

THE INFLUENCE OF STORE ATMOSPHERE, LOCATION, PRODUCT VARIETY, AND SERVICE QUALITY ON REPURCHASE INTENTION AT TOKOPI CARUBAN

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Abstract

This study aims to examine the influence of store atmosphere, location, product variety, and service quality on repurchase intention at Tokopi Caruban. A quantitative research approach was employed using primary data collected through questionnaires from 385 consumers who had purchased products at Tokopi Caruban. The data were analyzed using multiple linear regression with IBM SPSS, supported by validity, reliability, and classical assumption tests. The results show that store atmosphere does not significantly affect repurchase intention ($t = 0.712$; $p = 0.477$), and location also has no significant effect ($t = 0.368$; $p = 0.713$). In contrast, product variety has a positive and significant effect ($t = 32.116$; $p < 0.001$), while service quality also has a positive and significant effect ($t = 27.996$; $p < 0.001$). Simultaneously, the four variables significantly affect repurchase intention ($F = 4.306$; $p = 0.000$), with an R^2 of 0.848. These findings indicate that product variety and service quality are the strongest individual factors influencing repurchase intention, while store atmosphere and location contribute as part of an integrated customer experience.

Keywords: store atmosphere, location, product variety, service quality, repurchase intention.

A. INTRODUCTION

The coffee shop business in Indonesia has developed rapidly alongside the growth of the food and beverage industry and changes in consumer lifestyles. Coffee consumption is increasingly associated with social interaction and contemporary lifestyles, particularly among younger consumers. The growing number of local and international coffee shops has intensified competition and encouraged businesses to offer not only quality products but also positive customer experiences that can encourage customers to return and repurchase (Jasmine et al., 2026). This condition makes repurchase intention an important concern for coffee shop businesses because retaining existing customers can support business continuity and strengthen customer relationships. Tokopi Caruban is one of the coffee shops operating in Caruban, Madiun, and faces competition from other coffee shops in the surrounding area. The business offers various coffee and non-coffee beverages, complementary food products, a two-floor service area, and customer-oriented service. Nevertheless, preliminary observations identified several conditions that may affect the customer experience, including limited room capacity, less effective space utilization during crowded periods, and parking accessibility challenges due to its location on a main road. These conditions indicate that store atmosphere and location may not automatically guarantee customers' intention to return.

A preliminary survey involving 107 respondents provides further insight into the competitive position of Tokopi Caruban. The survey indicated that most respondents perceived Tokopi Caruban as relatively busy compared with competing coffee shops, while product quality, price suitability, service, location, promotion, and environmental comfort were among the factors considered by consumers when choosing a coffee shop. This indicates that customers' decisions to revisit may be influenced by a combination of physical, functional, and experiential factors rather than by a single attribute. Therefore, store atmosphere, location, product variety, and service quality are important factors to examine in relation to repurchase intention. Repurchase intention refers to a consumer's tendency to purchase the same product or use the same service

again after a previous satisfactory consumption experience (Christine & Budiawan, 2023). In the coffee shop context, repurchase intention is important because customers who have a positive previous experience are more likely to maintain their relationship with a business and consider returning in the future. However, the thesis indicates that not all customers of Tokopi Caruban make purchases continuously after their first visit, suggesting that the factors shaping repurchase intention require further examination.

This study is based on the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). TPB explains that behavioral intention is an important determinant of actual behavior and is influenced by attitude toward the behavior, subjective norm, and perceived behavioral control. In consumer behavior, positive perceptions and experiences can strengthen consumers' intention to repeat a purchase. The theory is therefore relevant for explaining how consumers' evaluations of the atmosphere, accessibility, product alternatives, and service experience may contribute to their intention to revisit Tokopi Caruban. Store atmosphere refers to the physical environment deliberately designed to shape customers' perceptions, emotions, and behavior. Elements such as the exterior, interior, layout, lighting, decoration, cleanliness, and product displays can contribute to the overall customer experience (Berman et al., 2018). Previous studies have produced different findings regarding its effect on repurchase intention. Martaputri et al. (2025) found that store atmosphere had a positive and significant effect on repurchase intention, while Zahra and Lubis (2024) also reported a positive and significant relationship. In contrast, Meliasari et al. (2024) found that store atmosphere did not significantly affect repurchase intention. These differences indicate that the effect of store atmosphere may vary according to the characteristics and preferences of consumers in different business contexts.

Location is associated with the accessibility and convenience of reaching a business. A location that is easy to find and access can reduce the effort required by consumers and potentially encourage repeat visits. Badriawan and Nona (2023) reported that location had a positive effect on customers' repurchase intention, whereas Swanda and Utami (2024) found that

location did not significantly affect repurchase intention, despite service quality having a significant effect. Such differences demonstrate the need to examine the role of location within the context of coffee shop consumers. Product variety represents the ability of a business to provide different product choices according to consumers' preferences, including variations in type, category, size, and taste. A broader and continuously updated selection can provide consumers with more alternatives and encourage them to return. Monika (2026) found that product variety positively affected repurchase intention among Fore Coffee customers, while Zahra and Lubis (2024) found that store atmosphere and product variety jointly had a positive and significant effect on repurchase intention. These findings suggest that product variety may be an important consideration for coffee shop consumers whose preferences and consumption choices vary.

Service quality is another important factor in building positive customer experiences. It concerns the ability of a business to provide services that meet customer expectations through dimensions such as reliability, responsiveness, assurance, empathy, and tangible aspects (Halim et al., 2021). Previous research by Pramudya and Walyoto (2025) and Jasmine et al. (2026) indicates that good service can increase customers' tendency to make repeat purchases. Research by Swanda and Utami (2024) also found a significant effect of service quality on repurchase intention. These findings indicate that responsive, reliable, and consistent service may strengthen customers' willingness to return. At the same time, previous studies have generally examined only several of these variables simultaneously, resulting in different findings regarding the roles of store atmosphere and location, while product variety and service quality tend to show stronger relationships with repurchase intention. The differences in these findings provide an empirical gap that makes further examination relevant in the context of Tokopi Caruban. The present study therefore aims to examine the effects of store atmosphere, location, product variety, and service quality on consumers' repurchase intention, both individually and simultaneously. The study is

expected to contribute to the understanding of consumer behavior in the coffee shop industry and provide practical information for improving factors that can support repeat purchases.

B. METHOD

This study employed a quantitative research approach to examine the effects of store atmosphere, location, product variety, and service quality on repurchase intention. The quantitative approach was selected because the research focused on measuring relationships among variables and testing previously formulated hypotheses through statistical analysis. The research was conducted at Tokopi Caruban, Mejayan District, Madiun Regency, and the research period extended from March to July 2026. The population consisted of consumers in Madiun who had purchased products at Tokopi Caruban.

The sample was determined using the Lemeshow formula with a 95% confidence level, a maximum estimated proportion of 50%, and a 5% margin of error. The calculation produced a minimum sample size of 384.16 respondents, which was rounded to 385 respondents. Data were collected from consumers of Tokopi Caruban through questionnaires distributed directly and through Google Forms. The sampling method described in the research method was nonprobability sampling using sampling jenuh, with respondents selected based on the specified characteristics: male or female consumers, aged 17–45 years, having purchased products from Tokopi Caruban at least once, and residing in Caruban and its surrounding areas.

The study consisted of four independent variables, namely store atmosphere (X1), location (X2), product variety (X3), and service quality (X4), and one dependent variable, namely repurchase intention (Y). Store atmosphere was measured through exterior, interior, store layout, and display indicators, while service quality was measured through tangibles, reliability, responsiveness, assurance, and empathy. Repurchase intention was measured through transactional, referential, preferential, and explorative intention indicators. All research variables

were measured using a Likert scale based on respondents' levels of agreement with the questionnaire statements.

The collected data were analyzed using multiple linear regression to examine the direction and magnitude of the effects of the independent variables on repurchase intention. Before regression analysis, the research instrument was evaluated through validity and reliability tests. Validity was assessed using the Corrected Item-Total Correlation, with items considered valid when the calculated correlation exceeded the critical value. Reliability was evaluated using Cronbach's Alpha. The classical assumption tests consisted of the Kolmogorov-Smirnov normality test, multicollinearity assessment using tolerance and Variance Inflation Factor (VIF), and the Glejser test for heteroscedasticity.

Hypothesis testing was performed using the t-test to assess the partial effect of each independent variable, the F-test to determine the simultaneous effect of all independent variables, and the coefficient of determination (R^2) to evaluate the extent to which store atmosphere, location, product variety, and service quality explained variations in repurchase intention. The regression analysis and statistical tests were conducted using IBM SPSS Statistics.

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

The study involved 385 consumers who had purchased products at Tokopi Caruban. Based on purchase frequency, 176 respondents (45.71%) had purchased 2–5 times, 122 respondents (31.69%) had purchased more than five times, and 87 respondents (22.60%) had made one purchase. In terms of gender, 203 respondents (52.73%) were female and 182 respondents (47.27%) were male. The largest proportion of respondents was domiciled in Caruban, accounting for 144 respondents (37.40%), followed by Balerejo (16.88%), Wonoasri (16.62%), Saradan (15.06%), and Pilangkenceng (14.03%). The relatively high proportion of respondents

with repeated purchasing experience indicates that most respondents had sufficient experience with Tokopi Caruban to assess the variables examined in this study.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Purchase frequency	1 time	87	22.60%
	2–5 times	176	45.71%
	>5 times	122	31.69%
Gender	Male	182	47.27%
	Female	203	52.73%
Total		385	100%

Source: Data processed, 2026

The descriptive results also show that respondents generally provided positive assessments of the variables studied. Store atmosphere obtained an overall mean of 4.095, location 4.040, product variety 3.909, and service quality 4.167. For store atmosphere, the lowest-rated item concerned the cleanliness of the room (3.980). For product variety, the highest-rated item concerned the uniqueness of the products offered (4.286), whereas variation in product prices received the lowest score (3.699). Service quality received its highest score for employees' responsiveness to customer needs (4.564), indicating that responsiveness was the most prominent service attribute perceived by respondents.

2. Regression and Hypothesis Testing

Multiple linear regression analysis produced the following model:

$$\hat{Y} = -5.149 + 0.014X1 + 0.009X2 + 0.528X3 + 0.437X4 + e$$

The positive coefficients indicate that increases in each independent variable were associated with increases in repurchase intention when the other variables were held constant. However, the significance of these relationships differed across variables.

Table 2. Multiple Regression and Hypothesis Testing Results

Hypothesis	Variable	Coefficient	t-value	Sig.	Decision
H1	Store Atmosphere → Repurchase Intention	0.014	0.712	0.477	Not supported
H2	Location → Repurchase Intention	0.009	0.368	0.713	Not supported
H3	Product Variety → Repurchase Intention	0.528	32.116	0.000	Supported
H4	Service Quality → Repurchase Intention	0.437	27.996	0.000	Supported

Source: Data processed, 2026).

The t-test results show that store atmosphere did not have a significant effect on repurchase intention ($t = 0.712$, $p = 0.477$). Although the regression coefficient was positive, the effect was statistically insufficient to demonstrate a meaningful relationship. The result is consistent with findings reported by Meliasari et al. (2024) and Hijuzaman et al. (2023), which also found that store atmosphere did not significantly affect repurchase intention. However, it differs from Martaputri et al. (2025) and Zahra and Lubis (2024), who found significant positive effects. The thesis associates the non-significant result with the physical conditions of Tokopi Caruban, including its relatively limited space and insufficient decorative elements. The respondent profile is also discussed in the thesis as a possible explanation, suggesting that younger consumers may place greater emphasis on social interaction, product quality, and service than on the physical atmosphere alone.

Location also did not significantly affect repurchase intention ($t = 0.368$, $p = 0.713$), despite having a positive regression coefficient of 0.009. This finding indicates that easier access or a strategically positioned location did not by itself provide a sufficiently strong reason for consumers to make repeat purchases. The result is consistent with Swanda and Utami (2024), who found that location did not significantly influence repurchase intention. In contrast, Badriawan and Nona (2023), Firika and Widyastuti (2023), and Wiwinda and Triana (2025) reported positive effects of location. The thesis explains that Tokopi Caruban is located on a major road, but several competing coffee shops are also located nearby, reducing the distinctiveness of location as a competitive advantage. In addition, 37.40% of respondents were domiciled in Caruban, suggesting that accessibility among competing coffee shops may be relatively similar for local consumers.

Product variety had a positive and significant effect on repurchase intention ($t = 32.116$, $p < 0.001$), with a regression coefficient of 0.528. This was the strongest regression coefficient among the four independent variables. The finding indicates that greater product variety is associated with stronger consumer intention to repurchase. The result is consistent with previous

findings by Zahra and Lubis (2024), Meliasari et al. (2024), and Winayaputra and Trisnawati (2024), which reported significant relationships between product variety and repurchase intention. The descriptive results reinforce this finding because respondents gave a relatively high assessment to the uniqueness of products offered by Tokopi Caruban. The availability of different coffee and non-coffee beverages, complementary food products, and product alternatives allows consumers to select products according to their preferences and provides additional reasons to return.

Service quality also had a positive and significant effect on repurchase intention ($t = 27.996$, $p < 0.001$), with a regression coefficient of 0.437. This result demonstrates that better service quality is associated with stronger consumer intention to repurchase. The finding is consistent with Setiawan et al. (2024), Alqodri et al. (2026), Oktaviani and Herawati (2024), and Kezia et al. (2023), which similarly reported the importance of service quality in encouraging consumers to return. At Tokopi Caruban, responsiveness received the highest mean score among service-quality indicators (4.564), suggesting that the ability of employees to respond quickly to customer needs represents an important element of the customer experience.

3. Simultaneous Effect and Model Explanatory Power

The simultaneous test indicated that store atmosphere, location, product variety, and service quality jointly had a significant effect on repurchase intention, with an F-value of 4.306 and a significance value of 0.000. Thus, although store atmosphere and location were not significant when examined individually, the four variables collectively contributed to the explanation of repurchase intention.

The coefficient of determination (R^2) was 0.848, while the adjusted R^2 was 0.847. These values indicate that the four independent variables jointly explained 84.8% of the variation in repurchase intention, while the remaining 15.2% was attributable to factors outside the model. The relatively high explanatory power indicates that the combination of store atmosphere,

location, product variety, and service quality provides a substantial framework for understanding consumers' repurchase intention in the context examined.

The simultaneous finding is consistent with previous research reported in the thesis. Badriawan and Nona (2023) found that store atmosphere, location, and service quality jointly affected repurchase intention, while Setiawan et al. (2024) found that the combination of store atmosphere, product quality, and service quality significantly influenced customers' intention to repurchase. Similarly, Firika and Widyastuti (2023) reported that product diversity, store atmosphere, and location jointly influenced repurchase intention.

Overall, the findings suggest that repurchase intention at Tokopi Caruban is shaped more strongly by functional aspects that consumers experience directly, particularly product variety and service quality, than by store atmosphere or location considered separately. Product variety provides consumers with more choices that can accommodate different preferences, while responsive service strengthens the interaction between consumers and employees. Meanwhile, store atmosphere and location still form part of the overall customer experience and can contribute when combined with product and service factors. Thus, the results support an integrated view of repurchase intention in which several elements of the coffee shop experience operate together rather than independently.

D. CONCLUSIONS

This study concludes that store atmosphere and location do not have significant effects on consumers' repurchase intention at Tokopi Caruban. Although both factors have positive regression coefficients, their individual contributions are not sufficient to significantly influence consumers' intention to repurchase. In contrast, product variety and service quality have positive and significant effects on repurchase intention, indicating that consumers are more likely to return when they perceive sufficient product choices and receive responsive and reliable service. When considered simultaneously, store atmosphere, location, product variety, and service quality

significantly contribute to repurchase intention, indicating that repeat purchase decisions are shaped by the combination of several aspects of the customer experience. The study is limited by its focus on a single coffee shop and the use of four independent variables, so the findings may not fully represent other coffee shop contexts or other factors that may influence repurchase intention. Future research should therefore consider broader research settings, additional relevant variables, and complementary research approaches to obtain a more comprehensive understanding of consumer repurchase behavior.

E. SUGGESTIONS

Tokopi Caruban is advised to maintain and further improve product variety and service quality because both factors were found to contribute significantly to consumers' repurchase intention. Product development can be directed toward providing more varied and regularly updated menu options that accommodate different consumer preferences, while service quality can be strengthened by maintaining employee responsiveness, accuracy, friendliness, and consistency in serving customers. Although store atmosphere and location were not found to have significant individual effects, improvements in room comfort, cleanliness, decoration, layout, accessibility, and other supporting facilities can still be considered as part of an integrated customer experience. Future researchers are encouraged to examine similar relationships in other coffee shop settings, include additional variables that may influence repurchase intention, and apply broader or more varied research methods to obtain more comprehensive findings.

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