



# The Role of Customer Satisfaction as an Intervening Variable between Servicescape and Repurchase Intention: A Study on Maxx Coffee Customers in Medan

Michael Novranda Surbakti<sup>\*1</sup>, Iventura Fitra Uli Tamba<sup>2</sup>, Trans Ningsih<sup>3</sup>, Agusman<sup>4</sup>

<sup>1,2,4</sup> S.T. Manajemen Bisnis Multi Sarana Manajemen Administrasi dan Rekayasa Teknologi, Medan, 20252, Indonesia

<sup>3</sup>Universitas Budi Darma, Medan, 20219, Indonesia

\*Corresponding Author: [michael.nov.surbakti@gmail.com](mailto:michael.nov.surbakti@gmail.com)

## ARTICLE INFO

### Article history:

Received: 9 October 2024

Revised: 20 December 2024

Accepted: 6 January 2025

Available online: 31 January 2025

E-ISSN: 2776-6276

P-ISSN: -

### How to cite:

Surbakti, M.N., Tamba, I.F.U., Ningsih, T., Agusman., "The Role of Customer Satisfaction as an Intervening Variable between Servicescape and Repurchase Intention: A Study on Maxx Coffee Customers in Medan," Journal of Management Analytical and Solution (JoMAS), Vol. 5, No. 1, Jan. 2025, doi: [doi.org/10.32734/jomas.v5i1.19848](https://doi.org/10.32734/jomas.v5i1.19848)

## ABSTRACT

Nowadays, cafes that serve coffee drinks are competing with one another extremely quickly. Understanding customer behavior is one strategy to win the competition. For instance, keeping an eye on customer satisfaction and the servicescape of their workplace. The aim of this research was to evaluate and ascertain how Servicescape and Customer Satisfaction directly affect Repurchase Intention, as well as how Customer Satisfaction functions as an intermediate variable. A sample of 150 respondents was used in the descriptive associative research design. Using the Smart PLS application, the data analysis technique is (Partial Least Square) PLS. The findings revealed that Servicescape and Customer Satisfaction have a positive and significant effect on Repurchase Intention; Servicescape has a positive and significant effect on Customer Satisfaction; and Servicescape has a positive and significant effect on Repurchase Intention via Customer Satisfaction at Customer Maxx Coffee in Medan. The R-squared value for the variable of repurchase intention is 0.786, whereas the variable of customer satisfaction is 0.684. The acquisition of these values explains that the percentage of large intention to repurchase can be explained by servicescape and customer satisfaction of 78.6%, while the acquisition of the value that explains the percentage of the large performance of customer satisfaction can be explained by servicescape of 68.4%.

**Keywords:** Servicescape, Customer satisfaction and Repurchase intention



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International.

<http://doi.org/10.32734/jomas.v5i1.19848>

## 1. INTRODUCTION

A cafe is a managed beverage and food business that offers full service to consumers. Cafes are now utilized to relieve boredom and exhaustion, rather than simply to relax. Nowadays, cafés are a consumer destination since they often offer a calm and cozy environment. [1]. The strengthening Indonesian economy and rising wages, particularly in major cities, have the potential to shift people's lifestyles toward luxury. Medan is a developing city, like many others in Indonesia, with the characteristics of a society that enjoys hanging out. With the growth of lifestyles, shopping malls are becoming increasingly popular as locations for shopping and hanging out [2]. Maxx Coffee has grown greatly since 2015 where they continue to develop their business by opening 80 outlets throughout Indonesia. In the city of Medan itself, there are 3 shop outlets, namely at Lippo Plaza, Medan Fair and Sun Plaza [3]. There is a servicescape that influences repurchase intention. When Servicescape considers the location of the business, perceived consumer value, and consumer satisfaction, interest in repurchasing will increase. Many reasons can influence a low repurchase intention, including customer satisfaction and service landscape. This can result in lower revenue and business collapse. Customer satisfaction refers to the amount of satisfaction or discontent with a product or service after purchase. This

sentiment is based on their pre-, during-, and post-purchase experiences. Customers who are satisfied are more inclined to make repeat purchases, and vice versa; low customer happiness reduces consumer satisfaction. According to previous favorable customer experiences, research [4] indicates that customers are satisfied with goods and services and desire to purchase them again.

In accelerating the expansion of its outlets, Maxx Coffee from the start has utilized the Lippo Group's property business which is spread across various regions. At least, Maxx Coffee outlets will be present at various properties owned by the Lippo Group, both in full form coffee shop, counter, as well as containers in the parking area. Maxx Coffee will take advantage social media, collaborating with the community, holding brand activation, and held a number of promotions. Lastly, apart from offering the experience of enjoying a variety of authentic Indonesian coffee, Maxx Coffee also wants to make Maxx Coffee a "Melting Pot" or a comfortable place for various communities to gather by offering servicescape vintage style and several Maxx Coffee outlets collaborate with bookstores and Maxx Coffee outlets are equipped with WiFi facilities up to 100 Mbps [5]. To face competition, companies that always depend on consumers will always prioritize satisfaction in order to generate repurchase intention.

Understanding consumer behaviour is one strategy for winning the competition. Paying attention to the service landscape from his place of work, as well as customer happiness. By focusing on these three factors, consumers will be more likely to repurchase. Servicescape is the most essential 'asset' for a firm because it has become the primary approach for attracting customers. Consumers today prefer coffee shops with great aesthetic value for their social media demands. It is considered good when the location is appealing and offers consumers with a sense of comfort in terms of visuals, service, ambiance, equipment, and others; this is what makes consumers content and leads to repeat purchases, resulting in a high repurchase intention.

Another factor is servicescape. Servicescape is the most important 'asset' for a business because it has become the first strategy to attract consumers [6]. Servicescape is the environment where the service delivery is located. The physical environment for a cafe is a form of the service itself which can influence customer behaviour and responses to the services provided by the cafe [7].

The Servicescape When a place is appealing and gives customers a sense of comfort in terms of appearance, service, ambiance, equipment, and other aspects, it is considered good because, thanks to the servicescape, customers will flock there to follow and even start trends, making them reluctant to leave and increasing their enjoyment of their stay. [7]. This is what makes consumers feel satisfied and make repeat purchases repurchase intention too high.

It is evident from the preceding background information that some customers do not yet intend to make additional purchases. The phenomenon that occurs in servicescape is that, despite the growing number of coffee shops that display outlets, Maxx Coffee is still unable to satisfy some customers, particularly when it comes to the provision of electrical equipment (contact sockets). Additionally, a number of shop outlets have not renovated their outlets. Coffee Shop's look.

The problem formulation in this research is: What Servicescape, dan customer satisfaction influence on Repurchase intention?; whether Servicescape influence on customer satisfaction?; And whether Servicescape influence on Repurchase intention through Customer satisfaction on Customer Maxx Coffee Plaza in Medan?.

This study can serve to further existing theories about consumer behavior, customer satisfaction, and repurchase intention. Researchers who undertake more in-depth research can increase the quality of their work and make major contributions to the area of science. This discovery has the potential to generate new research possibilities and motivate other academics to do similar studies.

Understanding the elements that determine customer satisfaction allows the café sector to enhance service quality in terms of servicescape while increasing customer satisfaction. This study can help the café business understand how to enhance repeat sales. Understanding client wants and preferences can help the cafe sector become more competitive and stand out from competition. This research can assist the café business in optimizing the design of the servicescape, which can boost consumer happiness and repurchase intention.

## 2. METHODS

### 2.1 Repurchase intention

In essence, repurchase intention refers to a person's behavior that is impacted by past consuming experiences and directly affects their willingness to make another buy in the future. Numerous factors, including price, brand, advertising, supply chain, service mix, ambiance, and location, greatly influence a person's prior consumption experience. [8] Provides several indicators that can be used to see repurchase intention in customers, including: [9]

1. The tendency to buy the product again

2. Will make the Company the main choice in making purchases
3. Intention to recommend to relatives and family
4. Intent to give experience to others towards the company
5. Provide positive information about the Company
6. Give feedback good for the company.

## 2.2 Servicescape

According to [10] A facility's internal services, exterior design, parking, equipment, layout plans, air quality, and air temperature make up the physical environment known as the "servicescape." When services are rendered to clients, the physical arrangement in which certain elements are linked with a service concept is referred to as the "Servicescape." The physical look and customer experience are strongly linked to the servicescape. [8]

In this research that is the indicator servicescape are: [11]

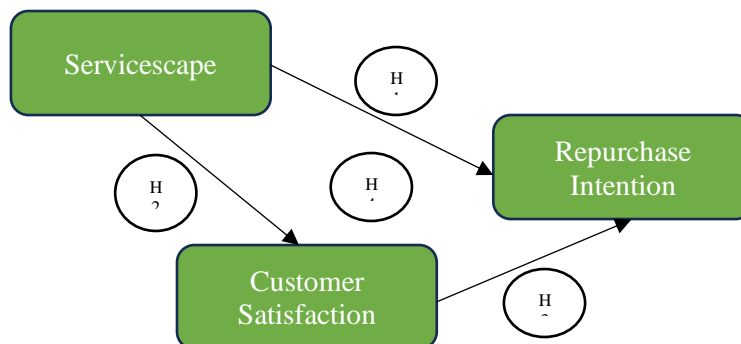
1. Appropriate Café temperature
2. Good lighting
3. Café cleanliness is maintained
4. The typical aroma of the Café
5. The music played in the café is interesting
6. Unique Café layout
7. Neatly arranged room layout
8. The room layout is very creative and aesthetic
9. The name of the Café is clearly visible
10. The Café is easily recognizable from the Banner

## 2.3 Customer Satisfaction

According to [12] When a product's performance (results) differs from what was anticipated, the term "consumer satisfaction" refers to the degree of satisfaction or discontent that results. Customer satisfaction, according to [13] When a product or service fulfills the needs and expectations of the customer, this is known as customer satisfaction. Fulfilling consumer expectations is referred to as customer satisfaction. Customer Satisfaction has indicators that are the basis for research, namely [14]:

1. Product conformity with consumer expectations
2. Product quality is guaranteed in terms of raw materials and taste
3. Consumer response to the product
4. Providing feedback by consumers
5. Match the price and quality of the products offered
6. Products can easily be obtained by consumers

## 2.4 Conceptual Framework of Research



## 2.5 Hypothesis

- a. Influence Servicescape to Repurchase intention.

A well-designed servicescape will be both more aesthetically pleasing and more practical. This service atmosphere needs to be properly planned to avoid making guests feel uncertain and perplexed. Customers are influenced to make repeat purchases by layout, atmosphere, and surroundings. Once customers trust a business, they are more willing to share important personal information with it and

make additional purchases. This is also in accordance with research conducted by [15]; [6] who stated servicescape positive and significant effect on repurchase intention.

*H1 : Servicescape positive and significant effect on Repurchase intention on Customer Maxx Coffee in Medan.*

b. Influence Servicescape with Customer Satisfaction

Direct communication between the business and its clients is connected to servicescape, hence Customer happiness with the products they receive can be influenced by quality. aspects of the servicescape that have the power to sway consumers. Given that the ensuing ambiance determines the mood that consumers experience, it can be said that a service location's physical appearance is highly significant and impactful. In order to satisfy clients and meet their expectations, the organization must develop and arrange a service environment that is distinctive, appealing, and in line with their preferences. The results of research conducted by [16]; [17] stated that servicescape has a positive effect on consumer satisfaction.

*H2 : Servicescape positive and significant effect on Customer satisfaction on Customer Maxx Coffee in Medan.*

c. Influence Customer Satisfaction to Repurchase intention.

Repurchase intentions are influenced by customer satisfaction. Repurchase intention is one way that satisfied customers typically demonstrate greater loyalty than disappointed ones. The relationship between perceived value and brand loyalty and product quality is mediated in part by customer satisfaction. Perceived service quality, which is the same as the perceived experience of customer loyalty, is significantly mediated by consumer intention [18]. Customer loyalty and purchase intentions are the most crucial factors for a business to stay in business and be able to compete by drawing in new customers and keeping hold of its current clientele. For businesses to provide customers the impression of a great experience and, eventually, build their trust and sense of satisfaction, they must have a high-quality workforce and a good level of service. Repurchase intention is positively influenced by customer satisfaction; that is, the more satisfied a customer is, the more likely they are to make another buy. The study's findings indicate that satisfied customers are more likely to act on their intention to repurchase. This is also in line with research conducted by [15]; [6] which state that there is a positive and significant influence between customer satisfaction to repurchase intention.

*H3: Customer satisfaction positive and significant effect on Repurchase intention on Customer Maxx Coffee in Medan.*

d. Relationships Servicescape to Repurchase intention through Customer satisfaction.

"Servicescape is defined here as everything that is physically present around the customer during their service encounter transaction," meaning that everything that is physically present surrounding the customer during the service transaction encounter is included in the definition. According to [10] It is a type of behavior based on prior travel experiences about the caliber of services offered at the destination in the same nation or area. It indicates that a single client makes repeat purchases as a result of favorable physical amenities and aesthetic appeal from prior encounters. Repurchase intention is one way that satisfied customers typically demonstrate greater loyalty than disappointed ones. Repurchase intention is positively influenced by customer satisfaction; that is, the more satisfied a customer is, the more likely they are to make another buy. The study's findings indicate that satisfied customers are more likely to act on their intention to repurchase.

*H4: Servicescape positive and significant effect on Repurchase intention through Customer satisfaction on Customer Maxx Coffee in Medan.*

This research uses associative research which looks at the relationship between each research variable [19]. [20] stated that if the population is not well understood, the sample size can be calculated using the Malhotra formula, namely by multiplying the number of subvariables by 5–10. This research questionnaire contains 30 questions, which means 150 research samples. This research uses the probability sampling method [20] for sampling. According to [20] retrieval method simple random sampling is sampling from a population randomly without paying attention to population strata. Statements in the questionnaire are measured using a Likert Scale as a research tool. This study using intervening factors. Intervening variables are those that affect the relationship between independent and dependent variables. PLS is employed in this study because it can predict models with multiple elements, confirm hypotheses, examine causal links between variables, and overcome sample size limits when building a complicated model. Furthermore, PLS is an analysis method that may be used to investigate causal links between variables; PLS can handle non-normally distributed data; and PLS is an alternative to Structural Equation Modeling (SEM). Data analysis in this research uses an approach Partial Least Square. PLS is an equation model structural equation modeling (SEM) that operates on a variance or component-based approach [21].

### 3. RESULTS AND DISCUSSIONS

#### a. Direct Effect

**Table 1**  
**Path Coefficients (Mean, STDEV, t-Value) Direct Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Servicescape -> Repurchase Intention	0.398	0.402	0.109	3.651	0.000
Customer Satisfaction -> Repurchase Intention	0.530	0.525	0.107	4.943	0.000
Servicescape -> Customer Satisfaction	0.828	0.831	0.040	20.798	0.000

#### 1. Influence Servicescape to Repurchase Intention

With a t-value of 3.651, the influence of servicescape on repurchase intention of Maxx Coffee customers in Medan is 0.398. With a p value of 0.000 which is smaller than 0.05 and a value greater than t-table (1.65), then Hypothesis 1 can be accepted.

#### 2. Influence Customer satisfaction to Repurchase intention

Maxx Coffee customers in Medan have a coefficient value of 0.530 and a statistical value of 4.943 for the relationship between customer satisfaction and repurchase intention. With a p-value of 0.000, it is smaller than 0.05 and a value greater than t-table (1.65).

#### 3. Influence Servicescape to Customer satisfaction

With a calculated value of 20.798, the influence of servicescape on customer satisfaction for Maxx Coffee customers in Medan is shown to be 0.828. With a p value of 0.000, smaller than 0.05 and a value greater than t-table (1.65), then Hypothesis 3 is accepted.

#### b. Indirect Influence

**Table 2**  
**Path Coefficients (Mean, STDEV, t-Value) indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1 -> Z -> Y	0.439	0.436	0.090	4.902	0.000

#### 4. Influence Servicescape to Repurchase intention through Customer satisfaction

For Maxx Coffee customers in Medan, the influence of servicescape on repurchase intention through customer satisfaction produces a t-count of 4.902 and a coefficient value of 0.439. With a p value of 0.000 smaller than 0.05 and a value greater than t-table (1.65), then Hypothesis 4 can be accepted.

##### c. Direct, Indirect and Total Effect

**Table 3**  
**The effects Between Research Variables**

Independent Variable	Dependent variable	Intervening	Direct Effect	Indirecffect	Total Effect
Servicescape (X)	Repurchase Intention (Y)	Customer Satisfaction (Z)	0.398	0.439	0.837
Servicescape (X)	Customer Satisfaction (Z)		0.226	-	0.226
Customer Satisfaction (Z)	Repurchase Intention (Y)		0.501	-	0.501

The amount of indirect contribution is: servicescape to repurchase intention through customer satisfaction is  $0.398 + 0.439 \times 100\% = 83.7\%$ . So the total contribution of the variable servicescape to repurchase intention through customer satisfaction is 83.7%.

##### d. Evaluation Quality Model

###### 1. R-Square

Based on the data processing that has been carried out, the R-value is obtained Square as follows:

**Table 4**  
**R-Square**

Indikator	R Square	R Square Adjusted
Repurchase Intention	0.789	0.786
Customer Satisfaction	0.686	0.684

It can be seen from the data display in Table 4.19 above that the customer satisfaction variable has an R-Square value of 0.873 and the repurchase interest variable has an R-Square value of 0.789. The obtained value explains that 78.9% of the percentage of repurchase interest can be explained by servicescape, brand image and customer satisfaction, while 87.3% of customer satisfaction performance can be explained by servicescape and brand image.

###### 2. F-Square

Based on Table 5, it can be concluded that:

- SS (X1) on CS (Z) = 2.185 influential (moderate)
- SS (X1) on RI (Y) = 0.235 influential (moderate)
- CS (Z) on RI (Y) = 0.418 influential (moderate)

**Table 5**  
**Result F-Square**

	Customer Satisfaction	Repurchase Intention	Servicescape
Customer Satisfaction (Z)		0,418	
Repurchase Intention (Y)			
Servicescape (X)	2.185	0,235	

### 3. Q<sup>2</sup> Predictive Relevance

**Table 6**  
**Result Q<sup>2</sup> Predictive Relevance**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Customer Satisfaction	900,000	392.125	0.564
Repurchase Intention	900,000	384.113	0,573
Servicescape	1500,000	1500,000	

Based on Table 6, it shows that a value  $> 0$  indicates that the model has predictive relevance. Result of Repurchase Intention And Customer satisfaction  $> 0$  which indicates that the model is high [19]

## 5. Discussion

### 1. Servicescape positive and significant effect on Repurchase intention at Customer Maxx Coffee in Medan.

As is generally known, survey participants previously believed that they had got the variables servicescape in a satisfactory manner. The majority of respondents concur that the Maxx Coffee Café location in Medan has paid attention to the following: the café's temperature is consistently maintained; the lighting is good; the café is kept clean; the café has a distinctive aroma; the music played there is interesting; the café's layout is unique; the room is neat and orderly; the room layout is very creative and aesthetically pleasing; and the brand banner is easily recognizable. A well-designed servicescape that meets customer needs has a significant impact on customer repurchase intentions for cafe products, particularly coffee, because a comfortable, attractive, and functional servicescape can increase customer satisfaction, which in turn increases the likelihood of repurchase. According to what we know, the cafe industry that serves coffee in Medan is expanding, therefore the cafe must be able to create an artistic servicescape appearance that will entice customers to visit. The cafe industry must do the following things so that servicescape influences repurchase intentions: 1. Attractive Servicescape Design: Create an attractive, comfortable, and functional interior and exterior cafe design. Make sure the lighting, temperature, and cleanliness of the cafe are in accordance with customer needs; 2. Improving Service Quality: Make sure cafe staff have good skills and knowledge about the coffee products and services offered. Provide training to staff to improve service quality; 3. Menu and Product Development: Develop innovative coffee menus and products that are in accordance with customer needs. Ensure the quality of the coffee products offered is high and consistent; 4. Improving Technology Capabilities: Use technology to improve service efficiency and quality, such as online ordering systems, mobile applications, and digital payment systems; 5. Collecting Customer Feedback: Collect feedback from customers to understand their needs and preferences. Use the feedback to improve the quality of service and products and 6. Marketing Strategy Development: Develop effective marketing strategies to increase customer awareness and interest in coffee products and cafe services.

The cafes which improve their services so that the cafe can provide comfort in terms of consumer experience, satisfy customers, and make customers want to come back. This is also in accordance with research conducted by [15]; [6] who stated servicescape positive and significant effect on repurchase intention.

### 2. Customer satisfaction positive and significant effect on Repurchase intention at Customer Maxx Coffee in Medan.

The test results demonstrate that customer satisfaction has a positive and considerable impact on repurchase intention. In other words, if customers are happy with Maxx Coffee products, they are likely to wish to purchase them again in the future. This demonstrates how the degree of customer happiness might affect the propensity to repurchase. According to this survey, consumers who are satisfied with Maxx Coffee's products and services are more inclined to tell others about them and

come back for more. In this situation, Maxx Coffee Company needs to be able to satisfy its customers at all times.

If customer satisfaction affects repurchase intention for coffee products in cafes, then this industry must do the following:

1. Improve Product and Service Quality.

**Product Quality:** Ensure the quality of the coffee products offered is high and consistent. Use quality coffee beans, and ensure the processing and serving processes are carried out correctly.  
**Service Quality:** Ensure cafe staff have good skills and knowledge about the coffee products and services offered. Provide training to staff to improve service quality.

2. Improve Staff Skills

**Staff Training:** Provide training to staff about coffee products, services, and how to deal with customers.

**Skill Development:** Ensure staff have the ability to deal with customers well, and can handle customer complaints effectively.

3. Improve Customer Experience

**Cafe Design:** Create a comfortable, attractive, and functional cafe design.

**Use of Technology:** Use technology to improve customer experience, such as online ordering applications, digital payment systems, and others.

**Loyalty Program Development:** Build a customer loyalty program to increase the likelihood of repeat purchases.

4. Improving Customer Communication

**Feedback Collection:** Collect feedback from customers to understand their needs and preferences.

**Effective Communication:** Ensure effective communication with customers, whether through social media, email, or directly at the cafe.

**Marketing Strategy Development:** Develop effective marketing strategies to increase customer awareness and interest in coffee products and cafe services.

By doing the above, the cafe industry can improve customer satisfaction and increase the likelihood of repeat purchases. This is in line with research conducted by [15]; [6]; [8]; which state that there is a positive and significant influence between customer satisfaction to repurchase intention.

3. Servicescape positive and significant effect on Customer satisfaction at Customer Maxx Coffee in Medan.

The surrounding environment, space, and function, together with signs, symbols, and artifacts, are all regarded as components of the environmental conditions of goods and services. [22] All of these factors can affect how customers respond to the services they receive, which could lead to either contentment or discontent. [10] highlighted that customers' satisfaction with the services they receive might be influenced by physical aspects. If they are at ease at work, clients will be satisfied with the services provided by the business. The physical look of the service environment is crucial because the atmosphere that a service company produces affects the emotions that its clients experience. Meeting customer expectations and creating a service landscape—an atmosphere that is aesthetically pleasing, unique, and relatable to clients—are the responsibilities of businesses.

To improving Servicescape Quality in Café, they should do: **Attractive Cafe Design:** Create a comfortable, attractive, and functional cafe design; **Proper Lighting:** Make sure the cafe lighting is in accordance with customer needs; **Comfortable Temperature:** Make sure the cafe temperature is comfortable and in accordance with customer needs, and; **Good Cleanliness:** Make sure the cafe is clean and in accordance with cleanliness standards.

Customer satisfaction is determined by experience, according to [22]. However, according to several experts, there are five components that can increase consumer satisfaction with the servicescape: navigational layout, cleanliness, seating comfort, interior decor, and ambience



(environmental conditions). Results of research conducted by [16] States that servicescape has positive effect on satisfaction consumer.

4. Servicescape positive and significant effect on Repurchase intention through Customer satisfaction at Customer Maxx Coffee in Medan.

Russell in [7] explains that satisfaction and stimulation are two aspects of consumers' emotional responses to the environment. While arousal refers to a person's feelings of being stimulated, satisfaction is a subjective response to the environment based on whether or not one likes the environment.

A servicescape, according to Boom and Bitner, is a place where sellers, buyers, and services come together, and where tangible commodities help communication and service performance. Services refer to nonhuman components of the environment. Ambient conditions (air quality, temperature, and lighting) spatial layout and function (gardens, exterior design, parking, and surroundings) and signs, symbols, and artifacts (interior design and decoration, equipment, layout). So, Maxx Coffee created their services to create an atmosphere that enhances customer experience, which can influence customer behavior and keep them satisfied.

In this context, servicescape can affect customer satisfaction, and customer satisfaction then affects repurchase intention. That is, good servicescape can increase customer satisfaction, and high customer satisfaction can increase the likelihood of repurchase. In this model, servicescape affects customer satisfaction, and customer satisfaction then affects repurchase intention. Therefore, companies must pay attention to good servicescape to increase customer satisfaction and then increase the likelihood of repurchase.

Satisfaction is a function of the closeness between perceived product performance and expectations. [23]. If performance does not meet expectations, consumers will be disappointed, if it meets expectations, consumers will be satisfied, and if it exceeds expectations, consumers will be very happy. In other words, satisfaction is an attitude carried out by customers regarding the performance of a product or service which is considered good or more than what was expected after they purchased certain goods or services. After reaching this level of satisfaction, consumers are likely to purchase the same goods or services again because they feel satisfied

#### 4. CONCLUSIONS

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. Servicescape positive and significant effect on Repurchase intention at Customer Maxx Coffee in Medan.
2. Customer satisfaction positive and significant effect on Repurchase intention at Customer Maxx Coffee in Medan.
3. Servicescape positive and significant effect on Customer satisfaction at Customer Maxx Coffee in Medan.
4. Servicescape positive and significant effect on Repurchase intention through customer satisfaction at Maxx Coffee Customers in Medan.

The advice that can be given so that customer satisfaction can provide an indirect influence between servicescape and repurchase intention, the cafe industry must do the following:

1. Improve Servicescape Quality
  - a. Attractive and comfortable cafe design.
  - b. Proper lighting and comfortable temperature.
  - c. Good cleanliness and adequate facilities.
  - d. Music and aroma that match the cafe atmosphere.
2. Improve Customer Satisfaction
  - a. Staff training to improve service quality.

- b. Collecting feedback from customers to understand their needs and preferences.
  - c. Developing a customer loyalty program to increase the likelihood of repurchasing.
  - d. Presenting quality products that are in accordance with customer needs.
3. Improve Repurchase Intention
- a. Developing an effective marketing strategy to increase customer awareness and interest.
  - b. Offering promotions and discounts to increase the likelihood of repurchasing.
  - c. Developing a referral program to increase the likelihood of repurchasing from existing customers.
  - d. Improving the quality of products and services to increase customer satisfaction and the likelihood of repurchasing.

## References

- [1] A. Junaedi, "Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan untuk Niat Berkunjung Kembali (pada Cafe BWT Cafftea House)," *Journal of Universitas Yudharta Pasuruan*, 2021.
- [2] S. U. Bappelitbang, "https://bappelitbang.sumutprov.go.id," 2022. [Online].
- [3] Maxx-coffee, 2023. [Online]. Available: <https://www.maxx-coffee.com>.
- [4] Teresia, "Analisis faktor-faktor yang mempengaruhi kepuasan konsumen Studi pada Konsumen Industri Salon di Area Tajem Yogyakarta," *Journal of Universitas Sanata Dharma*, 2018.
- [5] G. Samuel, "Jakarta Review," 2020. [Online]. Available: <https://jakrev.com/rehat/ini-dia-strategi-maxx-coffee-bersaing-dengan-brand-gerai-kopi-global/>.
- [6] N. P. Sarjana, N. Farida and A. H. D. Seno, "Pengaruh Servicecape dan Percived Value terhadap Repurchase intention melalui Customer Satisfaction," *Jurnal Ilmu Administrasi Bisnis*, vol. 11, no. 3, pp. 567-575, 2022.
- [7] R. Lupiyoadi, in *Manajemen Pemasaran Jasa Berbasis Kompetensi*, 2018.
- [8] F. B. Pengestu, Jushermi and A. Nursanti, "Pengaruh Experimental marketing dan Servicecape terhadap Repurchase Intention melalui Kepuasan Konsumen (pada Cafe One Refinery di Kota Pekanbaru)," *JOM FEB*, vol. 8, no. 2, Desember 2021.
- [9] S. Mariana, A. Setiawati and N. A. Salehati, "E-Service Quality and Repurchase Intention of Online Travel Agents in DKI Jakarta," *Jurnal Manajemen Bisnis Transportasi dan Logistik (JMBTL)*, 2020.
- [10] M. J. Bitner, "Servicescapes: The Impact of Physical Surroundings on Customers and Employees," *Journal of Marketing*, vol. 56, no. 2, pp. 57-71, 1992.
- [11] S. H. Situmorang, H. Mulyono and A. Azmi, "The Restaurant Social Servicescape: Current Perspectives and Future Considerations," *Advances in Economics, Business and Management Research (AEBMR)*, vol. 46, pp. 546-552, 2018.
- [12] A. Hasan, *Marketing dan Kasus-kasus Pilihan*, Yogyakarta, 2018.
- [13] R. L. Oliver, *Satisfaction: A Behavioral Perspective on the Consumer*, London and New York: Routledge, 2015.
- [14] F. b. Mashadi, "Pengaruh Service Quality Dan Customer Satisfaction Terhadap Repurchase Intention Pada Restaurant Pochajjang Bogor Di Masa Pasca Pandemi Covid-19," pp. 285-292, 2022.
- [15] S. P. Kundiarto and S. Suciarto, Influences of Restaurant Servicescape and Services Quality on Repurchase Intention through Customer Satisfaction in Semarang, vol. 3, *Journal Of Management and Business Environment*, 2022, pp. 194-217.
- [16] D. Djunaidi and H. Subagyo, Pengaruh Service Scape dan Brand Image Terhadap Kepuasan Konsumen di SK Coffee Lab Kota Kediri, vol. 5, Kediri: Ekonika : Jurnal Ekonomi Universitas Kadiri, 2020, pp. 1-18.

- [17] I. Muliana and A. Hadlan, Pengaruh Servicescape terhadap Kepuasan Konsumen pada Cafe Aceh Corner Medan, vol. 1, *Regress: Journal of Economics and Management*, 2021, pp. 18-23.
- [18] N. P. Suandana, K. Rahyuda and N. N. K. Yasa, Pengaruh Pengalaman Membeli Produk Fashion Terhadap Niat Membeli Kembali Melalui Kepuasan Dan Kepercayaan Pelanggan, vol. 10, *Jurnal Manajemen, Strategi Bisnis dan Kewirausahaan*, 2016, pp. 85-97.
- [19] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Bandung: CV Alfabeta, 2017.
- [20] N. Malholtra, D. Nunan and D. Birks, *Marketing Research: An Applied Approach*, Harlow: Pearson Education Limited, 2017.
- [21] J. F. Hair, G. T. M. Hult, C. M. Ringle and M. Sarstedt, *A Primer on partial Least Squares Structural Equation Modeling (PLS-SEM)*, vol. third Edition, SAGE, 2023.
- [22] C. Lovelock and J. Wirtz, *Pemasaran Jasa Perspektif*, Jakarta: Erlangga, 2017.
- [23] Kotler and Keller, *Manajemen Pemasaran*, Jakarta: Erlangga, 2020.