

## The Influence of Product Quality, Promotion, and Store Atmosphere on Revisit Intention (Case Study on Kettlebean Sidoarjo Coffee Shop Customers)

Wisnu Pradana<sup>1</sup>, Noor Azis<sup>2</sup>, R. Iqbal Robbie\*<sup>3</sup>

<sup>1,2,3</sup> Management Department, Universitas Muhammadiyah Malang, Indonesia

Corresponding E-mail: iqbal\_robbie@umm.ac.id

### Abstract

*The purpose of this study was to determine the effect of quality products, promotion, and store atmosphere on revisit intentions. This type of research is explanatory research. The population used in this study was 100 respondents, the sample was taken as a whole because it amounts to 100. The type of research data used was quantitative data and the data source in the study was primary data. Research data collection through questionnaires. The method of data analysis in this research is scale range, and multiple linear regression analysis. The calculation of the range of the quality product scale shows high results, the promotion scale shows high results, the store atmosphere scale shows high results and the revisit intentions show high results. The results showed that quality products, promotion, store atmosphere have a significant direct effect on revisit intention. Meanwhile, the store atmosphere variable has the most dominant influence on revisit intention.*

**Keywords:** *Product Quality, Promotion, Revisit Intention, Store Atmosphere*

### Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk, promosi, dan store atmosphere terhadap minat kunjung ulang. Jenis penelitian ini adalah penelitian *explanatory*. Populasi yang digunakan dalam penelitian ini sebanyak 100 orang responden, sampel yang diambil secara keseluruhan karena berjumlah 100. Jenis data penelitian digunakan data kuantitatif dan sumber data dalam penelitian adalah data primer. Pengumpulan data penelitian melalui kuesioner. Metode analisis data penelitian ini adalah rentang skala, analisis regresi linier berganda. Perhitungan rentang skala kualitas produk menunjukkan hasil tinggi, promosi menunjukkan hasil tinggi, *store atmosphere* menunjukkan hasil tinggi, dan minat kunjung ulang menunjukkan hasil tinggi. Diperoleh hasil penelitian bahwa kualitas produk, promosi dan store atmosphere berpengaruh signifikan secara langsung terhadap minat kunjung ulang. Sedangkan variabel store atmosphere berpengaruh paling dominan terhadap minat kunjung ulang.

Kata kunci: Kualitas Produk, Minat Kunjung Ulang, Promosi, *Store Atmosphere*

---

### Article info

Received (25/05/2022)

Revised (15/06/2022)

Accepted (30/06/2022)

Corresponding\_ author: iqbal\_robbie@umm.ac.id

## INTRODUCTION

As time goes by and the times make the mobility of people increasingly dense, especially in urban areas. This makes people need refreshing to relieve fatigue from the activities carried out. Refreshing from tiring activities can be done by gathering with family or with friends at a coffee shop. The development of the times not only makes people's activities change but also terms modernization in people's lifestyles. The trend center for consuming coffee has also changed people's lifestyles. Product quality is an important thing that needs to be considered in offering a product to consumers. Because the product is the main thing offered to consumers in a business, whether in the form of goods or services. A study conducted by Damayanti (2015) resulted in that product quality had a positive and significant effect on interest in revisit intention. When the product quality expected by consumers differs greatly from what they get, it is likely to make consumers feel dissatisfied and can switch to making purchasing decisions to competing products.

Promotion is one of the important factors that influence customer perception. The purpose of promotion is to inform, influence and persuade and remind customers about the company and its products. The purpose of a promotion can be linked to the specific role of each component in marketing. According to Mahmudah (2019) research explained that the promotion variable became a positive and significant variable. Sales promotions such as exhibitions can be used to achieve various objectives in the promotion mix. The atmosphere of a coffee shop (store atmosphere) is also something that needs to be considered in building a retail business or food services. When the store atmosphere can provide comfort to consumers, it is likely that this will have a positive effect on consumer purchasing decisions. A good coffee shop atmosphere will also give a good store image in a business. The phenomenon that is currently happening is that many coffee shops are experiencing a decline due to the Covid 19 pandemic and the increasing number of competitors. Kettlebean has seen a decline in visits. From the data for the last few months in 2021, the following is obtained:

**Table 1** Number of visitors to Kettlebean coffee shops from January to August 2021.

Month	Number of Visitors
January	950 Visitors
February	800 Visitors
March	830 Visitors
April	740 Visitors
May	630 Visitors
June	570 Visitors
July	480 Visitors
August	400 Visitors
Total	5.400 Visitors
Average Per Month	675 Visitors
Average Per Day	23 Visitors

Source: Kettlebean coffee shop visitor data 2021.

Another factor influencing the decline is the number of other coffee shops that have sprung up. This is due to increasingly competitive competition with other coffee shops. This does not rule out the possibility that customers will return to the Kettlebean coffee shop, because what customers are looking for cannot be found in other competitors. Based on the problems that occur, various changes are needed that should be used so that the company knows what internal factors can attract return visits for the Kettlebean coffee shop company.

## LITERATURE REVIEW

Rerevisit intention is a form of behavior (behavioral intention) or the customer's desire to come back, positive word of mouth from consumers, staying longer than expected, shopping more than expected (Venty 2012). According to Sopyan (2015) interest in revisit intention is the desire for strong money from visitors to return to visit in the future as a direct response after past visits. According to Tjiptono F. (2012), product quality is the level of quality expected and controlling diversity in achieving that quality to meet consumer needs. Ease of operation and repair, and other valuable attributes. Based on the above definition, it can be concluded that product quality is one of the main marketing positioning tools. Quality has a direct impact on the performance of a product or service, therefore, product quality is closely related to customer value and satisfaction. Promotion is a communication activity carried out by a person or company to the wider community. According to Tjiptono (2002) promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade and increase the target market for the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Store atmosphere is an atmosphere or store environment that can stimulate the five senses of consumers and affect consumer perceptions and emotions of the store (Levy 2012). According to Sutisna (2001) store atmosphere is "arrangement of space in (instore) and outer space (outstore) that can create comfort for customers. From several definitions according to the experts above regarding the store atmosphere, to the author's understanding that the Store Atmosphere is a combination of physical messages that have been planned. Store atmosphere can be described as a change to the planning of the buying environment that produces a special emotional effect that can cause consumers to make a purchase action. Therefore, hypotheses tested in this research as follows:

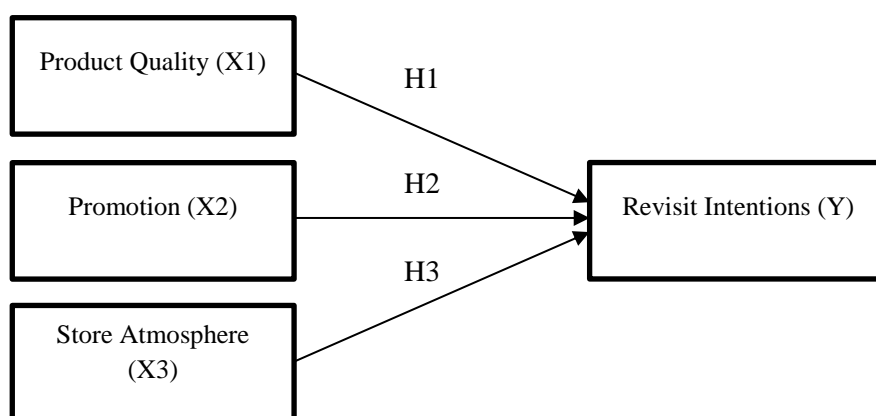
**H1:** Product quality has a significant effect on rerevisit intention in Kettlebean coffee shops.

**H2:** Promotion has a significant effect on rerevisit intention in Kettlebean coffee shops.

**H3:** Store Atmosphere has a significant effect on rerevisit intention in Kettlebean coffee shops.

**H4:** Store atmosphere has a more significant effect than product quality and promotion on rerevisit intention in Kettlebean coffee shops.

Based on the literature review, the framework of this research is as follows:



**Picture 1.** Hypothesis Model

## RESEARCH METHOD

This research was conducted at the coffee shop company "Kettlebean" Sidoarjo, which is located in Bareng, Sidorejo, Kec. Krian, Kab. Sidoarjo, East Java. The population in this study were Kettlebean Sidoarjo coffee customers aged 17 to 30 years because most of the visitors to the Kettlebean coffee shop had made 2 or more visits. By using the Lomeshow formula, a sample of 100 respondents was obtained. The sampling technique used by the researcher is a non-probability sampling technique. The variable used in this study is the independent variable (X) namely product quality, promotion and store atmosphere and the dependent variable (Y) in this study is the interest in revisit intention. The data used in this study were obtained by distributing questionnaires to Kettlebean coffee shop customers.

## RESULTS AND DISCUSSIONS

Validity test is useful in measuring the level of validity or validity in an instrument. For Validity Test with 100 respondents, the significance level for this research test is obtained from the results of comparing the value of  $r$  table at 5% significance or 0.05 with the number of  $n$  (100), then the significance value is 0.197. The results of the validity test can be seen in the table as follows:

**Table 3** Validity test

Variabel	Item	R-count	$r_{table}$	Description
Quality Product (X1)	X1.1	0.695	0.197	Valid
	X1.2	0.648	0.197	Valid
	X1.3	0.739	0.197	Valid
	X1.4	0.758	0.197	Valid
	X1.5	0.640	0.197	Valid
Promotion (X2)	X2.1	0.450	0.197	Valid
	X2.2	0.594	0.197	Valid
	X2.3	0.472	0.197	Valid
Store Atmosphere (X3)	X3.1	0.679	0.197	Valid
	X3.2	0.660	0.197	Valid
	X3.3	0.754	0.197	Valid
	X3.4	0.703	0.197	Valid
	X3.5	0.676	0.197	Valid
	X3.6	0.454	0.197	Valid
Revisit Intentions (Y)	Y1.1	0.657	0.197	Valid
	Y1.2	0.672	0.197	Valid
	Y1.3	0.769	0.197	Valid
	Y1.4	0.692	0.197	Valid
	Y1.5	0.551	0,197	Valid

In the table it is known that the instruments on the variables of product quality, promotion and store atmosphere (X) and interest in visiting again (Y) are declared valid. Reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable.

**Table 4.** Reliability Test Table

Variabel	<i>Cronbach Alpha</i>	Description
Product quality	0.731	0,6
Promotion	0.604	0,6
<i>Store Atmosphere</i>	0.737	0,6
Revisit intention	0.688	0,6

Based on the results of the reliability test, it can be said that all the variables used in this study are reliable, this is because the Cronbach's Alpha coefficient is above 0.6. Based on the results of the normality test using the Kolmogorov-Smirnov sample test method with a normal distribution test where the criteria used are: if Sig > significance level ( $\alpha = 0.05$ ), the research data comes from a normally distributed population.

**Table 5.** Normality test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,49714539
Most Extreme Differences	Absolute	,087
	Positive	,087
	Negative	-,075
Test Statistic		,087
Asymp. Sig. (2-tailed)		,058 <sup>c</sup>

Based on the results of the normality test of the data obtained the value of sig. greater than 0.05, which is 0.58, based on these results, the data used in this study is normally distributed.

**Table 6.** Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,148	1,242		2,534	,013		
	Product Quality	,156	,084	,164	1,850	,067	,603	1,658
	Promotion	,473	,131	,332	3,613	,000	,564	1,772
	Store Atmosphere	,313	,077	,366	4,054	,000	,583	1,716

Based on the multicollinearity test, it is known that the results of the calculation of the Tolerance value of the independent variable which has a Tolerance value > 0.10 which is equal to 0.583. The results of the calculation of the Variance Inflation Factor (VIF) value do not have an independent variable that has a VIF value < 10, which is 1.716. So it can be concluded that there is no multicollinearity between the independent variables in this regression model. The significance value of each variable is greater than 0.05, so it can be concluded that there is no heteroscedasticity.

**Table 7.** Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,148	1,242		2,534	,013
	Product quality	,156	,084	,164	1,850	,067
	Promotion	,473	,131	,332	3,613	,000
	Store Atmosphere	,313	,077	,366	4,054	,000

$$Y = 3,148 + 0,156 X_1 + 0,473 X_2 + 0,313 X_3 + e \quad (1)$$

Based on the table above, 3.148 is a constant value which indicates that in the absence of product quality, promotion and store atmosphere, there is still interest in revisit intention to Kettlebean

coffee shop customers. The positive regression coefficient is 0.156 on the product quality variable, this shows that the better the product quality will increase the interest in revisit intention by 0.156. In the promotion variable, it gets a number of 0.473 which shows the better the form of promotion will increase the interest in revisit intention. In the store atmosphere variable, it gets a number of 0.313 which indicates that the better the atmosphere and store facilities will increase the interest in revisit intention.

**Table 8.** T test

Independent variables	T	Sig.t	Description
Product quality	6.620	0,000	Significant
Promotion	8.288	0,000	Significant
<i>Store Atmosphere</i>	8.532	0,000	Significant

It is known that the product quality variable (X1) has a significant effect on the interest in revisit intention with the acquisition of a t-count value of 6.620 with a significance value of 0.000. The product quality variable has a significance value of less than 0.05 ( $0.000 < 0.05$ ) and a t arithmetic value greater than t table ( $6.620 > 1.98498$ ), so it can be concluded that product quality has a significant effect on interest in revisit intention. The promotion variable (X2) has a significant effect on return revisit intention with the acquisition of a t-count value of 8.288 with a significance value of 0.000. The product quality variable has a significance value of less than 0.05 ( $0.000 < 0.05$ ) and a t count value that is greater than t table ( $8.288 > 1.98498$ ), it can be concluded that promotions have a significant effect on return revisit intention. The store atmosphere variable (X3) has a significant effect on rerevisit intention with the acquisition of a t-count value of 8.532 with a significance value of 0.000. The product quality variable has a significance value of less than 0.05 ( $0.000 < 0.05$ ) and a t count value that is greater than t table ( $8.532 > 1.98498$ ), it can be concluded that store atmosphere has a significant effect on return revisit intention.

**Tabel 10.** Domination test

Variables	Beta	Zero-order	%	R Square
Product quality	0.164	0.556	9,1%	54,3%
Promotion	0.332	0.642	21,3%	
Store Atmosphere	0,366	0.653	23,9%	
Dependent Variabel: Revisit intention			54,3	

Based on the results of the table above, it can be concluded that the store atmosphere variable (X3) is more dominant, namely 23.9%, while the product quality variable (X1) is 9.1% and the promotion variable (X2) is 21.3%. Based on the results of the calculation of the scale range, it shows that the quality of the product is quite good, especially in terms of cleanliness and the form of presentation of Kettlebean coffee shop products. This means that customers feel a good impression of the cleanliness of the food and beverage products that are served, because in serving clean food and drinks it assumes that the product is maintained hygienically and cleanly, this will make customers more appetizing in enjoying the product. The form of product presentation that has its own characteristics from competitors. However, there were still respondents who stated that they strongly disagreed and disagreed, especially on the portion indicators and product taste. In addition, the taste indicators according to customers are not good.

Promotions are categorized as good, especially on indicators that help customers get information through social media Instagram and companies often provide promotional offers to customers. This is shown by the ease with which customers access information through Instagram, because in this global era the tendency to use social media is very high. In addition, there are still respondents who do not agree, namely the indicator of easy acceptance of the form of promotion given. This is indicated by the fact that there are still customers who often miss promotional information provided by the Kettlebean coffee shop company. The store atmosphere is categorized as good, especially in the provision of supporting facilities such as toilets, prayer rooms and sockets. The provision of good facilities will make it easier for customers to carry out their activities, so that customers do not experience problems visiting the Kettlebean coffee shop. However, there are still answers from respondents who stated that they did not agree with the indicators of the layout of the goods and the temperature, because the condition of the layout of the goods was still not neatly arranged. The uncomfortable temperature is caused by the location of the coffee shop in Sidoarjo which is a lowland so that the temperature in this area feels hot and is on the edge of an inter-city causeway. This causes an increase in the room temperature in the Kettlebean coffee shop. Therefore, to increase the interest of repeat customers, we need a store atmosphere that must be re-optimized. Interest in revisit intention is categorized as high, especially on indicators that customers intend to visit again and are willing to provide input to customers so that the company seeks to develop. With the willingness of customers to visit again stating that they have loyalty to the company, the company's reciprocity by providing maximum service will increase customer loyalty to the company. However, there are still respondents who disagree, especially on the indicator of being willing to give a reputation value to the company, even though the company requires a reputation assessment to measure the company's performance. Giving a reputation value will be different for each individual customer so they will feel afraid of being wrong in providing a reputation value. Therefore, to increase interest in revisit intention.

The effect of product quality on interest in revisit intention. The results of this study indicate that there is an influence between product quality and interest in revisit intention. The coefficient of the product quality variable significantly affects the variable of interest in revisiting. This shows that the output issued by the company through products with good product quality will increase the customer's impression of the company. Product quality will increase the value of the company's selling power which will result in the emergence of interest in repeat customer visits. The better the quality of the product will provide a customer experience so that customers feel satisfied. These results are in accordance with research conducted by Damayanti (2015), this study shows that the product quality variable has a significant effect on the interest in revisit intention. The effect of promotion on interest in revisit intention. The results of this study indicate that there is an influence between promotions and interest in revisit intention. The coefficient of the promotion variable significantly affects the variable of interest in revisiting. This shows that promotions will increase the interest of repeat customers with the forms of promotions offered. The tendency of customers to use a form of promotion to buy a product at a Kettlebean coffee shop. The nature of customer consumerism will increase as the company provides promotions to customers. These results are in accordance with research conducted by Maheasy (2019) this study shows that the promotion variable has a significant effect on the interest in revisit intention.

The influence of store atmosphere on interest in revisit intention. The results of this study indicate that there is an influence between Store Atmosphere on interest in revisit intention. The coefficient of the store atmosphere variable significantly affects the variable of interest in revisiting. This means that the more the atmosphere provided by the coffee shop greatly affects the emotions of the customers, so that it can provide a stimulus for customers to want to visit the Kettlebean coffee shop

again. A comfortable atmosphere can give the impression for customers to visit a coffee shop. These results are in accordance with research conducted by Sarasuci & Handajani (2018), Nurdin (2020) This study shows that the store atmosphere variable has a significant effect on return revisit intention.

The most influential variables between product quality, promotion and store atmosphere on the revisit intention. Based on the results of the dominance test, it shows that the Store Atmosphere variable is 23.9% the most dominant than the product quality variable is 9.1% and promotion is 21.3%. The Store Atmosphere variable has a dominant influence on revisit intention. These results indicate that the Store Atmosphere is the main goal in a customer visit in determining the main goal. Based on the results of the partial test, it is known that the quality of the product has a positive and significant effect on the interest in revisit intention. This research has proven that product quality will play a role in deciding return visits by providing products that are satisfactory and in accordance with customer expectations of Kettlebean Sidoarjo coffee shop. Promotion has a significant effect on interest in revisit intention. This shows that the presenter is a form of promotion to distribute information carried out at the Kettlebean coffee shop that is attractive and appropriate so that it can influence customers to make return visits. Store atmosphere has a significant effect on repeat interest. This shows that the comfortable atmosphere of the place will influence customers to enjoy the facilities provided by the Kettlebean coffee shop to customers which will create a sense of wanting to visit again. The store atmosphere variable has the most significant effect on the interest in revisit intention than the product quality and promotion variables. This shows that the store atmosphere has a great influence on customers to make return visits.

## CONCLUSIONS

How is the product quality, promotion, store atmosphere and interest in revisiting the Kettlebean coffee shop. The quality of the product is proven to have a favorable and significant impact on the interest in revisit intention based on the findings of the partial test. This study has demonstrated that Kettlebean Sidoarjo's ability to deliver items that are both satisfactory and in line with customers' expectations will influence whether or not they receive repeat business. Promotion significantly influences the desire for return visits. This demonstrates that the speaker is a method of promotion used at the Kettlebean coffee shop to disseminate information that is appealing and pertinent in an effort to persuade visitors to pay the establishment another visit. The environment of the store has a big impact on repeat interest.

## REFERENCES

- Damayanti M, et al. 2015. "Analisis Faktor-Faktor Yang Mempengaruhi Minat Kunjung Ulang Pada Obyek Wisata Pemandian Air Panas Guci Di Kabupaten Tegal." *Diponegoro Journal Of Management* 4(1): 1–15.
- Levy, et al. 2012. *Retailing Management*. New York: McGraw-hill Inc.
- Maheasy. 2019. *Human Resource Management*. Surabaya: Ubhara Management Press.
- Mahmudah, Charir. 2019. "Pengaruh Bauran Promosi Terhadap Minat Berwisata Dan Implikasinya Terhadap Keinginan Untuk Berkunjung Ulang Pada Objek Wisata Pantai Gemah Tulungagung (Studi Pada Mahasiswa STKIP PGRI Tulungagung)." *Indonesian Journal of Strategic Management*.
- Nurdin, H. 2020. "Pengaruh Store Atmosphere Terhadap Minat Berkunjung Ulang Pada Breaktime Kota Bima The Effect Of Store Atmosphere On Re-Visit Breaktime Interest In Bima City." *In*



---

*Economy Deposit Journal* 2(1).

- Sarasuci & Handajani. 2018. "Pengaruh General Interior Sebagai Elemen Store Atmosphere Terhadap Minat Kunjung Ulang Konsumen Pada Kafe Labore Coffee Eatery Malang." *Jurnal Mahasiswa Jurusan Arsitektur*.
- Sopyan. 2015. "Analisis Pengaruh Daya Tarik Wisata Dan Kualitas Pelayanan Terhadap Minat Berkunjung Ulang Pengunjung Dengan Kepuasan Pengunjung Sebagai Variabel Intervening." Universitas Diponegoro.
- Sutisna. 2001. *Perilaku Konsumen Dan Komunikasi Pemasaran*. Bandung: PT. Remaja Rosdakarya.
- Tjiptono F. 2012. *Manajemen Jasa*. Yogyakarta: Andi.
- Tjiptono, F. 2002. *Manajemen Jasa*. Yogyakarta: Andi.
- Venty, Deasy. 2012. *Analisis Pengaruh Servicescape Terhadap Revisit Intention Pada Theme Restaurant dan Non-Theme Restaurant*.