

## **THE INFLUENCE OF CULINARY QUALITY AND CAFÉ ATMOSPHERE ON REPURCHASE INTENTION: THE MEDITATION ROLE OF CONSUMER SATISFACTION**

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### **ABSTRACT**

This study aims to determine the effect of culinary quality and café atmosphere on repurchase intention, directly and indirectly through consumer satisfaction. The population used is all consumers who have made purchases at the Makan Minum Khu Mijen Semarang cafe, with a sample size of 85 respondents. The sampling technique used is accidental sampling. The data source used is primary data, with a data collection method using a questionnaire. The data analysis technique used is path analysis and the Sobel test. The results of the hypothesis test obtained that culinary quality has a positive and significant effect on consumer satisfaction, and café atmosphere has a positive and significant effect on consumer satisfaction. Culinary quality has a positive and significant effect on repurchase intention, café atmosphere has a positive and significant effect on repurchase intention, and consumer satisfaction has a positive and significant effect on repurchase intention. The results of the Sobel test show that consumer satisfaction can mediate the effect of culinary quality and café atmosphere on repurchase intention. The conclusion states that culinary quality and café atmosphere positively affect consumer satisfaction and repurchase intention. Managers should involve the variable of culinary quality in the promotion on social media marketing.

**Keywords:** Culinary Quality; Café Atmosphere; Consumer Satisfaction; and Repurchase Intention.

### **INTRODUCTION**

The culinary industry continues to grow and remains a promising business opportunity. The development of the culinary industry shows a very positive trend. Data from the Semarang City Cooperatives and MSME Service (2023) recorded an increase in the number of culinary businesses by 15% from 2021 to 2022, with a total of 2,456 registered culinary businesses. This figure includes various culinary business formats, from large restaurants, cafes to food and beverage stalls. This high growth in the culinary industry has created fierce competition between culinary business actors (Purnawarman et al., 2022).

Owners of culinary businesses are required to design business strategies that aim to increase sales and maintain customer loyalty, so that they can survive and compete with other culinary businesses (Kezia et al., 2023). One strategy that can be used to win the competition is to encourage consumers to have high repeat purchase interest (Purnawarman et al., 2022). Repeat purchase interest is a consumer behavior in which customers show a positive response to the products or services offered by the company, and have the intention to consume the product again in the future (Prasetya & Yulius, 2018). Thus, of course, supports positive growth and the survival of the cafe business in the future (Purnawarman et al., 2022). Therefore, every cafe owner or manager must be able to pay attention to factors that influence repeat purchase interest, such as culinary quality, cafe atmosphere, and consumer satisfaction (Rahmawati et al., 2020).

Several studies by Rahmawati et al. (2020), Purnawarman et al. (2022), Kezia et al. (2023);-Cu et al. (2024), and Wijaya et al. (2024) show that product quality has a positive and significant effect. Product quality is the extent to which a product or service can meet or exceed consumer expectations, both in terms of functionality, durability, and reliability (Tjiptono, 2018). Satisfied consumers will continue to choose the product in the future, which will ultimately encourage increased loyalty and repurchase interest (Wijaya et al., 2024).

According to research by Rahmawati et al. (2020), Purnawarman et al. (2022), Kezia et al. (2023), and Alessandro et al. (2024), it was proven that cafe atmosphere has a positive and significant effect on repurchase interest. Café atmosphere, which is a carefully designed atmosphere, uses elements such as lighting, color, music, aroma, and other elements that aim to evoke certain emotional reactions that encourage consumers to make purchases (Alessandro et al., 2024).

However, studies by Prasetya & Yulius (2018) and Rama & Irda (2024) stated that product quality has a positive but insignificant effect on repurchase interest. Similarly, studies by Cu et al. (2024) and Wijaya et al. (2024) concluded that the cafe atmosphere has a positive but insignificant effect on repurchase interest.

The novelty in this study is that consumer satisfaction is used as an intervening variable. Consumer satisfaction is a consumer's response to the evaluation of the perception of the difference between initial expectations or certain performance standards and the actual performance of the product as perceived after consumption (Tjiptono & Diana, 2019). High consumer satisfaction has the potential for long-term and short-term growth, which has an impact on repeat purchases (Ali et al., 2021). High satisfaction directly affects consumers' desire to make repeat purchases in the future (Rahmawati et al., 2020). This is supported by the results of research by Rahmawati et al. (2020) and Wijaya et al. (2024), which explain that a high level of consumer satisfaction can mediate the effect of product quality on repurchase intention. Research by Alessandro et al. (2024) and Wijaya et al. (2024) also supports that consumer satisfaction can mediate the effect of cafe atmosphere on repurchase intention.

Based on the description, this study aims to analyze the influence of product quality and cafe atmosphere on repurchase interest through consumer satisfaction as a mediator. This study is expected to contribute to the development of management science, especially in the field of marketing management.

## **LITERATURE REVIEW**

### **Consumer Behavior**

Consumer behavior is the study of how people select, obtain, use, and dispose of products, experiences, ideas, or services to satisfy their needs and have an impact on other consumers and society (Hawkins & Mothersbaugh, 2016). Consumer behavior is the study of the actions that people or groups take when selecting, purchasing, using, or disposing of goods, services, concepts, or experiences intended to satisfy consumer needs and wants (Solomon, 2020). Consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman & Wisenblit, 2019).

### **Product Quality**

Culinary or product quality is the extent to which a product or service can meet or exceed consumer expectations, both in terms of functionality, durability, and reliability (Tjiptono, 2018). Product quality is the ability of a product to perform its functions, including

durability, reliability, accuracy, ease of use, and repair, as well as other attributes that are assessed by consumers as factors that provide value (Kotler & Keller, 2022). Product quality is a characteristic of a product or service that provides the ability to meet customer needs (Kotler & Armstrong, 2021).

### **Cafe Atmosphere**

Cafe atmosphere is an atmosphere created by various physical and non-physical elements in a store to create positive impressions and experiences that influence consumer purchasing decisions (Tjiptono, 2018). Cafe atmosphere refers to elements of the store environment such as layout, lighting, aroma, color, and music that overall shape the consumer shopping experience (Levy & Weitz, 2015). Cafe atmosphere is an atmosphere that influences consumer emotions so that it attracts consumers and makes them feel comfortable (Cu et al., 2024). Cafe atmosphere is a carefully designed atmosphere, using elements such as lighting, color, music, aroma and other elements that aim to evoke certain emotional reactions that encourage consumers to make purchases (Alessandro et al., 2024). Cafe atmosphere is a planned atmosphere arrangement to create comfort for consumers, so that they feel satisfied and comfortable spending more time in that location (Wijaya et al., 2024).

### **Consumer Satisfaction**

Consumer satisfaction is a consumer's response to the evaluation of the perception of the difference between initial expectations (or certain performance standards) and the actual performance of a product as perceived after consumption (Tjiptono & Diana, 2019). Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product to their expectations (Kotler & Keller, 2022). Consumer satisfaction is the degree to which the perceived performance of a product matches the buyer's expectations. Increased consumer satisfaction has the potential for long-term and short-term growth that has an impact on repeat purchases (Ali et al., 2021). Consumer satisfaction is an emotional attitude that arises as a result of expectations arising from a performance that has been felt after using a product or service (Sitepu et al., 2022). Consumer satisfaction is the difference between performance and expectations felt by consumers after using a product or service brand (Yulisetiari et al., 2022). Consumer satisfaction is the response given by consumers after purchasing because they have owned or used a product or service (Fadillah et al., 2022). Consumer satisfaction is a feeling of pleasure or disappointment from a consumer that comes from a comparison between their impression of the performance of a product brand and their expectations (Fauzi et al., 2023).

### **Repurchase Intention**

Repurchase intention is a consumer's tendency to repurchase a product or service based on previous positive experiences (Kotler & Keller, 2022). Repurchase intention is a form of satisfaction experienced by consumers towards products that have been previously consumed, thus giving rise to a desire to purchase the same product in the future (Schiffman & Kanuk, 2016). Repurchase intention is a purchasing activity that is carried out more than once or several times, where the purchase is based on the experience of previous purchases (Peter & Olson, 2018). Repurchase intention is a consumer action to repurchase a product in the future (Cu et al., 2024). Repurchase intention is a consumer's tendency or intention to repurchase a product or service based on previous positive experiences, which are based on satisfaction, trust, or perceived product quality (Rahmawati et al., 2020). Repurchase interest is the intention or tendency of consumers to repurchase products or services from the same company on a future occasion, as a positive response to the experience or satisfaction obtained from the product or service (Prasetya & Yulius, 2018).

## Hypotheses Development

The direct influence of culinary quality on repurchase intention is often influenced by consumer satisfaction as a mediating variable. In this study, consumer satisfaction functions as a bridge connecting perceptions of product quality with the decision to make a repeat purchase. Therefore, this study aims to analyze the influence of product quality on repurchase intention, both directly and through consumer satisfaction as a mediating variable, focusing on the Makan Minum Khu Semarang cafe as the object of research. Based on this description, the research model is described in [Figure 1](#).

The formulation of the hypothesis in this study includes:

- H1: Culinary quality has a positive and significant effect on consumer satisfaction.
- H2: Cafe atmosphere has a positive and significant effect on consumer satisfaction.
- H3: Culinary quality has a positive and significant effect on repurchase intention.
- H4: Cafe atmosphere has a positive and significant effect on repurchase intention.
- H5: Consumer satisfaction has a positive and significant effect on repurchase intention.

## RESEARCH METHODS

### Sample

The population used in this study was all consumers who had purchased products at the Makan Minum Khu cafe in the Mijen area of Semarang City, the number of which was not known for certain. The number of populations was not known for certain, so the number of samples obtained was 5 times the number of indicators; 17 obtained 85 respondents. The sampling technique used was purposive sampling. The sampling criteria in this study were consumers who were 17 years old and over, and consumers who had purchased products more than once.

### Measure

This study involves independent variables, namely culinary quality and cafe atmosphere; the intervening variable used is consumer satisfaction, and the dependent variable is repurchase intention. Culinary quality is measured by six indicators, including freshness, appearance, taste, food innovation, variety of choices, and food presentation (Wijaya, 2018). Cafe atmosphere is measured by four indicators, namely the exterior aspect of the cafe, general interior appearance, layout, and interior appearance at the point of purchase (Alessandro et al., 2024). Consumer satisfaction is measured by four indicators, namely conformity to expectations, satisfaction with product quality, perceived value, and benefits (Tjiptono & Diana, 2019). Finally, the repurchase intention is operationalized with four items,

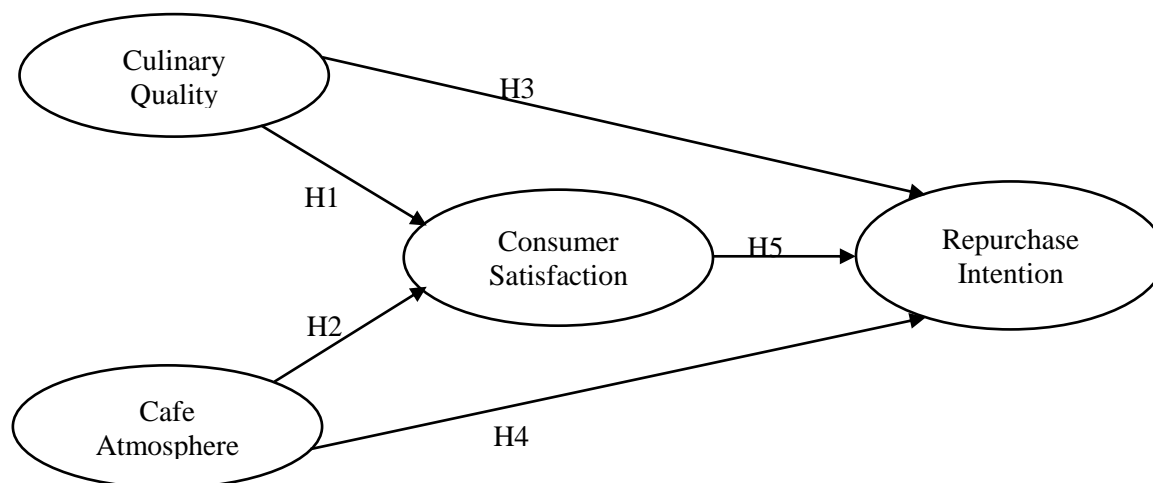


Figure 1. Research Framework

including transactional interest, referential interest, preferential interest, and explorative interest (Cu et al., 2024). The Likert scale used for quantification is as follows: answers strongly disagree are given a score = 1, disagree is given a score = 2, disagree is given a score = 3, agree is given a score = 4, and strongly agree is given a score = 5. The results of the validity and reliability tests show that all indicators of each research variable can be said to be valid with r-count above 0.374 and reliable with  $\alpha$  above 0,7 (see [Table 1](#)).

**Data Analysis**

Linear regression analysis is used to show the influence between independent variables or free variables (Ghozali, 2018). The analysis test uses the SPSS version 24 for Windows program. The formula for this multiple linear regression model test is as follows:

Stage I:

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + e_1 \dots\dots\dots(1)$$

Description: Z: Consumer satisfaction,  $\alpha$ : Constant,  $\beta_1$ , and  $\beta_2$ : Coefficients of each variable, X1: Culinary quality, X2: Cafe atmosphere, e1: Residual.

Stage II:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 Z + e_2 \dots\dots\dots(2)$$

Description: Y: Repurchase intention,  $\alpha$ : Constant,  $\beta_1$ ,  $\beta_2$ , and  $\beta_3$ : Coefficients of each variable, Z: Consumer satisfaction, X1: Culinary quality, X2: Cafe atmosphere, e2: Residual.

**RESULT AND DISCUSSION**

**Result**

[Table 2](#) explains that out of 85 respondents, 53 were women (62.4%), while 32 were men (37.6%). Respondents aged 26-30 years were the most dominant group with 31 people (36.5%), while the age group >40 years was the smallest, namely 8 people (9.4%). The majority of respondents had a high school education level of 41 people (48.2%), while the lowest was a Diploma education level of 6 people (7.1%). Most respondents worked as private employees, namely 34 people (40%), while the lowest were civil servants/ASN with 6 people (7.1%).

**Table 1.** Validity and Reliability Test Results

Variables	Indicator	r count	Cronbachs Alpha
Culinary Quality (X1)	- X1.1 (Freshness)	0.680	0.862
	- X1.2 (View)	0.638	
	- X1.3 (Taste)	0.843	
	- X1.4 (Innovation food)	0.657	
	- X1.5 (Diversity choice)	0.894	
	- X1.6 (Presentation food)	0.897	
Cafe Atmosphere (X2)	- X2.1 (exterior cafe)	0.788	0.828
	- X2.2 (interior)	0.853	
	- X2.3 (Layout)	0.805	
	- X2.4 (Interior view at the point purchase)	0.807	
Satisfaction Consumer (Z)	- X3. 1 (conformity hope)	0.870	0.896
	- X3.2 (satisfied quality product)	0.892	
	- X3.3 (perceived value)	0.859	
	- X3.4 (benefits felt)	0.875	
Repurchase Intention (Y)	- Y1 (Interest transactional)	0.885	0.911
	- Y2 (Interest referential)	0.930	
	- Y3 (Interest preferential)	0.870	
	- Y4 (Interest explorative)	0.917	

**Table 2.** Identity Respondents

<b>Characteristics</b>	<b>Information</b>	<b>Frequency</b>	<b>Percentage</b>
Sex	Man	32	37.6
	Woman	53	62.4
	<b>Total</b>	<b>85</b>	<b>100</b>
Age	21 – 25 years	18	21.2
	26 – 30 years	31	36.5
	31 – 35 years	15	17.6
	35 – 40 years	13	15.3
	> 40 years	8	9.4
	<b>Total</b>	<b>85</b>	<b>100</b>
Education	Junior High School	12	14.1
	High School	41	48.2
	Diploma	6	7.1
	Bachelor	26	30.6
	<b>Total</b>	<b>85</b>	<b>100</b>
Status	Students	18	21.2
	Employee Private	34	40.0
	Self-employed	13	15.3
	Civil Servants	6	7.1
	Etc.	14	16.5
	<b>Total</b>	<b>85</b>	<b>100</b>

Source : Processed primary data, 2025.

The output results of the Kolmogorov-Smirnov analysis in Table 3 obtained a residual significance value of  $0.101 > 0.05$ , so it can be concluded that the data distribution in each regression model is normally distributed. Tolerance value is more than 0.10, and VIF value is less than 10, indicating no correlation between independent variables in the two regression models. The results of the Glejser test show that each independent variable has a significance value exceeding 0.05, so it is concluded that the two regression models do not experience heteroscedasticity problems.

The results of multiple regression in Table 3 explain that the t-value of the effect of culinary quality on consumer satisfaction is  $4.456 > 1.989$ , and the significance value is less than 0.05, so H1 is accepted. The next result shows that the calculated t value is greater than the t table ( $4.010 > 1.989$ ) and the significance value is less than 0.05, so H2 is accepted. This confirms that culinary quality and café atmosphere have a positive and significant effect on consumer satisfaction.

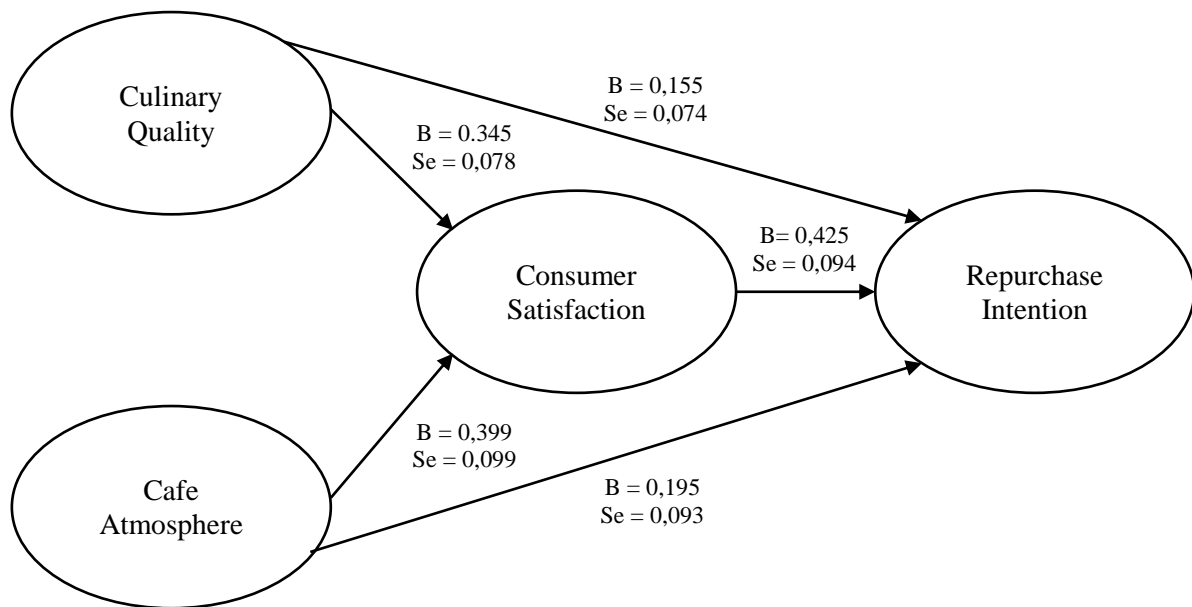
Furthermore, the results show that the calculated t-value= $2.099$  is greater than the t-table (1.989) and the significance value is less than 0.05, so H3 is accepted. The next result shows that the calculated t value is greater than the t table ( $2.103 > 1.989$ ) and the significance value is less than 0.05, so H4 is accepted. The last result states that the calculated t value is greater than the t table ( $4.508 > 1.989$ ) and the significance value is less than 0.05, so H5 is accepted. This confirms that culinary quality, cafe atmosphere, and consumer satisfaction have a positive and significant effect on repurchase interest, statistically acceptable.

The mediation test in this study is used to show the indirect effect of culinary quality and café atmosphere on repurchase intention through consumer satisfaction. Based on the results of the analysis, it can be concluded the path analysis is illustrated in Figure 2.

**Table 3.** Hypothesis Result

Hypothesis	Coefficient	t-value	p-value
H1: Culinary Quality → Satisfaction Consumer	0.445	4.456	0.000
H2: Cafe Atmosphere → Satisfaction Consumer	0.401	4.010	0.000
H3: Quality Culinary → Repurchase Intention	0.218	2.099	0.039
H4: Cafe Atmosphere → Repurchase Intention	0.215	2.103	0.039
H5: Satisfaction Consumer → Repurchase Intention	0.465	4.508	0.000

Note = Asymp. Sig. = 0.101, Tolerance<0.1, VIF<10, p-value Glejser-test>0.05, Adjusted R Square=0.661, F=55.611, sig. F=0.000



**Figure 2.** Path Analysis Result

**Discussion**

The results of the data analysis show that the first hypothesis is accepted, which confirms that culinary quality has a positive and significant effect on consumer satisfaction. The results show that culinary quality is one of the factors that play an important role in increasing consumer satisfaction. This indicates that aspects such as delicious taste, attractive appearance, menu innovation, freshness of ingredients, and variety of choices play an important role in creating a satisfying experience for consumers. This is in line with the theory that consumer satisfaction is formed when their expectations are met or even exceeded. By presenting superior culinary quality, Mekan Minum Khu cafe can provide added value that makes consumers feel satisfied and tend to return and recommend the cafe to others. This finding also serves as a basis for cafe managers to continue to maintain product quality and innovate to maintain customer loyalty amidst increasingly fierce competition in the culinary industry. These results have supported the research results of Rahmawati et al. (2020); Alessandro et al. (2024); Rama & Irda (2024); and Wijaya et al. (2024), which state that food quality has a positive and significant effect on consumer satisfaction.

The second result confirms that the cafe atmosphere has a positive and significant effect on consumer satisfaction. This result shows that the cafe atmosphere has an important role in increasing consumer satisfaction. This confirms that a comfortable atmosphere, aesthetic interior design, neat layout, supportive lighting, and an attractive exterior have an important role in creating a positive experience for consumers. A pleasant environment not only increases comfort while enjoying culinary delights but also creates a memorable atmosphere and makes consumers feel appreciated. This is by the theory that emotional and psychological factors arising from the cafe atmosphere can strengthen consumer satisfaction. Therefore, the Makan Minum Khu cafe needs to continue to maintain and improve atmospheric elements to maintain customer loyalty and attract more visitors. These results have supported the research results of Rahmawati et al. (2020); Alessandro et al. (2024); and Wijaya et al. (2024), which state that the cafe atmosphere has a positive and significant effect on consumer satisfaction.

The third result confirms that culinary quality has a positive and significant influence on repurchase intention. The results of this analysis prove that superior culinary quality can build a positive experience that encourages consumers to make repeat purchases. Consistency of taste, attractive appearance, appropriate portions, and hygienic presentation are the main factors that influence consumers' decisions to return to enjoy culinary delights at the Makan Minum Khu cafe. This is in line with the theory that satisfactory product quality will create customer loyalty and strengthen the emotional bond between consumers and the brand. By maintaining high-quality standards, this cafe has the potential to increase customer retention and expand market share through positive recommendations from satisfied customers. These results have supported the research results of Rahmawati et al. (2020), Purnawarman et al. (2022), Kezia et al. (2023), Cu et al. (2024), and Wijaya et al. (2024), which state that café atmosphere has a positive and significant effect on repurchase intention.

The fourth result confirms that the cafe atmosphere has a positive and significant influence on repurchase intention. The results of this analysis prove that a comfortable and aesthetic cafe atmosphere plays an important role in encouraging consumer repurchase intention at Café Makan Minum Khu in Mijen, Semarang City. Factors such as attractive interior design, warm lighting, supportive music, and friendly service create a positive and memorable experience for consumers. When consumers feel comfortable and enjoy the atmosphere offered, they tend to have the desire to return and recommend this cafe to others. Therefore, creating a pleasant cafe atmosphere can be an effective strategy in building customer loyalty and increasing long-term revenue. These results have supported the research results of Rahmawati et al. (2020), Purnawarman et al. (2022), Kezia et al. (2023), and Alessandro et al. (2024), which stated that the cafe atmosphere has a positive and significant effect on repurchase intention.

The results of the data analysis show that the fifth hypothesis is accepted, which states that consumer satisfaction has a positive and significant effect on repurchase intention. The results of this analysis indicate that a high level of consumer satisfaction plays an important role in increasing repurchase intention at Café Makan Minum Khu in Mijen, Semarang City. Satisfaction obtained from product quality that meets expectations, prices that are commensurate with the perceived value, and positive experiences during visits create a deep impression for consumers. When consumers are satisfied, they tend to be loyal and want to return, even recommend this cafe to others. Therefore, maintaining and increasing consumer satisfaction is an effective strategy to strengthen customer loyalty and encourage sustainable cafe business growth. The results of this study have supported the research results of Rahmawati et al. (2020), Alessandro et al. (2024), Rama & Irda (2024), and Wijaya et al. (2024) , which explain that the cafe atmosphere has a positive and significant effect on repurchase intention.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the results of the study on the effect of culinary quality and café atmosphere on consumer satisfaction, as well as culinary quality, café atmosphere, and consumer satisfaction on repurchase intention at the Khu Makan Minum Cafe in the Mijen area of Semarang City, it can be concluded that culinary quality and café atmosphere have a positive and significant effect on consumer satisfaction. Furthermore, culinary quality, café atmosphere, and consumer satisfaction have a positive and significant effect on repurchase intention.

### Managerial Implications

Based on the results of the study that have been concluded, here are some suggestions that can be given namely, the manager of the Khu Makan Minum cafe in Mijen, Semarang City, must be able to improve culinary quality, especially related to innovation in the menu that has the lowest value. Furthermore, the cafe manager must be able to improve the café atmosphere, especially related to the exterior aspect indicators of the cafe, which show that the exterior appearance of the cafe needs to be improved. Cafe managers can improve the exterior design by adding attractive decorations, such as artistic murals, aesthetic lighting, or an Instagrammable mini garden. In addition, installing a more creative and striking cafe sign can also attract consumers to visit. This step can create a positive impression from the start and increase the appeal of the cafe in the eyes of customers. Finally, cafe managers must be able to improve customer satisfaction, especially with the level of conformity to expectations, which has the lowest value, indicating that several aspects are not fully following consumer expectations. Cafe managers can improve service by training employees to be friendlier and more responsive to customer needs. In addition, cafes can also provide faster ordering services and easily accessible reservation systems. Providing special promotions for loyal customers or discounts at certain moments can also increase customer satisfaction and encourage repeat purchase interest.

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