ANALYSIS OF THE INFLUENCE OF STORE ATMOSPHERE ON THE LEVEL OF REVISIT INTENTION TO FRAYA RESTAURANT, ALOFT SOUTH JAKARTA

Maria Samantha Olivia
Bunda Mulia University, Jakarta, Indonesia

Abstract - Restaurant is a supporting facility in the course of tourism. This paper's purpose is to search about the relationship between store atmosphere and about a consumer's decision to revisit to Fraya Restaurant, Aloft South Jakarta. The reason for this study was conducted was because the store atmosphere could affect the minds of guests and help them decide whether to come back to Fraya Restaurant or not. The collection of data was carried out with distribution of questionnaires to 100 respondents who had come to visit Fraya Restaurant, Aloft South Jakarta. All the data that has been collected from the questionnaire will be tested using SPSS software. T-test result obtained the store atmosphere is 13,509 > 1,984 so there's an influence between the two variables used here. Meanwhile, the coefficient determination test said that the adjusted R square result of 0,631 and that means store atmosphere can explain the revisit intention variable in 63,1%. The conclusion that we can get from this study is that there's a big influence between store atmosphere and revisit intention by guests to Fraya Restaurant, Aloft South Jakarta.

Keywords: *store atmosphere, restaurant, revisit rate*

INTRODUCTION

Indonesia is a country with a wealth of culture and customs because it consists of 17,508 islands and 2,161 indigenous communities. This cultural wealth and customs must be managed as best as possible because it can be a potential tourist destination. The existence of great tourism potential in our country then has a useful position in introducing Indonesian culture to the wider community. In addition, the tourism that is owned can help advance and improve the economy because Indonesia gets a lot of benefits and revenues from tourist destinations. The increase in public interest in vacation activities has also made many Indonesian tourism-based business providers develop their own destinations to have competitiveness when compared to the emergence of new tourist destinations that have appeared a lot in the present. Throughout the course of tourism development, apart from tourist destinations, accommodation is a supporting part that always goes hand in hand with tourism activities. This accommodation is used as a place to stay for tourists who come on vacation to a destination.

Accommodation can also be interpreted as a place to be reserved for people who have temporary needs in a place and provided by service providers. Accommodation in the tourism sector is all things that are already available and beneficial to be able to meet one's needs (Setzer; 2009). Various accommodations include hotels, villas, and homestays. With the increase in tourist destinations, the number of accommodations is also increasing. In Indonesia, there have been many different types of accommodations for tourists. One of the most widely distributed accommodations in Indonesia is hotels, where star hotels can be found in various regions of Indonesia. Many tourists choose the hotel to be a place to stay because it is one of the comfortable accommodations and has complete supporting facilities. The increasing need for consumers to stay at hotels has made the hotel room occupancy rate increase every year. According to the Central Statistics Agency, statistical data on the number of dwellings in various hotels in Jakarta in the range of 2020-2023 are :
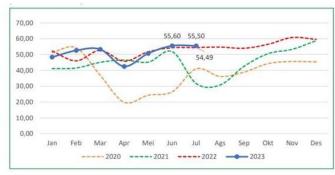

Figure 1 Occupancy Rate of Star-Hotel rooms in Jakarta (2020 – 2023)
Source : Central Statistics Agency

Another important factor as the focus of attention within the hotel is about food and beverages. Usually, hotel-produced food and beverages can be found in the hotel's restaurant or bar, where the restaurant is an important facility in the hotel because the hotel's restaurant can be accessed by both hotel guests and guests from outside who want to try the hotel's food and beverage products.

One of the hotels in Jakarta is Aloft, there is a restaurant called Fraya Restaurant. Fraya Restaurant is a restaurant that provides the best place for guests to eat various Indonesian and international specialties. In this restaurant, guests can try various dishes while enjoying the comfortable atmosphere and the current design of the restaurant. In addition, Fraya Restaurant can be one of the options in holding an event such as breaking the fast together. Fraya Restaurant is open for breakfast, lunch, and dinner. The visit rate is also quite high, seen from the cover record below:

Table. 1 Fraya Cover Record (2023)

Month	Breakfast	Lunch	Dinner
January	2.231	727	714
February	2.705	923	921
March	5.095	693	1.041
April	2.388	274	811
May	5.429	314	582
June	3.934	332	351
July	3.995	970	1.253
August	4.304	1.230	1.422
September	3.993	1.015	1.193
October	4.440	1.693	1.750
November	4.379	1.486	1.458
December	3.066	566	804

Source : Fraya's PIC (2024)

Not only paying attention to the quality of the food and beverage products provided, but the Fraya Restaurant must also pay attention to the comfort of the guests who come. The hotel, especially the Fraya Restaurant, must be able to maintain the atmosphere of the restaurant to provide comfort to the guests. The following is a review of guests who have visited Fraya Restaurant, Aloft South Jakarta.

Table 2 : Guests Review

Guest's name	Review
SA	"... in breakfast time, it's hard to find an empty seat..."
ws	"it's a bit unfortunate that during sahoor, staff who are serving were very little and the used dishes were still piled up on the table. A little bit uncomfortable for me"
Hana***	"... a little bit dirty in the buffet over the teapot"
Emi***	"... Breakfast time needs crowd control. It can be packed, loud, and hectic. There must be a way to better organize this"
FK	"Room service only until 22.00..."
AA	"Only the response to the service room is further enhanced"

Source : Trip Advisor, tiket.com, booking.com

Based on the above data, there are several complaints about interior problems and restaurant hygiene. In accordance with the above complaints, interior and cleanliness are among the things that affect the consumer's view of a restaurant, where this interior is a factor included in the store's atmosphere. According to Utami (2006) and Kotler & Keller (2012) this store atmosphere is a concept in the form of appearance, light, coloring, music, and fragrance that can elicit an emotional response and guest perception to ensure the purchase of a product or item. It deals with how the Fraya Restaurant's atmosphere is expected to be a thing that can affect consumers' views about Fraya and influence their

desire for their next visit. Because of that, I made this the focus of my scripting research, Analysis of the Influence of Store Atmosphere on the Level of Revisit Intention to Fraya Resource, Aloft South Jakarta. Therefore, the main issue I want to examine from this study is that store atmosphere indirectly affect the visiting rate of guests.

LITERATURE REVIEW
Restaurant

A restaurant is an area or building specifically established for commercial purposes and serves to provide or provide maximum service to guests where it includes services in the form of food or beverage (Marsum in Aini, 2021). Meanwhile, according to Sugiarto in Aini (2021), a restaurant is a typical place in the form of a table that is neatly arranged with the presence of guests, the smell from the kitchen, and equipped with services from waitresses. According to Marsum in Aini (2021), various restaurants categorized by their processing and serving systems are as follows :

1. A'la carte restaurant: a type of restaurant that already has permission to sell completely and varied food. Here, guests can choose food at their heart's pleasure and all of these products have their own prices.
2. Table D'hôtel restaurant: a type of restaurant centered on selling food products in the form of a table d'hote, i.e. a series of appetizers to desserts and has a set price
3. Coffee shops and brasseries: a type of restaurant commonly associated with hotel buildings. Guests can take advantage of take away, lunch, up to dinner. The usual service system is applied, namely American service with the main focus in the form of speed and ready on plate system, which means that the food products will be directly placed on the serving plate. However, sometimes there are restaurants of this type that serve food in a buffet manner.
4. Cafeteria: a small restaurant with the aim of selling a variety of products of cakes, sandwiches, various kinds of coffee, and various kinds of tea drinks. The menu sold is usually more limited and this type of restaurant avoids the sale of alcoholic beverages.
5. Canteen: type of dining area connected to other buildings such as offices, factory buildings, or school buildings. Here, people in the relevant scope easily access food and special time in the form of coffee break activities equipped with snacks as a time lag between their hours of activity.
6. Discotheques: restaurants that are also used as dance venues for guests to enjoy music and sometimes live music. Inside the discotheque, one of the main facilities provided is the bar and the usual dishes available are snacks.
7. Fish & chip shop: this type is widespread in the UK. Buyers can find a variety of potatoes and fish cooked by frying. Common types of fish are cod and food will be coated with a paper to take away.

Store Atmosphere

According to Kotler & Keller in Rismayanti & Santoso (2023) means the creation of an area in visual factors, lighting, surrounding coloring, music sound, and fragrances to form an emotion from customers who will urge them to get products from the place. Meanwhile, according to Utami in Rismayanti & Santoso (2023), the store atmosphere means a combination of the characteristics of the building's exterior appearance, building location, light installation, product placement, coloring, temperature, music sound flow, and also the fragrance that forms a characteristic from that place to the consumer's mind. According to the opinion of Berman and Evans in (Accountance et al., 2022). four dimensions of store atmosphere are :

1. Exterior: This exterior characteristic focuses on the physical appearance of the building from the outside and has a very large effect on forming store images. The outside of the store should be uniquely designed so that it can attract customers to come inside the store. Inside these exterior facilities, things to be concerned with are storefront, marquee (symbolic), inner entrance, display shelf, height of the building, surrounding neighborhood or area, and parking.
2. Interior: inside a store, the company must be able to design and maximize the interior general because a well-regulated interior can affect consumers' thinking while inside the store. The items in this category include the choice of building floor, lighting and color determination used, fragrance and coloring, type of wall, air or room temperature, building hallways, dressing facilities, transportation movement in the building, dead area (not for customers), employees or workers' staff members of the product sold. pricing and displays, and store cleanliness.
3. Store layout: Layout is how each store can arrange each room or area that is available to be utilized. Examples of usable areas are selling space used as an area for placing sold products, merchandise space used for storing stock of products, personnel space is a special place for employees who can

use for rest, the marketplace is a private space, and the scope of customer-specific areas to use for customer satisfaction such as toilets, waiting areas, and parking. The layout also pays attention to how each product sold is placed according to each group and also to the flow of roads inside the store

4. Interior display: interior inside the store that will provide information to visitors and indirectly promote store products that will increase product sales. One of the interesting ways in store displays that can be done is the theme setting display that displays special themed products such as Valentine's theme. In addition, one way of display that must be considered is rack and case display so that consumers can return the product to the correct place according to the product category.

In addition to the four-dimensional elements above, the store atmosphere also has indicators including lightning, the way items are placed, temperature, facilities, and creation or coloring (by Levy & Weitz in (Rini et al., 2023)

Revisit Intention

According to Bintarti and Kurniawan (Salsabila & Rini, 2023) revisit intention is a thought formed in the minds of customers where they will have the desire to revisit, advise others, and give positive responses to their visits to others. According to Bae, Slevitch, & Tomas in (Salsabila & Rini, 2023) this intention is easy to maintain but at the same time it is also easy to disappear because based on the consumer's thoughts on the place and from how it can increase repeated purchases from consumers. According to Anwar, Suharyono, and Bafadhal (Mulyono et al., 2021) are two dimensions:

1. Intend to recommend consumers' desire to give advice or recommendations to others
2. Intend to revise: customer's feeling that want to go again to the place on the other day

Meanwhile, according to Cheng and Lu in Riadi et al., 2023 three indicators of revision of intention are :

1. Intention to visit
2. Intention to recommend
3. Intention to promote

METHODS

This research is quantitative, which is a way of research that focuses on using a number from the data collection process to the writing of the results. In the following study, the variables to be investigated are that the atmosphere store (X) as independent variables and the revisit rate (Y) as dependent variables. Data collection is carried out by providing questionnaires in Google Form to be filled out by samples that have met the requirements and respondents will answer any questions that have been prepared in the questionnaire sheet based on their experience. In measuring respondents' answers, researchers used Likert scale measurements. In this study, the use of secondary sources came through various research journals previously.

There are some analysis methods that are used in this study. The first one is a validity test. According to Ghozali (2016), in this validity test there was a Pearson Correlation method that showed that the significance level obtained by researchers should reach 0.05. If the result of the calculation is significant < 0.05 then the distributed questionnaire is called valid. In addition, the validity test can also be seen from the calculation results is larger than the table's r-value. The second one is reliability test. The use of this method will tell whether the distributed questionnaire is reliable or not. The method of calculation conducted for this reliability test is the Alpha Cronbach method where the data results have to be > 0.6 to be said reliable.

The third one is normality test. Ghozali (2021) states that this test is a test carried out to see whether or not a distributed variable is normal where the shape of a good regression has a normally distributed variable. The test uses the Kolmogorov–Smirnov form of the Monte Carlo approach, which has the hypothesis that H0 is already normally distributed and Ha is abnormally distributed. and the significant value has to reaches > 0,05 to be normally distributed. The fourth one is heteroskedasticity. Ghozali (2021:178) said this test was conducted to see the difference between residual variants obtained from the first study to other studies. The significant value has to reaches < 0,05 so that it can be concluded that there is heteroskedasticity.

The next one is simple linear regression test. The relationship between these variables shows that one variable influenced the other in the study. In this test, the linear equation obtained can use the following formula:

$$Y = a + bX$$

Y = affected variable
X = influencing variable

a = constant value (value of Y if X = 0)

b = value of the regression coefficient (positive or negative)

Later on, when the results are obtained, if the value of linear significance reaches < 0.05 it can be concluded that there is a correlation and influence between the two variables in the study.

There are also hypotesis tests. The first one is t test. Ghozali (2021:148) states that the hypothesis test is a way of testing to show the relation of a single dependent or free variable to an independent or bound variable and the extent of the relation. In the t-test, the magnitude of the significance value was 0.05. According to calculations, researchers will get results in the form of :

1) If the calculated significance value > 0.05 then H0 will be accepted and Ha will be rejected or the conclusion is that there is no correlation in the variables used in the study

2) If the calculated significance value < 0.05 then H0 will be rejected and Ha will be accepted or the conclusion is that there is a correlation in the variables used in the study.

The last one is determination coefficient test. According to Ghozali (2021:147), this test is a way of measuring the skill level of a model explaining bound variables. From the test results, the usual values will be between 0–1 which the conclusion will be drawn that if the test results are closer to 1 it can be stated that the X as independent can clearly describe the Y as dependent while if the value is closer to 0 it can only be stated that the X variable is capable of giving a little bit of information describing the Y variable. In addition, in the determination coefficient test, an adjusted R square result will be obtained as a criteria to explain what percentage of the X variable is capable of explaining the Y variable.

RESULTS AND DISCUSSION

The results from 100 samples that filled the questionare, the majority of respondents were female (63 people), aged around 26–35 years old (62 people), lived in Jakarta (66 people), worked as office workers (55 people), and earned Rp 6,900,000 - Rp 8,900.000 (38 people) that shows the majority of respondents have an income corresponding to the food and drink price range at Fraya Restaurant which has a price range of IDR 125,000 - IDR 150,000.

Validity Test

1. Store Atmosphere Validity Test (Variable X)

Table 3 Store Atmosphere Validity Test Result

Code	Corrected item	Sig	R table	Criteria
X1	0,628	0,000	0,196	VALID
X2	0,414	0,000	0,196	VALID
X3	0,404	0,000	0,196	VALID
X4	0,488	0,000	0,196	VALID
X5	0,507	0,000	0,196	VALID
X6	0,503	0,000	0,196	VALID
X7	0,588	0,000	0,196	VALID
X8	0,530	0,000	0,196	VALID
X9	0,427	0,000	0,196	VALID
X10	0,548	0,000	0,196	VALID

Source: Researcher's data (2024)

According to the table above, all items of the variable store atmosphere are shown to be valid as the results obtained are > of 0.196 (t-table) and the significance value has a result of 0.00 < 0.05.

2. Revisit Intention Validity Test (Variable Y)

Table 4 Revisit Intention Validity Test Result

Code	Corrected item	Sig	R table	Criteria
TKK1	0,644	0,000	0,196	VALID
TKK2	0,421	0,000	0,196	VALID

TKK3	0,500	0,000	0,196	VALID
TTK4	0,554	0,000	0,196	VALID
TTK5	0,558	0,000	0,196	VALID
TTK6	0,519	0,000	0,196	VALID

Source : Researcher's data (2024)

According to table 4.3.2, it is evident that all items of the variable return level are valid because the calculated results are obtained $> 0,196$ (t-table) and the significance $0.00 < 0.05$.

Reliability Test

Table 7 Reliability Test Result

Number	Variable	Items total	R alpha	Critical R	Criteria
1.	Store atmosphere	10	0,703	0,600	RELIABLE
2.	Revisit Intention	6	0,607	0,600	RELIABLE

Source : Researcher's data (2024)

Based on table 4.3.3, the alpha cronbach value of variable X is 0.703 and the alpha cronbach value of revisit intention (Y) is 0.607. From these results, all values > 0.6 or r are critical and stated that all items in the questionnaire are reliable.

Classic Assumption test
Normality Test

Table 8. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.28732451
Most Extreme Differences	Absolute	.119
	Positive	.089
	Negative	-.119
Kolmogorov-Smirnov Z		1.189
Asymp. Sig. (2-tailed)		.118

a. Test distribution is Normal.
b. Calculated from data.

Source : Researcher's data (2024)

Based on the results of the normality test, the significance of the number is known to be 0.118. This result exceeds the significance requirement of 0.05 which indicates that the residual value of the data has been distributed with good normality.

Heteroskedasticity Test

Table 9. Heteroskedasticity Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.553	1.343		1.156	.250
	X	-.014	.030	-.047	-.466	.642

a. Dependent Variable: Abs_RES

Source : Researcher's data (2024)

This test is carried out using the Glejser method and serves to see whether or not differences will arise in the variant or residual research implemented. In this heteroskedasticity test, if the result of the significance calculation < 0.05 it will be said that the data form a heteroskedasticity while if the result of significance > 0.05, it will form a so-called homoskedasticity. Based on table above, the significance result of variable X is $0.642 > $ of 0.05. From these results it is stated that heteroskedasticity does not form.

Simple Linear Regression Test

Table 10. Simple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.202	1.951		.616	.539
	X	.567	.043	.797	13.059	.000

a. Dependent Variable: Y

Source : Researcher's data (2024)

Based on a simple linear regression test, the linear equation obtained is:

Y = 1.202 (a) + 0,567 (X) + e

According to the linear equation, if the atmosphere store is fixed then the return visit rate has a value of 1,202. Meanwhile, 0.567 is positive, meaning that if the store atmosphere increases by one level, the rate of return visits increases by 0.567. Based on the above regression test, it is also possible to infer the calculation result of the significance of 0.000 < 0.05, while for the calculation result of the count of 13.059 > 0.232. The conclusion of the two results is the formation of a linear relationship between the dependent variable (atmosphere store) and the independent variable (return visit rate).

Hypothesis Test
t test

This test is a way of showing whether there is a relation between the dependent variable and the independent variable. In this test, the significance level was 0.05 or 5%. for the t table used is 1,701 obtained from t table = n-k is 30-2 = 28. The test results shall be as follows:
1) If the significance calculation results are > 0.05 or < t table, then there is no correlation between variables in the study
2) If the significance calculation results reach < 0.05 or > t table, then there is a correlation between variables in the study

Table 11. T test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.202	1.951		.616	.539
	X	.567	.043	.797	13.059	.000

a. Dependent Variable: Y

Source : Researcher's data (2024)

H1 = Store atmosphere significantly affects the rate of return visits to Fraya Restaurant, Aloft South Jakarta

Based on the test, the significance value is 0.000 < 0.05. Meanwhile, the t is 13.059 and the t able used is 1,984 which means 13.059 > 1,984 and can be drawn a conclusion that H0 is rejected and H1 is accepted. It shows that there is a connection between the X variable (atmosphere store) to the Y variable (return visit rate).

Determination Coefficient Test

This test is applied as a means of measuring and examining the relationship between variables, namely atmospheric store (X) on the dependent variable and the revisit rate (Y). In this coefficient of determination test, the ability level of an independent variable can be seen to provide an explanation of the dependent variable. Below is a test result of the coefficient of determination (R^2):

Table 13. Determination Coefficient Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797[a]	.635	.631	1.29388

a. Predictors: (Constant), X
b. Dependent Variable: Y

Source : Researcher's data (2024)

Based on the results of the calculations, it is known that the results obtained from the test through the numbers in the Adjusted R Square table were 0.631 which concluded that the atmosphere store (X) was able to explain the variability in revisit rates (Y) was 63.1%.

Based on the research instrument test in the form of validity and reliability tests, it was stated that the entire statement of the questionnaire was valid and certainly reliable. While through classical assumptions testing of normality tests and heteroskedasticity tests it was stated that data were spread out normally, did not form heteroskedasticity and signaled that research could proceed to the next data count stage. In a simple linear regression test it was stated that the store atmosphere had a positive effect of 0.567 on the rate of return visits. This result is supported by a value in the test that the effect of the store's atmosphere as variable X on the return visit rate of $0.000 < 0.05$ and $13.059 > 1.984$. Therefore, it can be concluded that there is a significant connection from the store atmosphere to the level of the revisit intention to Fraya Restaurant, Aloft South Jakarta or it can be said that the X variable of the study played a role in providing a partial influence on the variable of the revisit level. The results of this test are in line with previous research done by Zirli Afida Rossa and Indah Respati Kusumasari (2024) in the journal "Impact Store Atmosphere, Food Quality, and Service Quality against Revision Intention on Customers of Korean Garden Thematic Cafe : Study on Rest Korean Garden Coffee and Eats Sidoarjo" which shows the atmosphere of the store can positively affect the customer's revisit rate. Then, based on the calculations made through the coefficient of determination test, it was found that the results obtained from the test in the Adjusted R Square table were 0.631 which showed that the atmosphere store (X) was able to explain the variable return visit rate (Y) of 63.1%.

CONCLUSION

According to all the test results, the researcher came to some conclusions. Looking at the data obtained from the heteroskedasticity test, the significance of variable X is 0.642 and this value is > 0.05, it is stated that there is no heteroskedasticity between variables. Then, based on the simple linear test results, the linear equation results in Y = 1,202 (a) + 0.567 (X) + e and the conclusion in the positive value of variable X is 0.567, whch means that if the store's atmosphere variable increases by 1 level then the revisit rate will also increase by 0.567. Based on the regression test it can also be concluded that the significance of $0.000 < 0.05$, while $13.059 > 0.232$. It is possible to conclude that there is a linear relationship between the dependent variable (atmosphere store) and the independent variable (revisit rate). In the hypothesis test, according to the test calculation, there is a significance of $0.000 < 0.05$ and a count of 13.509 which means count > t table ($13.509 > 1.984$). This result indicates that H0 was rejected and H1 was accepted and means that there is a connection from the independent variable (atmosphere store) to the dependent variable (return visit rate). Meanwhile, in the determination coefficient test, the adjusted R square result was 0.631 and it was concluded that the variable store atmosphere (X) was able to explain the variable return visit rate (Y) of 63.1%.

REFERENCES

Fai. (2022, 8 November) *Metode Kuantitatif Adalah*. Retrieved 22 April 2024, from https://umsu.ac.id/metode-kuantitatif-adalah/

Dr.Mulyono,S.E.,M.M. (2019, 2 Desember) *Analisis Regresi Sederhana*. Retrieved 25 April 2024, from https://bbs.binus.ac.id/management/2019/12/analisis-regresi-sederhana/#:~:text=Analisis%20regresi%20sederhana%20bertujuan%20untuk,variabel%20terkait%20atau%20dependent%20variable

Yolanda,Yolanda., & Rahmidani, Rose. (2020). Pengaruh Store Atmosphere dan Service Quality Terhadap Revisit Intention Konsumen Pada Golden Café dan Resto. *Journal Ecogen. 3*(4), 11. https://doi.org/10.24036/jmpe.v3i4.10507

Sari, Efti Novita. (2021) Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Kopi Pada Kong Djie Café Pekanbaru. *Innovative : Journal of Social Science Research. 1*(2), 7. https://doi.org/10.31004/innovative.v1i2.18

Tantowi, Achmad Imam., & Pratomo, Anton Widio. (2020). Pengaruh Store Atmosphere dan Experiental Marketnig Terhadap Keputusan Pembelian di Kopi Daong Pancawati. *Jurnal Ilmu Manajemen Kesatuan. 8*(2),10-11. https://doi.org/10.37641/jimkes.v8i2.328

Fikriando, Eko., & Syafrizal. (2020) Pengaruh Store Atmosphere, Consumer Innovativeness, dan Brand Image Terhadap Customer Repurchase Intention pada McDonald's Ahmad Yani, Padang. *Menara Ilmu. 14*(02), 10-12. https://doi.org/10.31869/mi.v14i2.1880

Wardani, Erlinda Kusuma., & Purwarnto, Sugeng. (2023). Pengaruh Store Atmosphere dan Perceived Quality Terhadap Repurchase Intention Pelanggan Kedai Kopi Janji Jiwa di Kota Surabaya. *Management Studies and Entrepreneurship Journal. 4*(5), 7-8. https://doi.org/10.37385/msej.v4i5.1855

Purwianti, L., & Nuzula, I. (2024). Analisa Yang Mempengaruhi Repurchase Intention Pada J.Co di Kota Batam. *Management. 5*(1), 11. https://doi.org/10.37385/msej.v5i1.4470

Lin, Shin-Yi., & Chang, Chia Chi. (2020). Tea for well-being : Restaurant atmosphere and repurchase intention for hotel afternoon tea services. *Sustainability (Switzerland). 12*(3), 10-11. https://doi.org/10.3390/su12030778

Rismayanti, Annatiqa., & Santoso, Ignatius Hari. (2023). Store Atmosphere, Word of Mouth, dan Price Perception terhadap Keputusan Pembelian. *Journalof Business and Management (JOMB). 5*(1), 3-4. https://doi.org/10.31539/jomb.v5i1.5465

Afida Rossa, Z., & Respati Kusumasari, I. (2024). Pengaruh Store Atmosphere, Food Quality, dan Service Quality terhadap Revisit Intention pada Pelanggan Korean Garden Thematic Cafe: Studi pada Rest Korean Garden Coffee And Eats Sidoarjo. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah. 6*(3),4020–4032. https://doi.org/10.47467/alkharaj.v6i3.6140

Indranopa, R., & Hermanto, A. (2021). Pengaruh Store Atmosphere Terhadap Minat Beli Konsumen Pada Distro Three Second Di Kota Mataram. *Jmm Unram - Master of Management Journal. 10*(4), 236–246. https://doi.org/10.29303/jmm.v10i4.672

Mulyono, A. V., Septiano, B., & Aprilia, A. (2021). Pengaruh Dining Experience Terhadap Kepuasan Konsumen Dan Revisit Intention Di Restoran Korea Di Surabaya Pada Era New Normal. *Jurnal ManajemenPerhotelan. 7*(1), 20–31. https://doi.org/10.9744/jmp.7.1.20-31

Pratama, F., & Sarudin, R. (2023). Pengaruh Green Marketing Terhadap Minat Beli Produk Food and Beverage Di Starbucks Bsd. *Jurnal Ilmiah Global Education. 4*(4), 2447–2454. https://doi.org/10.55681/jige.v4i4.1361

Riadi, D., Permadi, L. A., & Retnowati, W. (2023). Pengaruh Kualitas Pelayanan Terhadap Minat Berkunjung Kembali Ke Desa Wisata HijauBilebante Yang Dimediasi Oleh Kepuasan Wisatawan. *Jurnal Riset Pemasaran. 2*(2)*,* 38–49. https://doi.org/10.29303/jrp.v2i2.2678

Rini, C., Indriani, A., & Pramono, C. (2023). Pengaruh Store Atmosphere Dan Harga Terhadap Minat Beli Pengunjung Meuligoe Kupi Atjeh Binjai. *Jurnal Ilmiah Magister Manajemen.6*(September), 182–192. https://doi.org/10.30596/maneggio.v6i2.17253

Salsabila, I., & Rini, R. O. P. (2023). Pengaruh Dining Experience terhadap Kepuasan Konsumen dan Revisit Intention di Restoran Indonesia di KoreaSelatan (Studi Kasus di Bali Resto, Dejon). *Open Journal System. 17*(7), 1623–1637. https://doi.org/10.33578/mbi.v17i7.297

Tufahati, N., Barkah, C. S., Tresna, P. W., & Chan, A. (2021). The Impact of Customer Satisfaction on Repurchase Intention (Surveys on Customer of Bloomythings). *Journal of Business & Applied Management. 14*(2), 177. https://doi.org/10.30813/jbam.v14i2.3098