
THE INFLUENCE OF STORE ATMOSPHERE AND SERVICE QUALITY ON REPURCHASE DECISIONS AT FORE COFFEE IN SURABAYA

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Abstract

The coffee industry in Surabaya is facing fierce competition as people's enthusiasm for the habit of enjoying coffee increases. This study aims to investigate the influence of Store Atmosphere and Service Quality on consumer choices to make repeat purchases at Fore Coffee located in Surabaya. The independent variables consist of Store Atmosphere (X1) and Service Quality (X2), while the dependent variable is the repurchase decision (Y). This study used a quantitative approach, collecting data through questionnaires. Analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). A total of 130 respondents who had purchased Fore Coffee products at least once in Surabaya participated in the study. The study revealed that store atmosphere and service quality had a positive and significant influence on repeat purchase decisions. This finding suggests that improving the store environment and service experience increases the likelihood of repeat purchases.

Keywords: Store Atmosphere, Service Quality, Repurchase Decision, Fore Coffee

INTRODUCTION

The Indonesian coffee industry continues to experience rapid growth in line with the rise of coffee consumption, particularly among the younger generation. Data from the Central Statistics Agency (2023) reveals that in 2022, Indonesia produced 794.8 thousand tons of coffee. This increase aligns with lifestyle changes that have made coffee more than just a beverage, but also a tool for socializing, engaging in activities, or relaxing in coffee shops (Safitri et al., 2019). Surabaya, as one of the major cities, has also experienced a surge in the coffee shop business. Various coffee brands, including local brands like Fore Coffee, are competing to offer modern concepts, digital technology, and comfortable store environments to attract consumers (Wardani et al., 2023).

Fore Coffee itself, founded in 2018, has opened more than 144 branches in various cities across Indonesia, including Surabaya (Raziq, 2023). Fore Coffee is known for its digitalized service concept and use of high-quality local coffee (Fore Coffee, 2025). However, despite its popularity, Fore Coffee faces various challenges. Consumer reviews via Google Customer Reviews indicate complaints about slow service, perceived unfriendly staff, and sometimes uncomfortable store facilities (Zuriel et al., 2022). These conditions can impact the customer experience and their decision to repurchase (Rengganawati et al., 2023).

Store atmosphere encompasses various factors such as interior design, lighting, room layout, aroma, and environmental comfort, all of which can create a positive impression for customers (Ilham et al., 2024). According to Fahrizan (2023), a well-organized store environment will leave a positive impression on customers, making them feel comfortable staying longer, which in turn can encourage repeat purchases. Meanwhile, service quality relates to speed, friendliness, accuracy, and the ability to provide service that meets customer expectations (Anim et al., 2020). According to (Nugrahaeni et al., 2021), service quality depends on how a company meets consumer needs, desires, and expectations. Previous research has shown that these two factors influence consumer satisfaction and repurchase decisions (Wulandari & Purwanto, 2024). Although numerous studies have discussed store atmosphere and service quality, most of these variables have been examined separately or have been conducted on coffee brands other than Fore Coffee. Furthermore, there has been little research specifically focused on the Surabaya context, which has its own consumer characteristics. This opens up an opportunity to examine how these two factors simultaneously influence repurchase decisions of Fore Coffee consumers in Surabaya. Based on the explanations outlined, this study aims to identify the influence of store atmosphere and service quality on consumer repurchase decisions at Fore Coffee Surabaya. Therefore, the researcher chose the title "The Influence of Store Atmosphere and Service Quality on Repurchase Decisions at Fore Coffee in Surabaya."

REVIEW OF LITERATURE

Marketing Management

According to Huda (2022), marketing management is a series of activities in business that control the flow of goods and services from producers to consumers. This includes many elements such as purchasing, selling, transportation, storage, standard setting, pricing, financing, and risk management. According to (Pratama et al., 2023) marketing management is the flow of activities carried out by an industry to design, implement, and monitor

marketing strategies to achieve industrial goals successfully and practically. According to Kotler (2016) marketing management is a combination of creativity and knowledge in determining the market segments to be targeted, attracting attention, retaining, and expanding the number of customers by creating, delivering, and explaining better value for them.

Store Atmosphere

(Berman et al., 2018) define store atmosphere as the physical characteristics of a store designed to create a specific impression or image that attracts shoppers. In their view, store atmosphere encompasses various physical elements that can shape consumers' shopping experiences, which in turn influence attitudes and purchasing behavior. According to Wardani et al. (2023), store atmosphere plays a crucial role in shaping positive consumer impressions. Well-planned interior and exterior design can influence consumers' feelings and moods, ultimately influencing their purchasing decisions. According to (Ilham et al., 2024), store atmosphere consists of four main components: the general exterior, the interior, the room layout, and the interior appearance. According to Fahrizan (2023), a well-managed store atmosphere will create a positive impression on consumers, encouraging them to spend more time in the store, ultimately stimulating repeat purchase decisions. According to Kotler, in a study by Kaunang et al. (2021), there are four indicators of store atmosphere: store exterior, general interior, store layout, and interior display.

Service Quality

Tjiptono, in Ramadhan et al. (2023), states that service quality can be defined as the extent to which the service provided meets or even exceeds customer expectations. According to Khoirunnisa et al. (2024), service quality is a crucial factor in a company because it can impact customer satisfaction. If the quality of service received by consumers is good, customer satisfaction will increase. According to Kotler, in Hidayat & Pudjoprastyono (2023), service quality is defined as how customers assess their experience compared to their expectations. According to Wijaya (2011) in Budiarno et al. (2022), reliability, responsiveness, assurance, empathy, and tangibles are five indicators of service quality.

Repeat Purchase Decision

According to Peter and Olson (2002) in Manupassa et al., 2025, a repeat purchase decision refers to the act of purchasing a product or service two or more times. This process includes identifying needs, gathering information, evaluating alternatives, making a purchase, and evaluating after the purchase. The decision to repeat a purchase is influenced by several factors, including needs, preferences, brand perceptions, social impact, and environmental conditions. Wulandari & Purwanto (2024) define a repeat purchase decision as a decision made by customers after their first experience with a particular product or service to repurchase the same product or service. This decision occurs when consumers perceive the product or service they received to meet their expectations, leading them to make another purchase under similar circumstances. According to Kotler, in a study conducted by Sofya & Purwanto (2021), there are four indicators of a repeat purchase decision: product stability, purchasing habits, recommendations to others, and repeat purchases.

RESEARCH METHOD

This research used a quantitative method to investigate how Store Atmosphere and Service Quality influence consumer decisions to repurchase Fore Coffee in Surabaya. Google Forms was used to distribute online questionnaires to collect data from respondents who met the research criteria using a Likert Scale. The sample collection method was carried out through Purposive Sampling, involving 130 individuals as participants. Data analysis was carried out using a Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS).

RESULTS AND DISCUSSION

Table 1.
Respondent Characteristics

Karakteristik	Kategori	Jumlah	Persentase
Jenis Kelamin	Perempuan	91	70%
	Laki-Laki	39	30%
	Total	130	100%
Usia	< 21 Tahun	19	14,6%
	21 – 30 Tahun	97	74,6%
	31 – 40 Tahun	11	8,5%
	> 40 Tahun	3	2,3%
	Total	130	100%
Pekerjaan	Pelajar / Mahasiswa	101	77,7%
	Karyawan / Wiraswasta	24	18,5%
	Ibu Rumah Tangga	5	3,8%
	Total	130	100%

Source: Primary Data (Processed Data), 2025

Based on data regarding the characteristics of the respondents, it was found that of the 130 respondents, 91 people or 70% were female, while 39 people or 30% were male, so that the overall gender composition of the respondents reached 100%. Reviewed by age group, 19 people, or 14.6% of the respondents, were under 21 years old. Meanwhile, the majority of respondents, namely 97 people, or 74.6%, were between 21 and 30 years old. Furthermore, there were 11 respondents aged between 31-40 years, namely the percentage of 8.5%, while there were only 3 respondents or 2.3% who were over 40 years old. Then, based on occupational data, the majority of respondents, namely 101 people or 77.7%, worked as students. As many as 24 people or 18.5% work as employees or self-employed, and the remaining 5 people or 3.8% work as housewives.

Description of Data Analysis Results
Outer Loading

Table 2.
Outer Loading

	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
X1.1	0,730	0,855	0,597
X1.2	0,831		
X1.3	0,777		
X1.4	0,748		
Y1	0,753	0,857	0,599
Y2	0,744		
Y3	0,770		
Y4	0,827		
X2.1	0,733	0,860	0,552
X2.2	0,749		
X2.3	0,719		
X2.4	0,748		
X2.5	0,765		

Source: Primary Data (Processed Data), 2025

Outer Loading analysis indicates that all indicators related to the variables Store Atmosphere, Service Quality, and Repurchase Decision have a value greater than 0.5, indicating that construct validity has been successfully realized. Furthermore, the AVE values for all three variables exceed 0.5, indicating that construct validity is in the good category. Based on the results of the reliability test, the composite reliability value for Store Atmosphere reached 0.855, for Service Quality reached 0.860, and for Repurchase Decision reached 0.857, all of which are above 0.70. This indicates that all elements examined in this research are reliable, and the data is suitable for further analysis.

PLS Model Analysis

R-Square

The R-squared value in the inner model indicates how effectively the independent latent variables explain the dependent latent variable within the designed framework.

Table 3.
R-Square

	R-Square
Keputusan Pembelian Ulang	0,683

Source: Primary Data (Processed Data), 2025

With an R^2 of 0.683, this model can be concluded as being able to describe repurchase decisions influenced by independent variables such as store atmosphere and service quality by 0.683, or 68.3%. Meanwhile, the remaining 31.7% is influenced by other aspects not covered in this study.

Hypothesis Testing

Table 4.
Hypothesis Test Results

	Path Coefficients (O)	T statistics (O/STDEV)	P values

Store Atmosphere (X2) -> Repurchase Decision (Y)	0,399	6,754	0,000
Service Quality (X1) -> Repurchase Decision (Y)	0,524	8,464	0,000

Source: Primary Data (Processed Data), 2025

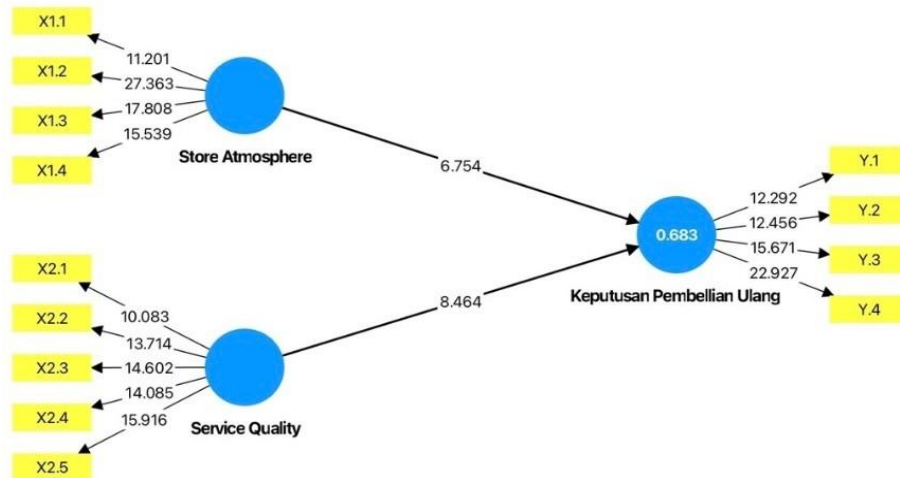


Figure 1.
Bootstrapping Results

Source: Primary Data (Processed Data), 2025

The path coefficient table concludes that this research hypothesis is represented as follows:

H1: Store Atmosphere (X1) has a positive effect on Repurchase Decisions, with a path coefficient of 0.399 and a t-statistic of $6.754 > 1.96$ ($p\text{-value} < 0.05$).

H2: Service Quality (X2) has a positive effect on Repurchase Decisions (Y), with a path coefficient of 0.524 and a t-statistic of $8.464 > 1.96$ ($p\text{-value} < 0.05$).

The Influence of Store Atmosphere on Repurchase Decisions

According to the data study, customers' decisions to repurchase are positively influenced by the store atmosphere. This finding indicates that a pleasant store environment will motivate customers to repurchase Fore Coffee products. The descriptive analysis of the store atmosphere variable showed the most significant percentage, as the factor loading value for the "general interior" indicator was the highest compared to other indicators. This indicates that customers pay close attention to the store atmosphere or conditions when making repurchase decisions. The general interior, including aroma, color, lighting, and temperature, is a key factor in creating comfort for visitors, making them feel at home and more likely to make repeat purchases in the future. This not only impacts rational thinking regarding repurchases but also creates a pleasurable emotional connection for users.

These results are in accordance with the studies conducted by Wulandari and Purwanto (2024) entitled "The Influence of Store Atmosphere, Price Perception, and

Lifestyle on Repurchase Decisions at Fore Coffee Shop in Surabaya", Syahdani (2022) entitled "The Influence of Store Atmosphere, Price and Location on Repurchase Decisions among Consumers of Floc.co Coffee Shop Medan", and Fahrizan (2023) entitled "The Influence of Store Atmosphere and Brand Image on Repurchase Decisions at Leton Coffee, Kampung Baru Village, Senapelan District, Pekanbaru City", which found that store atmosphere influences the decision to repurchase.

The Influence of Service Quality on Repurchase Decisions

Data analysis shows that customer repeat purchase decisions at Fore Coffee in Surabaya are positively influenced by service quality. The results of this study indicate that better service quality increases the likelihood of repeat purchases from Fore Coffee.

Based on factor loading analysis, the most dominant indicator is "empathy." This encompasses the staff's ability to listen to customers, provide personalized attention, and provide personalized service tailored to their individual needs, ensuring that customers feel understood and comfortable. This can motivate consumers to repurchase in the future.

These results align with previous studies by Yunila et al. (2022) entitled "The Effect of Promotion, Service Quality, and Price on Repeat Purchase Decisions at Mbakoy Coffee Unaaaha," Herison et al. (2021) entitled "The Effect of Service Quality and Sales Promotions on Repeat Purchase Decisions at Grab Food in Makassar City," and Anim et al. (2020) with the title "The Influence of Promotion and Service Quality on Repurchase Decisions (Case Study of Start Up Coffee Renon Denpasar)" which shows that service quality is an element that influences the decision to make a repeat purchase.

CONCLUSION

According to the results of a study conducted using PLS analysis to assess Store Atmosphere and Store Quality in repeat purchase decisions at Fore Coffee in Surabaya, it can be concluded that Store Atmosphere contributes to influencing repeat purchase decisions at Fore Coffee in Surabaya. Considering the Store Atmosphere variable, which influences repeat purchase decisions at Fore Coffee Surabaya, this indicates that improving Store Atmosphere will further encourage customers to make repeat purchases at Fore Coffee Surabaya. Service Quality plays a significant role in repeat purchase decisions at Fore Coffee Surabaya. From the analysis of Service Quality variables that significantly influence repeat purchase decisions at Fore Coffee in Surabaya, it can be concluded that improving the Service Quality received by consumers will further increase their incentive to make repeat purchases.

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