

THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE ON REPURCHASE INTENTION AMONG COFFEE SHOP CONSUMERS IN JABODETABEK

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ABSTRACT

The rapid growth of the coffee shop industry in Jabodetabek has intensified competition, making repurchase intention a critical concern for business sustainability. Although service quality and store atmosphere are widely regarded as antecedents of repurchase intention, prior findings remain inconsistent, and few studies have theorized why customer satisfaction and trust, two conceptually distinct internal responses within a Stimulus-Organism-Response framework, might operate as parallel rather than functionally equivalent mechanisms linking these stimuli to repurchase behavior. This study examines the association of service quality and store atmosphere with customer satisfaction and trust, and tests whether these two constructs mediate their relationship with repurchase intention. A cross-sectional survey was administered to 203 active coffee shop consumers in Jabodetabek using non-probability purposive sampling, and data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with 5,000-subsample bootstrapping. The results indicate that service quality and store atmosphere were positively associated with customer satisfaction and trust, while customer satisfaction was the strongest predictor of repurchase intention ($\beta = 0.528$, $p < 0.001$) and fully mediated the association between both stimuli and repurchase intention; trust exhibited no significant direct or mediating association. These findings suggest that customer satisfaction and trust are not functionally equivalent mediating mechanisms within the coffee shop repurchase context, refining the assumption that any post-purchase psychological response can substitute for another within the S-O-R framework. Given the cross-sectional, non-probability design, these associations should be interpreted as preliminary rather than strictly causal, and findings are discussed with attention to the specific competitive and cultural context of Jabodetabek.

Keywords: coffee shop; repurchase intention; service quality

INTRODUCTION

Indonesia is among the world's leading coffee producing and consuming countries. The number of food and beverage service enterprises grew from 4.01 million in 2016 to 5.28 million in 2024 (Badan Pusat

Statistik, 2024). The coffee shop segment specifically has expanded rapidly: recent estimates indicate approximately 10,000 coffee shop outlets nationwide and a domestic coffee market valued at USD 16.83 billion as of 2023 (Oktoriani, 2026). Coffee consumption in Indonesia grew at an

average rate of 13.9% annually between 2016 and 2021, well above the global average of 8%, and domestic coffee prices no longer significantly predict consumption levels, suggesting a shift from price-driven purchasing toward lifestyle-driven consumption (Paryanto, 2025).

This growth has intensified competition, particularly in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), Indonesia's largest metropolitan area and home to more than 32 million residents (Badan Pusat Statistik, 2024). Beyond its commercial scale, Jabodetabek constitutes a theoretically relevant setting because its unusually high density of competing outlets increases the salience of experiential differentiation: when product assortments and price points are largely comparable across competitors, service quality and store atmosphere may carry disproportionate weight in shaping consumers' post-purchase evaluations, making this context particularly suited for examining how such stimuli translate into psychological and behavioral outcomes. Consistent with this reasoning, Dhisasmitho and Kumar (2020) found that among Jakarta-based coffee shops, service quality, store atmosphere, and price fairness were

associated with loyalty largely through customer satisfaction, though their study did not examine trust as a parallel mediator, a gap this study addresses directly. Recent evidence indicates that several coffee shops that gained popularity through social media exposure have subsequently experienced declining patronage, with consumer feedback suggesting that aesthetic appeal alone does not sustain repeat visits without consistent service quality and product experience (Anjelina et al., 2025). This pattern is consistent with survey evidence indicating that Indonesian coffee shop consumers increasingly weigh sensory and experiential factors, not only price or novelty, in their patronage decisions (Candra et al., 2022; Susminingsih et al., 2021).

Prior research has examined service quality and store atmosphere as antecedents of consumer outcomes but typically incorporates only a single mediating mechanism. Meeprom and Kokkhangplu (2025) linked experiential dimensions of coffee consumption to satisfaction, which in turn shaped repurchase intention, while Iffan et al. (2024) and Muryati and Sukardi (2025) reported that service quality and store atmosphere, respectively, did not

significantly predict repurchase intention directly, suggesting that some intervening psychological process is required to translate these stimuli into behavior. However, prior studies rarely specify which psychological mechanism performs this translating function, nor whether multiple candidate mechanisms operate equivalently. This study addresses this gap using a Stimulus-Organism-Response framework (Mehrabian & Russell, 1974). The organism stage may encompass more than one internal response operating through different psychological logics: customer satisfaction reflects a comparative, experience-based evaluation (Oliver, 1997), whereas trust reflects a relational, forward-looking belief about reliability (Morgan & Hunt, 1994). Because these constructs are theoretically distinct rather than interchangeable indicators of a single underlying state, testing them as parallel, rather than assumed equivalent, mediators allows this study to examine whether service quality and store atmosphere influence repurchase intention through a shared psychological pathway or through functionally distinct mechanisms that may not perform equivalently. This distinction has not been directly tested in prior coffee

shop research and constitutes the central theoretical problem addressed in this study.

This study offers three contributions. Theoretically, it clarifies whether customer satisfaction and trust function as equivalent or distinct mediating mechanisms within the S-O-R framework, an assumption rarely tested explicitly in prior service-quality research. Empirically, it provides evidence from a high-competition, emerging-market urban context that has received limited attention in the international literature. Practically, it identifies which post-purchase mechanism coffee shop operators should prioritize when designing service and experience strategies. Based on this gap, this study aims to: (1) analyze the association of service quality and store atmosphere with customer satisfaction and trust; (2) analyze the association of customer satisfaction and trust with repurchase intention; (3) analyze the direct association of service quality and store atmosphere with repurchase intention; and (4) examine the mediating role of customer satisfaction and trust in these relationships.

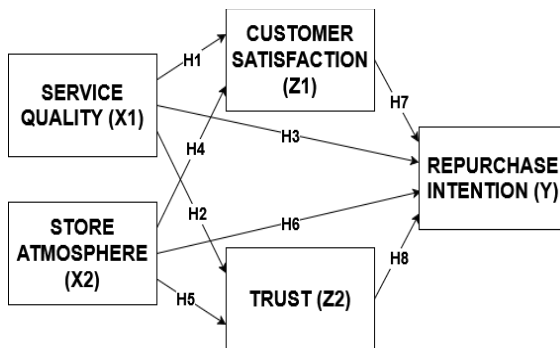


Figure 1. Conceptual Framework

LITERATURE REVIEW

Service quality refers to consumers' evaluation of the service they receive, commonly assessed through the SERVQUAL framework covering tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). In a coffee shop context, good service quality can make consumers feel valued, satisfied, and willing to trust the outlet.

Store atmosphere refers to the physical environment of a store that is deliberately designed to evoke emotional responses in visitors. Bitner (1992) developed the services cape concept, explaining that physical environment elements such as lighting, music, aroma, and cleanliness shape consumer perception, emotion, and behavior. Mehrabian and Russell (1974) further explained that the physical environment triggers emotional responses

that influence approach or avoidance behavior toward that environment.

Customer satisfaction is defined through the expectation-disconfirmation approach (Oliver, 1997), describing satisfaction as the evaluation of congruence between expectation and actual experience. Trust is defined through the relationship marketing approach (Morgan & Hunt, 1994), reflecting consumers' confidence that a business can consistently deliver reliable products and experiences. Repurchase intention reflects a consumer's intention to purchase again in the future, commonly used as a proxy for actual repeat-purchase behavior, though it remains conceptually and empirically distinct from observed behavior (Putri et al., 2023).

Empirical studies show mixed direct effects: Iffan et al. (2024) found that service quality alone did not directly determine repurchase intention without the mediating role of trust and satisfaction, while Artuğer et al. (2024) found that the social dimension of services cape shapes consumer trust in coffee shop settings. Suryana et al. (2024) and Pratiwi et al. (2024) both found store atmosphere significantly influenced customer satisfaction, while Elistia and Septiani (2023) found trust did not

significantly influence repurchase intention in an e-grocery context. Taken together, these mixed findings reinforce the need to examine satisfaction and trust as distinct, parallel mechanisms rather than assuming either construct can substitute for the other

RESEARCH METHOD

Research Design and Ethical Procedure

This study used a quantitative cross-sectional design. Data were collected from February to April 2026 through a structured online questionnaire distributed via Google Forms to coffee shop consumers in Jabodetabek. Respondents evaluated their experience with coffee shops in general in Jabodetabek rather than a single named establishment, consistent with the study's focus on modal consumer perceptions across the competitive coffee shop landscape rather than brand-specific evaluation. Prior to completing the questionnaire, respondents were informed of the study's purpose, assured of the voluntary nature of participation and the anonymity of their responses, and provided informed consent by proceeding with the survey.

Sampling Procedure and Sample Size Justification

Purposive sampling was applied. Eligible respondents (1) resided or were active in Jabodetabek; (2) were at least 17 years old, and; (3) had purchased coffee at a coffee shop at least three times in the preceding month. The questionnaire link was disseminated through three WhatsApp groups and approximately 100 individual contacts. This non-probability recruitment approach was chosen for its efficiency in reaching qualified respondents within the study timeframe; however, it does not guarantee representativeness of the broader coffee shop consumer population in Jabodetabek and may introduce selection bias toward respondents within the authors' social and digital networks. This limitation is addressed further in the Conclusion.

Sample size was determined using an a priori power analysis (Cohen, 1988) for a regression-based model with four predictors converging on repurchase intention, assuming a medium effect size ($f^2 = 0.15$), $\alpha = 0.05$, and power = 0.80, which indicated a minimum required sample of approximately 85 respondents. Of 258 responses received, 203 met the screening criteria and were analyzed (78.7%), exceeding this

benchmark and providing reasonable statistical power for detecting the hypothesized effects, though the non-probability sampling procedure means this adequacy applies to statistical power rather than population representativeness.

Measurement

All constructs were measured on five-point Likert scales across 72 indicators, adapted from established instruments and refined for the coffee shop context. Service quality was adapted from the SERVQUAL scale (Parasuraman et al., 1988), covering tangibles, reliability, responsiveness, assurance, and empathy. Store atmosphere was adapted from the services cape framework (Bitner, 1992), covering interior design and layout, lighting, cleanliness and comfort, music and aroma, and supporting facilities. Customer satisfaction was adapted from the expectation-disconfirmation literature (Oliver, 1997). Trust was adapted from relationship marketing measures (Morgan & Hunt, 1994). Repurchase intention was adapted from behavioral intention measures validated in recent coffee shop research (Putri et al., 2023). Item wording was reviewed for face validity and contextual

relevance to the coffee shop setting prior to distribution; convergent and discriminant validity were subsequently confirmed empirically through the measurement model evaluation reported in the Results section.

Common Method Bias

Common method bias was addressed primarily through procedural remedies recommended by Podsakoff et al. (2003), these included assuring respondents of anonymity and the absence of right or wrong answers, separating the presentation of predictor and criterion constructs within the questionnaire flow, and using clear, concise item wording to reduce ambiguity. In addition, discriminant validity results reported below (HTMT values below 0.90 for all construct pairs) provide indirect evidence that the constructs remain empirically distinguishable, reducing the likelihood that common method variance severely inflates the observed relationships.

Data Analysis

Data were analyzed using SEM-PLS via SmartPLS 4. PLS-SEM was selected over covariance-based SEM because the primary objective of this study is prediction-oriented, identifying which of two

theoretically distinct candidate mediators more strongly predicts repurchase intention, rather than strict confirmatory testing of a single pre-specified covariance structure, and because PLS-SEM does not require multivariate normality, which suited the ordinal Likert-scale data collected in this study (Hair et al., 2017). The analysis evaluated the measurement model (outer loading, $AVE \geq 0.50$, $HTMT < 0.90$, Cronbach's Alpha and Composite Reliability ≥ 0.70) and the structural model (R^2 , f^2 , and path coefficients), with hypotheses tested via 5,000-subsample bootstrapping at $\alpha = 0.05$.

Mediation was tested using the bootstrapping procedure for specific indirect effects in SmartPLS 4, following the approach recommended by Hair et al. (2017): an indirect effect is considered significant if its bootstrapped confidence interval does not include zero. Full mediation is inferred when the indirect effect is significant while the corresponding direct effect is not significant; partial mediation is inferred when both the direct and indirect effects are significant; and no mediation is inferred when the indirect effect is not significant regardless of the direct effect.

Hypotheses

Eight hypotheses were tested: H1-H2: service quality is positively associated with customer satisfaction and trust; H3: service quality is positively associated with repurchase intention; H4-H5: store atmosphere is positively associated with customer satisfaction and trust; H6: store atmosphere is positively associated with repurchase intention; H7: customer satisfaction is positively associated with repurchase intention; H8: trust is positively associated with repurchase intention. Customer satisfaction and trust were also tested as mediators of the service quality-repurchase intention and store atmosphere-repurchase intention relationships.

RESULT AND DISCUSSION

Respondent Profile and Descriptive Statistics

Among the 203 valid respondents, 66.5% were female and 33.5% were male, fairly evenly spread across productive age groups (18.2% aged 17-24, 31.0% aged 25-34, 31.0% aged 35-45, and 19.7% above 45). Respondents were concentrated in Bekasi (45.3%) and Jakarta (29.5%), a geographic concentration that is addressed as a limitation in the Conclusion.

Descriptively, all constructs fell within the high to very high category, with trust recording the highest mean (4.31) despite, as shown below, not significantly predicting repurchase intention, a divergence that is explored in the discussion that follows.

Measurement Model

Convergent validity was confirmed, with average variance extracted (AVE) ranging from 0.554 to 0.838, exceeding the 0.50 threshold for all constructs. Reliability was well established, with Cronbach's Alpha ranging from 0.957 to 0.982 and Composite Reliability ranging from 0.961 to 0.984. Discriminant validity was satisfied using the Heterotrait-Monotrait ratio (HTMT), with all values below the 0.90 threshold; the highest HTMT value, 0.899 between customer satisfaction and trust, approached this threshold and is discussed further below as a factor relevant to interpreting the relative strength of these two constructs' associations with repurchase intention.

Table 1. Measurement Model Summary

Construct	AVE	Cronbach's Alpha	Composite Reliability	Highest HTMT
Customer Satisfaction	0.778	0.959	0.965	0.899 (with Trust)
Repurchase Intention	0.727	0.965	0.969	0.793 (with CS)
Service Quality	0.554	0.957	0.961	0.782 (with SA)
Store Atmosphere	0.621	0.968	0.970	0.782 (with SQ)
Trust	0.838	0.982	0.984	0.899 (with CS)

Indicator-level outer loadings ranged from 0.604 to 0.944 across constructs, with seven indicators (RI_PRE3, SQ_EMP1, SQ_EMP2, SQ_EMP3, SQ_TAN2, SA_ARO1, and SA_ARO4) falling between 0.60 and 0.70; these were retained given that all corresponding constructs met the required AVE and Composite Reliability thresholds (Hair et al., 2017). A summary by construct is presented in Table 2.

Table 2. Outer Loading Summary by Construct

Construct	Number of Indicators	Loading Range	Result
Service Quality	20	0.604–0.835	Valid
Store Atmosphere	20	0.651–0.839	Valid
Customer Satisfaction	8	0.827–0.919	Valid
Trust	12	0.874–0.944	Valid
Repurchase Intention	12	0.697–0.915	Valid

Structural Model

The structural model explained a moderate proportion of variance in the endogenous constructs: $R^2 = 0.589$ for customer satisfaction, $R^2 = 0.541$ for trust, and $R^2 = 0.602$ for repurchase intention. In terms of effect size (f^2), service quality and store atmosphere exhibited small-to-moderate effects on customer satisfaction (0.144 and 0.215, respectively) and trust (0.130 and 0.163, respectively), while customer satisfaction exhibited a small-to-moderate effect on repurchase intention (0.143). By contrast, the direct effects of service quality, store atmosphere, and trust on repurchase intention were all negligible ($f^2 = 0.001$, 0.011, and 0.012, respectively), reinforcing that these three paths contribute little unique explanatory power once customer satisfaction is accounted for in the model.

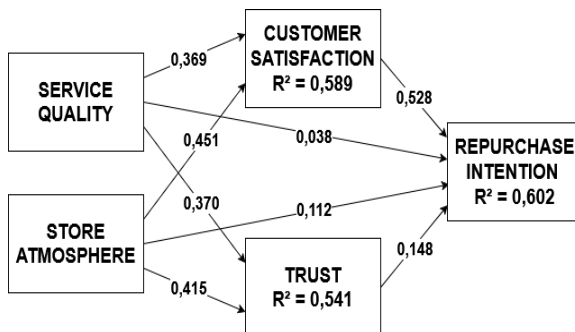


Figure 2. Structural Model Results

Hypothesis Testing

As shown in Table 3, five of eight hypotheses were supported. Service quality and store atmosphere were significantly associated with customer satisfaction ($\beta = 0.369$, $p = 0.002$; $\beta = 0.451$, $p < 0.001$) and trust ($\beta = 0.370$, $p = 0.001$; $\beta = 0.415$, $p < 0.001$). Customer satisfaction was significantly associated with repurchase intention ($\beta = 0.528$, $p < 0.001$) and was the strongest predictor in the model. However, service quality ($p = 0.700$), store atmosphere ($p = 0.320$), and trust ($p = 0.241$) showed no significant direct association with repurchase intention.

Table 3. Hypothesis Testing Results

Hyp.	Path	β	t-stat	p	Result
H1	SQ→ CS	0.36 9	3.089	0.002	Supported
H2	SQ→ Trust	0.37 0	3.257	0.001	Supported
H3	SQ→ RI	0.03 8	0.386	0.700	Rejected
H4	SA→ CS	0.45 1	3.818	<0.001	Supported
H5	SA→ Trust	0.41 5	3.861	<0.001	Supported
H6	SA→ RI	0.11 2	0.995	0.320	Rejected
H7	CS→ RI	0.52 8	4.696	<0.001	Supported
H8	Trust →RI	0.14 8	1.172	0.241	Rejected

Mediation analysis showed that customer satisfaction significantly mediated the association of service quality (indirect $\beta = 0.195$, $p = 0.017$) and store atmosphere (indirect $\beta = 0.238$, $p = 0.001$) with repurchase intention. Because the corresponding direct effects (H3, H6) were not significant, customer satisfaction functions as a full mediator in both relationships. Trust did not significantly mediate either path ($p = 0.268$ and 0.290 , respectively), consistent with its non-significant direct association with repurchase intention.

Discussion: Why Satisfaction Predicts Repurchase Intention but Trust Does Not

These findings indicate that service quality and store atmosphere shape both customer satisfaction and trust, yet only the satisfaction pathway translates into behavioral response, a pattern consistent with Iffan et al. (2024) and Muryati and Sukardi (2025), who reported similarly non-significant direct effects of service quality and store atmosphere, respectively. We propose two complementary explanations for why satisfaction, rather than trust, performs this translating function in the present context. First, satisfaction and trust

are conceptually distinct psychological states: satisfaction is a comparative, experience-based evaluation formed shortly after consumption (Oliver, 1997), closely aligned in time with the repurchase decision, whereas trust is a relational, forward-looking belief about a provider's reliability (Morgan & Hunt, 1994) that may guide willingness to engage with a provider without necessarily translating into an immediate behavioral intention. Second, coffee shop patronage in a saturated market such as Jabodetabek is a relatively low-risk, habitual purchase with abundant substitutable alternatives; under such conditions, consumers may rely more heavily on immediate satisfaction with the most recent experience than on a general relational belief that could apply to a class of similar outlets rather than any single provider, consistent with Elistia and Septiani (2023), who reported a similar pattern in a low-risk e-grocery context.

The relatively high HTMT value between customer satisfaction and trust (0.899) also warrants interpretive caution: although below the conventional 0.90 threshold, this value indicates substantial conceptual overlap between the two constructs. When both constructs are

entered simultaneously into the structural model, customer satisfaction may partly account for variance that would otherwise be attributed to trust, which could contribute to, though not fully explain, the non-significant trust coefficients observed here. Future research employing multi-trait multi-method designs could help disentangle the unique versus shared variance of these two constructs.

Theoretically, these findings refine rather than simply apply the S-O-R framework: they suggest that the “organism” stage should not be treated as a single, monolithic internal response, but rather as potentially comprising multiple, non-equivalent psychological mechanisms whose relative influence on behavioral outcomes may depend on the risk profile and purchase frequency characteristic of the product or service category under study.

Managerial Implications

Given that customer satisfaction was the only construct with a significant direct association with repurchase intention, and that this association was fully mediated from both service quality and store atmosphere, managerial priority should be placed on the specific service quality and

store atmosphere dimensions measured in this study that most directly shape customer satisfaction, particularly reliability and responsiveness within service quality, and cleanliness, comfort, and layout within store atmosphere. As an illustrative extension of these findings, and not as a directly tested component of the model, these priorities broadly correspond to the People, Process, and Physical Evidence elements of the 7P service marketing framework, while Product, Price, Place, and Promotion remain necessary supporting elements that were not empirically tested in this study. Similarly, a Segmentation-Targeting-Positioning approach, prioritizing working-age, active coffee-purchasing consumers who use coffee shops as spaces for work, study, and socializing, and positioning the outlet around a consistent, satisfying experience, is offered as a practical extrapolation of the satisfaction-centered finding rather than a hypothesis directly tested by the data.

CONCLUSION

Service quality and store atmosphere are positively associated with customer satisfaction and trust but show no significant direct association with repurchase intention. Customer satisfaction

is the strongest direct predictor of repurchase intention and fully mediates the association of service quality and store atmosphere with repurchase intention, whereas trust exhibits no significant direct or mediating role. Theoretically, these findings suggest that customer satisfaction and trust do not function as equivalent mediating mechanisms within the S-O-R framework applied to coffee shop repurchase behavior: satisfaction, as an experience-based evaluation, appears more proximate to repurchase decisions than trust, a more abstract relational belief, particularly within a low-risk, high-alternative purchase category such as coffee shop patronage. This non-significant role of trust should be interpreted as specific to the present model, measurement approach, and sample, rather than as a general claim that trust is unimportant in-service contexts more broadly.

Limitations and Future Research

This study has several limitations that should inform the interpretation of its findings and guide future research. First, the cross-sectional design captures associations at a single point in time and does not permit causal inference regarding the directional

relationships proposed in the model; longitudinal or experimental designs would strengthen causal claims. Second, the use of purposive, non-probability sampling through WhatsApp groups and personal contacts limits the generalizability of findings to the broader population of coffee shop consumers in Jabodetabek and may have introduced selection bias toward respondents within the authors' social and digital networks. Third, respondents were geographically concentrated in Bekasi and Jakarta, which may not fully represent consumer patterns across all areas of Jabodetabek. Fourth, all constructs were measured using self-reported perceptions collected through a single instrument at a single time point, which may be subject to common method bias despite the diagnostic checks reported in the Method section. Fifth, repurchase intention was measured as a behavioral intention rather than observed repeat-purchase behavior; intention-behavior gaps documented in the consumer behavior literature suggest that actual patronage patterns may diverge from reported intentions. Future research could address these limitations through longitudinal designs tracking actual repurchase behavior, probability-based

sampling strategies, and multi-city comparisons. Future studies could also directly test a sequential or reciprocal relationship between customer satisfaction and trust, given the substantial conceptual overlap ($HTMT = 0.899$) observed between these constructs in the present study and could incorporate additional variables such as price fairness or brand image alongside service quality and store atmosphere.

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