

Faktor-Faktor yang Mempengaruhi Customer Satisfaction dan Dampaknya terhadap Habits dan Intention to Revisit Kembali di Industri Kedai Kopi Tuku

Factors Influencing Customer Satisfaction and Their Impact on Habits and Intention to Revisit in the Tuku Coffee Shop Industry

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Awareness*, *Brand Image*, *Perceived Service Quality*, *Perceived Product Quality*, *Physical Environment*, *Customer Satisfaction* serta *Customer Habits* pelanggan terhadap *Intention to Revisit*. Data diperoleh melalui survei yang melibatkan partisipasi dari 300 responden. Peneliti menggunakan data primer yang didapat dari penyebaran kuesioner disebarakan secara acak melalui aplikasi WhatsApp, Instagram dan Sosial Media lainnya dengan menggunakan format Google form. Penggunaan teknik pengambilan sampel dalam penelitian ini adalah non-probability sampling. Responden yang terlibat dalam penelitian ini merupakan konsumen dari merek Toko Kopi Tuku, yang mencakup generasi X, milenial, dan generasi Z, serta berdomisili di wilayah Jabodetabek. Dalam penelitian ini, digunakan pendekatan pemodelan persamaan struktural berbasis varian dengan menggunakan software Smart PLS (Partial Least Square) versi 3.2.9. Hasil penelitian mengeksplorasi pengaruh, *Brand Awareness*, *Brand Image*, dan *Perceived Product Quality* memiliki dampak positif pada *Customer Satisfaction* kecuali untuk *Perceived Service Quality* dan *Physical Environment* yang tidak menunjukkan efek pada *Customer Satisfaction*. *Customer Satisfaction* juga mempengaruhi *Customer Habits* dan *Intention to Revisit*. Begitu juga dengan *Customer Habits* mempengaruhi *Intention to Revisit*. Penelitian ini telah sukses memberikan sumbangan pada bidang penelitian mengenai variabel yang memengaruhi *Customer Satisfaction*, *Customer Habits*, and *Intention to Revisit*.

Kata Kunci: *Perceived Service Quality*, *Perceived Product Quality*, *Physical Environment*, *Satisfaction*, *Habits*, *Intention to Revisit*.

Abstract

This research aims to investigate the influence of Brand Awareness, Brand Image, Perceived Service Quality, Perceived Product Quality, Physical Environment, Customer Satisfaction, and Customer Habits on Intention to Revisit. The data was obtained through a survey involving the participation of 300 respondents. The researcher utilised primary data obtained by distributing questionnaires randomly through WhatsApp, Instagram, and other social media platforms using Google Forms. The sampling technique employed was non-probability sampling. The sampling technique used in this study is non-probability sampling. The respondents for this research consist of consumers of the Toko Kopi Tuku brand from the X, millennial, and Z generations who reside in the Jabodetabek area. In this study, a variance-based structural equation modelling approach was employed using Smart PLS (Partial Least Square) version 3.2.9 software. The study's results explored the influence of Brand Awareness, Brand Image, and Perceived Product Quality on Customer Satisfaction, except for Perceived Service Quality and Physical Environment, which did not affect Customer Satisfaction. Customer Satisfaction also influences Customer Habits and Intention to Revisit. Similarly, Customer Habits affect Intention to Revisit. This study has contributed to the research on variables influencing Customer Satisfaction, Customer Habits, and Intention to Revisit.

Keywords: *Perceived Service Quality*, *Perceived Product Quality*, *Physical Environment*, *Satisfaction*, *Habits*, *Intention to Revisit*.

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Introduction

The coffee industry has experienced significant growth and development worldwide, with coffee consumption becoming a popular trend among various segments of society. Understanding the factors driving coffee consumption, both in terms of functionality and emotion, is crucial for developing and marketing new coffee products. (Samoggia et al., 2020). In Indonesia, the coffee shop industry has also experienced rapid growth, especially in urban areas such as Jakarta (Hasibuan, 2021). The history of coffee in Indonesia began during the Dutch colonial period when Arabica coffee beans were introduced to this region. Today, coffee cultivation and coffee shop businesses play a crucial role in the country's economy, with coffee being consumed both domestically and exported abroad (Hasibuan, 2021).

The coffee industry and coffee shops in Jakarta play a significant role in the local economy and urban development. As this region continues to undergo urbanization and rapid economic growth, understanding the dynamics of the coffee industry and coffee shops becomes crucial for sustainable development. The coffee shop industry in Jabodetabek is overgrowing due to the increasing coffee consumption trends in Indonesia. This growth has led to a highly competitive market, with local and international coffee shops expanding their presence there. The highly competitive market has led coffee shops to strive to differentiate themselves and attract customers. (Syahputro et al., 2022).

Currently, the interest of the Indonesian population in coffee has reached its peak. Indonesia has been producing high-quality coffee for several decades and is currently ranked fourth as the largest coffee producer in the world. Indonesia's coffee production in 2022 increased by approximately 1.1% compared to the previous year, reaching 794.8 thousand tons, according to the 2023 Indonesian Statistical Report from BPS (Annur, 2023). Previously, there was a common belief in society that delicious coffee could only be found at expensive imported coffee shops, even though the coffee they served was also made from local coffee beans. However, around 2015, this perception began to shift. Local coffee entrepreneurs started innovating by establishing simple coffee shops that offered Indonesian coffee creations with concepts and packaging similar to coffee shops abroad (Fatmarani, 2022). This has had an impact on the increased popularity of coffee in Indonesia. This increase has significantly affected domestic demand, according to DataIndonesia.Id citing the International Coffee Organization (ICO), coffee consumption in Indonesia reached 5 million bags with a size of 60 kilograms per bag in 2020/2021 (Mahmudan, 2022).

The coffee shops in Indonesia have doubled in number over the past five years and have adopted the coffee-drinking culture of the United States and Australia due to the many Indonesians who have studied in those countries (Litty, 2018). Many coffee shops brands from abroad to local coffee shops have entered and emerged in the Indonesian market, especially in major cities like Jakarta. However, consumer needs are becoming increasingly diverse and constantly changing. To meet these ever-changing consumer needs, coffee shop companies are becoming more interested in forming strong relationships with consumers, not just maintaining the quality of their brands. Toko Kopi Tuku is a local coffee shop established in 2015. The number of Tuku coffee shops in Jakarta itself has been surpassed by local coffee shops with new competitors such as kopi kenangan which was established in 2018 has 932 outlets in Indonesia, kopi janji jiwa which was established in 2017 has 1,100 outlets in Indonesia (Nabilah Muhamad, 2023). while Toko Kopi Tuku has 39 stores. (Arlina Laras, 2023). The number of Toko Kopi Tuku itself has been surpassed by local coffee shops with new competitors such as Kopi

Kenangan, which was established in 2018 and has 932 outlets in Indonesia, Kopi Janji Jiwa, which was established in 2017, has 1,100 outlets in Indonesia (Nabilah Muhamad, 2023). while Toko Kopi Tuku has 39 outlets (Arlina Laras, 2023)

In today's market, characterized by a plethora of products and a growing array of choices, there is an increasing need to examine consumer buying habits using a practical perspective. Consumers often make decisions driven by factual information and rational motives. However, in reality, consumer behavior is sometimes not entirely rational in economic terms, and they often make irrational decisions. This phenomenon challenges the prediction of rational choice theory (Mayer et al., 2022). Consumer behavior that is not wholly rational financially includes a tendency to engage in impulse buying. Impulse buying behavior is characterized by spontaneous, immediate, and unplanned purchases, often driven by emotional or psychological factors rather than rational decision-making (Nawaz et al., 2022). For example, someone shopping may come across a heavily discounted product that is outside their budget, yet they still need to purchase it carefully.

This study explores the impacts of brand awareness, brand image, perceived service and product quality, and the physical environment on customer satisfaction and their influence on habits and intention to revisit in the Tuku Coffee Shop Industry. It emphasizes ongoing research in customer psychology to establish enduring competitive advantages through favorable company-customer relationships. Prior research demonstrates that higher customer satisfaction due to superior products and services correlates with increased revisitation likelihood. However, while revisitation intention is crucial, most studies concentrate solely on customer satisfaction. Hence, there is a need to investigate new factors beyond satisfaction. This paper focuses on novel determinants influencing revisitation intention, specifically examining the effects of customer satisfaction and the familiarity heuristic, which are vital in understanding customers' Intention to Revisit.

Theory of Reasoned Action (TRA)

Before developing a research model based on the Theory of Reasoned Action (TRA), an examination of studies regarding customers' intentions to revisit a Toko Kopi Tuku was undertaken. The Theory of Reasoned Action (TRA) is a widely utilised theoretical research framework in business research. It is fundamental in investigating consumer attitudes and behavioural connections related to customer purchase intentions (Lee, 2022). The Theory of Reasoned Action (TRA) states that an individual's behaviour is determined by their choice to perform that behaviour, which is influenced by their attitude towards the behaviour and subjective norms. (Su et al., 2023).

Furthermore, these intentions are shaped by individual factors like attitudes and societal expectations. Assessing behavioural intention is vital as it serves as a precursor to individual actions, recognising that a considerable part of human behaviour can be influenced by an individual's volition (Fatima & Billah, 2022). Therefore, this research will use the Theory of Reasoned Action (TRA) as the foundational framework to study customers' intentions to revisit Toko Kopi Tuku.

Heuristics Theory

In the explanation in *Heuristics and Biases: Beyond Tversky and Kahneman's (1974)*, the Heuristic Theory is a theory that explains how humans use practical rules or habits in decision-making and problem-solving. This theory states that humans often use heuristics or applicable regulations to make complex decisions, especially when the available information is limited or incomplete. Although heuristics can assist decision-making, they can also lead to systematic errors and biases (Fiedler & Von Sydow, 2015). Heuristics refers to intuitive thinking based on experience rather than analyzing conclusions through rational thought. In other words, the tendency and approach of human thinking prefer limited rationality over hard-to-reach rationality (Lee, 2022).

Brand Awareness

Brand awareness is a common goal of marketing communication. With a high level of brand awareness, it is expected that every time the need for a product category arises, the brand will reappear from memory and then be used as a consideration for various alternatives in decision making (Tecoalu et al., 2021). Brand awareness plays an important role in building brand equity. To increase brand awareness, companies need to ensure that all elements of their marketing mix are integrated and communicated effectively. This means that brand awareness can only function effectively when all elements of the Marketing Mix work together in a coordinated manner (Novianty et al., 2022). Brands influence a consumer's decision making about a product. When a consumer is going to buy something, he considers a brand (Shahid et al., 2017). They found that the more customers are exposed to the brand through various channels, such as seeing, hearing, or thinking about it, the stronger the memory and recognition of the brand by customers (Yocevina et al., 2022).

Brand Image

Brand Image is a crucial aspect of brand equity and refers to consumers' perceptions and associations about a brand. It is defined as the collection of brand associations consumers hold in their memory (Amelia, 2022). The associations, whether positive or negative, have a significant influence on consumer behaviour and decision-making (Adi Wibowo & Suhendro, 2021). Brand Image plays a substantial role in shaping consumers' perceptions, attitudes, and loyalty towards a brand (Lu, 2022). It is essential to carefully manage and build a positive Brand Image to enhance brand equity and stimulate positive consumer responses (Chen et al., 2022). Overall, brand image plays a crucial role in shaping and maintaining a strong brand presence in the minds of consumers.

Perceived Service Quality

The quality of service is the consumer's assessment of the overall excellence of a product or service, serving as their benchmark to compare products or services, and essentially is the gap between customer expectations and the service provider's perception of the service provided (Huang & Nuangjamnong, 2022). For years, Service Quality has been described as the gap between customer expectations and the service, influencing consumers' service quality assessment (Ting et al., 2018). The perceived quality of service is an essential aspect of customer satisfaction, influencing customers' perceptions, expectations, and overall judgments of the service. Marketing research has identified dimensions such as reliability, physical elements, responsiveness, assurance, and empathy that affect customer satisfaction with service quality (Thaichon et al., 2022).

Perceived Product Quality

The quality of the product consumers' perception of the overall excellence and superiority is evaluated after purchase and use, and customer expectations of the product also influence buyer satisfaction. (Widjaja & Kusuma, 2015). The perceived product quality is crucial in influencing customer satisfaction and loyalty. Many studies have examined the relationship between perceived product quality and consumer behaviour (Anggraeni et al., 2019). Product quality assessment is crucial because it influences favourable consumer behaviour and their desire to re-purchase or re-visit. When consumers perceive coffee products as having high quality, they tend to be more active in real-world behaviours such as making repeat purchases and revisiting coffee shops. (Ting et al., 2018).

Physical Environment

Kotler and Keller stated in the book *Marketing Management* that the Physical Environment influences consumer experience and significantly impacts customer psychological conditions and behaviour. (Handayani et al., 2022; Kotler & Keller, 2016). Physical Environment encompasses various aspects, such as store design, product layout, lighting, sound, aroma, and comfort (Kotler & Keller, 2016). Therefore, it is essential to understand how customers' perception of environmental elements can affect their emotional states and behaviour.

Customer Satisfaction

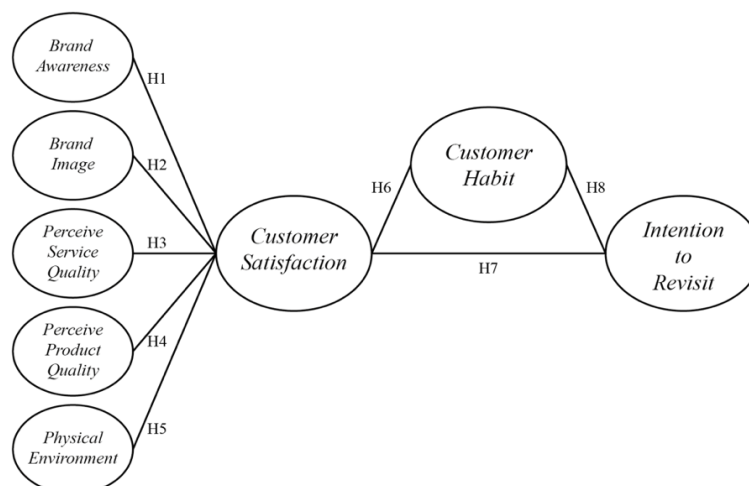
Satisfaction is a positive feeling that encompasses a sense of contentment and pleasure towards evaluating a product or service, which occurs when the customer's experience and feelings are combined with expectations, perceived value, and the comparison between the expected quality of the product and other essential attributes. (Loa & Berlianto, 2022). Research on customer satisfaction is necessary for companies because satisfied customers tend to become loyal customers who have the potential to increase sales volume (Adi et al., 2019). By meeting and exceeding customer expectations, companies can build long-term relationships with customers and gain a competitive advantage in the market (Aqila et al., 2022).

Customer Habits

Customer habits refer to the psychological tendencies and behavioural patterns formed in individuals when interacting with a company or brand (Hoehle et al., 2018). Customer habits are formed through positive attitudes and repeated interactions with the brand (Hasan & Noor Liana, 2022). Customer habits play an essential role in the retail shopping and significantly influence customer loyalty and satisfaction (Hoehle et al., 2018). Understanding customer habits and their engagement, including purchasing behaviour, is crucial for businesses to effectively interact with customers and enhance overall business outcomes (de Oliveira Santini et al., 2020). Overall, repeated interactions with the brand, personal factors, and marketing efforts influence the formation of customer habits. Understanding and leveraging customer habits help improve loyalty, satisfaction, and engagement and enhance business performance.

Intention to Revisit

Intention to Revisit reflects the customer's intention to make repeat purchases, and this action provides positive information about the service provider. Intention to Revisit is also related to the customer's decision to establish a strong relationship with the service provider (Abuthahir & Krishnapillai, 2018). Visitors who return tend to stay longer, engage in active consumption, feel satisfied, and provide positive recommendations. Customer satisfaction is the key to achieving loyalty, which is influenced by positive experiences at the place (Nguyen Viet et al., 2020). Abuthahir & Krishnapillai (2018) present that the Intention to Revisit is the customer's desire to revisit and recommend it to others.



Source: Adapted from Lee (2022) & Parahita & Marwanti (2022)

Figure 1. Research Model

Effect of Brand Awareness towards Customer Satisfaction

Previous research has shown that Brand Awareness plays a crucial role in determining Customer Satisfaction. High brand awareness increases the likelihood of customers choosing a specific brand, leading to increased customer loyalty in Korea's Franchise Coffee Shop industry (Lee, 2022). Similarly, the study by Kartono & Wildan Tamami (2020) emphasises that customer satisfaction shapes consumers' mindset and purchasing behaviour, ultimately contributing to brand awareness and repeat purchases at PT.KAI in Indonesia. (Kusumah & Lee, 2020) Finding that Green Brand Awareness positively influences customer satisfaction with Pristine 8+ packaged drinking water. Therefore, actively pursuing customer brand knowledge is crucial to business activities. Based on the above description:

H1: Brand Awareness positively affects Customer Satisfaction

Effect of Brand Image towards Customer Satisfaction

The brand image significantly influences customer satisfaction, which drives the intention to revisit the business or brand. Customer satisfaction is also essential in stimulating the discretion to recommend and review for repeat customers. (Espinosa et al., 2018). According to the latest research, brand image significantly impacts customer satisfaction. Bimaruci et al. (2021) Found that brand image has a substantial and positive influence on customer satisfaction. Furthermore, (Zhang et al., 2020) examined the impact of environmentally irresponsible behaviour by frontline service employees on brand evaluations in China. They emphasise the importance of building a green brand image to enhance customer satisfaction. These findings affirm the significance of brand image in shaping customer satisfaction and fostering intentions to revisit. Therefore, this hypothesis is proposed as the basis for further research to understand the impact of Brand Image on Customer Satisfaction.

H2: Brand Image positively affects Customer Satisfaction

Effect on Perceived Service Quality towards Customer Satisfaction

Previous research has shown that Perceived Service Quality positively impacts the company and influences Customer Satisfaction in coffee shops in Indonesia. (Syahputro et al., 2022; Dhisasmito & Kumar, 2020). In addition, the research by Lee (2022) on the franchise coffee industry in Korea also showed that Perceived Service Quality positively influences Customer Satisfaction.

H3: Perceived Service Quality Positively Affects Customer Satisfaction

Effect on Perceived Product Quality towards Customer Satisfaction

Bimaruci (2021) found that satisfaction with perceived product quality is positively related to customer satisfaction. The study by Lee (2022) states that Perceived Product Quality has a positive effect on Customer Satisfaction. Tsotsou (2006) found that customers' perceived quality of products is positively correlated with customer satisfaction. Therefore, this hypothesis is proposed as the basis for further research to understand the influence of Perceived Product Quality on Customer Satisfaction.

H4: Perceived Product Quality Positively Affects Customer Satisfaction

Effect on Physical Environment towards Customer Satisfaction

The study conducted by (Handayani et al., 2022) at a coffee shop in Kintamani, Bali, demonstrates the importance of the physical environment in customer satisfaction. The quality of the physical environment in coffee shops has been proven to significantly influence customer satisfaction and intention to revisit. Additionally, Baek et al. (2018) researched store atmosphere in Korea and found that the ambience affects customers' perception and behaviour. A study by (Syahputro et al., 2022) in

the coffee shop industry in the Jakarta area also found that the physical environment positively affects customer satisfaction. Lee's (2022) research in the franchise coffee industry in Korea also found that the physical environment has a positive impact on customer satisfaction. This can be interpreted as a warm visual ambience triggering psychological warmth between the store and customers. Therefore, this hypothesis is proposed as the basis for further research to understand the influence of the physical environment on customer satisfaction.

H5: Physical Environment Positively Affects Customer Satisfaction

Effect on Customer Satisfaction towards Customer Habits

Previous researchers have conducted studies to examine customer satisfaction and habits and have obtained significant results regarding the influence of customer satisfaction and habits. Amoroso & Lim (2017) on financial mobile apps in the Philippines study (2022) on the franchise coffee industry in Korea and Unarto et al., (2022) study on e-wallet users in Indonesia have shown that customer satisfaction has a positive and highly correlated impact on customer habits. In other words, these studies suggest that their overall satisfaction influences customer behaviour.

H6: Customer Satisfaction positively affects Customer Habits

Effect on Customer Satisfaction towards Intention to Revisit

Many researchers have studied the behaviour of customer revisit. Allameh et al., (2015) study provided a definition of intention to revisit, which involves visitors acknowledging the destination's value and satisfaction, resulting in their return to the location in the future and recommendations to others. A study conducted by Won & Nuangjamnong (2022) on coffee-mix experience in Myanmar showed a positive influence of Customer Satisfaction on Intention to Revisit. The research by Lee (2022) on the franchise coffee industry in Korea also found that Customer Satisfaction has a positive effect on Intention to Revisit. In other words, these studies suggest that the general satisfaction of customers with the service significantly correlates with their intention to use the same service provider again.

H7: Customer satisfaction positively affects intention to revisit.

Effect on Customer Habits towards Intention to Revisit

In the study conducted by Unarto (2022) on e-wallet users in Indonesia, the research by Amoroso & Lim (2017) on financial mobile apps in the Philippines, and the study conducted by Lee (2022) stated that customer habits have a positive impact on the intention to revisit or continue using a service. In other words, these studies indicate that customer habits overall have a strong relationship with the desire to reuse the same service.

H8: Customer satisfaction positively affects intention to revisit

Method

The study's population and sample consist of individuals who are customers of Toko Kopi Tuku. The minimum sample size was calculated based on general guidelines that suggest a minimum of five times the number of indicators (Hair et al., 2017). This study has thirty-three indicators, determining the minimum sample size of 165. The study used seven times the number of indicators, resulting in 301 samples. The survey employed a five-point Likert scale ranging from one to five, where

one represented strong disagreement, and five indicated a high level of agreement. The sample data was collected using an online questionnaire distributed through Google Forms. The sampling technique employed was purposive sampling for individuals residing in Jabodetabek who have previously ordered food and beverages from Toko Kopi Tuku. The data underwent analysis through the application of the SmartPLS3 software, Utilizing the partial least squares-structural equation modeling (PLS-SEM) technique.

The questionnaire consisted of 33 items that served as indicators from prior research studies. Brand Awareness has three indicators adapted from Hafez, (2018); and Cyntya & Berlianto, (2023). Brand Image has three indicators adapted from Bernarto et al., (2020); and Handriana et al., (2020). Perceived Service Quality has four indicators adapted from Lee (2022). Perceived Product Quality has four indicators adapted from Bae & Jeon, (2022) and Kim, (2018). Physical Environment has six indicators adapted from Kim, (2018). Customer Satisfaction has four indicators taken and modified from Araújo et al., (2023) Abbasi et al., (2021). Customer Habits has four indicators taken and modified from Kim, (2018). Lastly, Intention to Revisit has five indicators adapted from Abbasi et al., (2021).

Results

Respondent Profile

The statistical findings concerning the participants' demographics in this research reveal that a significant portion of respondents are located in Jakarta (40.33 per cent) and Tangerang (40.00 per cent). The number of female respondents (58.00 per cent) exceeded that of male respondents (42.00 per cent). The majority of respondents were between the ages of 27 and 42 (67.67 per cent). Respondents generally purchased coffee from Toko Kopi Tuku more than 3 times in the last 3 months (41.67 per cent). Further information can be seen in Table 1.

Table 1. Respondent Profile

Profile	Quantity	Percentage	Total	
Gender	Male	126	42.00	300
	Female	174	58.00	
Age	18 - 26 Tahun	79	26.33	300
	27 - 42 Tahun	203	67.67	
	>43 Tahun	18	6.00	
Domicile	Jakarta	121	40.33	300
	Bogor	20	6.67	
	Depok	25	8.33	
	Tangerang	120	40.00	
	Bekasi	14	4.67	
Education	High school	52	17.33	300
	Diploma	44	14.67	
	S1	169	56.33	
	Postgraduate	34	11.33	
	Others	1	0.33	
Jobs	Not Employed	5	1.67	300
	Students	39	13.00	
	Private/Public Employee	158	52.67	
	Self-employed	77	25.67	
	Others	21	7.00	
Frequency	1 time	67	22.33	300
	2 times	108	36.00	
	> 3 times	125	41.67	

Measurement Model

The measurement model's validity has been established by evaluating both convergent validity and discriminant validity. According to (Hair et al., 2017), Convergent validity can be established when the outer loading values exceed 0.400, the average extracted variance (AVE) surpasses 0.500, and the composite reliability (CR) values are higher than 0.700. The outer loading values range from 6.550 to 9.170, the AVE range between 5.200 and 7.820, and the CR range from 7.720 to 9.350. These findings confirm the fulfilment of the criteria for convergent validity. Table 2 shows the results of these values. Out of the 43 indicators, indicators BA2, BA3, BA5, BI1, BI2, PQ1, PQ2, PQ6, PQ7, CS1, CS6, IR1, and IR5 were removed because they did not meet the criteria. After removal, the results are shown in the following table:

Table 2. Convergent Validity of Measurement Mode

Constructs and Items	Outer Loading
Brand Awareness (BA)	
BA1 I am aware that Toko Kopi Tuku provides the best service.	0,798
BA4 I know what the appearance of Toko Kopi Tuku looks like.	0,679
BA6 When I think of local coffee, Toko Kopi Tuku is one of the brands that comes to mind.	0,752
Brand Image (BI)	
BI3 I feel that Toko Kopi Tuku has a prestigious image compared to other coffee shops.	0.830
BI4 I feel that Toko Kopi Tuku is very well-known among the community.	0.691
BI5 I feel that the Manager of Toko Kopi Tuku can be trusted in their service	0.658
Perceived Service Quality (SQ)	
SQ1 Employees at the Toko Kopi Tuku I visited responded to customer complaints quickly.	0.784
SQ2 The employees at the Toko Kopi Tuku I visited provided service very quickly.	0.740
SQ3 The employees from the Toko Kopi Tuku I visited were very friendly.	0.762
SQ4 Customers are allowed to stay as long as they want.	0.655
Perceived Product Quality (PQ)	
PQ3 Overall, the product quality of Toko Kopi Tuku is high.	0,764
PQ4 Toko Kopi Tuku has high consistency in quality with every visit.	0,721
PQ5 Toko Kopi Tuku offers excellent freshness.	0,767
Physical Environment (PE)	
PE1 Toko Kopi Tuku has visually appealing interior design.	0.733
PE2 Toko Kopi Tuku has music that suits its atmosphere.	0.705
PE3 Toko Kopi Tuku has lighting that suits its atmosphere	0.712
PE4 Toko Kopi Tuku is thoroughly clean.	0.691
PE5 The equipment at the Toko Kopi Tuku is thoroughly clean.	0.730
PE6 The employees at the Toko Kopi Tuku are neatly dressed..	0.754
Customer Satisfaction (CS)	
CS2 I am satisfied with Tuku Coffee.	0,814
CS3 Tuku Coffee meets my expectations.	0,792
CS4 Choosing to buy Tuku Coffee is a smart decision.	0,833
CS5 Tuku Coffee comes close to what I can describe as "perfect".	0,799
Customer Habits (CH)	
CH1 Buying Tuku Coffee has become a habit.	0.880

CH2	I automatically buy Tuku Coffee.	0.864
CH3	When I want to drink local coffee, I buy Tuku Coffee first.	0.875
CH4	Buying Tuku Coffee is natural for me.	0.917
Intention to Revisit (IR)		
IR2	I will choose Toko Kopi Tuku again.	0,828
IR3	I will return to Toko Kopi Tuku in the future.	0,798
IR4	I will visit Toko Kopi Tuku more frequently.	0,824

Note: AVE (Average Variance Extracted); CR (Composite Reliability)

Discriminant validity was assessed by applying the Fornell-Larcker criterion, which involves comparing the square root of the average variance extracted (AVE) for each construct with the inter-construct correlations. Discriminant validity is established when the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlation between constructs (Hair et al., 2017). In this study, the Fornell-Larcker Criterion was used to test discriminant validity. The analysis results show that all variables used are suitable for representing the concepts measured by each variable. This finding shows that all indicators show outer loading values that exceed 0.4 and thus are included as study parameters in table 2. In the reliability assessment, the composite reliability (CR) exceeds the threshold of 0.7. Convergent validity was confirmed by examining the average variance extracted (AVE), which exceeded the recommended threshold value of 0.5. The detailed results are presented in Table 3. The findings presented in Table 4 indicate that the square root of the AVE surpasses the correlation coefficients between the various constructs. These findings provide confirmation that the condition for discriminant validity has been satisfied.

Table 3. Reliability and Construct Validity

	Composite Reliability	Average Variance Extracted (AVE)
BA	0,788	0,554
BI	0,772	0,533
CH	0,935	0,782
CS	0,884	0,656
IR	0,857	0,667
PQ	0,795	0,564
SQ	0,825	0,543
PE	0,867	0,520

Table 4. Fornell-Larcker Criterion

	BA	BI	CH	CS	IR	PQ	SQ	PE
BA	0,745							
BI	0,670	0,730						
CH	0,515	0,572	0,884					
CS	0,663	0,661	0,686	0,810				
IR	0,629	0,684	0,795	0,800	0.809			
PQ	0,635	0,626	0,517	0,748	0.663	0,751		
SQ	0,575	0,537	0,555	0,593	0.568	0,553	0,737	
PE	0,545	0,591	0,535	0,629	0.570	0,605	0,717	0.721

The indicators become overlapping and lose their statistical significance when the data have a high degree of multicollinearity. To determine whether multicollinearity exists in the dataset, the Multicollinearity test is used. When determining whether an indicator is multicollinear, the Variance Inflation Factor (VIF) is calculated. If the VIF value is greater than five, multicollinearity problems are

present (Hair et al., 2017). The Multicollinearity test's findings, which range from 1.000 to 2.486 and show VIF values below five, are presented in Table 4. These findings suggest that there are no multicollinearity-related issues with the indicators used in this study.

Table 5. Multicollinearity Test

	BA	BI	CH	CS	IR	PQ	SQ	PE
BA	-	-	-	2,249	-	-	-	-
BI	-	-	-	2,217	-	-	-	-
CH	-	-	-	-	1,887	-	-	-
CS	-	-	1	-	1,887	-	-	-
IR	-	-	-	-	-	-	-	-
PQ	-	-	-	2,127	-	-	-	-
SQ	-	-	-	2,305	-	-	-	-
PE	-	-	-	2,486	-	-	-	-

Structural Model

This research involved an examination of the structural model through the application of the Partial Least Squares Structural Equation Modeling (PLS-SEM) methodology. The evaluation of the structural model involved conducting hypothesis testing, examining path coefficient values, analyzing determinant coefficients, and computing f-square values. The hypothesis testing process involved evaluating the path coefficients. To support a hypothesis, the T Value should exceed 1.645 and the P Value should not exceed 0.050. The results of path coefficient evaluation for hypothesis testing are documented in **Table 5**. The T Value and P Value data generated by the PLS algorithm are employed to ascertain whether the hypotheses in this study receive support or not.

The results for H1 indicate an initial sample value of 0.173, suggesting a positive impact. The t value of 2.595, surpassing 1.645, along with a p value of 0.005, below 0.050, confirms a significant effect. This supports the hypothesis that Brand Awareness has a positive influence on satisfaction.

The H2 result shows an initial sample value of 0.168, which suggests a positive influence. The p-value is 0.009, which is less than 0.050, indicating a significant effect, and the t-value, which is 2.348, exceeds the critical barrier of 1.645. This lends support to hypothesis number two, which holds that customer satisfaction is influenced by brand image.

The outcome for H3 shows an original sample value of 0.086, indicating a favorable effect, a t value of 2.348, which is less than 1.645, and a p value of 0.078, indicating that no significant effect is present. Thus, this study does not provide evidence to support hypothesis four, which states that perceived service quality positively influences customer satisfaction.

The findings for H4 show an initial sample value of 0.409, which denotes a favorable effect. Significant impact is indicated by the t-value of 5.904 exceeding 1.645 and the p-value of 0, which is less than 0.050. This suggests that the fourth hypothesis, which contends that satisfaction is positively influenced by perceived product quality, is supported.

The outcome of H5 reveals an initial sample value of 0.127, indicating a positive influence. However, the t value of 1.465 is lower than 1.645, and the p-value of 0.072 suggests that there is no significant effect. This study's results do not support the idea that a better physical environment makes customers more satisfied, as suggested by Hypothesis Five.

The result for H6 shows a 0.686 initial sample value, which indicates a positive impact, a t-value of 17.607, which significantly exceeds the threshold of 1.645, and a p-value of 0, which denotes

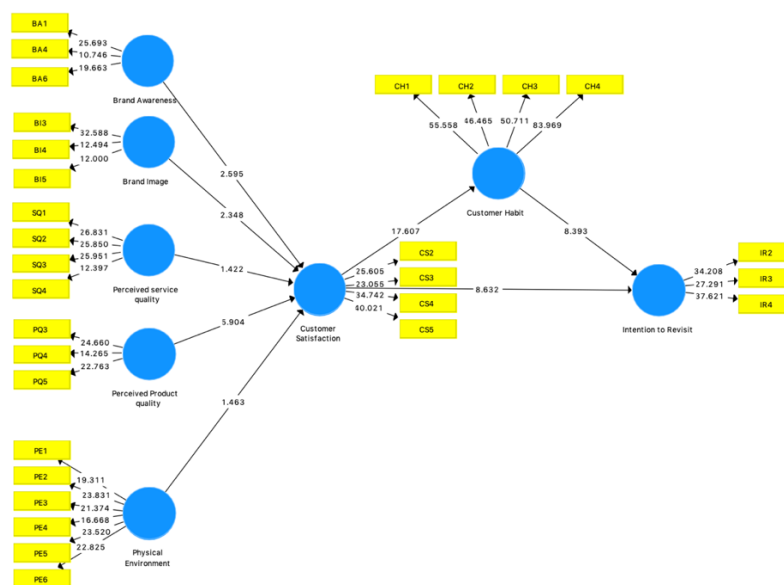
a significant effect. As a result, this provides support to hypothesis six, which states that customer satisfaction influences consumer behavior positively.

The outcome of H7 reveals an initial sample value of 0.481, indicating a positive impact. The t-value, standing at 8.632, exceeds 1.645, and the p-value, which is 0, falls below 0.050, demonstrating a substantial and meaningful effect. These findings affirm that Customer Satisfaction significantly and positively impacts Intention to Revisit.

The outcome for H8 reveals an initial sample value of 0.466, indicating a positive impact. The t-value stands at 17.607, surpassing the threshold of 1.645, and the p-value is 0, which is less than 0.050, demonstrating a significant influence. Therefore, it can be concluded that hypothesis eight, which posits that Customer Habits positively influence Intention to Revisit, is substantiated.

Table 6. Multicollinearity Test

	Hypothesis	Original Sample	T value	P value	Results
H1	BA -> CS	0,173	2,595	0,005	Supported
H2	BI -> CS	0,168	2,348	0,009	Supported
H3	SQ -> CS	0,086	1,422	0,078	Not Supported
H4	PQ -> CS	0,409	5,904	0	Supported
H5	PE -> CS	0,127	1,463	0,072	Not Supported
H6	CS -> CH	0,686	17,607	0	Supported
H7	CS -> IR	0,481	8,632	0	Supported
H8	CH -> IR	0,466	8,393	0	Supported



Source: data processing results (2023)

Figure 2. SEM-PLS Output

Figure 2. The analysis of the structural model in this study using the SEM-PLS method includes the outer loadings of each construct's indicators and the corresponding sample values for each construct relationship. Reference: Smart-PLS (2023)

Then, Table 6 shows the r-square values through the determination testing of the results of the endogenous constructs, which include Customer Habit, Customer Satisfaction, and Intention to Revisit. The R-square coefficient represents a spectrum of values from zero to one, with a higher R-square

indicating a more adequate explanation for the correctly employed dependent variable (Moore et al., 2018). The results from Table 6 indicate that (1) the r-square value for Customer Habit is 0.470, indicating a moderate influence; (2) Customer Satisfaction has an r-square value of 0.665, indicating a moderate influence, (3) Last but not least, the R-squared value of 0.809 for Intention to Revisit points to a robust influence (Moore et al., 2018; Henseler et al., 2009).

Table 7. Result Determination Test

	R Square	R Square Adjusted
Customer Habit	0.470	0.468
Customer Satisfaction	0.662	0.657
Intention to Revisit	0.755	0.754

Discussion

This research aims to investigate the influence of investigate the effects of Satisfaction and Their Impact on Habits toward Intention to Revisit. The outcome related to H1 substantiates the idea that Brand Awareness positively influences Customer Satisfaction. This means that the higher the awareness of a brand, the higher the customer satisfaction. These findings are supported by previous research conducted by Lee (2022), Kartono & Tamami (2020), and Kusumah & Lee (2020) which found that Brand awareness is positively associated with customer satisfaction. This means that Tuku Coffee's customers who are familiar with the brand and find it appealing can experience satisfaction with their overall experience. Therefore, customer understanding of the brand is a crucial element that needs to be taken seriously in business activities (Lee, 2022).

According to the findings of this study, H2 which pertains to the favorable influence of Brand Image on Customer Satisfaction. This implies that as the brand image level of a brand increases, so does customer satisfaction with that brand. This outcome aligns with prior studies Espinosa et al., (2018), Bimaruci et al., (2021), and Zhang et al., (2020) indicating that brand image has a positive impact on customer satisfaction. By creating a strong, appealing, and enjoyable brand image, it can foster satisfaction towards the brand. These findings highlight the significance of how a brand image can enhance customer satisfaction to the desired level.

The findings regarding H3 indicate that there is no positive impact of Perceived Service Quality on Customer Satisfaction. These results do not provide support for the H3 hypothesis, which is consistent with the findings of Adi et al., (2019) said that suggests that service quality may be influenced by variables such as advertising, other forms of communication, and the experiences of others, which may not always align with customer satisfaction. This indicates that there may be instances where perceived service quality does not have a direct positive effect on customer satisfaction. Furthermore, studies that have proven to supports H3 by Syahputro et al., (2022), Dhisasmito & Kumar (2020), and Lee (2022). Regarding the positive influence of Perceived Service Quality on Customer Satisfaction. Perceived Service Quality may not always have a direct positive effect on Customer Satisfaction; the relationship between these two factors can be influenced by various factors.

The finding regarding H4 confirms the positive influence of Perceived Product Quality on Customer Satisfaction. In other words, when a brand is perceived to have higher product quality, it leads to increased customer satisfaction. This outcome aligns with prior research conducted by Bimaruci et al., (2021); Lee (2022); Tsiotsou (2006) indicating that Perceived Product Quality has a positive impact on customer satisfaction. Having good product quality can enhance customer satisfaction with the brand. This finding underscores the importance of product quality in meeting customer expectations and increasing their overall satisfaction.

The findings from H5 indicate that there is no positive influence of the Physical Environment on Customer Satisfaction. These results do not provide support for the H5 hypothesis. This conclusion is supported by the study conducted by Dhisasmito & Kumar (2020) said that proven to be insignificant in this study. Furthermore, studies that have proven to supports H5 by Handayani et al., (2022), Baek et al., (2018), and Lee (2022). Regarding the positive influence of Physical Environment on Customer Satisfaction. This suggests that the customers of coffee shops in this study, based on the respondents' feedback, do not regard a comfortable atmosphere as the primary factor contributing to their sense of satisfaction.

According to the findings of this study, H6, which signifies the favorable impact of Customer Satisfaction on Customer Habits. This means that the higher the Customer Satisfaction level of a brand, the higher Customer Habits with that brand will be. This result is consistent with previous research Amoroso & Lim (2017), Lee (2022), and Unarto et al., (2022). Having high customer satisfaction can enhance customer habits in purchasing the product. In summary, customer satisfaction positively influences customer habits, encouraging ongoing engagement, repeat purchases, and habit formation. Businesses should prioritize customer satisfaction to cultivate lasting loyalty and engagement.

According to the findings of this study, H7, which outlines the positive influence of Customer Satisfaction, indeed has a favorable impact on the Intention to Revisit. This implies that as the Customer Satisfaction level of a brand increases, so does the likelihood of customers intending to return. This result is consistent with previous research by Allameh et al., (2015), Won & Nuangjamnong (2022), and Lee (2022). Multiple studies have consistently found that customer satisfaction has a positive effect on intention to revisit. Satisfied customers are more likely to revisit a business or establishment, which can lead to increased intention to revisit.

The result on H8 supports the fact that Customer Habits has a positive effect on Intention to Revisit. This implies that as the level of Customer Habits increases for a brand, the likelihood of customers intending to revisit also increases. These findings are supported by previous research conducted by Unarto (2022) Amoroso & Lim (2017), and Lee (2022) which found that Customer Habits is positively associated with Intention to Revisit. In summary, these studies underscore the significance of customer habits in shaping revisitation intent. Positive experiences with food quality, service, and the environment boost customer satisfaction, promoting repeat visits. Thus, businesses should prioritize top-notch offerings to nurture positive habits and boost customer revisit.

Conclusion

Based on the results of this study lead to the conclusion that brand awareness, brand image, and perceived product quality positively impact customer satisfaction at Toko Kopi Tuku. The study also revealed that customer satisfaction to customer habits have a positive influence on customer satisfaction at Toko Kopi Tuku. Also Customer habit and customer satisfaction have a positive influence on intention to revisit at Toko Kopi Tuku. However, it was found that perceived service quality and Physical Environment does not have an effect on customer satisfaction at Toko Kopi Tuku.

Theoretical implications of this study encompass enriching the current body of literature and offering supplementary sources that reinforce prior research on the impact of Brand Awareness, Brand Image, Perceived Service Quality, Perceived Product Quality, and Physical Environment on customer satisfaction, as well as the relationship between Customer Satisfaction and Customer Habits. Furthermore, the study explores the link between Customer Satisfaction and Customer Habits in relation to the intention to revisit Toko Kopi Tuku.

The managerial implications of this study serve to assist Toko Kopi Tuku in better understanding the factors that enhance the likelihood of a return visit involve understanding how to

boost Customer Satisfaction and Customer Habit within its customer base. By scrutinizing the study's findings, Toko Kopi Tuku and those interested in establishing a coffee shop should acknowledge the significance of factors like Brand awareness, brand image, and product quality, as these factors have a notable impact on customer satisfaction.

According to this study's findings brand awareness, brand images, and product quality has positive effect to customer satisfaction. To increase customer satisfaction Toko Kopi Tuku should increase brand awareness, brand images, and product quality, first Toko Kopi Tuku can focus on increasing Brand awareness. The Toko Kopi Tuku can increase brand awareness by giving best service that customers are aware of the brand. Toko Kopi Tuku can focus on brand recognition by creating a store appearance that is easily recognizable by customers and different from competitors, as well as brand recall where Toko Kopi Tuku creates a brand that can appear in the minds of the target market when remembering coffee brands. other things that Toko Kopi Tuku can do in increasing brand awareness are leveraging social media marketing initiatives, promotional activities, and developing a strong brand identity. These strategies may help to raise awareness of the brand, attract more customers, and ultimately boost customer satisfaction.

Second, brand image significantly influences customer satisfaction. Toko Kopi Tuku can increase brand image by creating a prestige image, building a brand that is well-known in its community, and providing trustworthy services. Toko Kopi Tuku can improve brand image with brand attributes such as offering excellent products and services, and developing a strong brand identity. then utilize brand benefits with personal value by making customers attach to the product. These strategies may help to raise awareness of the brand, attract more customers, and ultimately boost customer satisfaction. by creating trust, emotional connections, and aligned expectations, ultimately fostering long-term loyalty and advocacy. These strategies can contribute to enhancing brand image, attracting more customers, and ultimately increasing customer satisfaction.

In addition, product quality is important for improving customer satisfaction because it directly affects customer perceptions and experiences. To improve Product Quality at Toko Kopi Tuku, it is important to consistently deliver high-quality products and provide consistent and high-quality freshness and temperature to the product. Toko Kopi Tuku can also conduct regular quality control checks, sourcing high-quality raw materials. Actively seeking feedback from customers on product quality can help identify areas for improvement and address any issues promptly, Updating and innovating menus regularly and Monitoring and responding to online reviews, especially those related to product quality, can demonstrate Toko Kopi Tuku's dedication to customer satisfaction.

Moreover, Based on the results of this study, Service Quality and physical environment do not affect customer satisfaction. Toko Kopi Tuku still has to maintain the quality of service and the physical environment.

Additionally, Customer satisfaction is crucial because it directly impacts customer habits and Intention to revisit. Satisfied customers are more likely to develop a habit of frequenting a coffee shop and become loyal patrons. By increasing Satisfaction with creating a positive brand experience, meeting customer expectations, and providing high-quality products. By implementing these strategies, Toko Kopi Tuku can increase customer habits and satisfaction, leading to repeat business and long-term customer loyalty.

Furthermore, customer satisfaction plays a crucial role in increasing the intention to revisit Toko Kopi Tuku. Customer satisfaction is essential because it reflects customers' overall evaluation of their experience with Toko Kopi Tuku, including the quality of products, service, and the overall atmosphere. Satisfied customers are more likely to have positive perceptions of Toko Kopi Tuku, leading to a higher intention to revisit.

Nevertheless, customer habits are essential in increasing the intention to revisit a Toko Kopi Tuku because patterns reflect the ingrained behaviors and routines of customers. When customers develop habits of visiting Toko Kopi Tuku, they are more likely to have a higher intention to revisit in the future. Various factors, including customer satisfaction, brand image, product quality, and service can influence customer habits. From the results of this study, Product Quality has the highest positive impact on customer satisfaction. So, Toko Kopi Tuku can increase Customer Satisfaction by focusing on Product quality and also can increase Customer Satisfaction and Customer Habits, which can increase Intention to Revisit.

This study is subject to certain constraints, as it examines a limited set of variables that impact the endogenous constructs. At the same time, there may exist numerous additional factors beyond the scope of this research that influence Intention to Revisit, Customer Habits, and Customer Satisfaction. Furthermore, the study's focus solely on Toko Kopi Tuku might yield different outcomes compared to other popular coffee shops. Future researchers are encouraged to investigate additional variables not addressed in this study and explore other well-known coffee shops in Indonesia.

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