

The role of café atmosphere and service quality in customer satisfaction and repurchase intention

Abstract

Nowadays consumers are not only looking for good tastes, but they are also looking for a cozy cafe atmosphere and satisfying service. The high competition in the culinary business has forced entrepreneurs to offer different concepts to attract customers. This study will give an account of analyzing the role of café atmosphere, service quality and customer satisfaction in customer intention to repurchase in thematic café in Surabaya. This study involved 150 respondents with PLS-SEM was used to analyze the data. The analysis shows that all of the hypotheses proposed are supported. The results of this study also present that, compared to service quality, café atmosphere has stronger effect on customer satisfaction, leading to repurchase intention of the customers.

Keywords: café atmosphere; service quality; customer satisfaction; repurchase intention; thematic café

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Abstrak

Saat ini konsumen tidak hanya mencari rasa yang enak, tetapi mereka juga mencari suasana kafe yang nyaman dan layanan yang memuaskan. Persaingan yang tinggi dalam bisnis kuliner telah memaksa para pengusaha untuk menawarkan konsep yang berbeda untuk menarik pelanggan. Penelitian ini akan memberikan gambaran menganalisis peran suasana kafe, kualitas layanan dan kepuasan pelanggan dalam niat konsumen untuk membeli kembali di kafe tematik di Surabaya. Penelitian ini melibatkan 150 responden dengan PLS-SEM yang digunakan untuk menganalisis data. Analisis menunjukkan bahwa semua hipotesis yang diajukan didukung. Hasil penelitian ini juga menyajikan bahwa, dibandingkan dengan kualitas layanan, suasana kafe memiliki efek yang lebih kuat pada kepuasan pelanggan, yang mengarah pada niat pembelian kembali pelanggan.

Kata kunci: suasana kafe; kualitas layanan; kepuasan pelanggan; niat pembelian ulang; kafe tematik

INTRODUCTION

In Indonesia, food service market has been growing rapidly. According to Market Access Secretariat Global Analysis Report (2016), Indonesia has been categorized as the fastest growing country among all ASEAN countries. Food

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service market in Indonesia is varied, from hotel and restaurant serving local and international food to kiosk or food stall and food stand selling food in the road. This business growth is in line with the growing of tourist and middle-class population (Mordor Intelligence, 2018). In Indonesia, restaurant, fast-food restaurant, café, and food stand becomes the main impetus of culinary business growth (Market Access Secretariat Global Analysis Report, 2016; Mordor Intelligence, 2018).

Surabaya as the second biggest city in Indonesia also shows a significant growing of culinary business. Recently, many entrepreneurs have opened café business with various concepts or ideas to attract customers from diverse background. It is because the local government facilitates licensing to set up a business. Indonesia Café and Restaurant Association (Apkrindo) states that restaurant growth in Surabaya is almost 20% per year (JPNN, 2018). This high competition makes that the café business players thinking the strategy to win the competition.

The more café offering different concepts, the more choices for consumers are available. Here, the business people should be able to prepare a good strategy to satisfy the customers. One of these strategies is making a good service and atmosphere for the customers. Consumers are not only searching for a good taste of the food but also looking for the experience through café atmosphere and a good quality of service. Combined of the three enable to satisfy consumers and make them to do repurchase in the future (Ryu, Lee, & Gon Kim, 2012).

Subsector	2013	2014	2015 ^E	2016 ^F	2019 ^F	% CAGR 2010-14	% CAGR 2015 ^E -19 ^F
Total Consumer Foodservice	33,625.9	36,814.8	39,906.4	43,310.8	56,290.7	8.7	9.0
Full-Service Restaurants	27,486.2	30,022.8	32,465.4	35,152.5	45,423.5	8.5	8.8
Cafés/Bars	3,298.6	3,634.9	3,969.0	4,338.8	5,756.0	9.4	9.7
Fast Food	1,442.8	1,651.3	1,861.1	2,092.8	2,941.5	12.7	12.1
Street Stalls/Kiosks	1,203.6	1,291.9	1,376.4	1,468.7	1,821.1	6.3	7.2
Pizza Consumer Foodservice*	356.8	411.9	474.2	542.5	755.1	11.6	12.3
Self-Service Cafeterias	179.9	196.8	211.7	228.1	288.9	8.9	8.1
100% Home Delivery/Takeaway	14.9	17.1	22.8	29.8	59.8	57.2	27.3

*Note: Pizza consumer foodservice is including three sub-sectors (pizza fast food, pizza full-service restaurants and pizza 100% home delivery/takeaway). These sub-sectors are already included in the total fast food, total full-service restaurants and total 100% home delivery/takeaway sectors. Thus, pizza consumer foodservice is not included in the total consumer foodservice value sales.
 F: Forecast. E: Estimated. CAGR: Compound Annual Growth Rate.*

Figure 1. Value Sales and Growth of Indonesia's Foodservice by Subsector, 2014
 (in US\$ millions)

Source: Market Access Secretariat Global Analysis Report (2016)

In the marketing context, the ambience or atmosphere of café is an essential aspect on how the consumers view every single services provided (Lin, 2009). Café atmosphere relies on the premise that the environment of the café (such as room layout, color, lighting, decoration) can stimulate the perception response and consumer emotion, in which, in the end, it affects the purchase behavior (Berman & Evans, 2013; Sirgy, Grewal, & Mangleburg, 2000). Further, if this café

atmosphere can be managed effectively, it might become the competitive advantage for the company (Keyt, Yavas, & Riecken, 1994). By this means, favorable and innovative ambience is paramount importance for the company succeeds.

Similar to café atmosphere, service quality, according to Parasuraman, Zeithaml, and Berry (1988) is a comparison between consumer's expectation of provided service and perceived service. Basically, the goal of business is to create customer satisfaction, leading to the increase of company and customers relationship, creating the positive response in the form of repurchase, creating customer loyalty, and suggesting other consumer to purchase the same product (Alma, 2011; Schnaars, 1991; Soriano, 2002). It means that the better service provided, it will create customer satisfaction and the satisfied customer is not easy to move on to other café (Kristiana & Edwar, 2017). Thus, customer satisfaction becomes the key concept in marketing, especially in service industry (Heung & Gu, 2012).

Noting the gaps that research on consumer behavior intentions have shown various results, this study is intended to analyze the role of café atmosphere and service quality in customer satisfaction and intention to repurchase in the context of thematic cafés in Surabaya.

The role of café atmosphere in customer satisfaction and intention to repurchase

Café atmosphere is a physical characteristics used to create an impression and to attract customer. Atmosphere or ambience is an important component of a shop or café because it is able to give a dominant sensory effect from the design of the shop or café (Berman & Evans, 2013; Cox & Brittain, 2004).

The atmosphere or ambience is an effort to design café environment to produce emotional effect in the consumer that enhance his purchase probability (Kotler, 1973). This designed atmosphere enables to influence subjective feeling of the consumer and influence the satisfaction and purchase intention (Babin & Attaway, 2000; Sirgy et al., 2000). Previous studies in the context of restaurant suggest the significant relationship between atmosphere and customer satisfaction (such as: Heung and Gu (2012), Kristiana and Edwar (2017)). Meanwhile, this concept has recently been challenged by Andaleeb and Conway (2006) study demonstrating the opposite, that is, atmosphere does not have significant impact on customer satisfaction.

Although café atmosphere is believed as the predictor that makes the consumer back and do repeat purchase, the previous studies dealing with the effect of café atmosphere on repurchase intention shows various result. Some studies confirm that a pleasing café atmosphere is able to encourage consumer to come-back again to the café (Ha & Jang, 2012; Soriano, 2002). However, Chang (2000) and Namkung and Jang (2007) studies offers contradictory findings. The

direct effect of atmosphere on behavior intention is absence. Thereby, to confirm the relationship between café atmosphere on satisfaction and repurchase intention, the hypotheses are proposed as below:

H₁: Café atmosphere positively influences customer satisfaction

H₂: Café atmosphere positively influences repurchase intention

The role of service quality in customer satisfaction and intention to repurchase

Service quality is an attempt to fulfill the need and desire of consumer to meet consumer satisfaction (Tjiptono & Chandra, 2013). It may need to be taken into account since it becomes a basis for company to create long-term relationship with consumer that makes the consumer will not move on to other places (S.-L. Han & Hong, 2005; Venetis & Ghauri, 2004). A good service is also an indication to boost consumer satisfaction (Kristiana & Edwar, 2017; Tambunan & Suryawardani, 2015). However, research conducted by Laroche, Ueltschy, Abe, Cleveland, and Yannopoulos (2004) showed interesting results. In their research, the relationship between service quality and customer satisfaction can be inversely related due to cultural influences.

A good service quality also enables consumer to do repeat purchase. The study conducted by Baker and Crompton (2000), in the tourism context, showed that commitment to re-use a service and willingness to overpay the service is influenced by the service delivered. Similar to that, Nietos, Zournatzi, Koustelios, and Costa (2015), in the recreation context, also confirmed the same thing. Notwithstanding, in the banking context, a study conducted by Tan (2019) shows a weak relationship between the two variables. Thus, to confirm the influence of the three in the café context, the hypotheses proposed are mentioned as below:

H₃: Service quality positively influences customer satisfaction

H₄: Service quality positively influences repurchase intention

The role of customer satisfaction in intention to repurchase

An individual's attitude or behavior is influenced by psychological aspects, called intention (Söderlund & Vilgon, 1999). To understand consumer behavior, measuring the purchase intention is an effective way to predict the consumer behavior in the future in repeat purchasing and recommending the service to others (Byon, Zhang, & Baker, 2013). Repurchase intention is a behavior attributable to past behavior that directly influence an intention to repeat consuming in the future (Hasan, 2013). Repeat purchasing is also an action done more than once because consumers are satisfied for the services delivered (Peter & Olson, 2010).

The previous studies related to satisfaction and intention to repurchase shows various results. In their thorough study of satisfaction and repurchase

intention, Haemoon (2000), H. Han, Back, and Barrett (2009), and Zhang and Prasongsukarn (2017) were able to show that there is a positive relationship between customer satisfaction and repeat purchase intention. However, some studies also show a weak or even not significant relationship between customer satisfaction and repeat purchase intention (Chow, Lau, Lo, Sha, & Yun, 2007; Kivela, Inbakaran, & Reece, 2000). Hence, the hypothesis proposed is mentioned in the following:

H₅: Customer satisfaction positively influence repurchase intention

Figure 2 presents the conceptual framework proposed in this study.

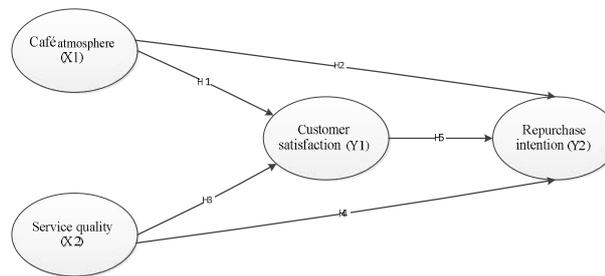


Figure 2. Conceptual Framework

METHODS

Data collection was done by distributing the questionnaire to consumers of thematic cafés in Surabaya which offer different atmosphere compared to the common cafés. The number of respondent referred to 10:1 of the number of indicator (Joseph F. Hair, Hult, Ringle, & Sarstedt, 2014), thus there were 150 respondents. Respondent is consumers who have previously ordered a meal in the cafés with unique atmosphere, which different from ordinary café.

Non probability sampling with purposive sampling was used as the technique of data collection. It means that the sample taking was based on some characteristics required from the sample (Etikan, Musa, & Alkassim, 2016; Palys, 2008; Zikmund, Babin, & Carr, 2009). The questionnaire distributed in those cafés used 5-point Likert scale, starting from Strongly Disagree to Strongly Agree to describe the respondents' answers. Café atmosphere and customer satisfaction, for each, were measured using three indicators adapted from Grewal, Baker, Levy, and Voss (2003) and H. J. Kim, Park, Kim, and Ryu (2013) respectively. Service quality was measured using four indicator referring to Ryu et al. (2012). While repurchase intention was measured using five indicators (for instance: I will return to this thematic café in the next time) adapted from Ryu et al. (2012) and Zeithaml, Berry, and Parasuraman (1996). After that, the data was processed and analyzed using *Partial Least Square - Structural Equation Modeling* (PLS-SEM) to validate the causal relationship among variables.

RESULT AND DISCUSSION

Result

Respondents' Profile

Based on the result of descriptive analysis of respondents' profile, it shows that male respondents shows greater number than female respondents (n=88; 59%). The respondents aged between 14 until > 40 with the majority of them are 21-30 years old (n=86; 58%). The largest number of respondents' education background is High School (n=84; 57%). With respect to the respondents' job, it is dominated in private sector (n=60; 40%).

Outer Model Evaluation

This stage evaluates the correlation between construct and its indicators to ensure the validity and reliability of the indicators used in this study. The result of convergent validity test shows that the correlation between construct and latent variable or outer model has met convergent validity since the value of loading factor is not below the required loading factor, that is, 0.50 (Joseph F. Hair et al., 2014).

Then, the result of discriminant validity test shows that the value of loading factor for every indicator from each latent variable have greater loading factor value if it is linked to other latent variable. It means that each latent variable has a good discriminant validity (Joseph F. Hair et al., 2014).

Table 1 below presents that all constructs have met the reliable criteria. It is shown by the value of composite reliability more than 0.70 and AVE more than 0.50 as the criteria Joseph F. Hair et al. (2014).

Table 1. Composite Reliability dan AVE

	Composite Reliability	AVE
X1	0.847963	0.651067
X2	0.817051	0.528640
Y1	0.869124	0.689396
Y2	0.875583	0.590935

Inner Model Evaluation

The result of R Square Adjusted test (Figure 3) shows that the value of R Square Adjusted for Customer Satisfaction (Y₁) is 0.495 and Repurchase Intention (Y₂) is 0.652. It means that 49.5% of Customer Satisfaction construct (Y₁) can be influenced by Café Atmosphere (X₁) and Service Quality (X₂) while the remain is influenced by other constructs which do not examined in this study. In terms of a path model in Repurchase Intention construct (Y₂), it is 65.2%. It shows that those

three independent constructs substantially describe 65.2% of variants in Repurchase Intention. In other words, about 65.2% of Repurchase Intention change is caused by those three latent constructs in the model.

The coefficient of determination measures the overall effect size and variance explained in the endogenous construct for the structural model and is thus a measure of the model's predictive accuracy. In this study, the inner path model was 0.749 for the quality endogenous latent construct. This indicates that the five independent constructs substantially explain 74.9% of the variance in the quality, meaning that about 74.9% of the change in the project quality was due to five latent constructs in the model. According to Joseph F. Hair et al. (2014), an R^2 value of 0.75 is considered substantial, an R^2 value of 50 is regarded as moderate, and an R^2 value of 0.26 is considered as weak. Hence, the R^2 value in this study was substantial.

Then, the value of path coefficients is used to describe the correlation among construct hypothesized in the model (Joe F. Hair, Ringle, & Sarstedt, 2011). The result of analysis in the Table 2 shows that all hypotheses proposed are supported.

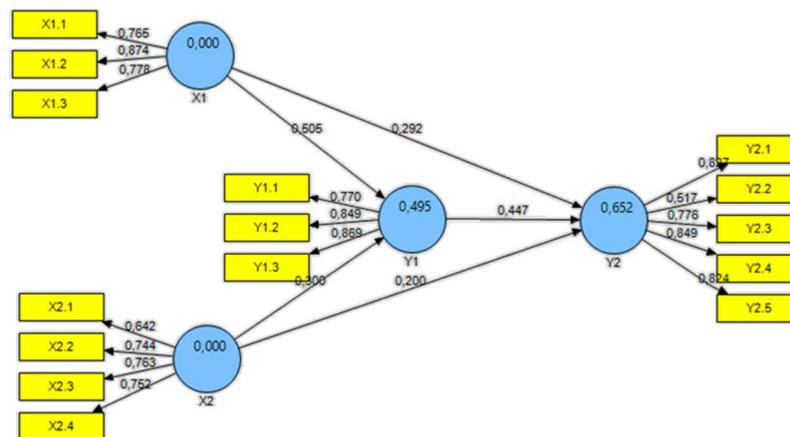


Figure 3. Structural Model

Table 2. Hypotheses Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STERR))	P-Value
(X1) -> (Y1)	0.504917	0.515690	0.096113	5.253384	0,000
(X1) -> (Y2)	0.517575	0.526686	0.106767	4.847714	0,000
(X2) -> (Y1)	0.299987	0.300564	0.100419	2.987343	0,003
(X2) -> (Y2)	0.333869	0.328513	0.092204	3.620963	0,000
(Y1) -> (Y2)	0.447288	0.446176	0.092843	4.817691	0,000

Discussion

The Role of Café Atmosphere (X₁) in Customer Satisfaction (Y₁) and Repurchase Intention (Y₂)

Based on the data analysis, it can be concluded that café atmosphere has a significant role in customer satisfaction. Thus, the first hypothesis is accepted. The servicescape of the café enables to influence customer satisfaction towards the service they have been purchased. Intangible nature of service makes the customers have no cues to evaluate their experience in a whole. One of tangible cues of services that they can observe is ambience of the café. A good café atmosphere can be the reason for customer to assess or evaluate whether they are satisfied with the service given or not. Thereby, a comfortable café atmosphere can enhance consumer satisfaction.(Nguyen & Leblanc, 2002; Reimer & Kuehn, 2005).

Next, based on the result of analysis, it can be deduced that café atmosphere construct has a significant role in consumer intention to repurchase in the thematic café. Therefore, the second hypothesis is accepted. It infers that a good café atmosphere will encourage the customer to repurchase in the café. The result of this study is parallel with the previous studies suggesting that café atmosphere or ambience is a predictor of customer satisfaction and repeat purchase intention (Ha & Jang, 2012; Heung & Gu, 2012). With respect to the goal of dining out, it is not only to satisfy hunger, but also to chill out or to refresh from routine. The ambience of eatery is able to affect customers' mood, especially when they consume café service for hedonism. Typically, customers who come to the café providing unique or specific theme look for the experience and atmosphere which differs from other café. Thus, facility or environment element has an effect on customer satisfaction and determine their repurchase intention (Bitner, 1992).

The Role of Service Quality (X₂) in Customer Satisfaction (Y₁) and Repurchase Intention (Y₂)

Based on the testing result of H₃, it can be concluded that service quality construct has a significant influence on customer satisfaction. It means that the third hypothesis in this study is accepted. When getting café's service, customers will compare all their experiences based on their expectation and ideal perception of a service. In general, the higher service quality given, the more customer will be satisfied (Ha & Jang, 2012; Huang, Lee, & Chen, 2019; Nietos et al., 2015)

Then, it can be inferred that service quality construct significantly influences repurchase intention construct. Thereby, the fourth hypothesis in this study is accepted. Service quality is an essential factor to understand customers' behavioral intention. The more customers are satisfied with the service provided, the higher their commitment not to move to another cafe. The satisfied customers will have higher intention to come back to the café compared to the unsatisfied customers. It is in a similar vein with the previous research claiming that service quality is a predictor of consumers' repurchase behavior in the next time (Baker & Crompton, 2000; W. Kim, Park, Choi, & Jun, 2017; Nietos et al., 2015).

The Role of Customer Satisfaction (Y₁) in Repurchase Intention (Y₂)

The result of data analysis in this study is in line with the previous studies asserting that customer satisfaction has significant role in their repurchase intention (Haemoun, 2000; H. Han et al., 2009; W. Kim et al., 2017; Zhang & Prasongsukarn, 2017). Customers will be satisfied if the service given is the same as they expect. It will enhance the positive attitude on buying decision in the café, so they are not easily go to other café. They will go back to repurchase (Huang et al., 2019). Thereby, the fifth hypothesis in this study is accepted.

CONCLUSION

This study is intended to analyze the influence café atmosphere, service quality on customer satisfaction and repurchase intention in thematic cafés in Surabaya. The findings show that café atmosphere and service quality has a significant influence on customer satisfaction in the café and intention to go back to the café. Furthermore, customer satisfaction also shows a significant influence on customer intention to do repurchasing.

Practically, this study may help café entrepreneurs to have better understanding about the importance role of café atmosphere and service quality in order to be able to compete in this competitive industry.

Further research in this field could add other cities in Indonesia as the research sample since each region may have different habit and cultural characteristics. It would be also interesting to assess other variables such as perceived value, price, or trust to strengthen customer satisfaction model in shaping customers' repurchase intention.

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