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The Effect of Servicescape on Revisit Intention through Customer Satisfaction as a Mediating Variable at Kopi Konnichiwa Tomang, West Jakarta

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Abstract

Although servicescape has been widely recognized as a key determinant of customer experience in service settings, its role in strengthening revisit intention through customer satisfaction remains important to examine in the coffee shop industry. This study aims to analyze the effect of servicescape on revisit intention with customer satisfaction as a mediating variable at Kopi Konnichiwa Tomang, West Jakarta. This study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to customers who had visited Kopi Konnichiwa Tomang and were selected using purposive sampling. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the direct and indirect relationships among servicescape, customer satisfaction, and revisit intention. The findings indicate that servicescape has a positive and significant effect on customer satisfaction. Customer satisfaction also has a positive and significant effect on revisit intention. In addition, servicescape has a significant indirect effect on revisit intention through customer satisfaction, confirming the mediating role of customer satisfaction. This study concludes that improving the quality of

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servicescape can enhance customer satisfaction, which subsequently increases customers' intention to revisit Kopi Konnichiwa Tomang. The findings contribute to service marketing literature by reinforcing the importance of the physical service environment in shaping customer loyalty and provide practical implications for coffee shop managers in designing comfortable, attractive, and experience-oriented service settings.

Keywords: Servicescape; Customer Satisfaction; Revisit Intention; SEM-PLS; Coffee Shop Industry

INTRODUCTION

Indonesia is categorized as an archipelagic country endowed with rich cultural diversity, traditions, natural beauty, and abundant resources (Wijaya, 2019). These attributes have positioned Indonesia as an attractive tourist destination for both domestic and international visitors (Sukenti, 2014). Various forms of tourism can be experienced throughout the country, including nature-based tourism, cultural tourism, religious or spiritual tourism, historical tourism, and culinary tourism, which has gained significant popularity in recent years (Gozali & Wijoyo, 2022;).

One of Indonesia's natural resources that contributes substantially to culinary tourism is coffee. Indonesia is renowned for its diverse varieties of premium coffee, including Aceh Gayo, Flores, Mandailing, Bali Kintamani, and Kopi Luwak. Among these, Kopi Luwak has attracted considerable attention from coffee enthusiasts worldwide due to its distinctive production process and unique characteristics (Huber, 2020).

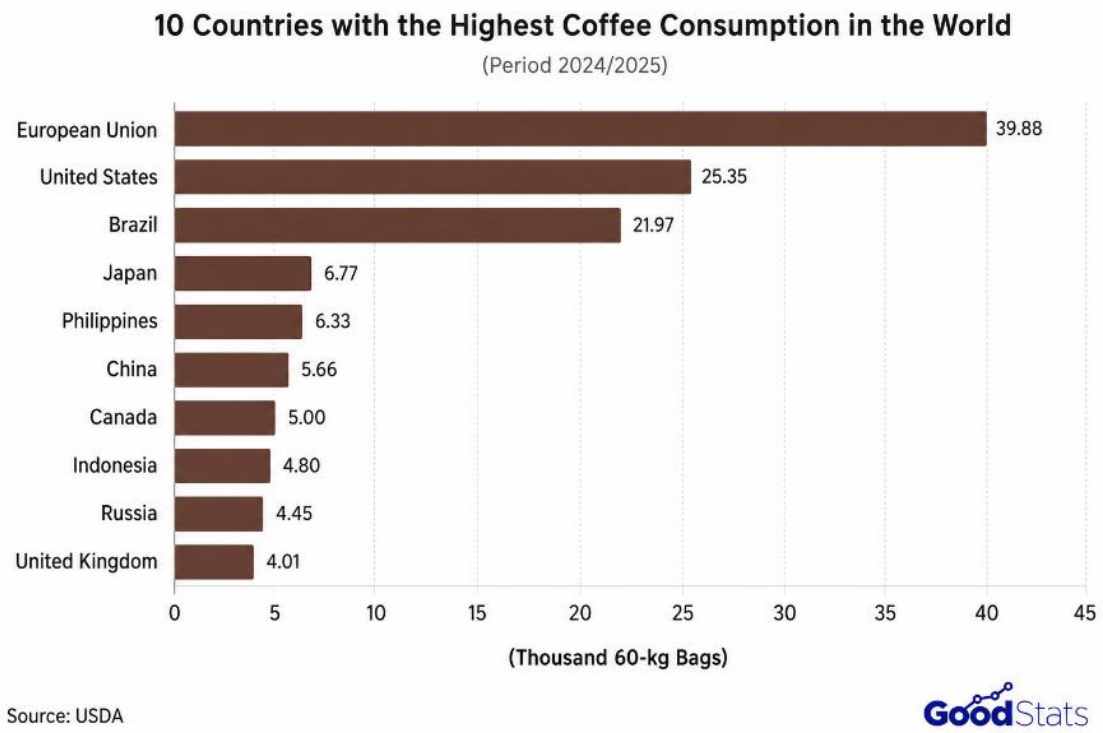

Figure 1. 10 Countries with the Highest Coffee Consumption in The World

Based on figure 1 10 countries with the highest coffee consumption in the world, Indonesia ranked eighth among the countries with the highest coffee consumption in the world during the 2024/2025 period. This high level of coffee consumption is closely associated with the rapid advancement of globalization and the widespread dissemination of information, which have significantly influenced changes in people's lifestyles, particularly in urban areas. The cultural practice of drinking coffee, once merely a consumption habit, has evolved into an integral component of modern lifestyles, especially among younger generations. Coffee shops are no longer viewed solely as places to enjoy coffee; they have also become social spaces, workplaces, meeting venues, and leisure destinations. This shift in consumer behavior has substantially contributed to the growth of the coffee shop industry in Indonesia (Maulana et al., 2025; Sudarman, 2023).

Kopi Konnichiwa offers a distinctive Japanese-inspired aesthetic concept that serves as a unique attraction for local consumers, particularly those with an interest in Japanese culture (Wibowo & Bahrun, 2024; Sandra & Prawoto, 2024). Despite its distinctive concept, the café continues to face intense competition due to the presence of numerous coffee shops within a 1-kilometer radius that likewise provide comfortable atmospheres and diverse coffee offerings.

In this competitive environment, businesses in the food and beverage industry must focus not only on product quality and service excellence but also on the atmosphere and physical environment of their establishments, commonly referred to as the servicescape. Servicescape encompasses various physical elements, including interior design, lighting, spatial layout, cleanliness, music, aroma, and overall customer comfort. In this study, servicescape is conceptualized as the physical service environment consisting of layout, decoration, and cleanliness (Maulana et al., 2025; Hanaysha, 2022). When servicescape is not managed effectively, customer satisfaction and revisit intention may decline significantly (Feriyawati et al., 2026; Line & Hanks, 2019).

Previous studies have identified that both servicescape and customer experience exert significant influences on customer satisfaction and revisit intention (Maulana et al., 2025; Roz, 2021). This finding is further supported by Gabriella and Facrureza (2024), who argued that store atmosphere is one of the key factors influencing revisit intention, as consumers' experiences while spending time in a café can shape positive perceptions that encourage their intention to return. Moreover, customer satisfaction has been demonstrated to serve as an important mediator in strengthening customers' revisit intentions. This finding is consistent with the study of Roz (2021), which revealed that servicescape positively affects customer satisfaction and revisit intention, while customer satisfaction mediates the relationship between these variables. Similar results were also reported by Sharita et al. (2022a), who confirmed that servicescape has a direct influence on revisit intention among café customers.

Research on coffee shop customer behavior has likewise indicated that the quality of the physical environment is an important determinant of repeat visits. Handayani et al. (2022) found that physical environment quality, service quality, and product quality positively influence both customer satisfaction and revisit intention among coffee shop customers in Bali.

Within the context of Indonesia's coffee shop industry, recent studies have demonstrated that customer satisfaction plays a strategic role in enhancing revisit intention. Lim et al. (2024) found that food quality, atmosphere, menu variety, and pricing contribute to customer satisfaction, which subsequently has a positive effect on revisit intention. Similarly, (Christie & Shu, 2024) reported that servicescape influences customer satisfaction,

which in turn mediates its effect on customer revisit intention among customers of 38 Coffee Lab.

Other studies focusing specifically on the coffee shop sector have shown that customer experience is a critical factor in shaping revisit behavior. Tomokumoro and Berlianto (2024) found that customer satisfaction positively influences intention to revisit among customers of Toko Kopi Tuku. Furthermore, Maulana et al. (2025) demonstrated that servicescape and customer experience significantly affect customer satisfaction and revisit intention, both directly and indirectly through the mediating role of customer satisfaction. These findings suggest that the experiences gained by customers during their visits to coffee shops constitute one of the primary determinants of behavioral loyalty.

According to Krisnadi and Kurniawan (2018), purchase decision refers to the process through which consumers select and purchase a product or service after evaluating various available alternatives. Purchase decisions are influenced by both internal and external factors, including restaurant atmosphere, which can create positive experiences for consumers.

Recent studies have further highlighted the growing importance of physical environment and venue atmosphere in influencing customers' decisions to revisit. Susilo et al. (2026) found that store atmosphere positively affects customer satisfaction and revisit intention, with customer satisfaction acting as a mediator in this relationship. Meanwhile, Feriyawati et al. (2026) revealed that service quality, brand characteristics, and product quality contribute to the development of customer satisfaction and brand attitude, which ultimately enhance revisit intention among Generation Z customers in Indonesian coffee shops.

Similar findings have also been supported by international studies. Pontillo et al. (2026) found that the service environment positively affects revisit intention through the mediating role of customer loyalty among Generation Z café consumers. In addition, Mohammed et al. (2026) demonstrated that service quality in environmentally friendly hotels significantly influences tourists' intentions to revisit. Collectively, these studies indicate that servicescape, customer experience, service quality, and customer satisfaction are interconnected factors that shape revisit intention. Therefore, research examining the influence of servicescape and customer experience on revisit intention through customer satisfaction remains relevant, particularly within the rapidly expanding coffee shop industry.

The Servicescape Theory employed in this study is based on the framework proposed by Bitner 1992, which defines servicescape as the physical environment designed by service

providers that can influence interactions between customers and organizations. This physical environment encompasses various elements, including interior design, spatial layout, cleanliness, lighting, color schemes, music, aroma, and the overall atmosphere, all of which can create specific perceptions and experiences for customers. In service industries, particularly coffee shops, servicescape plays a crucial role in shaping customer comfort, satisfaction, and overall experience during service encounters, thereby influencing customers' decisions to revisit.

This study aims to analyze the effect of servicescape on revisit intention with customer satisfaction as a mediating variable at Kopi Konnichiwa Tomang, West Jakarta.

METHODS

This study employed a quantitative approach with a causal research design aimed at analyzing the effect of servicescape on revisit intention through customer satisfaction as a mediating variable among customers of Kopi Konnichiwa Tomang, West Jakarta (Hair et al., 2022; Sekaran & Bougie, 2019). The research was conducted at Kopi Konnichiwa Tomang for approximately four months, from February to May 2026, covering the stages of preparation, data collection, data processing, and report writing. The population of this study consisted of all customers of Kopi Konnichiwa Tomang, while the sampling technique used was non-probability sampling with a purposive sampling method. The selected respondents were individuals who had visited and made a purchase at Kopi Konnichiwa Tomang at least once, which is consistent with purposive sampling procedures that select respondents based on specific criteria relevant to the research objectives (Campbell et al., 2020). Data collection was carried out through questionnaires and direct observation of the coffee shop's physical environment. The research instrument used a four-point Likert scale consisting of Strongly Agree, Agree, Disagree, and Strongly Disagree to measure the variables of servicescape, customer satisfaction, and revisit intention (Joshi et al., 2015). The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software version 4.1.0.8. The analysis procedures included descriptive statistical analysis, measurement model evaluation (outer model), structural model evaluation (inner model), and hypothesis testing to examine both direct and indirect effects among the research variables (Hair et al., 2022; Henseler et al., 2016).

RESULTS

Direct Effect

Table 1. Path Coefficient Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Customer Satisfaction -> Revisit Intention	0.416	0.413	0.131	3.173	0.002
Servicescape -> Customer Satisfaction	0.835	0.835	0.041	20.214	0.000
Servicescape -> Revisit Intention	0.413	0.417	0.118	3.494	0.000

Criteria:

1. T-Statistics > 1.96

2. P-Values < 0.05

Interpretation:

1. H1: Servicescape → Customer Satisfaction

(Hypothesis accepted)

2. H2: Customer Satisfaction → Revisit Intention

(Hypothesis accepted)

3. H3: Servicescape → Revisit Intention

(Hypothesis accepted)

Indirect Effect

Table 2. Specific Indirect Effect Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Servicescape-> Revisit Intention	0.347	0.345	0.113	3.085	0.002

	Total indirect effects
Servicescape -> Revisit Intention	0.376

H4: Servicescape → Customer Satisfaction → Revisit Intention

Based on the hypothesis testing results, the Original Sample (O) value was 0.347, indicating a positive relationship between servicescape and revisit intention through

customer satisfaction. This finding implies that the better the quality of the servicescape perceived by customers, the greater their tendency to revisit Kopi Konnichiwa Tomang.

Based on the indirect effect analysis conducted by the researcher, the T-statistic value was 3.085, which exceeds the threshold value of 1.96, while the P-value was 0.002, which is lower than the significance level of 0.05.

These statistical results indicate that the physical environment plays a significant role in shaping customers' intentions to revisit. Therefore, the findings support the proposed hypothesis, and H4 is accepted, confirming that customer satisfaction mediates the relationship between servicescape and revisit intention among customers of Kopi Konnichiwa Tomang.

DISCUSSION

The Influence of Servicescape on Customer Satisfaction (H1)

Based on the results of the Smart-PLS analysis, servicescape was found to have a significant influence on customer satisfaction among customers of Kopi Konnichiwa Tomang. This finding indicates that the physical environment of the coffee shop, including interior design, cleanliness, lighting, spatial layout, and facility comfort, can affect the level of customer satisfaction during their visit.

A comfortable environment that supports customers' activities can create a positive experience, thereby enhancing the satisfaction perceived by customers. Conversely, inadequate physical environmental quality may reduce customer satisfaction. Therefore, servicescape represents an important factor that should be carefully considered within the service industry, particularly in the coffee shop business.

The results of this study demonstrate that the better the servicescape perceived by customers, the higher the level of customer satisfaction achieved. Therefore, the first hypothesis (H1), which states that servicescape influences customer satisfaction among customers of Kopi Konnichiwa Tomang, is accepted.

The Influence of Customer Satisfaction on Revisit Intention (H2)

Based on the test results, customer satisfaction was found to have a significant influence on revisit intention among customers of Kopi Konnichiwa Tomang. This finding indicates that the level of satisfaction experienced by customers after consuming the

products, receiving the services, and enjoying the atmosphere provided by the coffee shop can influence their intention to revisit in the future.

Customers who experience a satisfactory visit tend to develop positive perceptions of the coffee shop, thereby increasing the likelihood of repeat visits. Satisfaction developed throughout the consumption process can also strengthen the relationship between customers and the company, ultimately encouraging customers to revisit and enjoy the available products and services.

The results indicate that the higher the level of customer satisfaction, the greater the tendency of customers to exhibit revisit intention. Therefore, the second hypothesis (H2), which states that customer satisfaction influences revisit intention among customers of Kopi Konnichiwa Tomang, is accepted.

The Influence of Servicescape on Revisit Intention (H3)

Based on the testing results, servicescape was found to have a significant influence on revisit intention. This finding suggests that the physical environment of a coffee shop not only affects customer satisfaction but also directly encourages customers' intentions to revisit.

A comfortable setting, an appealing atmosphere, and aesthetically pleasing design can create positive experiences that motivate customers to return to Kopi Konnichiwa Tomang.

Therefore, the third hypothesis (H3), which states that servicescape influences revisit intention, is accepted.

The Mediating Role of Customer Satisfaction in the Relationship between Servicescape and Revisit Intention (H4)

Based on the results of the indirect effect analysis, customer satisfaction was found to serve as a mediating variable in the relationship between servicescape and revisit intention among customers of Kopi Konnichiwa Tomang. This finding indicates that the influence of servicescape on customers' intention to revisit occurs not only directly but also indirectly through the level of satisfaction experienced by customers.

A physical environment that is comfortable, attractive, and supportive of customer activities can generate positive experiences during the visit. These experiences subsequently enhance customer satisfaction with the coffee shop. When customers are satisfied with the

experience they receive, they are more likely to develop a stronger intention to revisit in the future.

The findings suggest that customer satisfaction functions as an underlying mechanism through which servicescape influences revisit intention. In other words, improvements in servicescape quality can stimulate revisit intention by first enhancing customer satisfaction.

Therefore, the fourth hypothesis (H4), which states that customer satisfaction mediates the influence of servicescape on revisit intention among customers of Kopi Konnichiwa Tomang, is accepted.

These results highlight the important role of customer satisfaction as an intervening variable that strengthens the relationship between servicescape and revisit intention.

Research implications, this study provides both theoretical and practical implications for the development of service marketing literature, particularly regarding consumer behavior in the coffee shop industry. From a theoretical perspective, the findings reinforce the Servicescape Theory proposed by Bitner 1992, which suggests that the physical environment of a business plays a crucial role in shaping customer satisfaction and behavior. The study also demonstrates that customer satisfaction mediates the effect of servicescape on revisit intention, thereby enriching the literature on the relationship between the physical environment, customer satisfaction, and customers' intentions to revisit within the context of the coffee shop industry. From a practical perspective, the findings indicate that the management of Kopi Konnichiwa Tomang should place greater emphasis on various aspects of servicescape, including interior design, cleanliness, spatial layout, lighting, seating comfort, and the overall café atmosphere. Enhancing the quality of the physical environment can create positive customer experiences, increase customer satisfaction, and encourage customers to revisit the coffee shop. Therefore, effective management of servicescape can serve as a strategic marketing approach to strengthen customer loyalty and maintain competitiveness amid the increasingly intense competition within the coffee shop industry.

Research limitations, this study has several limitations that should be considered when interpreting the findings. First, the research was conducted at only one research site, namely Kopi Konnichiwa Tomang, West Jakarta; therefore, the findings cannot be generalized to the entire coffee shop industry in Indonesia. Second, the study employed a purposive sampling technique with a limited number of respondents, meaning that the

sample characteristics may not fully represent the overall population of coffee shop customers. Third, this study focused solely on three variables, namely servicescape, customer satisfaction, and revisit intention. In fact, various other factors may also influence customers' intentions to revisit, such as service quality, product quality, price, customer experience, brand image, and customer loyalty. Fourth, the data were collected through self-report questionnaires, making the responses highly dependent on the perceptions and subjectivity of each respondent. In addition, this study adopted a cross-sectional approach, in which data were collected at a single point in time, and therefore could not capture changes in customer behavior over the long term. Accordingly, future studies are expected to expand the scope of the research, increase the number of respondents, and develop more comprehensive research models by incorporating other relevant variables to enhance the generalizability and robustness of the findings.

CONCLUSION

This study aimed to examine the effects of work motivation and work discipline on the performance of State Civil Apparatus (ASN) at the Department of Public Housing and Settlement Areas of Padang City. The study was conducted among ASN working within the Department of Public Housing and Settlement Areas of Padang City. The research findings were obtained through the distribution of questionnaires to 57 respondents who met the research criteria and were subsequently analyzed using simple linear regression and multiple linear regression methods. Based on the results of the data analysis, several conclusions can be drawn as follows: 1) Work motivation has a significant effect on the performance of ASN at the Department of Public Housing and Settlement Areas of Padang City. This finding indicates that the higher the level of work motivation possessed by ASN, the greater the improvement in their performance. 2) Work discipline has a significant effect on the performance of ASN at the Department of Public Housing and Settlement Areas of Padang City. This means that a good level of work discipline encourages improvements in ASN performance in carrying out their duties and responsibilities. 3) Work motivation and work discipline simultaneously have a significant effect on the performance of ASN at the Department of Public Housing and Settlement Areas of Padang City. This finding indicates that both variables play important roles in enhancing ASN performance optimally.

This study contributes to the development of knowledge, particularly in the field of public sector human resource management, by strengthening the understanding of the effects of work motivation and work discipline on the performance of State Civil Apparatus (ASN). The findings of this study are expected to serve as both a theoretical and practical reference for government institutions in improving employee performance through the enhancement of work motivation and the consistent implementation of work discipline. Furthermore, this study may serve as a consideration in policy formulation related to ASN management in order to create more effective and professional public services.

For future research, it is recommended to include additional variables that may influence ASN performance, such as job satisfaction, work environment, leadership style, and organizational culture. Moreover, future studies should expand the scope of research to other government institutions so that the findings can be compared across different organizational contexts and generalized more broadly.

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