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The Influence of Product, Promotion, And Store Atmosphere on Repurchase Intention at Sessama Coffee Shop in Pontianak City With Customer Satisfaction as An Intervening Variable

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Abstract: This study aims to analyze the influence of product quality, promotional strategies, and store atmosphere on repurchase intention at Sessama Coffee Shop in Pontianak City, with customer satisfaction as an intervening variable. Using a quantitative associative approach, data were collected from 100 respondents who met specific criteria through purposive sampling. The primary data was analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The results showed that product quality, promotional strategies, and store atmosphere significantly influence repurchase intention both directly and indirectly through customer satisfaction. Among these factors, store atmosphere had the most substantial impact on customer satisfaction, highlighting the importance of creating a comfortable and engaging environment. Promotional strategies exhibited the strongest direct effect on repurchase intention, suggesting the critical role of effective marketing in fostering customer loyalty. The mediation analysis confirmed that customer satisfaction plays a pivotal role in amplifying the effects of the independent variables on repurchase intention. These findings emphasize the importance of integrating quality, marketing, and environmental strategies to enhance consumer experiences and drive loyalty. This study provides valuable insights for business practitioners to develop holistic approaches for customer retention and contributes to the understanding of consumer behavior in the retail and service sectors.

Keywords: Product Quality, Promotional Strategies, Store Atmosphere

INTRODUCTION

In the modern era, the culinary industry, especially coffee shops, has grown rapidly, including in Pontianak City (Indah, 2022; Widiatmaka et al., 2023). Consumers today not only seek delicious coffee but also unique and satisfying experiences (Yudhi Koesworodjati & Fathiyyahrohman, 2023; Zeng et al., 2023). Consequently, coffee shops are no longer just a place to enjoy coffee but have also become spaces for socializing, working, or unwinding (Daman Sudarman, 2023). The competition among coffee shops has prompted businesses to create distinctive characteristics to stand out and gain customer loyalty (Alif Tamir et al., 2024; Annisa et al., 2024; Fajrin & Aprianingsih, 2024). Sessama Coffee Shop is

one such business striving to provide an unforgettable customer experience through its commitment to quality products, engaging promotional activities, and a comfortable store atmosphere.

Quality is the foundation of Sessama Coffee Shop's offerings, from the selection of raw materials to the production process and presentation (Mubarok et al., 2022; Oktrichaendy et al., 2022). The shop offers a wide range of beverages, from coffee to non-coffee options, ensuring appealing taste, design, and packaging. The availability of diverse products has been proven to positively influence purchasing decisions, as supported by prior research indicating that increased product variety leads to higher purchasing decisions (Al Bukhori, 2022; Augustinah et al., 2024; Haitao, 2022; Navanti et al., 2024). Promotional efforts are another cornerstone of Sessama Coffee Shop's strategy. Utilizing social media, print advertising, and sales promotions such as discounts and loyalty programs, Sessama Coffee Shop seeks to attract and retain customers. Additionally, special events and collaborations enhance the shop's appeal and visibility.

A comfortable and attractive store atmosphere is essential in influencing customer decisions to revisit (Antonius & Facrura, 2024; Gabriella & Facrura, 2024; Khairiyadi et al., 2024). Sessama Coffee Shop adopts a modern minimalist design, featuring well-organized layouts, inviting furniture, and appealing product displays. These efforts aim to ensure customer comfort and encourage prolonged visits. Customer satisfaction is the primary objective at Sessama Coffee Shop. Efforts include attentive service from entry to exit and a commitment to incorporating customer feedback for continuous improvement. Recognizing the significance of customer loyalty, Sessama Coffee Shop focuses on building strong relationships through personalized services and memorable experiences.

This research aims to explore the impact of product quality, promotional strategies, and store atmosphere on repurchase intention at Sessama Coffee Shop, with customer satisfaction serving as an intervening variable. The study is grounded in theories suggesting that customer satisfaction mediates the relationships between independent and dependent variables. Previous studies have demonstrated that product quality, effective promotions, and a pleasant store atmosphere significantly influence customer satisfaction and repurchase intentions. The primary question to be addressed in this study is whether product quality, promotional strategies, and store atmosphere influence repurchase intentions at Sessama Coffee Shop in Pontianak City, with customer satisfaction as an intervening variable. By answering this question, the research aims to provide valuable insights into effective marketing strategies to enhance customer satisfaction and encourage repurchase intentions.

METHOD

This study employs a quantitative approach with an associative research design (Mangold & Adler, 2019; Miksza et al., 2023). Associative research aims to examine the relationships between two or more variables. In this context, the study focuses on the relationships between product quality, promotional strategies, and store atmosphere on repurchase intention, with customer satisfaction serving as an intervening variable.

The population in this study consists of all customers of Sessama Coffee Shop in Pontianak City who have made repeat purchases. Since the exact population size is unknown, the sampling method used is purposive sampling. This method ensures that respondents meet specific criteria, such as being at least 18 years old and having made at least two separate transactions at Sessama Coffee Shop. A total sample of 100 respondents was determined using Purba's (1996) formula, ensuring statistical adequacy for analysis.

The research was conducted at Sessama Coffee Shop in Pontianak City. The data collection process spanned three months, from May to July 2023, encompassing questionnaire distribution, interviews, and data analysis. The primary instrument used in this study is a

structured questionnaire. The questionnaire consists of items designed to measure the variables of product quality, promotional strategies, store atmosphere, customer satisfaction, and repurchase intention. Responses are recorded using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." Validity and reliability tests were conducted on the instrument using the Outer Model approach in SmartPLS, ensuring that all items meet the required criteria for accurate measurement.

The research followed a systematic procedure to ensure the accuracy and reliability of the findings. Initially, preliminary data collection involved interviews with the management and customers of Sessama Coffee Shop. These interviews aimed to understand their experiences and identify key variables relevant to the study. Based on the insights gained, a questionnaire was developed using theoretical constructs, which was then validated through a pilot study to ensure clarity and relevance. Once the questionnaire was finalized, it was distributed directly to respondents who met the sampling criteria. These respondents were carefully selected to represent the target population. Additionally, observational data were gathered to provide context and enrich the analysis. The data collected through the questionnaires were processed and analyzed using Structural Equation Modeling (SEM) with SmartPLS software, enabling the simultaneous evaluation of multiple relationships between the variables (Haji-Othman et al., 2024). The data analysis involved two main steps. The first step was the Outer Model analysis, which tested the reliability and validity of the measurement instrument by assessing convergent and discriminant validity. Indicators with a loading factor greater than 0.7 were retained to ensure robust measurement. The second step focused on the Inner Model analysis, which examined the structural relationships among variables. This analysis utilized R-square and predictive relevance (Q-square) values to assess the strength of the model, while hypothesis testing employed t-statistics and p-values, with a significance level set at 0.05.

To enhance the study's accuracy and reliability, various measures were implemented, including the use of diverse data sources and advanced statistical tools. Ethical considerations were strictly adhered to, ensuring that respondents participated voluntarily and their responses were kept confidential. The application of SmartPLS software contributed to efficient and precise data analysis, effectively supporting the achievement of the research objectives.

RESULTS AND DISCUSSION

Structural Model Analysis

The structural model was analyzed to assess the relationships between the independent variables (product quality, promotional strategies, and store atmosphere) and the dependent variable (repurchase intention), with customer satisfaction as a mediating variable. The results of the Structural Equation Modeling (SEM) analysis are visualized in the following diagram.

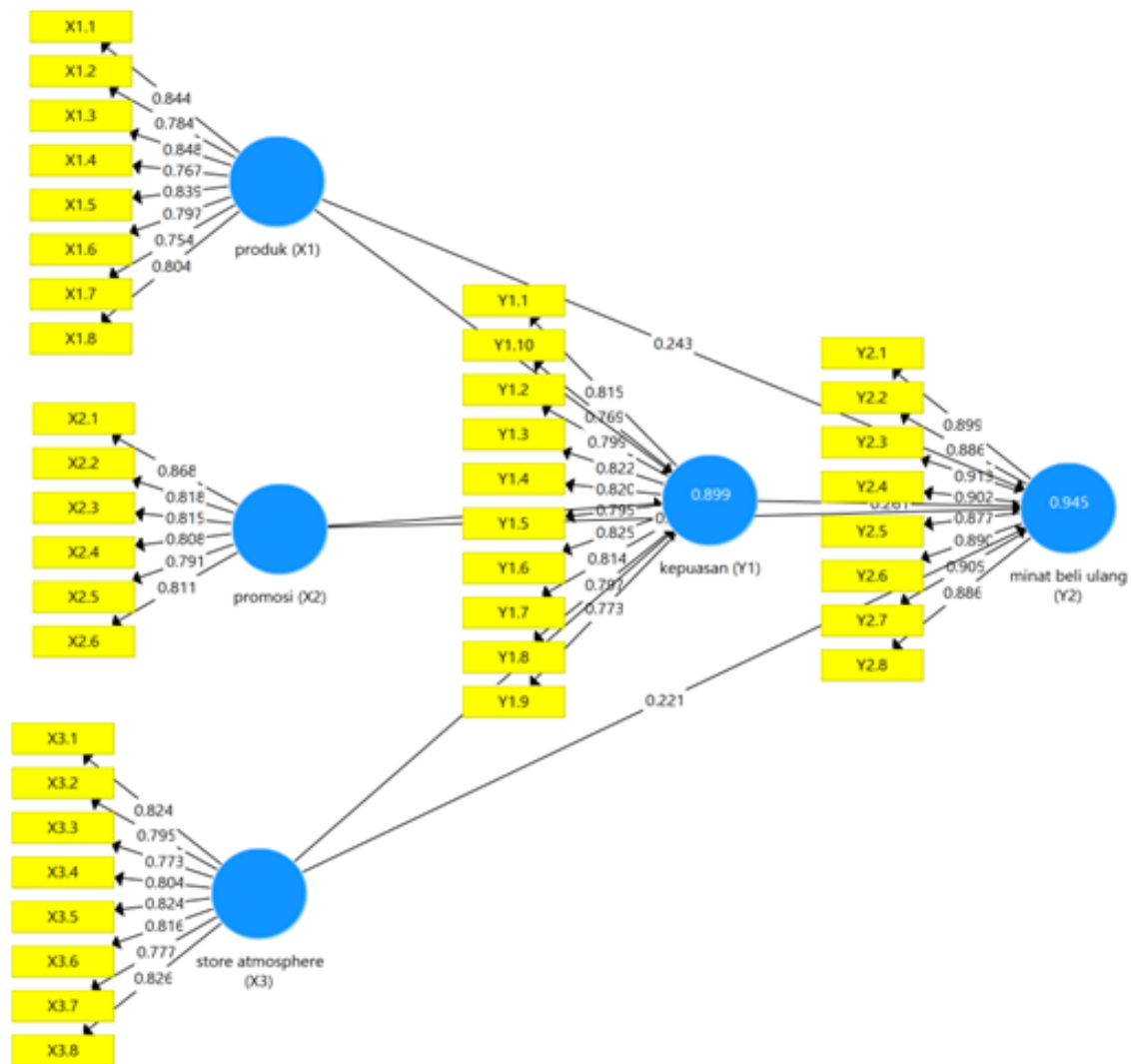


Figure 1. Structural Model Path Analysis Results

Source: Researcher Processed Results 2025

The diagram illustrates the direct and indirect effects of the variables. It highlights the path coefficients and significance levels for each hypothesized relationship. For instance, the direct effect of product quality on repurchase intention is evident, as is the mediating effect of customer satisfaction between store atmosphere and repurchase intention. This visualization supports the statistical findings discussed in earlier sections, providing a comprehensive view of the relationships within the model.

Convergent Validity

The analysis of convergent validity was conducted to evaluate the relationship between indicators and their respective constructs using standardized loading factors. The results revealed that all indicators achieved loading factor values exceeding the threshold of 0.7, indicating a strong correlation with their respective constructs. This confirms the adequacy of the measurement model and the validity of the indicators in capturing the intended variables. For instance, the indicators Y2.3 and Y2.1, which measure customer satisfaction, exhibited exceptionally high loading factors of 0.913 and 0.899, respectively, demonstrating their robustness in representing the construct. Similarly, indicators related to product quality, promotional strategies, and store atmosphere also showed strong loading factors, ensuring that each construct is measured accurately and reliably.

These findings validate the instruments used in the study, confirming their ability to effectively measure the constructs of product quality, promotional strategies, store atmosphere, customer satisfaction, and repurchase intention. This strong convergent validity ensures that the data collected through the questionnaire are reliable for further analysis and hypothesis testing.

Discriminant Validity

Discriminant validity was assessed to confirm that each construct is uniquely measured and distinct from other constructs. This was evaluated using cross-loading analysis and the Average Variance Extracted (AVE) values for each construct. The results demonstrated that all indicators had the highest loading values with their respective constructs compared to other constructs, establishing their discriminant validity.

For example, the indicator X1.1, which represents product quality, showed a loading factor of 0.844 with its own construct, which was significantly higher than its cross-loadings with other constructs, such as promotional strategies or store atmosphere. Similarly, other indicators associated with promotional strategies, store atmosphere, customer satisfaction, and repurchase intention consistently exhibited higher loadings with their intended constructs compared to unrelated ones. Furthermore, the AVE values for all constructs exceeded the recommended threshold of 0.5, indicating that a substantial proportion of the variance in each indicator is explained by its corresponding construct. Among the constructs, customer satisfaction achieved the highest AVE value of 0.801, further affirming its strong discriminant validity.

These findings confirm that the constructs in the study are distinct and measure unique aspects of product quality, promotional strategies, store atmosphere, customer satisfaction, and repurchase intention. This strong discriminant validity supports the robustness of the measurement model and the reliability of the study's findings.

Reliability Analysis

Reliability analysis was conducted to evaluate the internal consistency of the constructs used in the study. Two metrics were employed: Composite Reliability (CR) and Cronbach's Alpha. Both metrics exceeded the recommended threshold of 0.7 for all constructs, indicating strong reliability and internal consistency of the measurement instruments.

Customer satisfaction demonstrated the highest reliability, with a Cronbach's Alpha value of 0.964 and a Composite Reliability value of 0.970, reflecting exceptional consistency in its measurement. Similarly, other constructs, such as product quality, promotional strategies, store atmosphere, and repurchase intention, all exhibited reliability values well above the threshold. For instance, product quality recorded a Cronbach's Alpha of 0.932 and a Composite Reliability of 0.944, further confirming the robustness of the instrument.

These findings indicate that the items within each construct are highly consistent in measuring the intended latent variables. The high reliability scores across all constructs ensure that the results are dependable and provide a solid foundation for subsequent analysis, including structural modeling and hypothesis testing. This strong internal consistency strengthens the credibility of the research findings and underscores the effectiveness of the questionnaire design in capturing the intended variables.

Structural Model (Inner Model) Analysis

The structural model, or inner model, was analyzed to examine the relationships between the independent variables (product quality, promotional strategies, and store atmosphere), the mediating variable (customer satisfaction), and the dependent variable

(repurchase intention). Key metrics used to evaluate the model's performance included the R-square, predictive relevance (Q-square), and the significance of path coefficients.

The R-square value for customer satisfaction was 0.935, indicating that product quality, promotional strategies, and store atmosphere collectively explained 93.5% of the variance in customer satisfaction. Similarly, the R-square value for repurchase intention was 0.899, signifying that customer satisfaction and the independent variables accounted for 89.9% of the variance in repurchase intention. These high R-square values highlight the strong explanatory power of the model.

Predictive relevance (Q-square) values further confirmed the model's robustness. A Q-square value of 0.742 for customer satisfaction and 0.569 for repurchase intention suggested that the model has substantial predictive capability, as these values are well above the threshold of 0.35, indicating a large predictive relevance.

Path coefficient analysis revealed that all hypothesized relationships were significant. For instance, product quality had a significant positive effect on customer satisfaction (path coefficient = 0.231, t-statistic = 3.000, $p < 0.05$) and repurchase intention (path coefficient = 0.243, t-statistic = 3.281, $p < 0.05$). Similarly, promotional strategies demonstrated a strong direct effect on customer satisfaction (path coefficient = 0.256, t-statistic = 3.214, $p < 0.05$) and repurchase intention (path coefficient = 0.278, t-statistic = 3.587, $p < 0.05$). Store atmosphere emerged as the most influential variable on customer satisfaction (path coefficient = 0.486, t-statistic = 5.407, $p < 0.05$) and also significantly influenced repurchase intention (path coefficient = 0.221, t-statistic = 2.981, $p < 0.05$).

The mediation analysis further confirmed the role of customer satisfaction as an intervening variable. The indirect effects of product quality (0.060), promotional strategies (0.067), and store atmosphere (0.127) on repurchase intention through customer satisfaction were significant, highlighting the mediating role of customer satisfaction in amplifying the influence of the independent variables. Overall, the structural model analysis demonstrates that product quality, promotional strategies, and store atmosphere significantly influence repurchase intention both directly and indirectly through customer satisfaction. The model's high explanatory and predictive power underscores the effectiveness of the theoretical framework and provides valuable insights into the factors driving customer behavior at Sessama Coffee Shop.

Hypothesis Testing

Hypothesis testing was conducted to examine the relationships between product quality, promotional strategies, and store atmosphere with repurchase intention, both directly and indirectly through customer satisfaction. The analysis used Structural Equation Modeling (SEM) in SmartPLS, producing path coefficients and significance levels for each hypothesized relationship. The results are summarized in the following diagram.

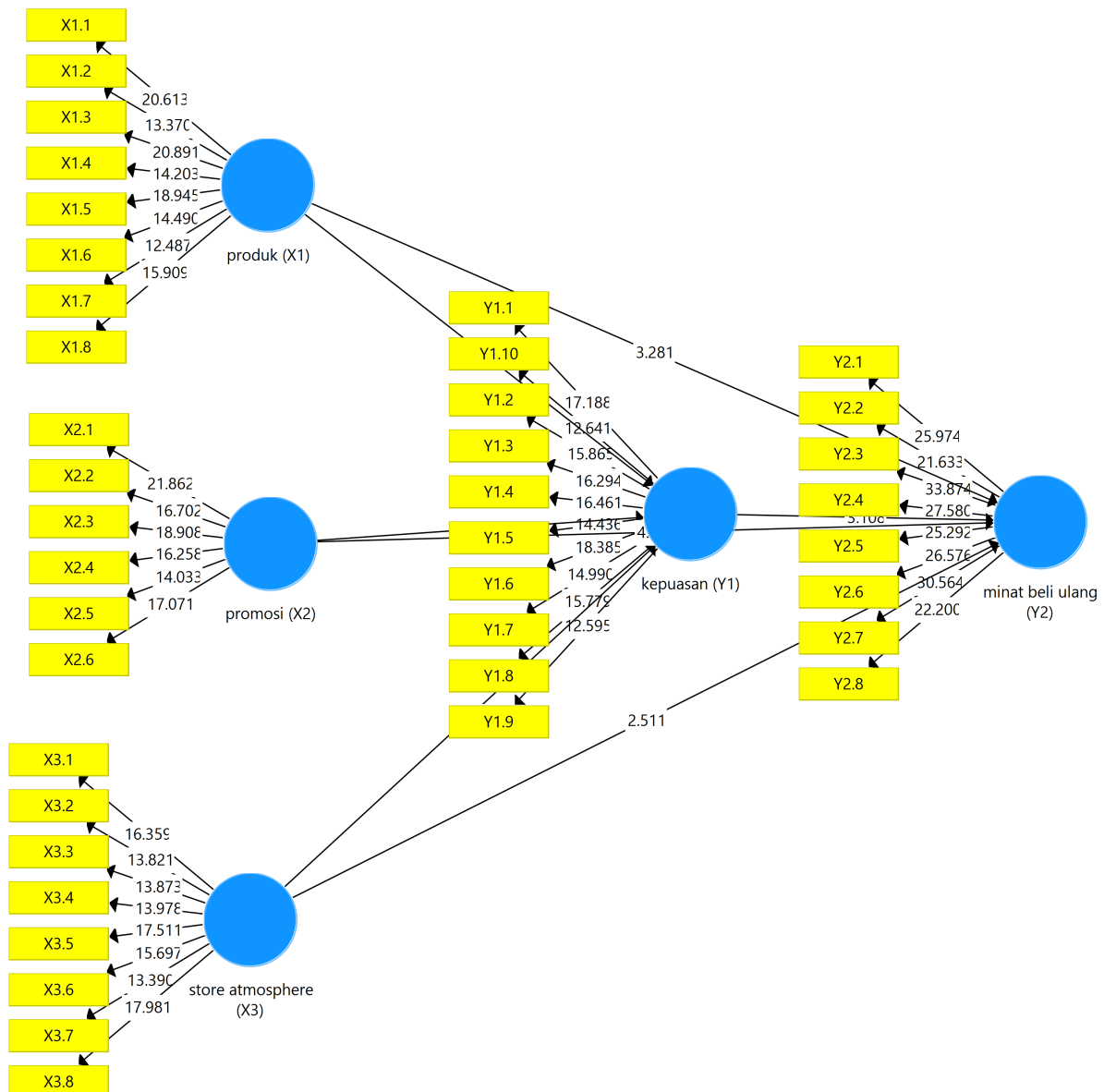


Figure 2. Hypothesis Testing Path Analysis Results

The diagram illustrates the standardized path coefficients and significance levels, showing which relationships are statistically significant. For instance, the direct effect of promotional strategies on repurchase intention has a coefficient of 0.278 ($p < 0.001$), indicating a strong and significant relationship. Similarly, the indirect effect of store atmosphere on repurchase intention through customer satisfaction demonstrates the mediating role of customer satisfaction. The model confirms that all hypothesized paths are supported, emphasizing the importance of each variable in influencing customer behavior at Sessama Coffee Shop.

The direct effect of product quality on customer satisfaction was positive and significant, with a path coefficient of 0.231 (t -statistic = 3.000, $p < 0.05$). Product quality also directly influenced repurchase intention with a path coefficient of 0.243 (t -statistic = 3.281, $p < 0.05$), indicating that high-quality products not only improve satisfaction but also encourage repeat purchases. Promotional strategies demonstrated a strong direct effect on customer satisfaction, with a path coefficient of 0.256 (t -statistic = 3.214, $p < 0.05$), and a significant impact on repurchase intention with a path coefficient of 0.278 (t -statistic = 3.587, $p < 0.05$). These findings highlight the effectiveness of strategic promotions in enhancing customer

satisfaction and fostering loyalty. Store atmosphere emerged as the most influential factor on customer satisfaction, with a path coefficient of 0.486 (t -statistic = 5.407, $p < 0.05$), and it also significantly affected repurchase intention with a path coefficient of 0.221 (t -statistic = 2.981, $p < 0.05$). These results underscore the importance of a comfortable and engaging environment in driving customer satisfaction and repeat purchases. The mediation analysis revealed that customer satisfaction significantly mediated the relationships between the independent variables (product quality, promotional strategies, and store atmosphere) and repurchase intention. The indirect effects were 0.060 for product quality, 0.067 for promotional strategies, and 0.127 for store atmosphere, all of which were statistically significant. This indicates that customer satisfaction acts as a key intermediary in amplifying the influence of these variables on repurchase intention.

Hypothesis testing confirmed that all proposed hypotheses were supported. Product quality, promotional strategies, and store atmosphere significantly influence repurchase intention, both directly and indirectly through customer satisfaction. These results provide robust empirical evidence for the theoretical framework and emphasize the critical role of these factors in shaping customer loyalty and behavior at Sessama Coffee Shop.

Mediation Effects

The mediation effects analysis aimed to determine whether customer satisfaction serves as a mediating variable in the relationships between product quality, promotional strategies, store atmosphere, and repurchase intention. The analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS, focusing on the indirect effects of the independent variables on repurchase intention through customer satisfaction. The results revealed that customer satisfaction significantly mediated the relationship between product quality and repurchase intention, with an indirect effect coefficient of 0.060 ($p < 0.05$). This indicates that the positive influence of product quality on repurchase intention is partially explained by its impact on customer satisfaction. Similarly, promotional strategies had a significant indirect effect on repurchase intention through customer satisfaction, with a coefficient of 0.067 ($p < 0.05$). This finding suggests that effective promotions enhance customer satisfaction, which in turn increases the likelihood of repurchase. The strongest mediation effect was observed for store atmosphere, which exhibited an indirect effect coefficient of 0.127 ($p < 0.05$) on repurchase intention via customer satisfaction. This underscores the critical role of a comfortable and inviting store environment in fostering satisfaction and loyalty among customers. These mediation effects highlight the pivotal role of customer satisfaction in linking product quality, promotional strategies, and store atmosphere to repurchase intention. The findings suggest that while these independent variables have direct effects on repurchase intention, their overall influence is significantly amplified when customer satisfaction is considered as an intermediary variable. This demonstrates the importance of prioritizing customer satisfaction as a strategic focus to enhance loyalty and drive repeat purchases at Sessama Coffee Shop.

Interpretation and Discussion

The findings of this study provide valuable insights into the factors influencing repurchase intention at Sessama Coffee Shop, with customer satisfaction playing a mediating role. The results demonstrate that product quality, promotional strategies, and store atmosphere are key determinants of customer satisfaction and repurchase intention, both independently and through their combined effects. Product quality was found to significantly impact customer satisfaction and repurchase intention. This highlights the importance of maintaining high standards in the selection of raw materials, production processes, and product presentation. Customers' perceptions of quality play a critical role in their overall satisfaction, which in turn

drives their loyalty and likelihood of repurchasing. For Sessama Coffee Shop, consistent product innovation and quality assurance are crucial strategies for sustaining customer satisfaction. Promotional strategies also exhibited a significant influence on both customer satisfaction and repurchase intention. This underscores the effectiveness of targeted marketing campaigns, loyalty programs, and discounts in attracting customers and fostering loyalty. By leveraging social media and other promotional platforms, businesses like Sessama Coffee Shop can effectively communicate their value propositions and enhance customer experiences. The store atmosphere emerged as the most influential factor on customer satisfaction, demonstrating that the environment in which services are delivered greatly affects customers' emotional responses and perceptions. A comfortable, aesthetically pleasing, and well-maintained atmosphere not only enhances satisfaction but also encourages longer visits and repeat purchases. For Sessama Coffee Shop, investment in interior design, ambient elements, and customer-friendly layouts is critical to building a strong emotional connection with customers. The mediation analysis revealed that customer satisfaction significantly amplifies the effects of product quality, promotional strategies, and store atmosphere on repurchase intention. This finding highlights the central role of customer satisfaction in the consumer decision-making process. It suggests that while the independent variables directly influence repurchase intention, their overall impact is significantly enhanced when customer satisfaction is prioritized as a core business objective.

The results validate the theoretical framework and align with prior studies, reinforcing the importance of an integrated approach to customer experience management. For Sessama Coffee Shop, these findings suggest that a combination of superior product quality, innovative promotional strategies, and a welcoming store atmosphere can foster higher levels of satisfaction and loyalty. These strategies not only enhance customer retention but also provide a competitive edge in the highly dynamic coffee shop industry. This comprehensive understanding of consumer behavior can guide Sessama Coffee Shop and similar businesses in formulating effective marketing and operational strategies to sustain long-term growth.

CONCLUSION

This study examined the influence of product quality, promotional strategies, and store atmosphere on repurchase intention, with customer satisfaction as an intervening variable, using Sessama Coffee Shop in Pontianak City as a case study. The findings demonstrate that all three independent variables significantly affect repurchase intention both directly and indirectly through customer satisfaction, confirming their critical roles in shaping consumer behavior.

Product quality was shown to significantly enhance customer satisfaction and directly increase the likelihood of repurchase. The consistent focus on high-quality materials, meticulous production processes, and appealing product presentation underscores the importance of maintaining superior product standards to meet consumer expectations. Similarly, promotional strategies were found to have a strong and significant impact on both customer satisfaction and repurchase intention. Effective promotions, such as social media campaigns, loyalty programs, and special offers, were identified as vital tools for attracting and retaining customers.

The store atmosphere emerged as the most influential factor in enhancing customer satisfaction. A well-designed, comfortable, and aesthetically pleasing environment not only creates a positive experience for customers but also fosters emotional connections that lead to loyalty and repeat purchases. The mediation analysis further confirmed that customer satisfaction amplifies the effects of product quality, promotional strategies, and store atmosphere on repurchase intention, highlighting its pivotal role as an intermediary variable.

This research contributes to the field of industrial engineering and business management by providing empirical evidence on the importance of integrating quality, marketing, and environmental design strategies to improve consumer retention. For practitioners, these findings emphasize the need for a holistic approach to customer experience management, where operational excellence, targeted promotions, and an inviting atmosphere work synergistically to achieve business goals.

In advancing the understanding of consumer behavior, this study underscores the theoretical interplay between satisfaction and loyalty. Future improvements in science and industry can build on these insights by exploring technological innovations, personalized marketing, and sustainable practices to further enhance customer experiences. This study reinforces the value of adopting a customer-centric strategy as a cornerstone of sustained competitive advantage in the dynamic retail and service industries.

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