SKRIPSI

THE INFLUENCE OF CAFE ATMOSPHERE, PRODUCT QUALITY, AND SERVICE QUALITY TOWARD REPURCHASE INTENTION IN WARUNG KOPI SRIKANDI CEMARA ASRI

Written as a partial fulfillment of the academic requirements to obtain
the Degree of *Sarjana Manajemen*

By:

NAME   **: CALLISTA LIEVIERA**

ID NO.   **: 03013200104**

MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
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APPROVAL PAGE BY FINAL PAPER ADVISOR

THE INFLUENCE OF CAFE ATMOSPHERE, PRODUCT QUALITY, AND SERVICE QUALITY TOWARD REPURCHASE INTENTION IN WARUNG KOPI SRIKANDI CEMARA ASRI

By:

Name	: Callista Lieviera
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Study Program	: Management
Concentration	: Hospitality Management

has been examined and approved for submission and defense in front of the final paper defense committee in order to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus.

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APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE

On   , 2024, a final paper defense has been held as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus for:

Name	: Callista Lieviera
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including an examination for final paper entitled "**THE INFLUENCE OF CAFE ATMOSPHERE, PRODUCT QUALITY, AND SERVICE QUALITY TOWARD REPURCHASE INTENTION IN WARUNG KOPI SRIKANDI CEMARA ASRI**" BY the final paper defense committee which consists of:

Final Paper Defense Committee	**Status**	**Signature**
Daniel Cassa Augustinus, S.S., M.M.Par.	Chair	_____
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ABSTRACT

CALLISTA LIEVIERA

03013200104

THE INFLUENCE OF CAFE ATMOSPHERE, PRODUCT QUALITY, AND SERVICE QUALITY TOWARD REPURCHASE INTENTION IN WARUNG KOPI SRIKANDI CEMARA ASRI

(xvii+87 pages; 17 figures; 62 tables; 7 appendixes)

The aim of this research is to investigate whether Cafe Atmosphere, Product Quality, and Service Quality have partial and simultaneous influence on Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

In this research, the writer used quantitative research design and IBM SPSS V.26. The writer used a descriptive and causal approach. The sampling technique used is Snowball sampling. The population will be all customers and sample size was 100 customers at Warung Kopi Srikandi Cemara Asri.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test and the equation is $Y = 10.772 + 0.202 X1 + 0.172 X2 + 0.340 X3$. The result of hypothesis test, cafe atmosphere, product quality, and service quality have partial and simultaneous influence on repurchase intention. Furthermore, cafe atmosphere, product quality, and service quality have 42.5% influence on repurchase intention.

Recommendations for Warung Kopi Srikandi Cemara Asri should be consistent in the presentation of food and beverages and supposed to provide timely and fast service so that customers do not have to wait for orders and other services needed by customers

Keywords: Cafe Atmosphere, Product Quality, and Service Quality, Repurchase Intention
References: 30 (2018-2023)

ABSTRAK

CALLISTA LIEVIERA

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PENGARUH SUASANA KAFE, KUALITAS PRODUK, DAN KUALITAS PELAYANAN TERHADAP NIAT PEMBELIAN KEMBALI DI WARUNG KOPI SRIKANDI CEMARA ASRI

(xvii+87 halaman; 17 gambar; 62 tabel; 7 lampiran)

Tujuan dari penelitian ini adalah untuk mengetahui apakah Suasana Kafe, Kualitas Produk, dan Kualitas Pelayanan berpengaruh parsial dan simultan terhadap Niat Pembelian Kembali di Warung Kopi Srikandi Cemara Asri.

Dalam penelitian ini, penulis menggunakan quantitative research design dan IBM SPSS V. 26. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah Snowball sampling. Populasi akan menjadi semua pelanggan dan sample size adalah 100 pelanggan di Warung Kopi Srikandi Cemara Asri.

Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah $Y = 10{,}772 + 0{,}202 X1 + 0{,}172 X2 + 0{,}340 X3$. Hasil uji hipotesis, suasana kafe, kualitas produk, dan kualitas pelayanan berpengaruh parsial dan simultan terhadap niat pembelian kembali. Selain itu, suasana kafe, kualitas produk, dan kualitas pelayanan berpengaruh 42,5% terhadap niat pembelian kembali.

Rekomendasi Warung Kopi Srikandi Cemara Asri harus konsisten dalam penyajian makanan dan minuman serta diharapkan dapat memberikan pelayanan yang tepat waktu dan cepat sehingga pelanggan tidak perlu menunggu pesanan dan layanan lain yang dibutuhkan oleh pelanggan

Kata kunci: Suasana Cafe, Kualitas Produk, dan Kualitas Pelayanan, Niat Pembelian Kembali

Referensi: 30 (2018-2023)

PREFACE

By the grace and blessing of the Almighty God, the writer has completed the *final paper* entitled: "**THE INFLUENCE OF CAFE *ATMOSPHERE*, PRODUCT QUALITY, AND SERVICE QUALITY TOWARD REPURCHASE INTENTION IN WARUNG KOPI SRIKANDI CEMARA ASRI**".

This *final paper* is written as a partial fulfillment of the academic requirements to obtain a Bachelor's Degree in Economics at Universitas Pelita Harapan Medan, Business School.

The writer would like to express her sincere gratitude to the following people for their valuable contributions in assisting and supporting the writer from the beginning until the completion of this *final paper*:

1. Dr. (Hon). Jonathan L. Parapak, M. Eng. Sc., as the Rector of Universitas Pelita Harapan.

2. Mr. Daniel Cassa Augustinus, S.S., M.M.Par., as the Dean UPH Medan Campus and as the *final paper* Advisor who has guided and given valuable instructions and guidance for the completion of this *final paper*.

3. Mr. Dr. Alfonsius, S.E., M. Si, as the Department Chair of Study Program UPH Medan Campus.

4. All UPH Medan Campus lecturers who have transferred knowledge from first till the last semester during the entire study period at UPH Medan Campus.

5. All UPH Medan administrative staffs who have assisted in the writing of this *final paper*.

6. The Staffs and Owner Warung Kopi Srikandi Cemara Asri, for the opportunity to do the research and provision of valuable information and data needed.

7. My beloved family and friends who have given support in conducting this research.

8. Everyone who has provided suggestions, critics, encouragement, and motivation in order to finish this *final paper*.

Finally, the writer acknowledges that there may still be inaccuracies and errors in this *final paper*. Therefore, constructive comments as well as inputs from the readers aimed at the improvement of this final paper content are welcomed and highly appreciated.

Medan, May 09, 2024
The Writer,

CALLISTA LIEVIERA
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CHAPTER I

INTRODUCTION

1.1   Background of the Study

Many new entrepreneurs open coffee shop businesses with a variety of concepts or ideas that are made to reach their customers from various social groups. In addition to several locations in even small towns also many cafes have sprung up, this is inseparable from the support of the local government which makes it easier to set up a business (Triutami, 2022).

Along with the increasing mobility and modern lifestyle, especially in big cities in Medan, the growth of coffee shops has become relatively rapid. Not only drinking coffee, but usually, coffee shops are also a destination for some groups to carry out certain activities, such as meeting business partners, gathering with work friends, reunions, and even discussion areas for young people. The presence of cafes with accessible locations is very convenient to the public, both in malls and roadside, making competition between coffee shops incredibly tight (Uta, Kusuma, & Jodi, 2022). The development of the cafe business in Indonesia is currently multiplying. This number of cafes has sprung up, providing comfortable places with attractive interior designs and offering various facilities such as free Wi-Fi, friendly service, available menu variations, and even live music that attracts consumers' buying interest. The growth and the competition force every coffee shop to serve the best for its customers.

Cafe atmosphere is an environmental design such as visual communication, lighting, color, music, and aroma to simulate customer perceptual and emotional responses and ultimately affect their buying behavior. Berman and Evans (2019) stated that the image of firms depends on the firm atmosphere. Store atmosphere contributes greatly to images projected to customers. Atmosphere is understood through the customer's psychological feelings when visiting a store. Similarly, atmosphere refers to the design of the environment through visual communication, lighting, color, music, and smell to stimulate the customer's perceptual and emotional responses and ultimately influence buying behavior. It also can affect people's enjoyment in shopping and spending time at the café.

Product quality refers to how well a product satisfies customer needs, serves its purpose and meets industry standards. When evaluating product quality, businesses consider several key factors, including whether a product solves a problem, works efficiently or suits customers' purposes. Companies may also evaluate product quality based on various perspectives that show how different groups perceive the usefulness of a product. Perspectives to consider when assessing product quality include customer perspectives, manufacturing perspectives, product-based and value-based perspectives and transcendental perspectives, which perceive a product's value in relation to its cost (Purnawarman, Herman, & Pradhanawati, 2022).

Service quality is a key determinant of an organization's reputation and profitability. Companies that want to improve their reputation and generate more profits must constantly measure and improve the quality of their services. Service

quality measures a company's service delivery against customer expectations. This service quality definition confirms that customers have certain expectations and standards of how the company should deliver services to fulfill their needs. Firms with high service quality match or exceed customer expectations. On the other hand, companies that fall below customer standards and expectations risk a negative reputation due to poor service quality (Sinmabela, 2019).

With the expansion of cafe business, customers consider many things in making choices. The most important factor consumers consider are the price and quality of the product. However, many cafes are currently offering the same menu for almost the same price. As the number of competitions in this industry grows. This is the background in the selection of research sites Warung Kopi Srikandi Cemara Asri.

This research was conducted in the Warung Kopi Srikandi Cemara Asri located at JL. Boulevard Timur No.80-82, Medan Estate, Medan.

Figure 1. 1 Logo of Warung Kopi Srikandi Cemara Asri
Sources: Prepared by the writer (Warung Kopi Srikandi Cemara Asri, 2024)

Repurchase intention or repurchase interest is customer satisfaction which is measured behaviorally by asking whether the customer will shop or use the company's services again (Tjiptono, 2020). Repurchase intention is a repurchase intention because get products or services in accordance with the wishes of consumers who can generate consumer interest to consume it again at a later date.

Here the atmosphere of this Warung Kopi Srikandi Cemara Asri as follow:

Figure 1. 2 Atmosphere of Warung Kopi Srikandi Cemara Asri
Sources: Prepared by the writer (Warung Kopi Srikandi Cemara Asri, 2024)

Figure 1.2 shows that pointed out that the location is narrow so that customers have difficulty parking safely and comfortably, furniture that impressed the old. The seating distance for indoor is too close to make customers less comfortable in moving, the room is soundproof so that it triggers noise, outdoor which does not create a comfortable impression because of the heat.

Here are some reviews related to the quality product at the Warung Kopi Srikandi Cemara Asri that can be seen in Figure 1.3, namely:
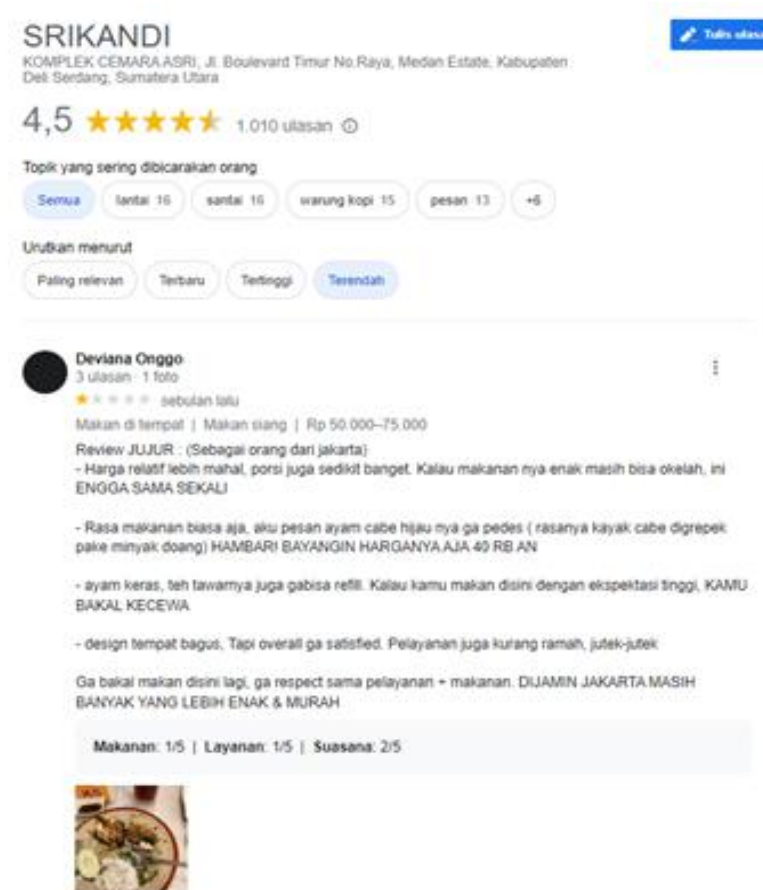
Figure 1. 3 Quality Product of Warung Kopi Srikandi Cemara Asri
Sources: Prepared by the writer (Warung Kopi Srikandi Cemara Asri, 2024)

Figure 1.3 shows that the customer's disappointment with the food served by Warung Kopi Srikandi Cemara Asri. The quality of the food is not well maintained which triggers customer dissatisfaction so as to give a bad review and give a low twig. Customer complaints relate to inappropriate portions and prices of food, inconsistent taste of food due to crowds. Some of these things make customers do not recommend to others as well as friends and family.

Service quality is as the physical environment where a service is consumed or delivered and the places where both the company and customer interactions with each other. Here are some reviews related to the Service quality at the Warung Kopi Srikandi Cemara Asri that can be seen in Figure 1.4, namely
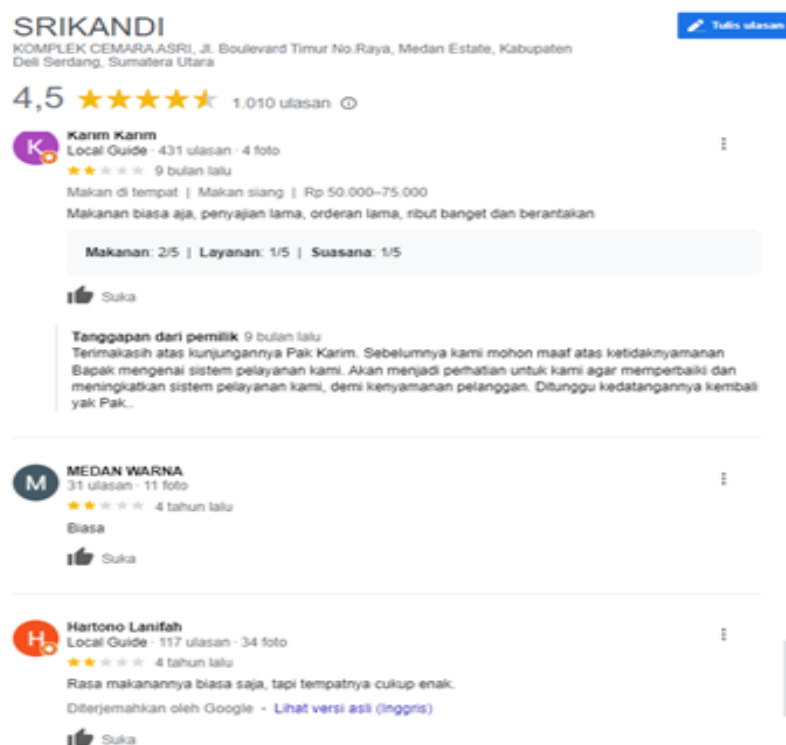
Figure 1. 4 Service Quality of Warung Kopi Srikandi Cemara Asri
Sources: Prepared by the writer (Warung Kopi Srikandi Cemara Asri, 2024)

Based on Google Review that made by customers of Warung Kopi Srikandi Cemara Asri most are about the service where most of customer stated that the service is very slow even when the cafe is not in a crowded situation and the employees is not fast response, bad attitude and not professional. The bad customer experience caused Warung Kopi Srikandi Cemara Asri to become a cafe that is not recommended to be visited.

From the above explanation, the writer decides to conduct research entitled **"The Influence of Cafe Atmosphere, Product Quality, and Service Quality toward Repurchase Intention In Warung Kopi Srikandi Cemara Asri".**

1.2   Problem Limitation

Due to limitation of time and budget this research focused to Warung Kopi Srikandi Cemara Asri that Cafe Atmosphere (X_1), Product Quality (X_2), Service Quality (X_3), and Repurchase Intention (Y). Warung Kopi Srikandi Cemara Asri is located at Jl. Boulevard Timur No.80-82, Medan Estate, Medan. The implementation period is from January-April 2024.

1.3   Problem Formulation

Based on the background of the study, the writer formulates several questions, follows:

1. Does Cafe Atmosphere have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri?

2. Does Product Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri?

3. Does Service Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri?

4. Do Cafe Atmosphere, Product Quality, and Service Quality have simultaneous influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri?

1.4   Objective of the Research

Based on the problem formulation the objectives of this research are:

1. To analyze whether Cafe Atmosphere have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

2. To analyze whether Product Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

3. To analyze whether Service Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

4. To analyze whether Cafe Atmosphere, Product Quality, and Service Quality have simultaneous influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

1.5   Benefit of the Research

The writer expects that this research can give benefits both theoretically and practically.

1.5.1 Theoretical Benefit

The research result can be used :

1. To expand the factors that cause an increase in repurchase intention such as cafe atmosphere, product quality, and service quality

2. To improve the problems associated with research Cafe Atmosphere, Product Quality, and Service Quality variable and repurchase intention variable.

3. To develop the relevant theories especially in the Cafe Atmosphere, Product Quality, and Service Quality and its influence towards Customer repurchase intention.

1.5.2   Practical Benefit

The practical benefits on this research are:

1. For the writer

   The writer as the researcher to get more experience in doing the research and as an addition to knowledge regarding Cafe Atmosphere, Product Quality, Service Quality and Repurchase Intention.

2. For the Warung Kopi Srikandi Cemara Asri.

   To provide useful suggestions for the Warung Kopi Srikandi Cemara Asri in increasing Repurchase Intention especially improving the Cafe Atmosphere, Product Quality and Service Quality.

3. For other researchers

   To be an additional reference, reference material for further research and information to interested parties in assessing the problem the same in the future.

CHAPTER II

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1   Theoretical Background

2.1.1   Hospitality

Hospitality Management actually has a lot to do with Business Management in general such as Accounting, Marketing, Finance, etc., with some added key aspects in Hospitality Management such as: Food and Beverage Management, Front Office.

Hospitality Management is the interaction between the host and guests at the same time consuming food and drinks and accommodation (Hermawan, Brahmanto, & Hamzah, 2018)

Hospitality Management means hospitality, courtesy, intimacy and mutual respect. If it is associated with the tourism industry, it can be likened that hospitality is the spirit, soul, and spirit of tourism. Without hospitality in tourism, all products offered in tourism itself such as inanimate objects that have no value for sale (Patterson, 2021).

Summarizing some of the above understanding, hospitality services can be redefined as knowledge, attitude or ethics and skills in service, which must be provided by business actors (always home) to service recipients or consumers that reflect services that are full of warmth and hospitality so that customers feel comfortable and satisfied, felt valued as a whole human soul.

2.1.2 Restaurant Industry

A restaurant is a place or a commercially organized building that organizes good service to all its guests either form of food and beverages. Restaurant can be found in various location such as malls, office building, house complexes and other locations. The restaurant is a place that provides food service and drinks (Hermawan, Brahmanto, & Hamzah, 2018). Restaurant is a place where someone who comes to be a guest who will get the service to enjoy food, either morning, afternoon, or evening in accordance with opening hours and by guests who enjoy the dish will have to pay according to the specified price according to the list provided at the restaurant (Patterson, 2021).

2.1.3 Cafe Atmosphere

2.1.3.1 Definition of Cafe Atmosphere

Cafe atmosphere incorporates the elements of the physical nature of the retail outlet, elements designed to create a certain appearance for the outlet. The design and look of the outlet are created to attract and delight customers. Several physical factors incorporate store atmosphere, including color, lighting, music, cleanliness, store and merchandise layout, décor, scent, and temperature (Ndengane, et al, 2021). Cafe atmosphere to create the specific emotional effects in the buyer that enhances the purchase opportunity. Another definition says that it is the physical characteristics and surrounding influence of a retail store used to attract customers (Umair & Khan, 2019). Cafe atmosphere is the process of deploying significant perceptual, attitudinal, and emotional impacts on purchasing by enticing

customers into the store and keeping them engaged and fascinated. Retailers use this as their positioning strategy, where the created atmosphere interprets the retailer's values, mission, and guiding philosophy. In the process, environmental indications such as color, music, lighting, and cleanliness create the shopping context.

2.1.3.2 Types of Cafe Atmosphere

Store atmosphere consists of two types, the instore atmosphere and out store atmosphere as follow (Levy & Weitz, 2020):

a. Instore atmosphere is a setting in the room concerns :

1) Internal layout is an arrangement of various facilities in indoor.

2) The Sound is the overall sound that is presented in room to create a relaxing impression consisting of live music served restaurant or cafe and music from sound system.

3) Smell is the aromas presented in the room for create an appetite arising from the aroma of food and drinks and aromas evoked by the room deodorizer.

4) Texture is the physical appearance of the materials used for indoor tables and chairs and room walls.

5) Building interior design is the arrangement of spaces in restaurant suitability covers the area of the visitor room and the area of the road which gives comfort, bar counter design, table arrangement, arrangement of paintings, and indoor lighting system.

b. Out store atmosphere is an outdoor setting that concerns :

1) External Layout is setting the layout of various restaurant facilities outdoors which includes visitor parking layout, layout signboard, and strategic location.

2) Texture is the physical appearance of the materials used building and outdoor facilities include wall texture part outdoor nameplate texture.

3) Exterior design is the building is the arrangement of rooms.

   Outdoor restaurant includes outdoor nameplate design, placement entrance, The Shape of the building seen from the outside and the system outdoor lighting.

2.1.3.3 Indicators of Cafe Atmosphere

According to (Berman & Evans, 2018), developed five indicator of store atmosphere, as follow:

a. Layout

Item layout is allocation of floor space (selling space, merchandise space, personnel space, customer space), classification of store origins, determination of a traffic-flow pattern, mapping out in-store locations, arrangement of individual products

b. Lighting

Lighting is the deliberate use of light to achieve practical or aesthetic effects. Lighting includes the use of both artificial light sources like lamps and light fixtures, as well as natural illumination by capturing daylight.

c. Temperature in the room

Ambient factors which means background conditions that exist below the level of our immediate awareness - air quality, temperature, humidity, circulation/ventilation, noise (level, pitch), scent.

d. Design

Store font which include marquee, entrances, windows, lighting, and construction materials

e. Color

The use of store colors needs to be chosen according to the theme of the store that is cool.

2.1.4 Product Quality

2.1.4.1 Definition of Product Quality

According to (Mudfarikah & Dwijayanti, 2021), Product Quality in which the grill has a perception of the overall quality or excellence of the product or service as expected. According to (Zeithaml, 2020), the Product Quality refers to the consumer's judgement of the excellence or the global superiority of a product or of a service. Baker and Fesenmaier (2019) assert that the Product Quality of services is one of the primordial variables for the organisations to get sustainable competitive advantages. For this reason, the concern with the quality perceived by the customers became a basic condition for the providers that want to survive and to grow in a competitive market such as mobile phone service sector (Baker & Crompton, 2020).

From the above understanding that product quality is a consumer assessment of quality product as a whole with regard to product characteristics expected. Perceived Quality is the customer's perception of the overall quality or superiority of a product or service compared to other products or services and in relation to the expected goals. Consumer expectations will increase along with improvements products continuously for years.

2.1.4.2 Factors of Product Quality

According to (Tjiptono, 2020) expected product quality influenced by a number of factors, including :

1. Marketing Communications

   Marketing communications include advertising, direct mail, Websites, internet communications, sales campaigns, and sales promotion, which directly under the control of the company.

2. Communication Get Viral

   Viral factor can only be controlled indirectly by company.

3. Corporate/Local Image

   Image factors can also only be controlled indirectly by the company.

4. Price

   Price is an element in the marketing mix that not only determines the probability but also as a signal to communicate the value proposal of a product.

2.1.4.3 Indicator of Product Quality

According (Tjiptono, 2020)explains that the product quality indicator include:

1. Performance

   Performance is the principal operating characteristics of the core product purchased performance of the product that provides benefits to consumers who consume so that consumers can benefit from the product that has been consumed.

2. Perceived Quality

   Measure the likelihood that a product will not be damaged or fail in a certain period

3. Conformance quality

   Compliance quality of the conformity performance and product quality with standards refrigerate by the manufacturer in accordance with the company's planning which means that the majority of products in accordance with the wishes customers. Basically, each product has a standard or predetermined specifications.

2.1.5   Service Quality

2.1.5.1 Definition of Service Quality

According Hayani (2020), Service Quality is simply a measure of how good the level of service provided to be able to match expectations customers. It means that the quality of Service is determined by the ability of a particular company or

institution to meet the needs in accordance with the expectations or desires based on the needs of customers.

Service Quality depends on the ability of the service provider to consistently meet customer expectations and ultimately on the perception of the customer (Nurdin, 2019).

Service Quality scape refers to the physical environment that humans intentionally design in support of the services provided to customer. One of the causes of the importance of the servicescape concept is its relationship with the satisfaction of customer needs. The better servicescape, will make customer feel comfortable and happy in consuming the services provided.

2.1.5.2 Factors of Service Quality

Below are some factors of service quality (Hayani, 2020):

1. Process quality

    Also referred to as operational quality, this factor determines the quality of procedures involved in production processes.

2. Output Quality

    Also referred to as technical quality, this factor comes after production and determines what customers receive from service providers.

3. Physical quality

    This focuses on the quality of the product that a customer receives or the quality of support for the products.

4. Interaction quality

This factor involves relationships between customers and service providers where interactions happen via different communication channels.

5. Organization quality

The perception or the reputation of an organisation is organisation quality where customers having faith in a brand is important.

2.1.5.3 Indicator of Service Quality

According to Supriyanto, Wiyono, & Burhanuddin (2021), Indicators of service quality are:

1. Tangibility

A service is intangible, however there are several things can be use to determine the tangibly of the service performed. Tangibility plays a significant role in service quality. It refers to the visible and physical aspects of a service that can be observed and felt by customers. Tangibles include factors such as the appearance of facilities, equipment, and the physical environment.

2. Reliability

Reliability include the accuracy of the implementation of the service, the suitability of the execution and procedures, with consistent favoritism.

3. Responsiveness

The willingness to help customers and to provide prompt service. This dimension is very common where customers have requests, questions, complaints and problems.

4. Empathy

This type of service is more individualized and is provided in accordance with the preferences of each client. This indicator plays a big role in establishing a relationship and trust between the customer and the company so that the customer may trust and purchase from the company in the future.

2.1.6 Repurchase Intention

2.1.6.1 Definition of Repurchase Intention

According to (Ajzen, 2019), customers are indicators of how much people are willing to attempt and how much effort they plan to put forth to do the behavior. Intention are assumed to convey the motivating variables that impact conduct. Customers repurchase Intention is a consumer behavior where customers have a desire in choosing, using, and consuming or even wanting a product offered (Kotler & Keller, 2019).The conclusion from the above understanding that customers repurchase Intention is the essential characteristic of intention is the person's estimation of the perceived possibility or probability to perform a specific behavior. The intention is also related to the possibility or probability a promise or intention. The intention has a variety of characteristics that include accessibility in memory, trust, and personal relevance or the importance of behavior performed for the individual.

2.1.6.2 Factors of Repurchase Intention

Customer will be faced with a purchase decision to make a purchase, where the customer will compare or consider one of the goods with another for their

consumption. Some of the factors that shape customer's buying Intention according to (Kotler & Keller, 2019), namely:

a. The attitude of others, the strength of the traits other people have against the option the consumer prefers and their willingness to comply with others' preferences will determine how much they are inclined to reduce the alternative someone prefers.

b. Factors that unanticipated situations, this factor will alter the buyer's preferences when making a purchase. Whether a customer feels confident in their decision to purchase a product depends on their own thoughts.

c. Reducing price sensitivity, Customers who are pleased and devoted to a business are less inclined to place bids on particular goods. Focusing on service costs and quality is a frequent change in customer satisfaction.

d. Customer satisfaction is an indicator of future business success, Customer happiness is essentially a long-term strategy since it takes time to establish and sustain a reputation for exceptional service, and it typically requires significant investments in a series of actions meant to make customers happy both now and in the future.

2.1.6.3 Indicator of Repurchase Intention

According to (Nasrullah & Tresnati, 2019), indicators of buying interest as follow:

a. Awareness

A form of awareness that is possessed by each individual to always be aware of all the activities of something around. The stage where the consumer is aware of the existence of the product. Indicators of awareness that is aware of the existence of the product and realize the needs of the product.

b. Knowledge

Knowledge that can be obtained by a person in the process of education and experience experienced on an object. The stage where customer gain knowledge about the product. The indicator of knowledge is getting information or knowledge about the product.

c. Preference

After a feeling of liking for the product, customer need to know the comparison of our products with other products seen from various aspects. The stage where customer compare a product with other products. The indicator of preference is to compare or prefer the products that the company has offered with competitors ' products.

d. Conviction

The customer already has a preferred product but is not yet convinced to make the purchase process, at this stage the communicator's task is to convince the customer and foster customer interest in buying, after visiting this stage the consumer candidate is already convinced and interested in the product. The stage where customer are confident of a product. The indicator of conviction is like the product but not sure and interested in the product.

2.1.7   The Influence of Cafe Atmosphere on Purchase Decision

Store atmosphere is designed appropriately and well will be able to encourage customers to want to enter the restaurant. Creating a store atmosphere that is comfortable, fun, trend-following, and beautiful to the eye will create an interesting impression and influence customers buying Intention (Sutisna, 2020).

2.1.8   The Influence of Product Quality on Purchase Decision

To achieve the desired product quality should be required standardization of quality. It aims to keep the resulting product can meet the standard that has been set so that consumers will not lose confidence in the product in question. This encourages repeat purchases (Wijayanti, 2020).

2.1.9   The Influence of Service Quality on Purchase Decision

Service Quality is an essential factor involved in a service provider's ability to attract more customers. Also, providing high level of quality service has become the selling point to attract customer's attention and is the most important satisfaction factor which lead to purchase decision (Salim , 2019)

2.1.10 The Influence of Cafe Atmosphere, Product Quality, and Service Quality on Purchase Decision

According to (Tjiptono, 2020), Many factors can influence customer buying interest, including seeing the availability of a good brand image, taste of food, service quality and a convenient store atmosphere. Creating a store atmosphere that is comfortable, fun, trend-following, and beautiful to the eye will create an interesting impression and influence customers purchase decision.

2.2   Previous Research

Table 2. 1. Previous Research

No	Name	Title	Result
1	Kusumara dya, et al (2021)	Service Quality and Brand Image Influence on the Purchase Decision of Coffee Shop Products in Yogyakarta	Therefore, this research aims to examine the influence of service quality and brand image on the purchase decisions of coffee shop products. A quantitative approach of multiple regression analysis was used, while the samples were three coffee shops in Yogyakarta with different characteristics such as the length of service experience, location, and shop size. The result showed that both service quality and brand image significantly influenced purchase decisions. The service quality significantly influenced the 3 shops, but only 1 was influenced by brand image. Hence, service quality and brand image are useful for coffee shops with certain characteristics such as the business location.
2	Kurniawa n, et al (2022)	Purchase Decision: The Role Of Store Atmosphere And Product Quality	This study uses quantitative research methods with questionnaire research instruments. The results of the study partially store atmosphere affect purchasing decisions and the quality of the product affects the purchasing decision. Simultaneous test results store atmosphere and product quality affect purchasing decisions. These results become material for further studies regarding more dynamic determinants in decision making.
3	Putra, et al (2022)	The Role of Store Atmosphere on Purchase	Cluster sampling is used in this study, so the number of samples is determined as many as 100 respondents. This research also obtains some data from journals and books as the secondary data. Simple linear regression analysis was used to analyze the data. The result shows that store atmosphere variables have a positive and significant effect on purchasing decision of consumers. It means that store atmosphere has an important role to influence consumers decision. It is proved by regression coefficients store atmosphere from the results of the t test which is amount to 6.973 greater than t table which is equal to 1.984. In conclusion, the store atmosphere thatbuild a comfortable situation for the consumers, can increase the purchase decision of them

2.3   Hypothesis Development

The hypothesis for this research can be seen as follows:

H$_1$: Cafe Atmosphere have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.
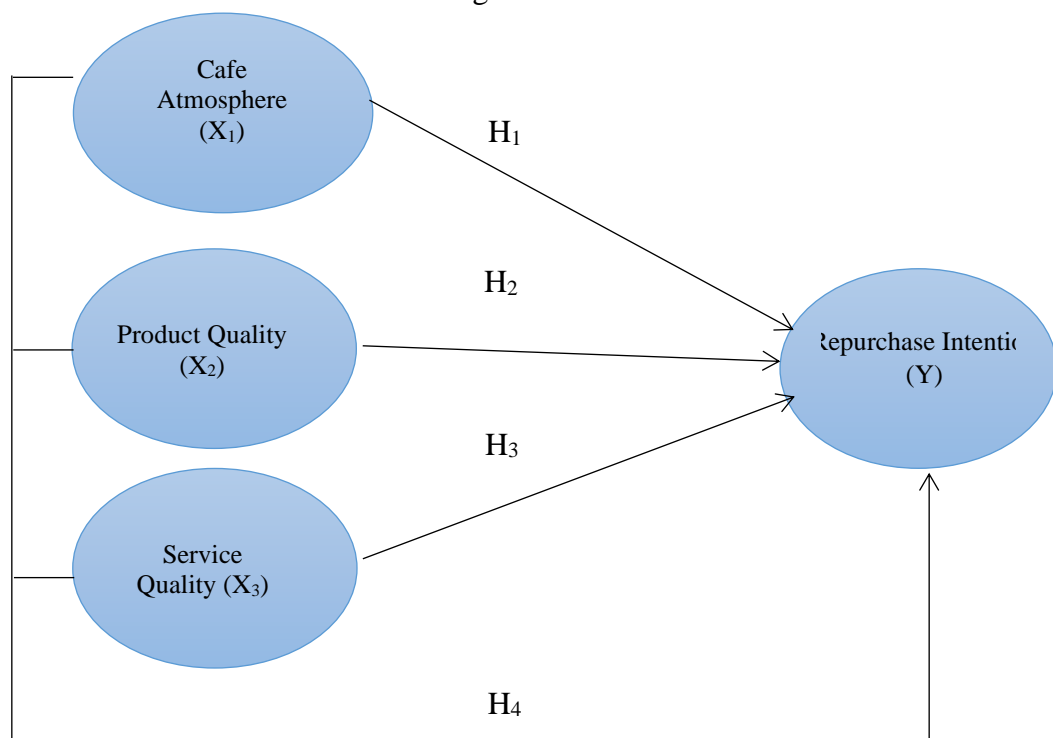
H$_2$: Product Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

H$_3$: Service Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

H$_4$: Cafe Atmosphere, Product Quality, and Service Quality have simultaneous influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

2.4 Research Model

The research model can be figured as follow:

Figure 2. 1 Research Model
Source: Prepared by the writer (2024)

2.5   Framework of Thinking

The following is the framework of thinking in this study:

Background of Study

With the expansion of cafe business, customers consider many things in making choices. The most important factor consumers consider are the price and quality of the product. However, many cafes are currently offering the same menu for almost the same price. As the number of competitions in this industry grows. This is the background in the selection of research sites Warung Kopi Srikandi Cemara Asri. This research was conducted in the Warung Kopi Srikandi Cemara Asri located at Jl. Boulevard Timur No.80-82, Medan Estate, Medan.

Research Problem

1. Does Cafe Atmosphere have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri?
2. Does Product Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri?
3. Does Service Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri?
4. Do Cafe Atmosphere, Product Quality, and Service Quality have simultaneous influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri?

Theoretical Framework

According to Ndengane, et al (2021), Cafe atmosphere incorporates the elements of the physical nature of the retail outlet, elements designed to create a certain appearance for the outlet.

According to Said and Mustaking (2020), Product Quality in which the grill has a perception of the overall quality or excellence of the product or service as expected.

According Hayani (2020), Service Quality is simply a measure of how good the level of service provided to be able to match expectations customers.

According to Ajzen (2019), customers are indicators of how much people are willing to attempt and how much effort they plan to put forth to do the behavior

Hypothesis

H_1 : Cafe Atmosphere have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

H_2 : Product Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

H_3 : Service Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

H_4 : Cafe Atmosphere, Product Quality, and Service Quality have simultaneous influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

Figure 2. 2 Framework of Thinking
Source: Prepared by the writer (2024)

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

The writer employs quantitative, descriptive and causal research in this study. Quantitative research is measurable or can be translated into numbers. Statistics refers to the fundamental methodologies used to study numerical data. Empirical research is so named because it can be measured precisely. Quantitative research uses statistical, computational, and mathematical tools to establish a causal relationship between two variables (Gunawan, 2022). The research design refers to the overall plan that is being adopted to combine the many components of the study in a coherent and logical manner, assuring that individual will effectively solve the research issue; it serves as the blueprint for data collecting, measurement, and analysis.

Additionally quantitative research, according to Gunawan (2022), is expressed in numbers and graphs. It is used to validate or test theories and hypotheses. Quantitative research designs are more set and logical in nature, with variables and assumptions clearly stated prior to data collection. Causal research is a properly identify a cause-and-effect relationship, it's important to gather some data to assess whether certain conditions are true. This information can help develop a hypothesis about the cause-and-effect relationship and produce more comprehensive results.

3.2.   Population And Sample

According to (Gunawan, 2022)The population mean is the average of all values in a given population, The population means is a very important statistical parameter. It helps in knowing the average of the population's parameters.

This study's population will be customers of Warung Kopi Srikandi Cemara Asri to determine whether Cafe Atmosphere, Product Quality, and Service Quality have an influence Repurchase Intention in Warung Kopi Srikandi Cemara Asri. However, due to the diverse customer base in Warung Kopi Srikandi Cemara Asri, the estimated population will be unspecified.

The formula is as follows, according to Lemeshow et al (1991), as referenced in Werdiastuti and Agustiono (2022):

$$n = \frac{z^2 p(1-p)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5 \times (1-0,5)}{(0,1)^2}$$

$$n = 96,04 \approx 97 \; respondents$$

Where:

n   = sample size

p   = maximal estimation (p=0.5)

Z   = z score at 95% of confidence (Z= 1.96)

d   = sampling error of 10%

According to Musfitah, et al (2022), sample is the precise group from which you will collect data. Because the total population is unknown, the sample size will

be determined using the Lemeshow Formula. In this research, the writer will use non-probability sample technique. According to Qualtrics (2022), non-probability sampling is a type of sample selection in which a group of people is chosen in a non- random manner to participate in research. Non-probability sampling does not aim to accurately represent all members of a large population within a small set of participants. As a result, not everyone in the population has an equal chance of taking part in the study. Purposive sampling refers to a group of non-probability sampling techniques in which units are selected because have characteristics that you need in sample. In other words, units are selected on purpose in purposive sampling. The reason for using purposive sampling technique is because not all samples have criteria that match the criteria studied, by establishing considerations or criteria that must be met by the samples used in this study.

The sample size of 97 respondents calculated using the Lemeshow Formula. Based on the estimates, questionnaires will be delivered more than 97 Warung Kopi Srikandi Cemara Asri customers who can be easily contacted and are willing to participate in order to obtain information.

The total sample is 100 respondents with the characteristic of:

1. Gender of Male and Female

2. Age from 17 to 40 years old

3. Medan resident

4. Has been to Warung Kopi Srikandi Cemara Asri once directly in the past one year.

3.3   Data Collection Method

According to (Gunawan, 2022)), the act of obtaining, measuring, and analyzing reliable data from a range of relevant sources in order to findanswers to study problems, answer questions, evaluate outcomes, and forecast trends and probability is known as data collection. The collecting of data enables researchers to gain knowledge and insights. There are two types of data gathering methods, which are as follows:

a. Primary Data

Primary data results are very accurate if the information is collected by the researcher. However, there is a drawback such as first-hand research can be time-consuming and costly.

1) Questionnaire

Questionnaire is a data collection technique that is done by giving a set of questions or written statements to the respondents to be answer. In this case the questionnaire will be distributed to customers. Questionnaires are distributed to customers by using Google Forms. The questionnaire was distributed to people known by the researchers in the form of WA group UPH and Instagram.

2) Interview

Interviews are one of the instruments used to collect data orally. This must be done in depth so that get valid and detailed data (Anggito and Setiawan, 2018). Interviews were conducted with several company customers. Interviews were conducted related to the phenomenon of Cafe Atmosphere,

Product Quality, Service Quality and Repurchase Intention In Warung Kopi

Srikandi Cemara Asri. Interviews were conducted to the cafe owner, some

cafe customers and some cafe employees.

b. Secondary Data (literature review)

According to (Gunawan, 2022), secondary data is any dataset obtained by

someone other than the person who is using it. Secondary datasources can be

incredibly beneficial. secondary data used are books and journals related to Cafe

Atmosphere, Product Quality, and Service Quality toward Repurchase Intention

and statistical theory of research. It also uses company data related to company

history, organizational structure and employee job description.

3.4.   Operational Definition and Variable Measurement

3.4.1 Operational Definition

An operational definition enables researchers to describe what they mean

when they use a certain phrase in aspecific way. An operational definition is a

statement of the processes that the researcher will employ to measure a given

variable (Nurul & Nugraha, 2022).

The variables examined in this study are as follows:

a. Independent Variable (X)

Independent variables are variables that influence or are the cause of changes

or the emergence of dependent variables (Nurul & Nugraha, 2022). The

independent variables in this study are Cafe Atmosphere, Product Quality, and

Service Quality.

b. Dependent Variable

Dependent variable is the variable that is affected or due to the independent

variables (Nurul & Nugraha, 2022). The dependent variable in this study is

Customer Repurchase Intention.

Table 3. 1 Operationalization of Research Cafe Atmosphere Variable

Variable	Indicators	Questions
Cafe Atmosphere (X_1)	Layout	Building design Warung Kopi Srikandi Cemara Asri comfortable.
		The exterior of Warung Kopi Srikandi Cemara Asri looks attractive
	Lighting	Warung Kopi Srikandi Cemara Asri has bright room lighting.
		There is also enough lighting for outdoor to provide customer comfort.
	Temperature in the room	Warung Kopi Srikandi Cemara Asri has a comfortable room temperature for all customers.
		Warung Kopi Srikandi Cemara Asri prepares some equipment to maintain a good temperature inside the cafe.
	Design	The layout of Warung Kopi Srikandi Cemara Asri is comfortable and does not make it difficult for consumers to walk
		Warung Kopi Srikandi Cemara Asri features displays that have distinctive characteristics
	Color	The combination of colors at Warung Kopi Srikandi Cemara Asri makes comfort.
		The color combination of Warung Kopi Srikandi Cemara Asri in accordance with the theme of the cafe.

Table 3. 2 Operationalization of Research Product Quality Variable

Variable	Indicators	Questions
Product Quality (X_2)	Performance	Food and beverages at Warung Kopi Srikandi Cemara Asri have an attractive and appetizing appearance
		Food and beverages at Warung Kopi Srikandi Cemara Asri give off a delicious aroma
	Perceived Quality	Food and beverages at Warung Kopi Srikandi Cemara Asri are served in portions in accordance with consumer expectations.
		Food and beverages at Warung Kopi Srikandi Cemara Asri are made with the right level of maturity, so it feels delicious when enjoyed
	Conformance quality	Food and beverages at Warung Kopi Srikandi Cemara Asri are served at the right temperature so they are suitable to be enjoyed
		Food and beverages at Warung Kopi Srikandi Cemara Asri have a texture that gives pleasure when enjoyed

Table 3. 3 Operationalization of Research Service Quality Variable

Variable	Indicators	Questions
Service Quality (X_3)	Tangibility	Warung Kopi Srikandi Cemara Asri has a clean environment
		Warung Kopi Srikandi Cemara Asri always keeps the tableware clean.

	Reliability	The food and beverages offered at Warung Kopi Srikandi Cemara Asri that match the description on the menu.
		The waiters served my order at the promised time.
	Responsiveness	The waiters at Warung Kopi Srikandi Cemara Asri provide fast service
		The waiters at Warung Kopi Srikandi Cemara Asri can handle my special request
	Empathy	The waiters at Warung Kopi Srikandi Cemara Asri entertaining customers according to their needs
		The Waitress at Warung Kopi Srikandi Cemara Asri is very friendly

Table 3. 4 Operationalization of Research Repurchase Intention Variable

Variable	Indicators	Questions
Repurchase Intention (Y)	Awareness	I can recognize the brand / logo of Warung Kopi Srikandi Cemara Asri easily
		Many of my friends like to eat at Warung Kopi Srikandi Cemara Asri
	Knowledge	Warung Kopi Srikandi Cemara Asri serves a lot of delicious food.
		I was delighted with the variety of dishes served at Warung Kopi Srikandi Cemara Asri.
	Preference	I always prefer to buy from Warung Kopi Srikandi Cemara Asri rather than other similar restaurants.
		Warung Kopi Srikandi Cemara Asri is certainly my favorite place to eat.
	Conviction	I am interested to visit and buy from Warung Kopi Srikandi Cemara Asri.
		I always prefer to buy from Warung Kopi Srikandi Cemara Asri instead of other similar cafes.

3.4.2 Variable Measurement

According to (Nurul & Nugraha, 2022), variables on a Likert scale are converted into indicator variables. The indicator is then utilized as a starting point for assembling instrument components, which can be statements or questions. Each instrument item's responses on a Likert scale have a gradation from highly positive tonegative. In this research, the writer uses 5-level Likert scale in measuring the variable.

Table 3.5 Likert Scale

Description	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2

Strongly Disagree (SD)	1

3.5 Data Analysis Method

According to (Ghozali, 2018), data analysis is the process of gathering, modeling, and analyzing data in order to obtain insights that can be used to make decisions. There are several methods for performing analysis, here are some data analysis method used in this study.

3.5.1 Research Instrument Test

3.5.1.1 Validity Test

According to Ghozali (2018), test validity indicates how much weight can be placed on a set of test results. Test validity is critical in psychological and educational assessment, where test accuracy and significance are crucial. According to Ghozali (2018), a validity test is a mechanism for determining whether or not a questionnaire is legitimate. A questionnaire is said to be valid if the question on the questionnaire can reveal something that will be measured by a questionnaire. r_{count} can be seen from the Pearson product moment correlation. The validity test criterion research is as follows:

1. The questionnaire is valid if $r_{count} > r_{table}$.

2. The questionnaire is invalid if $r_{count} < r_{table}$.

3.5.1.2 Reliability Test

According to Ghozali (2018), reliability test is the level of consistency of a test, is the extent to which the test can be trusted to produce a consistent score. When the test provides the same repeated answer under the same condition then a test is

reliable. Reliability test is a tool for measure a questionnaire which is an indicator ofthe variable. A questionnaire is said to be reliable if someone's answer to a question is consistent or stable over time. This test is done by measuring the correlation between the answers to the questions using the statistical value of Cronbach's alpha (α) and it is reliable if $\alpha > 0.6$.

Table 3. 6 Likert Scale

Interval	Criteria
>0.9	Perfect Reliability
0.7-0.9	High reliability
0.6-0.7	Medium reliability
<0.6	Low reliability

Sources: Sugiyono (2019)

3.5.2 Result Analysis

3.5.2.1 Descriptive Statistics

According to Sugiyono (2019), A descriptive statistic is one that is used to examine data by describing the acquired data as it is without the goal of drawing broad conclusions or making broad generalizations.

1. Mean

   Mean is the average value obtained from the sum of all the values of each data, then divided by the number of available data.

2. Median

   The median value of the sorted data set is one value in the middle of the sequence if the number of data is odd, but if the number of data is even, the median is the sum of the two values in the middle of the data sequence, then the result is divided by two.

3. Mode

Mode is the data or value that appears frequently or has the most number of frequencies.

4. Variance

The variance is determined by taking the average of the squared deviations from the mean. The spread of numbers within a data collection is referred to as variance in statistics.

5. Standard deviation

The standard deviation is a statistical term that refers to the difference in numbers between two groups.

3.5.2.2 Classical Assumption Test

1. Normality Test

According to Priyatno (2023), A normality test is a test that is performed to determine whether the distribution of data in a group of data or variables is normally distributed or not. The data normality test, it can be done using the Kolmogorov Smirnov test and the criteria of normality test are as follows:

a. When significant value > 0.05, data is normally distributed.

b. When significant value < 0.05, data is not normally distributed.

2. Multicollinearity Test

According to Priyatno (2023), A multicollinearity is a situation that shows a strong correlation or relationship between two or more independent variables in a multiple regression model. According to Ghozali (2018) stated that to find out whether or not multicollinearity exists in the regression model, it can be

seen from the tolerance value and the variance inflation factor (VIF) value. Tolerance value measures the variability of the selected independent variable which cannot be explained by other independent variables. The criteria of multicollinearity test are described as follows:

a. If the VIF value is > 10 or if the tolerance value is < 0.1, multicollinearity occurs.

b. If the VIF value is < 10 or if the tolerance value is > 0.1, multicollinearity does not occur.

3. **Heteroscedasticity Test**

According to Priyatno (2023), the heteroscedasticity test determines whether the regression model has a variance inequality from one observation's residuals to another. According to Ghozali (2018), the way to detect heteroscedasticity is to look at the plot graph between the predicted value of the dependent variable and its residual and see whether there is a certain pattern on the scatter plot graph. If there is a certain pattern, such as the dots forming regular patterns (wavy, widening, then narrowing) then it indicates that heteroscedasticity has occurred, if there is no clear pattern, and the dots spread above and below the number 0 on the axis. Y, then there is no heteroscedasticity. Criteria to test the heteroscedasticity are using spearman rho Test. The criteria are as follows:

a. If sig value > 0.05, then it indicates heteroscedasticity does not occur.

b. If sig value < 0.05, then it indicates heteroscedasticity has occurred.

3.5.2.3 Coefficient of Correlation (R)

According to (Sugiyono, 2019), the correlation coefficient is a strong relationship between two or more variables. The correlation coefficient r shows the degree of correlation between the independent variable and the dependent variable. The value of the coefficient must be within the limits of -1 to +1 ($-1 < r \leq +1$), which results in several possibilities, namely:

1. A positive sign indicates a positive correlation between the variables tested, which means that any increase and decrease of X values will be followed by an increase and a decrease in Y.

2. The negative sign indicates a negative correlation between the tested variables, which means that any increase in the values of X will be followed by a decrease in Y and vice versa.

3. If r = 0 or close to 0, then it shows a weak correlation or no correlation at all between the variables studied.

The values range of correlation coefficient is always between -1.0 and 1.0 which -1 means that there is a strong negative relationship, while +1 means that there is a strong positive relationship. Guidelines for interpretation of the correlation coefficient are as follows (Sugiono, 2020):

Table 3. 7 Guidelines for Interpretation of the Correlation Coefficient

Coefficient Interval	Relationship Level
0.00-0.199	Very Low
0.20-0.399	Low
0.40-0.599	Medium
0.60-0.799	Strong
0.80-1,000	Very Strong

Source: Sugiyono (2019)

3.5.2.4 Multiple Linear Regression Analysis

According to (Priyatno, 2023), stated that multiple regression analysis is utilizedby researchers when two or more independent variables are the predictor factors, and the researcher wants to anticipate how the dependent variable will be. As a result, if the number of independent variables is greater than two, a multiple regression analysis will be performed. Data for each variablemust be available in order to create predictions using regression. Furthermore, based on that data, the researcher must be able to calculate theequation. The multiple linear regression equation is as follow:

The regression equation for the two predictors is:

$$Y = a + b_1X_1 + b_2X_2$$

The regression equation for three predictors is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

The regression equation for n predictors is:

$$Y = a + b_1X_1 + b_2X_2 + \cdots + b_nX_n$$

3.5.2.5 Hypothesis Test

a. t Test

T-test is a partial test that compares t-table and t-counted values to determine whether a value is acceptable in a specific area. According to Priyatno (2023), t-test criteria is described as follows:

1. If t count > t table or the sig value. < 0.05, then H_0 is rejected, and H_A is

accepted.

2. If t count <t table or the sig value. > 0.05, then H_0 is accepted, and H_A is rejected.

Determine the amount of t_{count} (th)

$$t_{count} = \frac{b - \beta}{s_b}$$

Where:

th   = t count

b   = Regression coefficient

α   = the slope value of the regression line

s_b = *Standard error the regression coefficient*

b. F test

The F test, also known as the simultaneous test or the ANOVA test, is a test used to determine how all of the independent factors influence the dependent variables and whether or not the regression model is significant. According to Priyatno (2023), F-test is done by comparing the value of F count with F table and see the value significance of 0.05 in the following manner:

1. If Fcount>Ftable or sig. < 0.05, then H_0 is rejected, and H_A is accepted.

2. If Fcount<Ftable or sig. > 0.05, then H_0 is accepted, and H_A is rejected.

In this test using the formula:

$$F = \frac{R^2 / R}{(1 - R^2 / (n - k - 1)}$$

Keterangan

R^2 = Coefficient of determination

m   = Number of independent variables

n   = Number of respondents

c. Determination Test

According to Priyatno (2023), the coefficient of determination is used as information about the suitability of a model and calculates the extentto which a number of independent variables can simultaneously explain thedependent variable. Coefficient of determination can be counted by squaring the coefficient of correlation, more commonly known as R^2. This correlation, known as "good fit", is represented as a value between 0.0 and 1.0. More specifically, R-squared gives the percentage variation in y described by the x-variable. The range is 0 to 1 (i.e., 0% to 100% of the variation in y can be explained by the x-variable). The formula is as follow:

$$D = (R)^2 \times 100\%$$

Description:

D   = coefficient of determination

r^2 = coefficient of correlation square

CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 General View of Warung Kopi Srikandi Cemara Asri

4.1.1 Brief Overview

The object of research of this research is Warung Kopi Srikandi Cemara Asri that is located at JL. Boulevard Timur No.80-82, Medan Estate, Medan. The Warung Kopi Srikandi Cemara Asri has started to open since 2018 till now. Warung Kopi Srikandi Cemara Asri itself serves variety of Indonesian food such as variety of rice and various fried noodles, snacks, toast, seafoods and beverages.

The Vision of Warung Kopi Srikandi Cemara Asri is become one of the most famous Indonesian restaurants for the quality of food and service in Medan. Warung Kopi Srikandi Cemara Asri have mission in to satisfy the customer with high-quality food and services, develop innovations in both products and services to enchance the consumer experience, and cultivate the skills and knowledge of employees to achieve maximum operational performance and developing a business in several strategic places to become the best Indonesian restaurant in Medan.

Below is the logo of Warung Kopi Srikandi Cemara Asri created since 2018 and has been used till now.

Figure 4. 1 Logo of Warung Kopi Srikandi Cemara Asri
Source: Warung Kopi Srikandi Cemara Asri (2024)

Figure 4. 2 Employee Uniform at Warung Kopi Srikandi Cemara Asri
Source: Warung Kopi Srikandi Cemara Asri (2024)

The logo of Warung Kopi Srikandi Cemara Asri is very consistently used in employee uniforms, letterheads, and in Instagram photos and video which is useful in order to maintain the authenticity of the post.

Figure 4. 3 View at Warung Kopi Srikandi Cemara Asri
Source: Warung Kopi Srikandi Cemara Asri (2024)

For the View, only the 2nd floor is devoted to Warung Kopi Srikandi

Cemara Asri. Floor 2 consists of indoor and outdoor so as to adjust the

wishes of consumers. Warung Kopi Srikandi Cemara Asri also provides

Wifi to support customers to be able to relax.
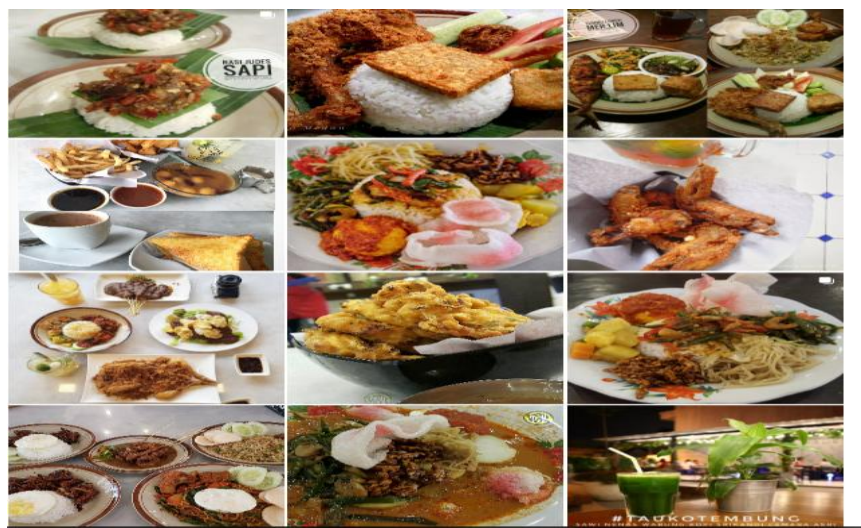
Figure 4. 4 Food and Beverages of Warung Kopi Srikandi Cemara Asri
Source: Warung Kopi Srikandi Cemara Asri (2024)

The majority of food in Warung Kopi Srikandi Cemara Asri is Indonesian food or archipelago cuisine, however, the most in demand is *Ayam Penyet Srikandi*, *Lontong Sate* and *Nasi Urap Ayam Bakar*.

Figure 4. 5 Menu at Warung Kopi Srikandi Cemara Asri
Source: Warung Kopi Srikandi Cemara Asri (2024)

The menu of Warung Kopi Srikandi Cemara Asri includes the whole menu as well as the pricing of each meal. The majority of customers liked *bubur kacang*

hijau dan sumsum, nasi sayur rendang daging, toast and for beverage menu. Usually many customers from various generations who like to relax in srikandi because it provides a variety of archipelago snacks at prices that are not classified as expensive.

Organizational structure is the method by which work flows through an organization. It allows groups to work together within their individual functions to manage tasks.

```
                          ┌─────────────┐
                          │   Manager   │
                          └──────┬──────┘
             ┌───────────────────┼───────────────────┐
      ┌──────┴──────┐     ┌──────┴──────┐     ┌──────┴──────┐
      │    Koki     │     │   Service   │     │   Cashier   │
      └──────┬──────┘     └──────┬──────┘     └─────────────┘
    ┌────────┼────────┐          │
 ┌──┴──┐ ┌───┴────┐ ┌──┴───┐ ┌───┴────┐
 │Asst.│ │ Cook   │ │ Dish │ │Waiter/ │
 │Cook │ │ Helper │ │Washer│ │Waitress│
 └─────┘ └────────┘ └──────┘ └───┬────┘
                              ┌───┴────┐
                              │Houseman│
                              └────────┘
```
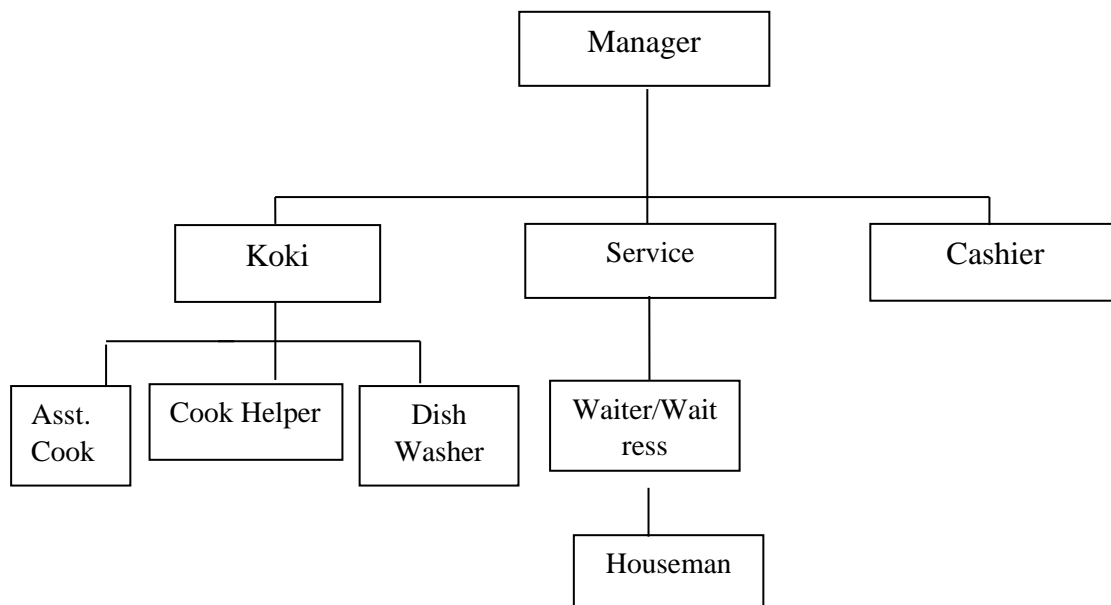
Figure 4. 6 Warung Kopi Srikandi Cemara Asri
Source: Warung Kopi Srikandi Cemara Asri (2024)

The job descriptions of each position are as follows:

1. Manager

   a. Establishing, fostering, directing company policy, delegating the functions of the right activities.

   b. Control and supervise all activities carried out by subordinates as well as decision makers in terms of running the company

2. Cashier

    a. Calculate cash

    b. Provides credit card usage reports

3. Service

    a. Perform control of service areas including toilet and front area.

    b. Fill out the Supervisor Control Sheet.

    c. Handling complaints from guests.

    d. Ensure and be responsible for service standards and operational smoothness.

    e. Following the Opening Briefing and Closing Briefing.

    f. Innovating for service improvement.

    g. Also contributing to Cost efficiency

4. Waiter/waitress

    a. Prepare lalaban, set up plates, candles, and tissues.

    b. Check all equipment

    c. Check the toilet and area.

    d. Serving guests start delivering guest orders, orders and clear ups.

    e. Polishing the plates and filling lalaban and chili sauce is lacking.

5. Houseman

    a. Cleaning, sweeping and mop.

    b. Clean decoration and room decoration.

    c. Fill the lost wax.

    d. Dry the cutlery.

e. Delivery and order

f. Tidy up the table.

g. Drink checker

6. Koki

   a. Managing the kitchen is his responsibility

   b. Arrange the Menu

   c. Make a standard recipe with its food cost

   d. Make a purchase order

   e. Make estimates that will be achieved.

   f. Leading staff and subordinates.

   g. Overseeing the operation of the kitchen, especially when the Warung Kopi Srikandi shop is open

7. Asst. Cook

   a. Help make a report of consumables

   b. Cook

   c. Try the new menu

8. Cook Helper

   a. Confirm what work partners must produce.

   b. Prepare and cook stir-fries, pepesan, meat and others.

   c. Maintaining food quality.

9. Dishwasher

   a. Butcher fish, meat and other raw materials.

b. Clean kitchen utensils, basket basket.

c. Prepare a dishwasher and glass for guests.

d. Disposing of trash and arranging baskets.

e. Clean the dishwasher area until it is clean.

f. Responsible for the disposal of water in the dishwasher

4.2   Research Result

4.2.1   Test of Research Instrument

The pretest was done at Habitat Coffe Cemara as many as 30 respondents. According to Singarimbun and Effendi (2019), the minimum number of questionnaire trials, namely validity and reliability testing, is at least 30 respondents. With a minimum number of 30 respondents, the distribution of values will be closer to the normal curve.

a. Validity test

A validity test is used to measure the validity of a questionnaire. The independent variable in this study is Cafe Atmosphere (X_1) which has 5 indicators divided into 10 questionnaires, Product Quality (X_2) which has 3 indicators divided into 6 questionnaires, Service Quality (X_3) which has 4 indicators divided into 8 questionnaires and Repurchase Intention which has 4 indicators divided into 8 questionnaires. By using the number of respondents as much as 30, the r table value is obtained through table r Pearson's Product Moment with df (degrees of freedom) = n-2, so df = 30-2 = 28, then the r table = 0.361.

Table 4.1 Validity Test Results of Cafe Atmosphere (X₁)

Item	Questionnaire	r count	r table	Conclusion ($r_{count}>r_{table}$)
C1	Building design Warung Kopi Srikandi Cemara Asri comfortable.	0.803	0.361	Valid
C2	The exterior of Warung Kopi Srikandi Cemara Asri looks attractive	0.863	0.361	Valid
C3	Warung Kopi Srikandi Cemara Asri has bright room lighting.	0.782	0.361	Valid
C4	There is also enough lighting for outdoor to provide customer comfort.	0.732	0.361	Valid
C5	Warung Kopi Srikandi Cemara Asri has a comfortable room temperature for all customers.	0.518	0.361	Valid
C6	Warung Kopi Srikandi Cemara Asri prepares some equipment to maintain a good temperature inside the cafe.	0.670	0.361	Valid
C7	The layout of Warung Kopi Srikandi Cemara Asri is comfortable and does not make it difficult for consumers to walk	0.561	0.361	Valid
C8	Warung Kopi Srikandi Cemara Asri features displays that have distinctive characteristics	0.514	0.361	Valid
C9	The combination of colors at Warung Kopi Srikandi Cemara Asri makes comfort.	0.770	0.361	Valid
C10	The color combination of Warung Kopi Srikandi Cemara Asri in accordance with the theme of the cafe.	0.673	0.361	Valid

Source: Prepared by the Writer (SPSS 26, 2024)

Table 4.1 above show the 10 statements that represent the Cafe Atmosphere variable are valid because the value of r count> r table (0.361).

Table 4.2 Validity Test Results of Product Quality (X₂)

Item	Questionnaire	r count	r table	Conclusion ($r_{count}>r_{table}$)
P1	Food and beverages at Warung Kopi Srikandi Cemara Asri have an attractive and appetizing appearance	0.518	0.361	Valid
P2	Food and beverages at Warung Kopi Srikandi Cemara Asri give off a delicious aroma	0.697	0.361	Valid
P3	Food and beverages at Warung Kopi Srikandi Cemara Asri are served in portions in accordance with consumer expectations.	0.756	0.361	Valid
P4	Food and beverages at Warung Kopi Srikandi Cemara Asri are made with the right level of maturity, so it feels delicious when enjoyed	0.790	0.361	Valid
P5	Food and beverages at Warung Kopi Srikandi Cemara Asri are served at the right temperature so they are suitable to be enjoyed	0.700	0.361	Valid
P6	Drinks and food at Warung Kopi Srikandi Cemara Asri have a texture that gives pleasure when enjoyed	0.681	0.361	Valid

Source: Prepared by the Writer (SPSS 26, 2024)

Table 4.2 above show the Product Quality variable validity test in that the 6

statements that represent the Product Quality variable are valid because the value

of r count> r table (0.361).

Table 4.3 Validity Test Results of Service Quality (X₃)

Item	Questionnaire	r count	r table	Conclusion (r_count>r_table)
S1	Warung Kopi Srikandi Cemara Asri has a clean environment	0.677	0.361	Valid
S2	Warung Kopi Srikandi Cemara Asri always keeps the tableware clean.	0.615	0.361	Valid
S3	The food and beverages offered at Warung Kopi Srikandi Cemara Asri that match the description on the menu.	0.755	0.361	Valid
S4	The waiters served my order at the promised time.	0.626	0.361	Valid
S5	The waiters at Warung Kopi Srikandi Cemara Asri provide fast service	0.608	0.361	Valid
S6	The waiters at Warung Kopi Srikandi Cemara Asri can handle my special request	0.577	0.361	Valid
S7	The waiters at Warung Kopi Srikandi Cemara Asri entertaining customers according to their needs	0.620	0.361	Valid
S8	The Waitress at Warung Kopi Srikandi Cemara Asri is very friendly	0.679	0.361	Valid

Source: Prepared by the Writer (SPSS 26, 2024)

Table 4.3 above show the 8 statements that represent the Service Quality

variable are valid because the value of r count> r table (0.361).

Table 4. 4 Validity Test Results of Repurchase Intention (Y)

Item	Questionnaire	r count	r table	Conclusion (r_count>r_table)
R1	I can recognize the brand / logo of Warung Kopi Srikandi Cemara Asri easily	0.735	0.361	Valid
R2	Many of my friends like to eat at Warung Kopi Srikandi Cemara Asri	0.885	0.361	Valid
R3	Warung Kopi Srikandi Cemara Asri serves a lot of delicious food.	0.753	0.361	Valid
R4	I was delighted with the variety of dishes served at Warung Kopi Srikandi Cemara Asri.	0.697	0.361	Valid
R5	I always prefer to buy from Warung Kopi Srikandi Cemara Asri rather than other similar restaurants.	0.475	0.361	Valid
R6	Warung Kopi Srikandi Cemara Asri is certainly my favorite place to eat.	0.742	0.361	Valid
R7	I am interested to visit and buy from Warung Kopi Srikandi Cemara Asri.	0.703	0.361	Valid
R8	I always prefer to buy from Warung Kopi Srikandi Cemara Asri instead of other similar cafes.	0.848	0.361	Valid

Source: Prepared by the Writer (SPSS 26, 2024)

Table 4.3 above show the 8 statements that represent the Service Quality variable are valid because the value of r count> r table (0.361).

b. Reliability Test

The following are the results of the Cafe Atmosphere, Product Quality, Service Quality and Repurchase Intention test:

Table 4.5 Test Results for the Reliability of Cafe Atmosphere (X_1)

Cronbach's Alpha	N of Items
.880	10

Source: Prepared by the Writer (SPSS 26, 2024)

Table 4. 6 Test Results for the Reliability of Product Quality (X_2)

Cronbach's Alpha	N of Items
.780	6

Source: Prepared by the Writer (SPSS 26, 2024)

Table 4.7 Test Results for the Reliability of Service Quality (X_3)

Cronbach's Alpha	N of Items
.799	8

Source: Prepared by the Writer (SPSS 26, 2024)

Table 4.8 Test Results for the Reliability of Repurchase Intention (Y)

Cronbach's Alpha	N of Items
.868	8

Source: Prepared by the Writer (SPSS 26, 2024)

Based on table above the Cronbach's alpha value (0.6-0.9). Thus, it can be concluded that the questionnaire has fulfilled the high reliability test requirements.

4.2.2 Descriptive Statistics

a. Respondent Characteristics

The sample in this study were 100 customers at Warung Kopi Srikandi Cemara Asri. The customers characteristics based on gender and age, are presented

in Figure 4.7:

■ Gender	Male	Female
	49	51
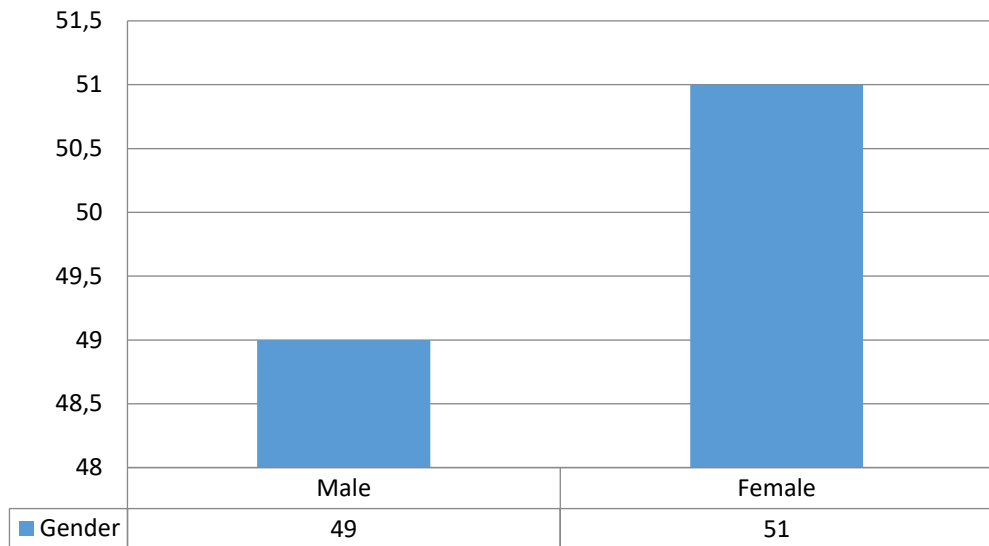
Figure 4. 7 Characteristics of Respondents by Gender
Source: Prepared by the Writer (Questionnaires, 2024)

Figure 4.7. it can be seen from 100 customers at Warung Kopi Srikandi

Cemara Asri as many as 49% male and 51% female. So that it can be concluded

that the majority of customers at Warung Kopi Srikandi Cemara Asri is a female

with a percentage of 51%.

■ Age	< 20 years	21-30 years	> 30 years
	33	61	6
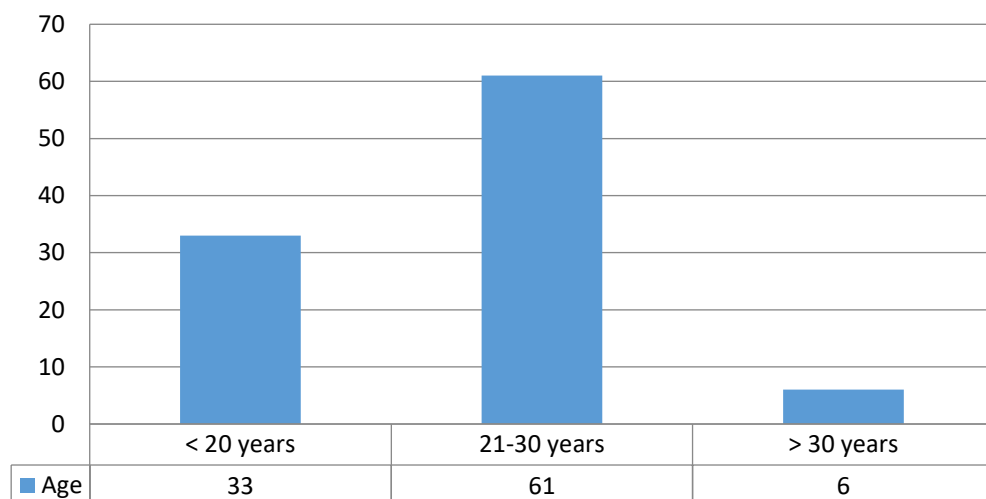
Figure 4. 8 Characteristics of Respondents by Age
Source: Prepared by the Writer (Questionnaires, 2024)

Figure 4.8 show that the respondents aged <20 amounted to 33%, respondents

aged 21 to 30 years amounted to 61%, respondents aged >30 years amounted to

6%. The majority of respondents are aged 21-30 years.

b.   Explanation of Respondents' Answer on Research Variables

1) Cafe Atmosphere

Description of respondents' answers to the Cafe Atmosphere variable is:

Table 4. 9 Variable X_1-Question 1: Building design Warung Kopi Srikandi Cemara Asri comfortable

	Description	Frequency	Percent
Layout	Strongly Disagree	7	7.0
	Disagree	14	14.0
	Neutral	13	13.0
	Agree	18	18.0
	Strongly Agree	48	48.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the

questionnaire namely "Building design Warung Kopi Srikandi Cemara Asri

comfortable" is answering strongly agree as many as 48 respondents

Table 4.10 Variable X_1-Question 2: The exterior of Warung Kopi Srikandi Cemara Asri looks attractive

	Description	Frequency	Percent
Layout	Strongly Disagree	5	5.0
	Disagree	9	9.0
	Neutral	7	7.0
	Agree	25	25.0
	Strongly Agree	54	54.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the

questionnaire namely "The exterior of Warung Kopi Srikandi Cemara Asri looks

attractive " is answering strongly agree as many as 54 respondents.

Table 4.11 Variable X_1-Question 3: Warung Kopi Srikandi Cemara Asri has bright room lighting

	Description	Frequency	Percent
Lighting	Strongly Disagree	9	9.0
	Disagree	15	15.0
	Neutral	12	12.0
	Agree	22	22.0
	Strongly Agree	42	42.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "Warung Kopi Srikandi Cemara Asri has bright room lighting" is answering strongly agree as many as 42 respondents

Table 4.12 Variable X_1- Question 4: There is also enough lighting for outdoor to provide customer comfort

	Description	Frequency	Percent
Lighting	Strongly Disagree	11	11.0
	Disagree	14	14.0
	Neutral	10	10.0
	Agree	23	23.0
	Strongly Agree	42	42.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "There is also enough lighting for outdoor to provide customer comfort " is answering strongly agree as many as 42 respondents

Table 4.13 Variable X_1)-Question 5: Warung Kopi Srikandi Cemara Asri has a comfortable room temperature for all customers

	Description	Frequency	Percent
Temperature in the room	Strongly Disagree	4	4.0
	Disagree	17	17.0
	Neutral	13	13.0
	Agree	17	17.0
	Strongly Agree	49	49.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "Warung Kopi Srikandi Cemara Asri has a comfortable room temperature for all customers " is answering strongly agree as many as 49

respondents.

Table 4.14 Variable X₁-Question 6: Warung Kopi Srikandi Cemara Asri prepares some equipment to maintain a good temperature inside the cafe

Description		Frequency	Percent
Temperature in the room	Strongly Disagree	4	4.0
	Disagree	10	10.0
	Neutral	10	10.0
	Agree	25	25.0
	Strongly Agree	51	51.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "Warung Kopi Srikandi Cemara Asri prepares some equipment to maintain a good temperature inside the cafe" is answering strongly agree as many as 51 respondents.

Table 4.15 Variable X₁-Question 7: The layout of Warung Kopi Srikandi Cemara Asri is comfortable and does not make it difficult for consumers to walk

Description		Frequency	Percent
Design	Strongly Disagree	7	7.0
	Disagree	13	13.0
	Neutral	9	9.0
	Agree	24	24.0
	Strongly Agree	47	47.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "The layout of Warung Kopi Srikandi Cemara Asri is comfortable and does not make it difficult for consumers to walk " is answering strongly agree as many as 47 respondents.

Table 4.16 Variable X₁-Question 8: Warung Kopi Srikandi Cemara Asri features displays that have distinctive characteristics

Description		Frequency	Percent
Design	Strongly Disagree	8	8.0
	Disagree	14	14.0
	Neutral	12	12.0
	Agree	19	19.0
	Strongly Agree	47	47.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "Warung Kopi Srikandi Cemara Asri features displays that have distinctive characteristics" is answering strongly agree as many as 47 respondents.

Table 4.17 Variable X₁-Question 9: The combination of colors at Warung Kopi Srikandi Cemara Asri makes comfort

Description		Frequency	Percent
Color	Strongly Disagree	13	13.0
	Disagree	14	14.0
	Neutral	4	4.0
	Agree	22	22.0
	Strongly Agree	47	47.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely " The combination of colors at Warung Kopi Srikandi Cemara Asri makes comfort." is answering strongly agree as many as 47 respondents.

Table 4.18 Variable X₁-Question 10: The color combination of Warung Kopi Srikandi Cemara Asri in accordance with the theme of the cafe

Description		Frequency	Percent
Color	Strongly Disagree	8	8.0
	Disagree	12	12.0
	Neutral	8	8.0
	Agree	16	16.0
	Strongly Agree	56	56.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "The color combination of Warung Kopi Srikandi Cemara Asri in accordance with the theme of the cafe" is answering strongly agree as many as 56 respondents.

2) Product Quality

Description of respondents' answers to the Product Quality variable is:

Table 4. 19 Variable X$_2$ - Question 1: Food and beverages at Warung Kopi Srikandi Cemara Asri have an attractive and appetizing appearance

	Description	Frequency	Percent
Performance	Strongly Disagree	35	35.0
	Disagree	16	16.0
	Neutral	12	12.0
	Agree	10	10.0
	Strongly Agree	27	27.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely " Food and beverages at Warung Kopi Srikandi Cemara Asri have an attractive and appetizing appearance " is answering strongly disagree as many as 35 respondents

Table 4.20 Variable X$_2$- Question 2: Food and beverages at Warung Kopi Srikandi Cemara Asri give off a delicious aroma

	Description	Frequency	Percent
Performance	Strongly Disagree	33	33.0
	Disagree	23	23.0
	Neutral	12	12.0
	Agree	5	5.0
	Strongly Agree	27	27.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "Food and beverages at Warung Kopi Srikandi Cemara Asri give off a delicious aroma " is answering strongly disagree as many as 33 respondents.

Table 4.21 Variable X₂- Question 3: Food and beverages at Warung Kopi Srikandi Cemara Asri are served in portions in accordance with consumer expectations

	Description	Frequency	Percent
Perceived Quality	Strongly Disagree	31	31.0
	Disagree	27	27.0
	Neutral	8	8.0
	Agree	7	7.0
	Strongly Agree	27	27.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely " Food and beverages at Warung Kopi Srikandi Cemara Asri are served in portions in accordance with consumer expectations" is answering strongly disagree as many as 31 respondents.

Table 4.22 Variable X₂- Question 4: Food and beverages at Warung Kopi Srikandi Cemara Asri are made with the right level of maturity, so it feels delicious when enjoyed

	Description	Frequency	Percent
Perceived Quality	Strongly Disagree	25	25.0
	Disagree	28	28.0
	Neutral	15	15.0
	Agree	8	8.0
	Strongly Agree	24	24.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely " Food and beverages at Warung Kopi Srikandi Cemara Asri are made with the right level of maturity, so it feels delicious when enjoyed " is answering disagree as many as 28 respondents.

Table 4.23 Variable X₂- Question 5: od and beverages at Warung Kopi Srikandi Cemara Asri are served at the right temperature so they are suitable to be enjoyed

	Description	Frequency	Percent
Conformance quality	Strongly Disagree	32	32.0
	Disagree	19	19.0
	Neutral	14	14.0
	Agree	12	12.0
	Strongly Agree	23	23.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the

questionnaire namely " Food and beverages at Warung Kopi Srikandi Cemara Asri are served at the right temperature so they are suitable to be enjoyed " is answering strongly disagree as many as 32 respondents.

Table 4.24 Variable X₂- Question 6: Food and beverages at Warung Kopi Srikandi Cemara Asri have a texture that gives pleasure when enjoyed

Description		Frequency	Percent
Conformance quality	Strongly Disagree	29	29.0
	Disagree	24	24.0
	Neutral	7	7.0
	Agree	12	12.0
	Strongly Agree	28	28.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely " Food and beverages at Warung Kopi Srikandi Cemara Asri have a texture that gives pleasure when enjoyed " is answering strongly disagree as many as 29 respondents.

3) Service Quality

Description of respondents' answers to the Service Quality variable is:

Table 4. 25 Variable X₃ - Question 1: Warung Kopi Srikandi Cemara Asri has a clean environment

Description		Frequency	Percent
Tangibility	Strongly Disagree	20	20.0
	Disagree	27	27.0
	Neutral	16	16.0
	Agree	19	19.0
	Strongly Agree	18	18.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "Warung Kopi Srikandi Cemara Asri has a clean environment " is answering disagree as many as 27 respondents.

Table 4.26 Variable X₃ - Question 2: Warung Kopi Srikandi Cemara Asri always keeps the tableware clean

	Description	Frequency	Percent
Tangibility	Strongly Disagree	13	13.0
	Disagree	25	25.0
	Neutral	17	17.0
	Agree	26	26.0
	Strongly Agree	19	19.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely " Warung Kopi Srikandi Cemara Asri always keeps the tableware clean " is answering agree as many as 26 respondents.

Table 4.27 Variable X_3 - Question 3: The food and beverages offered at Warung Kopi Srikandi Cemara Asri that match the description on the menu

	Description	Frequency	Percent
Reliability	Strongly Disagree	9	9.0
	Disagree	30	30.0
	Neutral	27	27.0
	Agree	16	16.0
	Strongly Agree	18	18.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "The food and beverages offered at Warung Kopi Srikandi Cemara Asri that match the description on the menu" is answering disagree as many as 30 respondents.

Table 4.28 Variable X_3 - Question 4: The waiters served my order at the promised time

	Description	Frequency	Percent
Reliability	Strongly Disagree	29	29.0
	Disagree	21	21.0
	Neutral	8	8.0
	Agree	20	20.0
	Strongly Agree	22	22.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "The waiters served my order at the promised time" is answering strongly disagree as many as 29 respondents.

Table 4.29 Variable X₃ - Question 5: The waiters at Warung Kopi Srikandi Cemara Asri provide fast service

	Description	Frequency	Percent
Responsiveness	Strongly Disagree	15	15.0
	Disagree	27	27.0
	Neutral	26	26.0
	Agree	15	15.0
	Strongly Agree	17	17.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "The waiters at Warung Kopi Srikandi Cemara Asri provide fast service " is answering disagree as many as 27 respondents.

Table 4.30 Variable X₃ - Question 6: The waiters at Warung Kopi Srikandi Cemara Asri can handle my special request

	Description	Frequency	Percent
Responsiveness	Strongly Disagree	17	17.0
	Disagree	24	24.0
	Neutral	21	21.0
	Agree	22	22.0
	Strongly Agree	16	16.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "The waiters at Warung Kopi Srikandi Cemara Asri can handle my special request" is answering disagree as many as 24 respondents.

Table 4.31 Variable X₃ - Question 7: The waiters at Warung Kopi Srikandi Cemara Asri entertaining customers according to their needs

	Description	Frequency	Percent
Empathy	Strongly Disagree	16	16.0
	Disagree	27	27.0
	Neutral	25	25.0
	Agree	14	14.0
	Strongly Agree	18	18.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "The waiters at Warung Kopi Srikandi Cemara Asri entertaining customers according to their needs " is answering disagree as many as

27 respondents.

Table 4.32 Variable X₃)- Question 8: The Waitress at Warung Kopi Srikandi Cemara Asri is very friendly

	Description	Frequency	Percent
Empathy	Strongly Disagree	18	18.0
	Disagree	24	24.0
	Neutral	21	21.0
	Agree	20	20.0
	Strongly Agree	17	17.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "The Waitress at Warung Kopi Srikandi Cemara Asri is very friendly " is answering disagree as many as 24 respondents.

4) Repurchase Intention Variable

Description of respondents' answers to the Repurchase Intention variable is:

Table 4. 33 Variable Y - Question 1: I can recognize the brand / logo of Warung Kopi Srikandi Cemara Asri easily

	Description	Frequency	Percent
Awareness	Strongly Disagree	10	10.0
	Disagree	20	20.0
	Neutral	16	16.0
	Agree	13	13.0
	Strongly Agree	41	41.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "I can recognize the brand / logo of Warung Kopi Srikandi Cemara Asri easily " is answering strongly agree as many as 41 respondents.

Table 4.34 Variable Y - Question 2: Many of my friends like to eat at Warung Kopi Srikandi Cemara Asri

	Description	Frequency	Percent
Awareness	Strongly Disagree	11	11.0
	Disagree	21	21.0
	Neutral	15	15.0
	Agree	15	15.0
	Strongly Agree	38	38.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "Many of my friends like to eat at Warung Kopi Srikandi Cemara Asri " is answering strongly agree as many as 38 respondents.

Table 4.35 Variable Y - Question 3: Warung Kopi Srikandi Cemara Asri serves a lot of delicious food

	Description	Frequency	Percent
Knowledge	Strongly Disagree	12	12.0
	Disagree	19	19.0
	Neutral	8	8.0
	Agree	14	14.0
	Strongly Agree	47	47.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "Warung Kopi Srikandi Cemara Asri serves a lot of delicious food " is answering strongly agree as many as 47 respondents.

Table 4.36 Variable Y - Question 4: I was delighted with the variety of dishes served at Warung Kopi Srikandi Cemara Asri

	Description	Frequency	Percent
Knowledge	Strongly Disagree	13	13.0
	Disagree	21	21.0
	Neutral	9	9.0
	Agree	5	5.0
	Strongly Agree	52	52.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "I was delighted with the variety of dishes served at Warung Kopi Srikandi Cemara Asri " is answering strongly agree as many as 52

respondents.

Table 4.37 Variable Y - Question 5: I always prefer to buy from Warung Kopi Srikandi Cemara Asri rather than other similar restaurants

	Description	Frequency	Percent
Preference	Strongly Disagree	6	6.0
	Disagree	19	19.0
	Neutral	16	16.0
	Agree	15	15.0
	Strongly Agree	44	44.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely "I always prefer to buy from Warung Kopi Srikandi Cemara Asri rather than other similar restaurants " is answering strongly agree as many as 44 respondents.

Table 4.38 Variable Y - Question 6: Warung Kopi Srikandi Cemara Asri is certainly my favorite place to eat

	Description	Frequency	Percent
Preference	Strongly Disagree	10	10.0
	Disagree	12	12.0
	Neutral	13	13.0
	Agree	20	20.0
	Strongly Agree	45	45.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the questionnaire namely " Warung Kopi Srikandi Cemara Asri is certainly my favorite place to eat " is answering strongly agree as many as 45 respondents.

Table 4.39 Variable Y - Question 7: I am interested to visit and buy from Warung Kopi Srikandi Cemara Asri

	Description	Frequency	Percent
Conviction	Strongly Disagree	11	11.0
	Disagree	10	10.0
	Neutral	8	8.0
	Agree	14	14.0
	Strongly Agree	57	57.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the

questionnaire namely " I am interested to visit and buy from Warung Kopi Srikandi

Cemara Asri " is answering strongly agree as many as 57 respondents.

Table 4.40 Variable Y - Question 8: I always prefer to buy from Warung Kopi Srikandi Cemara Asri instead of other similar cafe

	Description	Frequency	Percent
Conviction	Strongly Disagree	13	13.0
	Disagree	13	13.0
	Neutral	13	13.0
	Agree	7	7.0
	Strongly Agree	54	54.0
	Total	**100**	**100.0**

Source: Prepared by the Writer (SPSS 26, 2024)

The table above show that the majority of respondents in this study of the

questionnaire namely " I always prefer to buy from Warung Kopi Srikandi Cemara

Asri instead of other similar cafes " is answering strongly agree as many as 54

respondents.

c. Mean, Median, Mode, Variance and Standard Deviation

The interval level for questions will be discussed as follows:

$$t = \frac{Highest\ value - Lowest\ value}{Class} \quad t = \frac{5-1}{5} \quad t = 0.8$$

Table 4.41 Measurement Score of Descriptive Statistics

No	Average Interval	Value
1	1.00 – 1.8	Strongly Disagree
2	1.81 – 2.6	Disagree
3	2.61 – 3.4	Neutral
4	3.41 – 4.2	Agree
5	4.21 – 5.0	Strongly Agree

Source: Prepared by the Writer (2024)

Table 4.42 Descriptive Statistics

Variables	Question	Mean	Median	Mode	Standard Deviation	Variance	Assessment
Cafe Atmosphere (X_1)	C1	3.86	4	5	1.341	1.798	Agree
	C2	4.14	5	5	1.189	1.415	Agree
	C3	3.73	4	5	1.377	1.896	Agree
	C4	3.71	4	5	1.416	2.006	Agree
	C5	3.90	4	5	1.291	1.667	Agree
	C6	4.09	5	5	1.173	1.376	Agree
	C7	3.91	4	5	1.311	1.719	Agree
	C8	3.83	4	5	1.364	1.860	Agree
	C9	3.76	4	5	1.485	2.204	Agree

Variables	Question	Mean	Median	Mode	Standard Deviation	Variance	Assessment
	C10	4.00	5	5	1.363	1.859	Agree
Product Quality (X₂)	P1	2.78	2	1	1.649	2.719	Neutral
	P2	2.70	2	1	1.617	2.616	Neutral
	P3	2.72	2	1	1.615	2.608	Neutral
	P4	2.78	2	2	1.515	2.295	Neutral
	P5	2.75	2	1	1.572	2.472	Neutral
	P6	2.86	2	1	1.627	2.647	Neutral
Service Quality (X₃)	S1	2.88	3	2	1.409	1.985	Neutral
	S2	3.13	3	4	1.338	1.791	Neutral
	S3	3.04	3	2	1.247	1.554	Neutral
	S4	2.85	2.50	1	1.566	2.452	Neutral
	S5	2.92	3	2	1.308	1.711	Neutral
	S6	2.96	3	2	1.340	1.796	Neutral
	S7	2.91	3	2	1.334	1.780	Neutral
	S8	2.94	3	2	1.362	1.855	Neutral
Repurchase Intention (Y)	R1	3.55	4	5	1.445	2.088	Agree
	R2	3.48	4	5	1.453	2.111	Agree
	R3	3.65	4	5	1.513	2.290	Agree
	R4	3.62	5	5	1.581	2.501	Agree
	R5	3.72	4	5	1.356	1.840	Agree
	R6	3.78	4	5	1.390	1.931	Agree
	R7	3.96	5	5	1.435	2.059	Agree
	R8	3.76	5	5	1.525	2.326	Agree

Source: Prepared by the Writer (SPSS 26, 2024)

The majority of the mean value of the Cafe Atmosphere and Customer Repurchase Intention variable the majority of questionnaires intervened agree between the interval 3.41-4.2. The majority of the mean value of the Product Quality and Service Quality variable is neutral between the interval 2.61-3.4.

The interval level for questions Cafe Atmosphere, Product Quality, Service Quality and Customer Repurchase Intention will be discussed as follows:

Table 4.43 The Interval for Cafe Atmosphere

Interval Class		Scale
10 – 17.99	Highest Class = 10 questions x 5 = 50	Strongly Disagree
18 – 25.99	Lowest Class = 10 questions x 1 = 10	Disagree
26 – 33.99	The range = $\frac{50-10}{5}$ = = 8	Neutral
34 – 41.99		Agree
42 – 50.00		Strongly Agree

Source: Prepared by the Writer (2024)

Table 4.44 The Interval for Product Quality

Interval Class		Scale
6-10.7	Highest Class = 6 questions x 5 = 30	Strongly Disagree
10.8-15.5	Lowest Class = 6 questions x 1 = 6	Disagree
15.6-20.3	The range $= \frac{30-6}{5} = =4.8$	Neutral
20.4-25.1		Agree
25.2-30.0		Strongly Agree

Source: Prepared by the Writer (2024)

Table 4.45 The Interval for Service Quality and Customer Repurchase Intention

Interval Class		Scale
8 - 14.4	Highest Class = 8 questions x 5 = 40	Strongly Disagree
14.41 - 20.8	Lowest Class = 8 questions x 1 = 8	Disagree
20.81 - 27.2	The range $= \frac{40-8}{5} = = 6,4$	Neutral
27.21 - 33.6		Agree
33.61 - 40		Strongly Agree

Source: Prepared by the Writer (2024)

Descriptive statistics from the mean, median, mode, variance, and standard deviation of the respondents for Cafe Atmosphere, Product Quality, Service Quality and Customer Repurchase Intention variable as follow:

Table 4.46 Descriptive Statistics for Social Media
Statistics

		Cafe_ Atmosphere	Product_ Quality	Service_ Quality	Repurchase_ Intention
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		38.93	16.59	23.63	29.52
Median		41.00	14.00	22.00	30.00
Mode		50	30	20	40
Std. Deviation		9.515	8.326	8.183	7.181
Variance		90.530	69.315	66.963	51.565

Source: Prepared by the Writer (SPSS 26, 2024)

The result for mean of cafe atmosphere is 38.93, which is within the range of agree. Hence, it can be concluded that the customers has agree level of cafe atmosphere. The result for median of cafe atmosphere is 41, which is within the range of agree. Therefore, the middle value of the respondents' answers indicates that the customers have a agree level of cafe atmosphere. The result for mode of cafe atmosphere is 50, which is also within the range of strongly agree. This means

that most of the customers have a strongly agree level of cafe atmosphere. The result for standard deviation of cafe atmosphere 9.515 and variance of cafe atmosphere 90.530.

The result for mean of product quality is 16.59, which is within the range of neutral. Hence, it can be concluded that the customers has neutral level of product quality. The result for median of product quality is 14, which is within the range of disagree. Therefore, the middle value of the respondents' answers indicates that the customers have a disagree level of product quality. The result for mode of product quality is 30, which is also within the range of strongly agree. This means that most of the customers have a strongly agree level of product quality. The result for standard deviation of product quality 8.326 and variance of product quality 69.315.

The result for mean of service quality is 23.63, which is within the range of neutral. Hence, it can be concluded that the customers has neutral level of service quality. The result for median of product quality is 22, which is within the range of neutral. Therefore, the middle value of the respondents' answers indicates that the customers have a neutral level of service quality. The result for mode of service quality is 20, which is also within the range of neutral. This means that most of the customers have a neutral level of service quality. The result for standard deviation of service quality 8.183 and variance of service quality 66.963.

The result for mean of repurchase intention is 29.52, which is within the range of agree. Hence, it can be concluded that the customers has neutral level of repurchase intention. The result for median of repurchase intention is 30, which is within the range of agree. Therefore, the middle value of the respondents' answers

indicates that the customers have a agree level of repurchase intention. The result for mode of repurchase intention is 40, which is also within the range of strongly agree. This means that most of the customers have a strongly agree level of repurchase intention. The result for standard deviation of repurchase intention 7.181 and variance of repurchase intention 51.565.

4.2.3 Result of Data Quality Testing

4.2.3.1 Classical Assumption Test

a. Normality Test

A normality test is a test that is performed to determine whether the distribution of data in a group of data or variables is normally distributed or not. The results of normality testing using several ways, among others

Histogram

Dependent Variable: Repurchase_Intention

Mean = -8.93E-17
Std. Dev. = 0.985
N = 100
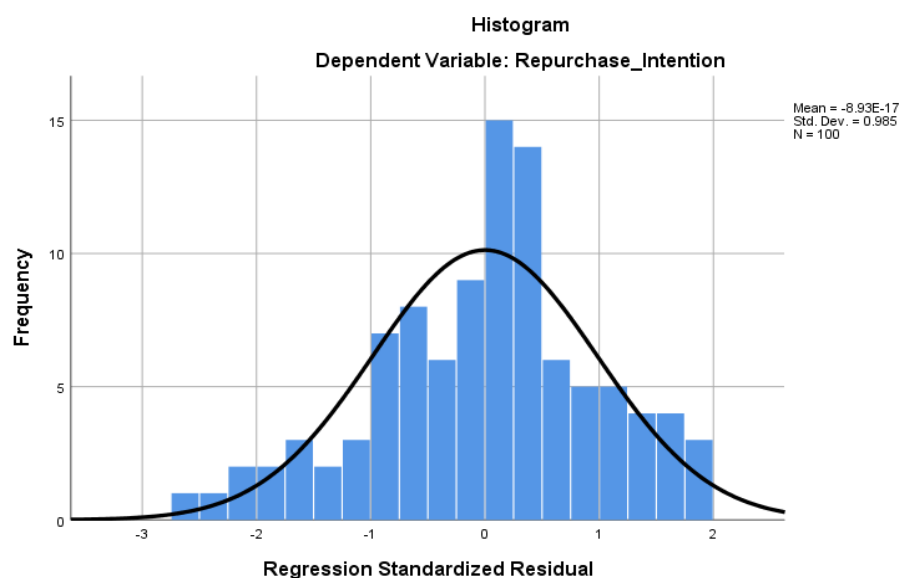
Figure 4.9 Normality Test Histograms
Source: Prepared by the Writer (SPSS 26, 2024)

The histogram graph in Figure 4.9 shows that real data forms a symmetrical curve that does not deviate to the left or to the right, it can be said that the data is normally distributed.
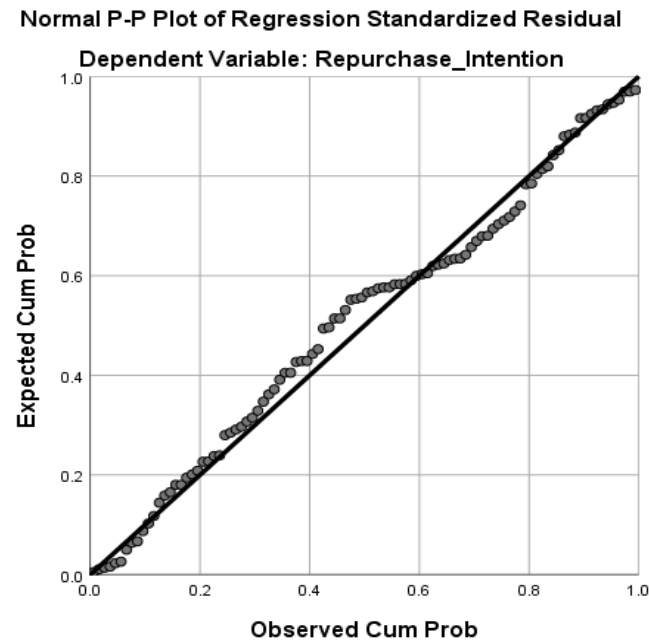
Figure 4.10 Normality Test of P-P Plots
Source: Prepared by the Writer (SPSS 26, 2024)

P-P Normality Chart The plot in Figure 4.10 shows that the points spread around the diagonal line, so that data can be said to be normally distributed.

Table 4.47 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.36080021
Most Extreme Differences	Absolute	.083
	Positive	.049
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.090[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Prepared by the Writer (SPSS 26, 2024)

Table 4.47 show a significant value of 0.090 > 0.05 so that the results of the kolmogorov smirnov test show that data is normally distributed.

b. Multicollinearity Test

A multicollinearity is a situation that shows a strong correlation or relationship between two or more independent variables in a multiple regression model.

Table 4.48 Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	10.772	2.433		4.428	.000		
	Cafe_Atmosphere	.202	.065	.267	3.123	.002	.793	1.260
	Product_Quality	.172	.074	.200	2.319	.023	.784	1.276
	Service_quality	.340	.076	.388	4.492	.000	.779	1.284

a. Dependent Variable: Repurchase_Intention
Source: Prepared by the Writer (SPSS 26, 2024)

The results show that the value of the tolerance > 0.1 and VIF < 10 to Cafe Atmosphere variable (0.793 > 0.1 and 1.260 < 10), Product Quality variable (0.784 > 0.1 and 1.276 < 10) and Service Quality variable (0.779 > 0.1 and 1.284 < 10). This suggests that the occurrence of no multicollinearity in this study.

c. Heteroscedasticity Test

The heteroscedasticity test determines whether the regression model has a variance inequality from one observation's residuals to another. There are several ways to detect the presence or absence of heteroscedasticity as follows:
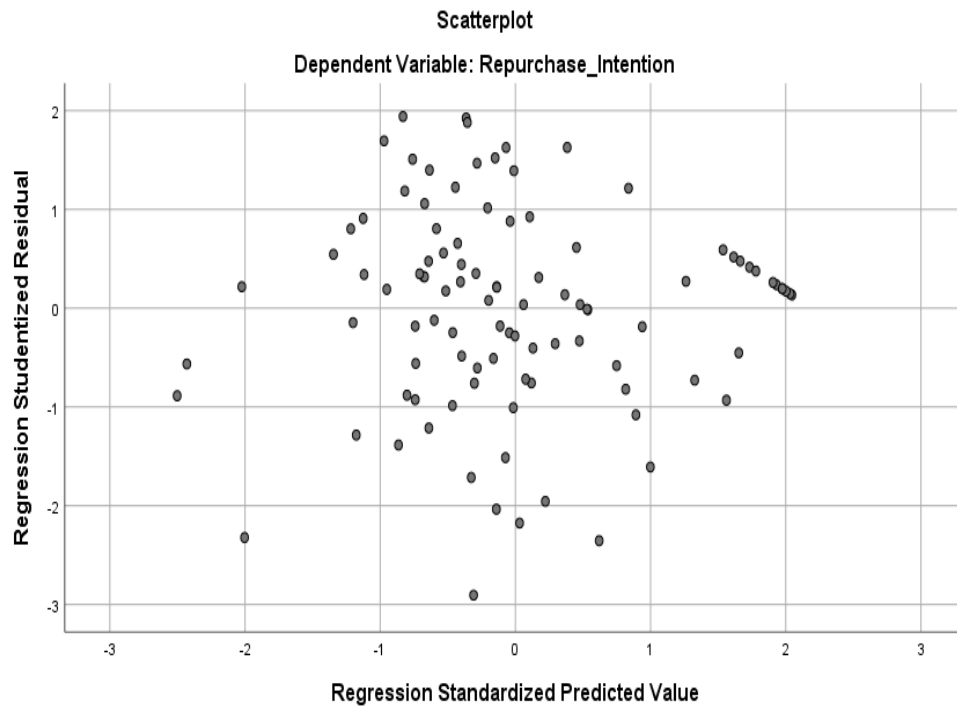
Figure 4.11 Heteroscedasticity Test
Source: Prepared by the Writer (SPSS 26, 2023)

Figure 4.11. shows that the data spreads with an unclear pattern both above and below 0 on the Y axis, not gathering in one place, which indicates from the scatterplot graph that there is no heteroscedasticity in the regression model in this study.

The Heteroscedasticity test can be done by using the spearman rho test, that is by testing the level of significance. If the test results above the significant level ($r > 0.05$) means, there is no heteroscedasticity and vice versa if the level below the significance ($r < 0.05$) means heteroscedasticity occurs.

Table 4.49 Heteroscedasticity Test
Correlations

			Cafe_Atmosphere	Product_Quality	Service_quality	Unstandardized Residual
Spearman's rho	Cafe_ Atmosphere	Correlation Coefficient	1.000	.334**	.394**	-.169
		Sig. (2-tailed)	.	.001	.000	.093
		N	100	100	100	100
	Product _Quality	Correlation Coefficient	.334**	1.000	.303**	.000
		Sig. (2-tailed)	.001	.	.002	.997
		N	100	100	100	100
	Service _quality	Correlation Coefficient	.394**	.303**	1.000	.049
		Sig. (2-tailed)	.000	.002	.	.625
		N	100	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.169	.000	.049	1.000
		Sig. (2-tailed)	.093	.997	.625	.
		N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Prepared by the Writer (SPSS 26, 2024)

Table 4.49 significant value to the Cafe Atmosphere (0.093 > 0.05), significant value to the Product Quality (0.997 > 0.05), and significant value to Service Quality (0.625 > 0,05). This suggests that the occurrence of no heteroscedasticity in this study.

4.2.3.2 Correlation Coefficient (R)

According to Sugiyono (2019), the correlation coefficient is a strong relationship between two or more variables. The correlation coefficient r shows the degree of correlation between the independent variable and the dependent variable. The following correlation test results are :

Table 4. 50 Correlations Test

Correlations

		Cafe_Atmosphere	Product_Quality	Service_quality	Repurchase_Intention
Cafe_ Atmosphere	Pearson Correlation	1	.376**	.383**	.491**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Product_ Quality	Pearson Correlation	.376**	1	.397**	.454**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Service_ quality	Pearson Correlation	.383**	.397**	1	.570**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Repurchase _Intention	Pearson Correlation	.491**	.454**	.570**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Prepared by the Writer (SPSS 26, 2024)

The coefficient of correlation analysis the degree or correlation is assessed based on Table 3.7, the output stated that the R as 0.491, 0.454 and 0.570, which indicated that the existence of a moderate and positive correlation Cafe Atmosphere, Product Quality, and Service Qualit towards Customer Repurchase Intention.

4.2.3.3 Multiple Linear Regression Analysis

According to Priyatno (2023), stated that multiple regression analysis is utilizedby researchers when two or more independent variables are the predictor factors, and the researcher wants to anticipate how the dependent variable will be. As a result, if the number of independent variables is greater than two, a multiple regression analysis will be performed. Data for each variable must be available in

order to create predictions using regression. Furthermore, based on that data, the
researcher must be able to calculate the equation.

Table 4.51 Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10.772	2.433		4.428	.000
	Cafe_Atmosphere	.202	.065	.267	3.123	.002
	Product_Quality	.172	.074	.200	2.319	.023
	Service_quality	.340	.076	.388	4.492	.000

a. Dependent Variable: Repurchase_Intention
Source: Prepared by the Writer (SPSS 26, 2024)

The multiple linear regression analysis formula can be made as follows:

$$Y = 10.772 + 0.202 \, X1 + 0.172 \, X2 + 0.340 \, X3$$

The meaning of the multiple linear regression equation above is:

a. Constant (a) of 10.772 states that if Cafe Atmosphere, Product Quality, and Service Quality is 0 or constant, Customer Repurchase Intention is 10.772 units.

b. Regression coefficient for Cafe Atmosphere of 0.202, this states that every increase in Cafe Atmosphere 1 unit will increase Customer Repurchase Intention by 0.202 units assuming other variables remain.

c. Regression coefficient for Product Quality of 0.172, this states that every increase in Product Quality 1 unit will increase Customer Repurchase Intention by 0.172 units assuming other variables remain.

d. Regression coefficient for Service Quality of 0.340, this states that every increase in Service Quality 1 unit will increase Customer Repurchase Intention by 0.340 units assuming other variables remain.

4.2.4   Result of Hypothesis Testing

4.2.4.1 Partial Test (t Test)

Partial test function is to estimate the average interval, test hypotheses about the mean of a sample, know the acceptance limits of a hypothesis and test whether a statement is reliable or not. In this study the value of t_{count} will be compared with the value of t table, the value of table for significant 0.05 at free degrees df = n-k = 100-4= 96 is equal to 1.985. with the decision-making criteria being:

Table 4.52 Partial Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.772	2.433		4.428	.000
	Cafe_Atmosphere	.202	.065	.267	3.123	.002
	Product_Quality	.172	.074	.200	2.319	.023
	Service_quality	.340	.076	.388	4.492	.000

a. Dependent Variable: Repurchase_Intention
Source: Prepared by the Writer (SPSS 26, 2024)

The results of the partial test can be explained that t_{count} (3.123) > t_{table} (1.985) and significant value 0.002 < 0.05, then H_1 is accepted, namely: Cafe Atmosphere have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

The results of the partial test can be explained that t_{count} (2.319) > t_{table} (1.985) and significant value 0.023 < 0.05, then H_2 is accepted, namely: Product Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

The results of the partial test can be explained that t_{count} (4.492) > t_{table} (1.985) and significant value 0.000 < 0.05, then H_3 is accepted, namely: Service

Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

4.2.4.2 Simultaneous Test (F Test)

Simultaneous test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable.

Table 4.53 Simultaneously Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2259.880	3	753.293	25.418	.000^b
	Residual	2845.080	96	29.636		
	Total	5104.960	99			

a. Dependent Variable: Repurchase_Intention

b. Predictors: (Constant), Service_quality, Cafe_Atmosphere, Product_Quality
Source: Prepared by the Writer (SPSS 26, 2023)

Table 4.53 the results of the simultaneous test can be explained that Fcount (25.418) > Ftable (2.70) and significant value 0.000 < 0.05, then H_4 is accepted, namely: Cafe Atmosphere, Product Quality, and Service Quality have simultaneous influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

4.2.4.3 Coefficient of Determination

The coefficient of determination essentially measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination is between zero and one. The following test results are the coefficient of determination:

Table 4.54 Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.665ᵃ	.443	.425	5.44392

a. Predictors: (Constant), Service_quality, Cafe_Atmosphere, Product_Quality

b. Dependent Variable: Repurchase_Intention

Source: Prepared by the Writer (SPSS 26, 2024)

Determination test results obtained adjusted R square value of 0.425, this means 42.5% of the Repurchase Intention in Warung Kopi Srikandi Cemara Asri.which can be explained by the Cafe Atmosphere, Product Quality, and Service Quality variable while the remaining 57.5% is explained by other variables which was not used in this study such as variety menu, promotion and other variables.

4.3 Discussion

1 The independent variable in this study is Cafe Atmosphere (X_1) which has 5 indicators divided into 10 questionnaires, Product Quality (X_2) which has 3 indicators divided into 6 questionnaires, Service Quality (X_3) which has 4 indicators divided into 8 questionnaires and Repurchase Intention which has 4 indicators divided into 8 questionnaires are valid because the value of r count> r table (0.361). The Cronbach's alpha value (0.6-0.9). Thus, it can be concluded that the questionnaire has fulfilled the high reliability test requirements.

2 The sample in this study were 100 customers at Warung Kopi Srikandi Cemara Asri. The customers characteristics based on gender and age. The majority of customers at Warung Kopi Srikandi Cemara Asri is a female with a percentage of 51%. The majority of respondents are aged 21-30 years.

3   The majority of the mean value of the Cafe Atmosphere and Customer Repurchase Intention variable the majority of questionnaires intervened agree between the interval 3.41-4.2. The majority of the mean value of the Product Quality and Service Quality variable is neutral between the interval 2.61-3.4.

4   The result for mean of cafe atmosphere is 38.93, which is within the range of agree. Hence, it can be concluded that the customers has agree level of cafe atmosphere. The result for median of cafe atmosphere is 41, which is within the range of agree. Therefore, the middle value of the respondents' answers indicates that the customers have a agree level of cafe atmosphere. The result for mode of cafe atmosphere is 50, which is also within the range of strongly agree. This means that most of the customers have a strongly agree level of cafe atmosphere. The result for standard deviation of cafe atmosphere 9.515 and variance of cafe atmosphere 90.530.

5   The result for mean of product quality is 16.59, which is within the range of neutral. Hence, it can be concluded that the customers has neutral level of product quality. The result for median of product quality is 14, which is within the range of disagree. Therefore, the middle value of the respondents' answers indicates that the customers have a disagree level of product quality. The result for mode of product quality is 30, which is also within the range of strongly agree. This means that most of the customers have a strongly agree level of product quality. The result for standard deviation of product quality 8.326 and variance of product quality 69.315.

6   The result for mean of service quality is 23.63, which is within the range of neutral. Hence, it can be concluded that the customers has neutral level of service quality. The result for median of product quality is 22, which is within the range of neutral. Therefore, the middle value of the respondents' answers indicates that the customers have a neutral level of service quality. The result for mode of service quality is 20, which is also within the range of neutral. This means that most of the customers have a neutral level of service quality. The result for standard deviation of service quality 8.183 and variance of service quality 66.963.

7   The result for mean of repurchase intention is 29.52, which is within the range of agree. Hence, it can be concluded that the customers has neutral level of repurchase intention. The result for median of repurchase intention is 30, which is within the range of agree. Therefore, the middle value of the respondents' answers indicates that the customers have a agree level of repurchase intention. The result for mode of repurchase intention is 40, which is also within the range of strongly agree. This means that most of the customers have a strongly agree level of repurchase intention. The result for standard deviation of repurchase intention 7.181 and variance of repurchase intention 51.565.

8   The histogram graph shows that real data forms a symmetrical curve that does not deviate to the left or to the right, it can be said that the data is normally distributed. P-P Normality Chart The plot shows that the points spread around the diagonal line, so that data can be said to be normally distributed. The

significant value of 0.090 > 0.05 so that the results of the kolmogorov smirnov test show that data is normally distributed. results show that the value of the tolerance > 0.1 and VIF < 10 to Cafe Atmosphere variable (0.793 > 0.1 and 1.260 < 10), Product Quality variable (0.784 > 0.1 and 1.276 < 10) and Service Quality variable (0.779 > 0.1 and 1.284 < 10). This suggests that the occurrence of no multicollinearity in this study. Scatterplot graph shows that the data spreads with an unclear pattern both above and below 0 on the Y axis, not gathering in one place, which indicates from the scatterplot graph that there is no heteroscedasticity in the regression model in this study while significant value to the Cafe Atmosphere (0.093 > 0.05), significant value to the Product Quality (0.997 > 0.05), and significant value to Service Quality (0.625 > 0,05). This suggests that the occurrence of no heteroscedasticity in this study.

9 The coefficient of correlation analysis the degree or correlation is assessed based on Table 3.7, the output stated that the R as 0.491, 0.454 and 0.570, which indicated that the existence of a moderate and positive correlation Cafe Atmosphere, Product Quality, and Service Quality towards Customer Repurchase Intention.

10 The multiple linear regression analysis formula can be made as Y= 10.772 + 0.202 X1 + 0.172 X2 + 0.340 X3. Constant (a) of 10.772 states that if Cafe Atmosphere, Product Quality, and Service Quality is 0 or constant, Customer Repurchase Intention is 10.772 units. Regression coefficient for Cafe Atmosphere of 0.202, this states that every increase in Cafe Atmosphere 1 unit will increase Customer Repurchase Intention by 0.202 units assuming other

variables remain. Regression coefficient for Product Quality of 0.172, this states that every increase in Product Quality 1 unit will increase Customer Repurchase Intention by 0.172 units assuming other variables remain. Regression coefficient for Service Quality of 0.340, this states that every increase in Service Quality 1 unit will increase Customer Repurchase Intention by 0.340 units assuming other variables remain.

11 The results of the partial test can be explained that tcount (3.123) > ttable (1.985) and significant value 0.002 < 0.05, then H1 is accepted, namely: Cafe Atmosphere have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri. Store atmosphere is designed appropriately and well will be able to encourage customers to want to enter the restaurant. Creating a store atmosphere that is comfortable, fun, trend-following, and beautiful to the eye will create an interesting impression and influence customers buying Intention (Sutisna, 2020).

12 The results of the partial test can be explained that tcount (2.319) > ttable (1.985) and significant value 0.023 < 0.05, then H2 is accepted, namely: Product Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri. To achieve the desired product quality should be required standardization of quality. It aims to keep the resulting product can meet the standard that has been set so that consumers will not lose confidence in the product in question. This encourages repeat purchases (Wijayanti, 2020)

13 The results of the partial test can be explained that tcount (4.492) > ttable (1.985) and significant value 0.000 < 0.05, then H3 is accepted, namely:

Service Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri. Service Quality is an essential factor involved in a service provider's ability to attract more customers. Also, providing high level of quality service has become the selling point to attract customer's attention and is the important satisfaction factor which lead to purchase decision (Salim, 2018).

14   The results of the simultaneous test can be explained that Fcount (25.418) > Ftable (2.70) and significant value $0.000 < 0.05$, then H_4 is accepted, namely: Cafe Atmosphere, Product Quality, and Service Quality have simultaneous influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri. Determination test results obtained adjusted R square value of 0.425, this means 42.5% of the Repurchase Intention in Warung Kopi Srikandi Cemara Asri.which can be explained by the Cafe Atmosphere, Product Quality, and Service Quality variable while the remaining 57.5% is explained by other variables which was not used in this study such as variety menu, promotion and other variables. According to Tjiptono (2020), Many factors can influence customer buying interest, including seeing the availability of a good brand image, taste of food, service quality and a convenient store atmosphere. Creating a store atmosphere that is comfortable, fun, trend-following, and beautiful to the eye will create an interesting impression and influence customers purchase decision.

CHAPTER V

CONCLUSION

5.1 Conclusion

The conclusion of this research is:

a. Cafe Atmosphere have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri. Regression coefficient for Cafe Atmosphere of 0.202, this states that every increase in Cafe Atmosphere 1 unit will increase Customer Repurchase Intention by 0.202 units assuming other variables remain. The highest indicator for the cafe Atmosphere variable is the temperature in the room with a mean value of 4.09 while the lowest is the Lighting indicator with a mean value of 3.71.

b. Product Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri. Regression coefficient for Product Quality of 0.172, this states that every increase in Product Quality 1 unit will increase Customer Repurchase Intention by 0.172 units assuming other variables remain. The highest indicator for product Quality variable is Conformance quality with mean value of 2.86 while the lowest is Performance indicator with mean value of 2.70.

c. Service Quality have partial influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri. Regression coefficient for Service Quality of 0.340, this states that every increase in Service Quality 1 unit will increase Customer Repurchase Intention by 0.340 units assuming other variables remain. The

highest indicator for variable Service Quality is Tangibility with a mean value of 3.13 while the lowest is the Reliability indicator with a mean value of 2.85.

d. Cafe Atmosphere, Product Quality, and Service Quality have simultaneous influence toward Repurchase Intention in Warung Kopi Srikandi Cemara Asri. Determination test results obtained adjusted R square value of 0.425, this means 42.5% of the Repurchase Intention in Warung Kopi Srikandi Cemara Asri.which can be explained by the Cafe Atmosphere, Product Quality, and Service Quality variable while the remaining 57.5% is explained by other variables which was not used in this study such as variety menu, promotion and other variables. The highest indicator for the variable Repurchase Intention is Conviction with a mean value of 3.96 while the lowest is the Awareness indicator with a mean value of 3.48.

5.2   Recommendations

1. Cafe Atmosphere variable

Based on the lowest mean value for cafe atmosphere variable obtained by 3,71 (C4- There is also enough lighting for outdoor to provide customer comfort). Warung Kopi Srikandi Cemara adds various outdoor lights that are enough to create comfort when customers eat because it is not too dark and choose unique and aesthetic lighting that adds a luxurious and classic impression so that it can become a photo spot for customers that can benefit promotions indirectly on customer social media because currently the majority of customers always document their activities both in the form of photos and videos.

2. Product Quality variable

Based on the lowest mean value for product quality variable obtained by 2,70 (P2-Food and beverages at Warung Kopi Srikandi Cemara Asri give off a delicious aroma). Warung Kopi Srikandi Cemara should be consistent in the presentation of food and beverages. This can be done by recruiting in the kitchen whose employees have experience and understand the characteristics and taste of each food served by Warung Kopi Srikandi Cemara.

3. Service Quality variable

Based on the lowest mean value for customer satisfaction variable obtained by 2,85 (S4- The waiters served my order at the promised time). Warung Kopi Srikandi Cemara is supposed to provide timely and fast service so that customers do not have to wait for orders and other services needed by customers. For this reason, Warung Kopi Srikandi Cemara can specifically divide outdoor and indoor customers so that they can be more optimal in serving customers.

4. For further researchers, suggestions that can be given related to this research is expected to further researchers to add tools measure the repurchase intention variable, such as promotion, menu variety and others. Further research is also expected to use more sources to find information. For further researchers recommend using other variables beside Cafe Atmosphere, Product Quality, and Service Quality such as variety menu, promotion and other variables.

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APPENDIX A KUESIONER PENELITIAN

The Influence of Cafe Atmosphere, Product Quality, and Service Quality toward Repurchase Intention In Warung Kopi Srikandi Cemara Asri

https://forms.gle/uQNNsnWAFApTsssp6

Responden yang terhormat,

Perkenalkan saya, Callista Lieviera mahasiswi program Manajemen Perhotelan Universitas Pelita Harapan Medan tahun 2024. Saat ini saya sedang menyusun Skripsi yang berjudul **"The Influence of Cafe Atmosphere, Product Quality, and Service Quality toward Repurchase Intention In Warung Kopi Srikandi Cemara Asri."** Saya harap anda bersedia berpartisipasi dalam mengisi kuesioner ini. Kuesioner ini bertujuan untuk mengumpulkan data secara khusus untuk memenuhi penelitian.

Kuesioner ini bersifat anonim/tanpa nama dan semua informasi yang diperoleh hanya digunakan untuk kebutuhan penelitian Skripsi saya semata. Pengisian kuisioner bisa dengan waktu 10-15 menit. Saya sangat mengharapkan dukungan dari Bapak/ibu, saudara/i yang masuk dalam kriteria tersebut untuk berkenan menjadi responden saya. Terima kasih atas dukungan pengisian kuesioner ini dan Sukses untuk kita bersama.

Salam hangat,
Callista Lieviera

1. Apakah anda pernah mengunjung Warung Kopi Srikandi Cemara Asri selama 1 terakhir ?

   a. Ya

   b. Tidak (Cukup sampai disini, Terima Kasih)

2. Apakah Anda berdomisili di Medan?

   a. Ya

   b. Tidak (Cukup sampai disini, Terima Kasih)

3. Jenis Kelamin

   a. Pria

   b. Wanita

4. Usia Responden

   a. < 20 tahun

   b. 21-30 tahun

   c. >30 tahun

Silahkan pilih jawaban anda dengan mengetuk lingkaran yang terkait dengan masing-masing pilihan yang tersedia. Skala peringkat berikut dapat digunakan untung menanggapi klaim:

1. Sangat tidak setuju

2. Tidak setuju

3. Netral

4. Setuju

5. Sangat setuju

Cafe Atmosphere (X₁)						
No.	**Kuesioner**	**STS**	**TS**	**N**	**S**	**SS**
1.	Desain bangunan Warung Kopi Srikandi Cemara Asri nyaman.					
2.	Bagian luar Warung Kopi Srikandi Cemara Asri terlihat menarik					
3.	Warung Kopi Srikandi Cemara Asri memiliki pencahayaan ruangan yang terang.					
4.	Ada juga pencahayaan yang cukup untuk outdoor untuk memberikan kenyamanan pelanggan.					
5.	Warung Kopi Srikandi Cemara Asri memiliki suhu ruangan yang nyaman bagi semua pelanggan..					
6.	Warung Kopi Srikandi Cemara Asri menyiapkan beberapa peralatan untuk menjaga suhu yang baik di dalam cafe.					
7.	Tata letak ruangan Warung Kopi Srikandi Cemara Asri nyaman dan tidak menyulitkan konsumen untuk berjalan					
8.	Warung Kopi Srikandi Cemara Asri menampilkan pajangan yang memiliki ciri khas					
9.	Perpaduan warna di Warung Kopi Srikandi Cemara Asri yang membuat kenyamanan.					
10.	Perpaduan warna Warung Kopi Srikandi Cemara Asri sesuai dengan tema café.					

Product Quality (X₂)						
No.	**Kuesioner**	**STS**	**TS**	**N**	**S**	**SS**
1.	Minuman dan makanan di Warung Kopi Srikandi Cemara Asri memiliki tampilan yang menarik dan membangkitkan selera					
2.	Minuman dan makanan di Warung Kopi Srikandi Cemara Asri mengeluarkan aroma yang enak					
3.	Minuman dan makanan di Warung Kopi Srikandi Cemara Asri disajikan dengan porsi yang sesuai dengan ekspektasi konsumen.					
4.	Minuman dan makanan di Warung Kopi Srikandi Cemara Asri dibuat dengan tingkat kematangan yang pas, sehingga terasa nikmat ketika dinikmati					
5.	Minuman dan makanan di Warung Kopi Srikandi Cemara Asri disajikan dengan suhu yang sesuai sehingga cocok untuk dinikmati					
6.	Minuman dan makanan di Warung Kopi Srikandi Cemara Asri memiliki tekstur yang memberikan kenikmatan ketika dinikmati					

SERVICE QUALITY (X₃)						
No.	**Kuesioner**	**STS**	**TS**	**N**	**S**	**SS**
1.	Warung Kopi Srikandi Cemara Asri memiliki lingkungan yang bersih					
2.	Perlengkapan makan di Warung Kopi Srikandi Cemara Asri bersih.					
3.	Makanan dan minuman yang ditawarkan di Warung Kopi Srikandi Cemara Asri yang memiliki kesesuaian deskripsi di menunya					

4.	Para pelayan menyajikan pesanan saya pada waktu yang dijanjikan					
5.	Para pelayan di Warung Kopi Srikandi Cemara Asri memberikan pelayanan yang cepat					
6.	Para pelayan di Warung Kopi Srikandi Cemara Asri dapat menangani permintaan khusus saya					
7.	Waitress di Warung Kopi Srikandi Cemara Asri menjamu pelanggan sesuai dengan kebutuhannya					
8.	Waitress di Warung Kopi Srikandi Cemara Asri sangat ramah					

REPURCHASE INTENTION (Y)						
No.	Kuesioner	STS	TS	N	S	SS
1.	Saya dapat mengenali merek/logo Warung Kopi Srikandi Cemara Asri dengan mudah					
2.	Banyak teman saya menyukai makan di Warung Kopi Srikandi Cemara Asri					
3.	Warung Kopi Srikandi Cemara Asri menyajikan banyak makanan yang lezat.					
4.	Saya senang dengan berbagai hidangan yang disajikan di Warung Kopi Srikandi Cemara Asri.					
5.	Saya selalu lebih suka membeli dari Warung Kopi Srikandi Cemara Asri daripada restoran serupa lainnya.					
6.	Warung Kopi Srikandi Cemara Asri tentu saja merupakan tempat makan favorit saya.					
7.	Saya tertarik untuk berkunjung dan membeli dari Warung Kopi Srikandi Cemara Asri.					
8.	Saya selalu lebih suka membeli dari Warung Kopi Srikandi Cemara Asri daripada cafe serupa lainnya.					

Cafe Atmosphere (X₁)						
No.	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1.	Building design Warung Kopi Srikandi Cemara Asri comfortable.					
2.	The exterior of Warung Kopi Srikandi Cemara Asri looks attractive					
3.	Warung Kopi Srikandi Cemara Asri has bright room lighting.					
4.	There is also enough lighting for outdoor to provide customer comfort.					
5.	Warung Kopi Srikandi Cemara Asri has a comfortable room temperature for all customers.					
6.	Warung Kopi Srikandi Cemara Asri prepares some equipment to maintain a good temperature inside the cafe.					
7.	The layout of Warung Kopi Srikandi Cemara Asri is comfortable and does not make it difficult for consumers to walk					
8.	Warung Kopi Srikandi Cemara Asri features displays that have distinctive characteristics					
9.	The combination of colors at Warung Kopi Srikandi Cemara Asri makes comfort.					
10.	The color combination of Warung Kopi Srikandi Cemara Asri in accordance with the theme of the cafe.					

Product Quality (X₂)						
No.	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1.	Food and beverages at Warung Kopi Srikandi Cemara Asri have an attractive and appetizing appearance					
2.	Food and beverages at Warung Kopi Srikandi Cemara Asri give off a delicious aroma					
3.	Food and beverages at Warung Kopi Srikandi Cemara Asri are served in portions in accordance with consumer expectations.					
4.	Food and beverages at Warung Kopi Srikandi Cemara Asri are made with the right level of maturity, so it feels delicious when enjoyed					
5.	Food and beverages at Warung Kopi Srikandi Cemara Asri are served at the right temperature so they are suitable to be enjoyed					

6.	Food and beverages at Warung Kopi Srikandi Cemara Asri have a texture that gives pleasure when enjoyed					

SERVICE QUALITY (X₃)						
No.	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1.	Warung Kopi Srikandi Cemara Asri has a clean environment					
2.	Warung Kopi Srikandi Cemara Asri always keeps the tableware clean.					
3.	The food and beverages offered at Warung Kopi Srikandi Cemara Asri that match the description on the menu.					
4.	The waiters served my order at the promised time.					
5.	The waiters at Warung Kopi Srikandi Cemara Asri provide fast service					
6.	The waiters at Warung Kopi Srikandi Cemara Asri can handle my special request					
7.	The waiters at Warung Kopi Srikandi Cemara Asri entertaining customers according to their needs					
8.	The Waitress at Warung Kopi Srikandi Cemara Asri is very friendly					

REPURCHASE INTENTION (Y)						
No.	**Kuesioner**	**STS**	**TS**	**N**	**S**	**SS**
1.	I can recognize the brand / logo of Warung Kopi Srikandi Cemara Asri easily					
2.	Many of my friends like to eat at Warung Kopi Srikandi Cemara Asri					
3.	Warung Kopi Srikandi Cemara Asri serves a lot of delicious food.					
4.	I was delighted with the variety of dishes served at Warung Kopi Srikandi Cemara Asri.					
5.	I always prefer to buy from Warung Kopi Srikandi Cemara Asri rather than other similar restaurants.					
6.	Warung Kopi Srikandi Cemara Asri is certainly my favorite place to eat.					
7.	I am interested to visit and buy from Warung Kopi Srikandi Cemara Asri.					
8.	I always prefer to buy from Warung Kopi Srikandi Cemara Asri instead of other similar cafes.					

APPENDIX B DATA PRE-TEST

No.	Cafe Atmosphere									
	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
1	5	5	5	5	5	5	5	5	5	5
2	5	5	5	5	5	5	5	5	5	5
3	5	5	5	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	5	5	5
5	4	4	4	4	4	4	5	5	5	5
6	5	5	5	5	5	5	5	5	5	5
7	5	5	5	5	5	5	5	5	5	5
8	5	5	5	5	5	5	5	5	5	5
9	5	5	5	5	5	5	5	3	5	5
10	5	5	5	5	5	5	5	5	5	5
11	2	2	2	3	5	3	2	2	1	2
12	2	2	3	3	2	3	5	5	4	3
13	2	2	2	3	2	2	5	4	3	4
14	2	2	3	5	5	5	5	5	5	5
15	5	3	4	5	5	4	5	2	3	2
16	5	5	5	5	5	5	5	5	5	4
17	1	2	4	4	5	2	5	5	2	3
18	4	4	3	3	5	5	3	3	4	2
19	2	3	3	2	5	5	5	4	5	5
20	4	4	5	5	3	3	3	5	4	3
21	4	4	2	4	5	4	4	5	5	5
22	4	4	2	4	3	5	4	3	5	4
23	2	2	3	4	4	5	4	4	3	2
24	2	3	3	2	4	3	4	4	4	5
25	4	4	4	4	4	4	4	4	4	4
26	4	4	4	4	4	4	4	4	4	4
27	4	4	4	4	4	4	4	4	4	4
28	4	4	4	4	4	4	5	2	4	4
29	4	4	4	4	4	4	4	3	4	4
30	5	5	5	5	5	2	5	5	2	2

No.	Product Quality					
	P1	P2	P3	P4	P5	P6
1	5	5	5	5	5	5
2	5	5	5	5	5	5
3	5	5	5	5	5	5
4	5	5	5	5	5	5
5	5	5	5	5	5	5
6	5	5	5	5	5	5
7	5	5	5	5	5	5
8	5	5	5	5	5	5
9	2	2	2	2	5	5
10	5	5	5	5	5	5
11	2	4	5	5	2	2
12	2	5	3	2	2	2
13	1	2	1	2	5	5
14	2	1	2	2	4	4
15	5	4	2	2	5	4
16	1	2	5	5	5	5
17	2	4	5	5	5	5
18	2	4	5	5	5	5
19	5	2	2	1	2	2
20	4	3	2	2	4	4
21	4	2	2	2	4	4
22	4	2	5	5	2	3
23	2	1	4	4	3	3
24	3	1	5	4	2	3
25	2	5	2	4	2	3
26	4	3	1	2	1	1
27	4	4	4	3	1	1
28	5	2	2	2	5	5
29	3	3	4	4	3	4
30	5	5	4	4	4	2

No.	Service Quality							
	S1	S2	S3	S4	S5	S6	S7	S8
1	5	5	5	5	5	5	5	5
2	5	5	5	5	5	5	5	5
3	5	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5
6	5	5	5	5	5	5	5	5
7	5	5	3	3	5	2	2	3
8	3	3	1	2	5	5	5	1
9	2	4	2	4	5	5	5	2
10	5	5	5	5	5	5	5	5
11	5	5	5	5	5	5	5	5
12	5	5	5	5	1	1	5	5
13	4	2	5	5	5	4	1	1
14	2	1	1	5	3	2	4	4
15	2	2	1	4	2	2	1	4
16	2	2	1	1	1	3	3	1
17	1	1	5	5	5	5	5	5
18	5	4	5	5	5	5	5	5
19	4	1	5	5	5	5	5	5
20	1	3	5	5	2	2	5	5
21	5	5	5	5	2	2	5	5
22	5	5	5	5	3	4	3	1
23	4	4	4	2	2	2	2	1
24	4	4	4	1	5	5	5	5
25	1	2	2	3	5	5	3	1
26	3	3	4	3	2	2	2	4
27	2	2	2	2	2	3	5	3
28	2	5	5	5	3	3	5	5
29	2	5	5	5	2	2	5	5
30	1	5	5	5	2	2	5	1

No.	Repurchase Intention							
	R1	**R2**	**R3**	**R4**	**R5**	**R6**	**R7**	**R8**
1	5	5	5	5	5	5	5	5
2	5	5	5	5	5	5	5	5
3	5	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5
6	5	5	5	5	5	5	5	5
7	5	5	5	5	5	5	5	5
8	5	5	5	5	5	5	5	5
9	4	4	5	2	2	5	5	5
10	5	5	5	5	2	5	5	5
11	5	5	5	5	1	5	5	5
12	3	2	1	1	2	2	2	2
13	2	2	4	2	2	4	4	2
14	2	2	1	5	5	2	5	5
15	4	3	1	5	5	4	4	4
16	2	3	3	5	5	2	2	2
17	5	5	5	5	5	5	5	5
18	5	5	5	5	5	5	5	5
19	5	5	5	5	5	5	5	5
20	5	5	5	5	5	5	5	5
21	4	5	5	5	5	5	5	5
22	3	5	5	5	5	5	5	5
23	5	5	5	5	5	2	2	3
24	5	5	5	5	5	1	1	3
25	5	5	5	5	5	3	5	5
26	5	5	5	5	5	3	3	3
27	5	5	5	5	5	5	5	5
28	5	5	5	5	5	5	5	5
29	4	5	5	5	5	5	5	5
30	4	5	5	5	5	5	5	5

APPENDIX C OUTPUT SPSS (PRE-TEST)

Correlations

		C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	Cafe_Atmosphere
C1	Pearson Correlation	1	.926**	.710**	.723**	.389*	.494**	.258	.130	.489**	.288	.803**
	Sig. (2-tailed)		.000	.000	.000	.034	.006	.168	.494	.006	.122	.000
	N	30	30	30	30	30	30	30	30	30	30	30
C2	Pearson Correlation	.926**	1	.750**	.617**	.427*	.496**	.273	.288	.578**	.460*	.863**
	Sig. (2-tailed)	.000		.000	.000	.018	.005	.144	.122	.001	.010	.000
	N	30	30	30	30	30	30	30	30	30	30	30
C3	Pearson Correlation	.710**	.750**	1	.738**	.421*	.292	.452*	.415*	.333	.285	.782**
	Sig. (2-tailed)	.000	.000		.000	.021	.117	.012	.023	.072	.128	.000
	N	30	30	30	30	30	30	30	30	30	30	30
C4	Pearson Correlation	.723**	.617**	.738**	1	.400*	.366*	.384*	.355	.309	.192	.732**
	Sig. (2-tailed)	.000	.000	.000		.028	.047	.036	.055	.096	.311	.000
	N	30	30	30	30	30	30	30	30	30	30	30
C5	Pearson Correlation	.389*	.427*	.421*	.400*	1	.454*	.149	.097	.142	.191	.518**
	Sig. (2-tailed)	.034	.018	.021	.028		.012	.432	.609	.454	.311	.003
	N	30	30	30	30	30	30	30	30	30	30	30
C6	Pearson Correlation	.494**	.496**	.292	.366*	.454*	1	.196	.066	.753**	.474**	.670**
	Sig. (2-tailed)	.006	.005	.117	.047	.012		.300	.730	.000	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30
C7	Pearson Correlation	.258	.273	.452*	.384*	.149	.196	1	.431*	.429*	.491**	.561**
	Sig. (2-tailed)	.168	.144	.012	.036	.432	.300		.017	.018	.006	.001
	N	30	30	30	30	30	30	30	30	30	30	30
C8	Pearson Correlation	.130	.288	.415*	.355	.097	.066	.431*	1	.401*	.439*	.514**
	Sig. (2-tailed)	.494	.122	.023	.055	.609	.730	.017		.028	.015	.004
	N	30	30	30	30	30	30	30	30	30	30	30
C9	Pearson Correlation	.489**	.578**	.333	.309	.142	.753**	.429*	.401*	1	.811**	.770**
	Sig. (2-tailed)	.006	.001	.072	.096	.454	.000	.018	.028		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
C10	Pearson Correlation	.288	.460*	.285	.192	.191	.474**	.491**	.439*	.811**	1	.673**
	Sig. (2-tailed)	.122	.010	.128	.311	.311	.008	.006	.015	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Cafe_Atmosphere	Pearson Correlation	.803**	.863**	.782**	.732**	.518**	.670**	.561**	.514**	.770**	.673**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.003	.000	.001	.004	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.880	10

Correlations

		p1	p2	p3	p4	p5	p6	Product_Quality
p1	Pearson Correlation	1	.464**	.209	.136	.208	.104	.518**
	Sig. (2-tailed)		.010	.267	.474	.270	.584	.003
	N	30	30	30	30	30	30	30
p2	Pearson Correlation	.464**	1	.444*	.516**	.263	.166	.697**
	Sig. (2-tailed)	.010		.014	.004	.161	.381	.000
	N	30	30	30	30	30	30	30
p3	Pearson Correlation	.209	.444*	1	.919**	.242	.296	.756**
	Sig. (2-tailed)	.267	.014		.000	.197	.112	.000
	N	30	30	30	30	30	30	30
p4	Pearson Correlation	.136	.516**	.919**	1	.306	.384*	.790**
	Sig. (2-tailed)	.474	.004	.000		.100	.036	.000
	N	30	30	30	30	30	30	30
p5	Pearson Correlation	.208	.263	.242	.306	1	.922**	.700**
	Sig. (2-tailed)	.270	.161	.197	.100		.000	.000
	N	30	30	30	30	30	30	30
p6	Pearson Correlation	.104	.166	.296	.384*	.922**	1	.681**
	Sig. (2-tailed)	.584	.381	.112	.036	.000		.000
	N	30	30	30	30	30	30	30
Product_Quality	Pearson Correlation	.518**	.697**	.756**	.790**	.700**	.681**	1
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.780	6

Correlations

		S1	S2	S3	S4	S5	S6	S7	S8	Service_quality
S1	Pearson Correlation	1	.587**	.473**	.237	.388*	.312	.098	.336	.677**
	Sig. (2-tailed)		.001	.008	.206	.034	.093	.608	.070	.000
	N	30	30	30	30	30	30	30	30	30
S2	Pearson Correlation	.587**	1	.548**	.299	.094	.047	.335	.262	.615**
	Sig. (2-tailed)	.001		.002	.109	.623	.806	.070	.161	.000
	N	30	30	30	30	30	30	30	30	30
S3	Pearson Correlation	.473**	.548**	1	.638**	.191	.172	.367*	.503**	.755**
	Sig. (2-tailed)	.008	.002		.000	.311	.364	.046	.005	.000
	N	30	30	30	30	30	30	30	30	30
S4	Pearson Correlation	.237	.299	.638**	1	.190	.098	.324	.489**	.626**
	Sig. (2-tailed)	.206	.109	.000		.313	.606	.081	.006	.000
	N	30	30	30	30	30	30	30	30	30
S5	Pearson Correlation	.388*	.094	.191	.190	1	.869**	.227	.184	.608**
	Sig. (2-tailed)	.034	.623	.311	.313		.000	.227	.331	.000
	N	30	30	30	30	30	30	30	30	30
S6	Pearson Correlation	.312	.047	.172	.098	.869**	1	.369*	.135	.577**
	Sig. (2-tailed)	.093	.806	.364	.606	.000		.045	.477	.001
	N	30	30	30	30	30	30	30	30	30
S7	Pearson Correlation	.098	.335	.367*	.324	.227	.369*	1	.535**	.620**
	Sig. (2-tailed)	.608	.070	.046	.081	.227	.045		.002	.000
	N	30	30	30	30	30	30	30	30	30
S8	Pearson Correlation	.336	.262	.503**	.489**	.184	.135	.535**	1	.679**
	Sig. (2-tailed)	.070	.161	.005	.006	.331	.477	.002		.000
	N	30	30	30	30	30	30	30	30	30
Service_quality	Pearson Correlation	.677**	.615**	.755**	.626**	.608**	.577**	.620**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	
	N	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.799	8

Correlations

		R1	R2	R3	R4	R5	R6	R7	R8	Repurchase_Intention
R1	Pearson Correlation	1	.839**	.658**	.468**	.236	.404*	.260	.508**	.735**
	Sig. (2-tailed)		.000	.000	.009	.210	.027	.166	.004	.000
	N	30	30	30	30	30	30	30	30	30
R2	Pearson Correlation	.839**	1	.874**	.643**	.378*	.510**	.354	.609**	.885**
	Sig. (2-tailed)	.000		.000	.000	.039	.004	.055	.000	.000
	N	30	30	30	30	30	30	30	30	30
R3	Pearson Correlation	.658**	.874**	1	.375*	.157	.525**	.343	.449*	.753**
	Sig. (2-tailed)	.000	.000		.041	.406	.003	.064	.013	.000
	N	30	30	30	30	30	30	30	30	30
R4	Pearson Correlation	.468**	.643**	.375*	1	.676**	.204	.269	.504**	.697**
	Sig. (2-tailed)	.009	.000	.041		.000	.279	.151	.004	.000
	N	30	30	30	30	30	30	30	30	30
R5	Pearson Correlation	.236	.378*	.157	.676**	1	.006	.071	.256	.475**
	Sig. (2-tailed)	.210	.039	.406	.000		.975	.710	.172	.008
	N	30	30	30	30	30	30	30	30	30
R6	Pearson Correlation	.404*	.510**	.525**	.204	.006	1	.860**	.744**	.742**
	Sig. (2-tailed)	.027	.004	.003	.279	.975		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
R7	Pearson Correlation	.260	.354	.343	.269	.071	.860**	1	.879**	.703**
	Sig. (2-tailed)	.166	.055	.064	.151	.710	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
R8	Pearson Correlation	.508**	.609**	.449*	.504**	.256	.744**	.879**	1	.848**
	Sig. (2-tailed)	.004	.000	.013	.004	.172	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Repurchase_Intention	Pearson Correlation	.735**	.885**	.753**	.697**	.475**	.742**	.703**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.008	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.868	8

APPENDIX D DATA SAMPLE TEST

No.	Cafe Atmosphere									
	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
1	1	1	1	1	1	1	1	1	1	1
2	5	5	5	5	5	5	5	5	5	5
3	5	5	5	5	5	5	5	5	5	5
4	5	5	4	5	5	5	5	5	5	5
5	4	4	5	5	5	5	5	5	5	5
6	5	5	5	5	5	4	4	4	4	5
7	5	5	5	5	5	4	5	5	5	5
8	5	5	5	5	5	5	5	5	5	5
9	4	3	4	4	4	5	4	5	5	5
10	5	4	4	4	5	5	4	4	5	5
11	5	5	5	5	3	4	5	5	5	5
12	5	5	5	5	5	5	5	5	5	5
13	5	5	5	5	5	5	5	5	5	5
14	5	5	5	5	5	5	5	5	5	5
15	5	4	5	5	5	5	4	4	4	5
16	5	5	5	5	5	5	5	5	5	5
17	5	5	5	5	5	5	5	5	5	5
18	4	5	4	4	2	2	5	5	5	5
19	5	5	1	4	5	5	5	5	5	5
20	3	5	5	5	5	5	5	5	5	5
21	5	5	5	5	5	5	5	5	5	5
22	5	5	5	5	5	5	5	5	5	5
23	5	5	5	5	5	5	5	5	5	5
24	5	5	5	5	5	5	5	5	5	5
25	1	5	5	5	5	5	5	5	5	5
26	3	5	5	5	5	5	5	5	5	5
27	2	2	4	1	5	4	2	3	4	4
28	5	5	5	2	2	2	5	5	5	5
29	5	5	2	2	3	2	5	5	5	5
30	5	4	2	1	2	1	4	5	5	5
31	3	5	1	2	2	3	2	2	2	2
32	2	5	1	5	1	2	1	3	1	2
33	3	4	1	1	2	4	2	4	1	1
34	3	5	2	3	2	2	2	5	2	2

35	1	5	1	5	3	2	4	2	2	2
36	5	4	3	2	4	4	1	2	1	1
37	2	2	4	4	2	3	5	1	2	1
38	3	2	2	4	4	4	2	1	5	4
39	2	1	3	1	4	4	4	1	1	5
40	2	3	2	2	3	4	5	2	3	2
41	1	2	3	2	4	2	1	1	5	3
42	2	4	4	3	3	4	4	3	2	3
43	2	2	2	2	5	5	4	4	4	4
44	3	2	2	4	5	5	4	2	4	5
45	4	4	3	4	2	4	2	3	1	1
46	2	3	5	5	4	5	2	2	2	3
47	4	4	5	5	2	2	3	3	2	4
48	4	4	4	3	3	4	2	4	3	4
49	3	4	4	4	2	4	4	2	2	3
50	4	2	2	4	4	4	4	2	4	2
51	3	4	4	4	3	5	2	3	4	4
52	5	5	2	2	4	3	5	5	5	5
53	5	5	2	4	4	4	5	5	5	5
54	2	4	5	4	5	3	3	4	3	3
55	4	5	5	2	4	5	4	4	4	5
56	2	2	3	2	5	4	4	2	4	4
57	3	4	5	5	5	5	4	4	4	4
58	2	4	3	1	5	5	4	2	2	4
59	4	4	3	1	5	5	4	2	4	5
60	3	5	5	5	5	5	2	5	4	4
61	4	3	5	5	5	5	3	5	2	2
62	4	4	4	4	5	5	3	3	2	3
63	5	3	5	5	5	5	5	5	5	5
64	4	5	4	4	4	4	2	3	1	2
65	5	4	5	5	5	5	3	3	1	2
66	5	5	4	5	5	5	5	5	5	5
67	5	5	5	5	2	4	5	5	5	5
68	5	5	5	5	4	5	5	4	4	5
69	5	5	5	5	2	2	5	5	5	5
70	5	5	4	3	3	4	5	4	4	4
71	5	5	4	4	2	4	5	5	5	5
72	5	5	2	4	4	4	4	4	5	5
73	4	4	4	4	3	5	5	5	5	5

74	5	5	2	2	4	3	5	5	5	5
75	5	5	2	4	4	4	5	5	5	5
76	2	4	5	4	5	3	3	4	3	3
77	4	5	5	2	4	5	4	4	4	5
78	2	2	3	2	5	4	4	2	4	4
79	3	4	5	5	5	5	4	4	4	4
80	2	4	3	1	5	5	4	2	2	4
81	4	4	3	1	5	5	4	2	4	5
82	3	5	5	5	5	5	2	5	4	4
83	4	3	5	5	5	5	3	5	2	2
84	4	4	4	4	5	5	3	3	2	3
85	5	3	5	5	5	5	5	5	5	5
86	4	5	4	4	5	5	2	3	1	2
87	5	4	5	5	5	5	3	3	1	2
88	5	5	4	5	5	5	5	5	5	5
89	5	5	5	5	2	5	5	5	5	5
90	5	5	4	4	3	5	5	4	4	5
91	5	5	5	5	3	3	5	5	5	5
92	5	5	3	3	5	5	5	4	4	4
93	5	5	2	3	2	3	5	5	5	5
94	5	5	2	3	3	3	4	4	5	5
95	5	5	3	3	2	4	5	5	5	5
96	5	5	4	3	3	3	5	4	4	5
97	5	5	4	3	4	4	5	5	5	5
98	1	1	1	2	2	2	1	1	1	1
99	1	1	1	1	1	1	1	1	1	1
100	1	1	1	1	1	1	1	1	1	1

No.	Product Quality					
	P1	**P2**	**P3**	**P4**	**P5**	**P6**
1	1	1	1	1	1	1
2	5	5	5	5	5	5
3	5	5	5	5	5	5
4	5	5	5	5	5	5
5	5	5	5	5	5	5
6	4	4	4	4	4	4
7	5	5	5	5	5	5
8	5	5	5	5	5	5
9	5	5	5	5	5	5
10	5	5	5	5	5	5
11	5	4	4	4	4	5
12	2	2	2	2	2	4
13	5	4	5	5	4	4
14	3	5	5	4	3	2
15	5	5	5	5	5	5
16	5	5	5	5	5	5
17	5	4	4	4	4	4
18	4	3	4	3	5	5
19	2	1	5	3	2	3
20	5	5	5	5	4	4
21	4	5	4	3	1	1
22	5	5	5	5	4	4
23	5	1	1	3	3	4
24	4	3	1	1	3	5
25	1	1	3	3	1	1
26	1	2	1	1	3	1
27	3	3	1	1	1	5
28	2	2	2	2	2	1
29	2	3	3	2	1	2
30	3	3	2	2	3	2
31	4	2	3	3	2	5
32	1	2	1	1	2	1
33	2	2	2	2	1	2
34	1	1	2	2	3	3

35	1	2	1	1	3	3
36	1	3	3	3	1	1
37	3	2	2	4	2	2
38	3	1	1	1	1	1
39	1	1	1	2	4	2
40	1	1	2	2	5	5
41	1	1	2	2	1	3
42	1	5	5	5	5	5
43	3	2	2	2	1	4
44	3	5	2	2	4	1
45	2	1	1	2	5	2
46	1	1	1	1	2	2
47	1	2	1	1	2	3
48	5	5	5	5	5	5
49	5	5	5	5	5	5
50	5	5	5	5	5	5
51	5	5	5	5	5	5
52	5	5	5	5	5	5
53	1	1	1	1	1	1
54	1	1	2	1	2	1
55	1	1	1	1	2	2
56	2	2	2	2	4	2
57	3	3	3	3	1	1
58	3	2	2	4	2	2
59	5	1	2	4	2	1
60	1	1	3	2	4	2
61	1	1	2	2	1	1
62	1	1	2	2	1	2
63	4	3	2	1	1	3
64	3	2	2	2	1	2
65	3	5	2	2	1	2
66	2	1	1	2	1	2
67	1	3	2	2	3	2
68	1	2	1	1	2	1
69	1	1	1	1	1	1
70	2	2	2	2	1	2
71	2	1	1	5	2	2
72	1	1	1	3	1	5
73	2	3	1	2	3	4

74	1	2	3	2	3	2
75	1	3	2	3	4	1
76	2	2	2	2	2	4
77	5	4	5	5	4	4
78	3	5	5	4	3	2
79	1	1	1	1	1	1
80	4	2	3	2	3	5
81	1	1	2	2	2	2
82	4	3	4	3	5	5
83	2	1	5	3	2	3
84	4	2	1	2	3	1
85	4	5	4	3	1	1
86	2	2	2	3	2	1
87	5	1	1	3	3	4
88	1	2	2	2	2	2
89	1	1	1	1	1	2
90	1	1	1	1	1	1
91	2	2	2	1	1	1
92	2	2	1	1	1	1
93	1	1	1	1	1	1
94	1	1	1	1	1	1
95	5	5	5	5	5	5
96	5	5	5	5	5	5
97	5	5	5	5	5	5
98	1	1	1	1	1	1
99	1	1	1	1	1	1
100	1	1	1	1	1	1

No.	Service Quality							
	S1	**S2**	**S3**	**S4**	**S5**	**S6**	**S7**	**S8**
1	2	1	1	2	5	5	1	1
2	5	5	5	5	5	4	5	5
3	5	5	5	5	4	4	5	5
4	5	5	5	5	4	4	5	5
5	5	5	5	5	5	5	5	5
6	5	5	5	5	5	5	5	5
7	5	5	5	5	5	5	5	4
8	5	5	5	5	5	5	4	4
9	5	5	4	4	5	5	4	4
10	5	5	5	5	5	5	5	5
11	5	5	5	5	3	3	5	5
12	5	5	5	5	3	4	5	5
13	5	5	5	5	3	2	5	5
14	5	5	5	5	4	3	5	5
15	5	5	5	5	3	3	5	5
16	4	4	4	3	3	4	3	3
17	3	3	3	5	2	3	3	4
18	3	4	3	4	2	4	3	2
19	2	2	3	3	1	4	4	3
20	4	4	2	4	3	2	3	3
21	4	3	4	1	2	2	3	4
22	3	4	2	2	1	3	2	3
23	2	4	3	1	3	3	2	4
24	4	4	3	1	2	2	1	4
25	2	2	2	5	2	2	3	2
26	2	2	4	2	2	2	2	2
27	4	3	2	1	1	1	1	3
28	2	1	3	1	3	3	3	3
29	1	2	2	2	2	2	2	2
30	2	1	2	1	3	1	2	2
31	4	2	2	2	4	2	2	2
32	1	1	1	1	2	1	1	1
33	2	2	1	1	4	1	3	3
34	3	3	3	2	4	4	2	2

35	1	4	3	1	2	2	3	1
36	3	3	3	3	2	4	4	2
37	2	2	2	2	2	2	2	1
38	3	4	4	4	1	1	4	1
39	4	4	3	4	3	3	4	4
40	2	3	2	2	3	4	2	2
41	2	2	2	2	3	3	2	4
42	1	2	3	4	3	4	2	2
43	1	1	1	1	1	4	1	1
44	4	4	2	4	3	2	3	3
45	4	3	4	1	2	2	3	4
46	3	4	2	3	1	1	3	3
47	2	4	3	5	3	3	3	4
48	4	4	3	1	2	2	1	4
49	2	2	2	2	2	2	3	2
50	2	2	4	2	4	1	2	2
51	1	1	1	1	4	4	1	1
52	2	1	3	1	1	1	3	3
53	1	2	2	2	2	4	2	2
54	2	1	2	1	2	2	2	2
55	3	4	4	4	4	3	4	1
56	4	4	3	4	3	3	4	4
57	1	3	2	1	3	4	1	1
58	2	2	2	2	2	3	2	4
59	1	2	3	4	2	4	2	2
60	1	1	4	4	1	4	4	3
61	4	4	2	4	3	3	3	3
62	4	3	4	1	2	2	3	4
63	3	4	2	2	3	1	2	3
64	2	4	3	1	4	2	2	4
65	4	4	3	1	2	1	1	4
66	2	2	1	1	1	2	3	3
67	3	3	3	2	1	1	2	2
68	1	4	3	1	1	1	3	1
69	3	3	3	3	2	2	4	2
70	2	2	2	2	4	3	2	1
71	2	2	2	2	1	1	1	2
72	1	3	2	1	2	1	1	1
73	2	2	2	1	2	2	1	1

74	1	2	3	4	5	5	2	2
75	1	1	4	4	3	3	4	3
76	1	3	1	1	3	4	1	1
77	2	2	2	2	3	2	2	1
78	3	1	2	2	4	3	2	2
79	3	3	4	3	3	3	5	5
80	4	4	4	3	3	4	3	3
81	3	3	3	5	2	3	3	4
82	3	4	3	4	2	4	3	2
83	2	2	3	3	5	5	4	3
84	4	4	2	4	3	2	3	3
85	4	3	4	1	5	5	3	4
86	3	4	2	2	5	5	2	3
87	2	4	3	1	4	3	2	4
88	4	5	5	5	1	1	5	5
89	2	2	2	5	1	1	3	2
90	5	5	5	5	5	5	5	5
91	4	4	4	4	2	2	5	5
92	5	5	5	4	4	3	4	3
93	2	2	1	1	5	5	1	1
94	1	3	2	1	5	5	1	1
95	5	5	5	5	5	5	5	5
96	1	2	3	4	3	4	2	2
97	1	1	4	4	4	4	4	3
98	5	5	5	5	5	5	5	5
99	1	2	2	2	1	1	1	1
100	1	1	1	1	2	2	2	2

No.	Repurchase Intention							
	R1	R2	R3	R4	R5	R6	R7	R8
1	1	1	1	1	1	1	1	1
2	5	5	5	5	5	5	5	5
3	5	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5
6	5	5	5	5	5	5	5	5
7	5	5	5	5	5	5	5	5
8	5	5	5	5	5	5	5	5
9	5	5	5	5	5	5	5	5
10	5	5	5	5	5	5	5	5
11	3	3	3	3	5	5	5	5
12	5	5	5	3	4	4	3	3
13	5	5	5	5	4	4	4	3
14	5	5	5	5	5	5	5	5
15	5	5	5	5	5	5	5	5
16	3	4	5	5	5	5	5	5
17	4	4	4	2	5	4	5	5
18	5	3	5	2	5	5	5	5
19	2	4	4	4	3	3	3	3
20	3	3	3	3	4	4	4	4
21	3	3	3	3	4	5	5	4
22	3	2	2	1	3	3	3	3
23	4	4	4	2	5	5	5	3
24	3	3	2	1	5	5	5	5
25	3	3	4	3	4	4	4	4
26	3	3	3	3	5	5	5	3
27	4	4	4	5	3	4	5	5
28	5	5	5	5	4	4	4	2
29	5	3	1	1	5	3	5	2
30	4	4	2	2	2	4	4	4
31	2	2	3	2	3	3	3	3
32	5	2	1	1	3	3	3	3
33	5	5	4	4	3	2	2	1
34	3	5	5	5	4	4	4	2

35	3	3	1	1	3	3	2	1
36	5	4	2	5	3	3	4	3
37	5	5	5	1	3	3	3	3
38	4	5	5	3	4	4	4	5
39	3	5	5	5	5	5	5	5
40	4	5	1	1	5	3	1	1
41	5	5	5	2	4	4	2	2
42	4	3	1	1	2	2	3	2
43	4	4	4	2	5	2	1	1
44	4	5	5	5	5	5	4	4
45	5	5	4	2	3	5	5	5
46	2	3	2	5	5	5	5	5
47	2	2	5	5	5	5	5	5
48	3	3	2	4	5	5	5	1
49	2	2	2	2	4	5	5	3
50	1	1	5	5	3	5	5	5
51	1	1	1	5	4	5	1	1
52	2	2	2	5	5	5	5	2
53	2	2	2	5	4	3	1	1
54	4	2	3	3	4	4	4	2
55	2	4	4	2	3	5	5	5
56	3	5	3	2	2	3	5	5
57	2	2	2	5	2	2	2	5
58	4	2	5	5	1	1	5	5
59	2	1	1	5	2	4	5	5
60	1	1	1	5	2	4	4	3
61	2	1	2	5	5	5	5	5
62	2	1	2	5	5	5	5	5
63	1	1	5	1	3	4	1	2
64	2	5	2	2	5	4	5	5
65	4	4	5	5	5	5	5	5
66	2	2	5	5	2	4	4	2
67	2	2	2	5	3	5	3	2
68	5	5	5	5	2	2	2	5
69	5	5	5	5	4	2	5	5
70	5	5	4	5	2	1	1	5
71	5	5	5	5	1	1	1	5
72	5	1	1	1	2	1	2	5
73	5	1	5	5	2	1	2	5

74	5	4	5	2	1	1	5	1
75	2	3	5	5	2	5	2	2
76	5	4	5	4	4	4	5	5
77	5	5	5	5	2	2	5	5
78	5	5	5	5	2	2	2	5
79	1	5	5	1	5	5	5	5
80	3	3	4	5	5	5	5	5
81	3	5	5	5	5	5	4	5
82	1	2	5	4	5	5	5	5
83	2	2	5	3	5	1	1	1
84	5	3	2	2	5	1	5	5
85	3	4	4	2	5	4	5	2
86	2	4	4	1	2	3	5	5
87	5	5	5	5	5	4	5	4
88	5	2	1	2	5	5	5	5
89	2	1	1	5	5	5	5	5
90	5	2	5	2	1	5	5	1
91	4	4	4	5	3	3	4	5
92	5	2	2	5	3	5	5	5
93	5	2	2	2	1	2	5	4
94	1	5	5	5	2	2	5	3
95	5	5	5	5	5	5	5	5
96	5	5	5	5	5	5	5	5
97	5	5	5	5	5	5	5	5
98	2	2	2	2	2	2	1	1
99	1	2	3	2	2	1	1	1
100	1	2	2	2	2	2	2	2

APPENDIX E OUTPUT SPSS (SAMPLE TEST)

Statistics

		C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	Cafe_Atmosphe re
N	Valid	100	100	100	100	100	100	100	100	100	100	100
	Missin g	0	0	0	0	0	0	0	0	0	0	0
Mean		3.86	4.14	3.73	3.71	3.90	4.09	3.91	3.83	3.76	4.00	38.93
Median		4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	5.00	41.00
Mode		5	5	5	5	5	5	5	5	5	5	50
Std. Deviation		1.34 1	1.18 9	1.37 7	1.41 6	1.29 1	1.17 3	1.31 1	1.36 4	1.48 5	1.36 3	9.515
Variance		1.79 8	1.41 5	1.89 6	2.00 6	1.66 7	1.37 6	1.71 9	1.86 0	2.20 4	1.85 9	90.530

Frequency Table

C1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	7.0	7.0	7.0
	2	14	14.0	14.0	21.0
	3	13	13.0	13.0	34.0
	4	18	18.0	18.0	52.0
	5	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	2	9	9.0	9.0	14.0
	3	7	7.0	7.0	21.0
	4	25	25.0	25.0	46.0
	5	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

C3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	9.0	9.0	9.0
	2	15	15.0	15.0	24.0
	3	12	12.0	12.0	36.0
	4	22	22.0	22.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

C4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	14	14.0	14.0	25.0
	3	10	10.0	10.0	35.0
	4	23	23.0	23.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

C5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	17	17.0	17.0	21.0
	3	13	13.0	13.0	34.0
	4	17	17.0	17.0	51.0
	5	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

C6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	10	10.0	10.0	14.0
	3	10	10.0	10.0	24.0
	4	25	25.0	25.0	49.0
	5	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

C7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	7.0	7.0	7.0
	2	13	13.0	13.0	20.0
	3	9	9.0	9.0	29.0
	4	24	24.0	24.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

C8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.0	8.0	8.0
	2	14	14.0	14.0	22.0
	3	12	12.0	12.0	34.0
	4	19	19.0	19.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

C9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	14	14.0	14.0	27.0
	3	4	4.0	4.0	31.0
	4	22	22.0	22.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

C10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.0	8.0	8.0
	2	12	12.0	12.0	20.0
	3	8	8.0	8.0	28.0
	4	16	16.0	16.0	44.0
	5	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Statistics

		p1	p2	p3	p4	p5	p6	Product_Quality
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0
Mean		2.78	2.70	2.72	2.78	2.75	2.86	16.59
Median		2.00	2.00	2.00	2.00	2.00	2.00	14.00
Mode		1	1	1	2	1	1	30
Std. Deviation		1.649	1.617	1.615	1.515	1.572	1.627	8.326
Variance		2.719	2.616	2.608	2.295	2.472	2.647	69.315

Frequency Table

p1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	35.0	35.0	35.0
	2	16	16.0	16.0	51.0
	3	12	12.0	12.0	63.0
	4	10	10.0	10.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

p2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	33	33.0	33.0	33.0
	2	23	23.0	23.0	56.0
	3	12	12.0	12.0	68.0
	4	5	5.0	5.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

p3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	31.0	31.0	31.0
	2	27	27.0	27.0	58.0
	3	8	8.0	8.0	66.0
	4	7	7.0	7.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

p4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	25.0	25.0	25.0
	2	28	28.0	28.0	53.0
	3	15	15.0	15.0	68.0
	4	8	8.0	8.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

p5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	32.0	32.0	32.0
	2	19	19.0	19.0	51.0
	3	14	14.0	14.0	65.0
	4	12	12.0	12.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

p6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	29	29.0	29.0	29.0
	2	24	24.0	24.0	53.0
	3	7	7.0	7.0	60.0
	4	12	12.0	12.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Statistics

		S1	S2	S3	S4	S5	S6	S7	S8	Service_quality
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		2.88	3.13	3.04	2.85	2.92	2.96	2.91	2.94	23.63
Median		3.00	3.00	3.00	2.50	3.00	3.00	3.00	3.00	22.00
Mode		2	4	2	1	2	2	2	2	20
Std. Deviation		1.409	1.338	1.247	1.566	1.308	1.340	1.334	1.362	8.183
Variance		1.985	1.791	1.554	2.452	1.711	1.796	1.780	1.855	66.963

Frequency Table

S1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	20.0	20.0	20.0
	2	27	27.0	27.0	47.0
	3	16	16.0	16.0	63.0
	4	19	19.0	19.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

S2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	25	25.0	25.0	38.0
	3	17	17.0	17.0	55.0
	4	26	26.0	26.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

S3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	9.0	9.0	9.0
	2	30	30.0	30.0	39.0
	3	27	27.0	27.0	66.0
	4	16	16.0	16.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

S4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	29	29.0	29.0	29.0
	2	21	21.0	21.0	50.0
	3	8	8.0	8.0	58.0
	4	20	20.0	20.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

S5

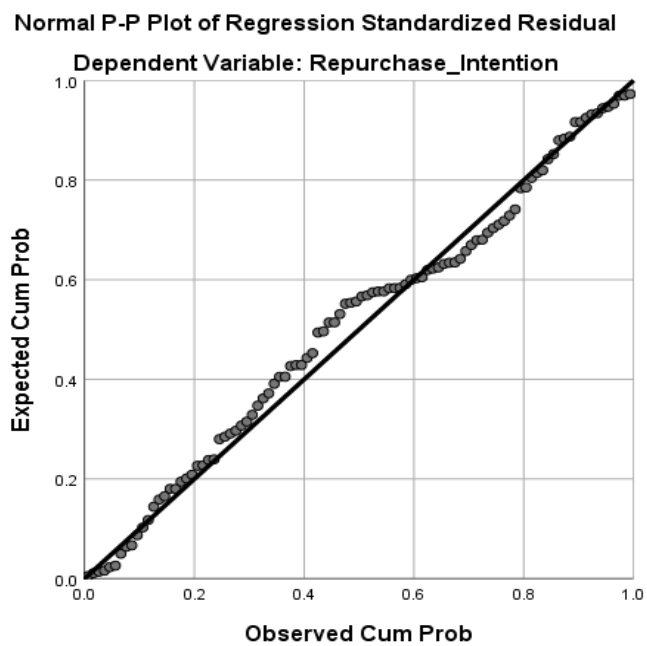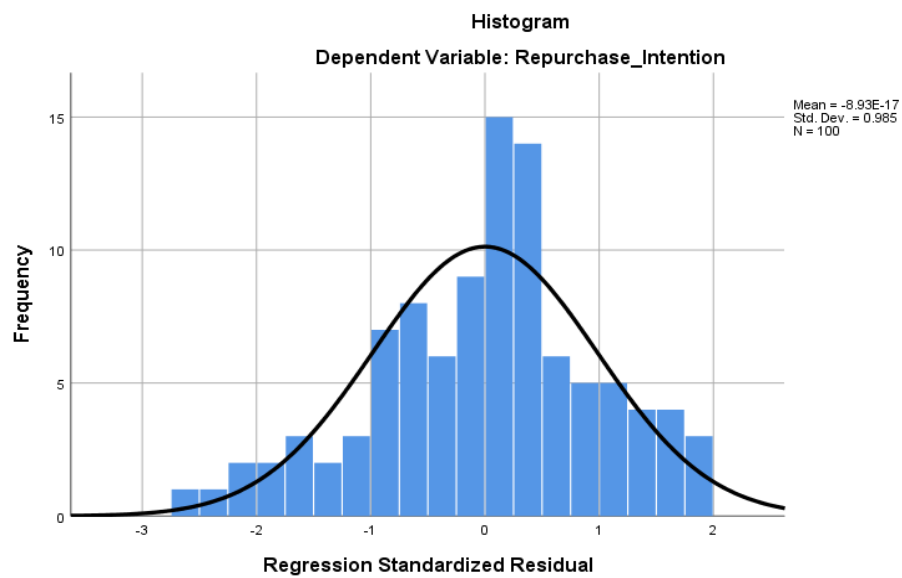|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	27	27.0	27.0	42.0
	3	26	26.0	26.0	68.0
	4	15	15.0	15.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

S6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	17.0	17.0	17.0
	2	24	24.0	24.0	41.0
	3	21	21.0	21.0	62.0
	4	22	22.0	22.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

S7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	16.0	16.0	16.0
	2	27	27.0	27.0	43.0
	3	25	25.0	25.0	68.0
	4	14	14.0	14.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

S8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	18.0	18.0	18.0
	2	24	24.0	24.0	42.0
	3	21	21.0	21.0	63.0
	4	20	20.0	20.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Statistics

		R1	R2	R3	R4	R5	R6	R7	R8	Repurchase_Intention
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.55	3.48	3.65	3.62	3.72	3.78	3.96	3.76	29.52
Median		4.00	4.00	4.00	5.00	4.00	4.00	5.00	5.00	30.00
Mode		5	5	5	5	5	5	5	5	40
Std. Deviation		1.445	1.453	1.513	1.581	1.356	1.390	1.435	1.525	7.181
Variance		2.088	2.111	2.290	2.501	1.840	1.931	2.059	2.326	51.565

Frequency Table

R1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	20	20.0	20.0	30.0
	3	16	16.0	16.0	46.0
	4	13	13.0	13.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

R2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	21	21.0	21.0	32.0
	3	15	15.0	15.0	47.0
	4	15	15.0	15.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

R3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12.0	12.0	12.0
	2	19	19.0	19.0	31.0
	3	8	8.0	8.0	39.0
	4	14	14.0	14.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

R4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	21	21.0	21.0	34.0
	3	9	9.0	9.0	43.0
	4	5	5.0	5.0	48.0
	5	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

R5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	19	19.0	19.0	25.0
	3	16	16.0	16.0	41.0
	4	15	15.0	15.0	56.0
	5	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

R6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	12	12.0	12.0	22.0
	3	13	13.0	13.0	35.0
	4	20	20.0	20.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

R7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	10	10.0	10.0	21.0
	3	8	8.0	8.0	29.0
	4	14	14.0	14.0	43.0
	5	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

R8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	13	13.0	13.0	26.0
	3	13	13.0	13.0	39.0
	4	7	7.0	7.0	46.0
	5	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Histogram

Dependent Variable: Repurchase_Intention

Mean = -8.93E-17
Std. Dev. = 0.985
N = 100

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Repurchase_Intention

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.36080021
Most Extreme Differences	Absolute	.083
	Positive	.049
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.090[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.772	2.433		4.428	.000		
	Cafe_Atmosphere	.202	.065	.267	3.123	.002	.793	1.260
	Product_Quality	.172	.074	.200	2.319	.023	.784	1.276
	Service_quality	.340	.076	.388	4.492	.000	.779	1.284

a. Dependent Variable: Repurchase_Intention
Source: Prepared by the Writer (SPSS 26, 2024)

Scatterplot
Dependent Variable: Repurchase_Intention

Correlations

			Cafe_Atmosph ere	Product_Qua lity	Service_qua lity	Unstandardi zed Residual
Spearma n's rho	Cafe_ Atmosp here	Correlation Coefficient	1.000	.334**	.394**	-.169
		Sig. (2-tailed)	.	.001	.000	.093
		N	100	100	100	100
	Product _Quality	Correlation Coefficient	.334**	1.000	.303**	.000
		Sig. (2-tailed)	.001	.	.002	.997
		N	100	100	100	100
	Service _quality	Correlation Coefficient	.394**	.303**	1.000	.049
		Sig. (2-tailed)	.000	.002	.	.625
		N	100	100	100	100
	Unstand ardized Residua l	Correlation Coefficient	-.169	.000	.049	1.000
		Sig. (2-tailed)	.093	.997	.625	.
		N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.772	2.433		4.428	.000
	Cafe_Atmosphere	.202	.065	.267	3.123	.002
	Product_Quality	.172	.074	.200	2.319	.023
	Service_quality	.340	.076	.388	4.492	.000

a. Dependent Variable: Repurchase_Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2259.880	3	753.293	25.418	.000^b
	Residual	2845.080	96	29.636		
	Total	5104.960	99			

a. Dependent Variable: Repurchase_Intention

b. Predictors: (Constant), Service_quality, Cafe_Atmosphere, Product_Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665^a	.443	.425	5.44392

a. Predictors: (Constant), Service_quality, Cafe_Atmosphere, Product_Quality

b. Dependent Variable: Repurchase_Intention

APPENDIX F TABLE STATISTICS

R TABLE

| Tabel r untuk df = 1 - 50 |

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465

F TABLE

Titik Persentase Distribusi F untuk Probabilita = 0,05															

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

T TABLE

Titik Persentase Distribusi t (df = 81 –120)

Pr / df	0.25 / 0.50	0.10 / 0.20	0.05 / 0.10	0.025 / 0.050	0.01 / 0.02	0.005 / 0.010	0.001 / 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

APPENDIX G TABLE STATISTICS

The Influence of Cafe Atmosphere, Product Quality, and Service Quality Towards Repurchase Intention in Waring Kopi Srikandi Cemara Asri

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