

Review Article

The Influence of Customer Experience and Store Atmosphere
Towards Revisit Intention at Heira House Coffee & StudioSiswat ^{1*}, Mardiana Nisa B ², Tias Prawitasari ³¹ Politeknik Stibisnis, Indonesia : swatgmb4@gmail.com² Politeknik Stibisnis, Indonesia³ Politeknik Stibisnis, Indonesia

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Abstract : This study analyzes the effect of Customer Experience (X1) and Store Atmosphere (X2) on Revisit Intention (Y) at Heira House Coffee & Studio. The method used is quantitative descriptive with 100 respondents selected through accidental sampling technique. Data collection was carried out using online and offline questionnaires, and analyzed using multiple linear regression. The results showed that Customer Experience and Store Atmosphere each had a positive and significant effect on Revisit Intention with a calculated t value of 3.141 and 3.001 > t table value of 1.985 and a significance of 0.002 and 0.003 < 0.05. Simultaneously, these two variables also have a significant effect on Revisit Intention with F count 17.002 > F table 3.090. The results of the determination coefficient test obtained an R Square value of 0.687. This means that 68.7% of the influence of the Customer Experience and Store Atmosphere variables on Revisit Intention. The more positive the visitor's experience and the more attractive the cafe atmosphere, the higher the likelihood of a repeat visit. Heira House Coffee & Studio is advised to continue to improve its services and products to maintain and increase the number of visitors.

Keywords: Customer Experience, Store Atmosphere, Revisit Intention.

1. Background

The rapid economic progress of Indonesia today has affected various sectors of the Indonesian people's business industry. One of them is the *food & beverage retail industry*, such as culinary food stores, *cafes*, fast food shops, catering, restaurants, food transportation services and others (Lino, 2021). The competitive conditions that are created require business actors to be able to maintain or be able to compete with their competitors, then what is expected from various strategies and innovations carried out by business actors is the return of their customers or what is called *revisit intention*.

The growth of various types of businesses that are very tight requires entrepreneurs to be able to determine the right strategy in competing, such as in fulfilling consumer needs that are always varying. There are various types of businesses that can be business opportunities, one of which is the *cafe business* (Silvi Rana, 2023). The *cafe business* has recently grown rapidly throughout Indonesia, this is influenced by the new culture of teenagers and adults who like to enjoy coffee while relaxing in a place. If in the past coffee was identical to parents only, it is different now that coffee has been enjoyed by various levels of society. This can be seen from the statistics of coffee consumption in Indonesia in recent years.

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Table 1.
National Coffee Consumption (2016-2021)

No.	Data Name	Consumption / Ton	Growth / percent
1	2016	249,824	-
2	2017	276,167	10.54
3	2018	314,365	13.83
4	2019	335,540	6.74

5	2020	353,885	5.47
6	2021	369,886	4.52

Source: databoks.katadata.co.id

Based on the Center for Agricultural Data and Information Systems of the Ministry of Agriculture, national coffee consumption in 2016 reached around 250 thousand tons and grew 10.54% to 276 thousand tons. Indonesian coffee consumption throughout the 2016-2021 period is predicted to grow by an average of 8.22%/year. In 2021, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425 thousand tons.

a *cafe* business is determined by the number of customers who visit the *cafe*. The more customers who visit, the more the *cafe will develop*. The existence of the *cafe* today is proof that the business has a large enough appeal to invite new business actors to join in similar businesses (Putri, Prabawani and Widayanto, 2023).

Judging from these symptoms, there is tight competition among existing *cafes*. *Cafe owners* must create ideas and concepts that are one step ahead compared to other competitors as a strategy to attract consumers to come and buy products. Furthermore, encouraging every consumer who comes to want to make a *revisit intention* is the key to the *cafe's success* in maintaining its business existence amidst high competition.

Various strategies implemented by coffee shop owners today are no longer only focused on profit or gain. Coffee shop owners must also think about what is wanted or needed from the consumer's perspective. Price, quality and service, although important, are no longer the main considerations for consumers. *Customer Experience* and *Store Atmosphere* are important factors for consumers in determining whether or not to come back to the place (*Revisit Intention*).

Customer Experience or customer experience in a cafe refers to the overall experience felt by customers when visiting the cafe. Barusman et al, (2022) revealed that in addition to *store atmosphere*, *customer experience* also influences *revisit intention* in *coffee shop customers*. *Customer Experience* includes the entire series of customer interactions and perceptions of a brand or business. If customers have a positive experience, they are more likely to return to the *cafe*. Conversely, a negative experience can reduce the likelihood of customers returning.

Customer experience is essential to attracting and creating positive perceptions in the minds of consumers. The importance of *customer experience* to *revisit intention* creates the need to focus on improving service and interactions with customers. Businesses that create positive experiences are often able to build stronger relationships with customers, increase loyalty, and encourage them to return.

Cafe atmosphere is the atmosphere provided by a cafe, whether from the design, layout, room, lighting, or interior in the cafe. Cafe atmosphere is one of the things that consumers consider in choosing a place to relax. A comfortable atmosphere, different from other *cafes* and *homey* are separate considerations for consumers to visit the *cafe*, (Suharto & Suryoko, 2017). Many *cafes* offer interesting and comfortable concepts to attract people's interest, such as attractive interior appearance, delicious food and drinks, and entertainment such as music or art performances. This opens up great opportunities for the cafe business to continue to grow in Indonesia, along with the increasing demand and popularity of the hangout lifestyle.

Putri, Prabawani, and Widayanto (2023) in their research stated that *store atmosphere* influences *revisit intention*. Many young people today are interested in looking for *cafes* with good designs, or what are commonly called instagrammable, so that they can be used as locations for photos to be shared on social media. By providing a pleasant *cafe atmosphere*, it provides a positive experience for customers and increases the likelihood of them coming back.

Revisit Intention is an interest based on previous visits. *Revisit Intention* is the result of various factors involving previous experiences and the expectation of getting the same or even better experience on the next visit. *Revisit intention* is a form of consumer behavior or desire to come back another time, stay longer than expected, make more purchases, and give positive opinions to other consumers (Haifa et al., 2022).

Revisit Intention is one of the keys to success in winning the competition because according to research by Soebandhi et al., (2020) it is said that the more *cafes* that offer different concepts, the more choices there are for consumers. By doing *Revisit Intention*, consumers

reject offers from competitors and choose to visit the same place, (Putri, Prabawani, and Widayanto 2023).

The phenomenon that occurs in the Tegal area is also the same, the growth of coffee shops in Tegal can be said to be very fast. Every year, various types of *cafes can be found* with their respective concepts. Many *cafes* who compete to open businesses with their own uniqueness. One that caught the author's attention was a cafe called Heira House Coffee & Studio . *Café* is located near the Pagongan Military District Command, Tegal Regency.

Its strategic location and easy to reach because it is close to the city and Tegal district and close to the highway makes the *cafe* has been visited by many people. The author is interested in researching this place because the presence of this *cafe* immediately attracted attention among young people in Tegal. Every night the *cafe* is always full of visitors, especially on *weekends* , sometimes because there is no more *space* left, visitors are forced to be turned away.

In addition, from the author's observation, it is often found among the author's friends who make repeat visits. Although this *cafe* is quite simple and does not have a *fancy concept*, it is *precisely this simple and classic* nuance that visitors like, coupled with the presence of a photo studio and *photobooth* that support the interest of its visitors.

From the results of the initial observations that the author conducted, the author obtained information that most consumers who had visited *the cafe* This will make a repeat visit at least 2 times. In addition, the author also obtained information from the management stating that the number of visitors has always increased since *the cafe was first opened* until now. This is evidenced by the data on the number of visitors which has consistently increased since *the cafe was first opened* on June 15, 2023 last year.

Table 2.
Heira House Coffee & Studio Visitor Data
June 2023-May 2024

NO.	MONTH AND YEAR	NUMBER OF VISITS
1	JUNE 2023	487
2	JULY 2023	962
3	AUGUST 2023	990
4	SEPTEMBER 2023	1.005
5	OCTOBER 2023	1.121
6	NOVEMBER 2023	1,056
7	DECEMBER 2023	1,260
8	JANUARY 2024	1.232
9	FEBRUARY 2024	1.274
10	MARCH 2024	1,584
11	APRIL 2024	1,606
12	MAY 2024	1,488
TOTAL		14,065

Source: Heira House Coffee & Studio Admin

From the data, it can be seen that the average number of visitors per day is between 30-40 people per day. Although Heira House Coffee & Studio did not have a grand opening when they first opened, the stable and consistent increase in the number of visitors to Heira House Coffee & Studio proves that they are well received by consumers. In this case, *customer experience* can be one of the factors that makes them feel satisfied and do *Revisit Intention* . Basori & Sudrajat (2022) who stated that when visitors have a good experience and give an impression, it will influence the desire to make a visit in the future and vice versa.

According to (Marinkovic et al., 2014), one of the factors that influences *revisit intention* is also is the store atmosphere, from a good service place can influence consumer intention to visit again. From field observations conducted by researchers, the condition of *the store atmosphere* of Heira House Coffee & Studio can be said to be quite good and unique because in addition to showing aesthetics, it also pays attention to the safety and comfort of visitors.

Heira House Coffee & Studio has its own concept that is easily recognized and remembered by visitors. *Store The atmosphere of the cafe* Heira House Coffee & Studio is unique because they choose a homey feel combined with a natural concept and classic accents, the *cafe building* is a TNI official residence with a dominant green color because of its location close to Kodim. However, the Heira House Coffee & Studio team created the place into an *Instagrammable place*. There are several renovation touches to the house building which used to be a kindergarten for TNI children. The renovations carried out include construction for a studio, the addition of plants, grass, and gravel for a natural concept, and the addition of classic accessories to every corner of *the cafe*.

Main point of *the cafe* in today's era is a place to take pictures and gather with friends or family. There are some people who go to *a cafe* just to *hang out* even though they don't consume coffee. At Heira House Coffee & Studio itself has the advantage of being a place to take pictures. Many people are interested because there is a photo studio in *the cafe*. In addition to being able to enjoy their food, they can also capture the moment. There are 2 types of photo studios, the first is a formal studio that can be booked in advance and the second is a kind of *Photobooth* that can be used directly on the spot.

Heira House Coffee & Studio also has a large enough place to accommodate visitors. The place is divided into *outdoor* and *indoor areas*. The Heira House Coffee & Studio team maximizes every side of the building to be occupied by visitors so that each seat has a different feel. The parking area provided is also spacious so that it can meet the needs. Its location which is slightly inward from the highway creates a comfortable atmosphere without vehicle noise. And security that can be guaranteed because it is within the scope of the authorities.

Based on the background explanation above, the author intends to conduct a deeper study on the title that will be discussed in this study, namely **"The Influence of Customer Experience and Store Atmosphere on Revisit Intention at Heira House Coffee & Studio"**.

2. Theoretical Study

Understanding Customer Experience

When purchasing a product or service, consumers are not only looking for its function or benefits, but also an experience that can touch their hearts and feelings. This can be achieved through a marketing strategy called "*experiential marketing*". In this strategy, companies or marketers try to package products in a creative and attractive way to create a positive emotional experience for consumers.

Definition of *customer experience* According to Shaw & Hamilton (2016:8) it is a customer's perception of rational, physical, emotional, subconscious, and psychological interactions with parts of an organization. This perception influences customer behavior and builds memories that drive customer loyalty and thus influences the economic value generated by the organization.

Based on several opinions above, it can be concluded that *customer experience* is a feeling (*emotional*) felt by customers personally, either directly or indirectly, from each interaction with our company. *Customer experience* refers to the interaction that occurs when customers compare the perceptions in their minds until they decide to buy or use a brand.

Customer Experience Factors

According to Lemke et al. (2006), there are eight main factors that influence *customer experience*, namely:

- *Accessibility* (Ease of Access)
- *Competence* (Competence)
- *Customer Recognition* (Customer Introduction)
- *Helpfulness* (Willingness to Help)
- *Personalization*
- *Problem Solving* (Problem Solving)
- *Promise Fulfillment* (Fulfillment of Promises)
- *Value For Time* (Time Value)

Customer Experience Indicators

According to Schmitt & Zarantonello (2014:68), there are 5 indicators of *customer experience*, namely:

- *Sense*
- *Feeling*
- *Think*
- *Act*
- *Related*

Understanding Store Atmosphere

By creating an atmosphere that is attentive to *the atmosphere*, presenting an experience for visitors and can provide added value for visitors, especially becoming a primary need for commodity companies to influence consumer purchasing decisions. The store atmosphere is described by the store atmosphere it emits.

According to Kotler (2017), he argues that "atmosphere is a planned atmosphere that suits the target market and can attract consumers to buy". The atmosphere in a store can affect consumers' feelings so that it can cause the purchasing process. The store atmosphere is an important factor for owners to be able to make consumers feel interested in coming to visit and comfortable in visiting. The arrangement of the store in such a way can certainly attract customers' attention and give a positive or *negative impression* to a *café*.

Based on several opinions above, it can be concluded that *store atmosphere* is an activity of using store elements and internal and external store arrangement activities using certain themes that can arouse sentimental feelings from buyers which will make buyers interested in buying goods.

Store Atmosphere Factors

Lamb (2012:108) put forward factors that influence the creation of *a store atmosphere*, which can be concluded as follows:

- Employee
- Types of fixed equipment (fixture)
- Music
- Aroma
- Visual factors

Store Atmosphere Indicator (*Café Atmosphere*)

Store Atmosphere Indicators According to Majid (2014), store atmosphere indicators can be categorized into 4, namely:

- Outside atmosphere of the shop (*exterior*)
- The atmosphere in the shop (*general interior*)
- Spatial planning (*layout*)
- *Visual merchandising* (product *display*)

Understanding *Revisit Intention*

Revisit intention or the intention to revisit or repeatedly is something that is expected from visitors after they have visited their place of business by business actors. According to Wulanjani & Derriawan, (2017) *revisit intention* is a form of behavior (*behavioral intention*) or customer desire to come back, provide positive *word of mouth*, stay longer than expected, shop more than expected.

Based on several opinions above, it can be concluded that *revisit intention* is the interest in returning for a second or more time based on their past experience of the products or services provided by the entrepreneur.

Revisit Intention Factors

According to Kotler and Keller (2016), *revisit intention* is influenced by several factors, namely:

- Customer satisfaction
- Quality of service
- Perceived value
- Customer engagement
- Loyalty program

Revisit Intention Indicator

According to Baker (2012), there are two indicators in *Revisit Intention*, namely:

- Intention To Recommend
- Intention To Revisit

3. Research Methods

Population and Sample

The population in this study were visitors to Heira House Coffee & Studio who visited during June 2023 to May 2024, which was 14,065 people. This number was obtained from company management data and interviews so that it is known that Heira House Coffee & Studio serves an average of 30 to 40 people per day. Sampling is done by considering a number of criteria. The sample criteria used are as follows:

- Heira House visitors who purchase products and eat on site.
- Visitors who have visited Heira House at least once.

The questionnaire was distributed online using a Google Form link and offline using a paper form to 100 respondents from Heira House Coffee & Studio visitors, namely 80 online and 20 offline.

Data collection

In this study, primary data was obtained by distributing questionnaires or surveys directly to respondents, namely visitors to Heira House and seeking information from sources, namely the *café* Management Team. Secondary data in this study were obtained from reference books, research journals, the internet and others.

4. Results And Discussion

Hypothesis Testing

In this study, multiple linear regression analysis test was used to predict how much influence Customer Experience and Store Atmosphere have on Revisit Intention. The calculation of this test was carried out using the IBM SPSS 26 application, while the results of the hypothesis test were divided into two, namely partial tests using the t test and simultaneous tests using f and. The following are the results of the hypothesis test.

Multiple Linear Regression Analysis

In this study, multiple linear regression analysis was conducted to determine the effect of *Customer Experience* (X1) and *Store Atmosphere* (X2) on *Revisit Intention* (Y) conducted on 100 respondents of Heira House Coffee & Studio visitors. The following are the results of multiple linear regression analysis using IBM SPSS 26 *software* :

Table 3. Multiple Linear Regression Results

Model	Coefficients ^a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Beta		
1 (Constant)	5,738		1,952	.054
Customer Experience	.173	.306	3.141	.002
Store Atmosphere	.208	.293	3.001	.003

a. Dependent Variable: Revisit Intention

Source: SPSS Data Processing Version 26 (2024)

Based on the results of the multiple linear regression analysis in the table above, the following regression model was obtained:

$$Y = 5,738 + 0,173X_1 + 0,208X_2 + e$$

Where :

Y = *Revisit Intention*

X_1 = *Customer Experience*

X_2 = *Store Atmosphere*

e = Standard Error (level of calculation error that can still be tolerated)

The results of the multiple linear regression analysis test calculations can be interpreted as follows:

- The constant value obtained is 5.738, which means that if *the Customer Experience* (X_1) and *Store Atmosphere* (X_2) variables have a value of 0 or do not exist, then *Revisit Intention* (Y) will have a value of 5.738 .
- The regression coefficient on *the Customer Experience variable* (X_1) is 0.173 and has a positive value, which means that every additional one point is significant, and the other independent variables remain the same. So the *Customer Experience variable* (X_1) will increase the value of the *Revisit Intention variable* (Y) by 0.173.
- The regression coefficient on the *Store Atmosphere variable* (X_2) is 0.208 and has a positive value, which means that if the *Store Atmosphere variable* (X_2) increases by one point significantly, and other independent variables remain constant. Then the *Store Atmosphere variable* (X_2) will increase the value of the *Revisit Intention variable* (Y) by 0.208.

T Test (Partial Test)

The t-statistic test is used to show how far the influence of one independent variable individually in explaining the variation of the dependent variable (Ghozali, 2021:148). The purpose of the T-test in this study is to determine the extent of the influence of *Customer Experience* and *Store Atmosphere* as independent variables on *Revisit Intention* which is the dependent variable.

This research focuses on testing the following hypotheses:

- The Influence of *Customer Experience* (X_1) on *Revisit Intention* (Y) H_0 : *Customer Experience* does not have a significant effect on *Revisit Intention* .
 H_1 : *Customer Experience* has a significant effect on *Revisit Intention*
- The Influence of *Store Atmosphere* (X_2) on *Revisit Intention* (Y)
 H_0 : *Store Atmosphere* does not have a significant effect on *Revisit Intention*
 H_2 : *Store Atmosphere* has a significant effect on *Revisit Intention*

To be able to determine the t table, degrees of freedom (df) are required with the following formula:

$$Df = nk-1 \text{ and } \alpha \text{ value} = 5\% (0.05)$$

$$N = \text{number of samples} = 100$$

$$K = \text{number of independent variables} = 2$$

$$\text{Then t table} = t (\alpha/2 ; nk-1)$$

$$= t (0.05/2 ; 100-2-1)$$

$$= t (0.025 ; 97)$$

$$= 1.985$$

Testing was carried out using a significance value of 0.05 with the following provisions:

- If t count > t table and significance value < 0.05 then H0 is rejected and H1, H2 are accepted. This means that the independent variable has a significant effect on the dependent variable.
- If t count < t table and significance value > 0.05 then H0 is accepted and H1, H2 are rejected. This means that the independent variable does not have a significant effect on the dependent variable.

The following are the results of the t-test (partial test) using IBM SPSS 26 *software* :

Table 4. T-Test Results (Partial Test)

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1 (Constant)	5,738	2,939		1,952	.054		
Customer Experience	.173	.055	.306	3.141	.002	.802	1.247
Store Atmosphere	.208	.069	.293	3.001	.003	.802	1.247

a. Dependent Variable: Revisit Intention

Source: SPSS Data Processing Version 26 (2024)

Based on the results of the T test (partial test), the following results were obtained:

- It is known that the significance value for the influence of the *Customer Experience* variable (X1) on the *Revisit Intention* variable (Y) is $0.002 < 0.05$ and the calculated t value is $3.141 > t \text{ table } 1.985$. This shows that H0 is rejected and H1 is accepted, meaning that the *Customer Experience* variable has a significant partial influence on the *Revisit Intention* variable.
- The significance value for the influence of the *Store Atmosphere* variable is known. (X2) on the *Revisit Intention* variable (Y) is $0.003 < 0.05$ and the calculated t value is $3.001 > t \text{ table } 1.985$. This shows that H0 is rejected and H2 is accepted, meaning that the *Store Atmosphere* variable has a significant effect on the *Revisit Intention* variable.

F Test (Simultaneous Test)

To determine the influence of *Customer Experience* and *Store Atmosphere* on *Revisit Intention*, a “simultaneous test” was conducted using the F test. All of these theories will be tested simultaneously:

- H0: *Customer Experience* and *Store Atmosphere* simultaneously do not have a significant effect on *Revisit Intention*.
- H3: *Customer Experience* and *Store Atmosphere* simultaneously have a significant effect on *Revisit Intention*.

Testing was carried out using a significance value of 0.05 with the following provisions:

- If $f_{\text{count}} > f_{\text{table}}$ and significance value < 0.05 , then H0 is rejected and H3 is accepted. This means that the independent variables, namely *Customer Experience* and *Store Atmosphere*, simultaneously have a significant effect on the dependent variable, namely *Revisit Intention*.
- If $f_{\text{count}} < f_{\text{table}}$ and significance value > 0.05 , then H0 is accepted and H3 is rejected. This means that the independent variables, namely *Customer Experience* and *Store Atmosphere*, simultaneously do not have a significant effect on the dependent variable, namely *Revisit Intention*.

By using a sample of 100, 2 independent variables and a significance level of 5%, we get:

F table

$$= f(k; nk-1)$$

$$= f(2; 97)$$

$$= 3,090$$

The following are the results of the F test (simultaneous test) using IBM SPSS 26 software.

Table 5. Simultaneous Test Results (F Test)

		ANOVA ^a			
Model		Sum of Squares	df	Mean Square	F
1	Regression	79,974	2	39,987	17,002
	Residual	228,136	97	2,352	
	Total	308.110	99		

a. Dependent Variable: Revisit Intention
b. Predictors: (Constant), Store Atmosphere, Customer Experience

Source: SPSS Data Processing Version 26 (2024)

Based on the table above, the information obtained is a significance value of $0.000 < 0.05$ and the Fcount value of $17.002 > F_{\text{table}}$ of 3.090, which means that the independent variables in the form of Customer Experience and Store Atmosphere have an effect on the dependent variable Revisit Intention. Thus, it can be concluded that there is a significant simultaneous effect of the independent variables Customer Experience and Store Atmosphere on the dependent variable in the form of Revisit Intention.

Discussion of Research Results

Using data collected from 100 visitors to Heira House Coffee & Studio and categorized by gender, age, occupation, number of visits, this study draws its conclusions. This study attempts to obtain an overview of the influence of *Customer Experience* and *Store Atmosphere* on *Revisit Intention at Heira House Coffee & Studio*. *Customer Experience* and *Store Atmosphere* variables have an influence on *Revisit Intention*. Proven by data analysis using predetermined research methods. From the test results, the following discussion was obtained:

The Influence of *Customer Experience* on *Revisit Intention*

Based on the results of the T-test for the partial hypothesis, it is known that *Customer Experience* has a positive and significant effect on *the Revisit Intention of Heira House Coffee & Studio* visitors. This can be seen from table 5.14, the calculated t value is $3.141 > t \text{ table } 1.985$ and the significance value is $0.002 < 0.05$, which means that H_0 is rejected and H_1 is accepted.

More positive *Customer Experience* obtained by visitors to Heira House Coffee & Studio, then *the Revisit Intention* obtained by Heira House Coffee & Studio will be even better. This is in accordance with the opinion of Barusman et al, (2022) who stated that if customers have a positive experience, they are more likely to return. Conversely, negative experiences can reduce the likelihood of customers returning.

The results of this study are also in accordance with the results of the study by Mega Mais, Imelda Wellin Juliana Ogi, Michael Ch. Raintung (2024) entitled "The Influence of *Lifestyle*, *Cafe Atmosphere*, and *Customer Experience* on *Revisit Intention* Among Young People at De'Kersen Cafe Manado", which revealed that *Customer Experience* partially influences *Revisit Intention*.

Customer Experience is a factor that is the main consideration for consumers to revisit a place. Heira House Coffee & Studio must be able to maintain a good impression of the consumer experience from their first visit. With consumers having a good impression of the experience from their first visit, they will be interested in revisiting. Conversely, if a consumer immediately has a bad impression of the experience when they first visit, they will definitely be reluctant to revisit. The visitor experience that is most easily impressed by a visitor based on direct interviews in the field by the author is usually related to the service of *cafe employees*.

The Influence of *Store Atmosphere* on *Revisit Intention*

Based on the results of the T test for the partial hypothesis, it is known that *Store Atmosphere* has a positive and significant effect on *the Revisit Intention of Heira House Coffee & Studio* visitors. This can be seen from table 5.14, the calculated t value is $3.001 > t \text{ table } 1.985$ and the significance value is $0.003 < 0.05$, which means H_0 is rejected and H_2 is accepted.

The Store Atmosphere is getting more and more interesting offered by Heira House Coffee & Studio, then *the Revisit Intention* obtained by Heira House Coffee & Studio will be even better. This is in accordance with the opinion of Suharto & Suryoko, (2017) Many *cafes* offer interesting and comfortable concepts to attract people's interest, such as attractive interior displays, delicious food and drinks, and entertainment such as music or art performances.

The results of this study are also in accordance with the results of the study by Tina Miniawati, Virgawenda Barusman, Andala Rama Putra Barusman, et al. (2022) entitled "The Influence of Store Atmosphere and Customer Experience on Customer Revisit Intention at Coffee Shops in Bandar Lampung", which revealed that *store atmosphere* has a partial effect on *consumer revisit intention*.

Store atmosphere is the first thing a visitor sees directly. Visitors can immediately assess how comfortable the place is and its appeal. Nowadays, *store atmosphere* is very important for a *cafe* because every *cafe* competes with various concepts. In direct interviews with visitors in the field by the author, it was found that Heira House Coffee & Studio is known for its distinctive homey, classic, and *instagrammable concept*.

The Influence of *Customer Experience* and *Store Atmosphere* on *Revisit Intention*

Regarding the simultaneous influence between *Customer Experience* and *Store Atmosphere* variables on *Revisit Intention* at Heira House Coffee & Studio in table 5.15, the calculated F value is 17.002 while the F table is 3.090, so the calculated $F > F \text{ table}$ and the significance value is 0.000. So H_3 is accepted and H_0 is rejected so that it can be concluded that variables X_1 (*Customer Experience*), X_2 (*Store Atmosphere*) together have an effect on variable Y (*Revisit Intention*).

cafe atmosphere, which is adjusted to the needs and perceptions of consumers, it can increase the desire to revisit in the minds of consumers. So that the *cafe* does not only focus

on making consumers interested in buying but also making consumers return to visit. The more often they make repeat visits, the more customer loyalty will be created.

The results of this study are also in accordance with the results of the study by Fanesco Johaness Marcello Porajou, Lucky OH Dotulong, Imelda WJ Ogi. (2024) entitled "The Influence of *Social Media*, *Café Atmosphere*, and *Customer Experience* on *Revisit Intention* at Lepoet Coffee House Ratahan", which revealed that *Café Atmosphere* and *Customer Experience* simultaneously have a positive and significant effect on *Revisit Intention*.

In addition, it is also supported by the opinion of Kotler and Armstrong (2013; Wulanjani & Derriawan, 2017) who said that *revisit intention* occurs when consumers make a second or more return visit, the reason for revisiting a place is triggered by consumer experience with the product or service and the place offered by the marketer before and after purchase. Also strengthened by direct interviews with consumers in the field which obtained information that those who made repeat visits to this *café*, among others, because the place is suitable for hanging out, simple but comfortable, and there is an impression of additional experience such as the provision of several game tools and taking pictures in *the photobooth*.

5. Conclusion and Suggestions

Conclusion

Based on the results of the analysis and hypothesis testing in this study, the conclusions obtained are as follows:

- Based on the calculated t value of $3.141 > t \text{ table } 1.985$ and the significance value of $0.002 < 0.05$ which means H_0 is rejected and H_1 is accepted, this concludes that there is a significant influence of *Customer Experience* on the *Revisit Intention* of visitors at Heira House Coffee & Studio, which means that if *the Customer Experience* obtained by visitors is increasingly positive according to consumer desires, *the Revisit Intention* obtained by Heira House Coffee & Studio will increase.
- Based on the calculated t value of $3.001 > t \text{ table } 1.985$ and the significance value of $0.003 < 0.05$ which means H_0 is rejected and H_2 is accepted, this concludes that there is a positive and significant influence of *Store Atmosphere* on *Revisit Intention* of visitors at Heira House Coffee & Studio, which means that if *the Store Atmosphere* offered is more attractive and comfortable according to consumer desires, *the Revisit Intention* obtained by Heira House Coffee & Studio will increase.
- Based on the calculated F value of 17.002 while the F table is 3.090, then the calculated $F > F \text{ table}$ and the significance value is $0.000 < 0.05$. So H_3 is accepted and H_0 is rejected, meaning that the variables *Customer Experience* and *Store Atmosphere* simultaneously have a significant effect on *the Revisit Intention* of visitors at Heira House Coffee & Studio, which means that if *the Customer Experience* and *Store Atmosphere* obtained by visitors are increasingly positive according to consumer desires, *the Revisit Intention* obtained by Heira House Coffee & Studio will increase. With consumers making repeat visits more often, Heira House Coffee & Studio will have loyal customers.
- Based on the results of the determination coefficient test, the *R Square value* was obtained at 0.687. This means that 68.7% of the influence of *the Customer Experience* and *Store Atmosphere* variables on *Revisit Intention*.

Suggestion

Based on the conclusions of the research above, and considering the limitations of this research, the suggestions that can be conveyed by the researcher are as follows:

For Heira House Coffee & Studio:

- In the Description of Respondents' Answers to *the Customer Experience* Variable The lowest average value was obtained on the *Act indicator* statement point (8) about the concept offered by the studio not being fully in accordance with the wishes of several groups so that it was still less impressive in their visiting experience. Therefore, the researcher suggests creating a studio concept that can be enjoyed by all genders, both men and women.
- In the Description of Respondents' Answers, *the Store Atmosphere Variable* was obtained The lowest average value on the *Interior indicator* statement point (3) regarding lighting at

Heira House Coffee & Studio is still lacking. Therefore, the researcher suggests that Heira House Coffee & Studio increase the number of lights in every corner of the room, both *indoors* and *outdoors*.

- In the Description of Respondents' Answers, *the Revisit Intention Variable* was obtained lowest average value on the willingness to recommend indicator statement point (3) about recommending because the food and drinks are delicious and tasty. So the researcher suggests that Heira House Coffee & Studio recruit professional kitchen staff and is expected to continue to add new menu variants.

For Further Researchers

It is expected that this research can be used as a reference in subsequent research, for further researchers should expand the research so that more complete information is obtained about the factors that influence *Revisit Intention* and it is expected for further researchers to be able to research different objects from the current research in order to get a comparison.

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