specific products. Hanaysha (2022) elucidates that consumer views of a company through offers might influence buying decisions. Salem (Salem, 2018) provides an explanation of this process, which starts with customers searching for what they need, selecting the appropriate product, and receiving service. Prior studies demonstrate that the atmosphere has a favorable and significant influence on purchase decisions (Jahroni et al., 2021; Madjid, 2014).

Customer satisfaction is defined as the perception created by customer expectations on whether a product satisfies or falls short of expectations (Baumeister et al., 2022). Next, as stated by Benaglia et al., (2023), satisfaction is defined as an accomplishment that occurs when a product or service performs better than expected. In the meantime, customer satisfaction is defined by Pizam et al., (2016) as a post-consumption assessment of the customer's visitation experience with a business. Prior studies found that the environment has a favorable and noteworthy impact on customer satisfaction (Rooroh et al., 2020; Yudha & Suprati, 2018).

According to Kumar et al., (2013), repurchase intentions are influenced by customer satisfaction. Repurchase intention, according to Ariffin et al., (2016), is a behavior of the customer in which the customer responds favorably and plans to return or repurchase the product. Repurchase intention is defined by Peter & Olson (2010) as an action that entails making multiple purchases from the store. This implies that customer referrals to other customers will come from customer purchases and satisfaction levels. stated that the atmosphere's outcomes had a noteworthy and favorable impact on the intention to repurchase Tariq & (Attariq & Siregar, 2019; Restuputra & Rahanatha, 2020)). From the theoretical conclusions above to obtain the following hypothesis.

H1: There is a direct influence of the atmosphere on purchase decisions.

H2: There is a direct influence of the atmosphere on customer satisfaction.

H3: There is a direct influence of the atmosphere on repurchase intention

Purchase Decision

According to Solomon (2015), making a purchase decision is a process that happens throughout transactions involving both individuals and groups, as well as sellers and buyers. According to Wibowo & Fauzi (2017), a purchase decision is made after considering one or more options, whereas a purchase decision is made after considering factors like whether to buy or not when to buy, where to buy, and how much to spend. Then, in influencing the needs or wants of clients, Sangadji & Sopiah's (2013) buying decision is a problem solver. Kotler & Armstrong (2008) list the following dimensions of purchase decisions: problem detection, information search, alternative evaluation, purchasing decisions, and post-purchase behavior.

A purchasing decision impacts conditions, money, promotions, technology, and the location of the post picked, according to Haitao (2022). Customer

satisfaction can also be impacted by purchases made (Berman, Evan, et al., 2018). Prior research supports the idea that judgments made about purchases can directly affect customer satisfaction (Nurbaniyah & Tuti, 2022). From the theoretical explanation above, the following hypothesis can be drawn.

H4: There is an influence of purchase decisions on customer satisfaction.

Customer Satisfaction

According to Kotler and Keller (2008), customer satisfaction refers to the unexpected feelings that customers have, such as happiness or dissatisfaction, as a result of using a product. According to another viewpoint, customer satisfaction is the perception of an individual based on how well their product or service performs in comparison to the client's expectations (Lupiyoadi & Ginting, 2007). In addition, it should be noted that customer satisfaction can also be expressed as the discrepancy between perceived and intended performance (Supranto, 2011). A company's economic income can rise as a result of increased customer satisfaction, according to Gilbert et al., (2004). Similar information was communicated by Mittal & Frennea (2010): customer satisfaction is an evaluation of the benefit that each customer receives from using a good or service. Irawan (2002) divides customer satisfaction into five categories: pricing, emotional considerations, product quality, service quality, and ease of product access.

According to Baumeister et al., (2022), customer satisfaction is defined as the occurrence of a feeling that is felt and then obtained that is produced according to expectations, then recognizing that it fulfills expectations or is not fulfilled as satisfaction. We can conclude that clients who are pleased with a good or service will probably buy it and tell others about it. As a result, the first step in solving a problem from satisfaction is to comprehend the demands or wants of the customer. Prior research demonstrates that repurchase intention might be influenced by customer satisfaction (Kumar et al., 2013; Rahmawati et al., 2019). From the theoretical conclusions above, the author obtains the following hypothesis.

H5: There is an influence of customer satisfaction on repurchase intention

Repurchase Intention

Peter & Olson (2010) explains repurchase intention as an activity that involves purchasing more than once at the store. Ardianto et al., (2021) repeat purchases of goods or services will occur when customers are satisfied with the service received. If the shop atmosphere has its unique icon to attract customer's attention, it can generate repurchase interest in consumers to visit the shop. There are 3 (three) dimensions of repurchase intention according to Ndubisi & Moi., (2005) suggestion, value, and expected result.

According to Rahmawati et al., (2019) obtaining new clients necessitates even more core efforts, therefore achieving repeat business is crucial for a business's success. Consumers who are interested in making more purchases play a crucial part in the business's growth. Positive consumer experiences with a company's product help to project a favorable impression of the business. When things go well, there may be a chance for customers to return and make additional purchases. for inferences to be made and the ensuing conceptual framework to be obtained.

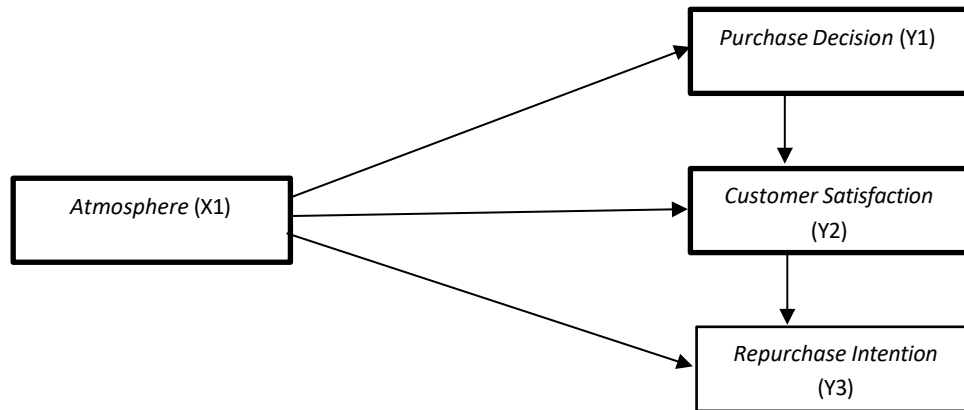


Figure 1 Conceptual Model

RESEARCH METHODS

This research was conducted at Nako Coffee in December 2023. The population in this research was Nako Coffee consumers. The sampling technique used is purposive sampling, namely consumers who have made purchases more than twice. The samples collected were 251 people. In measurement using a Likert scale, namely; 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), and 1 (strongly disagree).

With the use of SmartPLS 3, the data was subjected to SEM analysis. First, by employing a loading factor greater than 0.700, the data must satisfy the requirements for validity and dependability. The hypothesis is next tested for reliability using the AVE value, multicollinearity test, F test, R2 test, and hypothesis testing; if the t-value is greater than 1.96 and the p-value is less than 0.05, the hypothesis is accepted.

ANALYSIS AND DISCUSSION

Description of Respondents

Table 1. Description of Respondents

Demographic	Frequency	Percentage (%)
Gender		
Men	109	43,4
Female	142	56,6
Age		
15 – 24 year	184	73,3
25 – 34 year	62	24,4

> 35 year	5	2
Occupation		
Students	178	70,9
Private Employee	50	19,9
Entrepreneur	12	4,8
Civil Employee	11	4,4
Purchase amount		
1 time	11	4,4
2 - 4 times	212	84,4
> 5 times	28	11,2
Information obtained		
Social Media	168	66,9
Friend	197	78,5
Family	15	6
What to like in Nako		
Product	210	83,7
Atmosphere	206	82,1
Price	81	32,3
Layout	48	19,1

Source: Author, 2024

Table 1 shows that based on gender, the majority are 142 women (56.6%). Based on age, most of the respondents were aged 15-24 years with a total of 184 people (73.3%). Based on occupation, the majority are students with a total of 178 (70.9%). Based on the number of purchases, the majority of visitors have visited Nako Coffee more than once or 2-4 visits with a total of 212 (89.5%). Based on the information obtained by respondents about Nako coffee, the majority came from friends/relatives with the number 197 (78.5%) and social media with the number 168 (66.8%). Based on the number of respondents who preferred Nako coffee, the majority of the product was 210 (83.7%) and the atmosphere was 206 (82.1%)

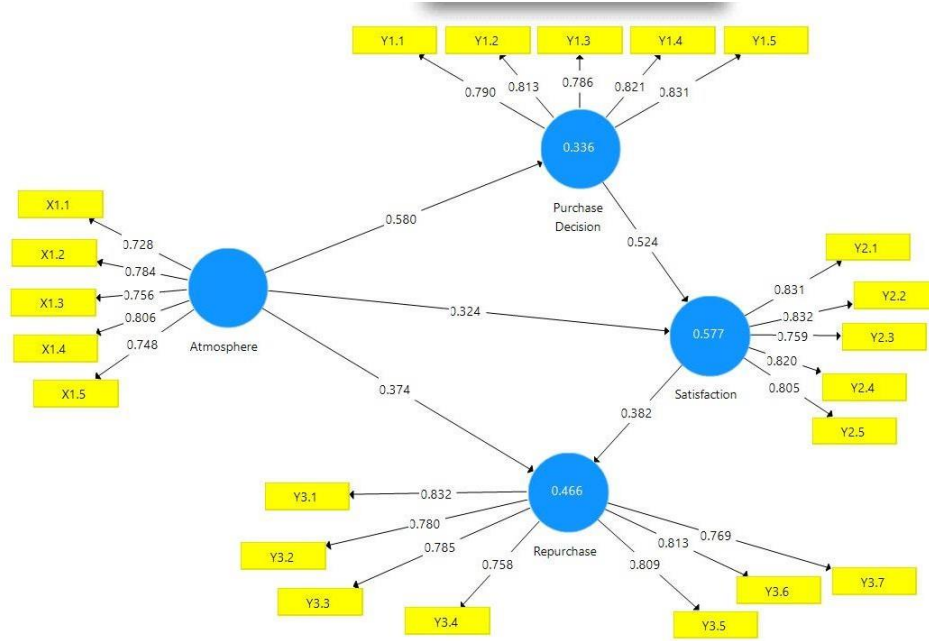


Figure 2 Structural Model

Source: Author, 2024

Table 2. Convergent validity test

Variable	Indicator	Item	Outer Loading	Reliability	AVE
Atmosphere	1. Exterior	X1.1	0.728	0.876	0.585
	2. General Interior	X1.2	0.756		
	3. Room Layout	X1.3	0.756		
	4. Interior Display	X1.4	0.806		
	(Berman et al., 2014)	X1.5	0.748		
Purchase Decision	1. Problem Introduction	Y1.1	0.790	0.904	0.654
	2. Information Search	Y1.2	0.813		
	3. Evaluation of Alternatives	Y1.3	0.786		
	4. Purchase Decision	Y1.4	0.821		
	5. Post-purchase Behavior	Y1.5	0.831		
Customer Satisfaction	1. Service Quality	Y2.1	0.831	0.922	0.628
	2. Product Quality	Y2.2	0.832		
	3. Price	Y2.3	0.759		
	4. Emotional Factor	Y2.4	0.820		
		Y2.5	0.805		

5. Ease of accessing products (Irawan, 2002)					
Repurchase Intention	1. Suggestion	Y3.1	0.832	0.905	0.656
	2. Value	Y3.2	0.780		
	3. The Expected Result	Y3.3	0.785		
		Y3.4	0.758		
	(Ndubisi & Moi, 2005)	Y3.5	0.809		
		Y3.6	0.813		
		Y.37	0.769		

Source: Author, 2024

Based on the data processing results in the table above, it can be explained that all items have an outer loading value of > 0.5, so it can be concluded that the data used is declared valid and suitable for application in this research and can be used further. Apart from that, the discriminant validity value can be seen using another method with average variant extraction (AVE), where each indicator must be > 0.5 to get a good model. The data above shows that all meet the AVE standards. The largest values for the table above are Repurchase Intention (0.656), purchase decision (0.654), customer satisfaction (0.628), and atmosphere (0.585). According to these results, each indicator has the highest value for each variable.

Table 3. Discriminant Validity-Fornell Lacker

Variable	Atmosphere	Purchase Decision	Customer Satisfaction	Repurchase Intention
Atmosphere	0.765			
Purchase Decision	0.580	0.808		
Customer Satisfaction	0.614	0.657	0.793	
Repurchase Intention	0.628	0.712	0.617	0.810

Source: Author, 2024

Based on table 3, shows that the highest value for the repurchase intention variable is 0.810, the purchase decision variable is 0.808, the customer satisfaction variable is 0.793, and the atmosphere variable is 0.765. This means that each indicator has a high cross-loading value. Therefore, it can be concluded that the discriminant validity test is declared valid.

Table 4 Multicollinearity Test

Variable	Atmosphere	Purchase Decision	Repurchase Intention	Customer Satisfaction
Atmosphere		1.000	1.652	1.506
Purchase Decision				1.506
Customer satisfaction				
Repurchase intention			1.652	

Source: Author, 2024

The VIF value in the research in (table 4) ranges from 1,000 to 1,652, the VIF value is not greater than 5.0. These findings indicate that multicollinearity is not a problem and further research can be completed.

Table 5. Determination Coefficient Test (R2)

Variable	R Square	R Square Adjusted
Purchase Decision	0.336	0.333
Repurchase Intention	0.466	0.462
Customer Satisfaction	0.577	0.574

Source: Author, 2024

The structural model in this research will then be assessed by measuring R square. (Table 5) displays corrected R square values for customer satisfaction (0.574), repurchase intention (0.462), and purchase decision (0.333). Therefore, the variables customer satisfaction, repurchase intention, and purchase decision are influenced respectively by 57.4%, 46.2%, and 33.3% for the purchase decision variable.

Table 6. Prediction Accuracy Test (Q2)

Variable	SSO	SSE	Q ² (=1- SSE/SSO)
Atmosphere	1255,000	1255,000	
Purchase Decision	1255,000	984,617	0.215
Repurchase Intention	1757,000	1254,674	0.286
Customer Satisfaction	1255,000	788,277	0.372

Source: Author, 2024

Testing the accuracy of predictions can be done using the Q2 value. Where a model is said to have high prediction accuracy if Q2 is more than 0, while a model is said to have a weak prediction if Q2 is less than 0. Table 7 shows that all variables that have Q2 more

than 0 are purchase decision, repurchase intention, and customer satisfaction.

Table 7. Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	T Statistics (O/S TDEV)	P Value	Result
Atmosphere -> Purchase Decision	0.580	0.583	11.488	0.000	Accepted
Atmosphere -> Repurchase Intention	0.374	0.374	6.239	0.000	Accepted
Atmosphere-> Customer Satisfaction	0.324	0.324	5.531	0.000	Accepted
Purchase Decision -> Customer Satisfaction	0.524	0.524	9.335	0.000	Accepted
Customer Satisfaction-> Repurchase Intention	0.382	0.384	5.842	0.000	Accepted

Source: Author, 2024

Table 7 describes the results of the hypothesis being accepted if the t-statistical path coefficient is greater than the t-table and the p-value is less than 0.05. The correlation between the atmosphere and purchase decision has a t-statistic value of 11,488 (>1.96) and a p-value of 0.000. The correlation between the atmosphere and repurchase intention also has a t-statistic with a significant value of 6,239 (>1.96) and a p-value of 0.000. Then the relationship between atmosphere and customer satisfaction also has a value of 5,531 (>1.96) and a p-value of 0.000 (<0.05). Next, purchase decision and customer satisfaction with a t-statistic value of 9.335 which is (>1.96), and a p-value of 0.000. Customer satisfaction and repurchase intention. The p-value results show that the hypothesis is accepted if the value is >1.96 the t-statistic value is 5.842 and the p-value is 0.000.

Discussion

The findings of the study indicate that a coffee shop's environment plays a significant role in drawing customers in and encouraging them to make purchases. A welcoming café atmosphere can entice customers to visit (Purnomo, 2017). This is consistent with the findings of Berman et al., (2018), who claimed that a store's ambiance is a helpful physical characteristic that aids in attracting and retaining customers. A key deciding factor when making a purchase is the atmosphere. The target market will pay attention if the establishment is successful in producing a welcoming environment that fulfills customer expectations. Cafés should be able to create an appealing atmosphere through lighting and design that appeals to the target market. This will undoubtedly elicit favorable feedback from patrons and help to make a cafe engaging and pleasurable to visit (Ramadhan & Mahargiono, 2020).

Customers will be satisfied when they make a purchase and believe that what they receive meets their expectations. According to Mittal & Frennea (2010), customer satisfaction measures the value that each client derives from utilizing a product or service.

Customers will be more likely to come back in the future if they are satisfied. Repurchase

Intention is a crucial goal that sellers should pursue to grow their company. According to Ardianto et al., (2021), clients who are happy with the service they receive are likely to make repeat purchases of goods or services. This demonstrates that, in the face of fierce competition, coffee shop managers must focus on creating a welcoming atmosphere to draw customers.

CONCLUSIONS

The findings of the study demonstrate that atmosphere has a strong impact on consumer satisfaction, repurchase intention, and purchase decisions. Having a lively and appealing environment can influence more purchases. When the environment fulfills the expectations of the customer, they are more likely to make another purchase and return later.

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