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## The Influence of Store Atmosphere and Perceived Value on Consumer Repurchase Interest in Dreezel Coffee Pajajaran Branch, Bandung

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**Abstract:** The objective of this study was to examine the impact of store atmosphere and perceived value on consumer repurchase interest at Dreezel Coffee Pajajaran Branch, Bandung. This research utilized a quantitative methodology, incorporating a verification technique approach. Both primary and secondary data were employed in this study. A non-probability sampling method, specifically purposive sampling, was used to select participants. From a total population of 19,512 consumers who visited Dreezel Coffee Pajajaran Branch, the Slovin formula was applied to derive a sample size of 100, ensuring they met the necessary criteria. The findings indicate that store atmosphere exerts a moderate influence, evidenced by a correlation value of 0.451, while perceived value exerts a weak influence, with a correlation value of 0.246. Furthermore, the R Square value of 0.241 reveals that the two independent variables account for 24.1% of the variance in repurchase interest, with the remaining 75.9% attributed to other factors.

**Keyword:** Store Atmosphere, Perceived Value, Repurchase Interest, Dreezel Coffee

### INTRODUCTION

The globalization era has changed many aspects of life, including the culinary industry, which continues to grow rapidly, (Wibowo & Najicha, 2022). This development promises great opportunities for business people to grow their businesses. To achieve profits, companies must implement the right strategy. The magnitude of opportunities in the culinary business drives intense competition to gain and maintain market share, (Pratama et al., 2023)

Coffee shops are one of the sectors that have experienced rapid growth in this era. According to KBBI, a coffee shop is a place that serves coffee and small snacks. Now, coffee shops are not only a place to enjoy coffee, but also a place to gather and work, reflecting the changing lifestyle of the people, (Novianti et al., 2024). The coffee commodity itself is very popular. Data from the Center for Agricultural Data and Information Systems of the Indonesian Ministry of Agriculture shows that national coffee consumption in 2023 will reach around 370 thousand tons, while coffee supply will reach 795 thousand tons, (Katadata, 2018).

The culinary industry in Bandung is growing rapidly. Bandung, known as the “Paris Van Java,” offers a variety of tourist, culinary, cultural and historical destinations. The uniqueness of this city as a tourism destination attracts widespread attention, especially in the culinary tourism sector, which is very diverse, ranging from traditional to modern cuisine, (Muhamad Rio Albariq & Wijaya, 2024).

Bandung has great appeal in culinary tourism options that contribute positively and significantly to the tourism industry as well as regional income. Data from the Bandung City Statistics Agency shows that the Gross Regional Domestic Product (GRDP) for the food and beverage industry has always increased every year from 2021 to 2023, (Septiyani & Sarah, 2024).

**Table 1. PDRB of Bandung City at Current Prices by Business Field (In Billion Rupiah)**

No	Business Sector	Year		
		2021	2022	2023
1	Agriculture Forestry, and Fisheries	291,89	306,12	308,98
2	Mining and Quarrying	-	-	-
3	Processing Industry	57.998,39	62.480,78	65.798,01
4	Electricity and Gas Procurement	260,36	292,07	303,45
5	Water Supply, Waste Management, Waste and Recycling	590,08	636	645,81
6	Construction	25.485,81	27.531,36	28.926,83
7	Wholesale and Retail Trade; Repair of Cars and Motorcycles	75.215,10	83.429,30	88.962,86
8	Transportation and Warehousing	20.142,82	25.446,76	28.263,78
9	Provision of Accommodation and Drinking Food	13.021,74	15.487,99	16.593,61
10	Information and Communication	43.934,97	47.324,83	51.607,61
11	Financial Services and Insurance	19.012,22	20.427,51	21.350,20
12	Real Estate	3.664,30	3.990,05	4.222,43
13	Company Services	2.579,60	3.035,58	3.335,71
14	Government Administration, Defense and Compulsory Social Security	7.931,48	7.762,18	7.881,72
15	Education Services	12.718,64	13.541,86	14.523,74
16	Health and Social Services	3.662,65	4.098,27	4.608,72
17	Other Services	10.606,21	12.360,76	13.950,99
<b>Total</b>		<b>297.116,26</b>	<b>328.151,42</b>	<b>351.284,45</b>

Source: BPS Bandung, (2023)

According to the Bandung City Culture and Tourism Office (Disbudpar), by 2023 there will be 3,974 restaurants and coffee shops operating in the city. Of these, cafes or coffee shops dominate with 1,436 business units, followed by 1,370 restaurant business units and 1,168 restaurant business units, (Prasetia et al., 2024).

The competition among many coffee shops in Bandung is getting tighter, which will have an impact on improving the quality of coffee flavors and services offered, (Pangestu & Aribowo, 2023). Therefore, coffee shop business actors must implement appropriate, creative, and innovative business strategies to attract consumer attention and expand market share. Creative and innovative ideas are needed to attract new consumers and increase the loyalty of existing customers, such as creating a comfortable place with a unique concept, providing high-quality services, and offering unique and quality culinary products, (Nurachman, 2021).

Dreezel Coffee is one such coffee shop that has attracted a lot of attention from consumers in the Pajajaran area of Bandung. Dreezel Coffee was established on February 19, 2015 and has become one of the famous coffee shop brands in the city. The first location of Dreezel Coffee was at Street Cisangkuy No. 56, Bandung City. Due to the rapid development of the business, this first location was unable to accommodate the increasing number of consumers. As a result, Dreezel Coffee expanded by opening branches on Street Pajajaran No.

6A, Street Tubagus Ismail No. 7, and Street Kolonel Masturi No. 169, Lembang, (Rahmadani & Winarno, 2023; Syahzha & Imran, 2020).

The first location on Street Cisangkuy No. 56 was closed in August 2022, and the focus shifted to developing new branches. Now, Dreezel Coffee continues to grow, opening a new branch on Street Hasanudin No. 5, Bandung City with the concept of tiam coffee, as well as moving the branch from Street Kolonel Masturi No. 169 to Street Terusan Sersan Bajuri No. 88, Lembang which has more spacious and comfortable facilities for consumers.

**Table 2. Table of Number of Consumer Visit Levels of Dreezel Coffee Pajajaran Branch (2023)**

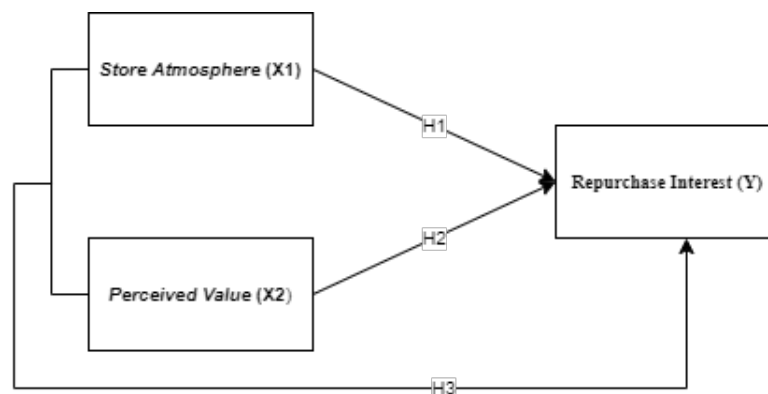
No.	Month	Number of Visitors
1	January	2.169
2	February	1.833
3	March	1.875
4	April	1.445
5	May	1.198
6	June	1.053
7	July	1.258
8	August	1.109
9	September	1.550
10	October	1.781
11	November	1.963
12	December	2.278
<b>Total</b>		<b>19.512</b>

Source: Internal data of Dreezel Coffee Pajajaran Branch (2023)

Based on data on the number of consumer visits in 2023, it can be seen that there was a decrease in visits at Dreezel Coffee Pajajaran Branch in the middle of the year. This phenomenon is reinforced by data on the sales volume of Dreezel Coffee Pajajaran Branch's two flagship beverage products, namely Cold Brew White and Chocolate Nazly, which also showed a decline in the same period. However, at the end of 2023, the visitation rate and sales volume of both menus increased again.

## METHOD

The objective of this study was to investigate the impact of the store atmosphere and perceived value on consumer repurchase interest at Dreezel Coffee Pajajaran Branch, Bandung. This study aims to understand how elements of store atmosphere and perceived value of products and services affect consumer interest in making repeat purchases.



Source: Data processed by researchers, 2024.

**Figure 1. Research Model**

Based on the objectives and formulation of the problems in this study, a research model is obtained as above, where the independent variables include Store Atmosphere and Perceived Value, while the dependent variable is Repurchase Interest. So that three hypotheses can be found as follows:

H1: Store Atmosphere can influence Repurchase Interest

H2: Perceived Value can influence Repurchase Interest

H3: Store Atmosphere and Perceived Value can influence Repurchase Interest

The method in this research is Quantitative which includes the use of a verification technique approach. This technique is often used in testing theories that seek to produce certainty of hypothesis status as a conclusion, which determines whether the hypothesis will be accepted or rejected. The verification research techniques used will include the Classical Assumption Test and Hypothesis Tests such as Linear Regression Test, Partial Correlation, Simultaneous R Square, Partial T and Simultaneous F, (Elvina & Sarah, 2021; Sugiyono, 2019).

Primary data for this study was collected through interviews with staff and business owners, as well as by distributing questionnaires to coffee shop customers. Conversely, secondary data was obtained online by searching for relevant papers and conducting literature reviews. The use of a purposive sampling technique, a non-probability sampling method, ensures that each sample meets the eligibility criteria and accurately represents the entire population, (Riandi & Sarah, 2024) .

Based on the overall total of 19,512 consumers who have visited Dreezel Coffee Pajajaran Branch, then by applying the Slovin formula, 100 samples will be selected which are considered to meet the following criteria: aged 17 years to more than 30 years, have their own income or pocket money, have visited Dreezel Coffee Pajajaran Branch two or more times, and have purchased beverage products there two or more times, (Sugiyono, 2021).

**Table 3. Operational Variables**

Variable	Concept	Dimension
<b>Repurchase Interest (Y)</b> (Kotler & Armstrong, 2019, p. 36)	Consumer repurchase interest is the intention to repurchase a product or service from a company after a previous purchase. This intention arises because of the satisfaction that consumers feel with the products or services they have purchased.	Transactional Interest
		Referential Interest
		Preferential Interest
		Explorative Interest
<b>Store Atmosphere (X1)</b> (Kotler & Keller, 2016, p. 62)	Store atmosphere refers to the physical environment and atmosphere created in a store or point of sale. It includes elements such as interior design, layout, lighting, background music, scents, colors, and other factors that affect consumers' sensory and emotional experiences while in the store.	<i>Store Front</i>
		<i>Marquee</i>
		<i>Entrance</i>
		<i>Parking Facilities</i>
		<i>Layout</i>
		<i>Lighting</i>
		<i>Scent and Sounds</i>
		<i>Fixtures</i>
		<i>Temperature</i>
		<i>Distance</i>
		<i>Personal</i>
		<i>Merchandise</i>
		<i>Cashier</i>
		<i>Technology &amp; Modernization</i>

<b>Perceived Value (X2)</b> (Kotler & Keller, 2016, p. 73)	Perceived value is the consumer's subjective assessment of the benefits obtained from a product or service compared to the price paid. This includes consumers' evaluation of the satisfaction and excellence gained from using the product or service.	Cleanliness
		Customer Space
		Selling Space
		Traffic Flow
		Interior Display
		Emotional Value
		Social Value
		Quality/Performance Value
		Price/Value of Money

Source: Data processed by researchers, 2024.

## RESULTS AND DISCUSSION

**Table 4. Validity Test Results**

Variable	Question	Range R-Count	R-Table	Description
Repurchase Interest (Y)	Y.1 - Y.4	0,588 - 0,829	0,1966	Valid
Store Atmosphere (X1)	X1.1 – X1.21	0,281 - 0,589		
Perceived Value (X2)	X2.1 – X2.4	0,606 - 0,780		

Source: Data processed by researchers using SPSS, 2024.

Because the range of correlation values of each variable is above the R table, which is 0, 1966, it can be concluded that the results of each question are reliable and declared valid.

**Table 5. Reliability Test Results**

No	Statement	Cronbach's Alpha	Critical Point	Description
1	Repurchase Interest (Y)	0,681	0,6	Reliable
2	Store Atmosphere (X1)	0,749		
3	Perceived Value (X2)	0,693		

Source: Data processed by researchers using SPSS, 2024.

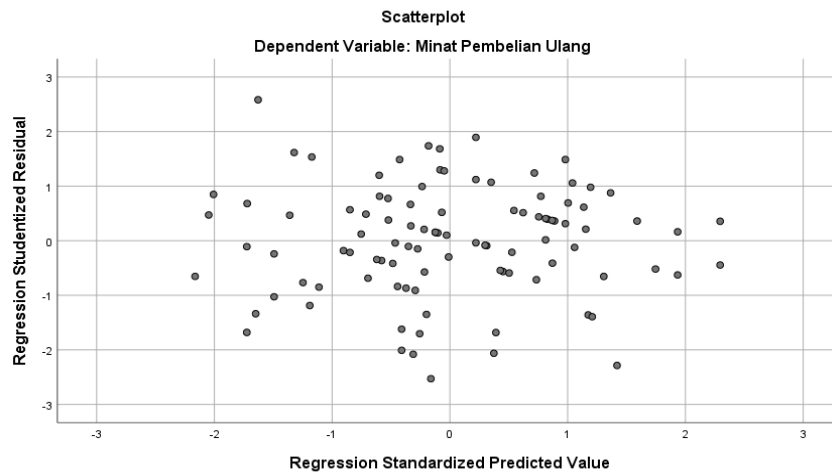
The results showed that each variable has an Alpha value > 0.60, which indicates that each variable can be considered reliable or correctly represented.

**Table 6. Normality Test Results**

One-Sample Kolmogorov-Test	
Unstandardized Predicted Value	
N	100
Test Statistic	0.074
Asymp. Sig. (2-tailed)	0.193 <sup>c</sup>

Source: Data processed by researchers using SPSS, 2024.

According to the results above, the sig value obtained is 0.193 which is higher than the minimum level of 0.05. So it can be ascertained if the data presented in this research model has been channeled normally.



Source: Data processed by researchers using SPSS, 2024

**Figure 1. Heterokedastisitas Result**

According to the results above, it can be ascertained that all data points have spread without showing a certain pattern, so it can indicate that this research model is free from heteroscedasticity.

**Table 7. Multikolinieritas Result**

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Store Atmosphere	0.987	1.014
Perceived Value	0.987	1.014

Source: Data processed by researchers using SPSS, 2024.

Based on the findings, the tolerance value of the Store Atmosphere variable is 0, 987 and Perceived Value is 0, 987. So it can be ascertained if all tolerance values are above 0.10, and the VIF value is below 10 which indicates that the findings are free from Multicollinearity.

**Table 8. Multiple Linear Regression Test**

Coefficients <sup>a</sup>			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.378	2.429	
Store Atmosphere	0.138	0.029	0.428
Perceived Value	0.193	0.088	0.196

Source: Data processed by researchers using SPSS, 2024.

The results above have explained how this research uses regression equations, so we can know if each important point in the research will have an impact on the following regression equations:

$$Y = 1.378 + 0.138 X_1 + 0.193 X_2$$

**Table 9. Partial Results of Correlation Test**

Correlations
--------------

		Repurchase Interest
Repurchase Interest	Pearson Correlation	1
	Sig. (2-tailed)	
	N	100
Store Atmosphere	Pearson Correlation	0.451**
	Sig. (2-tailed)	0.000
	N	100
Perceived Value	Pearson Correlation	0.246*
	Sig. (2-tailed)	0.014
	N	100

Source: Data processed by researchers using SPSS, 2024.

- 1) Store Atmosphere (X1) and Repurchase Interest (Y) obtained a Pearson Correlation value of 0.451 which is in the correlation range of 0.400-0.599, which means that the relationship between the two variables is moderate and positive.
- 2) Perceived Value (X2) with Repurchase Interest (Y) obtained a Pearson Correlation value of 0.246 which is in the correlation range of 0.200-0.399, which means that the relationship between the two variables is weak and positive.

**Table 10. R Square Result**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	0.491 <sup>a</sup>	0.241	0.226	2.60160	0.241

Source: Data processed by researchers using SPSS, 2024.

Based on the findings above, the R Square result is 0.241 which indicates that Store Atmosphere and Perceived Value have an impact of 24.1% on Repurchase Interest, while the remaining 75.9% will be influenced by the existence of other factors.

**Table 11. T Test Partial Result**

Coefficients <sup>a</sup>			
	Model	t	Sig.
1	(Constant)	0.567	0.572
	Store Atmosphere	4.808	0.000
	Perceived Value	2.202	0.030

Source: Data processed by researchers using SPSS, 2024.

Based on the findings above, with a significance level of  $\alpha = 0.05$  and degrees of freedom = 97 (100-2-1), the t table value of 1.660 has been found.

- 1) The t count result of Store Atmosphere is 4.808 and the t table is 1.660. So that with the value of t count > t table, then H1 is accepted which indicates that Store Atmosphere can influence Repurchase Interest.
- 2) The t count result of Work Stress is 2.202 and the t table is 1.660. Due to the value of t count > t table, H2 is accepted which indicates that Perceived Value can influence Repurchase Inte.

**Table 2. F Test Findings**



ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	208.631	2	104.315	15.412	0.000 <sup>b</sup>
	Residual	656.529	97	6.768		
	Total	865.160	99			

Source: Data processed by researchers using SPSS, 2024.

Based on the result, with a significance level of 5%, and  $df_1 = 1$  ( $k-1$ ) and  $df_2 = 97$  ( $100-k-1$ ) it has been found that the F table is 3.94. So that with F count ( $15.412$ ) > F table ( $3.94$ ), H3 is accepted which indicates if simultaneously all dependent variables in the study have an influence on the independent variables.

## Discussion

### Partial Effect on Repurchase Interest

Based on the findings, it is known that Store Atmosphere can significantly influence Repurchase Interest with a moderate level of influence. This is confirmed by the correlation value, namely 0.451 and the results of  $t$  count >  $t$  table, namely  $4.808 > 1.660$ . Findings from (Saputra & Sukardi, 2020) and (Sucahoyo et al., 2021) have shown results that are consistent with these findings.

The findings also confirm that Perceived Value has a significant effect which is classified as weak on Repurchase Interest. This is confirmed by the correlation value of 0.246 and the results of  $t$  count >  $t$  table, namely  $2.202 > 1.660$ . These results are in line with the findings by (Efdison et al., 2022) and (Nyarmiati, 2021) who found that Perceived Value has a significant effect on repurchase intention.

### Simultaneous Effect on Repurchase Interest

Based on the results, it can be observed that the R Square value is 0.241, meaning that other factors influence the remaining 75.9% of the relationship between Repurchase Interest and Store Atmosphere and Perceived Value. Meanwhile, with F count ( $15.412$ ) > F table ( $3.94$ ), it can be ascertained that simultaneously all dependent variables in the study have an influence on the independent variables.

## CONCLUSION

The results of this study indicate that Store Atmosphere and Perceived Value have a significant effect on consumer repurchase interest at Dreezel Coffee Pajajaran Branch. The validity and reliability of the data are guaranteed with a range of correlation values above the R table and an Alpha value > 0.60. The results of normality, heteroscedasticity, multicollinearity, and multiple linear regression tests support the conclusion that both independent variables have an influence on the dependent variable. Specifically, Store Atmosphere has a moderate influence with a correlation value of 0.451, while Perceived Value has a weak influence with a correlation value of 0.246. The R Square value is 0.241, meaning that other factors influence the remaining 75.9% of the relationship between Repurchase Interest and Store Atmosphere and Perceived Value.

In increasing Repurchase Intention, Dreezel Coffee should focus on improving Store Atmosphere and Perceived Value. Improvement efforts can include attractive interior design, comfortable layout, good lighting, and creating a pleasant store atmosphere for consumers. In addition, increasing perceived value through offering quality products at the right price will help attract consumers' attention and maintain their loyalty. The implementation of this strategy



is expected to expand market share and increase Dreezel Coffee's competitiveness in the coffee shop industry.

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