The Effect of Cafe Atmosphere and Food Quality on Revisit Intention with Customer Satisfaction as a Mediating Variable at Cafe in Medan City

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ABSTRACT

This study aims to determine whether the cafe atmosphere and food quality affect revisit intention with customer satisfaction as a mediating variable at cafes in Medan. The analytical technique used is path analysis as an analytical tool to determine the direction of the variables studied and justify how significant the influence of the independent variable with the dependent variable is either directly or indirectly through the mediating variable. The total population in this study amounted to 112 people, and 112 were used as samples using the saturated sampling method, namely the model, which also represented the total population. The results showed that cafe atmosphere had a significant effect on customer satisfaction, cafe atmosphere had a significant effect on revisit intention, food quality had a significant effect on revisit intention, customer satisfaction had a significant effect on revisit intention, cafe atmosphere and food quality had a significant effect on customer satisfaction, cafe atmosphere and food quality have a significant effect on revisit intention, cafe atmosphere has a significant effect on revisit intention through customer satisfaction, and food quality has a considerable effect on revisit intention through customer satisfaction.

INTRODUCTION

The city of Medan is the capital of North Sumatra; Medan is a city with a high population level. With this increased number of residents, of course, they have different lifestyles; residents in the town of Medan are always busy with work, so that they will spend more time outside the home than at home. This modern attitude requires business people to do business at fast-food restaurants and cafes, which are expected to meet the needs of this modern attitude because today's society they go to cafes or restaurants not only to enjoy the dish, but they also expect a good atmosphere so that they can gather and reminisce with their friends, they expect an atmosphere that can make them able to linger in the cafe. The phenomenon today is that people often hang out from the past until now and experience some changes as the times develop. In the past, hanging out was usually only done in small coffee shops, and the activities carried out were also simpler to hang out with friends. However, nowadays, hanging out exercises are primarily done in cafes because the cafe atmosphere is more comfortable and pleasing to the eye. The food quality is also very different from coffee shops. This phenomenon causes more and more cafes in the city of Medan so that cafe and restaurant owners are competing in designing cafes so that they get an atmosphere that can attract people to visit and attract customers to make return visits. The cafe atmosphere and food quality have an extensive impact on the response by customers who visit the cafe. Cafe atmosphere and food quality need to be a concern for quality by a restaurant because cafe atmosphere and food quality affect the customer's vision.

(Winarjo and Japarianto, 2017) cafe atmosphere can be interpreted as a cafe; it is essential to show the physical appearance of the cafe, and the cafe atmosphere is also useful for building a sense of customer interest in the cafe. (Winarto and Japarianto, 2017:1) that providing quality, delicious food and by customer expectations can positively influence the relationship between employees at the cafe and customers. (Syatfi & Aditi; 2017) Customer Satisfaction is a changing target; each consumer enters a buying and selling situation with a series of needs at different levels. (Santiz, 2018: 77) revisit intention is a customer who has made a previous purchase that turns out to be very fulfilled by the customer's expectations. A sense of customer satisfaction arises for the cafe; this sense of customer satisfaction is the basis for future revisit intention. This research was conducted in several cafes in Medan by the criteria of the cafe referred to author. This study is also to determine the relationship between variables in each internet cafe will be researched; the author will conduct this research on the owners of internet cafes in the city of Medan. Therefore, based on the above background, raised the title...
"The Effect of Cafe Atmosphere and Food Quality on Return Visit Intentions with Customer Satisfaction as a Mediation Variable at Cafes in Medan City"

**RESEARCH METHOD**

By the research study, the population of this study is a cafe in the city of Medan. (Sudaryono, 2017:166) explains that a population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by the author to be studied and then drawn conclusions. From the data obtained by the author, the total number of cafes is 112 cafes. The sampling technique that will be carried out in this study uses saturated sampling. According to (Sugiyono, 2018:85), saturated sampling is a sampling technique when all population members are used as samples, where the total respondents in this study are 112 cafes. The data collection technique used in this research is a survey with a questionnaire (Sugiyono, 2019:98). The questionnaire is a data collection technique carried out by giving respondents written questions to answer. In this study, the data analysis techniques used consisted of validity and reliability tests, path analysis, classical assumption tests and model feasibility tests.

**RESULTS AND DISCUSSIONS**

In analyzing the data, the writer also took steps such as 1) Tabulation of each respondent's answer from the answer sheet that respondents have filled in. 2) calculate all respondents' data scores. 3) perform analysis techniques using SPSS (Statistical Product and Service Solutions).

**Path Analysis**

Table IV.32

Path Analysis: The Effect of Cafe Atmosphere and Food Quality on Customer Satisfaction

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.314</td>
<td>3.445</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>Atmosphere Cafe (X1)</td>
<td>.314</td>
<td>.301</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>Food Quality (X2)</td>
<td>.347</td>
<td>.354</td>
<td>.000</td>
</tr>
<tr>
<td>a. Dependent Variable: Customer Satisfaction (Z)</td>
<td></td>
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</table>

Based on the equation, the path equation is obtained as follows:

\[ Z = 1.314 + 0.314X1 + 0.347X2 + \epsilon \]

Based on these equations, can be interpreted as follows:

1) It is known that the constant value is 1.314. This value can be interpreted if the Cafe Atmosphere, Food Quality, does not affect the dependent variable Customer Satisfaction, then the deal of the dependent variable Customer Satisfaction is 1.314.

2) It is known that the regression coefficient value of Atmosphere Cafe is 0.314. This value can be interpreted when the Atmosphere Cafe increases by 1 unit, the Revisit Intention increases by 0.314. It is known that the Sig Atmosphere Cafe value is 0.001 < 0.05, then the Cafe Atmosphere has a significant effect on Customer Satisfaction.

3) It is known that the regression coefficient value of Food Quality is 0.347. This value can be interpreted when Food Quality increases by 1 unit, then the Revisit Intention increases by 0.347. It is known that the Sig Food Quality value is 0.000 < 0.05, so Food Quality has a significant effect on Customer Satisfaction.

Table IV.33

Path Analysis: Effect of Cafe Atmosphere, Food Quality and Customer Satisfaction on Revisit Intention

<table>
<thead>
<tr>
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<th>Standardized Coefficients</th>
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<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.766</td>
<td>5.319</td>
<td>.000</td>
</tr>
<tr>
<td>Atmosphere Cafe (X1)</td>
<td>.167</td>
<td>.198</td>
<td>2.150</td>
<td>.034</td>
</tr>
<tr>
<td>Food Quality (X2)</td>
<td>.191</td>
<td>.239</td>
<td>2.553</td>
<td>.012</td>
</tr>
<tr>
<td>Customer Satisfaction (Z)</td>
<td>.188</td>
<td>.231</td>
<td>2.369</td>
<td>.020</td>
</tr>
<tr>
<td>a. Dependent Variable: Revisit Intention (Y)</td>
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<tr>
<td>a. Dependent Variable: Revisit Intention (Y)</td>
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</table>

Based on the above analysis, it can be concluded that cafe atmosphere and food quality have a significant effect on customer satisfaction, and customer satisfaction has a significant effect on revisit intentions.
Based on the path equation obtained as follows:

\[ Y = 1.766 + 0.167X_1 + 0.191X_2 + 0.188Z + e \]

Source: Processed Data, 2021

Based on these equations can be interpreted as follows:

1) It is known that the constant value is 1.766. This value can be interpreted if Cafe Atmosphere, Food Quality, Customer Satisfaction do not affect the dependent variable Revisit Intention, then the value of the dependent variable Revisit Intention is 1.766.

2) It is known that the regression coefficient value of Atmosphere Cafe is 0.167. This value can be interpreted when the Atmosphere Cafe increases by 1 unit, the Revisit Intention increases by 0.167. It is known that the Sig Atmosphere Cafe value is 0.034 < 0.05, then the Cafe Atmosphere has a significant effect on Revisit Intention.

3) It is known that the regression coefficient value of Food Quality is 0.191. This value can be interpreted when Food Quality increases by 1 unit, then the Revisit Intention increases by 0.191. It is known that the Sig Food Quality value is 0.012 < 0.05, so Food Quality has a significant effect on Revisit Intention.

4) It is known that the regression coefficient value of Customer Satisfaction is 0.188. This value can be interpreted when Customer Satisfaction increases by 1 unit, then Revisit Intention increases by 0.188. It is known that the deal of Sig Customer Satisfaction is 0.020 <0.05, so Customer Satisfaction has a significant effect on Revisit Intention.

**Mediation Test**

Based on the results of the mediation test:

1) It is known that Cafe Atmosphere has a significant effect on Customer Satisfaction, with a value of Sig = 0.001 <0.05. Customer Satisfaction has a substantial effect on Revisit Intention with a value of Sig = 0.020 <0.05. So that Customer Satisfaction is significant as a mediator of the relationship between Cafe Atmosphere and Revisit Intention, with an indirect effect of 0.314 x 0.188 = 0.059.

2) It is known that Food Quality has a significant effect on Customer Satisfaction, with a value of Sig = 0.000 <0.05. Customer Satisfaction has a considerable impact on Revisit Intention with a value of Sig = 0.020 <0.05. So that Customer Satisfaction is significant as a mediator of the relationship between Food Quality and Revisit Intention, with an indirect effect of 0.347 x 0.188 = 0.065.

**DISCUSSION**

1. Effect of Cafe Atmosphere on Customer Satisfaction at cafes in Medan

The result of the value of the Atmosphere Cafe on Customer Satisfaction is Sig = 0.001 < 0.05. The results of this study are in line with the results of research conducted by Safitri, Surachman & Mugiono (2020) and Wiwoho (2018). The research shows that there is a positive and significant influence between the Cafe Atmosphere on Customer Satisfaction. Cafe Atmosphere is the atmosphere in a cafe that produces a certain feeling in the customer caused by the use of interior design elements. From the research results, many cafe owners always pay attention to the interior design in their cafe for Customer Satisfaction. The researcher can conclude this research that Hypothesis 1 is accepted.
2. Effect of Food Quality on Customer Satisfaction at cafes in Medan

It is known that the value of Food Quality on Customer Satisfaction is $\text{Sig} = 0.000 < 0.05$. The results of this study are in line with the results of research conducted by Salsabilah, Titah & Sunarti (2018). The research shows that there is a positive and significant influence between Food Quality on Customer Satisfaction. Food Quality is the quality of food served with the hope that customers will share a positive impact on the bond between a cafe and customers. Therefore Food Quality must be maintained consistently with the taste of the food to increase Customer Satisfaction. The researcher can conclude this research that Hypothesis 2 is accepted.

3. The Effect of Cafe Atmosphere on Revisit Intention at cafes in Medan city

It is known that the value of the Cafe Atmosphere on the Revisit Intention is $\text{Sig} = 0.034 < 0.05$. The results of this study are in line with the results of research conducted by Yolanda & Rose (2020). The research shows that there is a positive and significant influence between the Cafe Atmosphere on the Revisit Intention. Attracting customers' attention to revisit intentions is to create a comfortable atmosphere and design a unique room in the cafe. The researcher can conclude this research that Hypothesis 3 is accepted.

4. Effect of Food Quality on Revisit Intention at cafes in Medan city

It is known that the value of Food Quality on Revisit Intention is $\text{Sig} = 0.012 < 0.05$. The results of this study are in line with the results of research conducted by Jayaweera & Sirisena (2020) and Wiwoho (2018). The research shows that there is a positive and significant influence between Food Quality on Revisit Intention. A Food Quality will significantly affect the expectations of customers who visit because, with the distinctive taste contained in the cafe, the customer will do a Revisit Intention. The researcher can conclude this research that Hypothesis 4 is accepted.

5. Influence of Customer Satisfaction on Revisit Intention at cafes in Medan city

It is known that the value of Customer Satisfaction on Revisit Intention is $\text{Sig} = 0.020 < 0.05$. The results of this study are in line with the results of research conducted by Intan & Dewi (2018). The research shows that there is a positive and significant influence between Customer Satisfaction on Revisit Intention. Customer Satisfaction is a response or assumption by the customer regarding the fulfillment of customer needs in the cafe; if the completion of customer needs is achieved, the customer will do a revisit intention in the future. The researcher can conclude that Hypothesis 5 is accepted.

6. Effect of Cafe Atmosphere and Food Quality on Customer Satisfaction at cafes in Medan

It is known that the value of Cafe Atmosphere and Food Quality on Customer Satisfaction is $\text{Sig} = 0.000 < 0.05$. The results of this study are in line with the results of research conducted by Safitri, Surachman & Mugiono (2020) and Salsabilah, Titah & Sunarti (2018). The research shows that there is a positive and significant influence between Cafe Atmosphere and Food Quality on Customer Satisfaction. Cafe Atmosphere and Food Quality have a very harmonious relationship for Customer Satisfaction. With a comfortable atmosphere and Food Quality that is in line with expectations, the feelings of Customer Satisfaction will continue to increase in the future. The researcher can conclude that Hypothesis 6 is accepted.

7. Effect of Cafe Atmosphere and Food Quality on Revisit Intention at cafes in Medan city

It is known that the value of Cafe Atmosphere and Food Quality on Revisit Intention is $\text{Sig} = 0.000 < 0.05$. The results of this study are in line with the results of research conducted by Safitri, Surachman & Mugiono (2020) and Wiwoho (2018). The research shows that there is a positive and significant influence between Cafe Atmosphere and Food Quality on Revisit Intention. Not only to increase Customer Satisfaction, Cafe Atmosphere and Food Quality will also create feelings in the customer to make a Revisit Intention at the cafe. The researcher can conclude this research that Hypothesis 7 is accepted.

8. Effect of Cafe Atmosphere on Revisit Intention through Customer Satisfaction at cafes in Medan city

It is known that the value of the direct effect of Atmosphere Cafe on Revisit Intention is 0.167, while the value of the indirect impact of Atmosphere Cafe on Revisit Intention through Customer Satisfaction is 0.059. The results of this study are in line with the results of research conducted by Safitri, Surachman & Mugiono (2020) and Santiriningrum, Abdul & Ira (2020). The research shows that there is a positive and significant influence between the Cafe Atmosphere on Revisit Intention through Customer Satisfaction. The Intention to revisit occurs due to the customer's very comfortable atmosphere, which creates a sense of customer satisfaction, and the customer will make a revisit intention in the future. The researcher can conclude this research that Hypothesis 8 is accepted.

9. Effect of Food Quality on Revisit Intention through Customer Satisfaction at cafes in Medan city
It is known that the value of the direct influence of Food Quality on Revisit Intention is 0.191, while the value of the indirect effect of Food Quality on Revisit Intention through Customer Satisfaction is 0.065. The results of this study are in line with the results of research conducted by Safitri, Surachman & Mugiono (2020) and Wiwoho (2018). The research shows a positive and significant influence between Food Quality on Revisit Intention through Customer Satisfaction. Not only Cafe Atmosphere can cause Revisit Intention, but Food Quality also because the quality and taste of the food significantly affect Customer Satisfaction which will later lead to Revisit Intention in the future. The researcher can conclude this research that Hypothesis 9 is accepted.

CONCLUSION

1. Cafe atmosphere has a positive and significant effect on Customer Satisfaction at cafes in the city of Medan
2. Food Quality has a positive and significant effect on Customer Satisfaction at cafes in the city of Medan
3. Atmosphere Cafe has a positive and significant effect on Revisit Intention at cafes in the city of Medan
4. Food Quality has a positive and significant effect on Revisit Intention at cafes in the city of Medan
5. Customer Satisfaction has a positive and significant effect on Revisit Intention at cafes in the city of Medan
6. Cafe Atmosphere and Food Quality have a positive and significant effect on Customer Satisfaction at cafes in the city of Medan
7. Cafe atmosphere and food quality have a positive and significant impact on revisit intentions at cafes in Medan
8. Atmosphere Cafe has a positive and significant effect on Revisit Intention through Customer Satisfaction at cafes in the city of Medan
9. Food Quality has a positive and significant effect on Revisit Intention through Customer Satisfaction at cafes in the city of Medan

REFERENCES


