

The Influencing Factors on Coffee Shop Customers' Revisit Intention

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Abstract— This study aims to investigate the effect of the service marketing mix (7Ps) on satisfaction, the impact of trust on commitment, the impact of satisfaction and loyalty on revisit intention in the context of coffee shop retailer in Jakarta. There are 11 hypotheses developed in this study. There were 332 questionnaires distributed. This study uses PLS-SEM as a statistical tool. This study finds that price, place, promotion, people, and process have a positive effect on satisfaction. Then satisfaction has a positive impact on trust and revisits intention. Besides, trust has a positive impact on commitment. Product and physical evidence do not affect satisfaction, and commitment does not change to revisit intention.

Keywords—Service marketing mix, satisfaction, trust, commitment, loyalty and revisit intention.

I. INTRODUCTION

Today the coffee shop industry is overgrowing. It can see from the number of coffee shops popping up in shopping centers, malls, or along the main road. Along Margonda Raya Street, Depok, which is 4.8km long more than 13 coffee shops is growing in less than two years [1]. Indonesia is the fifth-largest coffee consumer in the world coffee. The consumption levels from 2014 to 2017 always increase from 151,828 thousand 60-kg bags to 159,917 thousand 60-kg bags [2]. Since 2016, national consumption growth has increased from 0.8 kg per capita to 1.3 kilograms per capita. The growth of coffee shop reaches 16% every year, which causes the level of competition to be very tight, so it takes a strategy to retain consumers and get new customers. Some plans, such as providing convenient facilities, new menus, free Wi-Fi, and skilled and creative human resources to serve consumers [3]. Beside it, the coffee shop retailer must also maintain and create their customer revisit intention. Customer repurchase or revisit intention is of paramount importance to business practitioners. It because of an indication of business continuity, future revenue generation prospects, and increase business profitability [4]. The coffee shop manager must know the extent of product, price, place, promotion, people, process, and physical evidence strategy. They also must know the service marketing mix has done appropriately. The extent of this service marketing mix

affects customer satisfaction and the degree of customer satisfaction, and their commitment change revisits intention.

In line with the description above, the purposes in this study were to investigate with a group of patrons the relationships among the service marketing mix (7Ps) variables and satisfaction, trust, commitment, and revisit intentions in the context of coffee shop retailer in Jakarta. The object of this research is the coffee shop retailer with the consideration, that although the coffee shop business is on the rise, however throughout the literature search, there is very little research using coffee shops as a research object [5]–[7]. This study adapted from Lee, Yim, Jones, & Kim (2016) which using different context industry. The outcome of this study contributes to the existing literature in that the service marketing mix model becomes even more refined regarding dimensions used. Previous studies were focusing on service marketing mix in the South Korean performing art industry. The current research was focusing on service marketing mix in coffee shop retailer.

A. Satisfaction

Satisfaction refers to the consumer's overall evaluation of the services experienced [9]. Satisfaction is the feeling that occurs in a customer upon completing a purchase, in the phase following the acquisition of function [10]. When a customer is evaluating the service performance of a firm, they compare their expectation before consumption with the actual service provided [11].

B. Service Marketing Mix

The traditional marketing mix consists of product, price, place, and promotion [12]. Marketers usually focus on product, price, place, and promotion, when market the manufactured goods. Furthermore, the traditional marketing mix does not cover managing the customer interface. Therefore the marketer needs to extend the marketing mix by adding three Ps associated with service delivery, such as process, the physical environment, and people [13, p. 20]. Coffee shop retailers are part of service marketing. So, this study uses seven dimensions of the service marketing mix in this study.

Product means "combination of the goods and services that the company offers to the target market" [12, p. 78]. This study use product offerings include food and drink items purchased at coffee shop X. Price is the amount of money that customers must pay to obtain the product [12, p. 78]. Price of services needs to set with the reference of costs, competition and value, and revenue management consideration [13, p. 26]. A location is a place where a business or business activities are undertaken [14]. It is an essential factor in the development of a business. Place includes "company activities that make the product available to target consumers" [12, p. 78]. Place refers to the delivery of the product elements to customers [13]. The promotion applies to "activities that communicate the merits of the product and persuade target customers to buy it" [12, p. 78]. Promotion explains how firms or organization should inform their customers about their services [13, p. 26]. People play a significant role in service marketing. Despite the advance in technology, many services will always need direct interaction between customers and service employees. Having loyal, skilled, and motivated employees who can work well independently or together in teams represents a critical competitive advantage for service firms [13, p. 24]. Personnel interaction has a positive influence on satisfaction. The process is to create and deliver product elements [15]. Customers are involved in the process as co-producers, and a well-designed process should account for that [13, p. 26]. The physical evidence or physical environment includes "the appearance of buildings, vehicles, interior furnishing, landscaping, interior furnishing, equipment, sign, printed material, staff member's uniforms, and other visible cues provide tangible evidence's of a firm's service quality." Service firms need to manage their physical evidence since they can have a profound impact on customers satisfaction and service productivity [13, p. 24].

Previous research found that 7Ps have a positive effect on satisfaction simultaneously [8], [16], [17]. Product price, place, and promotion have a positive impact on customer satisfaction in mobile phone service provider industry in Samarinda, but people, process, and physical evidence have no significant effect on satisfaction [17]. But, product, price, promotion, people, and process have an impact on satisfaction, but the place does not affect satisfaction in mobile phone service provider in Surabaya. Perceived price found has a positive effect on satisfaction in the retail banking industry in India [18]. Meanwhile, in full services restaurant industry in Serbia, a price has no significant impact on satisfaction [19]. It found that product-related attributes have no positive influence on satisfaction, but personnel interaction has a positive influence on satisfaction in active-ware store in the US [15]. Based on the discussion above, so we developed hypotheses as below:

- H1a: Product has a positive effect on satisfaction*
- H1b: Price has a positive effect on satisfaction*
- H1c: Place has a positive effect on satisfaction*
- H1d: Promotion has a positive effect on satisfaction*
- H1e: People has a positive effect on satisfaction*
- H1f: Process has a positive effect on satisfaction*
- H1g: Physical Evidence has a positive effect on satisfaction*

C. Trust

Trust is an essential factor that influences the intention of the customer and develops and sustains long-term customer relationship [20]. Trust in retail marketing emphasizes individual attitudes that refer to customer confidence in the quality and reliability of the retail services it receives. The more trustworthy a relationship, the higher the value that consumers give in a link. Consequently, the consumer has a more positive behavior or commit to the company. Multiple studies have found that satisfaction has a positive effect on trust, such as [8], [21] in the smartphone industry in Iran. Customer satisfaction also has a positive influence on trust, perceived switching cost, commitment, loyalty, participation, and cooperation in a casual dining restaurant in South Korea [22]. Based on the discussion above, so we developed hypotheses as below:

- H2: Satisfaction has a positive effect on trust*

D. Commitment

Commitment shaped because of customer trust. Commitment is an attitude toward the act of maintaining a relationship with a partner or organization [23]. Commitment is a continuous demand to preserve a valuable relationship [24] and refers to an enduring desire to continue the relationship with a brand [25]. Mosavi & Ghaedi [21]found that trust has a positive influence on customer loyalty, repurchase intention, and customer commitment in Iran. It is also supported in the local franchise restaurants industry [27] and the hospitality industry in Taiwan [24]. Based on the discussion above, so we developed hypotheses as below:

- H3: Trust has a positive effect on commitment*

E. Revisit Intention

Revisit intentions defined as the stated likelihood of repurchasing a product/service that the consumer has once used/received [28]. Prior research found that satisfaction and commitment influence customer's revisit intention [8]. Customer satisfaction was a direct predictor of repurchase intentions for performing arts patrons [29]. Previous research found that customer satisfaction has significant effect on revisit intention in full-service restaurants in Serbia [19], on luxury hotel context [30], in retail setting in the US [15], in sports tourism industry [31], in the zoo industry [32] and the museum industry [33]. The enterprise–customer relationship commitment of the customers, will affect the occurrence of loyal customer behavior and have a significant favorable influence on the customer's willingness to repurchase [34]. When customers perceive commitment in their relationship with a service provider, they are likely willing to revisit the location or repurchase the services. It confirmed that the high responsibility of fans positively predicted revisit intention [35]. This finding also supported by prior studies in mobile phone brands [25]. But different result found in research on

zoo visitors in Beijing [32]. Based on the discussion above, so we developed hypotheses as below:

- H4: Satisfaction has a positive effect on Revisit intention
- H5: Commitment has a positive impact on Revisit intention

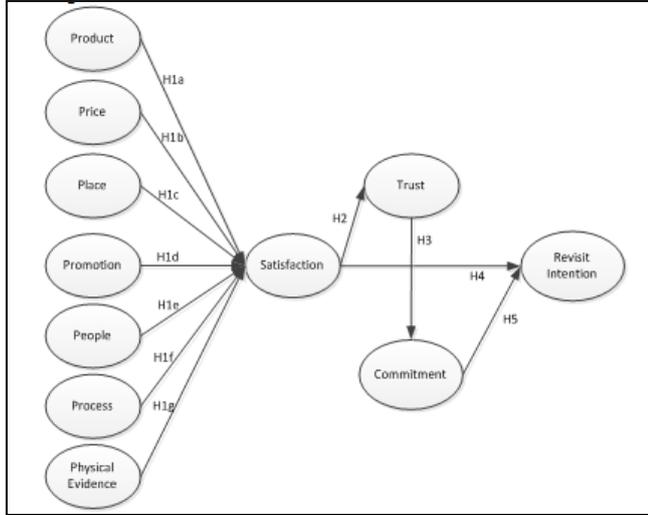


Figure 1. Research Model adapted [11]

II. METHOD

The target population in this study is the consumer of Coffee Shop X in Jakarta. The number of samples used is 330, which determined by all the indicators times 5. The sampling technique used is judgmental sampling with the criteria of people who ever shop at coffee shop X. There are five variables in this research, i.e., satisfaction, trust, commitment, revisit intention, and service marketing mix. Service Marketing Mix consists of 7 dimensions, namely product dimension, price, place, promotion, people, process, and physical evidence. The product consists of 7 items adapted from [36]. The price consists of 3 items adapted from [36]. The place consists of 3 items adapted from [37]. Promotion consists of 8 items adapted from [37]. People consists of 4 items adapted from [36]. The process consists of 3 items [36]. Physical evidence consists of 3 items adapted from [36]. Satisfaction consists of 6 items adapted from [38], Trust consists of 5 items adapted from [39], [40]. Commitment consists of 3 items adapted from [41], and revisit intention consists of 6 items adapted from [42]. All questions used 5 points in the Likert Scale, in which 1=Strongly Disagree up to 5=Strongly Agree. PLS-SEM model in SmartPLS program used the statistical analysis.

III. RESULT AND DISCUSSION

Profile of the respondents. From 318 questionnaires that have distributed, 300 questionnaires used in this study. Table 1 shows the respondents' profile.

Table 1. Respondent's Profile

Statements	Total	Percentage (%)
<u>Gender</u>		
Male	190	63.30
Female	110	36.70
<u>Age Scale</u>		
18-23	154	51.30
29-38	136	45.30
39-49	10	3.30
>50	0	0.00
<u>The frequency of visit in the latest 3 month</u>		
1X	172	57.3%
2X	50	16.7%
3X	43	14.3%
>3X	35	11.7%
<u>Purpose of visit to Coffee Shop X</u>		
Drinking coffee in only	111	37.0%
As a meeting point	96	32.0%
For snacking only	11	3.7%
Business meeting	30	10.00%
For relaxing only	52	17.3%
<u>How do you know Coffee Shop X</u>		
Friends	209	69.70
Social Media	72	24.00
Advertising	19	6.30

Table 1 shows that 190 respondents are male (63.3%), and 110 are female (36.7%). Regarding the age scale, 154 respondents are 18-28 years old (51.3%), 136 respondents are 29-38 years old (51.3%), ten respondents are 39-49 years old (3.3%). The frequency of visit to Coffee Shop X in the latest 3 months, 172 respondents stated that they visited 1 time (57.3%), 50 respondents indicated that they visited 2 times (16.7%), 43 respondents stated that they visited 3 times (14.3%), and 35 respondents indicated that they visited more than 3 times (11.7%). The purpose of

visiting Coffee Shop X, 111 respondents indicated that the purpose is drinking coffee only (37.0%), 96 respondents indicated that the purpose is as a meeting point (32%), 11 respondents indicated that the purpose is for snacking only (3.7%), 30 respondents indicated that the purpose is for business meeting (10%), and 52 respondents indicated that the purpose is just for relaxing (17.3%). Regarding how do they know about Coffee Shop X, 209 respondents stated that identify it from friends (69.7%), 72 respondents said

that know it from social media (24%), and 19 respondents stated that know it from advertising (6.3%).

Validity and Reliability Measurement Testing. To determine whether the indicator and the variables used are valid and reliable, then we conduct the external model evaluation. The external model evaluation has done by convergent validity and discriminant validity testing. In convergent validity testing, all outer loading value for each construct should be above 0.6, and Average Variance Extracted value must be greater than 0.5. Beside convergent validity, we also conducted reliability testing to test the

reliability of the construct. Reliability test was done by looking at the Composite Reliability value above 0.7 is considered reliable.

At the time of testing the convergent validity, there were 7 indicators that are not valid because it has an outer loading value below 0.6, are PD1 (0.697), PM 2 (0.488), PM4 (0.580), PM5 (0.351), PC 2 (0.055), and CO3 0.597), then the indicators must be removed. Then we repeated the convergent validity testing, and the results can see in table 2.

Table 2. Validity and Reliability Measurement

Contruks & items	Outer Loading	Remarks
Product (CR=0.934, AVE=0.702)		
PD2	0.828	Valid
PD3	0.802	Valid
PD4	0.867	Valid
PD5	0.863	Valid
PD6	0.842	Valid
PD7	0.794	Valid
Price (CR=0.797, AVE=0.570)		
PC1	0.724	Valid
PC2	0.836	Valid
PC3	0.672	Valid
Place (CR=0.757, AVE=0.512)		
PL1	0.763	Valid
PL2	0.601	Valid
PL3	0.769	Valid
Promotion (CR=0.826, AVE=0.547)		
PM1	0.603	Valid
PM3	0.630	Valid
PM6	0.764	Valid
PM7	0.796	Valid
PM8	0.629	Valid
People (CR=0.808, AVE=0.512)		
PP1	0.603	Valid
PP2	0.736	Valid
PP3	0.725	Valid
PP4	0.775	Valid
Process (CR=0.846, AVE=0.579)		
PC1	0.723	Valid
PC3	0.806	Valid
PC4	0.768	Valid
PC5	0.746	Valid
Physical Evidence (CR=0.851, AVE=0.658)		
PE1	0.708	Valid
PE2	0.849	Valid
PE3	0.867	Valid
Satisfaction (CR=0.922, AVE=0.665)		
SAT1	0.833	Valid
SAT2	0.838	Valid
SAT3	0.893	Valid
SAT4	0.851	Valid
SAT5	0.823	Valid
SAT6	0.832	Valid
Trust (CR=0.858, AVE=0.548)		
TR1	0.720	Valid
TR2	0.747	Valid
TR3	0.664	Valid
TR4	0.774	Valid
TR5	0.787	Valid
Commitment (CR=0.887, AVE=0.797)		
CO1	0.905	Valid
CO2	0.872	Valid
Revisit Intention (CR=0.884, AVE=0.561)		
RI1	0.608	Valid
RI2	0.757	Valid
RI3	0.777	Valid
RI4	0.793	Valid
RI5	0.766	Valid
RI6	0.776	Valid

Table 2 shows that the outer loading values are ranging from 0.601 to 0.905, which means that all the items are valid. Average Variance Extracted (AVE) for each construct is more significant than 0.5. So, the convergent validity test has met. The Composite Reliability value for each constructs ranging from 0.757 to 0.934, which means that all the construct are reliable.

Discriminant validity Testing. The discriminant validity test conducted by comparing the correlation value between the constructs that have to be less than the root square of the AVE for each construct [43]. Table 3 shows that all the requirements for the discriminant validity test have met.

Table 3. Discriminant Validity

	CO	PP	PE	PL	PR	PC	PD	PM	RI	S	T
CO	0.893										
PP	-0.030	0.718									
PE	-0.188	0.605	0.811								
PL	-0.007	0.480	0.454	0.715							
PR	0.019	0.541	0.536	0.521	0.755						
PC	-0.106	0.557	0.625	0.450	0.465	0.761					
PD	-0.052	0.461	0.490	0.660	0.699	0.430	0.838				
PM	0.002	0.670	0.615	0.452	0.603	0.547	0.417	0.740			
RI	0.020	0.643	0.565	0.417	0.484	0.725	0.387	0.669	0.749		
S	-0.052	0.766	0.618	0.446	0.712	0.603	0.509	0.752	0.626	0.816	
T	0.465	0.164	0.049	0.150	0.189	0.121	0.071	0.112	0.177	0.221	0.740

Hypotheses Testing Result. Table 4 shows the hypothesis testing of using a one-tailed test with $\alpha=0.05$. The results describe three hypotheses are not significant because the t-statistic is less than 1.65 (H1a: Product has a positive effect on satisfaction, H1g: Physical evidence has a positive impact on satisfaction, and H5: commitment has a positive impact on revisit intention). The results show that the other hypothesis is significant because the t-statistic is more than 1.65.

Table 4. Hypotheses Testing Result

Hip	Path	T-statistic	Result
H1a	Product → Satisfaction	0.081	Not supported
H1b	Price → Satisfaction	6.134	Supported
H1c	Place → Satisfaction	2.090	Supported
H1d	Promotion → Satisfaction	5.083	Supported
H1e	People → Satisfaction	8.458	Supported
H1f	Process → Satisfaction	3.449	Supported
H1g	Physical Evidence → Satisfaction	0.257	Not supported
H2	Satisfaction → Trust	3.450	Supported
H3	Trust → Commitment	8.963	Supported
H4	Satisfaction → Revisit Intention	16.697	Supported
H5	Commitment → Revisit Intention	1.222	Not supported

The result of this study extends our understanding of how service marketing mix (product, price, place, promotion, people, process, and physical evidence) influence customer satisfaction, satisfaction influence trust and revisit intention, trust influence commitment and commitment influence revisit intention in coffee shop retailer context. This study found that from the seven dimensions of the service marketing mix; price, place, promotion, people, and process were the most influential determinant affecting satisfaction. These results are

consistent with the previous study [8], [16], [17]. Two dimensions from service marketing mix, namely product and physical evidence, do not affect satisfaction. The product does not show significant impact on satisfaction. The reason for this inconsistency may be because most of the coffee shops provide the same type, variety, and the taste of drinks and foods. Then customers feel there is no difference between drinking coffee and eating at A's coffee shop and a B's coffee shop. The type or origin of coffee also served the same; no there is a breakthrough regarding taste and varieties of coffee sold. So because of this ordinary product and same products sold between coffee shops no longer influence customer satisfaction. Price has a strong significant influence on satisfaction [18], [19]. Our study confirmed this notion. This result supports previous research in service industries [44]. The price of a cup of coffee is an essential factor that individual shape choice [45] determine customer satisfaction, and it also can signaling product quality [18]. The result shows that Place has a strong significant influence on satisfaction. This finding is consistent with previous studies in a retail store in the US [15]. It also supports the statement that the three most important things in retail are location, location, and location [46]. It means that location plays a significant role in determining customer satisfaction. Physical evidence also does not show a significant impact on satisfaction. It supports the previous study about the coffee shop in retailing perspective found that ambiance and atmosphere do not affect customer's impression. It caused by the general store ambiance and atmosphere in most of coffee shop retailer in Jakarta. Because of this common physical evidence, the customer feels it just an ordinary thing, which there is no more physical difference between drinking coffee in-store A or store B. So this physical evidence has no significant effect on satisfaction [47].

Satisfaction has a positive effect on trust. It indicates that the higher the level of customer satisfaction, the higher the level of trust. The lower the level of the satisfaction is, the lower the level of trust to the coffee shop industry is. Theoretically, the findings of this research support the results of the previous study [8], [22], [26]. We also found that trust was positively effecting to commitment, which is consistent with the findings of prior scholars [21], [24], [27]. The data analysis results also revealed that Satisfaction was positively related to revisiting intention, which matches the finding of previous researchers [19], [30]–[32]. Further, commitment has not to effect on revisit intention, which is also in line with the finding of previous scholars [32]. The reason for this result can be due to the vast selection of existing coffee shops in Jakarta, so customers tend to look for variety when drinking coffee. Besides that, the absence of the unique value coffee shop X offered to customers also can affect customer commitment to coffee shop X. From the results of the respondent's profile shows that more than 50% of respondents stated that over the past three months, they only visited coffee shop X one time. It indicates a relatively low level of revisit intention from X coffee shop customers.

IV. CONCLUSION

In this study, we have added to the literature on consumer behavior in the context of coffee shop retailer by illustrating the formation of revisit intention through the use of 7Ps and other variables of satisfaction, trust, and commitment. Our findings extend existing knowledge about the consumer behavior of coffee shop patrons and provide a better understanding of the formation of post-consumption behaviors by uncovering the structural relationship among 7Ps mix, and satisfaction, trust, commitment, and revisit intentions.

Price, place, promotion, people, and process are essential factors that impact customer satisfaction. Coffee shop retailers need to review their pricing strategies such as store location determinations, effective promotion strategies, the process of recruitment, training, and motivating of store employees. Also, appropriate process implementation strategies to maintained and improved customer satisfaction. Satisfaction is an essential factor that impacts customer trust and revisits intention. For that, the coffee shop retailers need to create customer satisfaction to increase customer trust and revisit intention. Customer satisfaction can do through the service marketing mix strategy described earlier. Trust is an essential factor that impacts commitment. Coffee shop retailer needs to increase customer trust through a variety of ways, such as keeping their promises in advertising, providing quality products at a price paid by customers, having ethical integrity, responsive with complaints and feedback from customers, solving customer problems in full attention and others.

This study provides several significant contributions to theory and management, but it also has several limitations. This study focused on Coffeeshop X in Jakarta, so it is limit the ability to generalize the result in other regions or countries.

Future research is encouraged to test the conceptual model developed in this study across the different coffee shop in the other areas or countries, the same coffee shop in other regions or the other sub-sector in service marketing. Second, a recent study consists of 5 variables. Future research can add more variables, such as brand image, involvement, and customer loyalty.

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