

PREDICTING CUSTOMER SATISFACTION AND INTENTION TO REVISIT A LOCAL COFFEE SHOP WITH INDUSTRIAL CONCEPT IN JAKARTA

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Abstract

This study examines the factors that influence customer satisfaction and visiting intentions at a local industrial coffee shop. This study uses six measured variables: service quality, food quality, variety of menu, café atmosphere, customer satisfaction and revisit intention. The data collection method used a survey using an online questionnaire. Respondents are those who live in DKI Jakarta and have made purchases and visits to local coffee shop with industrial concepts. A total of 246 respondents were involved, the data were analyzed using SPSS 26 and SEM from AMOS software version 26 to manage and analyze data. The results of this study based on the hypothesis indicate that the hypothesis of service quality on revisit intention is accepted and significant, service quality on customer satisfaction is accepted and significant, food quality on revisit intention is accepted and significant, food quality on customer satisfaction is accepted and significant, customer satisfaction on revisit intention is accepted. and significant, variety of menu on customer satisfaction is accepted and significant, variety of menu on revisit intention is accepted and significant, café atmosphere on customer satisfaction is accepted and significant, café atmosphere on revisit intention is accepted and significant.

Keywords: service quality, food quality, variety of menu, café atmosphere, customer satisfaction, revisit intention.

INTRODUCTION

Currently a business is able to make a major contribution to the economic development of a country, especially Indonesia. Based on data from the Agricultural Data Information System Center of the Ministry of Agriculture, national coffee consumption reached about 250,000 tons in 2016, an increase of 10.54% to 276,000 tons. Indonesian coffee consumption is projected to increase at an average annual rate of 8.22% between 2016 and 2021. In 2021, coffee supply will reach 795,000 tonnes, consumption will reach 370,000 tonnes and a surplus of 425,000 tonnes is expected. Around 94.5% of coffee production in Indonesia is supplied from smallholder coffee entrepreneurs. However, from the data above, it can also be seen that there has been a decreased in coffee consumption from 2020 – 2021, which start on 13.83% coffee consumption and then decreased drastically to 4.52%. Of course, this is due to the Covid -19 pandemic that has occurred almost two years ago. The emergence of Covid -19 made some activities limited, such as work, school, even visiting coffee shop.

Covid-19 caused a big crisis for the food and beverage business such as restaurants, coffee shops and others. Many of them were forced to close due to the lockdown policies and restrictions on social interaction in early 2020. In addition, consumers chose to reduce and avoid interacting in public places. According to research and a McKinsey Institute survey in 2020, that the food and beverages business sector is the sector experiencing the impact of the Covid-19 pandemic, especially in the restaurant, coffee shop and place businesses that provide on-site service (Kurniawan et al., 2020).

Even though it was hindered by the Covid-19 pandemic, the coffee shop or its modern called the coffee shop which is familiar among young people is currently growing rapidly, especially in the capital city of Jakarta. According to research by Nurikhsan et.al (2019), there are several factors that motivate a teenager to drink coffee at a coffee shop, namely helping to relax or just for entertainment. Many factors affect customer satisfaction every visit to the Coffee Shop. With this phenomenon, researchers want to know what are the factors that cause customer satisfaction and intention to visit a local coffee shop with an industrial concept.

LITERATURE REVIEW

Revisit Intention

Kotler dan Armstrong (2013) show that the intention of return visits is to make repeat purchases to buy the same product or brand even though they do not have an emotional relationship. Revisit Intention is a form of behavior intention when a customer has the desire to return to

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visit a place or destination, receive positive word of mouth, stay longer than expected, and buy more than expected (Azzahra et al., 2020).

Customer Satisfaction

Satisfaction is a form of customer or someone's feelings about the performance or results they have gotten and then they compare it with their expectations (Kotler, 2012). Customer satisfaction is the result of a person's evaluation after making a purchase, whether the experience exceeds customer expectations or not, while a sense of dissatisfaction will arise when the experience does not meet their expectations. (Kasim, 2021).

According to (Kotler (2012)) there are four methods that can be used to measure customer satisfaction, namely Complaints and suggestions system, Customer satisfaction survey, Ghost Shopping, and Analysis of Lost Customers. First, the Complaints and Suggestions system is a company that provides full opportunities for its customers to express opinions and complaints. Customer satisfaction survey, can be defined as the occasional company needs to conduct a customer satisfaction survey. Ghost Shopping, this method is done by employing several ghost shoppers to act as customers. Analysis of lost customers, this method is carried out by the company by calling back customers who have not visited or made a purchase again.

Intention is something that can cause a person to come into direct contact with an object that he finds interesting. Interest can also be interpreted as an individual's awareness of an object, such as an object, person, situation, or anything related to it. Intention to return is an emotional state of a person that describes a plan to perform some activity or action within a certain period of time. It is assumed that this understanding is a direct response to behavior. An obvious application of the definition of repeat visit interest is that the customer will take action for future repeat visits as an immediate response to customer behavior after the visit or purchase. High interest in repeat visits illustrates a high level of customer satisfaction. Customer satisfaction is the feeling of pleasure or frustration that a person gets when comparing the expected performance with the performance received by the customer (Kotler & Keller, 2009, p. 138). From the description above, the following hypotheses can be formulated:

H₅: Customer satisfaction affects revisit intention positively and significantly.

Service Quality

Service quality is an effort to fulfill consumer needs and desires to meet customer satisfaction (Tjiptono & Chandra, 2013). Good service is also an indication to increase customer satisfaction. This shows that commitment to reuse services and willingness to pay more for services is influenced by the services provided (Soebandhi et al., 2020). Service quality is a feature and characteristic of a service that gives it its ability to fulfill what the customer wants.

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This means that a product or service provider must be able to provide what customers need well so that they will feel satisfied (Effendy, 2019).

Good service is also an indication to increase customer satisfaction. This shows that commitment to reuse services and willingness to pay more for services is influenced by the services provided (Soebandhi et al., 2020). This forces the owners of these companies to be more customer-oriented by providing the best possible quality service to their customers to create satisfaction for the services provided. In addition, the service quality of a business can also be known by comparing the perception of customer expectations with the actual service. Products or services that support its ability to meet needs directly or indirectly. This means that business entities must be able to provide products or services that can meet customer needs so that customers will feel satisfied (Kotler, 2012).

Service quality means providing the best service performed by service providers to be able to meet the wants and needs of customers and adjust what customers expect. According to Yan et al., (2015) in their research that examines the factors that influence the intention of visitors to return to the restaurant, the results show that service quality has a positive effect on customer interest in returning. Thus, it can be concluded that the higher the level of service quality will affect the higher level of visits. This shows that commitment to reuse services and willingness to pay more for services is influenced by the services provided (Soebandhi et al., 2020). From the description above, the following hypothesis can be formulated:

H₁: Service quality affects customer satisfaction positively and significantly.

H₂: Service quality affects revisit intention positively and significantly.

Food Quality

Kualitas merupakan sebuah ukuran dari fitur dan sebagai karakteristik dari sebuah produk atau jasa yang dihasilkan, serta bergantung pada cara mereka sebagai penyedia untuk memuaskan pelanggan (Namkung dan Jang 2007). An advantage of a product or service is usually measured by quality. It can be described that quality is a characteristic that greatly contributes to meeting the wishes of buyers (Ting et al., 2018).

According to Abdullah (2016), that from the customer's point of view, food quality is one of the main determinants of customers in choosing a restaurant or cafe. Ha dan Jang (2010) found that food quality is the most important factor that can be directly felt by customer satisfaction, although there are other factors such as the environment, service quality and others. Quality has a significant influence on company profitability. Perceived quality refers to "consumer's assessment of the overall superiority or superiority of a product" (Konuk, 2019). The customer's perception or expectation of a place will pay attention to the quality of the food

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which can lead to a sense of satisfaction for the customer. In a cafe or coffee shop, high quality food is one of the factors that can help increase customer satisfaction. (Nor Azureen et al., 2016). To create loyal customers, customer satisfaction is one of the critical business goals. According to Han and Do-Gyeong (2015), one of the most important factors in the food and beverages business is the quality of the food served. According to Abdullah (2016), that from the customer's point of view, food quality is one of the main determinants of customers in choosing a restaurant or cafe. Namkung and Jang (2007) examined the impact of food quality on the behavioral intention of customers to make repeat visits, the results found that there was a positive relationship between food quality and behavioral intentions of customers to make repeat visits. From the description above, the following hypothesis can be formulated:

H₃: Food quality affects customer satisfaction positively and significantly.

H₄: Food quality affects revisit intention positively and significantly.

Variety of Menu

The key factor in meeting expectations, meeting customer needs and satisfaction in visiting a coffee shop or cafe is the factor of menu variations. Through a variety of menus, customers can have a variety of nutrients so that the body can function properly and have the option to choose according to their wishes. Fulfilling customer expectations will have an impact on customer happiness and provide opportunities for them to make repeat visits and repurchase so that from this it is predicted to provide increased profits. (Ismail et al., 2019). According to Njoto (2016), there are dimensions of menu variations that can be felt based on taste, size, quality and product availability or product completeness.

The variety of menu starts with a selection of raw materials, processing methods, and ready-to-use to provide the variety of foods consumers need to meet their needs. The various menus offered will make it easier for consumers to choose food according to their tastes so as to increase customer satisfaction (Tarigan et al., 2020). The relationship between menu variations and customers in deciding what to buy is closely related to the continuity of a company's sales and can affect the reaction of customer decisions.

Menu will communicate what is offered, indicate the type of service desired, and reflect the facilities that will be enjoyed by customers or visitors (Reynolds & Taylor, 2009). Menus can also serve as a basis for customers to choose food, a well-made menu can direct customers' attention to more items for sale (Ozdemir & Caliskan, 2013). From the description above, the following hypothesis can be formulated:

H₆: Variety of Menu affects customer satisfaction positively and significantly.

H₇: Variety of Menu affects revisit intention positively and significantly.

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Café Atmosphere

In a marketing literature, atmosphere is defined as a spatial planning arrangement that is carried out consciously to give a certain emotional effect or impact on customers that allows them to increase their purchases (Suhud & Wibowo, 2016). The atmosphere is not only tangible in a place, but can be an intangible environment such as music, lighting, and smells (Sasongko et al., 2020). So that the atmosphere in a place can be felt using the senses (Soebandhi et al., 2020). The atmosphere or atmosphere in a shop or restaurant can be said to be very important to highlight or show its physical appearance. The atmosphere is useful in building an image and can give special attention to customers so as to increase customer interest in their desire to visit or buy from the place (Dewi et al., 2021).

Café atmosphere as a store environment that makes visitors feel comfortable and pleasant, thus stimulating consumers to spend time shopping at the store. The atmosphere is not only tangible in a place, but can be an intangible environment such as music, lighting, and smells (Tran et al., 2020). Customers will use their senses to feel the atmosphere of the service, the dimensions of their service atmosphere are inherited from sensory terms such as sight, sound, smell, and touch. If the atmosphere supports the activities carried out by customers, in the future customers will feel that the place is a suitable place to carry out certain activities that make customers comfortable.

Kotler dan Armstrong (2013) define atmosphere as a tool to provide emotional influence on buyers to stimulate purchases through the design and atmosphere of the environment. The atmosphere or atmosphere in a shop or restaurant can be said to be very important to highlight or show its physical appearance. The atmosphere is useful in building an image and can give special attention to customers so as to increase customer interest in their desire to visit or buy from the place (Dewi et al., 2021). From the description above, the following hypothesis can be formulated:

H₈: Café atmosphere affects customer satisfaction positively and significantly.

H₉: Café Atmosphere influences revisit intention positively and significantly.

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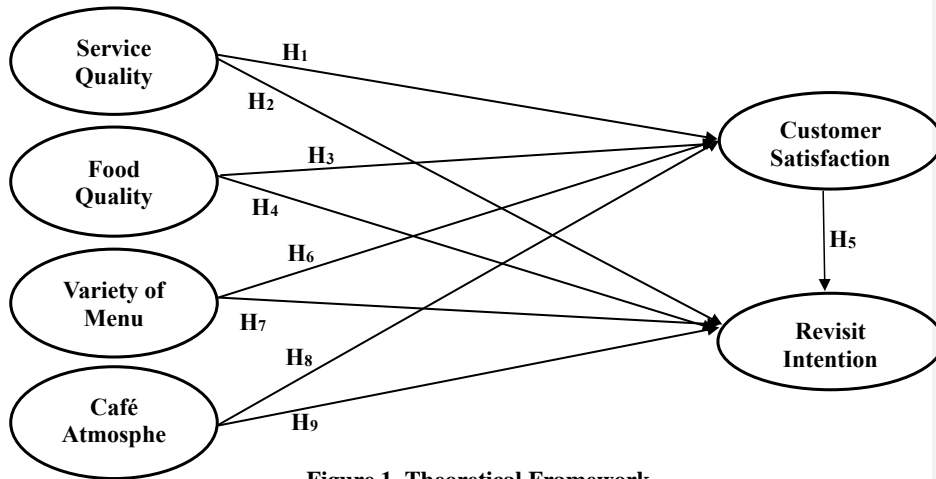


Figure 1. Theoretical Framework

Source: Researcher Data (2022)

RESEARCH METHOD

This research was conducted in December 2021 – January 2022. This type of research is descriptive quantitative data-based with survey data collection methods. The population of this study is people who live in DKI Jakarta and have made purchases and visits to local coffee shops with industrial concepts. The sample used as many as 246 respondents with sampling using purposive sampling technique. Data collection uses the distribution of online questionnaires through social media such as Instagram, WhatsApp and Line. Data were analyzed using SPSS version 26 and SEM (Structural Equation Modeling) from AMOS software version 26 to manage data and analyze research data. Based on the experience of the Indonesian people, there is a tendency for a person or respondent to give an answer choice in the medium category for humanitarian reasons, but if this happens the researcher cannot obtain certain information, to overcome this the researcher is advised to take a Likert scale test using a score of 6 points (Hodge, A. S, 2021).

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RESULT AND DISCUSSION

Characteristic of Respondents

This study managed to collect 246 respondents spread across the Jakarta area. Based on data, the characteristics of respondents based on gender were dominated by 132 Female (53,70%). Characteristics based on age were dominated by 17-25 years as many as 175 (71,10%).

Characteristics based on employment status in the majority by students as much as 127 (51,60%). Respondents with status characteristics dominated by single as many as 197 (80,10%). Then for the characteristics based on the last education dominated by the last education High School as much as 108 (43,90%). Finally, the characteristics based on monthly income are dominated by IDR 1,000,001 - IDR 5,000,000 as many as 82 (33,30%).

Validity and Reliability Test

Table 1. EFA and Cronbach's Alpha Result

Items	Indicators	Factor Loadings	Cronbach's Alpha
Service Quality			0,837
SQ1	I feel that the friendliness of the employees of a local coffee shop with an industrial concept is important for me as a visitor	0,919	
SQ3	I feel that employees or officers who work at local coffee shops with industrial concepts are able to take the time to respond to customer requests quickly	0,912	
SQ2	I feel that the availability of facilities such as toilets, prayer rooms, and adequate parking spaces are factors that I consider when visiting a local coffee shop with an industrial concept.	0,774	
Food Quality			0,869
FQ2	I feel that the appearance of serving food and drinks at a local industrial coffee shop shows its quality	0,905	
FQ1	The taste of coffee and local coffee shop food with industrial concept is one of the factors I bought and visited	0,885	
FQ3	I feel that the portion of food and drink at a local coffee shop with an industrial concept is a factor for me to buy and visit it	0,880	
Variety of Menu			0,848
VM3	The many variations of flavors make me want to taste all the flavors on the local coffee shop menu with an industrial concept	0,889	
VM1	The availability of a variety of menus makes me want to visit another local coffee shop with an industrial concept	0,878	
VM2	The availability of a healthy food menu made me buy a local coffee shop with an industrial concept	0,863	
Café Atmosphere			0,879
CA4	I feel that a coffee shop with an industrial concept needs a cool room temperature	0,884	
CA2	I feel the need for music in a local coffee shop with an industrial concept	0,863	
CA3	I feel the need for a fragrance or aroma in a local coffee shop with an industrial concept to give a comfortable effect	0,850	

Items	Indicators	Factor Loadings	Cronbach's Alpha
CA1	Cleanliness is something that needs to be considered in a local coffee shop with an industrial concept	0,829	
Customer Satisfaction			0,790
CS1	I feel satisfied when I visit a local coffee shop with an industrial concept considering the time and energy I put in	0,841	
CS2	I feel satisfied visiting a local industrial coffee shop compared to my expectations	0,839	
CS3	I refer other people to visit a local coffee shop with industrial concept	0,838	
Revisit Intention			0,778
RI1	I have the intention of returning to a local industrial coffee shop in the future	0,847	
RI3	I am willing to come back to the local industrial coffee shop	0,845	
RI2	I want to come more often to the local industrial coffee shop	0,815	

Source: Researcher Data (2022)

Based on table 1, all of variables have factor loadings 0,774 – 0,919 which show that all indicators are valid. Furthermore, all cronbachs alpha 0,778 – 0,879, which means that all variable's are declared reliable. So, from all variables no dimensions were formed and no indicators were omitted because they met the criteria, namely factor loadings > 0.7 and cronbach's alpha > 0.7.

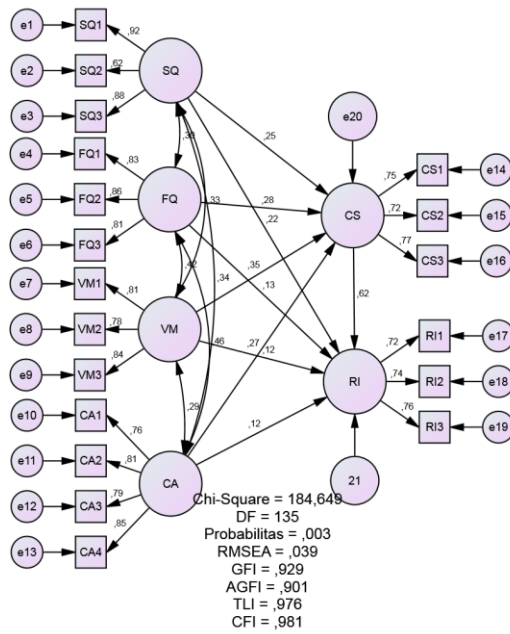


Figure 2 Full Model SEM
Source: Researcher Data (2022)

Table 2 Full Model Result

Goodnes-of-fit	Cut-off Value	Result	Evaluation
Probability	> 0,05	0,003	Not Fit
RMSEA	< 0,08	0,039	Fit
GFI	> 0,90	0,929	Fit
AGFI	> 0,90	0,901	Fit
CMIN/DF	< 2,00	1,368	Fit

Source: Researcher Data (2022)

The test results in Table 2, show that the model has not been said to be suitable. This is because there is an index that does not meet the requirements, namely Probability = 0.003 which should be > 0.05. So, retesting needs to be done again by making adjustments, so that researchers get a model that meets the appropriate criteria and can test hypotheses.

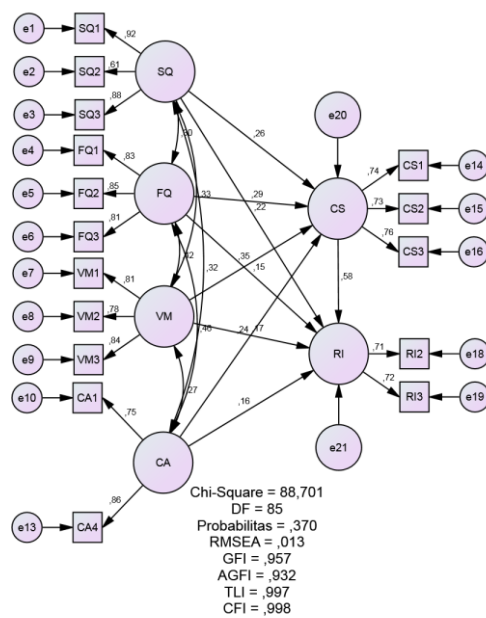


Figure 3 Fit Model SEM
 Source: Researcher Data (2022)

Table 3 Fit Model Result

Goodnes-of-fit	Cut-off Value	Result	Evaluation
Probability	> 0,05	0,370	Fit
RMSEA	< 0,08	0,013	Fit
GFI	> 0,90	0,957	Fit
AGFI	> 0,90	0,932	Fit
CMIN/DF	< 2,00	1,044	Fit

Source: Researcher Data (2022)

Based on Table 3, when the full model is tested, the Café Atmosphere variable has four indicators. After the model fit test, two indicators of the Café Atmosphere variable, namely CA2 and CA3 must be deleted in order to meet the conformity requirements of the model under test, this leaves two indicators. Then, in the full model test, the Revisit Intention variable has three indicators. After the model fit test has been carried out, one indicator of the Revisit Intention variable, namely RI1 must be deleted in order to meet the conformity requirements of the model under test, this leaves two indicators. Then, the results of the appropriate model show the value of $P = 0.370$, $RMSEA = 0.013$, $GFI = 0.957$, $AGFI = 0.932$, and $CMIN/DF = 1.044$, so it can be said that the research model is fit.

Hypothesis Test Result

Table 4 Hypothesis Test Result

Hypothesis		Path		C.R.	P	Result
H ₁	Service Quality	→	Customer Satisfaction	4,144	***	Accepted
H ₂	Service Quality	→	Revisit Intention	3,406	***	Accepted
H ₃	Food Quality	→	Customer Satisfaction	3,963	***	Accepted
H ₄	Food Quality	→	Revisit Intention	2,161	0,031	Accepted
H ₅	Customer Satisfaction	→	Revisit Intention	4,760	***	Accepted
H ₆	Variety of Menu	→	Customer Satisfaction	5,043	***	Accepted
H ₇	Variety of Menu	→	Revisit Intention	2,419	0,016	Accepted
H ₈	Café Atmosphere	→	Customer Satisfaction	3,275	0,001	Accepted
H ₉	Café Atmosphere	→	Revisit Intention	2,406	0,016	Accepted

Note: *** is accepted on level 0,05

Source: Researcher Data (2022)

Based on table 4, it can be seen the results of hypothesis testing in the study:

In the service quality variable on customer satisfaction, this model has a C.R of 4.144, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between service quality variables on customer satisfaction. This means that the first hypothesis which states that service quality affects customer satisfaction is accepted. The results of this research are in accordance with previous research by Rafsanjani and Sutopo (2017), Kasim (2021), Dewi *et al* (2021).

In the service quality variable on revisit intention, this model has a C.R of 3.406, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between service quality variables on revisit intention. This means that the second hypothesis which states that service quality has an effect on revisit intention is accepted. The results of this research are in accordance with previous studies by Yolanda and Rahmidani (2020), Ting *et al* (2018), Putra (2020), Massie *et al* (2021).

In the food quality variable on customer satisfaction, this model has a C.R of 3.963, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between food quality variables on customer satisfaction. This means that the third hypothesis which states that food quality affects customer satisfaction is accepted. The results of this research are in accordance with previous research by Lee *et al* (2018).

In the food quality variable on revisit intention, this model has a C.R of 2.161, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between the food quality variable on revisit intention. This means that the fourth hypothesis which states that food quality has an effect on revisit intention is accepted. The results of this

research are in accordance with previous research by Ting *et al* (2018), Putra (2020), Massie *et al* (2021).

In the variable of customer satisfaction on revisit intention, this model has a C.R of 3.963, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between customer satisfaction variables on revisit intention. This means that the fifth hypothesis which states that customer satisfaction has an effect on revisit intention is accepted. The results of this research are in accordance with previous research by Sofia *et al* (2020).

In the variety of menu variable on customer satisfaction, this model has a C.R of 5.043, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between the variety of menu variables on customer satisfaction. This means that the sixth hypothesis which states that the variety of menu affects customer satisfaction is accepted. The results of this research are in accordance with previous studies by Baiomy *et al* (2019), Nor Azureen *et al* (2016).

In the variable of variety of menu on revisit intention, this model has a C.R of 2.416, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between the variety of menu variables on revisit intention. This means that the seventh hypothesis which states that variety of menu affects revisit intention is accepted. The results of this research are in accordance with previous research by Baiomy *et al* (2019).

In the café atmosphere variable on customer satisfaction, this model has a C.R of 3.275, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between the café atmosphere variable on customer satisfaction. This means that the eighth hypothesis which states that the cafe atmosphere affects customer satisfaction is accepted. The results of this research are in accordance with previous research by Aprilia and Suryani (2020), Tamher *et al* (2019), Rafsanjani and Sutopo (2017), Lee *et al* (2018).

In the café atmosphere variable on revisit intention, this model has a C.R of 2.406, which means it is greater than 1.96. These results mean that have a positive influence in the relationship between the café atmosphere variable on revisit intention. This means that the ninth hypothesis which states that the cafe atmosphere has an effect on revisit intention is accepted. The results of this research are in accordance with previous research by Yolanda and Rahmidani (2020).

CONCLUSION

This study provides results from factors of satisfaction and intention to revisit local coffee with industrial concepts caused by service quality, food quality, variety of menus and cafe atmosphere. Based on the results of the analysis service quality variable has a positive and significant influence on customer satisfaction, which means the service quality of a local coffee shop with an industrial concept can provide a sense of satisfaction for customers. Service quality variable has a positive and significant effect on revisit intention, which means the service quality of a local coffee shop with an industrial concept is a factor that makes customers have the intention and make visits. The food quality variable has a positive and significant influence on customer satisfaction, which means when an industrial coffee shop is able to provide good quality food such as taste, presentation and portion, the customer will be satisfied with these factors. The food quality variable has a positive and significant effect on revisit intention. Which means when an industrial coffee shop is able to provide good quality food such as taste, presentation and portions, it will create an intention for customers to make repeat visits. The customer satisfaction variable has a positive and significant influence on the revisit intention, which means when a customer is satisfied with a local industrial coffee shop, the customer has the intention to come or visit a local industrial coffee shop again in the future. Variable variety of menu has a positive and significant influence on customer satisfaction, which means the availability of a variety of menus from local industrial coffee shops can make customers feel satisfied because customers have the opportunity to choose the variety of flavors of food or drinks they like. The variety of menu variable has a positive and significant effect on revisit intention, which means the availability of menu variations from local industrial coffee shops can make customers want to come back because they feel like trying several other menu variations. The café atmosphere variable has a positive and significant influence on customer satisfaction, which means when a local industrial coffee shop has a good atmosphere such as cleanliness, room temperature and other forms of comfort, customers will feel satisfied. The café atmosphere variable has a positive and significant effect on revisit intention, which means when a local industrial coffee shop has a good atmosphere such as cleanliness, room temperature and other forms of comfort, it will make customers feel comfortable to spend their time and can lead to customer intention to come and revisit the local industrial coffee shop.

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