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The Influence of Service Quality, Customer Relations and Product Quality on Intention to Return to The Bensara Café Through Customer Satisfaction as Mediation

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Abstract: This study aims to analyze the influence of service quality, customer relationship, and product quality on revisit intention at The Bènsara Cafe, with customer satisfaction as a mediating variable. Coffee has become an important part of many people's daily lives, with Indonesia being one of the largest coffee producers in the world. The increase in coffee consumption has driven rapid growth in coffee shops, including in South Jakarta. The research method used is quantitative with a total of 170 respondents from the DKI Jakarta area, who have purchased at least once at The Bènsara Cafe. Data analysis was conducted using Smart PLS 3. The results show that service quality has a positive and significant effect on revisit intention. Customer relationship does not have a significant effect on revisit intention. Product quality has a positive and significant effect on revisit intention. Customer satisfaction also has a positive and significant effect on revisit intention. However, service quality, customer relationship, and product quality do not have a significant effect on revisit intention through customer satisfaction as a mediating variable. The theoretical contribution of this research is to provide insights into the influence of service quality, customer relationship, and product quality on revisit intention with customer satisfaction as a mediating variable. Practically, this study provides strategic recommendations for the owners of The Bènsara Cafe to improve service and product quality to increase customer revisit intention.

Keywords: Service Quality, Customer Relationship, Product Quality, Revisit Intention, Customer Satisfaction, The Bènsara Cafe.

INTRODUCTION

Coffee has become a part of the daily lives of many people around the world. In recent decades, it has gone from being a routine drink to a thriving cultural phenomenon. The coffee business, especially coffee shops, has become a place not only to enjoy coffee drinks but also to gather, work or relax (Islahiyah & Utama, 2023).

Based on data from the United States Department of Agriculture (USDA), global coffee production has reached 170 million bags per 60 kg of coffee in the 2022/2023 period. Indonesia will become the 3rd largest coffee producing country in the world in 2022/2023, producing 11.85 million bags of coffee. The number of coffee production in first place is Brazil with production of 62.6 million bags per 60kg. Then in last place is the country of Peru producing a total of 3.6 million bags per 60kg.

According to data from the Central Statistics Agency (BPS), coffee production in Indonesia is on an increasing trend, in 2022 the production figure will reach 794.8 thousand tons or an increase of 1.1% compared to the previous year. However, compared to 10 years ago, coffee production in the country increased sharply by 118.9 thousand tonnes or almost 120 thousand tonnes from 675.9 thousand tonnes in 2013 to 794.8 thousand tonnes in 2022. In percentage terms, production jumped 17 .6%.

Coffee is a quite popular commodity that is enjoyed by the public. Reporting from dataindonesia.id, according to the International Coffee Organization (ICO), coffee consumption in Indonesia reached 5 million per 60 kg bag in the 2020/2021 period. This number increased by 4.04% compared to the previous period which was only 4.81 million bags measuring 60 kg. The following graphic data can be seen below

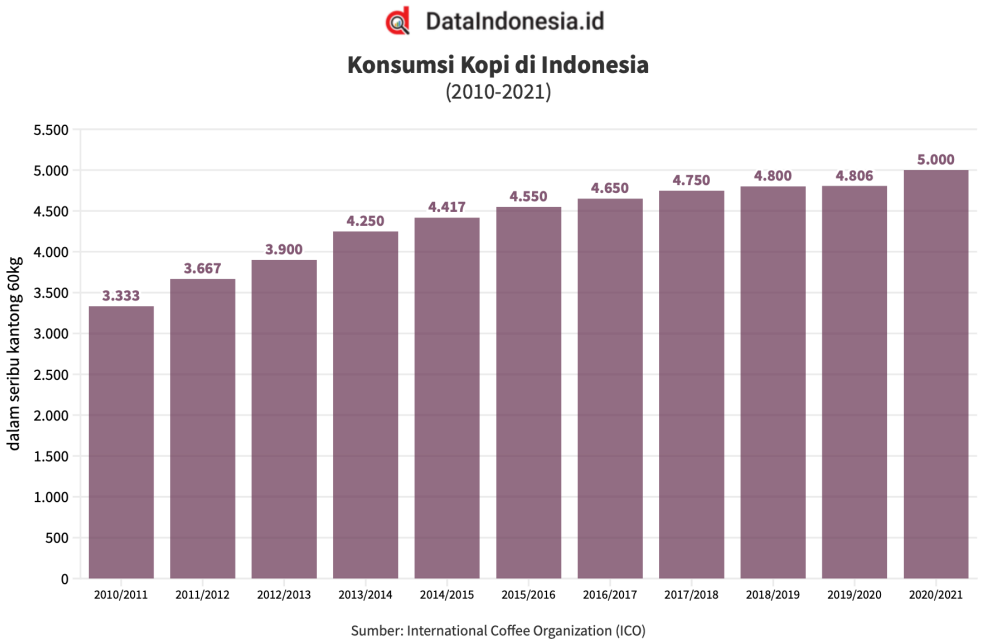


Figure 1 Indonesian Coffee Consumption
Source: Dataindonesia (2023)

With the increase in coffee lovers, the growth in the number of coffee shops has increased. Launching frominsight.toffin.id, Head of marketing for Toffin, Ario Fajar, said that the number of coffee shops in Indonesia has increased significantly in the last 3 years. Toffin and Mix Magazine showed the results of research on the number of coffee shops in Indonesia in August 2019 reaching

more than 2,950 outlets. Compared to 2016, it was only around 1,000, so it has increased almost 3 times. The real figure for the number of coffee shops could be higher because the census only includes outlets or coffee shops in big cities.

This increased growth applies to corporate coffee shops and MSMEs. MSMEs are Micro, Small and Medium Enterprises which are trading businesses managed by individuals in accordance with law number 20 of 2008. Based on data from the Ministry of Cooperatives and SMEs, MSMEs have contributed 60.5% to National GDP, so MSMEs have a good impact for the Indonesian economy. In the context of coffee shops, the existence of MSMEs is important because many of these shops are owned and run by small-scale business actors.

Coffee has become a lifestyle and also a social status so that what coffee drinkers do is not a need but only a desire (Solikatun et al, 2015). As time goes by, business people engaged in the coffee shop business are now increasingly busy in various places. The South Jakarta area is no exception.The urban lifestyle of young people in South Jakarta is known within the scope of modern society, which then becomes a reference for young people in other cities in adopting this lifestyle trend (Zahra, 2020). According to data from the Central Statistics Agency, food and beverage shops in South Jakarta in 2020 reached 5,318.

Kab/Kota	Jumlah Kedai Makanan Minuman (PODES)
	2020
DKI Jakarta	22 503
Jakarta Timur	6 228
Jakarta Utara	5 906
Jakarta Selatan	5 318
Jakarta Barat	3 165
Jakarta Pusat	1 763

Figure 2 Number of Food and Beverage Shops in Jakarta
Source: BPS (2020)

Business owners continue to develop their strategies to be able to survive against competitors. The 10 coffee shops in South Jakarta have different sales levels. Based on the results of the researcher's observations, the sales level for 1 year is as follows:

Table 1 Income of South Jakarta Coffee Shops

No	Name	1 year income
1	Kopimana27	Rp 1,512,000,000
2	Elarte Sport Cafe	Rp 945,000,000
3	Cerita coffee	Rp 602,640,000
4	Lenma Coffee	Rp 463,104,000
5	The Bènsara Cafe	Rp 414,734,000
6	Mitohausu	Rp 329,400,000
7	Harumanis	Rp 288,800,000
8	Ngopilawa	Rp 275,865,000
9	Kedai rindang	Rp 250,520,000
10	Kedai lipusi	Rp 135,000,000

Source: Researcher observation results, 2023

The data above shows coffee sales in South Jakarta. The researcher chose the research object The Bènsara Cafe because the researcher saw the potential to compete with existing competitors. So The Bènsara Cafe needs to organize a marketing strategy so that it can compete against tough competitors. According to Ara (2023) as the owner of The Bensara Café, there are

only around 20 customers who visit again, so it can be concluded that The Bensara Café has problems in terms of interest in returning visits. Intention to revisit is the desire to revisit a tourist destination in the future and recommend the destination to others (Nam, 2023). Intention to revisit is a customer's willingness to visit again or make a repeat purchase of a related product.

Product quality is a series of characteristics or attributes that are defined and used in products (both goods and services) with the aim of meeting customer expectations (Das Guru & Paulssen, 2020). Good product quality can create purchasing intentions in consumers' minds. If the product quality is poor, it can reduce consumer buying interest, so the company can incur losses (Valentino et al, 2021).

Business owners must pay attention to the quality of their service to consumers. Good service quality can influence interest in visiting again (Manyangara, Makanyeza, & Muranda, 2023). Meanwhile, according to Tjiptono (2014) service quality is centered on efforts to meet consumer needs and desires as well as accuracy in service delivery to align with consumer expectations.

*Customer relations*is one strategy that business owners can use to attract interest in returning. According to Sugiarto (2020), customer relationship marketing (CRM) is an effort to attract customers and improve relationships with customers. On the other hand, Didik (2024) states that relationship marketing has the aim of building long-term relationships to get and maintain business.

Based on the explanation above that has been carried out, researchers conducted a pre-survey of consumers of The Bènsara Cafe. This pre-survey aims to look for independent variables that can influence interest in returning to The Bènsara Cafe. In carrying out this pre-survey activity, researchers distributed questionnaires to 40 consumers who had visited The Bènsara Cafe. The following are the results of the pre-survey conducted by researchers:

The pre-survey results showed that service quality was chosen by 28 respondents out of 40 respondents with a weight of 70%, customer relations was chosen by 27 respondents with a weight of 67.5%, product quality was chosen by 26 respondents with a weight of 65%, customer satisfaction was chosen by 25 respondents with a weight of 62.5%. %, brand loyalty 21 respondents with a weight of 52.5%, price 20 respondents with a weight of 50%, social media 17 respondents with a weight of 42.5% and brand awareness 16 respondents with a weight of 40%.

Service quality has the highest percentage value. This is in line with research conducted by Abdulla et al (2020) which states that service quality has a significant positive influence on intention to revisit. By having good service quality, consumers will have an interest in visiting again. According to Khoo (2020) service quality influences repeat visit intentions which are mediated by company image and customer satisfaction.

Customer relations or customer relationship is the second factor in the results of the pre-survey that has been carried out. According to the results of research conducted by Dwita (2022), customer relationships have quite significant results in improving relationships with customers so that they can increase consumers' purchasing interest. Billah & Purnama (2021) stated that customer relationship management influences consumer satisfaction. In line with the findings of Cita, Sunaryo & Yuniarinto (2020) that customer relationships have a positive influence on customer loyalty. Astana & Karmini (2022) found that relationship marketing has a positive and significant effect on revisit intention.

Quality product is the third factor based on the pre-survey. Previous research conducted by Apriyanto (2019) showed that product quality had a positive and significant effect on interest in returning to visit. This is supported by research conducted by Haqiqi & Adji (2021) with the results

that product quality can influence consumer buying interest. By having good product quality, the level of consumer purchasing interest will increase.

Results from research conducted by Kusuma (2022) states that product quality does not have a significant influence on interest in returning to visit. Research conducted by Wantara & Tambrin (2021) resulted in no influence between product quality and interest in returning. Zakiatul (2022) has the result that service quality has a positive but not significant influence on interest in returning to visit. This shows that there are other factors that can influence consumer decisions. Similar to research conducted by Due, Salsalbilah and Fariz (2023), service quality does not have a significant direct effect on interest in visiting. Research on customer relationships that have no influence on interest in revisiting is difficult to find, so further research is needed on this matter.

With the basics from previous research, the addition of customer satisfaction variables as mediation in this research is a relevant step and can add deeper insight into how customer satisfaction can influence interest in returning visits.

Framework

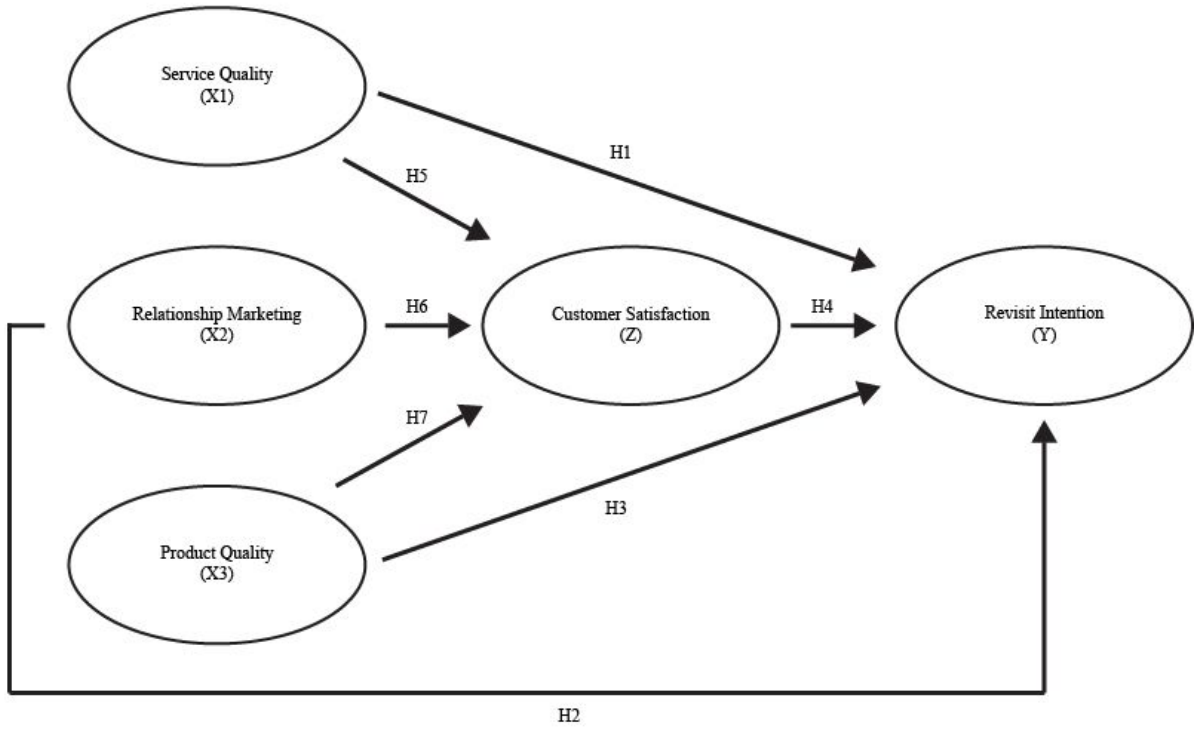


Figure 3 Framework of Thought

METHOD

Sugiyono in Lianti (2022) states that population is a collection of generalizations consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. Populations have parameters, namely quantities that can be measured that indicate the characteristics of the population. The population of this research is consumers who have purchased or visited The Bènsara Cafe.

According to Sugiyono in Lianti (2022) the sample is a small portion of the number and characteristics of the population. If the population is very large and it is not possible for the researcher to study all of it due to limited funds, personnel and time, the researcher can use a sample that is representative of the population. In this case, it is important for researchers to choose a truly representative sample. They must consider the desired criteria in providing the desired information and answers through sampling.

Drawing from this research sample uses a non-probability sampling technique, namely a sampling technique that does not provide the same chance or opportunities for sample members. Selection in non-probability sampling using purposive sampling technique. Purposive sampling is a technique where samples are taken based on certain considerations (Sugiyono in Lestari, 2020). According to Hair et al in Alawiyah and Utama (2023), the number of samples used is 5 - 10 times the number of existing indicators. Based on this statement, the sample respondents numbered 34 multiplied by 5 = 170 respondents. Minimum respondents range from 100-200 to get an appropriate sample size. So in this study using a total of 170 respondents is quite representative.

The characteristic data used in this research are as follows:

1) The minimum age of respondents is 17 years.
2) Respondents who have visited and purchased at least 3 times at The Bensara Café.

RESULTS AND DISCUSSION

Outer Model Testing

The first stage carried out in SEM PLS analysis is evaluation of measurements or outer model testing. The outer model can define each indicator relationship that is related to other variables. Outer model testing includes convergent, discriminant validity, average variance extracted, Cronbach alpha and construct reliability values.

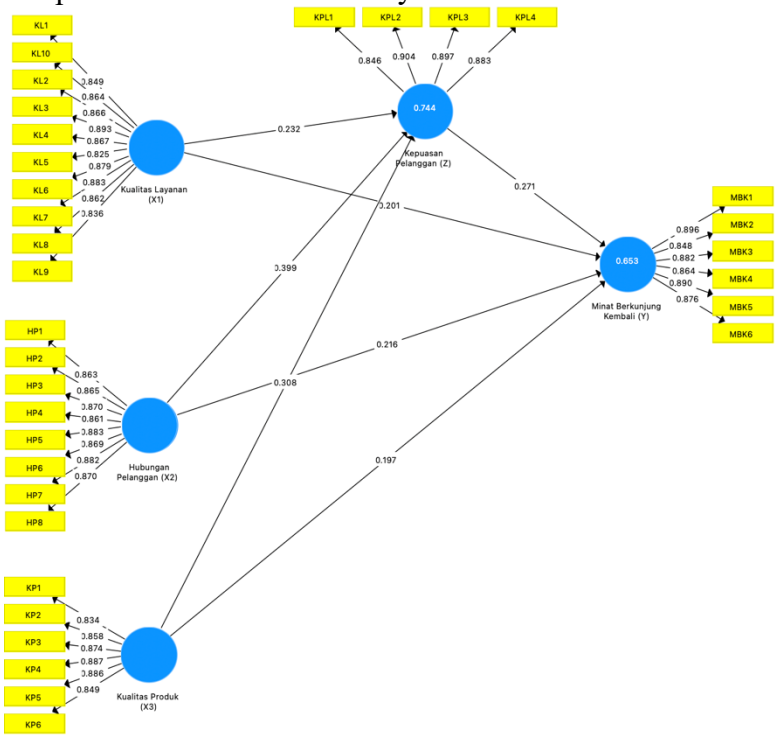


Figure 4 Path Diagram Output Results
Source: SmartPLS3 Research Data Processing (2024)

Based on the results of the image above, the evaluation results can be described as follows:

Convergent Validity

The convergent validity test is the value of the loading factor on the latent variable with other indicators. This aims to test the validity of each indicator against the variable. Chin in Kair et al (2023) states that the indicator value can be said to be valid if the value is greater than 0.70, while the factor loading of 0.50 to 0.60 has sufficient value. The following are the results obtained based on the research data below:

Table 2 Convergent Validity Test Results

Variable	Indicator	Outer loading	Conclusion
Service Quality	KL1	0.849	PASS THE TEST
	KL2	0.866	PASS THE TEST
	KL3	0.893	PASS THE TEST
	KL4	0.867	PASS THE TEST
	KL5	0.825	PASS THE TEST
	KL6	0.879	PASS THE TEST
	KL7	0.883	PASS THE TEST
	KL8	0.862	PASS THE TEST
	KL9	0.836	PASS THE TEST
	KL10	0.864	PASS THE TEST
Customer Relations	HP1	0.863	PASS THE TEST
	HP2	0.865	PASS THE TEST
	HP3	0.870	PASS THE TEST
	HP4	0.861	PASS THE TEST
	HP5	0.883	PASS THE TEST
	HP6	0.869	PASS THE TEST
	HP7	0.882	PASS THE TEST
	HP8	0.870	PASS THE TEST
Product quality	KP1	0.834	PASS THE TEST
	KP2	0.858	PASS THE TEST
	KP3	0.874	PASS THE TEST
	KP4	0.887	PASS THE TEST
	KP5	0.886	PASS THE TEST
	KP6	0.849	PASS THE TEST
Customer satisfaction	KPL1	0.846	PASS THE TEST
	KPL2	0.904	PASS THE TEST
	KPL3	0.897	PASS THE TEST
	KPL4	0.883	PASS THE TEST
Interested in Returning	MBK1	0.896	PASS THE TEST
	MBK2	0.848	PASS THE TEST
	MBK3	0.882	PASS THE TEST
	MBK4	0.864	PASS THE TEST
	MBK5	0.890	PASS THE TEST
	MBK6	0.876	PASS THE TEST

Source: smartPLS3.0 Output, Processed Data (2024)

Based on the results from the table above, the score or value of each indicator for the variable has an outer loading value of more than 0.7, so it is declared that it has passed the test. Next, data tests will be carried out on composite reliability and Cronbach alpha.

Composite reliability and Cronbach alpha testing aims to test the reliability of the research model. Ghozali (2014) states that if all values of the latent variable have a composite reliability value and Cronbach alpha is more than 0.7, it means that the construct has good or consistent reliability. Following are the results obtained:

Table 3 Composite Reliability and Cronbach Alpha Test Results

Variable	*Cronbach Alpha*	*Composite Reliability*
Customer Relations	0.954	0.962
Customer satisfaction	0.906	0.934
Service Quality	0.962	0.967
Product quality	0.933	0.947
Interested in Returning	0.939	0.952

Source: smartPLS3.0 Output, Processed Data (2024)

Based on table 3, it shows that the results of the composite reliability and Cronbach alpha tests have an overall value above 0.7. So it can be concluded that the variables in this study have good reliability.

Next, process the AVE or Average Variance Extracted test data. AVE is a method for viewing discriminant validity. AVE must have a value greater than 0.50 so that it means that 50% or more of the indicator variance can be explained (Ghozali, 2014). The following are the results obtained based on the research data below:

Table 4 AVE Test Results

Variable	AVE
Customer Relations	0.758
Customer satisfaction	0.779
Service Quality	0.744
Product quality	0.748
Interested in Returning	0.768

Source: smartPLS3.0 Output, Processed Data (2024)

Based on table 4, it can be seen that the AVE value has a value greater than 0.50 so it can be declared valid.

Discriminant Validity

*Discriminant validity*is a measurement model with reflection of indicators based on cross loading. To test the discriminant validity value, data processing was carried out based on the value of the Fornell Lacker Criterion. The following are the results obtained based on the research data below:

Table 5 Results of the Fornell Lacker Criterion Test

Variable	Customer Relations	Customer satisfaction	Service Quality	Product quality	Interested in Returning
Customer Relations	**0.871**				
Customer satisfaction	0.805	**0.883**			
Service Quality	0.764	0.778	**0.863**		
Product quality	0.745	0.787	0.784	**0.865**	
Interested in Returning	0.734	0.756	0.731	0.728	**0.876**

Source: smartPLS3.0 Output, Processed Data (2024)

In table 5 it can be seen that the Fornell Lacker Criterion value has the result that each construct has a greater value than one construct with another. So it can be declared valid based on discriminant validity. Next, the values obtained are for the cross loading section. Cross loading is included in the discriminant validity test, according to Ghozali (2014) an indicator is considered to meet discriminant validity if the Cross Loading value of the dimension on the variable is the highest compared to other variables. Following are the results obtained:

Table 6 Cross Loading Test Results

	Customer Relations	Customer satisfaction	Service Quality	Product quality	Interested in Returning
HP1	0.863	0.664	0.681	0.661	0.626
HP2	0.865	0.769	0.734	0.698	0.65
HP3	0.87	0.711	0.679	0.647	0.684
HP4	0.861	0.69	0.69	0.651	0.569
HP5	0.883	0.717	0.653	0.625	0.635
HP6	0.869	0.69	0.631	0.642	0.645
HP7	0.882	0.701	0.653	0.645	0.656
HP8	0.87	0.661	0.6	0.616	0.643
KL1	0.691	0.682	0.849	0.714	0.728
KL10	0.655	0.653	0.864	0.632	0.637
KL2	0.674	0.721	0.866	0.705	0.622
KL3	0.657	0.658	0.893	0.682	0.657
KL4	0.661	0.699	0.867	0.659	0.642
KL5	0.657	0.636	0.825	0.677	0.566
KL6	0.672	0.674	0.879	0.642	0.612
KL7	0.648	0.663	0.883	0.708	0.659
KL8	0.639	0.653	0.862	0.65	0.59
KL9	0.637	0.667	0.836	0.69	0.576
KP1	0.686	0.724	0.735	0.834	0.647
KP2	0.61	0.641	0.682	0.858	0.641
KP3	0.639	0.663	0.662	0.874	0.655
KP4	0.67	0.719	0.655	0.887	0.69
KP5	0.687	0.694	0.699	0.886	0.55
KP6	0.563	0.632	0.63	0.849	0.582
KPL1	0.645	0.846	0.589	0.629	0.589
KPL2	0.706	0.904	0.742	0.723	0.727
KPL3	0.699	0.897	0.693	0.726	0.654
KPL4	0.786	0.883	0.712	0.694	0.689
MBK1	0.659	0.718	0.673	0.634	0.896
MBK2	0.65	0.638	0.604	0.618	0.848
MBK3	0.626	0.611	0.629	0.662	0.882
MBK4	0.668	0.672	0.64	0.628	0.864
MBK5	0.664	0.703	0.67	0.667	0.89
MBK6	0.588	0.623	0.621	0.617	0.876

Source: smartPLS3.0 Output, Processed Data (2024)

In table 6 it can be seen that the loading value for each of the intended constructs has a greater value than the other constructs. With the results presented above, it can be concluded that all indicators in discriminant validity are valid and have no problems.

Inner Model Testing

Ghozali in Perkasa (2024) states that inner model evaluation aims to predict the relationship between latent variables. It is recommended that the inner model look at the value of the coefficient

of determination, path, t-statistic and predictive relevance to assess the inner model (Hair et al, 2014).

R-square value

*R-square*or the determination test aims to find out how much influence each independent variable has on the dependent variable by looking at the results of the R-square value. Ghozali and Latan in Sulistyowati (2022) state that the criteria for measuring R-square or the test of determination if a result of 0.75 indicates that the influence between constructs is strong, 0.50 indicates that the influence between constructs is moderate and 0.25 indicates that the influence between constructs is weak. The following are the results obtained based on the research data below:

Table 7 R-square test results

Variable	R Square	R Square Adjusted
Customer Satisfaction (Z)	0.744	0.739
Interest in Returning (Y)	0.653	0.645

Source: smartPLS3.0 Output, Processed Data (2024)

In table 7 you can see the R-square value or determination test of Customer Satisfaction (Z) of 0.744 and adjusted R Square of 0.739. So with this value it can be considered strong. Thus, these results can show that exogenous variables (Service Quality (X1), Customer Relations (X2), Product Quality (X3) influence Customer Satisfaction (Z) by 73.9% while the remaining 26.1% is explained by other variables. Meanwhile, the results of the Intention to Revisit (Y) value obtained an R-square value of 0.653 and an adjusted R Square of 0.645. With these results, the value of Intention to Revisit (Y) can be considered moderate shows that the exogenous variables, namely Service Quality (X1), Customer Relations (X2) and Product Quality (X3) have a value of 64.5%, while the remaining 35.5% is explained by other variables.

F-square value

*F-square*This was done to determine the value of the relative influence of the independent and dependent latent variables. An F-square value of 0.35 has a large influence, 0.15 has a medium influence and 0.02 has a small influence. The following are the results obtained based on the research data below:

Table 8 F-square test results

Variable	F Square	Criteria
Customer Relationships on Customer Satisfaction	0.224	currently
Customer Relationship to Revisit Interest	0.040	small
Customer Satisfaction on Return Visit Interest	0.054	small
Service Quality on Customer Satisfaction	0.065	small
Service Quality on Return Visit Interest	0.034	small
Product Quality on Customer Satisfaction	0.124	small
Product Quality on Return Visit Interest	0.033	small

Source: smartPLS3.0 Output, Processed Data (2024)

In table 8, it can be seen that the f-square value shows that product quality on interest in revisiting has the smallest value, namely 0.033 with small criteria and the greatest value is customer relationship on customer satisfaction, 0.224 with medium criteria.

Predictive Relevance Value

According to Ghozali and Latan (2015), predictive relevance (Q2) measures how good the observation values produced by the model and its parameter estimates are. Q2 is greater than 0 (Q2 > 0) indicating that the model value is relevant, while a Q2 with 0 or negative (Q2<) means that the value indicates that the model value is not relevant to the predictions of the endogenous factors. To get results from the predictive relevance value, a blindfolding procedure is used. The following are the results obtained based on the research data below:

Table 9 Test Results for Q2 Values

Variable	Q square
Customer Satisfaction (Z)	0.561
Interest in Returning (Y)	0.486

Source: smartPLS3.0 Output, Processed Data (2024)

In table 9 it can be seen that the q-square value has a value for all variables greater than 0. So it can be concluded that all variables have strong and relevant values.

T-Statistic Value

Hair et al in Nugroho (2023) suggest carrying out a bootstrapping procedure with a number of re-samples of 5,000. The limit for rejecting or accepting the proposed hypothesis is ±1.96.If the T-statistic value is smaller than 1.96 or greater than 1.96then the hypothesis will be rejected, or in other words, the null hypothesis (H0) is accepted.

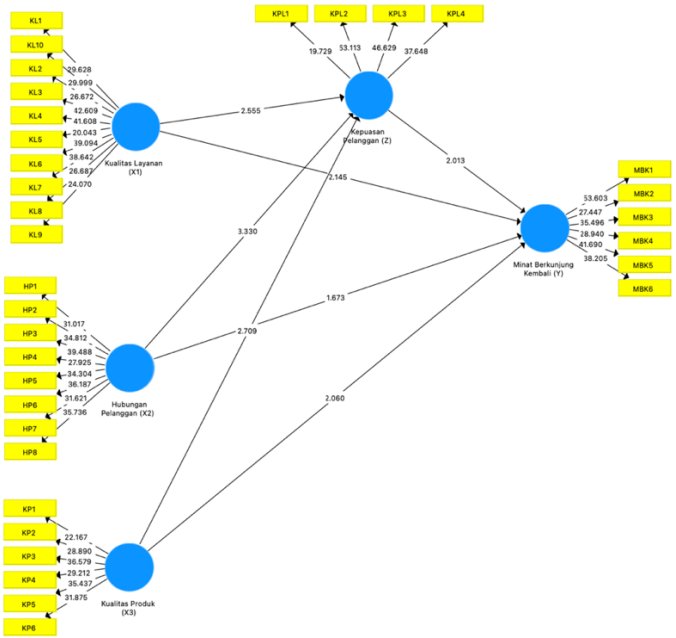


Figure 5 Path Diagram Output Results

Source: SmartPLS3 Research Data Processing (2024)

In addition, the criteria for accepting or rejecting a hypothesis is that if the P-Value significance value is less than or equal to (≤) 0.05 at a significance level of 5% (α), then the result is considered t-statistically significant and the alternative hypothesis (Ha) is accepted , in other words, the null hypothesis (H0) is rejected. Conversely, if the P-Value value is greater than or equal to (≥) 0.05 at the 5% significance level (α), the result is considered insignificant, so the alternative hypothesis (Ha) cannot be accepted and the null hypothesis (H0) is accepted. The following are the results obtained based on the research data below:

Table 10 Results of Testing the Direct Effect of T-Statistic Values

Variable	*Original Sample (O)*	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*	Information	Conclusion
Customer Relationship (X2) -> Customer Satisfaction (Z)	0.399	0.393	0.12	3.33	0.001	Accepted	Positive and Significant (optional)
Customer Relationship (X2) -> Revisit Interest (Y)	0.216	0.22	0.129	1,673	0.094	**Rejected**	**Not significant**
Customer Satisfaction (Z) -> Return Visit Interest (Y)	0.271	0.256	0.135	2,013	0.044	Accepted	Positive and significant
Service Quality (X1) -> Customer Satisfaction (Z)	0.232	0.225	0.091	2,555	0.011	Accepted	Positive and significant
Service Quality (X1) -> Interest in Returning (Y)	0.201	0.211	0.094	2,145	0.032	Accepted	Positive and significant
Product Quality (X3) -> Customer Satisfaction (Z)	0.308	0.322	0.114	2,709	0.007	Accepted	Positive and significant
Product Quality (X3) -> Interest in Returning (Y)	0.197	0.198	0.095	2.06	0.039	Accepted	Positive and significant

Source: smartPLS3.0 Output, Processed Data (2024)

Based on table 10, it is known that the direct relationship between Customer Relations (X2) has a positive and significant influence on Customer Satisfaction (Z) because it has an Original sample value of 0.399 which is close to +1 and a T-statistic of 3.330 (>1.96) and a P Value of 0.001 (<0.05).

Customer Relationship (X2) has no significant influence on Return Visit Interest (Y)because it has an Original sample value of 0.216 which is close to +1 and a T-statistic of 1.673 (<1.96) and a P Value of 0.094 (>0.05).

Customer Satisfaction (Z) has a positive and significant influence on Return Visit Interest (Y)because it has an Original sample value of 0.271 which is close to +1 and a T-Statistic of 2.013 (>1.96) and a P Value of 0.044 (<0.05).

Service Quality (X1) has a positive and significant influence on Customer Satisfaction (Z)because it has an Original sample value of 0.232 which is close to +1 and a T-Statistic of 2.555 (>1.96) and a P Value of 0.011 (<0.05).

Service Quality (X1) has a positive and significant influence on Intention to Revisit (Y)because it has an Original sample value of 0.201 which is close to +1 and a T-Statistic of 2.145 (>1.96) and a P Value of 0.032 (<0.05).

Product Quality (X3) has a positive and significant influence on Customer Satisfaction (Z)because it has an Original sample value of 0.308 which is close to +1 and a T-Statistic of 2.709 (>1.96) and a P Value of 0.007 (<0.05).

Product Quality (X3) has a positive and significant influence on Return Visit Interest (Y)because it has an Original sample value of 0.197 which is close to +1 and a T-Statistic of 2.006 (>1.96) and a P Value of 0.039 (<0.05).

Apart from that, it is necessary to test the relationship between the indirect influence on the t-statistic value to find out what the resulting value of the independent variable is on the dependent variable through mediation. Capeda et al (2017) stated that there are three categories for analyzing the effects of mediation, namely no mediation effects, full mediation effects and partial mediation effects.

No mediation effects

This analysis is valid if the direct relationship between exogenous and endogenous variables shows a significant influence, while the indirect relationship through mediation is not significant. In this case, it can be concluded that there is no mediation effect, but only a direct effect.

Full mediation effects

This analysis is valid if the direct relationship between exogenous and endogenous variables does not show a significant effect, while the indirect relationship through mediation is significant. This indicates that the mediating variable has a full role or is referred to as full mediation.

Partial mediation effects

This analysis is valid if the direct relationship between exogenous and endogenous variables is significant, and the indirect relationship through mediation is also significant. In this situation, it can be concluded that the mediating variable has a partial role or is referred to as partial mediation.

The following are the results obtained based on the research data below:

Table 11 Results of Indirect Effect Testing T-Statistic Values

Variable	*Original Sample (O)*	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*	Information	Conclusion

Customer Relationship (X2) -> Customer Satisfaction (Z) -> Revisit Interest (Y)	0.108	0.102	0.065	1,655	0.098	Rejected	Not significant
Service Quality (X1) -> Customer Satisfaction (Z) -> Return Visit Interest (Y)	0.063	0.057	0.038	1,635	0.102	Rejected	Not significant
Product Quality (X3) -> Customer Satisfaction (Z) -> Interest in Returning (Y)	0.083	0.081	0.053	1,561	0.119	Rejected	Not significant

Source: smartPLS3.0 Output, Processed Data (2024)

Based on table 11, it is known that the direct relationship between Customer Relations (X2) has no and significant influence on Return Visit Interest (Y) through Customer Satisfaction (Z) because it has an Original sample value of 0.108 which is close to +1 and a T-statistic of 1.655 (<1.96) and the value of P Values is 0.098 (>0.05).

Service Quality (X1) has no and significant effect on Return Visit Interest (Y) through Customer Satisfaction (Z)because it has an Original sample value of 0.063 which is close to +1 and a T-statistic of 1.635 (<1.96) and a P Value of 0.102 (>0.05).

Product Quality (X3) has no effect and is not significant on Return Visit Interest (Y) through Customer Satisfaction (Z)because it has an Original sample value of 0.083 which is close to +1 and a T-statistic of 1.561 (<1.96) and a P Value of 0.119 (>0.05).

To make research hypotheses easier, table 4.22 was created to help in analyzing the results. Based on the results of the direct and indirect effects obtained, the researchers concluded the results of the mediation effects as follows:

Table 12 Results of Indirect Effect Testing T-Statistic Values

Variable	Direct Influence	Indirect Influence	Conclusion
Service Quality (X1) -> Customer Satisfaction (Z) -> Return Visit Interest (Y)	Significant	Not significant	No Mediation
Customer Relationship (X2) -> Customer Satisfaction (Z) -> Revisit Interest (Y)	**Not significant**	Not significant	**No Mediation**
Product Quality (X3) -> Customer Satisfaction (Z) -> Interest in Returning (Y)	Significant	Not significant	No Mediation

Source: smartPLS3.0 Output, Processed Data (2024)

Based on table 12, it is known that Customer Satisfaction (Z) cannot mediate the influence of Service Quality (X1) and Product Quality (X3) on Return Visit Interest (Y) with the conclusion that it is included in the no mediation category. And the influence of Customer Satisfaction (Z) in

mediating Customer Relations (X2) on Return Visit Interest (Y) is included in the no mediation category.

Discussion of Research Results

The Influence of Service Quality on Intention to Return to Visit

Based on the results that have been tested in this research, it can be seen that Service Quality has a positive and significant effect on Interest in Returning. This is due to the Original sample value of 0.201 which is close to +1 and the T-Statistic of 2.145 (>1.96) and the P Values of 0.032 (<0.05). Thus, the hypothesis (H1) in this study states that "Service Quality (X1) has a positive and significant effect on Intention to Return (Y)" is accepted.

The results of this research are in line with Naibaho and Hariyanto (2022) who found that service quality has a positive and significant impact on interest in returning to visit.

The Influence of Customer Relationships on Intention to Revisit

Based on the results that have been tested in this research, it can be seen that Customer Relations has no influence and is not significant on Return Visit Interest. This is because the original sample value is 0.216 which is close to +1 and the T-statistic is 1.673 (<1.96) and the P values are 0.094 (>0.05). Thus, the hypothesis (H2) in this study states that "Customer relationships (X2) have a positive and significant effect on Intention to Return (Y)" is rejected.

The results of this study are in line with Lam et al. (2019) which states that good customer relationships do not always contribute directly to customers' intention to return.

The Influence of Product Quality on Intention to Revisit

Based on the results that have been tested in this research, it can be seen that product quality has a positive and significant effect on intention to visit again. This is due to the Original sample value of 0.197 which is close to +1 and the T-Statistic of 2.060 (>1.96) and the P Values of 0.039 (<0.05). Thus, the hypothesis (H3) in this study states that "Product Quality (X3) has a positive and significant effect on Interest in Returning (Y)" is accepted.

The results of this research are in line with Apriyanto (2019) that product quality has a positive and significant influence on interest in returning.

The Influence of Customer Satisfaction on Intention to Revisit

Based on the results that have been tested in this research, it can be seen that Customer Satisfaction has a positive and significant effect on Interest in Returning. This is due to the Original sample value of 0.271 which is close to +1 and the T-Statistic of 2.013 (>1.96) and the P Values of 0.044 (<0.05). Thus, the hypothesis (H4) in this study states that "Customer Satisfaction (Z) has a positive and significant effect on Intention to Return (Y)" is accepted.

The results of this research are in line with Kusuma (2022) which shows that consumer satisfaction has an influence on interest in returning.

The Influence of Service Quality on Return Visit Interest through Customer Satisfaction

Based on the results that have been tested in this research, it can be seen that Service Quality through Customer Satisfaction has no significant effect on Intention to Return. This is due to the original sample value of 0.063 which is close to +1 and the T-statistic of 1.635 (<1.96) and the P values of 0.102 (>0.05). Thus, the hypothesis (H5) in this study states that "Service Quality

(X1) has no significant effect on Return Visit Interest (Y) through Customer Satisfaction (Z)" is rejected.

The results of this research are in line with Khoo (2020) who stated that service quality through customer satisfaction does not always have a significant effect on intention to return.

The Influence of Customer Relationships on Return Visit Interest through Customer Satisfaction

Based on the results that have been tested in this research, it can be seen that Customer Relations through Customer Satisfaction has no significant influence on Intention to Return to Visit. This is because the original sample value is 0.108 which is close to +1 and the T-statistic is 1.655 (<1.96) and the P values are 0.098 (>0.05). Thus, the hypothesis (H6) in this research states that "Customer Relationship (X2) has no significant effect on Return Visit Interest (Y) through Customer Satisfaction (Z)" is rejected.

According to Rajput (2020), although there is a positive relationship between customer satisfaction and revisit intention, there are also cases where customer satisfaction does not mediate revisit intention due to other factors such as easily accessible competitive alternatives and low switching costs. This shows that customer satisfaction is not always enough to encourage interest in returning.

The Influence of Product Quality on Return Visit Interest through Customer Satisfaction

Based on the results that have been tested in this research, it can be seen that Product Quality through Customer Satisfaction has no significant effect on Intention to Return. This is due to the original sample value of 0.083 which is close to +1 and the T-statistic of 1.561 (<1.96) and the P values of 0.119 (>0.05). Thus, the hypothesis (H7) in this study states that "Product Quality (X3) has no significant effect on Return Visit Interest (Y) through Customer Satisfaction (Z)" is rejected.

The results of research by Lee (2022) in franchise cafes found that although product quality is important, customer satisfaction is not always the main mediator. This research highlights that customer habits and brand awareness have a more direct influence on revisit intention than customer satisfaction.

CONCLUSION

This shows that the quality of service from The Bensara Café has an impact on consumers' intention to revisit. So it can be concluded that the higher the quality of service you have, the interest in returning to visits will also increase.

This shows that Customer Relations from The Bensara Café does not have an impact on consumers' Revisit Interest. So it can be concluded that the higher or lower the Customer Relationship you have, the less impact it will have on Return Visit Interest.

This shows that the product quality of The Bensara Café has an impact on consumers' intention to revisit. So it can be concluded that the higher the quality of the product you have, the interest in returning to visit will also increase.

This shows that customer satisfaction from The Bensara Café has an impact on consumers' intention to revisit. So it can be concluded that the higher the customer satisfaction, the higher the interest in returning.

This shows that Customer Satisfaction does not mediate the Service Quality of The Bensara Café and does not have an impact on consumers' Revisit Interest. So it can be concluded that the

higher or lower the Customer Satisfaction that mediates the Service Quality, the less impact it will have on Return Visit Interest.

This shows that Customer Satisfaction does not mediate Customer Relations from The Bensara Café and does not have an impact on consumers' Revisit Interest. So it can be concluded that the higher or lower the Customer Satisfaction that mediates the Customer Relationship you have, the less impact it will have on Return Visit Interest.

This shows that Customer Satisfaction does not mediate the Product Quality of The Bensara Café and does not have an impact on consumers' Revisit Interest. So it can be concluded that the higher or lower the Customer Satisfaction that mediates the Product Quality, the less impact it will have on Return Visit Interest.

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