

The Influence of Atmosphere Café and Customer Experience on Interest in Revisiting Sarune Berastagi Café and Resto

Teuku Ijlal Farhandy^{1*}, Paham Ginting², Fadli³

^{1,2,3} University of North Sumatera, Medan, Indonesia

Email: *tjilal057@gmail.com

(* : coresponding author)

Abstrak

One of the few businesses in the culinary sector that never fails is the cafe industry. Cafes are similar to restaurants, but they focus more on providing a fun, relaxing environment and calming music for customers so they can spend more time in the cafe and pay more attention to each other. The aim of the research is to determine the influence of café atmosphere and customer experience on interest in repeat visits to Sarune Berastagi Café and Resto. Research Method The population used is consumers aged at least 17 years who have visited and made transactions at least twice at Cafe Sarune Berastagi from January-February 2024, the population size is unknown so the sample size was calculated using the Bernoulli formula and a total of 100 respondents were obtained. The results of the descriptive analysis of the repurchase intention variable explained that the majority of respondents agreed that they would make a return visit to Cafe Sarune Berastagi at another time because they believed in their previous experience and would recommend Cafe Sarune Berastagi to others. This means that respondents are interested in buying again at Cafe Sarune Berastagi because they are confident with the experience they have gained and will recommend Cafe Sarune Berastagi to other people. Hypothesis test results show that customer experience and cafe atmosphere have a positive influence on repurchase intention both individually and simultaneously. Both variables have an influence of 46% on repurchase intention. The research results prove that customer experience has a positive influence on repurchase intention at Sarune Berastagi. Likewise, the cafe atmosphere has a positive influence on repurchase intention at Cafe Sarune Berastagi. The research results also show that the two variables together have a positive impact on repurchase intention at Café Sarune Berastagi.

Keyword: Café Atmosphere, Customer Experience, repurchase intention

1. INTRODUCTION

One of the few businesses in the culinary sector that never fails is the cafe industry. Cafes are similar to restaurants, but they focus more on providing a fun, relaxing environment and soothing music for customers so they can spend more time in the cafe and pay more attention to each other. Observing the continuous decline in the current business context, all companies need to make significant progress by designing unique elements that every Cafe should have. A comfortable cafe atmosphere is one of the main attractions of a cafe business. A comfortable cafe atmosphere cannot be separated from efforts to design the Exterior, General Interior, Store Layout and Interior Display. One of the factors that supports the success of a cafe is interior design, where business actors must always follow developments so that they can compete and survive with the surrounding situation. The atmosphere of a cafe can be an influencing factor for consumers when visiting and then buying at a cafe (Sholihah, 2020).

Experience is part of Customer Experience, Walter et al. (2010) defines customer experience as the experience gained by consumers, either directly or indirectly, regarding the service process, company, facilities and how a consumer interacts with the company and with other consumers. Customer Experience is a strategic process in managing or implementing customers' experiences with a product or company (Gentile et al., 2011). Customer Experience is the customer's experience as a final understanding through direct relationships with the methods provided by the company (Schmitt, 2013). The accumulation of all events that customers are aware of regarding how products, brands and services are received (Thompson and Kolsky, 2010). This experience is truly personal and involves customers at different levels, both rationally, emotionally, sensory, physically and spiritually (Pramudita and Japariato, 2013).

Cafe Sarune Berastagi pays attention to customer experience by providing quite a lot of experience to its consumers, namely by offering a quite unique food menu with delicious taste and economical prices. The strategy implemented by Cafe Sarune Berastagi to improve customer experience for its consumers is by presenting a new menu so that the menu variations that consumers can choose from are diverse. Apart from customer experience, Cafe Sarune Berastagi also provides a safe and comfortable cafe atmosphere to its consumers. Cafe Sarune Berastagi has an interior and exterior design that can make anyone feel at home spending time there. Cafe Sarune Berastagi does not necessarily maintain the existing cafe atmosphere. Cafe Sarune Berastagi has made several changes/renovations to its cafe atmosphere. These changes were made to update the interior and exterior design of the cafe in order to make the cafe atmosphere more comfortable and peaceful so as to make consumers feel impressed with the cafe atmosphere offered by Cafe Sarune Berastagi. Kotler and Keller (2012) A person's feelings of pleasure or disappointment that arise from comparing the product's perceived performance (or results) against their expectations. This means that satisfaction is an individual's feeling of joy, satisfaction because the expectations and reality of using the product or service

provided are fulfilled. If performance fails to meet expectations, customers will be dissatisfied, if performance meets expectations, customers will be satisfied and if performance exceeds expectations, customers will be very satisfied or happy. Repurchase interest in cafes makes it possible to determine purchase interest in the products one likes so that one can make a decision on the selected product to then carry out a repurchase interest transaction.

2. RESEARCH METHOD

The population used is consumers aged at least 17 years who have visited and made transactions at least twice at Cafe Sarune Berastagi from January-February 2024, the population size is unknown so the sample size was calculated using the Bernoulli formula and a total of 100 respondents were obtained. There are 2 independent variables, namely customer experience and café atmosphere, where for each variable there are indicators that are used to measure it, namely the customer experience variable, there are 5 indicators that can be measured, namely sense, feel, think, act and relate. Café atmosphere has 4 indicators including exterior, general interior, layout and interior appearance. Repurchase intention indicators used include transactional, referential, preferential and exploratory interest. Data collection techniques using questionnaires as well as multiple regression analysis and hypothesis testing are data analysis techniques.

3. RESULT AND DISCUSSION

3.1 Normality Test Result

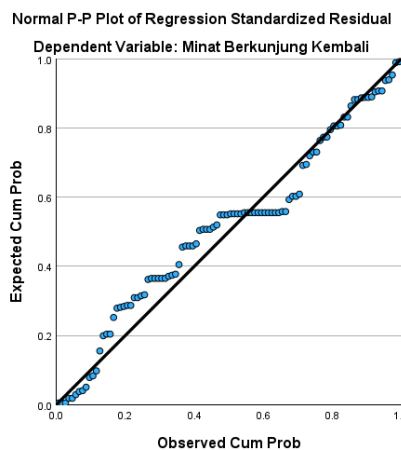


Figure 1. Normal P-P Plot

Based on the normality test image (Normal PP Plot of Regression Standardized Residual) it is known that the data is spread around the diagonal line. So the regression model meets the normality assumption.

3.2 Multicollinearity Test

Table 1. Multicollinearity Test Result
 Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Cafe Atmosphere	,920	1,087
	Customer Experience	,920	1,087

a. Dependent Variable: Interest in Revisiting

Based on the Multicollinearity Test Table above, it shows that the VIF number is not greater than 10 and the tolerance is more than 0.10. Based on these results, it can be seen that this regression model does not contain multicollinearity, so this model can be used.

3.3 Heteroscedacity Test

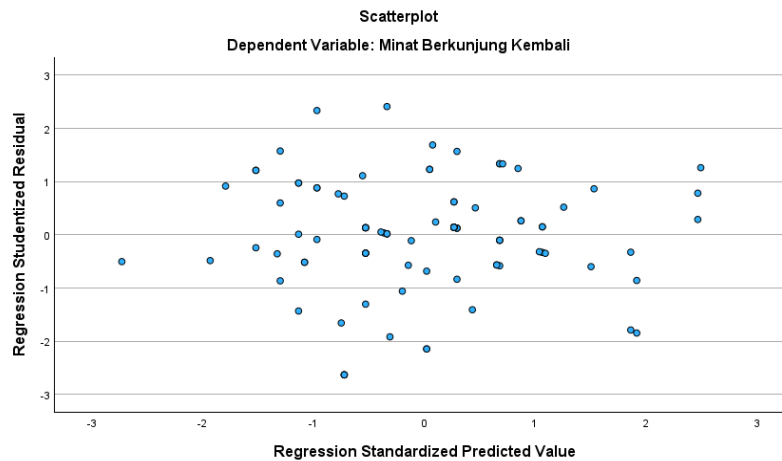


Figure 2. Scatterplot

Figure 2 shows that the test results do not form a certain pattern that is regular (wavy, widening, then narrowing). The pattern spreads above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity in the data obtained from the respondents in this study.

3.4 Coefficient of Determination

Table 4. Coefficient Determination Test Result
 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688a	.550	.138	3.16009

a. Predictors: (Constant), Customer Experience, Cafe Atmosphere

b. Dependent Variable: Interest in Revisiting

Based on Table 4. the results of the research produced an Adjusted R Square value of 0.460 so that it can be concluded that customer experience and cafe atmosphere together contribute 46% to repurchase intention, of the remaining 54% there are other influencing variables.

3.5 Hypothesis Test Result

3.5.1 F-Test

Table 5. F Test Result
 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150,537	2	75,269	17,018	,001
	Residual	429,023	97	4,423		
	Total	579,560	99			

a. Dependent Variable: Interest in Revisiting

b. Predictors: (Constant), Customer Experience, Cafe Atmosphere

From the results of the ANOVA Table 5 Output, the F value is calculated 17,018 Using a confidence level of 95%, $\alpha = 5\%$, the value of df 1 is obtained as the number of variables-1 or 3-1=2. While the value of df 2 is obtained from n-k-1, where n is the number of data and k is the number of independent variables, then the result is 100-2=98. So that the F value of table 3.090 was obtained. Based on the results of the F table, the F value is calculated as 17,018 > the F value of the table is 3.090 or by looking at the significance of 0.001, far below the probability value of 0.05, then statistically on the tested sample, very strong evidence is obtained that the independent variables (Customer Experience, and Cafe Atmosphere) together (simultaneously) have an influence on Interest in Revisiting.

3.6.2 T-Test

Table 6. T Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,933	2,547		1,937	,056
	Cafe Atmosphere	,237	,083	,262	2,874	,005
	Customer Experience	,254	,063	,369	4,056	,001

a. Dependent Variable: Interest in Revisiting

Based on the data of Table 6, it can be explained as follows:

1. The value of the t calculation is greater than the value of the t-value of the table, which is $2,874 > 1.98472$ ($\alpha = 5\%$, $df = 97$) of the significance value of $0.005 < 0.05$, so it can be concluded that H1 or the first hypothesis is accepted. There is a positive influence of Cafe Atmosphere (X1) on Interest in Revisiting (Y).
2. The value of the t-count is greater than the t-value of the table, which is $4,056 > 1.98472$ ($\alpha = 5\%$, $df = 97$) the significance value is $0.001 < 0.05$, so it can be concluded that H2 or the second hypothesis is accepted which means there is a positive influence of Customer Experience (X2) on Interest in Revisiting (Y).

3.6.3 Multiple Linear Analysis Test

Based on Table 6, it can be seen that the regression equation formed is:

$$Y = 4,933 + 0,237X1 + 0,254 X2 + e$$

Information:

Y = Interest in Revisiting

X1 = Cafe Atmosphere

X2 = Customer Experience

From the equation, it can be explained that:

- a. A constant of 4,933 means that if the Cafe Atmosphere (X1) and Customer Experience (X2) are 0, then the Interest in Revisiting is 4,933. A positive value constant means that Usage Decision will increase.
- b. The regression coefficient of the Perception of Convenience variable gives a value of 0.237 which means that if the Cafe Atmosphere variable has an increase of 1% assuming other variables remain then Interest in Revisiting will increase by 0.237. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.
- c. The regression coefficient of the Customer Experience gives a value of 0.254 which means that if the Customer Experience variable has an increase of 1% assuming other variables remain then Interest in Revisiting will increase by 0.254. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.

3.7 Discussion

The results of descriptive analysis of the customer experience variable show that customer experience has an influence on repurchase intention. The majority of respondents responded agreeing that Cafe Sarune Berastagi is suitable as a place to hang out and relax and Cafe Sarune Berastagi offers a diverse menu. This means that respondents are satisfied with Cafe Sarune Berastagi which is suitable as a place to hang out and relax and are satisfied with the diversity of the menu offered by Cafe Sarune Berastagi. The results of descriptive analysis of the cafe atmosphere variable show that cafe atmosphere has an effect on repurchase intention. The majority of respondents gave an affirmative response, namely that the position of the cashier's desk was easy to reach, the distance between the tables made it easy to move freely and the layout of the tables and chairs were neatly arranged. This means that respondents were satisfied with the store layout in Cafe Sarune Berastagi. The results of the descriptive analysis of the repurchase intention variable explained that the majority of respondents agreed that they would make a return visit to Cafe Sarune Berastagi at another time because they believed in their previous experience and would recommend Cafe Sarune Berastagi to others. This means that respondents are interested in buying again at Cafe Sarune Berastagi because they are confident with the experience they have gained and will recommend Cafe Sarune Berastagi to other people. Hypothesis test results show that customer experience and cafe atmosphere have a positive influence on repurchase intention both individually and simultaneously. Both variables have an influence of 46% on repurchase intention.

4. CONCLUSION

The research results prove that customer experience has a positive influence on repurchase intention at Sarune Berastagi. Likewise, the cafe atmosphere has a positive influence on repurchase intention at Cafe Sarune Berastagi. The research results also show that the two variables together have a positive impact on repurchase intention at Café Sarune Berastagi.

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