Creating the Perfect Vibe: How Café Atmosphere Drives Customer Repurchase Intentions

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Abstract
Purpose: This study aims to analyze the impact of Store Atmosphere on Repurchase Intention at Pojok Kopi Café in Indralaya. This study seeks to enhance the understanding of how different dimensions of the store environment influence customers' intentions to make repeat purchases. This study aims to provide valuable insights that can be applied practically and contribute to academic knowledge in the fields of Store Atmosphere and Repurchase Intention.

Methodology/approach: This research was conducted at Kafe Pojok Kopi, Indralaya involving 100 respondents as the object of study. This study also uses quantitative methods and is analyzed using Multiple Linear Regression.

Results/findings: This study found that Cleanliness, Music, Temperature, and Layout significantly affect Repurchase Intention. Scent, lighting, and color do not significantly influence Repurchase Intention. Store Atmosphere significantly influences Repurchase Intention.

Conclusion: The study found that cleanliness, music, temperature, and layout significantly affect repurchase intention at Kafe Pojok Kopi, while aroma, lighting, and color do not. Future research should include factors such as price, location, and service to provide broader insights.

Limitations: Other variables should be considered in future studies to address the problems that are the background of this study, such as price. This is because the results of the study could not answer the background of this study.

Contribution: This study aims to guide Café Pojok Kopi in innovating its store atmosphere and illustrates how the store environment significantly influences repurchase intentions. The findings will support practical applications and academic advancements in this area.

Keywords: *Cleanliness, Color, Layout, Lightning, Music, Repurchase Intention, Store Atmosphere, Scent, Temperature.*

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1. Introduction

In the field of marketing research, repurchase intent has been a frequently researched subject. Various factors have been analyzed to determine their influence, whether significant or not, on consumers' intention to repurchase. Some of the commonly studied factors in relation to repurchase intent include price, brand image, promotion, and various other factors (Arbaiah et al., 2022; Paujiah et al., 2020),.

Store Atmosphere is a crucial component in a place of business, be it a retail store or a cafe. Because Store Atmosphere can create sensory effects created from the design of a place of business (Yi Lin & Chi Chang, 2020). So the atmosphere design plan for a cafe must also be well planned so that the atmosphere of the cafe matches the market targeted by the cafe (Nurhidayati et al., 2022). The

atmosphere of the cafe can be a differentiation from other cafes and this can be one of the effective marketing tools in addition to the services provided by other cafes (Yao Chang & Cheng Lin, 2022). Store Atmosphere consists of Cleanliness, Music, Aroma, Temperature, Lighting, Colour, and Layout as its dimensions (Hans et al., 2023).

The coffee shop or café business is experiencing tremendous expansion. This is because in 2019, there were 2,937 cafés in Indonesia, up three times from 1,083 in 2016, and the number is expected to grow every year (Toffin, 2019). The data above is in line with the fact that 79 percent of Indonesians are coffee consumers and most of them consume at least one cup of coffee a day (Snapcart, 2023). In Indralaya alone, there are 10 cafes scattered around the Sriwijaya University campus, Indralaya and Timbangan sub-district. The customers of these cafes around the Sriwijaya University campus are predominantly students. This is because cafes are a great place to hang out, do assignments, and pass the time. Kafe Pojok Kopi Indralaya, is one of the cafes in Indralaya and can be found at Simpang 3 jl. Nusantara, next to Alfamart, Indralaya. Kafe Pojok Kopi is one of the best known cafes among the community and students living in Indralaya. The cafe is located in a strategic location, attractive to look at with its atmosphere and brings every visitor to want to spend time and come back to Kafe Pojok Kopi.

A small study was conducted by conducting short interviews with 50 respondents regarding the cafes in Indralaya that they would like to revisit and a problem arose. It turns out that consumers return to other coffee shops more often than to Pojok Kopi. Many factors may influence this, but the ambience at Pojok Kopi is likely a major factor. To understand this phenomenon in more depth, additional research is needed.

The study conducted by (Yao Chang & Cheng Lin, 2022) found that store atmosphere affects repurchase intentions. Similar findings were also obtained in studies by (Saraun et al., 2022) and (Jayaweera & Sirisena, 2020). However, research conducted by (Satoto, 2024) shows that Store Atmosphere has no significant effect on Repurchase Intention. The different results from previous researchers indicate that there is a gap that needs further research. This research is entitled '**The Effect of Shop Atmosphere on Repurchase Intention at Kafe Pojok Kopi, Indralaya**" based on the background described above.

This research is to understand the effect of Store Atmosphere and the dimensions of Store Atmosphere in depth on Repurchase Intention. The results of the study are expected to provide benefits in the form of more understanding in the field of marketing management science, especially about Store Atmosphere and in the future it can be a guide to better understand Store Atmosphere and Repurchase Intention for the owner of Kafe Pojok Kopi, Indralaya and future research and solve the problems contained in the research background.

2. Literature review and hypotheses development
2.1 Store Atmosphere
Store atmosphere is the atmosphere felt in the store. Store Atmosphere has a big impact on emotions and satisfaction that leads to Repurchase Intention (Hans et al., 2023; Munawaroh & Simon, 2023; Setiawan & Rastini, 2021; Yang et al., 2022). To appeal to convenience and promote in-store transactions, a business should be constructed with a carefully thought-out atmosphere based on its target customer (Sakti et al., 2023). A café should have a distinct but cosy atmosphere for customers (Yasin & Asnur, 2021). Cafe Atmosphere is felt by guests and employees who work at the cafe. A good café atmosphere makes café employees also comfortable at work, this is because the atmosphere also affects a person's mood (Thirumalazhagan & Nithya, 2020). If the employee's mood is good, the employee will be more productive and produce better work (Bellet et al., 2019). A good cafe atmosphere will also affect the experience felt by guests (Soebandhi et al., 2020) (Fitrotul Auliya et al., 2024). If guests are satisfied with their experience while at the cafe, it is possible that guests will make repeat purchases (Adisti Husnaini Tanjung et al., 2022; Setiawan & Rastini, 2021; Priyanto, 2023). Store Atmosphere according to (Hans et al., 2023), consists of cleanliness, music, scent, temperature, lightning, colour, display / layout.

2.1.1 Cleanliness

Cleanliness affects the atmosphere of the café. A clean café will make guests feel comfortable and at home. Cafés that already have a name will usually pay more attention to cleanliness, to avoid bad word of mouth. Guests also have an expectation that a good café is clean, so when they find a café or room that is not clean, they are already disappointed (Hans et al., 2023).

H1: Cleanliness at Kafe Pojok Kopi, Indralaya has a significant effect on Repurchase Intention

2.1.2 Music

The music played in a café has a significant effect on consumer purchase intention. The tempo and style of music greatly influences consumers to maximise purchase rates (Hans et al., 2023). The choice of music is appropriate and in accordance with the theme created at the cafe. If the cafe carries a theme or atmosphere that is comfortable like a hangout, then guests will be comfortable in the cafe (Munawaroh & Simon, 2023).

H2: Music at Kafe Pojok Kopi, Indralaya has a significant effect on Repurchase Intention

2.1.3 Scent

The presence of aroma in a cafe has long been given attention as one of the influences on consumer buying interest (Munawroh & Simon, 2023). Aroma is able to influence the mood and emotional state of consumers so that consumers are comfortable and interested in staying in the cafe longer (Hans et al., 2023). Therefore, cafes must be able to choose a scent that impresses consumers and is comfortable with the scent so that consumers are willing to give more time and money at the cafe (Hans et al., 2023).

H3: Scent at Kafe Pojok Kopi, Indralaya has a significant effect on Repurchase Intention

2.1.4 Temperature

Temperature is the heat and cold of the air, also known as temperature (*Hasil Pencarian - KBBI VI Daring*, 2016). Temperature also impacts mood because it affects good and bad feelings, which in turn impacts consumer satisfaction (Sakti et al., 2023). The more satisfied consumers are, the longer they will be at the cafe, and it is even possible that they will make repeat purchases at the cafe (Munawroh & Simon, 2023).

H4: Temperature at Kafe Pojok Kopi, Indralaya has a significant effect on Repurchase Intention

2.1.5 Lightning

Lighting is very important in influencing guests while in the café. Good lighting will motivate guests to come back in the future (Hans et al., 2023). The right lighting will make guests curious and come compared to places with less lighting and darkness. Because cafes provide comfort, and light can provide comfort to guests (Munawroh & Simon, 2023).

H5: Lightning at Kafe Pojok Kopi, Indralaya has a significant effect on Repurchase Intention

2.1.6 Colour

Colours have a huge impact on guests' perception of a café (Munawroh & Simon, 2023). This is because every café has a theme. For example, a café with a dominant colour of pink depicts a café with a fun and modern theme. Whereas cafes with dominant brown and rustic colours usually have a calm and elegant theme. In addition to consumer perception, colour can also stimulate the memory and experience of the guest (Hans et al., 2023).

H6: Colour at Kafe Pojok Kopi, Indralaya has a significant effect on Repurchase Intention

2.1.7 Display/Layout

The layout determines how neatness is implemented in the cafe (Kumar & Situmorang, 2022). In a café, the layout is not only in the rooms that need to be considered, but from the car park, the lobby of the café, the restaurant, and even the bathroom of the café cannot be ignored (Nurdin, 2020). Café management needs to continue to train their employees so that they can continue to work with the standards of neatness and aesthetics that have been set by the cafe (Bellet et al., 2019). A good layout can also be a positive for the café. Nice corners of the café can become photo spots, which can lead to positive word of mouth on guests' social media (Munawroh & Simon, 2023).

H7: Display/Layout at Kafe Pojok Kopi, Indralaya has a significant effect on Repurchase Intention.

The relationship between the variables to be studied and the hypotheses to be tested are summarised in the chart below.
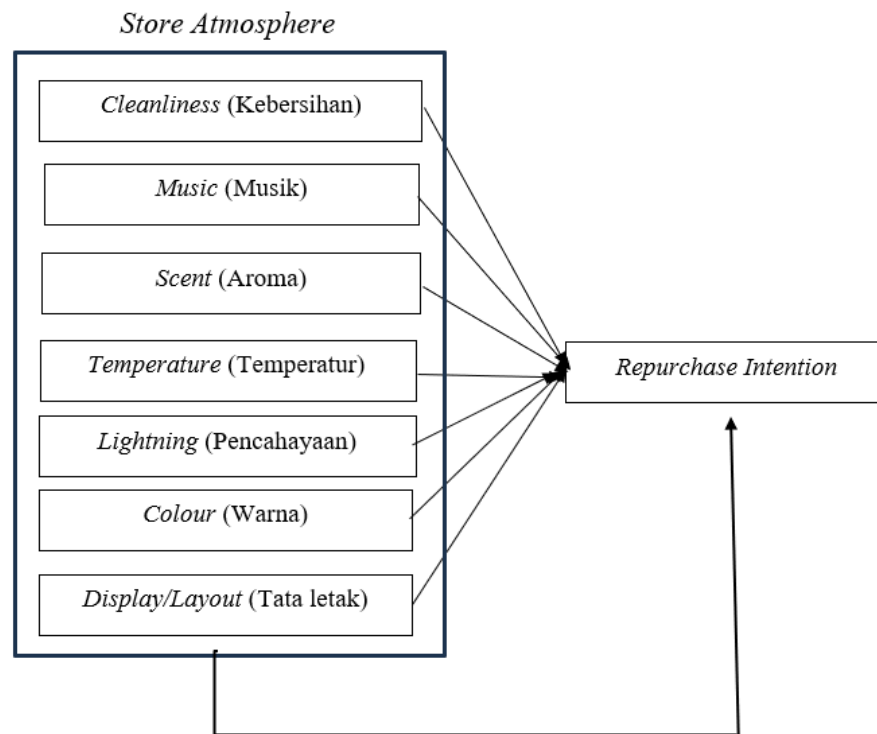

Figure 1. Conceptual Framework
Source: Researches

3. Research method

3.1 Research design

This research is carefully designed so that this research achieves the objectives of the study, namely to determine the effect of Store Atmosphere on Repurchase Intention at Kafe Pojok Kopi, Indralaya. The method to be used is the Quantitative method, with data collection through a Likert-scale questionnaire given to guests or consumers of Kafe Pojok Kopi, Indralaya. The population and sample have been determined and the data will be analysed using the Multiple Linear Regression Analysis method. With the following research design, the authors hope to provide an understanding of the effect of Store Atmosphere on Repurchase Intention at Cafe Pojok Kopi, Indralaya.

3.2 Population and sample

The population in this study were all guests or consumers who had made purchases at Kafe Pojok Kopi, Indralaya. While the sample is part of the population. Sampling in this study using non-probability sampling procedures with purposive sampling techniques. Non-probability sampling is a sampling method that does not provide equal opportunities for members of the population (Hafni Sahir, 2022). Researchers use purposive sampling techniques due to the consideration of researchers in determining boundaries based on the character of the subjects to be selected as samples. Researchers restricted respondents in sampling as Respondents have been or are currently guests at Kafe Pojok Kopi, Indralaya and respondents are at least 18 years old and above.

Researchers used the Lemeshow method with a minimum number of 96.04 respondents to determine the minimum number of samples. So, the researcher set a sample size of 100 respondents.

3.3 Data and instrumentation
This research uses a questionnaire as its primary data source. the questionnaire is divided into two parts. The first questionnaire to explore information about age, gender, occupation, level of education, number of times coming to Pojok Kopi café each month as well as the purpose of coming to Kafe Pojok Kopi. The second part is to find information about respondents' responses to the relationship between the variables to be studied.

This study involves two variables. Namely, the Store Atmosphere variable from (Hans et al., 2023) with seven dimensions and thirty indicators. Meanwhile, the Repurchase Intention variable from (Priyanto, 2023) with four dimensions and five indicators.

3.4 Data analysis
The results of this study were found using the SPSS application. Multiple linear analysis was used to find the relationship between variables. In the first step, the researcher analysed the questionnaire data descriptively, with information about age, gender, occupation, level of education, number of times coming to Pojok Kopi café each month, and purpose of coming to Kafe Pojok Kopi.

In the second step, the researcher conducted validity and reliability analyses to ensure the feasibility of the data generated from the questionnaire revealing the relationship between variables. The Validity Test technique uses the Product Moment correlation proposed by Pearson. By looking at r and comparing it with the correlation coefficient, where r is positive and $r \geq 0.1946$, the question or indicator is declared valid. Reliability is measured using the Cronbach Alpha (α) statistical test. According to (Hafni Sahir, 2022), a construct or variable is considered reliable if the Cronbach Alpha value is greater than 0.70. Then, the hypothesis is tested by looking at the significance value of the coefficient so that it can get the results of the hypothesis that has been determined.

To find out the influential variables in this research using Multiple Linear Regression analysis. Multiple Linear Regression Analysis uses the t test to determine the effect of the independent variable on the dependent variable partially and the f test to determine the effect of the independent variable on the dependent variable simultaneously.

4. Results and discussion
4.1 Respondents demography
There were 100 respondents who participated in the study. Respondents were then grouped based on criteria to understand what kind of respondents are dominant and what kind of customers of Pojok Kopi cafe are more dominant. For gender, the dominant respondents are female respondents with 79 respondents (79%), respondents with an age range of 18-28 years are the most dominant respondents with 97 people (97%), respondents with the type of work in the form of students are the most dominant with 96 people (96%), respondents who make purchases 1-3 times at Kafe Pojok Kopi, Indralaya are the most dominant respondents with 80 people (80%), and the last is respondents with the aim of doing assignments are the most dominant with 58 people (58%). For details, see table 1.

Table 1. Respondents Demography

Variable	Level	n	Percentage
Gender	Male	21	21%
	Female	79	79%
Age	18-28	97	97%
	29-39	2	2%
	40-50	1	1%
Occupation	Students	96	96%
	Civil servants	1	1%
	Self-employment	1	1%
	Others	2	2%
Purchase frequency	1-3 times	80	80%

Variable	Level	n	Percentage
	4-6 times	14	14%
	7-10 times	6	6%
Motivation to come	Working on Assignments	58	58%
	Meeting	18	18%
	Spending Time	17	17%
	Enjoying Coffee	3	3%
	Others	4	4%

Source: Results of SPSS Analysis (2024)

4.2 Multiple linear regression analysis

Multiple linear regression analysis aims to identify the relationship between one dependent variable and two or more independent variables. The purpose of this study is to determine how much influence Store Atmosphere (independent variable) has on Repurchase Intention (dependent variable) but, in this study the Store Atmosphere variable is examined in detail based on its dimensions, namely, Cleanliness, Music, Scent, Temperature, Lightning, Colour, Layout. An explanation of multiple linear regression analysis will be explained more fully below.

Table 2. Multiple Linear Regression Analysis

Dimension	B
Cleanliness	0,520
Music	0,300
Scent	-0,027
Temperature	0,496
Lightning	0,038
Color	0,015
Layout	0,302

Source: Results of SPSS Analysis (2024)

Based on the results of Multiple Linear Regression Analysis in table 4.22, the regression equation is as follows:

$$Y = -1,836 + 0,520X_1 + 0,300X_2 - 0,027X_3 + 0,496X_4 + 0,038X_5 + 0,015X_6 + 0,302X_7 + \varepsilon$$

In this study, it was found that Repurchase Intention is highly dependent on Store Atmosphere. Although the constant which is negative (-1.836) sometimes has no meaning (Putra Aria & Siahaan, 2022) But this can be implemented that Repurchase Intention will decrease if the Store Atmosphere is reduced or equal to zero. Furthermore, the Cleanliness dimension has a positive influence on Repurchase Intention, with a regression coefficient of 0.520. This means that an increase of one unit in Cleanliness is predicted to lead to a 0.520 increase in Repurchase Intention. Similarly, the Music dimension has a positive influence on Repurchase Intention, with a regression coefficient of 0.3. The Scent dimension, on the other hand, has a negative influence, with a regression coefficient of -0.027, indicating that an increase in Scent will reduce Repurchase Intention by 0.027. The Temperature dimension, Lighting dimension, Colour dimension, and Layout dimension all have positive influences on Repurchase Intention, with regression coefficients of 0.496, 0.038, 0.015, and 0.302, respectively. These findings suggest that factors other than Store Atmosphere can also influence Repurchase Intention.

4.3 Validity test

The validity test is a process for testing questions in research to ascertain the extent to which respondents understand the questions. If the results show an invalid value, this may indicate that the respondent does not understand the questions asked (Hafni Sahir, 2022). To determine the validity of primary data, the validity calculation will produce a calculated r value, which will then be compared with the r table value. In this study, r table is set at 0.1946 (correlation significance value with alpha 0.05). If r count is greater than r table, then the statement is declared valid. Based on the validity test, it can be concluded that all statements submitted to respondents are valid. Further explanation of these results will be presented in tabular form below.

Table 3. Validity Test Table

Variable	Dimension	Statement number(s)	r-count	r-table	Results
Store Atmosphere	Cleanliness	X1.1	0,878	0,1946	Valid
		X1.2	0,901	0,1946	Valid
		X1.3	0,909	0,1946	Valid
	Music	X2.1	0,926	0,1946	Valid
		X2.2	0,932	0,1946	Valid
		X2.3	0,964	0,1946	Valid
		X2.4	0,891	0,1946	Valid
	Scent	X3.1	0,925	0,1946	Valid
		X3.2	0,952	0,1946	Valid
		X3.3	0,956	0,1946	Valid
		X3.4	0,958	0,1946	Valid
	Temperature	X4.1	0,979	0,1946	Valid
		X4.2	0,978	0,1946	Valid
	Lightning	X5.1	0,909	0,1946	Valid
		X5.2	0,934	0,1946	Valid
		X5.3	0,939	0,1946	Valid
		X5.4	0,912	0,1946	Valid
	Color	X6.1	0,936	0,1946	Valid
		X6.2	0,949	0,1946	Valid
		X6.3	0,956	0,1946	Valid
	Layout	X7.1	0,884	0,1946	Valid
		X7.2	0,886	0,1946	Valid
		X7.3	0,894	0,1946	Valid
		X7.4	0,913	0,1946	Valid
		X7.5	0,941	0,1946	Valid
Repurchase Intention		Y1.1	0,899	0,1946	Valid
		Y1.2	0,917	0,1946	Valid
		Y1.3	0,874	0,1946	Valid
		Y1.4	0,93	0,1946	Valid
		Y1.5	0,891	0,1946	Valid

Source: Results of SPSS Analysis (2024)

4.4 Reliability test

Reliability refers to testing the consistency of answers from respondents. The reliability value is expressed in numerical form, usually as a coefficient; the higher the coefficient, the higher the level of reliability or consistency of the respondent's answer (Hafni Sahir, 2022). Reliability measurements were made using SPSS software with the Cronbach Alpha (α) statistical test method. A construct or variable is considered reliable if the Cronbach Alpha value is greater than 0.70. The reliability test results for statement items will be presented in the form of a table below (Hafni Sahir, 2022).

Table 4. Reliability Test

Variable	Dimension	Cronbach's Alpa	Cronbach's Alpa Terms	Results
Store Atmosphere	Cleanliness	0,878	0,7	Reliable
	Music	0,946	0,7	Reliable
	Scent	0,962	0,7	Reliable
	Temperature	0,956	0,7	Reliable
	Lightning	0,942	0,7	Reliable
	Color	0,943	0,7	Reliable
	Layout	0,943	0,7	Reliable
Repurchase Intention		0,942	0,7	Reliable

Source: Results of SPSS Analysis (2024)

The Repurchase Intention variable demonstrates a Cronbach's Alpha value of 0.942, indicating a high level of internal consistency. Similarly, the Store Atmosphere variable, evaluated through its constituent dimensions, exhibits robust reliability: Cleanliness (0.878), Music (0.946), Scent (0.946), Temperature (0.956), Lighting (0.942), Colour (0.943), and Layout (0.943). All dimension-specific Cronbach's Alpha values exceed the accepted threshold of 0.7, thereby affirming the reliability of the statements utilized in this study.

4.5 t-test (partial)

The partial t-test is a statistical method used to determine the impact of each independent variable on the dependent variable in a linear regression model. The test involves comparing the calculated t value with the t table to assess significance at 0.05. If the calculated t value is greater than the t table value of 1.986, it is concluded that the independent variable has a significant effect on the dependent variable. Conversely, if the calculated t value is lower than the t table value, the independent variable is deemed to have no significant effect on the dependent variable. If the resulting p-value is smaller than 0.05, it is concluded that the independent variable significantly impacts the dependent variable. Conversely, if the p-value is greater than 0.05, it is determined that the independent variable has no significant effect on the dependent variable.

Table 5. t-test analysis

Variable	t	Sig.
Cleanliness	2,921	0,004
Music	3,575	0,001
Scent	-0,208	0,836
Temperature	2,682	0,009

Lightning	0,266	0,791
Color	0,078	0,938
Layout	2,535	0,013

Source: Results of SPSS Analysis (2024)

The study examined the effects of various dimensions on consumer repurchase intention. The results showed that the cleanliness dimension had a significant effect on repurchase intention, indicating that cleanliness is important for consumers. The music dimension also had a significant effect, suggesting that the presence of appropriate music can impact repurchase intention. However, the scent dimension did not have a significant effect, indicating that aroma does not play a significant role in repurchase intention. The temperature dimension, on the other hand, did have a significant effect, suggesting that the temperature of the environment can influence repurchase intention. The lighting and colour dimensions did not have a significant effect, indicating that these factors do not impact repurchase intention. Lastly, the layout dimension had a significant effect, suggesting that the arrangement and organization of the environment can influence repurchase intention. Overall, these findings highlight the importance of specific dimensions in influencing consumer behaviour.

4.6 F-test (simultaneous)
The F test is a statistical test used to determine if multiple independent variables have a combined impact on a dependent variable. Specifically, it examines the influence of Store Atmosphere dimensions on Repurchase Intention. The F test compares the significance value with a predetermined threshold of 0.05. If the significance value is lower than 0.05, it indicates that the independent variables have a simultaneous and significant effect on the dependent variable. Alternatively, the F count can be compared with the F table value of 2.111. If the F count exceeds the F table value, it also suggests that the independent variables have a significant impact on the dependent variable. The F test is useful for evaluating the combined effect of multiple independent variables on a single dependent variable.

Table 6. F-test results

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1793,799	7	256,257	49,003	<,001ᵇ
Residual	481,111	92	5,229		
Total	2274,910	99			
a. Dependent Variable: Repurchase Intention					
b. Predictors: (Constant), Cleanliness, Music, Scent, Temperature, Lightning, Color, Layout					

Source: Results of SPSS Analysis (2024)

Based on table 6, the significance value in the table above is 0.001 or smaller than 0.05 and the calculated F value is 49.003, greater than the F table of 2.111. In other words, the dimensions of the Store Atmosphere variable simultaneously have a significant effect on Repurchase Intention.

4.7 Discussion of research findings
4.7.1 Cleanliness partially significant effect on repurchase intention
Based on the results of the partial hypothesis test analysis, it was found that cleanliness partially has a significant effect on repurchase intention. This indicates that cleanliness plays an important role in increasing repurchase intentions. This finding is consistent with previous studies by (Hans et al., 2023) and (Munawroh & Simon, 2023). Kafe Pojok Kopi specifically emphasises aspects of cleanliness in every element of its service, creating a comfortable environment for consumers. In fact, the cleanliness of the outside area of the cafe is also well maintained, which ultimately encourages consumers to make

repeat visits. This study provides empirical evidence that cleanliness at Kafe Pojok Kopi contributes to increased consumer repurchase intention.

4.7.2 Music partially significantly affects repurchase intention

The t test results revealed that music has a partially significant impact on repurchase intention at Kafe Pojok Kopi. This finding supports previous research conducted by Hussain & Ali in 2015 and Wahongan in 2019, but contradicts the results presented by M. C. Saputra et al. in 2018. Most of the respondents expressed that they felt comfortable with the music provided at the café, with some even suggesting live music events. However, there were complaints about the volume of the music being too loud, which caused difficulties when studying or conversing with friends. Some respondents also recommended selecting music genres that better suit the café's atmosphere. Therefore, it is recommended that Kafe Pojok Kopi in Indralaya address these concerns by paying more attention to the volume and genre of music played. Music that is perceived as distracting has the potential to diminish customers' interest in returning to the café. By adjusting music preferences to enhance comfort, Kafe Pojok Kopi can positively impact repurchase intention.

4.7.3 Aroma has no significant partial effect on repurchase intention

Based on the results of the t test that has been obtained, it is concluded that Aroma has no significant effect partially on Repurchase Intention. This indicates that aroma is not very important in influencing repurchase intention at Kafe Pojok Kopi. The results of this t test are not in line with the results of research conducted by (Hans et al., 2023), (Wahongan, 2019) but in line with research conducted by (M. C. Saputra et al., 2018). In this study it was found that aroma has a negative influence, meaning that the aroma in the Pojok Kopi cafe does not make respondents have an interest in coming back. The choice of aroma in the café currently has no effect on decision making to come to the cafe. Cafe Pojok Kopi can consider replacing other scents.

4.7.4 Temperature has a partially significant effect on repurchase intention

The results found through the t test are that temperature has a partially significant effect on Repurchase Intention. This indicates that temperature is important in increasing repurchase intention at Kafe Pojok Kopi. This is in line with the results of research conducted by (M. C. Saputra et al., 2018) but inversely proportional to the results of research conducted by (Hans et al., 2023) and (Wahongan, 2019). Respondents agreed that the temperature was able to make it comfortable to be in the cafe so that the desire to repurchase arose. But the addition of temperature control devices such as fans still needs to be done to increase the repurchase interest of consumers who come to Kafe Pojok Kopi.

4.7.5 Lighting has no partially significant effect on repurchase intention

According to the results of the t test, it was found that Lighting has no significant effect partially on Repurchase Intention. This indicates that the lighting at Kafe Pojok Kopi has not been able to strongly influence repurchase intention. This is not in line with research conducted by (Hans et al., 2023) but in line with research conducted by (M. C. Saputra et al., 2018) and (Wahongan, 2019). This is because there are still respondents who feel that there are not many lights at Kafe Pojok Kopi, even though according to the descriptive analysis the purpose of respondents coming to Kafe Pojok Kopi is 58% to do assignments.

4.7.6 Colour has no significant partial effect on repurchase intention

Based on the results of the t test that has been carried out previously, it is concluded that Colour has no significant effect partially on Repurchase Intention. This means that Colour is less able to strongly increase consumer repurchase interest. This is in line with the results of research conducted by (M. C. Saputra et al., 2018) and (Wahongan, 2019) and (Hans et al., 2023) where the results of the study both say that the contribution of the colour dimension to Repurchase Intention is small compared to the contribution of other dimensions. The brown colour actually gives customers a feeling of comfort, however, the brown colour that dominates too much makes the lighting less in the room.

4.7.7 *Layout partially significant effect on repurchase intention*

According to the results of the t test, it is known that Layout has a partially significant effect on Repurchase Intention and this indicates that Layout is important in increasing repurchase interest. This is in line with the results of research conducted by (Yang et al., 2022); (Saputra et al., 2020). However, it is not in line with the results of research conducted by (Wahongan, 2019). Layout is important to make the cafe look aesthetic, especially some respondents agreed to be provided with a photo booth or special spot for taking pictures. This of course makes consumers feel satisfied and increases the desire to come back to Kafe Pojok Kopi, Indralaya.

4.7.8 *Store atmosphere simultaneously significantly affects repurchase intention.*

According to the results of the F test, it is known that Store Atmosphere simultaneously has a significant effect on Repurchase Intention. This indicates that Store Atmosphere has an important impact on consumer repurchase intention at Kafe Pojok Kopi, Indralaya. The results of this study are in accordance with research conducted by (Hans et al., 2023), (Soebandhi et al., 2020; Prihantoro et al., 2024) and (Yasin & Asnur, 2021) but contrary to the results of research conducted by (Satoto, 2024) and (Isral Ul et al., 2020). Store Atmosphere can affect mood, so a good Store Atmopshere will make consumers feel that the cafe is unique and different from other cafes so that repurchase interest arises (Soebandhi et al., 2020).

5. Conclusions

The research conducted on Kafe Pojok Kopi in Indralaya has found that several factors in the café's atmosphere have a significant impact on customers' intention to repurchase. The study revealed that cleanliness and music have a significant influence on repurchase intentions. However, the aroma dimension was not found to have a significant effect. On the other hand, the temperature dimension was shown to have a significant influence and the lighting and colour dimensions did not show any significant impact on repurchase intentions. Additionally, the layout dimension was found to have a significant influence on customers' intention to repurchase. In conclusion, the overall café atmosphere, including cleanliness, music, temperature, and layout, plays a crucial role in determining customers' intention to repurchase.

Although the results of the study state that Store Atmosphere has an influence on repurchase intention, the research has limitations because this study only focuses on the atmosphere of the store and cannot explain the reasons for the small research results which state that respondents prefer cafes other than Pojok Kopi cafe, Indralaya. Other variables are needed to explain this phenomenon. For example, price, location, customer motivation the service provided by the café, or even various and how the food is served.

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