


The Effect Of Servicescape And Promotion On Customer Revisit Intention, Mediated By Customer Satisfaction At 38 Coffee Lab

Christie¹, Efin Shu²

^{1,2}Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan Medan

Article Info	ABSTRACT
Keywords: Servicescape Promotion Customer Satisfaction Customer Revisit Intention	38 COFFEE LAB experienced a decrease in sales and received complaints on Google reviews and from customers. People complained about the servicescape of 38 COFFEE LAB that the parking was not adequate, had a small space and a lot of noise in the cafe. The management did not do promotions on social media frequently and on other platforms. The purpose of this research is to find out the effect of servicescape (X1) and promotion (X2) on customer revisit intention (Y) with customer satisfaction (Z) as the intervening variable at 38 COFFEE LAB. This research uses a quantitative method. Data is collected by distributing the questionnaires using Google Forms. The population in this research are all customers of 38 COFFEE LAB, with a total sample of 100 people with a non-probability sampling technique which is convenience sampling. The results, all data has passed the normality test, heteroscedasticity test, and multicollinearity test. The result from the hypothesis test showed that store servicescape and promotion influence customer satisfaction and customer satisfaction influences customer revisit intention. However, servicescape and promotion do not significantly influence customers to revisit intention. In addition, customer satisfaction intervenes between servicescape and customer revisit intention and between promotion and customer revisit intention.
This is an open access article under the CC BY-NC license 	Corresponding Author: Christie Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan Medan efin.shu@uph.edu

INTRODUCTION

Seeing many new F&B business openings along the street may raise the curiosity of many people. The growth of the F&B business sector, which dominates the economy is interesting to explore considering that F&B business at this time does not only sell food and drinks but can also be used as entertainment or a means of gathering with friends and family. Therefore, the culinary business is increasingly in demand, many are established in various big cities in Indonesia, including in the city of Medan.

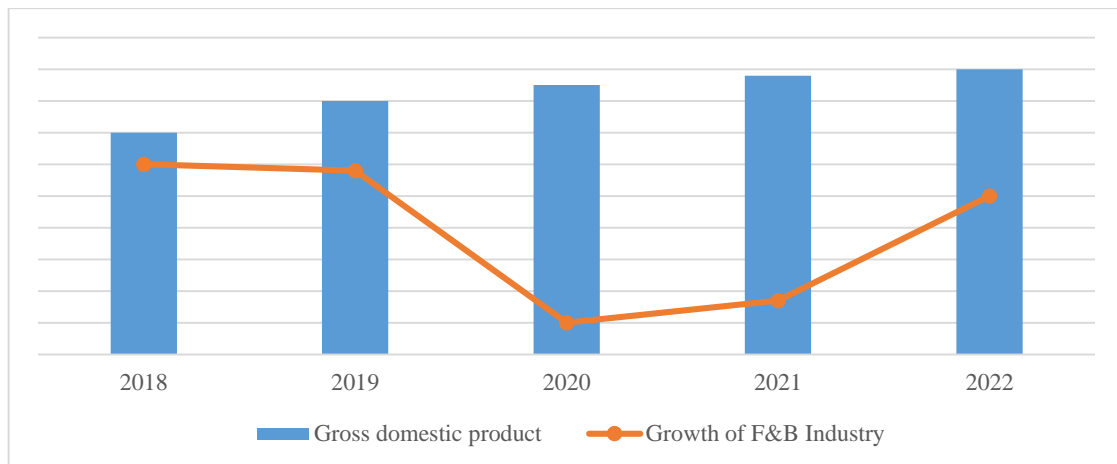


Figure 1. Growth of Food and Beverage Industry in Indonesia

Sources: www.dataindustri.com

Data from Badan Pusat Statistik (BPS) states that the number of businesses in the F&B sector reached 11.223 units in Indonesia in 2020 that have been established (Dihni, 2022). According to the graphic above, it explains the growth rate of the food and beverages industry. Every year it has grown by 4.41%, while the annual performance of this sector in 2022 has increased by 4.91%. This growth had a positive impact, even though in 2020 it experienced a drastic decline due to restrictions preventing the growth of the Covid-19 virus in Indonesia. One of the culinary businesses that are currently on the rise in number in the city of Medan is a coffee shop or café. The popularity of coffee is increasing and has even become a part of life for Indonesian people. This is what caused the emergence of various café in Indonesia, ranging from simple café to prestigious coffee shops.

Cafés in Medan are experiencing rapid development because of their promising business potential. This is reinforced by the status of Medan which has dozens of universities and offices where which is very promising for the cafe market segment to be established. This is also supported by the current cafe concept where people who go to cafes don't just enjoy the menu, but can also meet lifestyle needs, increase productivity or just spend time with friends. Therefore, it is not surprising that because of these factors, there are many cafes scattered and becoming a trend in this city. The number of cafes in Medan has even reached 1000. This number was followed by the emergence of many cafes with various unique and interesting concepts, ranging from small to large store, menus from ordinary to unusual, and places designed to resemble certain themes. The growth of cafes in Medan continues to increase so this is also followed by increasingly fierce competition. As a result, many cafes were forced to go out of business because they failed to compete with other competitors.

Therefore, based on these problems, cafe business continuity is needed to survive in the face of increasingly fierce business competition in the food and beverage industry. One thing that needs to be considered in achieving this sustainability is to create interest in repeat visits. 38 COFFEE LAB's coffee and food often being praised by customers as well as in Google review, however despite its reputation, the writer obtain information from owner, 38 COFFEE LAB sales are experiencing decreasing as data below:

Table 1. Revenue Data of 38 COFFEE LAB (2016-2022)

Year	Total Sales	Percentage
2016	12.060.000	
2017	1.004.649.000	8230,42%
2018	954.279.000	-5,01%
2019	940.929.000	-1,40%
2020	167.958.000	-82,15%
2021	573.420.000	241,41%
2022	555.582.000	-3,11%

Sources: Prepare by the writer (38 COFFEE LAB, 2023)

Based on the data above from Table 1.1, in 2016 the total revenue is low because 38 COFFEE LAB opens in December. As time passes it can be seen that there are more sales, which is 1.004.649.000. However, its sales gradually decreased although before COVID-19 hit on Indonesia, and cause drop in sales. Even after post-pandemic, there is recovery in sales in 2021, but still in the next year, 2022, 38 COFFEE LAB sales were lower than the previous year.

Along with the decreasing sales, the writer also found out that the review critic about servicescape, since the size of café is one building of shophouse. This café is using a 3-floor building with the 1st floor where the coffee machine and cashier are. A few tables outdoor are suitable for customers who want to enjoy the breeze and smoke. Inside there are only a few tables because the place is quite small. There are more tables on the 2nd floor, and the only toilet in the building is on the 2nd floor. As it is a hassle for the customer to climb to the 2nd floor, most of the customers sit on the 1st floor, except customers who want to have a quiet place.

From interviews with the owner, they admit they didn't actively promote their product very often. The highest frequency of Instagram postings in one month is 13. There was also time with no social media activity and or only one social media post in a month. There is no target set by the owner for how many times they should be promoted. Based on the writer's research, sometimes the owner of 38 COFFEE LAB conducts promotion via Instagram story, that they open today, and customer can order either from Grab or Gojek together with photo of the food on the 38 COFFEE LAB menu. Also, 38 COFFEE LAB attracts customers with purchase Grab and Gojek get discount of 20%. In addition, they attract customer by introducing new menu, for example variety of bottled coffee drink, Korean strawberry milk, birthday noodle cake, and boxed side dishes. 38 COFFEE LAB also promoting with famous Instagram celebrity and the most recent was 2,5 years ago. From that time until now there have not been any promotion with famous Instagram celebrity may also be due to COVID-19. In January 2022 the owner started selling hampers for Chinese New Year and Ramadan and no more since then.

METHODOLOGY

In this research, the writer uses quantitative research with questionnaires to emphasize objective measurements and numerical analysis of data collected questionnaires. Descriptive statistics are used in this paper to summarize data in an organized manner by describing the relationship between variables in a sample or population.

The population of this research is 38 COFFEE LAB customers that have ever visited the café. This research uses a convenience sampling approach because of limited time, for convenience purposes, and the total population is unknown. To determine the minimum number of samples, Sugiyono (2019) suggests that the number of sample members is at least 10 times the number of variables involved in the research. Therefore, the minimum number of sample members is 10×4 variables = 40. The number of samples taken is 100 respondents since the more respondents the more accurate the result will be.

The Model Development

The Effect of Servicescape on Customer Satisfaction At 38 Coffee Lab

Rijae (2018) cited in Roz (2021) found that the surrounding conditions, spatial planning and functions, signs, symbols, and artifacts have a significant positive effect on customer satisfaction. This forms the first hypothesis. H1: Servicescape has an influence on customer satisfaction at 38 COFFEE LAB

The Effect of Promotion on Customer Satisfaction At 38 Coffee Lab

Suryana et al. (2019) promotion had a positive effect on consumer satisfaction. This forms the second hypothesis. H2: Promotion has an influence on customer satisfaction at 38 COFFEE LAB.

The Effect of Customer Satisfaction on Customer Revisit Intention At 38 Coffee Lab

Roz (2021) explained that there are positive and significant effects on customer satisfaction towards customer intention to revisit. This forms the third hypothesis. H3: Customer satisfaction has an influence on customer revisit intention at 38 COFFEE LAB.

The Effect of Servicescape on Customer Revisit Intention At 38 Coffee Lab

Roz (2021) explained that there are positive and significant effects on servicescape toward customer revisit intention. Ayunisa (2018) also reinforces previous findings, that implementing a good servicescape strategy can increase the intention to revisit customers. This forms the fourth hypothesis. H4: Servicescape has an influence on customer revisit intention at 38 COFFEE LAB

The Effect of Promotion on Customer Revisit Intention At 38 Coffee Lab

According to Tjiptono (2002) cited from Pradana et al. (2022) promotion is a form of marketing communication that is a marketing activity intended to disseminate information, influence, persuade and expand the target market of a company and its products to encourage customers to accept, buy, and be loyal to the products offered by the company. This forms the fifth hypothesis. H5: Promotion has an influence on customer revisit intention at 38 COFFEE LAB.

The Effect of Servicescape on Customer Revisit Intention with Customer Satisfaction as Intervening At 38 COFFEE LAB

Research conducted by Shen & Bae (2018) cited in Roz (2021), found results that servicescape has a positive influence on customer satisfaction. Service conditions that are in accordance with customer perceptions lead to experiences that are difficult to forget and a sense of satisfaction that is felt. Satisfaction that appears in some customers can bring up the intention to revisit. This forms the seventh hypothesis. H6: Servicescape has an influence on customer revisit intention with customer satisfaction as intervening at 38 COFFEE LAB

The Effect of Promotion on Customer Revisit Intention with Customer Satisfaction as Intervening At 38 COFFEE LAB

Research conducted by Rizan et al. (2022) promotion variable has a significant effect on revisit intention through satisfaction. This shows that the more attractive the promotional offer is, the better the satisfaction will be and stimulates visitors' intention to return. This forms the eighth hypothesis. H7: Promotion has an influence on customer revisit intention with customer satisfaction as intervening at 38 COFFEE LAB.

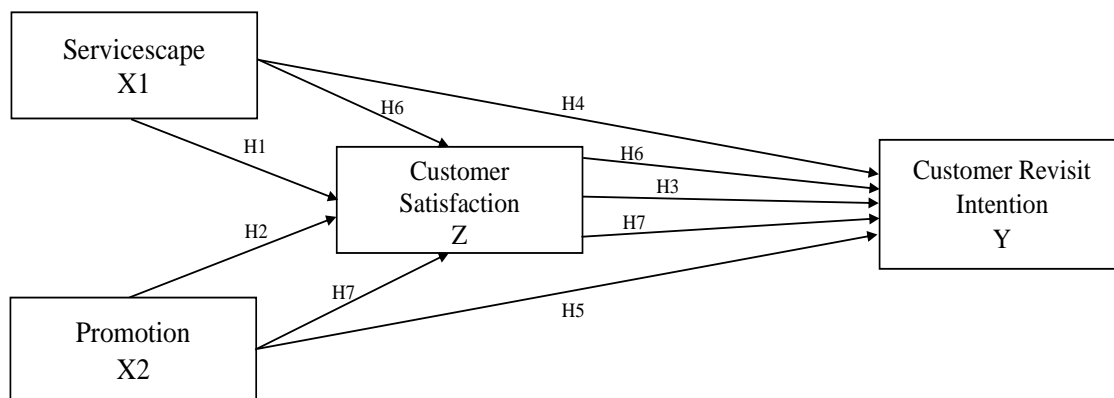


Figure 3.1. The Research Model
 Source: Prepared by Writer (2023)

Tabel 3.1. Indicators of Servicescape, Promotion, Customer Satisfaction, and Customer Revisit Intention

Variable	Indicators	Scale
Servicescape Lovelock, Wirtz, And Mussry (2011)	38 COFFEE LAB has a comfortable and cozy atmosphere	1-5 Likert scale
	Layout in 38 COFFEE LAB is well arranged	1-5 Likert scale
	There is enough signage in 38 COFFEE LAB	1-5 Likert scale
Promotion Kotler and Keller (2016)	Promotional message from 38 COFFEE LAB is well delivered and can be understood	1-5 Likert scale
	38 COFFEE LAB uses the right media for promotion	1-5 Likert scale
	Promotion by 38 COFFEE LAB is conducted at the right time and duration	1-5 Likert scale

		38 COFFEE LAB always has sales promotion program	1-5 Likert scale
Customer Satisfaction		The service performance of 38 COFFEE LAB meets my expectation	1-5 Likert scale
Tjiptono (2014)		I am interested to revisit 38 COFFEE LAB again	1-5 Likert scale
		I am willing to recommend the food and beverages of 38 COFFEE LAB to friends or relatives	1-5 Likert scale
Customer Intention	Revisit	I am going to revisit 38 COFFEE LAB again	1-5 Likert scale
		I am willing to promote 38 COFFEE LAB to others	1-5 Likert scale
Daniel et al. (2020)		I am willing to recommend 38 COFFEE LAB to friends or relatives	1-5 Likert scale
		I will put 38 COFFEE LAB on my visit list in the future	1-5 Likert scale

Source: Prepared by the writer (2023)

The data is analyzed for its validity and reliability. Then, classical assumption test is conducted to determine the “goodness-of-FIT” of the data in the forms of normality, multicollinearity, and heteroscedasticity tests. Hypothesis tests are conducted to determine the influences of the independent variables on the dependent variable through the intervening variable. Finally, coefficient determination tests are conducted to measure the strength of the influences.

RESULTS AND DISCUSSIONS

The results of validity and reliability tests are as follow:

Table 4.1 Validity Test for Servicescape (X1)

Question	Validity Value (r count)	Criteria Value (r table)	Criteria	Result
X1.1	0,784	0,361	r count > r table	Valid
X1.2	0,774	0,361	r count > r table	Valid
X1.3	0,772	0,361	r count > r table	Valid

Source: Prepared by the writer (SPSS 25, 2023)

Table 4.2 Validity Test for Promotion (X2)

Question	Validity Value (r count)	Criteria Value (r table)	Criteria	Result
X2.1	0,814	0,361	r count > r table	Valid
X2.2	0,651	0,361	r count > r table	Valid
X2.3	0,531	0,361	r count > r table	Valid
X2.4	0,754	0,361	r count > r table	Valid

Source: Prepared by the writer (SPSS 25, 2023)

Table 4.3 Validity Test for Customer Revisit Intention (Y)

Question	Validity Value (r count)	Criteria Value (r table)	Criteria	Result
Y.1	0,811	0,361	r count > r table	Valid
Y.2	0,818	0,361	r count > r table	Valid
Y.3	0,788	0,361	r count > r table	Valid
Y.4	0,822	0,361	r count > r table	Valid

Source: Prepared by the writer (SPSS 25, 2023)

Table 4.4 Validity Test for Customer Satisfaction (Z)

Question	Validity Value (r count)	Criteria Value (r table)	Criteria	Result
Z.1	0,948	0,361	r count > r table	Valid
Z.2	0,667	0,361	r count > r table	Valid
Z.3	0,801	0,361	r count > r table	Valid

Source: Prepared by the writer (SPSS 25, 2023)

The above tables show that all statements' validity value (r count) are more than 0,361. Therefore, it can be interpreted as that all statements are valid.

Table 4.5 Reliability Test

Variable	Cronbach's Alpha value	N of Item
Servicescape	0,661	3
Promotion	0,630	4
Customer Revisit Intention	0,823	4
Customer Satisfaction	0,743	3

Source: Prepared by the writer (SPSS 25, 2023)

The result shows that the Cronbach Alpha value of all variables is more than 0,6. Therefore, it can be interpreted that all the statements are reliable.

The following table is the outcome of descriptive statistics from the servicescape variable:

Table 4.6. Descriptive Statistic of Servicescape Variable (X1)

Statistics		
Servicescape (X1)		
N	Valid	100
	Missing	0
Mean		8,6600
Median		9,0000
Mode		11,00
Std. Deviation		2,04604
Variance		4,186

Source: Prepared by the writer (SPSS 25, 2023)

The following table is the outcome of descriptive statistics from the promotion variable:

Table 4.7. Descriptive Statistic of Promotion Variable (X2)

Statistics		
Promotion (X2)		
N	Valid	100
	Missing	0
Mean		11,9700
Median		12,0000
Mode		11,00
Std. Deviation		1,83377
Variance		3,363

Source: Prepared by the writer (SPSS 25, 2023)

The following table is the outcome of descriptive statistics from the customer revisit intention variable:

Table 4.8. Descriptive Statistic of Customer Revisit Intention Variable (Y)

Statistics		
Customer Revisit Intention (Y)		
N	Valid	100
	Missing	0
Mean		10,7400
Median		10,0000
Mode		10,00
Std. Deviation		2,72148
Variance		7,406

Source: Prepared by the writer (SPSS 25, 2023)

The following table is the outcome of descriptive statistics from the customer satisfaction variable:

Table 4.9. Descriptive Statistic of Customer Satisfaction Variable (Z)

Statistics		
Customer Satisfaction (Z)		
N	Valid	100
	Missing	0
Mean		8,3300
Median		8,0000
Mode		8,00
Std. Deviation		2,37008
Variance		5,617

Source: Prepared by the writer (SPSS 25, 2023)

Classical Assumption Test Structural 1

Table 4.10 Normality Test Structural 1

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,97062594
Most Extreme Differences	Absolute	,073
	Positive	,073
	Negative	-,069
Test Statistic		,073
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Prepared by the writer (SPSS 25, 2023)

From the table, it can be seen the significant value is 0,200, which can be concluded that the data used in the test is normally distributed.

Table 4.11. Heteroscedasticity Test Structural 1

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	1,463	,923		1,586	,116
	Servicescape	,013	,064	,022	,206	,837
	Promotion	-,005	,073	-,008	-,075	,941

a. Dependent Variable: ABS_RES1

Source: Prepared by the writer (SPSS 25, 2023)

From the table it can be seen the significant value is 0,837>0.05 for servicescape and 0,941>0.05 for promotion. Therefore, which can be concluded that heteroscedasticity does not occur from the data used in the test.

Table 4.12. Multicollinearity Test Structural 1

Model	Coefficients ^a	Collinearity Statistics	
		Tolerance	VIF
1	Servicescape	,939	1,065
	Promotion	,939	1,065

a. Dependent Variable: Customer Satisfaction

Source: Prepared by the writer (SPSS 25, 2023)

From the table, it can be seen servicescape variable tolerance value is 0,939 and VIF value is 1,065. Therefore, can be concluded that multicollinearity does not occur from the data used in the test. From the table, it can be seen promotion variable tolerance value is

0,939 and VIF value is 1,065. Therefore, can be concluded that multicollinearity does not occur from the data used in the test.

Classical Assumption Test Structural 2

Table 4.13. Normality Test Structural 2

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,69213955
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,062
Test Statistic		,083
Asymp. Sig. (2-tailed)		,083 ^c

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

Source: Prepared by the writer (SPSS 25, 2023)

From the table, it can be seen the significant value is 0,083, which can be concluded that the data used in the test is normally distributed.

Table 4.14. Heteroscedasticity Test Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,646	,792		,816	,417
Servicescape	,018	,063	,034	,282	,778
Promotion	,002	,064	,003	,025	,980
Customer Satisfaction	,057	,055	,125	1,033	,304

a. Dependent Variable: ABS_RES2

Source: Prepared by the writer (SPSS 25, 2023)

From the table, it can be seen the significant value is 0,778 > 0.05 for servicescape, 0,980 > 0.05 for promotion, and 0,304 > 0.05 for customer satisfaction. Therefore, which can be concluded that heteroscedasticity does not occur from the data used in the test.

Table 4.15. Multicollinearity Test Structural 2

Model		Collinearity Statistics	
		Tolerance	VIF
1	Servicescape	,710	1,408
	Promotion	,902	1,109
	Customer Satisfaction	,691	1,446

a. Dependent Variable: Customer Revisit Intention

Source: Prepared by the writer (SPSS 25, 2023)

From the table, it can be seen servicescape variable tolerance value is 0,710 and VIF value is 1,408. Promotion variable tolerance value is 0,902 and VIF value is 1,109. Customer satisfaction variable tolerance value is 0,691 and VIF value is 1,446. Therefore, can be concluded that multicollinearity does not occur from the data used in the test.

Result of Hypothesis Testing Structural 1

Table 4.16. Hypothesis Test Structural 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,705	1,451		,486	,628
	Servicescap	,564	,101	,487	5,585	,000
	e					
	Promotion	,230	,115	,174	1,991	,049

a. Dependent Variable: Customer Satisfaction

Source: Prepared by the writer (SPSS 25, 2023)

From the table, it can be seen servicescape variable significant value is 0,000 < 0,05, Therefore, it can be concluded that servicescape has an influence on customer satisfaction. In line with Rijae (2018) cited in Roz (2021) statement that the surrounding conditions, spatial planning and functions, signs, symbols, and artifacts have a significant effect on customer satisfaction at 38 COFFEE LAB. Therefore, if customers feel that 38 COFFEE LAB provides a high servicescape, the customers will be more satisfied. On the contrary, if customers feel that 38 COFFEE LAB provides low servicescape, the customers will not be satisfied. In other words, good servicescape influences high customer satisfaction.

Promotion variable significant value is 0,049 < 0,05, Therefore, it can be concluded that promotion has an influence on customer satisfaction. In line with Khansa (2020) saying that promotion has a positive and significant effect relationship to customer satisfaction. Therefore, if customers feel that 38 COFFEE LAB provides good promotions, the customers will be more satisfied. On the contrary, if customers feel that 38 COFFEE LAB provides bad promotions, the customers will not be satisfied. In other words, good promotion produces high customer satisfaction.

Table 4.17. Coefficient of Determination Structural 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,556 ^a	,309	,294	1,99084

a. Predictors: (Constant), Promotion, Servicescape

Source: Prepared by the writer (SPSS 25, 2023)

From the table it can be seen, the coefficient of correlation adjusted R square is 0,294. Therefore, can be concluded that servicescape and promotion influence customer satisfaction 29,4%, and the rest 70,6% is influenced by other factors which are not studied here.

Result of Hypothesis Testing Structural 2

Table 4.18. Hypothesis Test Structural 2

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3,417	1,254		2,725	,008
	Servicescape	,047	,100	,035	,471	,639
	Promotion	-,039	,102	-,025	-,380	,705
	Customer Satisfaction	,885	,088	,771	10,102	,000

a. Dependent Variable: Customer Revisit Intention

Source: Prepared by the writer (SPSS 25, 2023)

From the table it can be seen servicescape variable significant value is 0,639 > 0,05, Therefore, servicescape does not significantly influence customer revisit intention. This is line with Qurnia et al. (2021) research, where the physical environment does not affect the interest in revisiting.

Promotion variable significant value is 0,705 > 0,05, Therefore, promotion does not significantly influence customer revisit intention. There may be other factors that might significantly influence revisit intention. They could be:

a. Dining Experience

Based on Barkah & Febriasari (2021) stated that the dining experience is one of the important factors in the emergence of the desire to visit the place again. Thus, the better the dining experience, the higher the customers' revisit.

b. Perceived Value

Based on Hadipranata & Hartana (2023) research, perceived value has an influence on the customer's desire to visit again.

c. Word of Mouth

Based on Yulia & Sari (2022) research, there is an influence between word of mouth and revisit intention.

d. Food Quality

Based on Taqwim et al. (2021) research, food quality has significant influence on customer revisit intention. This is also in line with the results of research conducted by Safitri, Surachman & Mugiono (2020), and Wiwoho (2018). As cited in Taqwim et al. (2021), food quality will significantly affect the expectations of customers who visit because, with the distinctive taste contained in the cafe, the customer will revisit.

e. Brand Image

Based on Maulina & Fauzi (2022) research, brand image has a significant effect on revisit intention.

f. Service Quality

Based on Tan et al. (2014) cited from Yolanda & Rahmidani (2020), states that the better the service provided to consumers, the more consumer retention will increase and lead to an intention to revisit. Also as cited in Yolanda & Rahmidani (2020), Kotler & Keller (2012) argued that the important thing in satisfying customers is service quality.

Creating good and satisfying service quality for consumers will make them come back again.

g. Price Perception

According to Martin et al. (2009) cited by Safitri (2020), they explained the price that customers pay for the service and how they view price becomes important. Because it affects revisit intention. Also, according to Liu & Tingko, (2016) cited from Safitri (2020), an increase in the positive perception of prices held by consumers for a product will increase consumption or repurchase interest.

h. Lifestyle

According to Hapsari et al (2020), the result shows that lifestyle has influence on revisit intention.

Customer satisfaction variable significant value is $0,000 < 0,05$, Therefore, customer satisfaction has an influence on customer revisit intention. This is in line with Roz (2021) statement that there are positive and significant effects of customer satisfaction towards customer intention to revisit. In other words, if customers are satisfied, the customers will come more frequently. On the contrary, if customers are dissatisfied, the customers will come less frequently. In other words, high customer satisfaction produces high customer revisit intention.

Table 4.19. Coefficient of Determination Structural 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,783 ^a	,613	,601	1,71838
a. Predictors: (Constant), Customer Satisfaction, Promotion, Servicescape				

Source: Prepared by the writer (SPSS 25, 2023)

From the table it can be seen, the coefficient of correlation adjusted R square is 0,601. Therefore, can be concluded that servicescape, promotion, and customer satisfaction influence customer revisit intention by 60,1%, and the rest 39,9% is influenced by other factors which are not studied here. To determine whether a variable is an intervening variable, the result from z test with Sobel test should be more than 1,96.

Table 4.20. Hypothesis Test Indirect

Variable	Z-count	Z-table	Result
H6 (X1 to Z to Y)	5,30	1,96	Ha is Accepted
H7 (X2 to Z to Y)	2,95	1,96	Ha is Accepted

Source: Prepared by the writer (SPSS 25, 2023)

From the table it can be seen, H6 z-count is 5,30. Therefore, can be concluded that customer satisfaction can be an intervening variable between servicescape and customer revisit intention. H7 z-count is 2,95. Therefore, can be concluded that customer satisfaction can be an intervening variable for promotion and customer revisit intention.

CONCLUSIONS

Based on the results of the hypothesis tests, it can be concluded that servicescape has a significant influence on customer satisfaction at 38 COFFEE LAB. Promotion has a significant influence on customer satisfaction at 38 COFFEE LAB. Customer satisfaction has a significant influence on customer revisit intention at 38 COFFEE LAB. Servicescape does not significantly influence customer revisit intention at 38 COFFEE LAB. This could be due to other factors that are not mentioned in this research such as food quality, service quality, location, and price. Promotion does not influence customer revisit intention at 38 COFFEE LAB. This could be due to other factors that are not mentioned in this research such as dining experience, perceived value, word of mouth, food quality, brand image, service quality, and price. Servicescape has a significant influence on customer revisit intention with customer satisfaction as an intervening and promotion has a significant influence on customer revisit intention with customer satisfaction as an intervening at 38 COFFEE LAB. Based on the lowest mean of servicescape variable, the management of 38 Coffee Lab is recommended to rearrange the layout to provide better comfort for customers. Based on the lowest mean of promotion variable, the management of 38 Coffee Lab is recommended to increase their sales promotion on Instagram and other social media platforms and create promotions like discounts and product bundling. Based on the lowest mean of revisit intention variable, the management of 38 Coffee Lab is recommended to improve their servicescape, products, and service quality. Based on the lowest mean of customer satisfaction variable, the management of 38 Coffee Lab is recommended to focus on improving food and beverage quality such as creating new and innovative menus, having a standardized taste, using fresh ingredients, etc. Future researchers are recommended to expand the scope of research to F&B industry in Medan, not only in one café. They can also analyze other factors that might influence customer satisfaction as well as customer revisit intention at 38 COFFEE LAB, such as dining experience, perceived value, word of mouth, food quality, service quality, brand image, location, and price.

ACKNOWLEDGMENT

The writers extend their deepest gratitude to the management of 38 Coffee Lab for allowing them to conduct the research at the Cafe. They are also thankful to the Faculty of Economics and Business of Universitas Pelita Harapan for all the support and funds to conduct this research.

BIBLIOGRAPHY

- Abubakar, A. I. (2020). Determining the counseling needs of students of Wa Polytechnic (Doctoral dissertation, University of Cape Coast).
- Ajuna, L. H. (2020). The Effect of Marketing Mix Towards Decision of Muslim Consumers in Travelug. *Jurnal Ilmiah Ekonomi Islam*, 6(2), 246-250.
- Al-Baroroh, Hanifatur Rosyidah (2019) Pengaruh Experiential Marketing Terhadap Revisit Intention Melalui Customer Satisfaction Pada Waroeng De'u Di Nganjuk. Undergraduate (S1) thesis, University of Muhammadiyah Malang.

- Al-ghifari, Armayoga & Fachira, Ira. (2021). The Influence Of Servicescape And Service Quality On Customer Satisfaction And Repurchase Intention At One Eighty Café In Bandung. *Jurnal Ilmu Sosial Politik dan Humaniora*. 4. 19-27. 10.36624/jisora.v4i1.91.
- Amalia, Retno Indah (2022) Pengaruh Promosi, Kualitas Layanan, Dan Kepercayaan Terhadap Keputusan Pembelian Melalui Kepuasan Konsumen Market Place Shopee (Studi Kasus Kecamatan Cempaka Putih). Skripsi thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia
- Angger Pandu Laksana (2019) Meningkatkan Kunjungan Konsumen (Studi Deskriptif Tentang Upaya Promosi Penjualan Di Kafe Lumbung Merah Dalam Meningkatkan Kunjungan Konsumen). Tugas Akhir D3 thesis, UNIVERSITAS AIRLANGGA.
- Ara, A., & Zargar, A. S. (2018). An Empirical Study of the impact of Service Quality on Customer Satisfaction and Repurchase Intentions in Hotels of Northern India. *International Journal of Trend in Scientific Research and Development*. <https://doi.org/https://dx.doi.org/10.31142/ijtsrd12805>
- Azizah, H., Azzahra, F., & Aruan, L. S. (2020). Revisit Intention Pelanggan Coffee Shop Lokal: Bagaimana Peran Life Style dan Service Quality?. *Jurnal Bisnis, Manajemen, dan Keuangan-JBMK*, 1(2), 226-244.
- Banerjee, S., & Singhanian, S. (2018). Determinants of Customer Satisfaction, Revisit Intentions and Word Of Mouth in the Restaurant Industry-Study Conducted In Selective Outlets of South Kolkata. *International Journal of Business and Management Invention (IJBMI)* ISSN, 7(6), 63–72. www.ijbmi.org
- Barkah, B., & Febriasari, P. (2021). Factors that Influencing Tourists Revisit Intention. *JDM (Jurnal Dinamika Manajemen)*, 12(1), 77-87.
- Bhardwaj, P. (2019). Types of sampling in research. Retrieved 19 April 2022, from https://www.researchgate.net/publication/338091050_Types_of_sampling_in_research
- Chigbu, U. (2019). Visually Hypothesising in Scientific Paper Writing: Confirming and Refuting Qualitative Research Hypotheses Using Diagrams. *Publications*, 7(1), 22. <https://doi.org/10.3390/publications7010022>
- Christian, M. (2022) The effects of social media marketing, store environment, and sales promotion on consumer purchase decision at PT Megamas Plaza Bangunan, Medan. Bachelor thesis, Universitas Pelita Harapan
- Daniel, A. J., Elfandi, A., Prabowo, C. A., Ikhsan, R., & Suhud, U. (2020). Pengaruh Store Atmosphere, Promotion, Perceived Value, dan Customer Satisfaction terhadap Revisit Intention pada Restoran Bakso. *Jurnal Bisnis, Manajemen, dan Keuangan-JBMK*, 1(2), 331-347.
- Daoud, J. (2017). Multicollinearity and Regression Analysis. Retrieved 19 April 2022, from https://www.researchgate.net/publication/322212939_Multicollinearity_and_Regression_Analysis
- Daroch, B., Nagrath, G., & Gupta, A. (2021). A study on factors limiting online shopping behaviour of consumers. *Rajagiri Management Journal*, 15(1), 39-52.

- Davis, B., Lockwood, A., Pantelidis, I.S., & Alcott, P. (2018). *Food and Beverage Management* (6th ed.). Routledge. <https://doi.org/10.4324/9781315563374>
- Dihni, V. A. (2022, Maret 23). Ada 4,21 Juta Industri Mikro Kecil di Indonesia, di Wilayah Mana Terbanyak? Databoks. Retrieved Juli 5, 2022, from <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-421-juta-industri-mikro-kecil-di-indonesia-di-wilayah-manaterbanyak#:~:text=Jawa%20Tengah%20menjadi%20provinsi%20dengan%20jumlah%20IMK%20terbanyak%2C%20yakni%20898.162%20usaha>
- Edwin, K. (2019). *Reliability and Validity of Research Instruments*. Retrieved 19 April 2022, from https://www.researchgate.net/publication/335827941_Reliability_and_Vailidity_of_Research_Instruments_Correspondence_to_kubaiedwinyahoocom
- Ekonomika dan Humaniora Universitas Dhyana Pura Bali. Jurnal Ekonomi dan Pariwisata. Vol.13, No.1.*
- Fahleti, W. H. (2018). Pengaruh Servicescape Dan Kualitas Layanan Terhadap Kepuasan Konsumen Pada Rumah Makan Tepian Pandan Di Tenggarong. *Jemi*, 18(2), 64-72.
- Febriansyah, Kurnia (2021) Pengaruh Marketing Mix Terhadap Kepuasan Konsumen di Kopi Studio 24 Malang / Kurnia Febriansyah / 24169023 / Pembimbing: Brastoro. Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta.
- Gallih Ramdhani, P. (2020) Pengaruh Store Atmosphere Dan Lokasi Terhadap Loyalitas Dan Keputusan Pembelian Pelanggan (Studi Pada Matahari Department Store cabang Arion Mall). Skripsi thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta.
- Ghozali, (2018). "Aplikasi Analisis Multivariate dengan Program IBM SPSS 25". (IX). Semarang: Fakultas Ekonomika dan Bisnis Universitas Diponegoro Semarang
- Hapsari, A. Y., Rianti, I., Ramadhan, S., Fauziyyah, S. A., & Putri, S. A. (2020). Life Style, Knowledge and Dinescape Impact on Repurchase Intention (Case Study of The Implementation of Health Protocols in Restaurant "X", Bandung City). *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(10), 3868-3877.
- Herdanto, D. (2019). Pengaruh Kualitas Produk dan Servicecape (Lingkungan Layanan) Terhadap Kepuasan Konsumen (Survey Pada Konsumen Gading Restaurant Bandung) (Doctoral dissertation, Perpustakaan Fakultas Ekonomi dan Bisnis Unpas Bandung).
- Irania, I. (2019). Pengaruh Kualitas Pelayanan Dan Tarif Kargo Terhadap Kepuasan Dan Loyalitas Pelanggan (Studi Pada PT. Jasa Multi Solusi Indonesia) (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta).
- Irwansyah, R., Listya, K., Setiorini, A., Hanika, I. M., Hasan, M., Utomo, K. P., ... & Triwardhani, D. (2021). *Perilaku Konsumen*.
- Jamu, M. E., Laga, Y., & Laga, Y. (2020). Pengaruh Experiential Marketing Dan Tourist Satisfaction Terhadap Revisit Intention Tourism Di Danau Kelimutu. *Jurnal Manajemen Bisnis Krisnadwipayana*, 8(1), 1-9.

- Jilcha, Kassu. (2019). Research Design and Methodology. 10.5772/intechopen.85731.[1]
Aaker A, Kumar VD, George S. Marketing Research. New York: John Wiley & Sons Inc; 2000
- Jonsson, A. S., & Nyberg, M. (2022). Hospitality through negotiations: The performing of everyday meal activities among nursing staff and meal hosts. A qualitative study. *International Journal of Gastronomy and Food Science*, 27, 100478.
- Kaur P, Stoltzfus J, Yellapu V. Descriptive statistics. *Int J Acad Med [serial online]* 2018 [cited 2022 Mar 11];4:60-3. Available from: <https://www.ijam-web.org/text.asp?2018/4/1/60/230853>
- Kristianto, A., Sawitri, N. N., & Harianto, R. A. (2022). Analysis Effect of Price, Service Quality and Marketing Relationship on Repurchasing Interest With Customer Satisfaction As Intervening Variable in Cv. Bekasi Unggas. *Dinasti International Journal of Management Science*, 3(3), 488-498.
- Lin, L., Huang, Z., Othman, B., & Luo, Y. (2020). Let's make it better: An updated model interpreting international student satisfaction in China based on PLS-SEM approach. *PLoS One*, 15(7), e0233546.
- Loanata, C. P. (2021, April). Evaluation Of Hotel Room Rental Rates At Adiwana Arya Villas During The Adaptation/New Normal Period. In 1st International Hospitality Entrepreneurship And Innovation Conference (InHEIC) 2021 (p. 68).
- Lubis, D. S. W. (2020). Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Keputusan Mahasiswa Memilih Kuliah Di Sekolah Tinggi Ilmu Manajemen Sukma Medan. *Literasi Jurnal Ekonomi Dan Bisnis*, 2(1), 183-191.
- Mal, L. H., & Mertayasa, I. G. A. (2018). Pengaruh Harga, Promosi, dan Kualitas Layanan Terhadap Keputusan Pembelian Tiket Pesawat Secara Online di Situs Traveloka.com Pada Mahasiswa Program Studi Manajemen Fakultas
- Maulidya, W. (2021). Analisis Strategi Promosi Pada Pt Toys Games Indonesia Juanda Depok (thesis).
- Mu'afa, Amirul (2022) Analysis Of Figurative Language In Machine Gun Kelly's Swing Life Away Song Lyric. Undergraduate thesis, Universitas Islam Sultan Agung Semarang.
- Ndenje-Sichalwe, E., & Elia, E. (2020). Research methodology practices among postgraduate Information Studies students in Tanzania. *IFLA Journal*, 47(2), 129-141. <https://doi.org/10.1177/0340035220965986>
- Oh, S. H., & Oh, J. W. (2018). The Influence of Servicescape of Exhibition on the Visitors Immersion and Revisit Intention. *International Journal of Pure and Applied Mathematics*, 118(19), 1703–1715
- Pertumbuhan Industri Makanan dan Minuman, 2011 – 2022. Pusat Data Industri Indonesia. (2023, April 12). Retrieved April 25, 2023, from <https://www.dataindustri.com/produk/data-pertumbuhan-industri-makanan-dan-minuman>