The Effect Of Service Quality And Store Atmosphere On Repurchase Interest At New Street Café Sibuhuan City Padang Lawas Regency.

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INFO ARTICLE

Abstract

This study was conducted to determine whether there is an influence on the effect of service quality and Store Atmosphere on repurchase interest in new street café sibuhuan city padang lawas district. This research uses quantitative, the population in this study amounted to 11,500 customers. The sampling technique used was Purposive Sampling and obtained a sample of 100 respondents who met the predetermined criteria. The data collection technique in the study was carried out with the F test, t test and coefficient of determination, previously the data had been tested using validity test, reliability test and classical assumption test. Data processing using the SPSS for Windows. The results showed that Service Quality and Store Atmosphere have a significant effect on Repurchase Interest. Simultaneously Service quality and Store Atmosphere have a significant effect on Repurchase Interest. The adjusted coefficient of determination (adjusted R2) is 0.600, which means that the variables of Service Quality and Store Atmosphere are able to contribute to the influence of Repurchase Interest by 60.0% while the remaining 40.0% is determined by other variables outside this research model. This shows that there are still other variables that can explain Repurchase Interest. Keywords: Service Quality, Store Atmosphere, Repurchase

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Introduction

In the current era of globalization, business development is considered to be in a state of rapid expansion. The progress of businesses has reached an advanced stage, extending to the farthest corners of the world. Indonesia itself has experienced an escalating trajectory in business development. The proliferation of enterprises amidst the pandemic situation has compelled entrepreneurs to devise innovative strategies in order to establish sustainable ventures. Presently, there is a prevailing inclination in Indonesia to foster the creation of coffeehouse enterprises, thereby heightening competition among café proprietors.

Particularly in the city of Sibuhuan, numerous enterprises have been established, and more are poised to emerge, intensifying the competition among similar and dissimilar businesses alike. In Sibuhuan itself, café ventures have proliferated significantly, establishing themselves as an organic trend. Each café endeavors to create a comfortable ambiance with high appeal. Sibuhuan city serves as a prominent hub in Padang Lawas, witnessing the emergence of a diverse array of cafés. As stated by Marsum (2005), "A café is a place for quick-service dining, offering a relaxed and informal atmosphere. Additionally, it represents a type of restaurant typically providing seating both indoors and outdoors." In this context, cafés are associated with an informal ambiance that prioritizes aesthetics and visitor comfort, synonymous with Store Atmosphere.

This study centers on examining the influence of service quality and store atmosphere on repurchase intention at New Street Café in the city of Sibuhuan, North Sumatra. Established in 2019, New Street Café is situated at Jl. Lingkar Luar Sisupak, Latong Hutanopan (Lane 2), Sibuhuan Padang Lawas. The café adopts a contemporary Western-themed concept with indoor, outdoor, and rooftop areas.

Based on the observations and interviews conducted, the researcher gathered visitor data as follows:

Table 1

Year	Visitor
2021	15.260
2022	11.500

Source: New Street Café 2022

Based on the information obtained from Table 1 above, the number of visitors to New Street Café has experienced a decline. In 2021, there were 15,260 visitors, which decreased to 11,500. The researcher selected New Street Café for investigation due to a decreasing trend in customer interest to repurchase at the café. This can be observed from previous studies by Prabowo (2018) and Nugrahaeni et al. (2021), which concluded that repurchase intention is influenced by service quality and store atmosphere. Thus, the researcher aims to ascertain how repurchase intention is influenced by service quality and store atmosphere.

Based on the introduction provided, the formulated hypotheses are as follows:

H1. Service Quality affects Repurchase Intention at New Street Café in the city of Sibuhuan.

H2. Store Atmosphere affects Repurchase Intention at New Street Café in the city of Sibuhuan.

H3. Service Quality and Store Atmosphere influence simultaneously Repurchase Intention at New Street Café in the city of Sibuhuan.

RESEARCH METHODS

This research is a quantitative study. The population in this study consists of all customers who visited New Street Café in the city of Sibuhuan from January 2022 to December 2022, totaling 11,500 customers. The purposive sample size chosen, with a precision of 10%, is 100. To collect research data, the author employed questionnaires, documents, and observations. Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS for Windows.

Instrument Test

In this study, validity and reliability tests were employed. The instrument validation was conducted to ascertain whether the questionnaire items are suitable for use as a research instrument. According to Sugiyono (2019), research results are considered valid when there is congruence between the collected data and the actual occurrences in the studied object. A valid instrument is one that is used for accurate data measurement. Moreover Sugiyono (2019) stated research results are deemed reliable when there is consistency in the data over different time periods. A reliable instrument is one that, when used multiple times to measure the same object, produces consistent data.

Classic Assumption Test

Before conducting multiple linear regression analysis, it is essential to first perform classic assumption tests. Classic assumption tests are utilized to determine the suitability of a model for use in research. The classic assumption tests employed in this study are as follows:

Normality Test

Utilizing the One-Sample Kolmogorov-Smirnov statistical test, which is one of the methods for assessing normality. By examining the Asymp. Sig. results, it can be determined whether the data is normally distributed. Data is typically considered to be normally distributed if Asymp. Sig > 0.05, but not normally distributed if Asymp. Sig ≤ 0.05.

Multicoliniearity Test

Multicollinearity testing aims to examine whether a regression model exhibits correlations among independent variables. A good regression model

should ideally not display any relationships among its independent variables Ghozali (2018).

Heterocesdasticity Test

Heteroscedasticity testing aims to determine whether there is inequality in the variance of residuals from one observation to another within a regression model Ghozali (2018). The presence of heteroscedasticity in a model can be assessed by examining the scatterplot of the model.

Multiple Linear Regression

Multiple linear regression is employed as a data analysis technique to ascertain the influence of independent variables (X1-X2) on the dependent variable (Y). The analysis of multiple linear regression is utilized with the following equation to estimate the impact of Service Quality and Store Atmosphere on Repurchase Intentions at New Street Café in the city of Sibuhuan.

Hypothesis testing

Hypothesis testing was conducted to assess the significance of the formulated hypotheses using several tests as follows:

T-Test

A t-test was conducted to assess the partial influence of independent variables on the dependent variable at a confidence level of 95% ($\alpha = 0.05$) Ghozali (2018).

F-Test

The F-test is employed to assess whether independent variables collectively exert a simultaneous influence on the dependent variable. If the calculated F-value exceeds the critical F-value, the hypothesis can be accepted Sugiyono (2018).

R^2 Test

The determination coefficient test aims to measure the extent to which the model's ability to explain the variation in the dependent variable Ghozali (2018).

RESULT

Table 2
Linear Regression

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant	14.387	2.076		6.931	.000
Service Quality	.294	.052	.365	5.676	.000
Store	.339	.031	.699	5.384	.000

	Atmosphere

a. Dependent Variable: Repurchase Intention

Source: The questionnaire was processed using SPSS (2023).

From the above results, it can be explained as follows:

$$Y = 14,387 + 0,294X1 + 0,339X2$$

1. The constant value of Repurchase Interest (Y) is 14.387, indicating that when variables X1 and X2, namely Service Quality and Store Atmosphere, are both equal to zero, Y is equal to 14.387.
2. The coefficient of X1, which is 0.294, signifies that for every increase in variable X1 (Service Quality), Repurchase Interest increases by 0.294, conversely, for every decrease in variable X1 (Service Quality), Repurchase Interest decreases by 0.294
3. The coefficient of X2, which is 0.339, signifies that for every increase in Variable X2 (Store Atmosphere), the Repurchase Interest increases by 0.339. Conversely, for every decrease in Variable X2 (Store Atmosphere), the Repurchase Interest decreases by 0.339.
4. From the description above, it can be concluded that Service Quality and Store Atmosphere have an influence on Repurchase Interest at New Street Café in Sibuhuan City, Padang Lawas Regency.

Hypothesis Test
T-test (Partial)

A t-test was conducted to assess the partial influence of independent variables on the dependent variable at a confidence level of 95% ($\alpha = 0.05$) Ghozali (2018).

1. The variable of Service Quality has a t-value of 5.676, which is greater than the critical t-value of 1.660, and the significance level of 0.000 is less than 0.05. This leads to the conclusion that Service Quality has a positive and significant partial effect on Repurchase Interest. Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is accepted.
2. The variable of Price has a t-value of 5.384, which is greater than the critical t-value of 1.660, and the significance level of 0.000 is less than 0.05. This implies that Price has a positive and significant partial effect on Repurchase Interest. Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is accepted.

F-Test (Simultaneous)

The F test is utilized to assess the collective impact of independent variables on the dependent variable. If the computed F value surpasses the critical F value, the hypothesis can be affirmed.

Table 3
F-Test Result

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1171.174	2	585.587	72.706	.000b
	Residual	781.254	97	8.054		
	Total	1952.428	99			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Store Atmosphere, Service Quality						

Based on the table above, an F-value of 72.706 was obtained, which is greater than the critical F-value of 3.09, and with a significance level of 0.000 < 0.05. Since the calculated F-value is greater than the critical F-value, it indicates that the null hypothesis (H0) is rejected in favor of the alternative hypothesis (Ha). Therefore, it can be concluded that both Service Quality and Store Atmosphere have a simultaneous influence on Repurchase Intent at New Street Café in Sibuhuan City, Padang Lawas Regency.

Coefficient of Determination (R2)
The determination coefficient test aims to measure the extent to which the model's ability to explain the variation in the dependent variable.

Table 4
R Square

		Model Summaryb		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775a	.600	.592	2.83799
a. Predictors: (Constant), Store Atmosphere, Service Quality				
b. Dependent Variable: Repurchase Intention				

Source: Data processing with the SPSS program

From the table above, the coefficient of determination test results reveal that the R2 value is 0.600, indicating that the independent variables, namely Service Quality (X1) and Store Atmosphere (X2), collectively account for an influence on the dependent variable, Repurchase Intention (Y), to the extent of 0.600 or 60.0%. The remaining 40.0% is influenced by other factors originating from outside the variables under examination.

DISCUSSION

The Effect of Service Quality on Repurchase Intention

Based on the results of the t-test, the research findings indicate that the variable of service quality obtained a t-value of 5.676, which is greater than the critical t-value of 1.660, with a significance level of 0.000, which is less than 0.05. In the regression coefficient, it has a positive value of 0.294. This implies that Service Quality significantly influences Repurchase Intention at New Street Café in Kota Sibuhuan, Kabupaten Padang Lawas. Therefore, the research results support the first hypothesis stating that "service quality significantly affects repurchase intention at New Street Café in Kota Sibuhuan, Kabupaten Padang Lawas."

The Effect of Store Atmosphere on Repurchase Intention

Based on the results of the t-test, the research findings indicate that the variable "Store Atmosphere" obtained a t-value of 5.384, which is greater than the critical t-table value of 1.660, with a significance level of 0.000, which is less than 0.05. Additionally, the regression coefficient has a positive value of 0.339. This suggests that Store Atmosphere has a significant influence on Repurchase Intention at New Street Café in the Sibuhuan City, Padang Lawas Regency. Therefore, the research results support the first hypothesis, which states that "Store Atmosphere has a significant impact on Repurchase Intention at New Street Café in Sibuhuan City, Padang Lawas Regency."

The Effect of Service Quality and Store Atmosphere on Repurchase Intention

Based on the results of the simultaneous test (F-test), an F-value of 72.706 was obtained, while the critical F-value (F-table) is 3.09. Thus, F-value > F-table, which is 72.706 > 3.09, at a significance level of 0.000 < 0.05. This implies that the hypothesis is accepted, indicating that the variables "Service Quality" and "Store Atmosphere" collectively (simultaneously) influence Repurchase Intention at New Street Café in Sibuhuan City, Padang Lawas Regency.

CONCLUSION

Based on the research findings, it can be concluded that there is a significant influence of service quality on repurchase intention at New Street Cafe. Additionally, there is also a significant influence of store atmosphere on repurchase intention at New Street Cafe. Furthermore, there is a significant simultaneous influence of both service quality and store atmosphere on repurchase intention at New Street Cafe in the city of Sibuhuan, Padang Lawas regency.

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