Do Satisfaction and Variety Seeking Tendency Affect Revisit Intention in Local Coffee Shop Chain?

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Abstract

The purpose of this study was to provide an insight into the crucial antecedents of customer satisfaction and revisit intention in the context of local coffee shop chain customers in Malang City. Studies on customer satisfaction and revisit intention have been conducted extensively by previous researchers. However, this study addresses existing gaps by identifying specific antecedents of customer satisfaction (service quality, atmosphere, and convenience) and revisit intention (customer satisfaction and variety seeking tendency), and analyzing their relationships within a single structural equation model. The type of research used is explanatory research using a quantitative approach. The population of this study were customers of the local coffee shop chain in Malang City. The sampling technique in this study was non-probability sampling using purposive sampling. The sample used in this study amounted to 232 respondents. The analysis method used is the Structural Equation Model based on Partial Least Square (SEM-PLS). The results of this study indicate that service quality and atmosphere affect customer satisfaction. While convenience has no effect on customer satisfaction. Customer satisfaction and variety seeking tendency affect revisit intention.

Keywords: customer satisfaction, revisit intention, consumer behavior, coffee shop chain

1.   INTRODUCTION

Indonesia's economic growth remains resilient despite global economic challenges. According to BPS, Indonesia's economic growth in the second quarter of 2024 was recorded at 5.17% (yoy). Among the industries contributing significantly to this growth is the food and beverage (F&B) sector, projected by the Ministry of Industry to expand by up to 7% in 2024, which equals the growth rate of the food and beverage industry before the COVID-19 pandemic. One type of F&B business that is quite common today is coffee shops. Currently, coffee shops are not only places to

drink coffee but also serve as venues for social interactions, remote work, and meetings(Han et al., 2018). Coffee consumption has become a widespread trend across all demographics in Indonesian society Litya (2018). With the high consumption of coffee, it is not uncommon for coffee businesses to develop their coffee shops by increasing the number of outlets and even spreading them across several cities to form coffee shop chains.

Seeing the trend of new coffee shops opening can actually be a threat to the coffee industry, according to Ron Prasetyo, a coffee shop business consultant (Mutiah, 2018). The competition in the coffee business is certainly becoming tighter, so the business becomes more complicated, competitive, and customer-centered. According to the Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI), coffee shops will reach 10 thousand stores and spread throughout Indonesia, one of which is Malang City. According to the Head of KPw BI Malang Azka Subhan Press Conference Artcofest 2019, "coffee is now happening, in Malang City alone, there are approximately 500 coffee shops.". Therefore, this needs to be a concern for coffee businesspeople in an effort to win business competition.

Business is becoming more complex, competitive, and customer-centric. This highly competitive environment occurs in both product- and service-based businesses. In this competition, businesses are competing for customers and their satisfaction. Customer satisfaction is one of the main keys to gaining customers, and it becomes a competitive advantage that businesses can achieve (Afolabi & Adegoke, 2014). Customer dissatisfaction has been extensively studied as a critical factor influencing customer retention and loyalty. Previous research highlights that dissatisfaction often leads to the discontinuation of the relationship between customers and businesses, particularly in service-based industries (Mittal, 2016). Maintaining customer satisfaction can also reduce customer churn (Ascarza et al., 2018). The main challenge for a marketer is to provide more value to customers so as to generate customer satisfaction (Mannan et al., 2019). Customer satisfaction plays an important role in the restaurant industry (Nguyen et al., 2018). Identifying the factors that lead to customer satisfaction is a key focus for restaurant owners and managers. Service quality is one of the key factors in enhancing the competitive edge. Service quality can be identified as a key component in fulfilling customer satisfaction (Moreo et al., 2019). According to Ha & Jang (2010), service quality is one of the crucial factors in the service environment that particularly affects customer satisfaction and is intensively investigated in the field of service marketing. Therefore, to win the competition, a manager must be able to improve service so that it can affect customer satisfaction (Keshavarz et al., 2016).

While previous studies have extensively examined the influence of service quality, atmosphere, and convenience on customer satisfaction Ha & Jang (2012), several research gaps remain. First, findings regarding the relative importance of these factors are inconsistent, with some studies emphasizing atmosphere as the most critical factor while others highlight service quality or convenience. This inconsistency calls for further investigation to determine their relative contributions. Second, there is limited research focusing specifically on the coffee shop industry in Indonesia, particularly in Malang City, despite its rapid market growth and intense competition among coffee shops. Existing studies often explore broader or international contexts, reducing their applicability to local coffee shop chains. Third, few studies have integrated service quality, atmosphere, and convenience into a

unified model to predict revisit intention. This gap limits the understanding of how these factors interact to influence customer satisfaction and revisit behavior. Addressing these gaps, this study aims to provide a comprehensive analysis by integrating these variables, offering insights specific to the local coffee shop industry and its competitive dynamics.

In line with customer satisfaction, revisit intention has also received special attention from academics and practitioners. Revisit intention refers to the customer's intention to make repeat purchases and the behavior that results in a willingness to recommend products or services to others (Yong et al., 2013). Retaining old customers is considered more effective than getting new customers. The result is that existing customers remain more profitable than new customers (Bazargan et al., 2018). According to (Cha & Borchgrevink, 2019), satisfied customers tend to revisit, especially in the hospitality industry. On the other hand, variety seeking tendency of customers has a significant influence on revisit intention. Many researchers define a variety seeking tendency as a customer's desire to change product or service choices from previous purchases or consumption (Givon, 1984). According to Van Trijp et al. (1996), customers try to increase their motivation by looking for something new and different from before. On the other hand, some customers exhibit a tendency to explore new restaurants during subsequent visits, driven by a desire to seek variety and enhance their dining experiences (Legohérel et al., 2012). While this behavior has been acknowledged in previous studies, limited research has explicitly explored how this variety-seeking tendency interacts with key factors such as service quality, atmosphere, and convenience to influence revisit intention. Furthermore, there is a lack of studies focusing specifically on coffee shops in Indonesia, particularly in Malang City, which represents a unique and competitive market. To address these gaps, this study aims to integrate variety-seeking behavior into the analysis of customer satisfaction and revisit intention, providing a novel perspective and actionable insights for coffee shop operators in navigating this dynamic industry.

2. LITERATURE REVIEW

2.1. Customer Satisfaction

Customer satisfaction, in the context of local coffee shop chains, refers to the extent to which customers perceive their expectations are met or exceeded by the quality of service, atmosphere, and convenience provided (Carranza et al., 2018). It represents a holistic evaluation of the customer experience, encompassing feelings of pleasure or dissatisfaction derived from comparing their expectations with the actual offerings of the coffee shop Saulina & Syah (2018). This study emphasizes customer satisfaction as a critical determinant of revisit intention, particularly in the highly competitive coffee shop industry in Malang City. Therefore, when customers receive products below their expectations, they will feel dissatisfied. Customer satisfaction is defined as an assessment of a product or service by customers in providing pleasure in consumption (Mensah & Mensah, 2018).

Customer satisfaction is also an important element in the service business, and it can have a positive effect on the business (Lee et al., 2018). Muskat et al. (2019) confirmed restaurant customers demonstrate a high level of interest in revisiting a restaurant if they are satisfied with key elements such as food, quality, cleanliness,

price, and comfort. These elements are critical as they collectively shape the overall customer experience and influence perceptions of value. Food quality directly impacts customer satisfaction as it is the primary product offering, while cleanliness ensures a hygienic and appealing environment, which is especially crucial in food service businesses. Price plays a pivotal role in determining perceived value, as customers assess whether the experience justifies the cost. Comfort, often tied to the atmosphere and physical setting, affects the emotional and physical well-being of customers during their visit. For this study, these elements are vital because they align with the core factors being analyzed: service quality, atmosphere, and convenience, which ultimately influence customer satisfaction and revisiting intention within the local coffee shop industry in Malang City. Mannan et al. (2019) also confirmed that customer satisfaction is the strongest determinant of revisit intention.

2.2. Service Quality

Service quality refers to customers' subjective evaluation of how well the delivered service meets or exceeds their expectations, often shaped by tangible and intangible aspects of the experience (Nguyen et al., 2018). In this study, SERVQUAL is adapted to the context of local coffee shop chains in Malang City. Tangibility evaluates the cleanliness and aesthetic appeal of the coffee shop, reliability measures the accuracy and consistency of service delivery, and responsiveness assesses staff promptness in addressing customer needs. Assurance focuses on staff professionalism in building trust, while empathy examines personalized customer interactions. This approach highlights the role of these dimensions in influencing customer satisfaction and revisit intention. According to (Ha & Jang, 2010), service quality is one of the crucial factors in the scope of services that can have an influence on customer satisfaction in particular and has also been a long-standing field of research in service marketing. Setiawan & Sayuti (2017) said that service quality is the difference between customer expectations and the experience they receive regarding services from an organization.

Some researchers use the SERVQUAL instrument, which consists of tangibility, reliability, responsiveness, assurance, and empathy, and it is a widely used framework for assessing service quality (Nguyen et al., 2018). When the question of evaluating customer satisfaction arises, service quality dominates satisfaction assessment among all other service factors (Caruana, 2002). Therefore, Mirzaei et al. (2016) argue that providing and maintaining superior service quality is a key element of success in the restaurant industry.

2.3. Service Quality

Hospitality studies found that the environment of the service can influence customers' behavioral approaches, patronage levels, and purchasing patterns (C. M. Chen et al., 2013). According to (Ryu & Jang, 2007), the Dining atmosphere plays a significant role in shaping the dining experience and influencing customer emotions. Key elements of the atmosphere include aroma, lighting, music, interior design, and spatial layout. Aroma enhances sensory appeal and can create a memorable experience, as pleasant scents are often associated with higher customer satisfaction and longer visit durations. Lighting impacts mood and perception, with warm lighting creating a cozy and inviting ambiance, while bright lighting fosters alertness and focus. Music, particularly its tempo and volume, influences customer

behavior, such as the pace of dining and overall enjoyment. Interior design, including furniture style and decor, contributes to the aesthetic appeal and comfort, reinforcing the brand identity of the establishment. Spatial layout ensures a balance between functionality and privacy, allowing customers to feel comfortable without overcrowding.

These elements collectively affect customer perceptions of value and quality, ultimately driving satisfaction, revisit intention, and positive word-of-mouth. For instance, a well-designed and pleasing atmosphere can enhance the overall dining experience, encouraging customers to return and recommend the establishment to others. These atmosphere elements also play an important role in shaping various consumer behaviors towards restaurants (Han & Ryu, 2009).

2.4. Convenience

In the context of full-service restaurants, the level of consumer satisfaction is not only influenced by monetary benefits such as location (Ing et al., 2020). In the context of restaurants, convenience encompasses several aspects, including ease of ordering, efficient service, accessible locations, and streamlined payment processes. These factors significantly impact on the overall customer experience, particularly in fast-paced environments where customers often prioritize time efficiency and minimal effort.

Convenience is a critical determinant of customer satisfaction as it directly influences perceptions of value and service quality. Customers are more likely to revisit restaurants where they can quickly and easily complete their dining experience without unnecessary delays or complications. For instance, a well-designed ordering system or minimal waiting times enhances customer perceptions of efficiency, leading to higher satisfaction levels. Additionally, convenience can offset other potential shortcomings, such as limited menu options, by providing a seamless and hassle-free experience.

This study examines the role of convenience alongside service quality and atmosphere in determining customer satisfaction and revisiting intention in local coffee shop chains. By understanding how convenience contributes to customer perceptions, this research aims to provide actionable insights for improving the competitive positioning of coffee shops in Malang City. Colwell et al. (2008) also argue that convenience adds value by reducing the amount of time and energy customers spend on getting services. Convenience is an important part of the non-monetary benefits of a service and has been shown to be a significant predictor of customer satisfaction (Khazaei et al., 2014). Convenience plays an important role in improving customer perceptions of value, service quality, and overall satisfaction. Wong & Zhao (2016) concluded that customers' perception of convenience is an important factor in their customer satisfaction and repurchase intention.

2.5. Variety Seeking Tendency

Variety Seeking tendency has been studied in the marketing literature in the last few decades. According to (Ratner et al., 1999), variety-oriented consumers tend to repeat their previous purchases less often. It is the tendency of consumers to seek variety in product or service choices (Kahn, 1995). Some customers seek variety to find uniqueness (Grünhagen et al., 2012). According to Van Trijp et al. (1996),

customers try to increase their motivation by looking for something new and different from before. This variety-seeking tendency reflects natural consumer behavior driven by a desire for novelty, exploration, and diverse experiences. However, it poses a significant challenge in building customer loyalty, as even satisfied customers may choose to explore other establishments rather than return to the same one.

In the context of the local coffee shop industry, variety-seeking behavior is particularly prominent due to the abundance of similar options and the competitive nature of the market. Customers may be enticed by the unique offerings or promotions of other coffee shops, making it difficult for businesses to retain their patronage. This creates a critical need for coffee shop operators to not only meet but exceed customer expectations by delivering differentiated experiences that encourage loyalty. This study examines how variety-seeking behavior interacts with key factors such as service quality, atmosphere, and convenience to influence revisit intention. By understanding these dynamics, the research aims to provide insights into strategies that can mitigate the impact of variety-seeking tendencies and foster long-term customer loyalty in Malang City's coffee shop sector.

On the other hand, variety seeking tendency is the natural tendency of customers who find pleasure in changing their choices (Castro et al., 2007). Ha & Jang (2013) also said that in a competitive situation in the restaurant industry, if consumers revisit the same restaurant repeatedly it is unrealistic given the many options they have.

2.6. Revisit Intention

Revisit intention indicates the customer's plan or tendency to revisit the same place (Cole & Scott, 2004). Revisit intention is influenced by previous experience evaluations, new attractions, and promotions (Aziz et al., 2012). Previous research proves that the determinants of revisit intention are satisfaction, service behavior, perceived value, and alternative attractiveness (Petrick et al., 2001). Customers choose to revisit certain places based on their experience and level of satisfaction (Chen & Gursoy, 2001). Han et al. (2009) showed that high customer satisfaction reduces customer intention to switch, which increases revisit intention. Intention to revisit existing customers, helping businesses to reduce the cost of reaching new customers (Sirimongkol, 2022).

2.7. Conceptual Framework and Research Hypotheses

2.7.1. Conceptual Framework

The conceptual framework is constructed in Figure 1. The model presented in Figure 1 proposes that service quality directly results in customer satisfaction; Atmosphere directly results in customer satisfaction; convenience directly results in customer satisfaction; variety seeking tendency directly results in revisit intention; and customer satisfaction directly results in revisit intention.
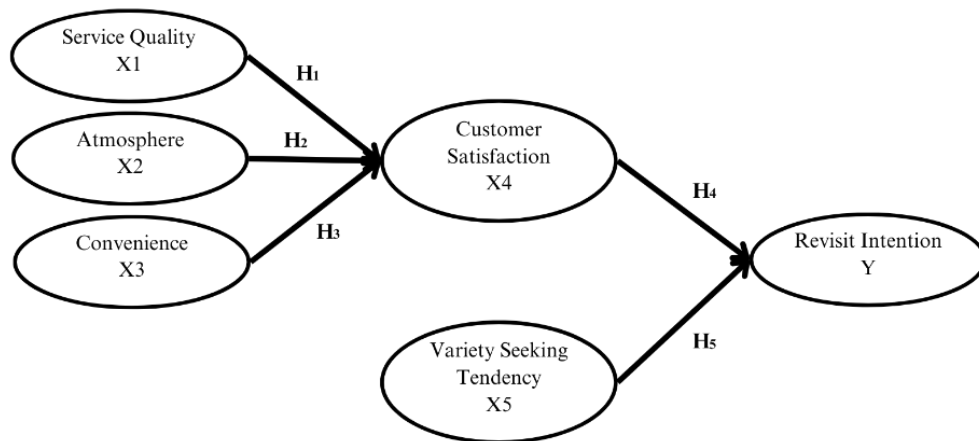
Figure 1. Conceptual Framework

H1: Service quality has a significant effect on customer satisfaction.

H2: Atmosphere has a significant effect on customer satisfaction.

H3: Convenience has a significant effect on customer satisfaction.

H4: Variety seeking tendency has no significant effect on revisit intention.

H5: Customer satisfaction has a significant effect on revisit intention.

2.7.2. Hypotheses

H1: Service quality has a significant effect on customer satisfaction.

Service quality is a critical factor in shaping customer perceptions and experiences, particularly in the competitive coffee shop industry. High-quality service, characterized by reliability, responsiveness, and professionalism, not only meets customer expectations but also enhances their overall satisfaction. Investigating this relationship helps identify specific service attributes that coffee shops should prioritize to maintain customer satisfaction.

H2: Atmosphere has a significant effect on customer satisfaction.

The atmosphere, which includes elements such as lighting, design, aroma, and music, plays a pivotal role in creating a pleasant and memorable customer experience. A positive atmosphere can evoke favorable emotions and encourage repeat visits. Understanding the influence of the atmosphere on satisfaction is essential for coffee shop operators aiming to differentiate their establishments and attract loyal customers.

H3: Convenience has a significant effect on customer satisfaction.

Convenience, defined as the ease with which customers can access and utilize a service, directly impacts their perception of value. In a fast-paced environment, customers are more likely to appreciate services that minimize effort and time. This

hypothesis explores how convenience contributes to overall satisfaction, highlighting its importance in retaining customers.

H4: Variety-seeking tendency has no significant effect on revisit intention.

While variety-seeking behavior is common among customers who desire novelty, its direct impact on revisit intention remains unclear. This hypothesis examines whether the natural inclination to explore alternatives overrides satisfaction and other factors in influencing customers' decision to return. The findings will provide insights into how coffee shops can address this challenge in building loyalty.

H5: Customer satisfaction has a significant effect on revisit intention.

Customer satisfaction is a well-established predictor of loyalty and repeat behavior. Satisfied customers are more likely to return and recommend the establishment to others. This hypothesis aims to confirm the strength of this relationship in the context of local coffee shop chains, emphasizing the need for businesses to focus on strategies that enhance customer satisfaction to foster long-term loyalty.

3.   METHODOLOGY

Data was collected during December 2023 from Malang local coffee shop chain customers until March 2024. This research uses explanatory research. A total of 232 questionnaires were given out, and all were returned, and 232 were used for data analysis. This final sample size of 232 respondents is considered sufficient to generate stable solutions using the Partial Least Square (PLS) approach for data analysis. PLS was chosen for this study due to its ability to handle complex models with multiple constructs and indicators while maintaining robustness in smaller sample sizes. It is particularly well-suited for exploratory research, such as this study, where the primary aim is to identify and evaluate relationships between latent variables.

The population of this study comprises customers of local coffee shop chains in Malang City, with purposive sampling used to target respondents who have visited these coffee shops at least once. All 232 returned questionnaires were reviewed, and data validation procedures were conducted to ensure the completeness and accuracy of responses. After validation, all data were deemed suitable for analysis.

The PLS approach was utilized for Structural Equation Modeling (SEM), enabling the simultaneous assessment of measurement models (validity and reliability of constructs) and structural models (relationships between constructs). This method is ideal for testing the proposed hypotheses and examining the influence of service quality, atmosphere, convenience, and variety-seeking tendency on customer satisfaction and revisit intention. The respondents' profiles can be seen in Table 1.

3.1. Survey Instrument

A self-administered questionnaire was created to address the influence of customer satisfaction and variety seeking tendency on revisit intention. This study

used a five-point Likert-type scale, ranging from 1 = strongly disagree to 5 = strongly agree. The scale was used to obtain information about the effect of service quality, atmosphere, convenience, customer satisfaction, variety seeking tendency, and revisit intention related to customers of local coffee shop chain in Malang. A total of 22 questions were developed and used to obtain visitors' data.

Table 1. Respondents Profile

Variable	Frequency	Percentage
Gender		
Male	78	33.6
Female	154	66.4
Age		
17-24	206	88.8
25-34	23	9.9
35-44	2	0.9
45-54	1	0.4
>54	0	0
Occupations		
Students	199	85.8
Public service	10	4.3
Businessman	16	6.9
Others	7	3.0

Source: Primary data are processed (2024)

A set of questionnaires adapted from prior studies was used to collect five items on service quality (Dhisasmito & Kumar, 2020; Mannan et al., 2019), three items on atmosphere (Dhisasmito & Kumar, 2020) three items on convenience (Liu & Tse, 2018; Ing et al., 2020) four items on customer satisfaction (Mannan et al., 2019; Ing et al., 2020; Dhisasmito & Kumar, 2020) three items on variety seeking tendency (Mannan et al., 2019) and four items on revisit intention (Mannan et al., 2019; Dhisasmito & Kumar, 2020)

4. RESULT AND DISCUSSION

4.1. Model Measurement

Two evaluation steps were used in this measurement model: evaluation of the outer model and evaluation of the inner model.

4.1.1 Evaluation of Outer Model

In this study, the outer model evaluation is used to measure how far the indicator can explain the latent variable. Validity in this study is measured using three indicators, namely indicator loading, convergent validity, and discriminant validity. Indicator loading is measured based on the outer loading value greater than 0.708. convergent validity can be measured based on the AVE (Average Variance Extracted) value of more than or equal to 0.5.

Discriminant validity is measured based on the cross-loading value by comparing the effect value of items in a variable that must be greater than items in other variables. In measuring reliability, there is one indicator, namely internal

consistency reliability. Internal consistency reliability is measured based on the value of composite reliability of more than 0.6.

Table 2. Results Summary for Validity and Reliability Test

Latent Variable	Indicators	Loadings	AVE	Composite Reliability
Service Quality (SQ)	SQ1	0.858	0.664	0.908
	SQ2	0.807		
	SQ3	0.786		
	SQ4	0.786		
	SQ5	0.834		
Atmosphere (ATM)	ATM1	0.793	0.716	0.883
	ATM2	0.874		
	ATM3	0.868		
Convenience (CNV)	CNV1	0.821	0.645	0.845
	CNV2	0.811		
	CNV3	0.777		
Customer Satisfaction (CS)	CS1	0.860	0.740	0.919
	CS2	0.896		
	CS3	0.826		
	CS4	0.856		
Variety Seeking Tendency (VST)	VST1	0.868	0.723	0.886
	VST2	0.889		
	VST3	0.791		
Revisit Intention (RI)	RI1	0.842	0.675	0.892
	RI2	0.816		
	RI3	0.862		
	RI4	0.762		

Source: Primary data are processed (2024)

Based on the outer model evaluation in Table 2 above, it can be concluded that there are no problems with indicator loading, convergent validity, discriminant validity, and internal consistency reliability in this study. In addition, the cross-loading details on each item can be seen in Table 3 below. It is shown if the cross-loading value of each item in a variable is greater than the items in other variables.

Table 3. Cross Loadings

Item	SQ	ATM	CNV	CS	VST	RI
SQ1	**0.858**	0.712	0.621	0.715	0.424	0.631
SQ2	**0.807**	0.537	0.572	0.605	0.421	0.591
SQ3	**0.786**	0.457	0.526	0.608	0.392	0.533
SQ4	**0.786**	0.650	0.552	0.681	0.313	0.623
SQ5	**0.834**	0.618	0.507	0.701	0.329	0.649
ATM1	0.640	**0.793**	0.504	0.634	0.378	0.580
ATM2	0.592	**0.874**	0.506	0.638	0.282	0.611
ATM3	0.636	**0.868**	0.461	0.710	0.317	0.661
CNV1	0.570	0.524	**0.821**	0.561	0.372	0.509
CNV2	0.519	0.432	**0.811**	0.472	0.358	0.443

Item	SQ	ATM	CNV	CS	VST	RI
CNV3	0.555	0.426	**0.777**	0.429	0.276	0.490
CS1	0.721	0.716	0.574	**0.860**	0.386	0.711
CS2	0.682	0.674	0.503	**0.896**	0.380	0.731
CS3	0.666	0.627	0.454	**0.826**	0.336	0.705
CS4	0.735	0.674	0.574	**0.856**	0.357	0.702
VST1	0.413	0.396	0.438	0.352	**0.868**	0.399
VST2	0.381	0.300	0.345	0.364	**0.889**	0.414
VST3	0.379	0.283	0.286	0.370	**0.791**	0.353
RI1	0.600	0.642	0.517	0.706	0.428	**0.842**
RI2	0.608	0.623	0.481	0.630	0.463	**0.816**
RI3	0.682	0.623	0.556	0.718	0.394	**0.862**
RI4	0.556	0.512	0.406	0.664	0.216	**0.762**

Source: Primary data are processed (2024).

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Service Quality	0.873	0.908
Atmosphere	0.800	0.883
Convenience	0.727	0.845
Customer Satisfaction	0.882	0.919
Variety Seeking Tendency	0.807	0.886
Revisit Intention	0.838	0.892

Source: Primary data are processed (2024).

In addition, the reliability test is measured using internal consistency reliability in PLS, in which the value of composite reliability and Cronbach's alpha should be higher than 0.7. Based on Table 4 above, both composite reliability and Cronbach's alpha results are higher than 0.7, which means all three variables are consistent and reliable.

4.1.2 Evaluation of Inner Model

In this study, the evaluation of the inner model is indicated by the values of R-Square (R^2) and Q-Square (Q^2). Before testing R^2 and Q^2, collinearity must be checked to ensure that the regression value is not biased. It can be seen based on the VIF value, which is below or close to 3. In Table 5, the VIF value of each variable is below and close to 3, so there is no problem with collinearity (Hair et al., 2019).

Table 5. VIF Value

Variable	Customer Satisfaction	Revisit Intention
Service Quality	2.787	
Atmosphere	2.238	
Convenience	1.915	
Customer Satisfaction		1.220
Variety Seeking Tendency		1.220

Source: Primary data are processed (2024)

Based on the results of R^2 testing in PLS, the R^2 value of customer satisfaction is 0.739, which means that 73.9% of customer satisfaction variables can be influenced by service quality, atmosphere, and convenience. While the remaining 26.1% is influenced by other variables outside this study. The revisit intention variable is obtained at 0.700, so this shows that 70% of the revisit intention variable is influenced by customer satisfaction and variety seeking tendency.

Based on the calculation of Q^2 using the blindfold method, the Q^2 value of customer satisfaction is 0.537, which means that the service quality, atmosphere, and convenience variables have a good level of prediction and can explain the customer satisfaction variable. In the revisit intention variable, the Q^2 value is obtained at 0.467, which means that the customer satisfaction and variety seeking tendency variables have a good level of prediction and can explain the revisit intention variable.

Table 6. R-Square Value

Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Y_1)	0.739	0.736
Revisit Intention (Y_2)	0.700	0.697

Source: Primary data are processed (2024).

Table 7. Q-Square Value

Variable	Q-Square
Customer Satisfaction (Y_1)	0.537
Revisit Intention (Y_2)	0.467

Source: Primary data are processed (2024).

4.2. Hypothesis Testing

In these hypotheses testing, latent variables are measured to evaluate whether there is any significant relationship or not. The hypotheses testing using PLS could be measured from the result of the path coefficient and significance of the model based on the T-statistics value. In the path coefficient, the relationship between two variables could be categorized as significance of value of the T-statistic is larger than 1.96 and value of P Values <0.05. The results of hypotheses testing are shown by Table 6.

Based on Table 6, service quality has the greatest influence on customer satisfaction (T=6.594), followed by the atmosphere in second place (T=5.987), while convenience has no significant influence on customer satisfaction (T=0.898). Customer satisfaction has the greatest influence on revisit intention (T=21.684) and is followed by variety seeking tendency (T=2.726).

Table 8. Summary of Hypotheses Testing

	T *Statistics* (|O/STDEV|)	P Values	Hypothesis
H1 (SQ→CS)	6.594	0.000	Supported
H2 (ATM→CS)	5.987	0.000	Supported

	T *Statistics* (|O/STDEV|)	P Values	Hypothesis
H3 (CNV→CS)	0.898	0.369	Not Supported
H4 (CS→RI)	21.684	0.000	Supported
H5 (VST→RI)	2.726	0.007	Supported

Source: Primary data are processed (2024).

4.3. Discussions

4.3.1 The Effect of Service Quality on Customer Satisfaction

This study finds that service quality significantly influences customer satisfaction (Table 1), indicating that higher service quality enhances customer satisfaction. This finding aligns with Dhisasmito & Kumar (2020), who demonstrated that service quality positively impacts customer satisfaction in the coffee shop industry in Jakarta. Similarly, Caruana (2002) emphasized that service quality is a critical input for customer satisfaction, explaining up to 53% of its variance. The consistency of these findings across different contexts reinforces the importance of service quality as a foundational element for achieving customer satisfaction.

4.3.2 The Effect of Atmosphere on Customer Satisfaction

The results reveal that the atmosphere significantly affects customer satisfaction (Table 1), with a well-designed atmosphere leaving a positive impression and encouraging revisits. This result is consistent with Mannan et al. (2019), who identified atmosphere as a significant variable influencing customer satisfaction in dining experiences. Additionally, Haghighi (2012) found that atmospheric elements like design and ambiance have a substantial effect on satisfaction. However, this study highlights that while creating a unique atmosphere is critical, overdesigning can detract from functionality (Liu & Tse, 2018). Therefore, coffee shop managers must balance aesthetics and usability to maintain customer satisfaction.

4.3.3 The Effect of Convenience on Customer Satisfaction

Contrary to expectations, convenience does not have a significant effect on customer satisfaction in this study (Table 1). This aligns with Liu & Tse (2018), who suggested that convenience may not directly influence satisfaction in environments where transportation accessibility is not a primary concern. In this study, most respondents used personal transportation, which reduced the perceived importance of location convenience. This suggests that convenience might have a more substantial impact in settings where accessibility is a key factor.

4.3.4 The Effect of Customer Satisfaction on Revisit Intention

This study confirms that customer satisfaction significantly influences revisit intention (Table 2), highlighting its role as a critical determinant of customer loyalty. These findings are consistent with Mannan et al. (2019) and Liu & Tse (2018) who demonstrated that satisfied customers are more likely to return and recommend a business to others. The strong relationship observed in this study underscores the

importance of investing in customer satisfaction to drive repeat visits. Factors such as service quality and atmosphere play a vital role in fostering this satisfaction.

4.3.5 The Effect of Variety Seeking Tendency on Revisit Intention

The findings reveal that variety-seeking tendencies do not significantly impact revisit intention (Table 2). While this aligns with the notion that variety-seeking customers prioritize novelty over loyalty (Ha & Jang, 2013), it differs from studies suggesting that variety-seeking can positively impact revisit intention under specific conditions (Van Trijp et al., 1996). This discrepancy may stem from the competitive nature of Malang City's coffee shop industry, where diverse offerings make it challenging to retain variety-seeking customers. Strategies that enhance personalization and unique experiences may mitigate this tendency and foster loyalty.

5. CONCLUSION

Service quality has a significant influence on customer satisfaction for local coffee shop chain customers in Malang City. Based on these results, the better the service quality, the higher the level of customer satisfaction. This is because the atmosphere has a significant influence on customer satisfaction in local coffee shop chain customers in Malang City. Based on these results, the better the atmosphere will have an impact on them, the higher the level of customer satisfaction. This is because the dining atmosphere significantly affects the eating experience and emotions, so when the atmosphere is good quality, it will increase customer satisfaction (Ryu & Jang, 2007). Convenience has an insignificant influence on customer satisfaction for local coffee shop chain customers in Malang City. Based on these results, convenience does not have a significant influence on customer satisfaction. Customer satisfaction has a positive effect on revisit intention for local coffee shop chain customers in Malang City. Based on these results, it can be interpreted that a higher level of customer satisfaction can affect a higher level of customer revisit intention. This is because restaurant customers show a high level of interest in revisiting a restaurant if they are satisfied with the food, quality, cleanliness, price, and comfort (Muskat et al., 2019). Variety seeking tendency has a significant influence on the revisit intention of local coffee shop chain customers in Malang City. Based on these results, it can be interpreted that the higher the level of variety seeking tendency of customers, the more likely it is that the customer's desire to revisit the local coffee shop chain will be affected.

5.1. Practical Implications and Recommendations

To improve service quality, coffee shop owners and managers should implement structured staff training programs that focus on customer service excellence, including responsiveness, professionalism, and attention to detail. For example, training could include role-playing scenarios to simulate customer interactions or workshops on handling complaints effectively.

In terms of atmosphere, managers should invest in enhancing the design and ambiance of their coffee shops. Practical steps could involve improving lighting, incorporating local cultural elements into the decor, and maintaining a clean and

organized space to ensure customer comfort. Surveys or feedback forms could be used to identify customer preferences for design improvements.

To address variety-seeking tendencies, coffee shop operators should regularly innovate their offerings, such as introducing seasonal menu items, hosting events, or providing loyalty programs with personalized rewards. These strategies can encourage customers to return while satisfying their desire for novelty.

5.2. Limitation

This study has several limitations. First, the focus on local coffee shop chains in Malang City may limit the generalizability of the findings to other regions or types of food and beverage businesses. Second, the use of purposive sampling might introduce bias, as the sample may not fully represent the broader customer base. Third, the study does not account for potential moderating variables such as demographic factors, customer income levels, or cultural differences, which could influence the observed relationships. Fourth, the study does not explore external factors, such as digital marketing strategies or environmental influences, that may also impact customer satisfaction and revisit intention.

5.3. Future Research

Future research could address these limitations by including a more diverse sample from various geographic locations and exploring other types of establishments within the food and beverage industry. Additionally, future studies could investigate the role of moderating variables, such as customer demographics or marketing strategies, in shaping the relationships between service quality, atmosphere, convenience, customer satisfaction, and revisit intention. Longitudinal studies may also be beneficial to understand how customer satisfaction and revisit intention evolve over time, especially in response to competitive market dynamics and changing consumer preferences.

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