

Faktor – Faktor yang Mempengaruhi Repurchase Intention Pelanggan Kedai Kopi

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Abstract

One of the industries that supports the development of the food and beverage industry is the sub-sector in the coffee industry which always experiences an increase in consumption consistently every year. This causes many coffee shops or cafes to emerge, causing quite competitive competition. This study aims to examine the factors that can influence the interest in revisiting one of the cafes in Tangerang City, namely Kopi Tuku. This study was conducted with a quantitative approach using SEM analysis techniques on 201 respondents. The results of the study showed that satisfaction and trust have an influence on repurchase intention. Likewise with perceived quality, service quality, perceived value, store atmosphere which can affect satisfaction. The r square value shows that 68.4% of the repurchase intention variable can be explained by the satisfaction and trust variables. The managerial implications of this study indicate that managers should use visually attractive packaging, reduce consumer waiting time or provide entertainment when consumers are queuing, improve food quality such as maintaining the freshness of raw materials, to attractive decorations.

Keywords: Repurchase Intention, Cafe, Coffee, Consumer Satisfaction.

INTRODUCTION

The food and beverage industry is one of the industries that contributes quite high to the economic turnaround in Indonesia. Although it had experienced a shrinkage in 2020, in 2022 the performance of the food and beverage industry is accelerating, with a growth of 40.54%, the highest in the last 10 years (Datanesia, 2023). In fact, in 2023, the food and beverage industry managed to contribute to the GDP of the non-oil and gas industry by 39.10 percent and contributed 6.55 percent to national GDP in 2023 (Deny, 2024).

One of the industries that also supports the development of the food and beverage industry is the sub-sector in the coffee industry. Indonesia's coffee industry looks increasingly advanced from year to year. According to data obtained from the Central Statistics and Momentum Works Agency, it is known that in 2023 the amount of coffee consumption in Indonesia will reach 372,600 tons and continues to increase every year (Purwanto, 2024). This is in line with the data submitted by the Founder of Adena Coffee stating that a total of 9,000 coffee shops are estimated to be spread across Indonesia in 2028, this number is an increase of more than half of the number of coffee shops in Indonesia which is recorded as many as 4,000 outlets in 2023 (Tiofani, 2024).

Coffee drinking has become a necessity and a new lifestyle in Indonesia. Coffee shops have become meeting and gathering places, supported by a relaxed and comfortable atmosphere, equipped with various supporting facilities and excellent service (Koto et al., 2023). The appeal of coffee shops is also supported by the unique presentation methods and flavors they offer. The brewing method, service, and atmosphere provide a more immersive and personalized coffee experience for consumers. Furthermore, the health benefits of coffee consumption also have a positive impact on consumers (Herawati et al., 2024).

One of the coffee shops that has contributed to the development of the coffee industry in Indonesia is Kopi Tuku which has been operating in 2015 in Cipete, South Tangerang. Until semester 1-2024, the number of Tuku coffee shops in Indonesia will number 50 shops, which is targeted to 100 shops by 2026. As a form

of adaptation to digitalization, Kopi Tuku has also marketed its products on e-commerce such as Tokopedia, Shopee and Blibli in addition to offline stores and online food delivery.

The large number of coffee outlets in Indonesia causes competitive conditions, so it is important for managers to be able to maintain repurchase intention or consumer interest to be loyal or make repurchases in order to compete with competitors. Repurchase intention is consumer behavior where consumers respond positively and intend to revisit or repurchase a product (Prakasa & Rahanatha, 2020).

There are various factors that can affect consumer repurchase intention, one of which is the satisfaction felt by consumers when consumers use or consume a product. Customer satisfaction is based on how well the product performs compared to the buyer's expectations, which in this case refers to the use of a system (Kington et al., 2018). This means that consumers will feel satisfied when consumers' expectations or expectations can be met when using a product, and when consumers feel satisfied, consumer repurchase will be affected, in this case consumers will make repeated purchases. Research conducted by Widjaja & Achmadi (2022), Şahinoğlu & Başar (2023) and Ho et al. (2021) shows that customer satisfaction has a significant and positive effect on repurchase intention.

The quality of the poduk served by the coffee shop is something that needs to be considered by business owners because coffee is the main menu sold. In this study, perceived quality is defined as consumers' impression of the quality of a product based on perceived stimuli about the product (Iqbal et al., 2023). When the quality of the products presented by the shop is good, satisfaction and repurchase intention will also be better. Research conducted by Sherina & Selamat (2023) and Wang et al. (2023) shows that perceived quality has a significant and positive effect on satisfaction. Research conducted by Praja & Haryono (2022) and Yuliati et al. (2024) shows that perceived quality has a significant and positive effect on customer satisfaction

Currently, consumers not only enjoy coffee when visiting coffee shops, but have also adopted a lifestyle to socialize, work, and hold meetings to discuss business affairs (Adiyanto, 2024). Therefore, the quality of service from a coffee shop is important to pay attention to in order to satisfy consumers which is then expected to have an impact on consumers' interest in making return visits in the hope of competing with competitors.

Service quality consists of two words namely, Service and Quality. Service refers to the essential features of a particular service, whereas quality refers to the use of a user-based approach, and service quality along with quality refers to the value of service to customers (Ali et al., 2021). Research conducted by Widjaja & Achmadi (2022) and Marie & Widodo (2019) shows that service quality has a significant and positive effect on customer satisfaction.

When consumers buy a product, consumers will consider what value they get. Customer perceived value represents the consumer's overall evaluation of the usefulness of a product based on the perception of what is paid and what is received. Research conducted by Teangsompong et al. (2024) and Vaniara & Pramono (2022) shows that perceived value has a significant and positive effect on customer satisfaction.

This study focuses on analyzing the influence of perceived quality, service quality, perceived value, store atmosphere, trust, and customer satisfaction on repurchase intention among consumers of Tuku Coffee Shop at BP Gas Station Gading Serpong. This study differs from previous studies that have examined coffee shops with a convenient shop concept by emphasizing the quality of service and store atmosphere provided by the coffee shop. Consumers are influenced to stay longer by the service and comfortable store atmosphere. In contrast, this study aims to examine the same factors but in coffee shops with a takeaway concept and fast service.

METHOD

This study is a type of quantitative research with a causal study approach, namely by studying the causal relationship between dependent variables and independent variables. The population in this study is all consumers who have visited the Tuku Coffee shop in Tangerang, the branch of the bp Gading Serpong petrol station on Jalan Ir.Sukarno No.Lot 1, Cihuni, Kec. The total sample used in this study was 201 respondents. This location was chosen as the research location to specifically examine the influence of service quality and store atmosphere on the coffee shop at the BP Tangerang gas station, which is synonymous with fast service and the lack of a comfortable place to enjoy coffee like most coffee shops. Tangerang's predominantly urban consumer base makes it interesting to examine respondents' preferences for coffee shops at gas stations. The sampling technique used is purposive sampling, which is by selecting samples based on certain criteria. The repurchase intention variables in this study were measured by 4

indicators from the research of Wang & Yu, (2016) and Teangsompong et al., (2024), trust was measured by 4 indicators from Akgunduz et al. (2023), customer satisfaction was measured by 7 indicators from the research of Dhisasmitho & Kumar (2020), store atmosphere was measured by 6 indicators from the research of Wang & Ha (2011), perceived value is measured by 7 indicators from the research of Teangsompong et al. (2024) and Part (2019), service quality is measured by 5 indicators and perceived quality is measured by 7 indicators from Teangsompong et al. (2024). The data in this study were obtained primarily by distributing questionnaires directly using Google Form. The data analysis method is carried out using SEM-PLS.

RESULTS AND DISCUSSION

This study was conducted by conducting a survey on consumers who have purchased coffee or another F&B product from Tuku Coffee Shop. From the results of the distribution of questionnaires totaling 201 respondents, a description of the characteristics of respondents can be obtained based on gender, age, education, and occupation. The detailed description of the characteristics of respondents is as follows.

Table 1. Respondents Profile

Criterion		Freq	%
Gender	Man	113	56,22%
	Woman	88	43,78%
Age	Age 18 – 27 years old	135	67,16%
	Age 28 – 43 years old	59	29,35%
	Age 44 – 59 years old	7	3,48%
Home	Jakarta	78	38,81%
	Tangerang	107	53,23%
	Depok	5	2,49%
	Bekasi	3	1,49%
	Bogor	3	1,49%
	Other	5	2,49%
Job	Employee	125	62,19%
	Not working yet	29	14,43%
	Entrepreneurial	20	9,95%
	Student/Student	27	13,43%
Education	Not S1	13	6,47%
	S1	165	82,09%
	S2	20	9,95%
	S3	3	1,49%
	1x	46	22,89%
Frequency	2x	100	49,75%
buy coffee	3x or more	55	27,36%

The number of male respondents was 113 respondents or 56.22% while the number of female respondents was 88 respondents or 43.78%. This shows that the respondents in this study are dominated by men. When viewed by age, as many as 135 respondents or 67.16% were respondents with an age range of 18 – 27 years or were generation z, while as many as 59 respondents or 29.35% were respondents with an age range of 28 – 43 years or were millennials, and as many as 7 respondents or 3.48% were respondents with an age range of 44 – 59 years or were baby boomers. Thus, it can be concluded that the majority of respondents in this study are dominated by men from generation z.

Inferential analysis was conducted to test the hypothesis in this study. Inferential analysis was carried out using the SEM PLS (Partial Least Square - Structural Equation Model) method.

Table 2. Convergent Validity

Variable	Code	Outer Loading	AVE
Perceived quality	PQ.01	0,724	0,557
	PQ.02	0,752	
	PQ.03	0,584	
	PQ.04	0,735	
	PQ.05	0,841	
	PQ.06	0,702	
	PQ.07	0,854	

Perceived value	PV.01	0,747	0,691
	PV.02	Out	
	PV.03	0,859	
	PV.04	0,852	
	PV.05	0,822	
	PV.06	0,848	
	PV.07	0,855	
Repurchase Intention	RI.01	0,888	0,758
	RI.02	0,867	
	RI.03	0,882	
	RI.04	0,844	
Store atmosphere	SA.01	0,854	0,662
	SA.02	Out	
	SA.03	0,789	
	SA.04	0,811	
	SA.05	0,810	
	SA.06	0,804	
Service quality	SQ.01	0,843	0,702
	SQ.02	0,801	
	SQ.03	0,855	
	SQ.04	0,832	
	SQ.05	0,858	
Satisfaction	ST.01	0,799	0,621
	ST.02	0,741	
	ST.03	0,779	
	ST.04	0,776	
	ST.05	0,819	
	ST.06	0,802	
Trust	ST.07	0,797	0,747
	TR.01	0,875	
	TR.02	0,860	
	TR.03	0,892	
	TR.04	0,830	

Some indicators have an outer loading of less than 0.700, but according to Hair et al. (2022), indicators that have an outer loading in the range of 0.400 – 0.700 can still be used as long as the AVE value is more than 0.500. Thus, the next test can be continued

The indicator is said to be valid if there is no number 1 in the confidence interval value at the level of 95% (Hair et al., 2022). The confidence interval value at the level of 95% is seen in table 3 below.

Table 3. Discriminant Validity

Path			Confidence Interval	
			5,00%	95.00%
Perceived quality	<->	Perceived value	0,792	0.917
Repurchase Intention	<->	Perceived value	0,810	0.920
Repurchase Intention	<->	Perceived quality	0,667	0.844
Satisfaction	<->	Perceived value	0,828	0.929
Satisfaction	<->	Perceived quality	0,711	0.867
Satisfaction	<->	Repurchase Intention	0,817	0.922
Service quality	<->	Perceived value	0,784	0.911
Service quality	<->	Perceived quality	0,725	0.866

Path			Confidence Interval	
			5,00%	95.00%
Service quality	<->	Repurchase Intention	0,740	0.865
Service quality	<->	Satisfaction	0,765	0.898
Store atmosphere	<->	Perceived value	0,892	0.985
Store atmosphere	<->	Perceived quality	0,696	0.853
Store atmosphere	<->	Repurchase Intention	0,789	0.914
Store atmosphere	<->	Satisfaction	0,836	0.945
Store atmosphere	<->	Service quality	0,771	0.906
Trust	<->	Perceived value	0,801	0.917
Trust	<->	Perceived quality	0,717	0.863
Trust	<->	Repurchase Intention	0,817	0.924
Trust	<->	Satisfaction	0,805	0.919
Trust	<->	Service quality	0,777	0.903
Trust	<->	Store atmosphere	0,776	0.908

All relationships between variables have valid HTMT testing because the confidence interval value at the 95% level does not have a number of 1. So, it can be concluded that the indicators in all research variables have been reflective in measuring each targeted variable. Next are the results of the reliability test with the following results:

Table 4. Reliability Test

Variable	Cronbach's alpha	Composite reliability
Perceived quality	0,910	0,930
Perceived value	0,866	0,897
Repurchase Intention	0,893	0,926
Satisfaction	0,898	0,920
Service quality	0,894	0,922
Store atmosphere	0,872	0,907
Trust	0,887	0,922

It can be seen that the entire composite reliability value has been more than 0.700, so all variables in this study have been reliable.

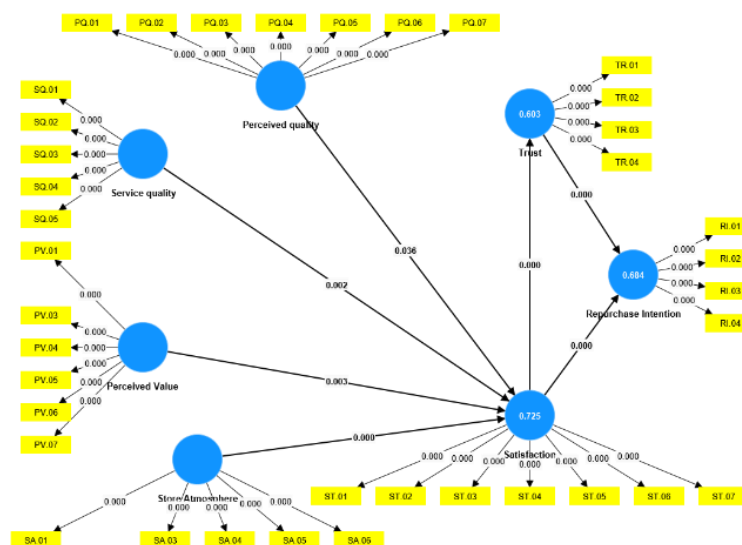


Figure 1. Inner Model Result

In assessing the structural model with PLS, it begins by looking at the R-Squares value for each endogenous variable as the predictive power of the structural model. The interpretation is the same as the interpretation in OLS regression. Changes in the R-Squares value can be used to explain the influence of exogenous variables on endogenous variables whether they have a substantive influence. The first test on the inner model is multicollinearity. The multicollinearity test functions to ensure that there is no correlation between independent variables in the multiple linear regression model. The basis for making this test decision is that if the VIF value is less than 5.00, then it is said that there is no multicollinearity. The following are the results of the multicollinearity test in this study:

Table 5. Multicollinearity Test

Variable	RE	ST	TR
Perceived quality		4,669	
Perceived value		2,699	
Satisfaction	2,519		1
Service quality		2,828	
Store atmosphere		3,692	
Trust	2,519		

It can be seen that the value of Variance Inflation Factor (VIF) in all research variables has met the recommended requirement, which is < 5 , so that all variables in the research model have met the criteria and there is no problem of multicollinearity. The next test is to test the r square with the aim of finding out how much variation of endogenous variables is able to explain exogenous variables.

Table 7. R Square

Variabel	R-square	R-square adjusted
Repurchase Intention	0,684	0,681
Satisfaction	0,725	0,719
Trust	0,603	0,601

The r-square value of the repurchase intention variable was 0.684 which means that 68.4% of the repurchase intention variables could be explained by the satisfaction and trust variables, while the remaining 31.6% were influenced by other variables outside of this study.

To test the hypothesis, it is done by looking at the statistical t value and p value and also the path coefficient.

Table 9. Hypothesis Test

Hipotesis	Path Coef	p val	Result
H1 Perceived quality -> Satisfaction	0,127	0,036	Support
H2 Service quality -> Satisfaction	0,223	0,002	Support
H3 Perceived value -> Satisfaction	0,257	0,003	Support
H4 Store atmosphere -> Satisfaction	0,328	0,000	Support
H5 Satisfaction -> Trust	0,777	0,000	Support
H6 Trust -> Repurchase Intention	0,416	0,000	Support
H7 Satisfaction -> Repurchase Intention	0,462	0,000	Support

Based on the respondent data collected in this study (customers of TUKU Coffee Shop in Tangerang), the majority of respondents were young (millennials and Gen Z), with a relatively high frequency of visits to coffee shops. This characteristic indicates that coffee consumption, in the context of this study, is closely linked to modern lifestyles and social activities. From the perspective of consumer behavior theory, young people tend to have a consumption orientation that is not only utilitarian, but also hedonic, namely consumption driven by pleasure, experience, and emotion (Holbrook & Hirschman, 1982). This explains why variables such as store atmosphere and perceived value are significant in shaping customer satisfaction. Furthermore, according to the Theory of Planned Behavior (Ajzen, 1991), repeat purchase behavior is influenced by attitudes, subjective norms, and perceived behavioral control. In this context, positive experiences at a coffee shop (e.g., a comfortable atmosphere and good service) shape positive attitudes that then drive repeat purchase intentions.

Perceived quality significantly affects satisfaction because the p value of 0.036 is less than the alpha value of 0.05 and the statistical t-value of 1.795 is more than the t table of 1.65. Therefore, it can be concluded that hypothesis 1 in this study is supported. The influence given is positive because the original value of the sample is 0.127, which means that if the *perceived quality* increases by 1 unit, it is predicted that

satisfaction will increase by 0.127. Therefore, the better *the perceived quality*, the more consumer *satisfaction* with Tuku Coffee will also increase. In the context of respondents who are mostly young consumers with high expectations for coffee quality, product quality is the main factor in their evaluation. When buying a product, consumers tend to prefer products that have the best quality (Soetanto et al., 2020). Therefore, products with good quality can meet consumer expectations so that consumers in this case will feel satisfied. The results of this study are in line with research conducted by Praja & Haryono (2022) and Yuliati et al. (2024) which shows that *perceived quality* has a significant and positive effect on *customer satisfaction*.

Service quality can significantly affect *satisfaction* because the p value of 0.002 is less than the alpha value of 0.05 and the statistical t-value of 2.903 is more than the table t of 1.65. Therefore, it can be concluded that hypothesis 2 in this study is supported. The nature of the influence given is positive because the original value of the sample is 0.223, which means that if *the service quality* increases by 1 unit, it is predicted that *satisfaction* will increase by 0.223. Therefore, the better *the service quality*, the more consumer *satisfaction* at Kopi Tuku will also increase. For coffee shop consumers, direct interaction with the barista and speed of service are crucial components of the consumption experience. The socially active nature of respondents also reinforces the importance of service, as service experiences are often shared on social media, impacting collective perceptions of the brand. When visiting a restaurant or café, consumers will also get services from the restaurant (Javed et al., 2021). Customers who feel positive feelings and attitudes towards services during the service consumption process are more likely to have a positive perception of service providers, which further leads to customer loyalty (Khoo, 2022). In this case, the evaluation carried out by the consumer will be compared with the expectations or expectations of the consumer which then refers to consumer satisfaction. The results in this study are in line with those conducted by Teangsompong et al. (2024) showing that *service quality* has a significant and positive effect on *customer satisfaction*.

Perceived value can significantly affect *satisfaction* because the p value of 0.003 is less than the alpha value of 0.05 and the statistical t-value of 2.767 is more than the table t of 1.65. Therefore, it can be concluded that hypothesis 3 in this study is supported. The nature of the influence given is positive because the original value of the sample is 0.257, which means that if *the perceived value* increases by 1 unit, it is predicted that *satisfaction* will increase by 0.257. Therefore, the better *the perceived value*, the more consumer *satisfaction* with Tuku Coffee will also increase. In the context of coffee shops, value stems not only from the product, but also from the experience, atmosphere, and social status gained. Younger respondents tend to be more tolerant of relatively higher prices as long as they receive a "worth it" experience, strengthening the relationship between perceived value and satisfaction. Perceived value is the consumer's overall evaluation of the usefulness of a product that is consistent with the conceptualization of value as a weighted attribute assessment divided by the consumer's perception of price, quality, and value (Lin et al., 2022). Consumer evaluations will largely depend on consumer expectations or expectations, so attributes that are evaluated directly can increase consumer satisfaction. The results of this study are in line with those conducted by Teangsompong et al. (2024) and Vaniara & Pramono (2022) showing that *perceived value* has a significant and positive effect on *customer satisfaction*.

Store atmosphere can significantly affect *satisfaction* because the p value of 0.000 is less than the alpha value of 0.05 and the statistical t-value of 4.135 is more than the t table of 1.65. Therefore, it can be concluded that hypothesis 4 in this study is supported. The influence given is positive because the original value of the sample is 0.328, which means that if *the store atmosphere* increases by 1 unit, it is predicted that *satisfaction* will increase by 0.328. In the context of a modern coffee shop, interior design, lighting, music, and layout play a crucial role in creating a pleasant experience. For respondents who use coffee shops as a place to socialize or work, the atmosphere is a dominant factor in determining satisfaction, often even more important than the product itself. Therefore, the better *the store atmosphere*, the more consumer *satisfaction* with Kopi Tuku will also increase. *Store Environment* refers to the effort involved in designing an environment to produce a certain emotional effect on the buyer that increases the likelihood of his or her purchase (Patawari et al., 2022). When the atmosphere in the store gives a good impression and is able to produce an emotional effect that makes consumers comfortable in shopping, then consumer satisfaction when shopping will also increase. The results of this study are in line with those conducted by Moukrim (2023) and Kurniawan et al. (2019) show that *the Store Environment* has a significant positive influence on *customer satisfaction*.

Satisfaction can significantly affect *trust* because the p value of 0.000 is less than the alpha value of 0.05 and the statistical t-value of 25.456 is more than the table t of 1.65. Therefore, it can be concluded that hypothesis 5 in this study is supported. The nature of the influence given is positive because the original value of the sample is 0.777, which means that if *satisfaction* increases by 1 unit, it is predicted that the *trust* will increase by 0.777. Therefore, the better *the satisfaction*, the level of consumer trust in Kopi Tuku

will also increase. When consumers experience repeated satisfaction, they develop a belief that the brand is reliable. In the context of the study respondents, positive experiences at Kedai Kopi TUKU reinforced the perception that the brand offers consistent quality and service. Consumer satisfaction can be formed after consumers finish using products or services (Fataron, 2020). Product evaluation by customers can improve product quality and create a pleasant experience, meeting consumer needs and expectations. Satisfied consumers mean that the performance of the products they use is in accordance with expectations, therefore the trust of the brand will increase in the minds of consumers. The results of this study are in line with those conducted by Utami et al. (2023) and Parnataria & Abror (2019) showing that *customer satisfaction* has a significant and positive influence on *trust*.

Trust can significantly affect repurchase intention because the p value of 0.000 is less than the alpha value of 0.05 and the statistical t-value of 5.122 is more than the table t of 1.65. Therefore, it can be concluded that hypothesis 6 in this study is supported. The nature of the influence given is positive because the original value of the sample is 0.416, which means that if *trust* increases by 1 unit, it is predicted that repurchase intention will increase by 0.416. Therefore, the better *the trust*, the more consumer repurchase intention at Kopi Tuku will also increase. Consumers who trust a brand tend to be more confident in making repeat purchases without considering other alternatives. This is relevant to the characteristics of respondents who have a wide choice of coffee shops, making trust a key differentiating factor. According to Alam et al. (2021), *Trust* or trust for customers can be interpreted as consumer confidence that service providers will meet their requirements. When consumers are confident that cosmetic products can provide the results they want, then it is likely that the consumer will decide to buy products from the brand again. The results of this study are in line with those conducted by Dayani et al. (2022) showing that *trust* has a significant and positive influence on *repurchase intention*.

Satisfaction can significantly affect repurchase intention because the p value of 0.000 is less than the alpha value of 0.05 and the statistical t-value of 5.773 is more than the table t of 1.65. Therefore, it can be concluded that hypothesis 7 in this study is supported. The nature of the influence given is positive because the original sample value is 0.462, which means that if *satisfaction* increases by 1 unit, it is predicted that repurchase intention will increase by 0.462. Therefore, the better *the satisfaction*, the consumer repurchase intention in Kopi Tuku will also increase. Satisfied customers are more likely to return and make repeat purchases. In the context of the coffee shop lifestyle, satisfaction not only drives repeat purchases but also word-of-mouth and recommendations to others. Customer satisfaction in relation to products and services can be achieved. This is a very personal assessment that is heavily influenced by customer satisfaction theory regarding clients (Jamil et al., 2022). This means that consumers will feel satisfied when consumer expectations or expectations can be met when using a product, and when consumers feel satisfied, the consumer's *repurchase intention* will be affected, in this case consumers will be loyal and make repeat purchases. The results of this study are in line with those conducted by Widjaja & Achmadi (2022), Şahinoğlu & Başar (2023) and Ho et al. (2021) which show that *customer satisfaction* has a significant and positive effect on repurchase intention

CONCLUSION

Based on the empirical analysis, it can be concluded that all independent variables—perceived quality, service quality, perceived value, and store atmosphere—have a positive and significant influence on customer satisfaction. This finding indicates that customer satisfaction in a coffee shop context is determined not only by product quality but also by service quality, perceived value, and the experience created through the shop atmosphere. Furthermore, customer satisfaction has been shown to play a crucial role in building consumer trust in a brand. This confirms that a positive and consistent consumption experience will increase consumer confidence in the brand's ability to meet their expectations. This established trust then becomes a key determinant in driving repurchase intention. Furthermore, this study also found that customer satisfaction has a direct influence on repurchase intention, indicating that satisfaction acts not only as a mediator but also as a primary predictor of repeat purchase behavior. Therefore, it can be concluded that the relationship between the variables in this study forms a hierarchical mechanism, where quality and consumer experience influence satisfaction, which then builds trust and ultimately drives repeat purchase intention. Conceptually, this study confirms a shift in consumer behavior in the coffee industry from product-oriented to experience-oriented consumption. Consumers no longer evaluate products solely based on function, but also on the emotional experience and symbolic value they derive. In this context, store atmosphere and perceived value become strategic factors that strengthen the competitiveness of modern coffee shops. This research contributes by presenting a more comprehensive model through the integration of store atmosphere and trust variables to explain repurchase intention. Furthermore, the empirical context of local coffee shops provides practical insights for industry players in designing experience-based marketing strategies and long-term relationships with consumers.

If the management of Kopi Tuku wants to increase *satisfaction*, they can make improvements to the visual appearance of the food sold. This is in accordance with today's trends, where consumers tend to like the appearance of food and places that are considered *aesthetically* pleasing with the aim of posting on *social media*. From the results of observations made on several similar competitors, there are several cafes that spend extra money to have good packaging from a visual perspective to attract customers. So it is hoped that the management can issue products with a unique and visually appealing packaging appearance. It is recommended to Kopi Tuku to be able to add extra employees especially during peak hours to speed up service. In addition, Kopi Tuku can also place entertainment such as TV that displays interesting short programs with the aim of making consumers feel more at home when waiting in line. The management of Kopi Tuku can also increase *satisfaction* by paying attention to *perceived value* in two ways, namely evaluating the price offered and the second is to increase the value obtained by consumers. The second option, which is to increase the value obtained by consumers, can be done in several ways, for example increasing the amount of food, taste, attractive packaging, to a clean and visually appealing place. With these improvements, it is hoped that *the perceived value of consumers will also increase*

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