

The Influence of Store Atmosphere on Customer Satisfaction and Revisit Intention: A Study on Customers of Café Nakoa Malang

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh suasana toko terhadap kepuasan pelanggan dan niat kunjungan kembali di kalangan konsumen Café Nakoa, cabang Bethék, Kota Malang. Penelitian ini didasarkan pada tren pertumbuhan kedai kopi di daerah perkotaan dan pentingnya menciptakan suasana toko yang meningkatkan pengalaman pelanggan. Suasana toko dianggap sebagai faktor kunci dalam membentuk persepsi, kenyamanan, dan loyalitas pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan tipe penelitian eksploratif. Pengumpulan data dilakukan melalui kuesioner yang dibagikan kepada 90 responden yang merupakan pelanggan Café Nakoa Bethék. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Variabel yang diteliti meliputi suasana toko (X), kepuasan pelanggan (Z), dan niat kunjungan kembali (Y). Hasil penelitian menunjukkan bahwa suasana toko memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan dan niat kunjungan kembali. Selain itu, kepuasan pelanggan juga secara signifikan memengaruhi niat kunjungan kembali. Temuan lain mengungkapkan bahwa kepuasan pelanggan memediasi pengaruh tidak langsung suasana toko terhadap niat kunjungan kembali. Hasil ini menyiratkan bahwa optimalisasi suasana toko dapat menjadi strategi kunci untuk meningkatkan loyalitas konsumen dan keberlanjutan bisnis di industri kafe.

Kata kunci: Kepuasan Pelanggan, Niat Kunjungan Kembali, Suasana Toko, Loyalitas Konsumen, Keberlanjutan Bisnis

ABSTRACT

This study aims to analyze the influence of store atmosphere on customer satisfaction and revisit intention among consumers of Café Nakoa, Bethék branch, Malang City. The research is based on the growing trend of coffee shops in urban areas and the importance of creating a store atmosphere that enhances customers' experiences. Store atmosphere is considered a key factor in shaping customer perception, comfort, and loyalty. This research uses a quantitative approach with an explanatory research type. Data collection was conducted through a questionnaire distributed to 90 respondents who were customers of Café Nakoa Bethék. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. The variables studied include store atmosphere (X), customer satisfaction (Z), and revisit intention (Y). The results indicate that store atmosphere has a positive and significant influence on customer satisfaction and revisit intention. Moreover, customer satisfaction also significantly affects revisit intention. Another finding reveals that customer satisfaction mediates the indirect effect of store atmosphere on revisit intention. These results imply that optimizing store atmosphere can be a key strategy for enhancing consumer loyalty and business sustainability in the café industry.

Keywords: Customer Satisfaction, Revisit Intention, Store Atmosphere, Consumer Loyalty, Business Sustainability

INTRODUCTION

In recent years, the business world has experienced significant growth, especially in the coffee shop industry. This development is supported by research (Bushra et al., 2022; Felton, 2018) stating that coffee shops have become a trend among young people and now function as a “third place” after home and work or school. Coffee culture has become a global trend, evidenced by the fact that coffee is the most consumed beverage worldwide, with approximately 500 million cups consumed annually. This trend has led to the transformation of many urban spaces into coffee shops, including in Malang.

As coffee shops become more integrated into daily life, researchers have begun examining how consumers perceive and respond to these spaces. Coffee shops are now seen not only as social hangouts but also as places for studying, meetings, and stress relief. This phenomenon contributes to the emergence of numerous new cafés, prompting entrepreneurs to define a clear concept before entering the coffee shop business. Unique concepts—such as garden themes, urban styles, or industrial designs—help differentiate one café from another.

Moreover, store atmosphere plays a significant role in shaping customer behavior in the coffee shop industry. Consumers tend to choose places that offer comfort, aesthetic appeal, and pleasant ambiance. A well-designed store atmosphere positively influences customer satisfaction and revisit intention, whereas a poor atmosphere discourages return visits. This is supported by Pangaribuan & Sitinjak (2019), who found that store atmosphere significantly affects customer satisfaction and revisit intention.

HYPOTHESES DEVELOPMENT

Stimulus-Organism-Response (SOR) Theory

The SOR theory explains how environmental stimuli affect individuals and lead to specific behavioral responses. A recent study by Quan et al. (2025) applied S-O-R in nature-themed cafés, showing that natural elements such as plants and natural lighting enhanced emotional well-being, which influenced revisit intention and positive e-WOM. These findings reinforce the significance of store atmosphere as an effective stimulus shaping customer behavior.

Store Atmosphere

According to Levy and Weitz (2019), store atmosphere refers to a designed environment intended to influence consumer behavior through visual communication, lighting, color, music, and aroma. Additional elements such as seating arrangements, layout, and aesthetic concepts also contribute to creating a comfortable and attractive environment. Berman and Evans (2017) emphasize that a store’s physical characteristics—including sights, sounds, and scents—help shape consumer perceptions. A well-designed store atmosphere enhances customer comfort and encourages purchasing behavior.

Customer Satisfaction

Fatihudin and Firmansyah (2019) define customer satisfaction as a comparison between expectations and perceived experiences. Kotler and Keller (2019) describe satisfaction as a customer's evaluation of performance relative to expectations. A comfortable retail environment enhances customer satisfaction, which in turn increases loyalty and repeat visits.

Revisit Intention

Revisit intention refers to consumers' desire to return to a place after having a satisfying experience. Factors such as service quality, ambiance, and emotional value influence revisit intention. Han et al. (2020) assert that positive emotional experiences and physical environment assessment significantly affect revisit intention in restaurants.

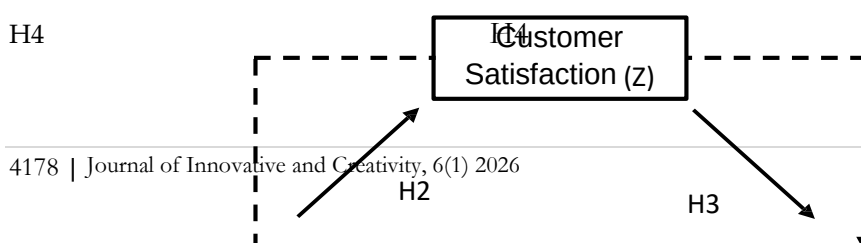
METHOD, DATA, AND ANALYSIS

This study employs an explanatory research design with a quantitative approach to explain and examine the causal relationships among the predetermined variables, namely Store Atmosphere (X), Revisit Intention (Y), and Customer Satisfaction (Z). Primary data were obtained through a survey (questionnaire) using a Likert scale ranging from 1 to 4, administered to a sample of 90 customers of Café Nakoa Malang. The sampling technique used was accidental sampling to represent the characteristics of the population.

The data collection methods consisted of observation, questionnaires, interviews, and documentation analysis. In analyzing the data, this research applied both descriptive and inferential analyses, which included the outer model and inner model assessments. The outer model was used to test validity through convergent validity—evaluated using outer loading values (>0.70) and average variance extracted (>0.50)—as well as discriminant validity, assessed using cross-loading values. Reliability was examined through composite reliability, with acceptable values >0.60 , and Cronbach's alpha >0.70 .

Meanwhile, the inner model was used to assess the relationships among variables through the R-Square ($0 \leq R^2 \leq 1$) and Q-Square (>0) values. Additionally, data analysis involved hypothesis testing through direct effects (p-value < 0.05) and indirect effects (p-value < 0.05). The hypothesis model of this study is presented as follows:

H4





Note :

◀ : **Direct Effect**

· : **Indirect Effect**

The research methodology should cover the following points: Concise explanation of the research methodology is prevalent; reasons for choosing the particular methods are well described; the research design is accurate; the sample's design is appropriate; the data collection processes are properly conducted; the data analysis methods are relevant and state-of-the-art.

DISCUSSION

1.1 Outer Model Analysis

1.1.1 Convergent Validity

Tabel 1 Hasil Uji Convergent Validity

Variabel	Item	Outer Loading	Keterangan
Store Atmosphere (X)	X.1.1	0.743	Valid
	X.1.2	0.778	Valid
	X.1.3	0.788	Valid
	X.2.1	0.716	Valid
	X.2.2	0.827	Valid
	X.3.1	0.764	Valid
	X.3.2	0.766	Valid
	X.4.1	0.771	Valid
	X.4.2	0.745	Valid
	X.4.3	0.762	Valid
	X.5.1	0.74	Valid
Customer Satisfaction (Z)	Z.1.1	0.817	Valid
	Z.2.2	0.895	Valid
	Z.2.1	0.703	Valid
	Z.2.2	0.849	Valid
Revisit Intention (Y)	Y.1.1	0.819	Valid
	Y.1.2	0.747	Valid
	Y.1.3	0.713	Valid

	Y.2.1	0.832	Valid
	Y.2.2	0.745	Valid

Source : Processed Data, 2024

Based on Table 1, the results of the convergent validity test for each item of the research variables show outer loading values greater than 0.70, indicating that all items meet the required criteria and that all constructs can be considered valid. In addition, validity testing can also be assessed through the Average Variance Extracted (AVE), which demonstrates values greater than 0.50, meaning that each construct is capable of explaining 50% or more of the variance of its indicators.

Tabel 2 Nilai Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
Store Atmosphere (X)	0.671
Customer Satisfaction (Z)	0.597
Revisit Intention (Y)	0.584

Source : Processed Data 2024

Based on the table above, it can be observed that the Average Variance Extracted (AVE) value for Store Atmosphere as variable X is 0.617, for Customer Satisfaction as variable Y is 0.597, and for Revisit Intention as variable Z is 0.548. Therefore, it can be concluded that the requirements for convergent validity have been met.

Discriminant Validity

Table 3 Cross Loading Values

Item	Customer Satisfaction (Z)	Revisit Intention (Y)	Store Atmosphere (X)
X.1.1	0.519	0.617	0.743
X.1.2	0.531	0.56	0.778
X.1.3	0.552	0.641	0.788
X.2.1	0.341	0.435	0.716
X.2.2	0.517	0.54	0.827
X.3.1	0.538	0.532	0.764
X.3.2	0.508	0.561	0.766
X.4.1	0.481	0.533	0.771
X.4.2	0.461	0.509	0.745
X.4.3	0.605	0.595	0.762
X.5.1	0.41	0.541	0.74
Y.1.1	0.576	0.819	0.585

Y.1.2	0.485	0.747	0.504
Y.1.3	0.454	0.713	0.593
Y.2.1	0.65	0.832	0.622
Y.2.2	0.525	0.745	0.493
Z.1.1	0.817	0.507	0.484
Z.1.2	0.895	0.631	0.596
Z.2.1	0.703	0.514	0.476
Z.2.2	0.849	0.63	0.585

Source : Data Processed 2024

Based on the data presented in the table above, it can be observed that the cross-loading values for each latent variable item are higher than those of the other variables. Therefore, the items used in this study demonstrate good discriminant validity in representing their respective constructs.

Composite Reliability

Table 4 Composite Reliability and Cronbach's Alpha Values

Variabel	Composite Reliability	Cronbach's Alpha
Store Atmosphere (X)	0,931	0,929
Customer Satisfaction (Z)	0,846	0,834
Revisit Intention (Y)	0,838	0,830

Source : Data Processed 2024

Based on the results presented in the table above, it can be observed that the composite reliability values for all variables exceed 0.60, indicating that each variable meets the composite reliability criteria and demonstrates a high level of reliability. Furthermore, the composite reliability is supported by the Cronbach's alpha values, showing that the Store Atmosphere (X) and Revisit Intention variables each have a value of 0.929, while the Customer Satisfaction variable has a value of 0.834. This indicates that all variables can be considered reliable, as they possess Cronbach's alpha values greater than 0.70.

Inner Model Analysis Results

R-Square

Tabel 5 Nilai R-Square

Variabel	R-Square	R-Square Adjusted
Revisit Intention (Y)	0,617	0,608
Customer Satisfaction (Z)	0,433	0,427

Source : Data Processed 2024

Based on the data presented above, the R-square value for the Revisit Intention variable is 0.617, indicating that Revisit Intention can be explained by the Store Atmosphere variable by 61.7%, while the remaining 38.2% is influenced by other variables not included in this study. Meanwhile, the R-square value for the Customer Satisfaction variable is 0.433, meaning that Customer Satisfaction can be explained by the Store Atmosphere variable by 43.3%, with the remaining 56.7% influenced by other variables outside the scope of this study.

Q- Square

Table 6 Q-Square Values

Variabel	SSO	SSE	Q-Square (1-SSE/SSO)
Revisit Intention (Y)	360	259.243	0,280
Customer Satisfaction (Z)	450	291.74	0,352

Source : Data Processed 2025

The Q-square calculation result for the Revisit Intention (Y) variable is 0.280, while the Q-square value for the Customer Satisfaction (Z) variable is 0.352. These values, which are greater than 0, indicate that the model possesses good predictive relevance, as it is capable of explaining the overall information within the model.

Mediation Effect Analysis Results Direct Effect

Table 7 Direct Effect

Variabel	Original Sample (O)	P-Value
Store Atmosphere (X) -> Revisit Intention (Y)	0,468	0,000
Store Atmosphere (X) -> Customer Satisfaction (Z)	0,618	0,000
Customer Satisfaction (Z) -> Revisit Intention (Y)	0,394	0,000

Source : Data Processed 2024

Based on the data presented above, it can be concluded that the effect of the Store Atmosphere variable on Revisit Intention shows an original sample coefficient value of 0.468 with a p-value of 0.000. These values indicate a positive and significant direct effect of Store Atmosphere on Revisit Intention. The statistical analysis results confirm that Hypothesis 1 is accepted, meaning that an effective Store Atmosphere increases customers' Revisit Intention at Café Nakoa Malang.

Furthermore, the effect of Store Atmosphere on Customer Satisfaction shows an original sample coefficient value of 0.618 with a p-value of 0.000. These results indicate a positive and significant direct effect of Store Atmosphere on Customer Satisfaction. The statistical analysis confirms that Hypothesis

2 is accepted, demonstrating that a well-implemented Store Atmosphere enhances Customer Satisfaction among Café Nakoa Malang customers.

The effect of Customer Satisfaction on Revisit Intention shows an original sample coefficient value of 0.394 with a p-value of 0.000. These findings indicate a positive and significant direct effect of Customer Satisfaction on Revisit Intention. The statistical analysis confirms that Hypothesis 3 is accepted, suggesting that higher levels of Customer Satisfaction lead to increased Revisit Intention among Café Nakoa Malang customers.

Indirect Effect

Table 8 Indirect Effect

Variabel	Original Sample (O)	P-Value
Store Atmosphere (X) → Customer Satisfaction (Z) → Revisit Intention (Y)	0.259	0,009

Source : Data Processed 2024

Based on the results of the indirect effect analysis presented above, the p-value is 0.259, which indicates a value greater than 0.05. This value suggests that there is an indirect effect between Store Atmosphere and Revisit Intention through Customer Satisfaction. Therefore, it can be concluded that Hypothesis 4 is accepted, indicating that Store Atmosphere has a significant indirect effect on Revisit Intention through Customer Satisfaction as the intervening variable.

Total Effect

Table 9 Total Effect

Variabel	Original Sample (O)	P-Value
Store Atmosphere (X) → Revisit Intention (Y)	0.394	0.000
Store Atmosphere (X) → Customer Satisfaction (Z)	0.658	0.000
Kepuasan Pelanggan (Z) → Revisit Intention (Y)	0.727	0.000

Source : Data Processed 2024

The conclusion derived from the analysis in the table above is that the total effect of the relationship between Store Atmosphere and Revisit Intention is 0.394 with a p-value of 0.000. Meanwhile, the total effect of the relationship between Store Atmosphere and Customer Satisfaction is 0.658 with a p-value of 0.000, and the total effect of the relationship between Customer Satisfaction and Revisit Intention is 0.362 with a p-value of 0.000.

Discussion

The Influence of Store Atmosphere on Revisit Intention

The results of the tests and analyses conducted indicate that Store Atmosphere has a positive and significant direct effect on Revisit Intention. This conclusion is based on the original sample coefficient value of 0.468 with a p-value of 0.000. This means that the higher the level of Store Atmosphere, the higher the consumers' Revisit Intention will be, and conversely, a lower level of Store Atmosphere will result in a lower Revisit Intention.

This finding is supported by Mowen and Minor (2002), who assert that store atmosphere is related to how business actors manipulate building design, interior design, store layout, displays, air circulation and temperature, store colors, aroma, music, and accessibility within the store, all of which aim to shape consumers' in-store experiences. The better the atmosphere created within Café Nakoa, the more positive the visit experience consumers will have. Safitri (2020) also explains that when consumers have previously experienced a positive store visit, they require little consideration to return.

The explanation of this analysis is further reinforced by previous research conducted by Sofia, Pangaribuan, and Sitinjak (2019), which demonstrated that store atmosphere influences revisit intention. Based on the PLS-SEM analysis results, store atmosphere showed a path coefficient value of 0.387 with a t-statistic of 2.887. These results indicate significance because the t-statistic is greater than 1.96 and the p-value is less than 0.05, thus confirming a positive and significant effect of Store Atmosphere on Revisit Intention.

The Influence of Store Atmosphere on Customer Satisfaction

The results of the tests and analyses conducted indicate that Store Atmosphere has a positive and significant direct effect on Customer Satisfaction. This conclusion is based on the original sample coefficient value of 0.618 with a p-value of 0.000. This means that the higher the level of Store Atmosphere, the higher the Customer Satisfaction will be, and conversely, the lower the level of Store Atmosphere, the lower the Customer Satisfaction.

This finding is supported by Levy and Weitz (2012), who state that consumers respond not only to the goods and services offered, but also to the pleasant environment that supports purchasing behavior. Such an environment encourages consumers to choose a store, restaurant, or café and make purchases. A unique, attractive, and comfortable atmosphere directly enhances customer satisfaction as well as provides a pleasant experience. Therefore, the better the management of the store atmosphere at Café Nakoa, the higher the level of customer satisfaction will be.

The explanation of this analysis is further supported by previous research conducted by Sofia, Pangaribuan, and Sitinjak (2019), which demonstrated that store atmosphere influences customer satisfaction. Based on the PLS-SEM analysis, the store atmosphere variable showed a path coefficient

value of 0.818 with a t-statistic of 19.759. These results indicate significance because the t-statistic exceeds 1.96 and the p-value is below 0.05, confirming a positive and significant effect of store atmosphere on customer satisfaction.

The Influence of Customer Satisfaction on Revisit Intention

The results of the tests and analyses conducted indicate that Customer Satisfaction has a positive and significant direct effect on Revisit Intention. This conclusion is based on the original sample coefficient value of 0.394 with a p-value of 0.000. This means that the higher the level of Customer Satisfaction, the higher the Revisit Intention will be, and conversely, the lower the level of Customer Satisfaction, the lower the Revisit Intention.

This study is supported by the findings of Firmawan Adixio and Saleh (2013), who state that when consumers have previously experienced a positive visit, they require very little consideration to return. In addition, Ross (1993), as cited in Chotimah and Dian Wahyudi (2019), explains that future revisits are based on past experiences that provide satisfaction exceeding the customers' expectations. In other words, revisit intention will not occur if consumers feel dissatisfied with their previous purchasing experiences. Such revisit intention is unlikely to occur when customers have negative experiences or encounter dissatisfaction (Ha and Jang, 2012).

The results of this study are further supported by prior research conducted by Safitri (2020), which demonstrated that customer satisfaction influences revisit intention. Based on the PLS-SEM analysis, customer satisfaction showed a path coefficient value of 0.422 with a t-statistic of 3.097. These results indicate significance because the t-statistic exceeds 1.96 and the p-value is below 0.05, confirming a positive and significant effect of Customer Satisfaction on Revisit Intention.

The Influence of Store Atmosphere on Revisit Intention Through Customer Satisfaction

Based on the results of the tests and analyses conducted, it can be concluded that there is an indirect effect of Store Atmosphere on Revisit Intention mediated by Customer Satisfaction. This finding is supported by a p-value of 0.009, which is less than 0.05, indicating a significant indirect effect. Thus, it can be concluded that Store Atmosphere significantly influences Revisit Intention through Customer Satisfaction.

The results of this study are supported by previous research conducted by Anatasia Dwi Putri, Bula Prabawani, and Widiyanto (2021), which also found a significant indirect effect of Store Atmosphere on Revisit Intention through Customer Satisfaction. Based on the PLS-SEM analysis of indirect effects, store atmosphere was found to significantly influence revisit intention through customer satisfaction, with a path coefficient value of 0.345 and a t-statistic of 3.138. These results indicate significance because the t-statistic exceeds 1.96 and the p-value is below 0.05, confirming a significant indirect influence of Store Atmosphere on Revisit Intention through Customer Satisfaction as the intervening variable.

Furthermore, the VAF calculation used to test the mediation effect of Customer Satisfaction as a mediating variable between Store Atmosphere and Revisit Intention showed a value of 0.471 or 47.1%, which falls under the category of partial mediation.

CONCLUSION

Based on the problems that have been formulated and the results of the hypothesis testing that has been conducted, the conclusions of this research are as follows:

1. The findings indicate that Store Atmosphere (X) has a significant direct effect on Revisit Intention (Y).
2. The findings indicate that Store Atmosphere (X) has a significant direct effect on Customer Satisfaction (Z).
3. The findings indicate that Customer Satisfaction (Z) has a significant direct effect on Revisit Intention (Y).
4. The findings indicate that there is a significant indirect effect of Store Atmosphere (X) on Revisit Intention (Y) through Customer Satisfaction (Z) among customers of Café Nakoa Malang.

ACKNOWLEDGEMENT

Based on the explanations presented in the conclusions above, several recommendations are proposed that are expected to be beneficial for the company as well as other relevant stakeholders. The recommendations are as follows:

1. **Regarding the direct influence of Store Atmosphere on Revisit Intention**
Café Nakoa Malang is advised to continuously monitor and enhance the quality of its store atmosphere, including lighting, layout, interior décor, cleanliness, background music, and ambient scent. These elements have been proven to directly influence customers' intention to revisit. Improving the overall ambiance will create a pleasant experience and foster customer loyalty.
2. **Regarding the direct influence of Store Atmosphere on Customer Satisfaction**
Since store atmosphere directly contributes to customer satisfaction, management should ensure that all atmospheric elements are not only visually appealing but also provide comfort and convenience for customers. Staff service quality should also align with the intended atmosphere to create a harmonious environment that supports customer satisfaction.
3. **Regarding the direct influence of Customer Satisfaction on Revisit Intention**
As customer satisfaction directly affects revisit intention, Café Nakoa should actively manage and evaluate customers' experiences during their visits. This may be carried out through short surveys, suggestion boxes, or digital service ratings to identify aspects that require improvement.
4. **Regarding the indirect influence of Store Atmosphere on Revisit Intention through Customer Satisfaction**

Considering the indirect effect through the mediating variable, it is important for Café Nakoa to design a store atmosphere that is not only aesthetically appealing but also enhances customers' emotional and psychological satisfaction. By improving satisfaction through a supportive ambiance, customers will be encouraged to revisit voluntarily without requiring excessive promotional efforts.

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