AN INFLUENCE OF SERVICE QUALITY AND CAFE ATMOSPHERE ON CUSTOMER INTEREST TO RETURN VISIT STARBUCK IN MEDAN CITY

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ARTICLEINFO	ABSTRACT
Keywords: *Quality of service,* *cafe atmosphere,* *intention to revisit*	This study aims to determine the effect of service quality and cafe atmosphere on the intention to revisit Starbucks customers in Medan City. The population in this study were customers who visited Starbucks in (June 2021-May 2022), namely 5,778. The selection of the sample in this study was based on the calculations put forward by Slovin so that the sample obtained was 99 respondents. The data analysis technique used is multiple linear regression test. The results showed that service and cafe atmosphere had a positive and significant effect on the intention to revisit Starbucks customers in Medan City.
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1. INTRODUCTION.

Conditions of competition in the business world require every entrepreneur to be able to compete in the business world. The number of companies competing to get customers makes the terms of competition between companies increasingly stringent. Very tight competition requires entrepreneurs to be able to determine the right strategy in competing, namely in fulfilling customer needs that are always varied. There are various kinds of businesses that can become business opportunities, one of which is the cafe and restaurant business. Cafe is one place that has been growing in recent years. The development of people's lifestyles and the variety of customer needs for something and followed by the creativity and willingness of cafe entrepreneurs to provide and meet the needs of visitors,

The presence of cafes is seen as a positive influence on improving the community's economy in the food and beverage industry sector which influences people's lifestyles. Some unique recommended menus and various kinds of facilities for customers ranging from wifi, private room, prayer room, to music that is turned on from speakers supported by a unique interior design, comfortable layout, warm atmosphere and attractive exterior to be used as a spot Instagram-style photos that can create a pleasant cafe atmosphere (Lestari and Faizin, 2020).

Store Atmosphereis an important factor that needs to be considered by business actors (Fitriani and Nurdin, 2020). Culinary is not only in the form of dishes or side dishes cooked with various herbs and spices, various types of drinks made from processed beef, fermented products, and from grain extraction such as coffee have also enlivened the culinary world. Coffee has become a staple and has accompanied us for centuries. It is only natural that coffee is the most recognized drink throughout the world (Lestari and Faizin, 2020). One of the cafe businesses that is quite popular in the city of Medan, Medan Sunggal sub-district, is Starbuck. This cafe is a former house in a residential area that was renovated into a hangout as good as it is now. A place that used to be invisible,

When entering the cafe area, we will be presented with a view of a very beautiful flower plant. This cafe is very comfortable with good air circulation because it is filled with green plants. The garden nuance feels refreshing to the eyes and mind. Each side has its own theme, some are themed outdoor, semi outdoor, and others. For students or students who want to do assignments, it is also very helpful to have a sitting area. Lesehan is very comfortable to use as a place to study because it is far from noise.

Table 1. Data on Starbuck Cafe Visitors June 2021 – May 2022

Month year)	Number of customers
June 2021	750
July 2021	650
August 2021	625

September 2021	575
October 2021	553
November 2021	550
December 2021	425
January 2022	400
February 2022	360
March 2022	340
April 2022	300
May 2022	250
Total	5778

Source: Starbuck (2022)

Based on Table 1, it can be seen that customer fluctuations occurred from June 2021 to May 2022. This is influenced by the number of customers at a certain time. In May 2022 Starbucks customer rates have decreased. There was the largest increase in the number of subscribers in June 2021 of 750 subscribers. In a business strategy that is carried out to make it look more attractive, the product or type of food offered must have advantages in terms of service and a pleasant atmosphere so as to increase interest in repeat visits.

2. LITERATURE REVIEW
Interested in visiting again

*Interested in visiting again*basically is customer behavior in which customers respond positively to the service quality of a company and intend to make return visits or re-consume the company's products (Ermawati, 2018). Interest in revisiting as a form of individual readiness or willingness to make repeat visits to the same destination (Tosun, et al, 2015). Interest in revisiting is an evaluation carried out by customers regarding the experience or perceived value and overall satisfaction to return to a place in the future According to Huang et al (in Mariyam, et al, 2020). Revisit intention is created because the customer feels the quality of the products and services provided are in line with customer expectations, so that the customer intends to repurchase in the future. Revisit Intention that creates a motivation is continuously recorded in the form of a customer. In the end, when the customer has to fulfill his needs, he will actualize what is in his mind in fulfillment.

According to Baker (2012) explains that there are two indicators contained in the intention to revisit, namely:

1. *Intention To Recommend* (the desire to recommend), namely the customer's desire and willingness to recommend and invite others to come.
2. *Intention To Revisit* (the desire to return to visit), including past experiences and positive impacts received to have the desire to visit again.

Service quality

Batinggi and Badu (2009) state that service is an activity or sequence of activities that occurs in direct interaction between a person and another person or machine physically and provides customer satisfaction. While the definition of service according to Gronroos is an activity or a series of activities that are invisible that occur as a result of interactions between customers and employees or other things provided by service-providing companies intended to solve customer problems. In other words, Service is an effort to meet customer expectations in terms of speed of handling complaints and customer friendliness. The measurement of service quality in this study refers to the customer's perspective where they expect the best service from the service provider. This is of course related to the difference between the service received and the service provided by the provider. According to Zeithaml, Parassuraman & Berry (in Hardiyansyah 2011:11); there are indicators of service quality located in five dimensions, namely: physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empaty).

Store atmosphere

According to Manutun (2016) Store atmosphere is an important factor that needs to be considered by business people. They have to think hard in understanding customer satisfaction. In this case the business actor pays attention to the exterior and interior atmosphere of the store. The more communicative the atmosphere of the store will have a positive effect on customer interest in returning to the store. Ac-

cording to Supriono (2017) Store atmosphere can be created through visual environmental design, light, color, music and aromas that can stimulate customer emotions. Store atmosphere or store atmosphere as added value to the store's image while providing a pleasant environment for customers who come to buy at the store. With a good store atmosphere, it promises loyal customers so that they will be able to survive in business continuity. The atmosphere of each store must be in accordance with its target market so that it can entice customers to make purchases (Kotler and Keller, 2017). Based on the above understanding, the authors conclude that Cafe Atmosphere is an environment that is laid out attractively with the support of light, color, music, fragrances, and so on to evoke certain emotional responses as a driving force for conducting research.

According to Alfin and Nurdin (2017), *Store atmosphere* can be classified into two dimensions, namely InStore atmosphere and OutStore atmosphere.

1.Instore atmosphere

Instore atmosphere are the settings in the room with indicators namely:
a. Sound Sound is the entire strain of sound that is presented in the room to create a relaxed impression consisting of live music served by a restaurant or the strains of music from a sound system.
b. Interiors
The interior is the arrangement of spaces including the area of the room, the roads, the design, the arrangement of tables, the arrangement of paintings, and the lighting system in the room.

2. OutStore atmosphere

OutStore atmosphere is an outdoor setting with indicators, namely:
a. *External Layouts*
External layouts namely setting the layout of various outdoor restaurant facilities which include visitor parking layouts, signboard layouts, and strategic locations.
b. *Exterior Design*
Exterior design is the arrangement of the outdoor rooms of the restaurant including the design of the outdoor signboard, the placement of the entrance, the shape of the building seen from the outside, and the outdoor lighting system.

hypothesis

The hypothesis is a temporary answer to the formulation of the problem which originates from theoretical studies and relevant journals (Sugiyono, 2007: 93). Based on the formulation of the problem, the hypothesis is made as follows:
1. Service quality has a positive and significant effect on the intention to revisit Starbucks customers in Medan City.
2. *atmosphere cafe* has a positive and significant effect on the intention to revisit Starbucks customers in Medan City.

3. METHODS

This type of research is causal associative research. According to (Sugiyono, 2018) causal associative research is research that aims to find out whether or not there is an influence or relationship between the independent (independent) variable and the dependent (dependent) variable. The population in this study were 5,778 customers visiting Starbuck Cafe and a sample of 98.30 was rounded up to 99. The data analysis technique used multiple linear regression. According to Nugraha (2022), multiple linear regression analysis is an analytical method used to determine the effect (influence) between two or more independent variables on the dependent variable. Multiple linear regression model using SPSS software.

4. RESULTS AND DISCUSSION
Regression Test

Table 2. Multiple Linear Regression Analysis Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	std. Error	Betas	t	Sig.	tolerance	VIF
1 (Constant)	.898	1856		.484	.629		

An Influence Of Service Quality And Cafe Atmosphere On Customer Interest To Return Visit Starbuck In Medan City. Indawati Lestari
1579

Service quality	.246	.066	.330	3,733	.000	.649	1,540
Cafe Atmosphere	.309	058	.471	5,327	.000	.649	1,540

a. Dependent Variable: Interest to revisit

Based on table 2, the multiple linear regression equation model obtained in this study is:

$$Y = 0.898 + 0.246X1 + 0.309X2 + e$$

Based on these equations can be described as follows:
1. A constant value of 0.898 means that if the quality of service and cafe atmosphere is considered constant or has a value of zero (0), the interest in visiting again will be worth 0.898
2. The direction of the regression coefficient of the estimated value variable is positive, which is equal to 0.246. If the service quality variable increases by 1%, then the intention to revisit will increase by 0.246% assuming the other independent variables are constant. This illustrates that if the quality of service increases, the interest in revisiting will also increase.
3. The direction of the cafe atmosphere variable regression coefficient is positive, which is equal to 0.309. If the cafe atmosphere variable has increased by 1% then Interested in visiting again will experience an increase of 0.309% assuming the other independent variables are constant. This illustrates when ujrah increases then *Interested in visiting again* will also increase.

Table 3. Partial Test Results (T Test)

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients			
	B	std. Error	Betas		t	Sig.
1 (Constant)	.898	1856			.484	.629
Service quality	.246	.066		.330	3,733	.000
Cafe Atmosphere	.309	058		.471	5,327	.000

a. Dependent Variable: Interest to revisit

Based on the SPSS calculation results, the following conclusions can be drawn:
1. Service quality variable (X1) on intention to revisit (Y)
   It is known that the tcount value is 3.733 and the ttable value is 1.660 which means 3.733 > 1.660 and the p-value in the significance column is 0.000 which means it is smaller than 0.1, so it can be explained that service quality positive and significant effect on interest in revisiting to Starbuck customers in Medan City
2. Cafe atmosphere variable (X2) on intention to revisit (Y)
   It is known that the tcount value is 5.327 and the ttable value is 1.660 which means 5.327 > 1.660 and the p-value in the significance column is 0.000 which means it is smaller than 0.1, so it can be explained that the cafe atmosphere has a positive and significant effect on interest in revisiting to Starbuck customers in Medan City

Result Quality
The results of the statistical tests performed show that the quality of service and *atmosphere cafe* partially positive and significant effect on intention to revisit Starbucks customers. Store atmosphere is a physical characteristic that is very important in creating a comfortable atmosphere for customers who are inside and can indirectly influence customers to make purchasing decisions. *Cafe Atmosphere* able to influence customers to compare restaurants with one another and decide to choose a restaurant that is able to create and provide a neat, clean, and also comfortable atmosphere, due to reasons or factors customers come to a restaurant not only to enjoy the dishes served but convenience In enjoying the various menus served, it will also be a consideration for the customer in deciding to make a visit or repurchase. service quality is the action and ability of employees in a company that is carried out with full commitment to provide the best and quality service to customers, so as to increase interest in repeat visits. The ability to serve refers to the ease and speed of repair and service as well as the courtesy of employees in serving customers.

5. CONCLUSION

Service qualitypositive and significant effect on intention to revisitStarbuck customer in Medan City. atmosphere cafepositive and significant effect on intention to revisitStarbuck customer in Medan City

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