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The Influence of Store Atmosphere and Products on Repurchase Interest at Saca Coffee Shop in Pontianak City with Customer Satisfaction as an Intervening Variable

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Abstract

This study aims to determine the influence of store atmosphere and products, on repurchase interest at Saca Coffee Shop in Pontianak City with customer satisfaction as an intervening variable. The population in this study is all Saca Coffee Shop consumers. The number of samples was 100 respondents determined by the purposive sampling technique. The data analysis technique used is structural equation modeling (SEM) with SmartPLS 4. The results of hypothesis testing for direct influence show that Store Atmosphere has a positive and insignificant effect on Satisfaction, Products have a positive and significant effect on Satisfaction, Store Atmosphere has a positive and insignificant effect on Repeat Purchase Interest, Products have a positive and significant effect on Repeat Purchase Interest, Satisfaction has a positive and significant effect on Repeat Purchase Interest. The results of hypothesis testing for indirect influence show that Store Atmosphere has a positive and insignificant effect on Repurchase Interest through Satisfaction, Products have a positive and significant effect on Repurchase Interest through Satisfaction.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh suasana toko dan produk terhadap minat pembelian kembali di Kedai Kopi Saca Kota Pontianak dengan kepuasan pelanggan sebagai variabel intervensi. Populasi dalam penelitian ini adalah seluruh konsumen Saca Coffee Shop. Total sampel adalah 100 responden yang ditentukan dengan menggunakan teknik purposive sampling. Teknik analisis data yang digunakan adalah structural equation modeling (SEM) dengan SmartPLS 4. Hasil pengujian hipotesis pengaruh langsung menunjukkan bahwa Store Atmosphere memiliki pengaruh positif dan tidak signifikan terhadap Kepuasan, Produk memiliki efek positif dan signifikan terhadap Kepuasan, Store Atmosphere memiliki efek positif dan tidak signifikan terhadap Niat Pembelian Kembali, Produk memiliki efek positif dan signifikan terhadap Niat Pembelian Kembali, Kepuasan memiliki efek positif dan signifikan terhadap Niat Pembelian Kembali. Hasil pengujian hipotesis untuk efek tidak langsung menunjukkan bahwa Store Atmosphere memiliki efek positif dan tidak signifikan terhadap Repurchase Intent melalui Satisfaction, Produk memiliki efek positif dan signifikan terhadap Repurchase Intent melalui Satisfaction.

1. Introduction

The development of the coffee business has grown rapidly, many *Coffee Shops* have sprung up with various concepts or ideas that are made to attract customers. Therefore, a paradigm is needed to shift a traditional thinking in the business category that conceptualizes and creates an atmosphere supported by a unique interior design and the availability of various additional facilities such as live music entertainment, *Wifi* and the like are a special attraction for its *customers* which will ultimately influence their purchase decisions. *Coffee Shop* is a place that provides coffee and other drinks along with several types of snacks.

The wider the competition between *Coffee Shops*, the more they create distinctive or unique characteristics in their business in order to get their own value from customers in an effort to maintain and increase demand or even repurchase. Moreover, the sophistication of social media that is developing such as Instagram, TikTok, Twitter, and Facebook allows visitors to post photos by posting interesting *Coffee Shop* concepts .

In an effort to increase customer satisfaction, *Coffee Shop* carries the concept of an "Industrial" Cafe that really makes visitors feel at home, with a comfortable atmosphere, the distance between tables is not too close which then makes visitors feel comfortable.

Competitive competition and social, economic and demographic conditions as well as lifestyle changes affect modern retail activities. Therefore, it must be able to implement the right strategy. One of the strategies that can be used is to plan the design of *the store atmosphere* with new shapes and concepts as well as creative ideas that build the image of the store so that visitors feel comfortable when shopping. The image of the store in the eyes of visitors can be a driver to enter the store, which continues in the process of interaction to purchase. (Dessyana 2013).

Saca *Coffee Shop* must also conduct market research and understand the latest trends, Saca *Coffee Shop* can create products that suit customer desires, Variety in coffee types, flavors, and presentations can be the key to captivating the hearts of increasingly diverse customers.

In addition to creating the best quality coffee, Saca *Coffee Shop* can also innovate in product presentation. For example, serving coffee with an attractive aesthetic, such as creative *latte art* or a unique presentation for a special coffee drink. These innovations not only provide a pleasant visual experience, but also create added value for the product. This is in line with the research of Annisa *et al.*, (2019) that *Customer experience* or consumer experience has an influence on the interest in repurchase, if consumers get a pleasant experience when buying a product, then consumers will have an interest in making a repeat purchase.

Saca *Coffee Shop* provides various variants of coffee drinks and food, non-coffee and food / *dessert*, the products sold are quite standard and provide many diverse choices in meeting consumer desires. Product variations have a direct positive effect on Repurchase Interest, because the more product variants, the higher the customer's repurchase interest (Faradisa *et al*, 2016). According to Kotler & Armstrong (2008): "Product means a combination of goods and services that a company offers to its target market". By providing many product variants, Saca *Coffee Shop* is able to maximize products to get satisfaction from customers.

Efnita, (2017) Variants of the product series are constantly evolving to achieve certain profitability without any dependence on one product. There is a Positive and Significant influence between the variables of Product Variant on Customer Satisfaction.

Based on the results of interviews conducted by the author, the results of the decrease or increase in the number of sales are caused by repurchases made by consumers. Consumers are interested in making repurchases because, among others, the atmosphere of the store and the products offered are attractive and in accordance with consumer tastes, which have an elegant design and *interior* that can make consumers satisfied after making purchases and subscribing are also interested in making repurchases.

Customer Satisfaction is influenced by *Store Atmosphere* (Tandean & Widodo, 2015) and Customer Satisfaction is also influenced by Products (Rondonuwu & Raintung, 2016). Repurchase interest is influenced by *Store Atmosphere* (Emes & Sari, 2019), Product (Saraswati, *et al.*, 2022), and Customer Satisfaction (Jaber *et al.*, 2021).

2. Literature Review

2.1. Store Atmosphere

According to Levy & Weitz (2012): "*Atmospherics* refers to the design of the environment that stimulates the five senses. Many *retailers* benefit from developing an atmosphere that complements other aspects of a store's design. Research shows the importance of store atmosphere, for example music combined with the right scent. Good lighting in the store is not just about lighting up the room. Lighting highlights merchandise, space, and affects *mood* or feelings that can enhance the *image* of a store. Implementing good lighting in stores has shown a positive impact on consumer shopping behavior. A good lighting system helps to create an attractive atmosphere in the store. At the same time, the lighting should provide attractive colors according to the goods being traded. The creative use of colors can enhance the *store's image* and create a certain mood. Warm colors (red, gold, and yellow) can give a sense of emotion, lightness, heat, and active response, while cool colors (white, blue, and green) provide a calming, soft, and peaceful effect. Like color and lighting, music can also complement or even ruin the atmosphere of a store. Unlike other *atmospheric* elements , however, the music can be easily changed according to taste. Music can control the pulse of the flow of customers in and out, create *an image* and attract or direct the attention of consumers. Aroma has a great influence on the *mood* and feelings of the buyer. Scent, almost the same as music, has a positive impact on the level of consumer interest and satisfaction in the shopping experience. A neutral scent can create a better feeling than a store that has no scent at all. Consumers who are in a store that has a distinctive aroma will spend less time than those who shop in a store that has no aroma at all."

According to Berman, *et al.*, (2018): "*Store exterior* consists of *storefront*, *marquee*, entrance, *display* window, building height and size, *visibility*, *uniqueness*, area around the store, parking lot, and congestion that can affect the *mood* of shoppers before entering the store. *The general interior* of the store includes the choice of floor materials, colors, lighting, scents and sounds, fixed furniture, wall texture, temperature, width between shelves, cash register placement, technology, and cleanliness".

Research conducted by Kusumawathi, *et al.*, (2019) shows that *store atmosphere* has a significant influence and has a positive value on consumer satisfaction. Research conducted by Miswanto & Angelia (2017), Furoida & Mafthukhah (2018); Effendy, *et al.*, (2019), Anderson & Sin (2020), Setiawan & Rastini (2021) show that *store atmosphere* has an effect on customer satisfaction. The results of research conducted by Gonibala & Tumewu (2018); Pratiwi, *et al.*, (2020); Sudaryanto, *et al.*, (2020); & Alfatihani (2021) showed that *store atmosphere* has an effect on repurchase interest.

While research conducted by Soebandhi, *et al.*, (2020) shows that café *atmosphere* has a significant effect on customer satisfaction, customer satisfaction also shows a significant influence on customer desire to make repeat purchases; *store atmosphere* affects customer satisfaction and customer satisfaction affects *repurchase intention* (Setiawan & Rastini, 2021). In research conducted by Fachri, *et al.* (2023) shows that the results of the indirect influence hypothesis test show that the atmosphere of the Store and Products has a positive and significant effect on Repurchase Interest through Satisfaction.

2.2. Product

According to Kotler (2000) in Alma (2018): "A product is everything that can be offered in the market, to satisfy the needs and desires of consumers". The dimensions of the product according to Kotler & Armstrong (2008) are: "Variety, quality, design, features, brand name, packaging, and service".

Research conducted by Kusumawati, *et al.*, (2019), Fadhli & Pratiwi (2021), Setiawan & Rastini (2021) shows that product quality has a significant effect and has a positive value on consumer satisfaction, product diversification has an effect on customer satisfaction (Sutrisno & Darmawan, 2022). Research conducted by Setiawan & Safitri (2019) shows that product quality has a positive effect on consumer satisfaction, consumer satisfaction has a positive effect on repurchase interest. Other research, conducted by Cuong (2021); & Haris, *et al.*, (2023) showed that product quality has

an effect on repurchase interest, and product attributes have a positive effect on repurchase interest (Hadi, 2021).

2.3. Satisfaction

According to Kotler & Keller (2008): "Satisfaction is a feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations". According to Zeithaml (2000) in Tjiptono (2014): "The quality of service and customer satisfaction are determined by the same attributes". The dimensions of service quality according to Parasuraman, *et al.*, (1988) in Tjiptono (2014) are as follows:

1) Reliability, which is the ability to provide the promised service promptly, accurately, and satisfactorily.
2) Responsiveness, which is the desire of the staff to help customers and provide responsive service.
3) Assurance includes the knowledge, competence, courtesy, and trustworthy nature possessed by staff; free from danger, risk or doubt.
4) Emphaty, including ease of establishing relationships, good communication, personal attention, and understanding of the individual needs of consumers.
5) Physical evidence (*tangibles*), including physical facilities, equipment, employees, and means of communication".

Research conducted by Setiawan & Safitri (2019), Soebandhi, *et al.,* (2020), Pandiangan, *et al.,* (2021), and Sumiyati & Zabella (2023) shows that customer satisfaction shows an effect on customer desire to make repeat purchases.

The hypothesis proposed is as follows:

H1 : *Store Atmosphere* have a positive and significant effect on Satisfaction
H2 : Products have a positive and significant effect on Satisfaction

2.4. Repurchase Interest

According to Priansa (2021): "Repurchase interest is a behavior that appears as a response to an object that shows the customer's desire to make a repeat purchase". Griffin (2009) in Priansa (2021) states that: "Repurchase is related to customers who have purchased a product twice or more". According to Priansa (2021): "Consumer purchase interest can be measured by various dimensions. In general, these dimensions are related to the four main dimensions, namely:

1) Transactional Interest
   Transactional interest is the tendency of consumers to always buy products (goods and services) produced by the company, this is based on high trust in the company.
2) Referral Interest
   Referential interest is the tendency of consumers to refer their products to others. This interest arises after consumers have experience and information about the product.
3) Preferential Interest
   Preferential interest is an interest that describes the behavior of consumers who have a primary preference for these products. Those preferences can only be overridden if something happens to their preferred product.
4) Exploratory Interest
   Exploratory interest is an interest that describes the behavior of consumers who are always looking for information about the product they are interested in and looking for information to support the positive properties of the product".

The hypothesis proposed is as follows:

H3 : *Store Atmosphere* have a positive and significant effect on Repeat Interest
H4 : Products have a positive and significant effect on Repeat Purchase Interest
H5 : Satisfaction has a positive and significant effect on Repeat Purchase Interest
H6 : *Store Atmosphere* has a positive and significant effect on Repurchase Interest through Satisfaction
H7 : Products have a positive and significant effect on Repeat Purchase Interest through Satisfaction

3. Method

3.1. Type of Research

This research is an associative research. This study aims to determine the relationship between the variables studied, namely *store atmosphere*, product, satisfaction and repurchase interest.

3.2. Data Collection Techniques

The data used in this study consisted of primary data and secondary data. Primary data in this study were collected through:
1) Interview
   The researcher conducted direct interviews with Saca *Coffee Shop* owners and consumers to obtain information related to the problem studied.
2) Questionnaire
   The questionnaire in this study was given to consumers who bought products at Saca *Coffee Shop*.
3) Data Seconds
   According to Siregar (2020:37): "Secondary data is data published or used by organizations that are not processors". Secondary data in this study consisted of Saca *Coffee shop's competitors*, product and price lists, and the number of sales at Saca *Coffee shop*.

3.3. Population and Sample

1) Population
   According to Sugiyono (2022): "Population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics that are determined by the researcher to be studied and then conclusions are drawn". The population in this study is all Saca *Coffee Shop consumers*.
2) Sample
   According to Sugiyono (2022): "Samples are part of the number and characteristics possessed by the population". The authors set the sample size to 100 respondents. The sampling technique used is *purposive sampling*. According to Sugiyono (2022): "*Purposive sampling* is a technique for determining samples with certain considerations". The criteria for determining the sample in this study are:
   a. The age of the respondent is at least 18 years old.
   b. Consumers who visit and make purchases at Saca *Coffee Shop* at least 2 times.

3.4. Research Variables

1) Independent Variables
   According to Sujarweni (2023), independent variables are variables that affect or are the cause of changes or the occurrence of dependent (bound) variables". The independent variables in this study are *Store Atmosphere* (X1) and Product (X2).
2) Dependent Variables
   According to Sujarweni (2023), bound variables are variables that are influenced or consequential, because there are independent variables". The bound variable in this study is Repurchase Interest (Y2).
3) Variable intervention
   According to Sudaryono (2021), intervening variables are variables that affect the relationship between independent variables and dependent variables, so that an indirect relationship occurs. The Intervening variable in this study is Customer Satisfaction (Y1).
4) Measurement **Scale**
   The measurement of variables in this study used the Likert Scale, with alternative answers strongly agree (score 4), agree (score 3), disagree (score 2) and strongly disagree (score 1).

3.5. Data Analysis Techniques

To test the hypothesis model, the researcher used *Structural Equation Modeling* (SEM). SEM allows researchers to simultaneously model and estimate complex relationships between multiple

dependent and independent variables. Two popular methods dominate SEM in practice: Variance-Based SEM *(CB-SEM)) and* Partial Least Square *SEM (PLS-SEM) (Hair Jr,* et al., 2021). Data processing is carried out with the help of *Smart-PLS* software. Smart-PLS is a *data processing software for* structural equation modeling *(SEM) using* the partial least square *(PLS) method.*

4. Results and Discussion

4.1. Result

4.1.1. Characteristics Responden

Most of the respondents in this study are male (58%), aged between 19 – 24 years old (78%), have the last high school education (71%), have not worked (69%), have a monthly income of Rp 0.00 to Rp 1,999,999.00 (70%), make purchases at Saca *Coffee Shop* 2-4 times a month (59%)

4.1.2. Measurement model

Measurement models are assessed based on reliability and validity values. The results of *outer loading* can be seen in the following table:

Table 1. Results of Outer Loadings

	SA	Product	KP	MBU
X1.1	0.840			
X1.2	0.914			
X2.1		0.752		
X2.2		0.895		
X2.3		0.839		
X2.4		0.726		
X2.5		0.803		
Y1.1			0.893	
Y1.2			0.862	
Y1.3			0.731	
Y1.4			0.736	
Y1.5			0.740	
Y2.1				0.894
Y2.2				0.893
Y2.3				0.783
Y2.4				0.787

Based on the outer loading value table in table 1, it can be seen that all items or indicators have an outer loading value > 0.7. So it can be concluded that all items or indicators have been valid in terms of item validity.

Furthermore, an analysis of *Construct Reliability and Validity was carried out. Construct Reliability and Validity* is to measure the reliability and validity of latent variable constructs. The test results for *Construct Reliability and Validity* can be seen in the following table:

Tabel 2. Hasil Uji Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Store Atmosphere	0.707	0,747	0,870	0,5770
Product	0.864	0,866	0,901	0,648
Customer Satisfaction	0.853	0,866	0,895	0,633
Repurchase Interest	0.863	0,892	0,906	0,707

Based on table 2 above, it can be seen that all constructs have a *Cronbach's alpha* value > 0.7, so it can be concluded that all the constructs used are reliable.

The table above also explains the results of the convergence validity test, which can be seen from the *Average Variance Extracted (AVE)* value. *The AVE value* of all constructs > 0.5. It can then be concluded that all constructs are valid in a convergent manner.

The next step is to conduct a test for the validity of the crime, as can be seen in the following table.

Tabel 3. Discriminant Validity (Fornell-Larcker)

	HIS	Product	KP	MBU
Store Atmosphere	0,878			
Product	0,762	0,805		
Customer Satisfaction	0,616	0,668	0,795	
Repurchase Interest	0,368	0,364	0,382	0,841

Table 3 above shows that all the roots of the AVE (*Fornell-Larcker Criterion)* of each construct are greater than the correlation with other variables, so the discriminatory validity condition in the model in this study has been met.

Another test output of the model was carried out by looking at the R Square value that tested *the Goodness Fit Model* in the inner model of the research. The test results can be seen in the following table:

Tabel 4. Goodness Fit Model

	R Square	*R Square Adjusted*
Customer Satisfaction	0,473	0,462
Repurchase Interest	0,178	0,152

The table above shows that the R *Square* value that shows the simultaneous influence of X1, and X2, on Y1 is 0.473. It can then be concluded that all exogenous constructs (X1, X2,) simultaneously affect Y1 by 0.473 or 47.3%. Since *the Adjusted R Square* is more than 25% but less than 75%, the influence of all exogenous constructs (X1, X2,) on Y1 is moderate.

The table above shows that the *R Square* value that shows the simultaneous or simultaneous influence of X1, X2, and Y1 on Y2 is 0.178. It can then be concluded that all exogenous constructs (X1, X2, Y1) simultaneously affect Y2 by 0.178 or 17.8%. Since the Adjusted R Square is less than 75%, the influence of all exogenous constructs (X1, X2, Y1) on Y2 is weak.

4.1.3. Structural Model

In this section, the results of hypothesis testing are described, by looking at the test results for *Direct Effects* and *Indirect Effects*. The test results for *direct effects* can be seen in the following table.

Tabel 5. Direct Effect

Hypothesized path	Standardized path coefficient	t-statistic	P Values	Results
H1: SA□ Kp	0.152	1,455	0,067	Rejected
H2: Pr □ Kp	0.130	3,634	0,000	Accepted
H3: SA □ MBU	0.213	0,441	0,448	Rejected
H4: Pr □ MBU	0.139	1,832	0,021	Accepted
H5: Kp □ MBU	0.212	0,759	0,000	Accepted

It can be seen from the output above that the direct effect relationship between Products and Customer Satisfaction, Products and Repeat Purchase Interest, Customer Satisfaction and Repeat Purchase Interest, has a *p-value* of less than a significance level of 0.05 so it is declared significant. Meanwhile, *the direct effect* between *Store Atmosphere* and Customer Satisfaction, *Store Atmosphere* and Repurchase Interest has a *p-value* of more than 0.05 significance level so it is declared insignificant.

The test results for *indirect effects* can be seen in the following table.

Tabel 6. Indirect Effect

	Standardized path coefficient	T Statistics	P Values	Results
H6: SA ⯈ MBU ⯈ Kp	0,085	1,230	0,219	Rejected
H7: Pr ⯈ MBU ⯈ Kp	0,075	7,113	0,000	Accepted

It can be seen from the output above that the indirect effect relationship *between* the Product and the Repeat Purchase Interest mediated by Customer Satisfaction has a *p-value* of less than a significance level of 0.05 so it is declared significant. Meanwhile, *the indirect effect* between *Store Atmosphere* and Repurchase Interest mediated by Customer Satisfaction has a *p-value* of more than 0.05 so it is declared insignificant.

4.2. Discussion

4.2.1. The Effect of Store Atmosphere on Satisfaction

Testing the direct influence between *Store Atmosphere* and Satisfaction obtained a t-statistic value of 1.455 with *a p-value* of 0.067. This shows that there is no direct influence between *Store Atmosphere* and Satisfaction. The p-value indicates that the relationship between the two is positive. So it can be said that **H1**, namely *Store Atmosphere*, has a positive and insignificant effect on **rejected** satisfaction.

The results of this study support research conducted by Pojoh, *et.al* (2019) which shows that the atmosphere of the store has no influence on customer satisfaction.

4.2.2. The Effect of Products on Satisfaction

Testing the direct influence between Products on Satisfaction obtained a *t-statistic* value of 3,634 with *a p-value* of 0.000. This shows that there is a direct influence between the Product and Satisfaction, the effect is strong. The *p-value* indicates that the relationship between the two is positive. So it can be said that **H2**, namely the Product, has a positive and significant effect on Satisfaction **received**. This means that the better the product-related policy, the higher the satisfaction.

The results of this study support the research conducted by Kusumawathi, *et al.,* (2019); Setiawan & Safitri (2019); Fadhli & Pratiwi (2021); Setiawan & Rastini (2021); Sutrisno & Darmawan (2022) which shows that products have an effect on customer satisfaction. The results of this study do not support the research conducted by Pojoh, *et al.,* (2019) which shows that product diversity has no influence on customer satisfaction.

4.2.3. The Effect of *Store Atmosphere* on Repurchase Interest

Testing the direct influence of *Store Atmosphere* on Repurchase Interest obtained a *t-statistic* value of 0.441 with *a p-value* of 0.448. This shows that there is a direct influence between *Store Atmosphere* and Repurchase Interest. N. So it can be said that **H3**, namely *Store Atmosphere*, has a positive and insignificant effect on Rejected Repurchase Interest.

The results of this study support the research conducted by Gonibala and Tumewu (2018); Pratiwi, *et al.,* (2020); Ali, *et al.,* (2022) which shows that *store atmosphere* affects repurchase interest.

4.2.4. The Effect of Products on Repeat Purchase Interest

Testing the direct influence between Products on Repurchase Interest obtained a t-statistic value of 1.832 with *a p-value* of 0.021. This shows that there is a direct influence between Products on Repeat Interest and the influence is strong. The *t-statistic value* indicates that the relationship between the two is positive. So it can be said that **H4,** namely the product that has a positive and significant effect on Repurchase Interest **is accepted**. This means that the better the policy related to the product, the higher the interest in rebuying.

The results of this study support research conducted by Cuong (2021) and Hadi (2021) which shows that products have an effect on repurchase interest.

4.2.5. The Effect of Satisfaction on Repeat Purchase Interest

Testing the direct influence between Satisfaction on Repurchase Interest obtained a *t-statistic* value of 0.759 with *a p-value* of 0.000. This shows that there is a direct effect between Satisfaction and Repurchase Interest but the effect is weak. *The* t-statistic *value* indicates that the relationship between the two is positive. So it can be said that **H5**, namely Satisfaction, has a positive and significant effect on Repurchase Interest **received**. This means that the higher the satisfaction, the higher the interest in rebuying.

The results of this study support the research conducted by Mensah and Mensah (2018); Setiawan and Safitri (2019); Soebandhi, *et al.,* (2020); Pandiangan, *et al.,* (2021); Sumiyati & Zabella (2023) which shows that customer satisfaction has an effect on repurchase interest or customer satisfaction has an effect on customer desire to make a repeat purchase.

4.2.6. The Influence of Store Atmosphere on Repurchase Interest through Satisfaction

Testing the indirect influence of Store *Atmosphere* on Repurchase Interest through Satisfaction obtained a t-statistic value of 1.230 with *a p-value* of 0.219. So it can be said that **H6** , namely *Store Atmosphere* , has a positive and insignificant effect on Repurchase Interest through Satisfaction **is rejected**.

The results of this study support research conducted by Ali, *et al.,* (2022) which shows that customer satisfaction cannot mediate the influence of *store atmosphere* on *repurchase intention*.

4.2.7. The Effect of Products on Repeat Purchase Interest through Satisfaction

Testing the indirect influence between Products on Repurchase Interest through Satisfaction obtained a t-statistic value of 7.113 with *a p-value* of 0.000. This shows that there is an indirect influence between the Product on Repeat Purchase Interest through Satisfaction but the effect is weak. The value of the path coefficient indicates that the relationship between the Product and the Repeat Purchase Interest through Satisfaction is positive. So it can be said that **H7,** which is a product, has a positive and significant effect on Repurchase Interest through Satisfaction **received**. This means that the better the product-related policy, the higher the satisfaction and repurchase interest.

5. Conclusion

Most of the respondents in this study are male, aged between 19 – 24 years old, have the last high school education, have not worked, have a monthly income of Rp 0.00 to Rp 1,999,999.00, make purchases at Saca Coffee Shop 2-4 times a month.

The research model is worth using. This is evidenced by the *measurement model* consisting of outer loadings, *Construct Reliability and Validity, Discriminant Validity (Fornell-Larcker),* and *Goodness Fit Model. The structural model* consists of *Direct Effect*, and *Indirect Effect.*

The results of the hypothesis test for direct influence showed that *Store Atmosphere* had no positive and insignificant effect on Satisfaction, Products had a positive and significant effect on Satisfaction, *Store Atmosphere* had a positive and insignificant effect on Repurchase Interest, Products had a positive and significant effect on Repurchase Interest, and Satisfaction had a positive and significant effect on Repurchase Interest.

The results of hypothesis testing for indirect influence show that *Store Atmosphere* has no positive and insignificant effect on Repurchase Interest through Satisfaction, Products have a positive and significant effect on Repurchase Interest through Satisfaction.

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