

## THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY AND STORE ATMOSPHERE ON CONSUMER'S REPURCHASING INTEREST AT RUANG KOPI BAHAGIA FATMAWATI, SOUTH JAKARTA

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### Abstract:

This study aims to determine the effect of product quality, service quality and store atmosphere on consumer's repurchasing interest at Ruang Kopi Bahagia Fatmawati South Jakarta. The population in this study used a purposive sampling technique where the population taken was 96 people with a significance level of 95% and a standard deviation of 25%. This study uses primary data with data collection methods through questionnaires distributed to 96 respondents. The data analysis technique uses multiple linear regression analysis and uses the Statistical Product and Service Solution (SPSS) version 26.0 program. The results showed that product quality had a positive and significant effect on consumer's repurchasing interest at Ruang Kopi Bahagia Fatmawati South Jakarta, service quality had a positive and significant effect on consumer's repurchasing interest at Ruang Kopi Bahagia Fatmawati South Jakarta, store atmosphere had a positive and significant effect on consumer's repurchasing interest at Ruang Kopi Bahagia Fatmawati South Jakarta.

**Keywords:** Product Quality, Service Quality, Store Atmosphere And Consumer Repurchasing Interest.

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### INTRODUCTION

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The food & beverage (F&B) sector, which is made from coffee in Indonesia every year is dominated by young customers, including the millennial generation, to create a new habit, namely spending time relaxing and gathering in coffee shops. For most Indonesians who like to gather with friends, family, and business partners, drinking coffee becomes a unique ritual in spending that time. Finally drinking coffee began to become a lifestyle, both among the elite, middle, and small communities.

The habit of drinking coffee is not only done at home, but often shifts to other places such as coffee shops, street shops, even to modern coffee outlets. In general, nowadays consumers prefer products that are cheap but have good quality, therefore in conditions of very high competition, companies must be able to understand and know the wants of their consumer needs and continue to innovate to create better products and take advantage of the advantages that exist in the products offered.

Coffee cafes or now better known as coffee shops in addition to being a place to enjoy coffee, but also visited as a meeting *point* or working *space*. This is in line with Moelyono Soesilo as Chairman of the Indonesian Coffee Exporters Association in the discussion of *the Indonesia Industry Outlook* at the end of 2021, he emphasized that —With the current economic conditions,

consumers tend to spend their money on primary needs rather than non-premier needs. So there is a shift in consumer coffee consumption from *high class* cafes to simpler places. Roadside coffee shops with open space are now in high demand, (katadata.co.id, 2021).

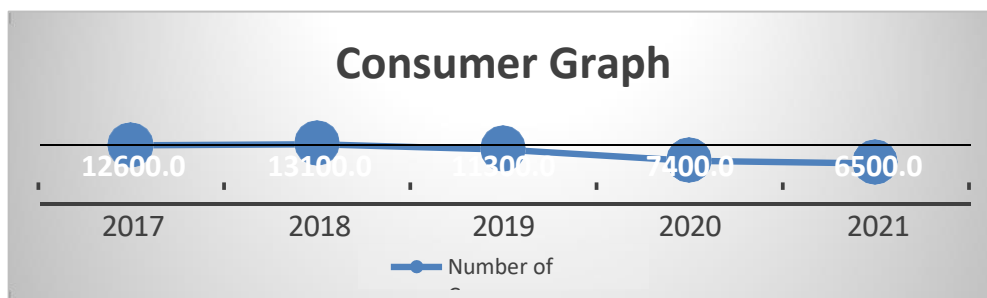
One café that offers the concept of gathering and drinking coffee in an open space is the Ruang Kopi Bahagia located on Jl. RS. Fatmawati Raya No. 110, South Jakarta. The location of this café is quite strategic and easy to reach because it is close to the center of the crowd in the Cipete area, South Jakarta. This coffee shop, which has been established since 2016, offers the concept of drinking coffee in the yard of the house close to the side of the main road. In addition, Ruang Kopi Bahagia provides beverage products made from coffee and non-coffee as well as quality food and affordable prices for consumers.

Business competition in the world of *food and beverage* in the Cipete-Fatmawati area can be said to be competitive when viewed from the competition map of similar coffee shop business concepts, including Woi Coffee Shop, 98 Coffe and Bar, *Jakarta Coffe Heritage*, Baur Space and Kloop Coffe. In addition, based on the information that the author did to find out the achievement of marketing activities carried out by Ruang Kopi Bahagia (RKB), there was a decrease in the number of consumers visiting and had an impact on decreasing sales of products from Ruang Kopi Bahagia Fatmawati, South Jakarta. The following will display visitor data in the Ruang Kopi Bahagia (RKB) showing an indication of a decrease in the number of consumers that the author gets through the interview method with the owner of the Ruang Kopi Bahagia, brother Bobby Dwi Cahyo which the author then translates into the form of graph and table data below:

**Table 1. Ruang Kopi Bahagia Consumer Data 2017-2021**

No	Year	Number of Consumers	Percentage
1	2017	12.600	-
2	2018	13.100	6,3 %
3	2019	11.300	-13,7%
4	2020	7.400	-34,5%
5	2021	6.500	-12,1%

Source : Writer's Ruang Kopi Bahagia 2022



**Figure 1. Number of Consumers Graph**

Source : Data processed by author 2022

Based on Table 1 and Figure 1, it can be seen that there was an increase in the percentage of consumers visiting the Ruang Kopi Bahagia for the 2017 period by 6.3%, then in 2018 to 2019 it decreased by 13.7% and the largest decrease occurred in 2020 by 34.5%. It can be said that since the beginning of the establishment of the shop until 2021 Ruang Kopi Bahagia has almost lost more than 50% of its consumers who visited, the author indicates that there are problems that occur in consumer behavior in terms of interest in repurchasing at Ruang Kopi Bahagia Fatmawati, South

Jakarta which is influenced by product quality, service quality and store atmosphere.

Every owner or business actor certainly wants to continue to grow over time, so with the strategies that the company must own will be better in the hope of achieving company goals, one of which is through the field of marketing by paying attention to consumer behavior that buys products repeatedly and arises because of satisfaction with previous purchases or uses. Repurchase interest is part of consumer behavior where in the context of repurchase interest there is a concept of willingness to continue using the product which has direct implications for business income or increased sales (Purnamawati, 2020). Repurchase interest is consumer behavior that shows the extent of his commitment to make a repurchase. Consumer needs and desires for goods and services develop over time and influence their behavior in purchasing products (Mandasari, K., & Soesanto, 2019). With a good perception of experience in making previous purchases. So, the desire to buy back will arise. The perception of a good experience arises when someone gets a good experience of the quality of a product and service they feel while meeting their needs and the store atmosphere also has an important role in generating someone's repurchase interest or making consumers visit again.

The sense of satisfaction and pleasure that arises is not only when someone consumes a food or drink product that is interesting and pleasant to look at. However, the importance of the quality of the product must also be considered. According to Kottler and Armstrong (2016: 261) —product is any material or object offered to the market to be owned, used or consumed and can satisfy the needs and desires of consumers. By paying attention to and developing the quality of the products owned will guarantee continuous demand, then the demand for a product will continuously create behavior or interest to continue to make repeat purchases (Sunyoto et al. 2021). Product quality in the field of Food and Beverage is the ability of a product to carry out its functions, including freshness, presentation, taste, and. food innovation. (Yafie et al., 2016). Based on this statement, it can be concluded that with good product quality and in accordance with consumer expectations, it will bring up a sense of wanting to make the next purchase. In research conducted by Purnomo, (2022) stated that product quality has an influence on consumer repurchase interest behavior.

Another factor that influences a person's drive to make a repurchase is the service provided from the provider to consumers, service quality is a model that describes customer conditions in forming service expectations from past experiences, word of mouth, and advertising by comparing the service they expect with what they receive/feel (Keller 2014: 153). Customer assessment of service quality can be measured and evaluated by conducting research through dimensions of service quality against five dimensions of service quality, these five indicators are called SERVQUAL. Among them are physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance) and empathy (empathy), by feeling previous experiences will cause a form of evaluation in consumers to make repurchase interests (Sandy, 2022). The results of research conducted by Febrianti and Keni (2021) stated that the quality of service affects consumers' repurchase interest.

Consumer repurchase interest is very important for business actors who want to extend the survival of their business and reap the success of their business in the form of long-term profits. This is because retaining existing customers will generally be more profitable than customer turnover because the cost of attracting new customers can be five times the cost of retaining an existing customer (Fandy Tjiptono, 2014). One of the factors that influence repurchase interest is changing the atmosphere of the store to make it more attractive. Mowen and Minor (2012) say that —store atmosphere is an important element that must be owned by the store. Creating an atmosphere that is fun, interesting, and can make consumers feel comfortable when in the store is one way to attract consumers to make repurchase actions . Store atmosphere or store

atmosphere is a part of the atmosphere and layout of a store that is very important in attracting potential customers. The design of the store must provide stimuli that can attract visitors in order to decide which store to visit. The atmosphere of the store is one of the elements of the retail marketing mix related in terms of creating a shopping atmosphere. Store atmosphere is key in attracting and impressing consumers with the in-store shopping experience (Levy, M., & Weitz, 2014). In a study conducted by Ainiyah and Susanto (2022) where in the conclusion of the research it is said that the store atmosphere plays a big role in attracting consumer repurchase.

Through product quality, service quality and store atmosphere, the researcher wanted to see the extent of the influence of these three factors on consumer repurchase interest in Ruang Kopi Bahagia Fatmawati South Jakarta. This research was conducted on consumers who visited and purchased products from Ruang Kopi Bahagia Fatmawati, South Jakarta.

This study aims to analyze the effect of product quality, service quality, and store atmosphere on consumer repurchase interest in the Bahagia Fatmawati Coffee Room, South Jakarta. The main purpose of this study is to determine the extent to which product quality, service quality, and store atmosphere affect consumer repurchase interest. The benefits of this research include contributions to the academic world by providing additional information and references for future research in the field of consumer behavior. For the authors, this study provides an opportunity to compare academic theory with business reality, providing real experience in implementing marketing knowledge, especially regarding consumer repurchase interest. In addition, the results of this study are expected to make a significant contribution to the Happy Coffee Space by providing better insight into the factors influencing repurchase interest, as well as assisting in designing more effective and customer-oriented marketing strategies in the face of dynamic competition in the coffee industry.

## **RESEARCH METHODS**

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This research uses quantitative research methods with the object of research focusing on consumer repurchase interest in Ruang Kopi Bahagia Fatmawati, South Jakarta. The object of this research is the focus to get answers and solutions to the problems identified. Data was obtained directly through a questionnaire distributed to consumers of Ruang Kopi Bahagia Fatmawati, South Jakarta, using primary data types. The population of this study was customers or consumers who came to visit the Fatmawati Ruang Kopi Bahagia, South Jakarta, and the samples were taken using the Non Probability Sampling technique, with a total of 96 respondents.

Data collection techniques are carried out through questionnaires designed to measure consumer repurchase interest and influencing factors, namely product quality, service quality, and store atmosphere. The collected data was analyzed using statistical methods with the help of IBM SPSS Statistics 26 software. Data analysis involves descriptive tests to describe respondent characteristics, validity and reliability tests to ensure the quality of research instruments, as well as classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation.

Furthermore, multiple linear regression analysis is used to determine the effect of independent variables (product quality, service quality, and store atmosphere) on the dependent variable (repurchase interest). The F test is used to evaluate the significance of the influence together, while the t test is used to assess the influence of each independent variable individually. The results of this analysis will be interpreted to conclude whether there is a significant influence between these variables.

## **RESULTS AND DISCUSSION**

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**Normality Test**

*One Sample Kolmogorov–Smirnov Test*, or Normality Test is used to determine the distribution of the population, whether it follows the distribution theoretically (*normal, poisson, or uniform*). The normality test aims to test whether in the regression model the dependent variable and the independent variable both have a normal distribution. The distribution data is said to be normal if the level of significance value is  $> \alpha = 0.05$  and if the opposite is  $< \alpha = 0.05$  then it is said to be abnormal. Below is presented a table of results from the Normality Test in this study.

**Table 2. Normality Test**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardize d Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	,0123800
	Std. Deviation	1,24398222
Most Extreme Differences	Absolute	,081
	Positive	,081
	Negative	-,065
Test Statistic		,081
Asymp. Sig. (2-tailed)		,137 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

The results from Table 2 above show that the value of *Asymp Sig. (2- tailed)* is 0.137. Which means that the regression model in this study has a normal sample distribution based on its significance value  $> \alpha = 0.05$ . So it can be said that the distribution of Consumer Loyalty results derived from product quality, service quality, and store atmosphere is normally distributed at a significance level of  $\alpha = 0.05$ .

**Multicollinearity Test**

The multicollinearity test is used to determine whether or not there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship or the value of *variance inflation factor (VIF)*, if the *Tolerance* value  $> 0.1$  or  $VIF < 10$ , then it can be said that multicollinearity does not occur in the model studied. To find out whether multicollinearity occurs can be seen in table 4.20 below:

**Table 3. Coefficientsa Multicollinearity Test**

Model	Unstandardized Coefficients				Standardized Coefficients		Collinearity Statistics	
	B	Std.	Beta	t	Say.	B	Std.	
1 (Constant)	,358	1,262		,283	,777			
Kualitas_Produk	,211	,079	,213	2,657	,009	,551	1,816	
Kualitas_Pelayanan	,469	,069	,553	6,771	,000	,532	1,879	
Suasana_Toko	,186	,067	,190	2,777	,007	,757	1,321	

a. Dependent Variable: Minat\_Beli\_Ulang

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Based on table 3 (*Coefficients*) it can be seen that the *variance inflation factor* (VIF) of each *independent* variable has the following values:

- The VIF value for the product quality variable (X1) is  $1.816 < 10$  and the tolerance value is  $0.551 > 0.10$ .
- The VIF value for the service quality variable (X2) is  $1.879 < 10$  and the tolerance value is  $0.532 > 0.10$ .
- The VIF value for the store atmosphere variable (X3) is  $1.321 < 10$  and the tolerance value is  $0.757 > 0.10$ .

Thus it can be concluded that the regression equation model does not occur multicollinearity and can be used in this study.

#### Heteroscedasticity Test

In a good heteroscedasticity test there should be no heteroscedasticity problem, this test aims to test whether a regression model has variance inequality from one observation to another. A good regression model is one of homokedasticity, or no heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the glacier test where the test results can be seen in the table below:

**Table 4. Uji Glejser (heteroskedastisitas) Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,839	,895		2,054	,043
	Kualitas_Produk	-,052	,056	-,129	-,930	,355
	Kualitas_Pelayanan	,027	,049	,077	,546	,587
	Suasana_Toko	-,036	,047	-,090	-,758	,451

a. Dependent Variable: ABS\_RES

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Based on Table 4. above, it can be seen that the results of each independent variable, namely product quality (X<sub>1</sub>), service quality (X<sub>2</sub>), and store atmosphere (X<sub>3</sub>) using the glacier model obtained significant results greater than 0.05 (*Sig* > 0.05) which means that the data in this study did not occur heterokedasticity problems so that this research can be continued.

#### Autocorrelation Test

Autocorrelation is a state in which there is a strong correlation for observations between one and another observation arranged according to time sequence. The Autocorrelation Test aims to test whether in a linear regression model there is a correlation between confounding errors in the current period and confounding errors in previous periods. A good regression equation is one that has no autocorrelation. If there is autocorrelation, the equation becomes not good for production. One measure in determining the presence or absence of autocorrelation problems is to use the *Durbin-Watson* (DW) test. Where the results of autokeralasi testing can be seen in the table below:

**Table 5. Autocorrelation Test**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,821a	,674	,663	1,19203	1,852

a. Predictors: (Constant), Suasana\_Toko, Kualitas\_Produk, Kualitas\_Pelayanan  
 b. Dependent Variable: Minat\_Beli\_Ulang

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Based on table 5 it can be explained that the *Durbin-Watson value* is 1.852. Where the K value or number of independent variables is 3 and the N value or the number of respondent data = 96. So that the value of  $dL = 1.603$  and the value of  $dU = 1.732$  then the value of  $4-dU = 2.313$ . If included in the criteria so that the results of  $dU < DW < 4-dU$  ( $1.713 < 1.852 < 2.313$ ) which means that the regression model obtained does not autocorlate.

**Double Linear Regression Analysis**

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y). Where for the independent variables of product quality (X1), service quality (X2) and store atmosphere (X3) and the dependent variable is repurchase interest (Y). Below are the results of multiple linear regression outputs presented in Table 4.19 as follows:

**Table 6. Multiple Linear Regression**

Model		Unstandardized		t	Say.	Standardized		
		Coefficients				Coefficients		
		B	Std. Error			Beta	Tolerance	BRIGHT
1	(Constant)	,358	1,262	,283	,777	(Constant)	,358	
	Kualitas_Produk	,211	,079	,213	2,657	,009	Kualitas_Produk	,211
	Kualitas_Pelayanan	,469	,069	,553	6,771	,000	Kualitas_Pelayanan	,469
	Suasana_Toko	,186	,067	,190	2,777	,007	Suasana_Toko	,186

a. Dependent Variable: Minat\_Beli\_Ulang

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Based on table 6, it is known that the multiple linear regression equation known in the *Standardized Coefficient* column is as follows:

$$Y = 0.213X1 + 0.553X2 + 0.190X3$$

Information:

- And = Repurchase Interest
- X1 = Product Quality
- X2 = Quality of Service
- X3 = Store Atmosphere

The interpretation of the results of the regression equation in this study is as follows:

- b1: The product quality regression coefficient (X1) has a positive sign contribution of 0.213 to the variable of repurchase interest. If the product quality variable increases, the repurchase interest variable will increase by 0.213 or 21.3%. Assuming if other independent variables are constant.
- b2: The service quality regression coefficient (X2) has a positive sign contribution of 0.553 to the repurchase interest variable. If the service quality variable increases, the repurchase interest variable will increase by 0.553 or 55.3%. Assuming if other independent variables are constant
- b3: The store atmosphere regression coefficient (X3) has a positive contribution of 0.190 to the repurchase interest variable. If the product quality variable increases, the repurchase interest variable will increase by 0.190 or 19.0%. Assuming if other independent variables are constant.



Based on the results of multiple linear regression calculations in Table 6 *Coeffisient measured using Standardized Coeffisient Beta*, it was found that the highest coefficient value in this study obtained service quality variables. This indicates that the factor of the quality of service provided by employees or waiters of the Bahagia Fatmawati Coffee Room, South Jakarta, is able to have the highest influence on the buying interest of its consumers.

**Test F**

To test the significance of the influence of independent variables, namely Product Quality, Service Quality, and Store Atmosphere on the dependent variable, namely repurchase interest, the ANOVA test (Test F) was used. In the research model has a joint influence on the dependent variable (repurchase interest).

Test using ANOVA analysis with SPSS program processing

26.0 The following data are obtained:

**Table 7. Model Feasibility Test (Test F) ANOVAa**

Model	Sum of Squares	Mean Square	F	Sig.
1 Regression	269,898	89,966	63,314	,000b
Residual	130,727	1,421		
Total	400,625	95		

a. Dependent Variable: Minat\_Beli\_Ulang

b. Predictors: (Constant), Suasana\_Toko, Kualitas\_Produk, Kualitas\_Pelayanan

Source: SPSS output 26. ANOVA. Processed 2022

As shown in the *data output of the Anova Table* in Table 7 above, it can be explained that the value of F is calculated at 63.314, because  $F_{count}$  is greater than  $F_{table}$  ( $63.314 > 2.7035$ ), it can be concluded that there is an influence on all independent variables on the dependent variable. Based on the results of calculations assisted by the SPSS 26 program, the value of *Sig* = (0.000) is smaller than alpha or the error limit level obtained is 5% ( $\alpha = 0.05$ ). The meaning of the *Sig* value in the *Anova table*, the model is said to be significant because it is below the specified alpha value limit of  $0.000 < 0.05$ .

So it can be concluded that in this study the model is said to be significant and feasible to be used in this study based on the *Sig* value obtained, that all independent variables can explain any changes in the value of the dependent variable because it has a significant influence.

**Coefficient of Determination (R2)**

Coefficient of Determination (R2) analysis is used to determine how much the ability of the independent variable developed in the study is able to explain the dependent variable.

**Table 8. Coefficient of Determination (R2)  
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,821a	,674	,663	1,19203	1

a. Predictors: (Constant), Suasana\_Toko, Kualitas\_Produk, Kualitas\_Pelayanan

Source : Output SPSS 26 Model Summary. Processed 2022

In Table 8 it can be seen that the Coefficient of Determination (R2) is 0.663. This means that the relationship between the independent variable and the dependent variable is 0.663 which



means that 66.3% of the variation in repurchase interest is influenced by product quality, service quality, and store atmosphere. While 32.6% was explained by other factors outside the regression model analyzed in this study.

**Research Hypothesis Test (Test t)**

This test is used to determine the significance of the effect of the independent variable partially or individually on the dependent variable. The effect can be estimated with significant values and t calculations obtained. To find out whether product quality (X1), service quality (X2), and store atmosphere (X3) have a significant effect on repurchase interest (Y). If the confidence level is 95%, then the value of  $\alpha = 5\%$  or 0.05 *df = degree of freedom* is determined by the formula  $(n-k)$  where:  $n$  = number of samples  $k$  = number of variables (dependent and independent) then the value of  $df$  is  $96 - 4 = 92$ , because the hypothesis is bidirectional, the table t value is 1.986.

**Table 9. Test t Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	,358	1,262			,283	,777
Kualitas_Produk	,211	,079	,213		2,657	,009
Kualitas_Pelayanan	,469	,069	,553		6,771	,000
Suasana_Toko	,186	,067	,190		2,777	,007

a. Dependent Variable: Minat\_Beli\_Ulang  
 Source : SPSS Output 26. Processed 2022

Based on table 9, it can be seen that the elaboration of this research hypothesis is as follows:

1) First Hypothesis Testing

Based on the results of table 4.26, it can be known that the value of *the regression coefficients* of the product quality variable is positive value of 0.213, so it can be said that the product quality variable (X1) is directly proportional (positive) to the variable of repurchase interest (Y). Based on the *calculated* t value of the product quality variable of 2.657, it can be seen that the *t-count value* is greater than the *t-value of the table* with  $df$  92 and the two-sided test. Because the *calculated*  $t_{value} > t_{table}$  ( $2.657 > 1.986$ )  $H_0$  is rejected and  $H_a$  is accepted, and it can be said that the product quality variable affects repurchase interest based on a significance value of 0.009 which is smaller than 0.05 indicating that product quality is significant to repurchase interest. So it can be said that product quality has a significant positive effect on repurchase interest.

2) Second Hypothesis Testing

Based on the results of table 4.26, it can be known that the value of the *regression coefficients* of the service quality variable is positive at 0.553, so it can be said that the service quality variable (X2) is directly proportional (positive) to the variable of repurchase interest (Y). Based on the *calculated* t value of the service quality variable of 6.771, it can be seen that the *t-count value* is greater than the *t-value of the table* with  $df$  92 and the two-sided test. Because the *calculated*  $t_{value} > t_{table}$  ( $6.771 > 1.986$ )  $H_0$  was rejected and  $H_a$  was accepted, and it can be said that the service quality variable affects repurchase interest based on a significance value

of 0.000 which is smaller than 0.05 indicating that service quality is significant to repurchase interest. So it can be concluded that the quality of service has a significant positive effect on repurchase interest.

### 3) Third Hypothesis Testing

Based on the results of table 4.26, it can be known that the value of *the regression coefficients* of the store atmosphere variable is positive value of 0.190, so it can be said that the store atmosphere variable (X3) is directly proportional (positive) to the repurchase interest variable (Y). Based on the calculated t value of the store atmosphere variable of 2.777, it can be seen that the t-count value is greater than the t-value of the table with df 92 and the two-sided test. Because the value of  $t_{\text{is calculated}} > t_{\text{table}}$  (2.777 > 1.986)  $H_0$  is rejected and  $H_a$  is accepted, and it can be said that the variable of store atmosphere affects the interest in repurchase. A significant value of 0.007 that is smaller than 0.05 indicates that the mood of the store is significant to repurchase interest. So it can be said that the atmosphere of the store has a significant positive effect on repurchase interest.

## Discussion

### The effect of product quality (X1) on repurchase interest (Y)

Based on the results of the research conducted, it was found that product quality consisting of indicators of freshness, appearance, taste and food innovation had a positive and significant effect on repurchase interest. This is evidenced by testing the hypothesis of product quality variables on repurchase interest showing a regression coefficient of 0.213, so it can be said that the product quality variable is directly (positive) proportional to the repurchase interest variable. Based on the calculated t value of the product quality variable of 2.657, it can be seen that the t-count value is greater than the t-value of the table with df 92 and the two-sided test. Because the value of  $t_{\text{is calculated}} > t_{\text{table}}$  (2.657 > 1.986) and it can be said that the variable product quality affects repurchase interest based on a significance value of 0.009 which is smaller than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This positive influence means that the better the quality of products provided by Ruang Kopi Bahagia (RKB) to its customers in providing products made from coffee or food, the higher the interest in repurchasing consumers in making purchases at Ruang Kopi Bahagia (RKB).

Based on the results of the distribution of questionnaires regarding product quality submitted and carried out involving 96 samplers, namely consumers of the Ruang Kopi Bahagia (RKB). The highest average mean value is found in the food innovation indicator with a value of 4.41 which states that there are always new interesting menus offered by Ruang Kopi Bahagia and the lowest average mean is found in the freshness indicator which states that Ruang Kopi Bahgia serves coffee drinks with a fresh and distinctive coffee aroma. Product quality in the field of Food and Beverage is the ability of a product to carry out its functions, including freshness, presentation, taste, and food innovation. (Yafie et al., 2016). From the definition above, it can be concluded that product quality is a condition in which consumers feel suitable with a product or in accordance with the expected desires to meet their needs, giving rise to behavior in making repeat purchases.

The results of this study are consistent with research conducted (Sunyoto et al. 2021), Purnomo, (2022) and Marwanto (2022) stating that product quality has a positive and significant effect on consumer repurchase interest behavior. These results are supported by Nurfalah (2020) in the results of her research, it was concluded that overall product quality that is in accordance with consumer expectations is a driver of repurchase interest

### The effect of service quality (X2) on repurchase interest (Y)

Based on the results of the research conducted, it was found that the quality of service consisting of indicators of physical evidence, reliability, responsiveness, assurance and certainty as well as empathy had a positive and significant effect on repurchase interest. This is evidenced by

testing the hypothesis of service quality variables on repurchase interest showing a regression coefficient of 0.553, so it can be said that the service quality variable is directly (positive) proportional to the repurchase interest variable. Based on the calculated value of the service quality variable of 6.771, it can be seen that the t-count value is greater than the ttable value with df 92 and the two-sided test. Because the calculated value > table (6.771 > 1.986) and it can be said that the service quality variable affects the repurchase interest based on a significance value of 0.000 which is less than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This positive influence means that the better the quality of service provided by Ruang Kopi Bahagia (RKB) to its customers in the form of services from employees/waiters, has a good impact on the repurchase behavior that consumers want to do such as referral interest by recommending to others about the quality of service they feel while in Ruang Kopi Bahagia.

Based on the results of the distribution of questionnaires regarding the quality of service submitted and carried out involving 96 samplers, namely consumers of the Ruang Kopi Bahagia (RKB). It was found that the highest average mean value was found in the empathy indicator with a value of 4.47 which stated that employees/waiters of the Ruang Kopi Bahagia are always friendly and attentive in serving their customers. While the lowest average mean is found in the physical evidence indicator which states the appearance of employees/waiters owned by the Ruang Kopi Bahagia is clean and tidy. Service quality is a model that describes customer conditions in forming service expectations from past experience, word of mouth, and advertising by comparing the service they expect with what they receive/feel (Keller 2014: 153). Customer assessment of service quality can be measured and evaluated by conducting research through service quality dimensions on five dimensions of service quality, these five indicators are called SERVQUAL. Among them are physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance) and empathy (empathy), by feeling previous experiences will cause a form of evaluation in consumers to make repurchase interests (Sandy, 2022).

The results of this study are in line with the results of Febrianti and Keni's (2021) research stating that service quality has a positive and significant effect on repurchase interest made by customers of Janji Jiwa coffee cafes in Surabaya. The results of this study are consistent with research conducted by Meilasari and Sudrartono (2021) and (Bahar Sjahrudin (2020).

### **The effect of store atmosphere (X3) on repurchase interest (Y)**

Based on the results of the research conducted, it was found that the store atmosphere consisting of indicators of lighting, layout of goods, facilities and designs as well as store warka had a positive and significant effect on repurchase interest. This is evidenced by testing the hypothesis of the store atmosphere variable on repurchase interest showing a regression coefficient of 0.190, so it can be said that the store atmosphere is directly (positive) proportional to the repurchase interest variable. Based on the tcount value of the store atmosphere variable of 2.777, it can be seen that the t-count value is greater than the ttable value with df 92 and the two-sided test. Because the calculated value > ttable (2.777 > 1.986) and it can be said that the variable of store atmosphere affects repurchase interest. A significant value of 0.007 which is less than 0.05 then  $H_0$  is rejected and  $H_a$  is accepted. This positive influence means that the better the factors of the store atmosphere are paid more attention to by the management of Ruang Kopi Bahagia (RKB) in giving a positive impression to consumers who visit, it will have an impact on the exploratory interest of consumers by continuing to find information about Ruang Kopi Bahagia products on Intragram social media.

Based on the results of the distribution of questionnaires regarding the atmosphere of the store submitted and carried out involving 96 samplers, namely consumers of the Ruang Kopi Bahagia (RKB). It was obtained, the highest average mean value was found in the store design and color indicator with a value of 4.45 which stated that the design of the Ruang Kopi Bahagia café

had an attractive room interior design. While the lowest average mean is found in the facility indicator which states that the Ruang Kopi Bahagia has very good and clean toilet, place of worship and parking facilities. Store atmosphere is a combination of physical characteristics of the store such as architecture, lighting layout, display, color, temperature, music, aroma that will overall create an image in the minds of consumers (Meldarianda 2014: 103). By paying attention to the factors of the store atmosphere can lead to a good experience that is embedded in consumer powder and creates good memory. So, the desire to return to visit is even greater.

The results of the study that stated the store atmosphere had a positive and significant effect on repurchase interest in line with research conducted by Monita and Ahmad Guspul (2021) stated that the store atmosphere had a positive and significant effect on repurchase interest. This research is in line with research conducted by Ardhiansyah (2021), Anwar and Agustina (2022), Ainiyah and Susanto (2022), where in the conclusion of the research it is said that the store atmosphere plays a big role in attracting consumer repurchase.

## CONCLUSION

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From the results of the analysis that has been carried out, it shows that product quality has a positive and significant effect on consumers' repurchase interest in Ruang Kopi Bahagia Fatmawati, South Jakarta. This shows that if the quality of the product consists of indicators of freshness, appearance, taste and food innovation, consumer interest in making repeat purchases will increase.

From the results of the analysis that has been carried out, it shows that the quality of service has a positive and significant effect on the repurchase interest of consumers of Ruang Kopi Bahagia Fatmawati, South Jakarta. This shows that if the quality of service consists of indicators of physical evidence, reliability, responsiveness, assurance and certainty as well as empathy, consumer interest in making repeat purchases will increase.

From the results of the analysis that has been carried out, it shows that the store atmosphere has a positive and significant effect on consumers' repurchase interest in the Ruang Kopi Bahagia, Fatmawati, South Jakarta. This shows that if the store atmosphere consists of lighting indicators, item layout, facilities and designs as well as store warka, consumer interest in making repeat purchases will increase.

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