

THE EFFECT OF RESTAURANT ATMOSPHERE AND SALES PROMOTION ON REPURCHASE INTENTION MEDIATED BY CUSTOMER SATISFACTION (A STUDY ON HORSE COFFEE & EATERY)

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) in the Food and Beverage sector have recently experienced rapid development. One of these business phenomena is coffee shops. Thousands of coffee shops in Indonesia are now mushrooming to various regions, requiring business owners to be creative and able to follow developments by creating good marketing strategies that can generate repeat purchase intentions. Strategies that can be developed to generate repeat purchase intentions can be done by improving the restaurant atmosphere and creating attractive sales promotions. In reality, not all cafes have high repeat purchase intentions, including Horse Coffee & Eatery. This study aims to explain the influence of restaurant atmosphere and sales promotions on repeat purchase intentions mediated by customer satisfaction. Data collection was carried out by distributing questionnaires. The sampling technique in this study was purposive sampling. The sample used was 140 consumers who met the criteria. The data analysis technique used Path Analysis. The results of the study indicate that, 1) restaurant atmosphere and sales promotion have a positive and significant effect on repurchase intention, 2) restaurant atmosphere and sales promotion have a positive and significant effect on customer satisfaction, 3) customer satisfaction has a positive and significant effect on repurchase intention, 4) customer satisfaction acts as a partial mediator in the influence of restaurant atmosphere and sales promotion on repurchase intention. Based on these results, it is recommended that Horse Coffee & Eatery be able to maintain cleanliness, provide economical packages, and better service to attract consumer repurchase intention.

Keywords: Restaurant Atmosphere, Sales Promotion, Customer Satisfaction, Repurchase Intention

INTRODUCTION

The mushrooming of coffee shop businesses in Indonesia also emerged and occurred in Denpasar City. Coffee businesses in Denpasar City are becoming more numerous and creating very tight competition between coffee shops. Currently, coffee shops have interesting concepts that invite interest in visiting the coffee shop. Some of the well-known coffee shops in Denpasar are presented in the table below.

Table 1. List of Coffee Shops in Denpasar

No	Coffee Shop Name	Address
1	Mood Coffee	Jl. Sumatera No. 44, Dauh Puri Kangin, Denpasar
2	333 Club House	Jl. Tukad Pakerisan No. 6, Panjer, Denpasar
3	In-laws Coffee	Jl. Diponegoro No. b5, Dauh Puri, Denpasar
4	Zodiac Coffee & Co	Jl. Raya Puputan No. 54, Dangin Puri Klod
5	Fore Coffee	Jl. Teuku Umar No. 147, Dauh Puri Kauh

6	Hanaka Coffee	Jl. Komodo Island No. 24, Dauh Puri Klod
7	Tomoro Coffee	Jl. Raya Sesetan No. 14, Sesetan, Denpasar
8	Horse Coffee & Eatery	Blue Tile Shop No. A10, Denpasar

Source: Processed data, 2024

Judging from this phenomenon, business actors in the food and beverage (F&B) sector, especially coffee drinks, are required to be creative so that they can follow business developments that occur dynamically from time to time, by creating good marketing strategies so that they can generate repeat purchase intentions.

Horse Coffee & Eatery was established in November 2022. Horse Coffee & Eatery is located at Genteng Biru Shop No. A10. Horse Coffee & Eatery has a cafe concept that carries the theme of "Shio" or Chinese zodiac. This concept is different from its competitor located a few meters next to it, namely Zodiac Coffee & Co which carries the Zodiac Sign concept. Both coffee shops serve coffee and non-coffee drink menus. In early 2023, both coffee shops were crowded with visitors. Until mid-2023, Zodiac Coffee & Co decided to move locations because they needed a larger area. Horse Coffee & Eatery is still located in the same place, but sales have started to decline.

According to information obtained from Horse Coffee & Eatery Management, in the last few months there has been a decline in sales which has resulted in a decline in revenue. Horse Coffee & Eatery Management stated that the decline in revenue has decreased since August 2023 Horse Coffee & Eatery. This is allegedly due to the lack of visitors coming to shop and relax at Horse Coffee & Eatery. Meanwhile, online sales from Horse Coffee & Eatery are also not running smoothly because there are only one or two buyers each day. Strategies are implemented to attract consumers to visit and spend some of their free time at the coffee shop. Many coffee shops are now implementing concepts with an attractive atmosphere and intensifying promotions to generate repeat purchase interest from their consumers.

Consumer repurchase intention is an important factor in determining the business targets to be achieved. High repurchase intention can result in high sales volume so that the company's profits will be even higher. To achieve high profits, companies must consider how to attract customer's repurchase intention for the goods or services (Natalia & Suparna, 2023). According to Wardani (2022) Customer satisfaction is important for companies to pay attention to because it can influence repurchase decisions. Repurchase intention is customer behavior where customers have had an experience that exceeds their expectations and respond positively to the quality of a company's service and intend to return to that location (Semuel and Chandra, 2020). Therefore, to foster repurchase intention in a company, a strategy and development of its business are needed.

The most phenomenal strategy according to Hermawan & Hadibrata (2023) is to make the coffee shop atmosphere a comfortable, clean place to hang out, gather and do business with other supporting facilities. This is in line with research which states that in the past coffee shops had minimal and uncomfortable facilities, but now coffee shops are synonymous with comfortable places because they are equipped with AC, WiFi, comfortable sofas or seats and unique interior designs (Adithia & Jaya, 2021). According to Nugrahaeni et al. (2021) the restaurant atmosphere is a part of the atmosphere and layout of a shop which is very important in attracting potential consumers. Creating a good restaurant atmosphere will allow for an increase in sales. Consumers will make purchases in the shop if the restaurant atmosphere is comfortable. The atmosphere in the shop is very important because it also affects a person's desires while in the shop, so that

consumers can spend their time in the shop and there are opportunities (Catherine & Santoso, 2021). Currently, the atmosphere offered by a place is a consideration for consumers to visit. Not only that, the current consumer tendency to like new things and places with aesthetic designs also encourages consumers to visit a place. Research on the phenomenon of restaurant atmosphere was conducted by Restuputra & Rahanatha (2020) which stated that the restaurant atmosphere has a positive and significant influence on repurchase intentions. These results indicate that the better the store atmosphere created, the greater the repurchase intention. However, conflicting results were also found in a study by Prabowo (2018) where the study found that the restaurant atmosphere had no significant effect on repurchase intentions.

In addition to the restaurant atmosphere, sales promotion is also a strategy that can be implemented by business people to attract repurchase intentions. Sales promotion is a method used by marketers to provide information, persuade, and influence consumers and potential consumers. Sugiyarti and Mardiyono (2021) explain that sales promotion is a variety of promotional activities carried out by companies to stimulate the purchasing process of a product to increase sales volume by using various incentives so that consumers are influenced to make purchases. Sales promotion is understood as all activities to attract consumers' attention by providing a number of stimuli so that consumers are interested in making purchases (Dharmawan, 2021). Research on the phenomenon of sales promotion was conducted by Fikri & Lisdayanti (2020) who found that sales promotion significantly affects repurchase intentions, by carrying out intensive promotions can increase a person's purchase intention. These results indicate that the better the sales promotion created, the more it will increase repurchase intentions. The results of the opposite study were also found by Kristanto (2021) who in the study found that sales promotion had no significant effect on repurchase intentions.

The existence of a research gap resulting from previous studies is the basis for identifying what variables are likely to mediate the influence of restaurant atmosphere and sales promotions on repurchase intentions. Based on research conducted by Rahmawati et al., (2020) stated that there is an influence of restaurant atmosphere on repurchase intentions through customer satisfaction at Makarez Café Surakarta. A similar thing was also found in research conducted by Kurniawan & Dirgantara (2021) at Legend Coffee Yogyakarta. The research conducted by Wardani (2022) stated that there is an influence of sales promotions on repurchase intentions through customer satisfaction at 200 Cafés and Food in Malang City. Based on several studies, the consumer satisfaction variable is used in this study to mediate the influence of restaurant atmosphere and sales promotions on repurchase intentions. Consumer satisfaction has an effect on interest in repeat purchases made after the decision to purchase goods or services (Tiefani, 2020). A pleasant restaurant atmosphere will attract consumers to visit the store, resulting in customer satisfaction (Attariq & Siregar, 2022). According to Kusumadewi & Saraswati (2020), satisfied customers will buy products again, praise the products they buy in front of others and with customer satisfaction it will affect repurchase intentions. Satisfaction is an emotional state, where after someone buys a product or uses a service there will be a reaction in the form of satisfaction, dissatisfaction, joy, and so on (Antara & Rastini, 2022). The creation of customer satisfaction can provide several benefits including a harmonious relationship between the company and consumers, providing a good basis for making repeat purchases and creating consumer loyalty (Nurjuman et al. 2023). The percentage of success of a product, brand or brand will also increase along with the increase in the level

of customer satisfaction (Sari et al. 2023). Research on customer satisfaction has also been conducted by Tiefani (2020) and Antara & Rastini (2022) which states that the greater the satisfaction obtained by consumers, the greater the intention to repurchase.

Based on the phenomenon and conditions of Horse Coffee & Eatery, researchers are interested in finding out whether the restaurant atmosphere and sales promotions affect repurchase intentions. For this purpose, a preliminary survey was conducted on 25 respondents who had visited Horse Coffee & Eatery within a period of two weeks. This preliminary survey was conducted as an illustration of how many people have repurchase intentions to Horse Coffee & Eatery.

Table 2. Research Pre-Survey Results Table

	Question	Yes	No
1	Does Horse Coffee & Eatery have a comfortable restaurant atmosphere?	15	10
2	Does Horse Coffee & Eatery have any interesting sales promotions?	12	13
3	Are you satisfied with the service provided by Horse Coffee & Eatery?	15	10
4	Would you like to repurchase products from Horse Coffee & Eatery?	13	12

Source: Processed data, 2023

Based on a pre-survey conducted on 25 respondents, the results showed that 13 people wanted to buy back to Horse Coffee & Eatery and 12 others did not want to buy back. The first question item showed that 15 people felt comfortable with the atmosphere at Horse Coffee & Eatery while 10 others did not. The second question showed that 12 people were interested in the sales promotion from Horse Coffee & Eatery and 13 people were not interested. The third question showed that 15 people were satisfied with the service provided by Horse Coffee & Eatery while 10 others were not. The statement of not wanting to buy back was confirmed by 12 respondents who felt that the atmosphere of the restaurant and the service provided by Horse Coffee & Eatery were sufficient. Data from this pre-survey showed that there were problems that occurred at Horse Coffee & Eatery that affected the intention to buy back visitors.

Based on the description and background of the problems above, the researcher is interested in examining the effect of restaurant atmosphere and sales promotion on repurchase intention. This study also aims to determine the role of customer satisfaction in mediating the relationship between restaurant atmosphere and sales promotion on repurchase intention at Horse Coffee & Eatery.

RESEARCH METHODS

This study uses a quantitative approach with the associative causality method. Associative research is research that aims to determine the influence between two or more variables (Sugiyono, 2019:65). According to Sugiyono (2019:66) a causal relationship is a relationship that is causal, namely there are independent variables (variables that influence) and dependent variables (variables that are influenced). The associative causality method in this study is useful for explaining the role of customer satisfaction variables in mediating the influence of restaurant atmosphere and sales promotions on repurchase intentions.

This research was conducted at Horse Coffee & Eatery located at Genteng Biru Shop No. A10, Denpasar City. The selection of this research location was based on the consideration that Horse Coffee & Eatery experienced a decline in sales amidst the growth of many coffee shops in Denpasar City. Denpasar City is also a target for entrepreneurs to build a business in order to grow quickly and gain a lot of profit. This is because Denpasar City has a high level of mobility because it is the center of government and education so that it is likely to have a high level of saturation. In addition, Denpasar City is an industrial center in Bali Province so that many businesses are built in Denpasar City, one of which is a coffee shop business.

The number of indicators to be used in this study is 18 indicators, so the sample size is $5 \times 18 = 90$ to $10 \times 18 = 180$. So, the sample range needed is 90 - 180 respondents. Due to certain considerations such as the criteria used in the study, the researcher determined 140 respondents to be used as samples. The data analysis technique uses Path Analysis.

RESULTS AND DISCUSSION

Inferential Statistical Analysis Results

Table 2. Results of Regression Analysis on Sub-structure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	5.405	1,014		5.329	< 0.001
Restaurant atmosphere	0.393	0.082	0.439	4.793	< 0.001
Sales promotion	0.396	0.100	0.362	3,951	< 0.001
R ² = 0.575					

Source: Appendix 7, processed primary data, 2024

Based on the results of the path analysis in Table 2, the structural equation formed can be formulated as follows.

$$M = \beta_3 X_1 + \beta_4 X_2 + \varepsilon_1$$

$$M = 0.439 X_1 + 0.362 X_2$$

The restaurant atmosphere variable has a coefficient of 0.439, according to the structural equation, which indicates that it positively affects customer satisfaction; if the restaurant environment rises, so will customer contentment, and vice versa. With a correlation of 0.362, the sales promotion variable indicates that it positively affects customer satisfaction; as sales promotion rises, so will customer contentment, and vice versa.

Based on the hypothesis that has been formulated, structural equation 2 can be formulated as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 M + \varepsilon_2$$

In this study, the influence of restaurant atmosphere, sales promotion, and customer satisfaction on repurchase intention was calculated using the SPSS for Windows program. The following shows the results of the second structure calculation in Table 3.

Table 3. Results of Regression Analysis on Sub-structure 2

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(constant)	1.289	0.947		1,361	0.176
Restaurant atmosphere	0.339	0.075	0.424	4,502	< 0.001
Sales promotion	0.182	0.090	0.186	2,024	0.045
Customer satisfaction	0.220	0.073	0.246	3.025	0.003
R2 = 0.617					

Source: Appendix 7, processed primary data, 2024

Based on the results of the path analysis in Table 3, the structural equation formed can be formulated as follows.

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 M + \varepsilon_2$$

$$Y = 0.424 X_1 + 0.186 X_2 + 0.246 M$$

The structural equation can be interpreted that the restaurant atmosphere variable has a coefficient of 0.424, meaning that the restaurant atmosphere has a positive influence on repurchase intentions. Repurchase intention will rise in tandem with an improvement in the restaurant's atmosphere. With a coefficient of 0.186, the sales promotion variable indicates that repurchase intentions are positively impacted by sales promotion. Repurchase intention will rise in response to increased sales promotion, and vice versa. With a coefficient of 0.246, the customer satisfaction variable indicates that repurchase intentions are positively impacted by customer satisfaction. Repurchase intention will rise in tandem with customer happiness, and vice versa.

Path coefficient diagram form

(1) Direct Effect

- The influence of the restaurant atmosphere variable (X_1) on repurchase intention (Y) is 0.424.
- The influence of the sales promotion variable (X_2) on repurchase intention (Y) is 0.186
- The influence of the restaurant atmosphere variable (X_1) on customer satisfaction (M) is 0.439.
- The influence of the sales promotion variable (X_2) on customer satisfaction (M) is 0.362
- The influence of the customer satisfaction variable (M) on repurchase intention (Y) is 0.246

(2) Indirect Effect

- The indirect effect of the restaurant atmosphere variable (X_1) on repurchase intention (Y) with customer satisfaction (M) as an intermediary variable is $0.439 \times 0.246 = 0.107$.

- b) The indirect effect of the sales promotion variable (X2) on repurchase intention (Y) with customer satisfaction (M) as an intermediary variable is $0.362 \times 0.246 = 0.089$.

(3) Testing the value of the coefficient of determination (R²) and error variables

In order to create the final path diagram model, this test will display the values of each determination coefficient for structural 1 and structural 2, as well as the values of each error variable in each structure. The following are the outcomes of determining the values of the error variables in each structure:

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = = = 0.651 \sqrt{1 - R_1^2} \sqrt{1 - 0.575}$$

$$e_2 = = = 0.618 \sqrt{1 - R_2^2} \sqrt{1 - 0.617}$$

In calculating the influence of error (e), the results are obtained for the influence of error structure 1 (e₁) and the influence of error structure 2 (e₂). Then the total determination coefficient is calculated as follows.

$$\begin{aligned} R_{2m} &= 1 - (e_1)^2(e_2)^2 \\ &= 1 - (0.651)^2(0.618)^2 \\ &= 1 - (0.423)(0.381) \\ &= 1 - 0.161 \\ &= 0.838 \end{aligned}$$

With a total determination coefficient value of 0.838, it can be concluded that the restaurant atmosphere, sales promotion, and customer satisfaction account for 83.8 percent of the repurchase intention variable at Horse Coffee & Eatery, with the remaining 16.2 percent being influenced by factors outside or not included in the research model.

1) Calculating path coefficients simultaneously (overall)

The results of the structural F test 1, namely the variables of restaurant atmosphere and sales promotion on customer satisfaction, can be seen in the following table:

Table 4. Results of Sub-structural F Test 1

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	681,345	2	340,673	92,530	< 0.001
Residual	504,398	137	3.628		
Total	1185.743	139			

Source: Appendix 7, processed primary data, 2024

Table 4 shows the calculated F value of 92.530 while the F table with df₁ = 2 – 1 = 1 and df₂ = 140 – 2 = 138, then the F table is 3.91. Because the calculated F value is greater than the F table, thus the regression model between restaurant atmosphere and sales promotion on customer satisfaction is declared feasible.

The results of the structural F test 2, namely the variables of restaurant atmosphere, sales promotion, and customer satisfaction with repurchase intentions, can be seen in the following table:

Table 5. Results of Sub-structural F Test 2

Model	Sum of Squares	df	Mean Square	F	Sig.
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Regression	582,535	3	194,178	72,978	< 0.001
Residual	361,865	136	2,661		
Total	944,400	139			

Source: Appendix 7, processed primary data, 2024

Table 5 shows the calculated F value of 72.978 while the F table with $df_1 = 3 - 1 = 2$ and $df_2 = 140 - 3 = 137$, then the F table is 3.06. Because the calculated F value is greater than the F table, thus the regression model between restaurant atmosphere, sales promotion, and customer satisfaction on repurchase intention is declared feasible.

2) Calculating path coefficients individually

The testing criteria to explain the interpretation of the influence of each variable are as follows:

If $\text{sig} \leq 0.05$ then H_0 is rejected and H_a is accepted.

If $\text{sig} > 0.05$ then H_0 is accepted and H_a is rejected.

The following are the results of hypothesis testing.

- (1) The restaurant atmosphere variable (X_1) has a positive and significant effect on repurchase intention (Y)

H_0 : There is no influence of restaurant atmosphere (X_1) on repurchase intention (Y)

H_1 : There is an influence of restaurant atmosphere (X_1) on repurchase intention (Y)

The restaurant atmosphere has a Beta value of 0.424 and a sig. probability value of <0.001, so it can be said that H_1 is accepted because the sig. probability value is <0.05

It can be concluded that the restaurant atmosphere has a positive and significant effect on repurchase intention. In other words, the better the restaurant atmosphere, the better the repurchase intention for Horse Coffee & Eatery products, so the first hypothesis is accepted.

- (2) The sales promotion variable (X_2) has a positive and significant effect on the repurchase intention variable (Y).

H_0 : There is no influence of sales promotion (X_2) on repurchase intention (Y)

H_2 : There is an influence of sales promotion (X_2) on repurchase intention (Y)

Sales promotion has a Beta value of 0.186 and a sig. probability value of 0.045, so it can be said that H_2 is accepted because the sig. probability value is $0.045 < 0.05$

It can be concluded that sales promotion has a positive and significant effect on repurchase intention. In other words, the more sales promotion increases, the more repurchase intention for Horse Coffee & Eatery products increases, so the second hypothesis is accepted.

- (3) The restaurant atmosphere variable (X_1) has a positive and significant effect on customer satisfaction (M)

H_0 : There is no influence of restaurant atmosphere (X_1) on customer satisfaction (M)

H_3 : There is an influence of restaurant atmosphere (X_1) on customer satisfaction (M)

The restaurant atmosphere has a Beta value of 0.439 and a sig. probability value of <0.001, so it can be said that H_3 is accepted because the sig. probability value is <0.05.

It can be concluded that the restaurant atmosphere has a positive and significant effect on customer satisfaction. In other words, the better the

restaurant atmosphere, the better customer satisfaction at Horse Coffee & Eatery will be, so the third hypothesis is accepted.

- (4) The sales promotion variable (X₂) has a positive and significant effect on the customer satisfaction variable (M).

H₀: There is no influence of sales promotion (X₂) on customer satisfaction (M)

H₄: There is an influence of sales promotion (X₂) on customer satisfaction (M)

Sales promotion has a Beta value of 0.362 and a sig. probability value of <0.001, so it can be said that H₄ is accepted because the sig. probability value is <0.05

It can be concluded that sales promotion has a positive and significant effect on customer satisfaction. In other words, the more sales promotion increases, the more customer satisfaction at Horse Coffee & Eatery increases, so the fourth hypothesis is accepted.

- (5) Customer satisfaction variable (M) has a positive and significant effect on the repurchase intention variable (Y)

H₀: There is no influence of customer satisfaction (M) on repurchase intention (Y)

H₅: There is an influence of customer satisfaction (M) on repurchase intention (Y)

Customer satisfaction has a Beta value of 0.246 and a sig. probability value of 0.003, so it can be said that H₅ is accepted because the sig. probability value is 0.003 < 0.05.

It can be concluded that customer satisfaction has a positive and significant effect on repurchase intention. In other words, the higher the customer satisfaction, the higher the repurchase intention for Horse Coffee & Eatery products, so the fifth hypothesis is accepted.

3) Summarize and conclude

Table 6. Direct Influence, Indirect Influence of Restaurant Atmosphere, Sales Promotion, Customer Satisfaction, and Repurchase Intention

Influence of Variables	Direct Influence	Indirect Influence Through Customer Satisfaction	Total Influence	Sig.	Results
X ₁ → Y	0.424	0.107	0.531	0.001	Significant
X ₂ → Y	0.186	0.089	0.275	0.045	Significant
X ₁ → M	0.439	-	-	0.001	Significant
X ₂ → M	0.362	-	-	0.001	Significant
M → Y	0.246	-	-	0.003	Significant

Source: Processed primary data, 2024

Table 6 shows the summary results of the values of each direct and indirect influence path, as well as the total influence between variables on each structural equation produced through the path analysis technique. The following will explain the meaning of the values in Table 6.

- a) The influence of restaurant atmosphere on repurchase intention

Research conducted at Horse Coffee & Eatery on the influence of restaurant atmosphere on repurchase intention, obtained the results that restaurant atmosphere has a direct influence on repurchase intention of 0.424 with a significance of <0.001 on repurchase intention.

- b) The influence of sales promotions on repurchase intentions

Research conducted at Horse Coffee & Eatery on the influence of sales promotion on repurchase intention, the results obtained were that sales promotion has a direct influence on repurchase intention of 0.186 with a significance of 0.045 on repurchase intention.

c) The influence of restaurant atmosphere on customer satisfaction

Research conducted at Horse Coffee & Eatery on the influence of restaurant atmosphere on customer satisfaction, obtained the results that restaurant atmosphere has a direct influence on customer satisfaction of 0.439 with a significance of <0.001 on customer satisfaction.

d) The influence of sales promotions on customer satisfaction

Research conducted at Horse Coffee & Eatery on the influence of sales promotion on customer satisfaction, the results obtained were that sales promotion has a direct influence on customer satisfaction of 0.362 with a significance of <0.001 on customer satisfaction.

e) The influence of customer satisfaction on repurchase intention

Research conducted at Horse Coffee & Eatery on the influence of customer satisfaction on repurchase intention, the results obtained were that customer satisfaction has a direct influence on repurchase intention of 0.246 with a significance of <0.001 on repurchase intention.

f) Customer satisfaction mediates the influence of restaurant atmosphere on repurchase intention

Research conducted at Horse Coffee & Eatery on the role of customer satisfaction mediating the influence of restaurant atmosphere on repurchase intention, the results obtained that the restaurant atmosphere has a direct influence on repurchase intention of 0.424 and an indirect influence of 0.107. The total influence of the restaurant atmosphere on repurchase intention of 0.531 is greater than its direct influence, this means that the influence of the restaurant atmosphere on repurchase intention will be better if using the mediation variable of customer satisfaction.

g) Customer satisfaction mediates the effect of sales promotion on repurchase intention

Research conducted at Horse Coffee & Eatery on the role of customer satisfaction mediating the influence of sales promotion on repurchase intention, the results obtained that sales promotion has a direct influence on repurchase intention of 0.186 and an indirect influence of 0.089. The total influence of sales promotion on repurchase intention of 0.275 is greater than its direct influence, this means that the influence of sales promotion on repurchase intention will be better if using the mediation variable of customer satisfaction.

Classical assumption test

(1) Normality Test

Table 7. Kolmogorov-Smirnov Normality Test

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Structure 1	0.200
Structure 2	0.086

Source: Appendix 8, processed primary data, 2024

The Asymp. Sig. (2-tailed) Kolmogorov-Smirnov value is 0.200 and 0.086, according to the normalcy test using the One-Sample Kolmogorov-Smirnov Test displayed in Table 7. The model satisfies the assumption of normality since the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov value is higher than the alpha value of 0.05, suggesting that the data utilized in this investigation is normally distributed.

(2) Multicollinearity Test

Table 8. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
Structure 1	Restaurant atmosphere	0.371	2,697
	Sales promotion	0.371	2,697
Structure 2	Restaurant atmosphere	0.318	3.149
	Sales promotion	0.333	3.004
	Customer satisfaction	0.425	2,351

Source: Appendix 8, processed primary data, 2024

Table 8 indicates that none of the independent variables have a tolerance value below 0.10 or a VIF value more than 10. Consequently, there are no signs of multicollinearity in the regression model.

(3) Heteroscedasticity Test

Table 9. Heteroscedasticity Test

Equality	Model	T	Sig.
Structure 1	Restaurant atmosphere	0.137	0.891
	Sales promotion	1,932	0.055
Structure 2	Restaurant atmosphere	-0.001	0.999
	Sales promotion	0.559	0.577
	Customer satisfaction	0.029	0.977

Source: Appendix 8, processed primary data, 2024

Based on Table 9, it is shown that each model has a significance value greater than 5%. This shows that the independent variables used in this study do not significantly affect the dependent variable, namely absolute error, therefore, this study is free from heteroscedasticity symptoms.

Sobel Test Results.

The role of customer satisfaction in mediating the influence of restaurant atmosphere on repurchase intention

(1) Formulating Hypothesis

Ho = Customer satisfaction is not a mediating variable for the indirect influence of restaurant atmosphere variables on repurchase intentions.

H1 = Customer satisfaction as a mediating variable for the indirect influence of restaurant atmosphere variables on repurchase intentions.

(2) Real Level

Alpha level of significance = 0.05

(3) Hypothesis Testing Criteria

1. z count \leq z table, then H_0 is accepted which means customer satisfaction is not a mediating variable
2. z count \geq z table, then H_1 is accepted which means customer satisfaction is a mediating variable

(4) Count

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

$$Z = \frac{0,439 \cdot 0,246}{\sqrt{(0,246^2 0,082^2) + (0,439^2 0,073^2) + (0,082^2 0,073^2)}}$$

$$Z = \frac{0,107}{0,038}$$

$$Z = 2.816$$

(5) Conclusion

Based on the results of the Sobel test, it shows that the z tabulation result is 2.816, which means it is more than the z table value ($2.816 > 1.96$) so that H_0 is rejected and H_1 is accepted. These results mean that customer satisfaction as a mediating variable is assessed positively and significantly able to mediate the influence of restaurant atmosphere on repurchase intentions.

The role of customer satisfaction in mediating the influence of sales promotion on repurchase intention

(1) Formulating Hypothesis

H_0 = Customer satisfaction is not a mediating variable for the indirect influence of sales promotion variables on repurchase intentions.

H_1 = Customer satisfaction as a mediating variable for the indirect influence of sales promotion variables on repurchase intentions.

(2) Real Level

Alpha level of significance = 0.05

(3) Hypothesis Testing Criteria

3. z count \leq z table, then H_0 is accepted which means customer satisfaction is not a mediating variable
4. z count \geq z table, then H_1 is accepted which means customer satisfaction is a mediating variable

(4) Count

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

$$Z = \frac{0,362 \cdot 0,246}{\sqrt{(0,246^2 0,100^2) + (0,362^2 0,073^2) + (0,100^2 0,073^2)}}$$

$$Z = \frac{0,089}{0,036}$$

$$Z = 2.417$$

(5) Conclusion

Based on the results of the Sobel test, it shows that the z tabulation result is 2.417, which means it is more than the z table value ($2.417 > 1.96$) so that H_0 is rejected and H_1 is accepted. These results mean that customer satisfaction as a mediating variable is assessed positively and significantly able to mediate the influence of sales promotion on repurchase intention.

VAF Test Results

Variance Accounted For (VAF) is a measure of how much the mediating variable is able to absorb direct influence. The correlation between the path coefficient value and the overall path coefficient value is determined using the VAF test. The following formula is used to determine the VAF value:

- (1) The Role of Customer Satisfaction in Mediating the Influence of Restaurant Atmosphere on Repurchase Intention

$$VAF = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

$$VAF = \frac{0,107}{0,424+0,107}$$

$$VAF = 0.2015 \text{ (20.15\%)}$$

The determined result of 20.15%, which falls between 20% and 80%, according to the VAF test, can be classified as a partial mediation. This means that the restaurant atmosphere at Horse Coffee & Eatery somewhat mediates the relationship between customer satisfaction and repurchase intentions.

- (2) The Role of Customer Satisfaction in Mediating the Effect of Sales Promotion on Repurchase Intention

$$VAF = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

$$VAF = \frac{0,089}{0,186+0,089}$$

$$VAF = 0.3236 \text{ (32.36\%)}$$

Based on the VAF test, the calculated value of 32.36% which is between 20% - 80% can be categorized as a partial mediation, so it can be concluded that customer satisfaction partially mediates sales promotion on repurchase intention at Horse Coffee & Eatery.

Discussion of Research Results

The influence of restaurant atmosphere on repurchase intention

The results of the hypothesis in this study indicate that the restaurant atmosphere has a positive and significant influence on repurchase intentions. The better the restaurant atmosphere, the higher the repurchase intention at Horse Coffee & Eatery, so the hypothesis is accepted.

The effect of restaurant atmosphere on repurchase intention at Horse Coffee & Eatery obtained positive and significant results because the five indicators had good values. These results were confirmed by the questionnaire results which obtained an overall average value of 3.92 which was included in the good category. This means that respondents had a good value for the atmosphere at Horse Coffee & Eatery. Based on the theory of consumer behavior, consumer psychology can be influenced by several things, one of which is the atmosphere provided by the place. So, if customers feel that the atmosphere of Horse Coffee & Eatery is good, it will stimulate customers to make repeat purchases.

The results of previous research conducted by Azagan & Nitya (2020) stated that the restaurant atmosphere has a positive and significant effect on repurchase intentions at Transmart Carrefour. In line with research conducted by Samuel & Chandra (2020); Catherine & Santoso (2021); Pratama & Purwanto (2022); Pratiwi et al. (2020); Lin & Chang (2020); and research conducted by Sam et al. (2023) also stated the same thing, that the

restaurant atmosphere has a significant effect on repurchase intentions at Locana Cafe, Medan City.

The influence of sales promotions on repurchase intentions

The results of the hypothesis in this study indicate that sales promotion has a positive and significant influence on repurchase intention. The better the sales promotion, the greater the repurchase intention at Horse Coffee & Eatery, so the hypothesis is accepted.

The influence of sales promotion on repurchase intention at Horse Coffee & Eatery obtained positive and significant results because three of the four indicators had good values. These results were confirmed by the results of the questionnaire which obtained an overall average value of 3.68 which is included in the good category. This means that respondents have a good value for the promotion carried out by Horse Coffee & Eatery. Based on the theory of consumer behavior, purchasing decisions are influenced by what product, what brand, and where the place is in accordance with consumer desires. By predicting consumer behavior, Horse Coffee & Eatery can design the right strategy to influence consumers, one of which is by providing promotions. So, if customers feel that the promotion of the product given by Horse Coffee & Eatery is good, it will stimulate customers to make purchases.

The results of previous research conducted by Restuputra & Rahanatha (2020) stated that sales promotions have a positive and significant effect on repurchase intentions at Kafe Excelso, Denpasar City. In line with research conducted by Fikri & Lisdayanti (2020); Napontun & Pimchainoi (2023); Dewi & Jatra (2021); Pradana et al.; Alifyanti et al., (2022); and research conducted by Junikon & Ali (2022) also stated the same thing, that sales promotions have a significant effect on repurchase intentions.

The influence of restaurant atmosphere on customer satisfaction

The results of the hypothesis in this study indicate that the restaurant atmosphere has a positive and significant influence on customer satisfaction. The conclusion is that the better or more positive the restaurant atmosphere, the higher the customer satisfaction of Horse Coffee & Eatery. Based on the results of the questionnaire, it states that customers are dissatisfied with the layout of the interior of Horse Coffee & Eatery so that the X1.5 indicator has the lowest value among the other four indicators. Based on this, the hypothesis that the influence of the restaurant atmosphere has a positive and significant effect on customer satisfaction of Horse Coffee & Eatery is accepted.

The results of previous research conducted by Handoko (2023) stated that the restaurant atmosphere has a positive and significant effect on customer satisfaction at Berunding Coffee Yogyakarta. In line with research conducted by Anderson & Sin (2020); Alfandry & Sitinjak (2022); Rahmawati et al., (2020); Adhinda et al., (2022); and research conducted by Setiawan & Rastini (2021) also stated the same thing, that the restaurant atmosphere has a significant effect on customer satisfaction.

The influence of sales promotions on customer satisfaction

The results of the hypothesis in this study indicate that sales promotion has a positive and significant influence on customer satisfaction. The conclusion is that the better or more positive the sales promotion, the more Horse Coffee & Eatery customer satisfaction will increase. Based on the results of the questionnaire, it states that customers feel less satisfied with the savings package provided by Horse Coffee & Eatery. So that the X2.4 indicator is included in the fairly good criteria. While the other three indicators are in the good category. Based on this, the hypothesis of the influence of sales

promotion has a positive and significant effect on Horse Coffee & Eatery customer satisfaction is accepted.

The results of previous research conducted by Nurjuman et al. (2023) stated that sales promotions have a positive and significant effect on customer satisfaction at Flazz Coffee Indonesia. In line with research conducted by Wardani (2022); Heriyadi (2021); Waskitha et al., (2021); Antara & Rastini (2022); and research conducted by Arumdani et al. (2021) also stated the same thing, that sales promotions have a significant effect on customer satisfaction.

The influence of customer satisfaction on repurchase intention

The results of the hypothesis in this study indicate that customer satisfaction has a positive and significant influence on repurchase intention. The higher the customer satisfaction, the higher the repurchase intention at Horse Coffee & Eatery, so the hypothesis is accepted.

The influence of customer satisfaction on repurchase intention at Horse Coffee & Eatery obtained positive and significant results because the five indicators had high values. These results were confirmed by the results of the questionnaire which obtained an overall average value of 3.79 which is included in the high category. This means that respondents have a good value regarding satisfaction with Horse Coffee & Eatery. By getting service that is in accordance with consumer desires, it will stimulate consumer psychology to make repeat purchases.

The results of previous research conducted by Natalia & Suparna (2023) stated that customer satisfaction has a positive and significant effect on repurchase intention at Janji Jiwa X Samasta. In line with research conducted by Salsabila et al., (2022); Tufahati et al. (2021); Kusumadewi & Saraswati (2020); Widiанти (2022); and research conducted by Tiefani (2020) also stated the same thing, that customer satisfaction has a significant effect on repurchase intention.

The role of customer satisfaction in mediating the influence of restaurant atmosphere on repurchase intention

Hypothesis testing on the effect of restaurant atmosphere on repurchase intention with customer satisfaction mediation shows that restaurant atmosphere has a significant positive effect on repurchase intention mediated by customer satisfaction in Horse Coffee & Eatery customers. Customer satisfaction partially mediates the effect of restaurant atmosphere on repurchase intention in Horse Coffee & Eatery customers. Based on this, the hypothesis that customer satisfaction plays a significant role in mediating the effect of restaurant atmosphere on repurchase intention in Horse Coffee & Eatery customers is accepted.

This study is in line with the results of the study by Attariq & Siregar (2022) who obtained the results that the restaurant atmosphere through customer satisfaction has a positive and significant effect on repurchase intentions. In line with the research of Rahmawati et al., (2020); Munwaroh & Riptiono (2021); Kurniawan & Dirgantara (2021) stated that there is a positive and significant influence between customer satisfaction in mediating the restaurant atmosphere on repurchase intentions at Legend Coffee Yogyakarta.

The role of customer satisfaction in mediating the influence of sales promotion on repurchase intention

Hypothesis testing on the effect of sales promotion on repurchase intention with customer satisfaction mediation shows that sales promotion has a significant positive effect on repurchase intention mediated by customer satisfaction in Horse Coffee & Eatery customers. Customer satisfaction partially mediates the effect of sales promotion on repurchase intention in Horse Coffee & Eatery customers. Based on this, the hypothesis that customer satisfaction plays a significant role in mediating the effect of sales promotion on repurchase intention in Horse Coffee & Eatery customers is accepted.

This study is in line with the results of Wardani's (2022) study which found that sales promotion through customer satisfaction has a positive and significant effect on repurchase intentions at 200 Cafés and Food in Malang City. In line with research by Waskita et al., (2023); Nurkhasanah & Mahmud (2022); and Permatasari & Santosa (2021) stated that there is a positive and significant influence between customer satisfaction in mediating sales promotion on repurchase intentions.

CONCLUSION

Based on the research results obtained, several conclusions can be drawn as follows:

- 1) The restaurant atmosphere has a positive and significant effect on repurchase intention at Horse Coffee & Eatery, which indicates that the better the restaurant atmosphere, the more the repurchase intention at Horse Coffee & Eatery will increase.
- 2) Sales promotion has a positive and significant effect on repurchase intention at Horse Coffee & Eatery, which indicates that the better the sales promotion, the more repurchase intention at Horse Coffee & Eatery will increase.
- 3) The restaurant atmosphere has a positive and significant effect on customer satisfaction at Horse Coffee & Eatery, which indicates that the better the restaurant atmosphere, the greater the repurchase intention at Horse Coffee & Eatery and customer satisfaction.
- 4) Sales promotion has a positive and significant effect on customer satisfaction at Horse Coffee & Eatery, which indicates that the better the sales promotion, the higher customer satisfaction at Horse Coffee & Eatery will be.
- 5) Customer satisfaction has a positive and significant effect on repurchase intention at Horse Coffee & Eatery, which indicates that the higher the customer satisfaction, the higher the repurchase intention at Horse Coffee & Eatery.
- 6) Customer satisfaction mediates the significant positive influence of restaurant atmosphere on repurchase intention of Horse Coffee & Eatery customers, which means that if there is an increase in the restaurant atmosphere owned by Horse Coffee & Eatery, it can increase customer satisfaction, with the increase in satisfaction felt by customers, it will increase repurchase intention of Horse Coffee & Eatery customers.
- 7) Customer satisfaction mediates the significant positive influence of sales promotion on repurchase intention of Horse Coffee & Eatery customers, which means that if there is an increase in sales promotion owned by Horse Coffee & Eatery, it can increase customer satisfaction, with the increase in satisfaction felt by customers, it will increase repurchase intention of Horse Coffee & Eatery customers.

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