

Research Article

The Influence of Product, Location, and Store Atmosphere on Consumers Repurchase Intention at Sahaya Coffee Shop in Pontianak City

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ABSTRACT

This study aims to determine the influence of product, location, and store atmosphere on repurchase intention among customers of Coffee Shop Sahaya in Pontianak City. The research employed an associative quantitative approach with a total of 100 respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression, correlation coefficient, simultaneous F-test, and partial t-test. The regression analysis results indicate the equation $Y = 0.218 + 0.234X_1 + 0.378X_2 + 0.339X_3$ with a correlation coefficient (R) of 0.776, showing a strong relationship, while the coefficient of determination (R^2) is 58.9%, meaning that product, location, and store atmosphere variables affect repurchase intention by 58.9%. The F-test results show that product, location, and store atmosphere simultaneously influence repurchase intention. The partial t-test also indicates that product, location, and store atmosphere have a significant effect on repurchase intention. In conclusion, product, location, and store atmosphere make a real contribution to increasing customers repurchase intention. This study recommends that the management of Coffee Shop Sahaya continue to improve product quality, choose strategic locations, and create a comfortable store atmosphere. Future research is suggested to include additional variables to obtain more comprehensive results.

Keywords: Product; Location; Store Atmosphere; Repurchase Intention

1. INTRODUCTION

In the current era of development, the growth of coffee shops in Indonesia has increased significantly. The rising number of coffee shop outlets in Indonesia, along with the country's dominance in the modern coffee market in Southeast Asia, shows the rapid progress of the domestic coffee shop industry (Maulizar et al., 2024). This increasingly tight competition demands that every business actor must maximize their capabilities in order to compete in the market. The presence of coffee shops reflects a modern lifestyle trend and consumer preferences in choosing beverages, food, and an atmosphere that supports social interaction (Rohali & Paludi, 2024). Sahaya Coffee is a coffee shop that emphasizes the experience of enjoying coffee in an atmosphere of gathering with friends. In line with its name, "Sahaya Coffee" derives from the word "Hamba Sahaya," which means "Budak" or "Servant." In the daily language of Pontianak residents, "Budak" means "friend." Therefore, Sahaya Coffee is expected to be a space for social gathering with friends as well as a place for coffee education. Many people today have become more selective in choosing a coffee shop just to enjoy a cup of quality coffee. The increasingly fierce competition among coffee shops drives business actors to create uniqueness to have added value in the eyes of customers and to maintain loyalty and repurchase intentions (Fachresa & Fachri, 2024). It is not uncommon in Pontianak City to find many coffee shops offering different concepts and product uniqueness. This must be taken into account by companies in creating coffee drinks that have good quality, appropriate prices, quality service, strategic location, a comfortable atmosphere, and an appealing background, all of which will have an impact on customer satisfaction.

Inside Sahaya Coffee, the interior is equipped with wooden furniture for both tables and chairs, which makes visitors feel more natural and calm, with the combination of wood and ceramic materials creating a safer and cooler cafe atmosphere. At the front, there is a parking area and a space for relaxing. For the color scheme and cafe design, Sahaya Coffee has chosen a clean white theme. The bar is visible because it is located in an air-conditioned room with transparent glass walls, so visitors can also see the coffee-making process firsthand. Sahaya Coffee operates daily from 08:00 to 24:00.

Consumers' repurchase intention is an important indicator for assessing how far a business can meet customer expectations and maintain long-term relationships. As Kotler & Keller (2016) state, the intention to repurchase arises when consumers feel satisfied and have confidence in the products and services provided, thus encouraging their decision to return in the future.

To maintain repurchase intention, the quality of the products offered is one of the key factors that must be seriously considered. Kotler & Armstrong (2019) define a product as a combination of goods and services offered to the target market to satisfy consumers' needs and wants. This is reinforced by Raniya et al. (2023), who state that the product aspect is not limited to finished goods but also includes variations, brands, packaging, sizes, and return services if the product does not meet customer expectations. With the existence of repurchase intention, business actors can gain as much profit as possible (Pratiwi et al., 2020). Sahaya Coffee strives to apply this principle by offering a variety of coffee and non-coffee drinks made from quality ingredients, aiming to meet the increasingly diverse tastes of consumers. Consistency in taste and presentation is expected to provide satisfaction and encourage customers to return.

Besides products, the choice of business location also has a significant impact on customers' decisions to return. An easily accessible location makes consumers feel more comfortable using the services provided. Hurriyati (2020: 55–56) emphasizes that location selection is closely related to efforts to build positive interactions with customers through ease of access, surrounding environmental conditions, and visitor comfort. Sahaya Coffee takes advantage of this by choosing a strategic location in the center of Pontianak City, equipped with ample parking space, making it easier for visitors to come alone or with friends. This appropriate location choice also aligns with Sahaya Coffee's concept as a gathering place to foster social interaction.

Another factor that also plays a role is the store atmosphere. A well-designed atmosphere can influence the mood and perception of customers while enjoying coffee inside the cafe. According to Kotler & Keller (2016), store atmosphere includes how the physical environment is arranged to support services, covering interior design, space layout, lighting, and cleanliness. Cafe atmosphere refers to the ambiance created through the design, room layout, lighting, and interior within the cafe (Siswat et al., 2025). Sahaya Coffee emphasizes a warm atmosphere with the dominance of wood and ceramic materials to create a natural feel. The clean and bright room colors are combined with a transparent glass-walled bar concept, allowing visitors to see the coffee-making process directly. All these elements are designed to make customers feel comfortable, enjoy staying longer, and ultimately be encouraged to return.

Based on the background description above, the researcher is interested in conducting a study at Sahaya Coffee to analyze in more detail the influence of Product, Location, and Store Atmosphere on Consumers' Repurchase Intention. As Sahaya Coffee functions as a coffee shop that sells both coffee and various non-coffee drinks with diverse variations, and has the ability to create a comfortable atmosphere that adds appeal for customers. Therefore, the title chosen for this research is "The Influence of Product, Location, and Store Atmosphere on Consumers Repurchase Intention at Sahaya Coffee Shop in Pontianak City."

2. RESEARCH METHOD

Type of Research

This research is an associative study, which aims to examine the relationship and influence between two or more variables (Siregar, 2020). In this context, the study analyzes the effect of product, location, and store atmosphere on consumers' repurchase intention at Coffee Shop Sahaya in Pontianak City.

Data Collection Technique

Data collection combines primary and secondary data sources. Primary data are obtained directly from the first source through observation, interviews, and questionnaires. Observation is conducted to gain a direct overview of the store atmosphere, spatial layout, interior design, and café ambiance that may affect customer comfort. Interviews are held with the owner of Coffee Shop Sahaya to obtain deeper insights into product strategy, business location, and service aspects. Questionnaires are distributed to visitors of Coffee Shop Sahaya who have made purchases more than once. The questionnaire is developed using a Likert scale to measure respondents' attitudes, perceptions, and evaluations (Siregar, 2020). Secondary data are sourced from the café's internal documents, such as menu lists, product pricing, and sales data.

Population and Sample

The population in this study consists of all consumers of Coffee Shop Sahaya who have made purchases. A population is defined as the entire group of objects possessing certain characteristics to be studied and concluded upon (Sugiyono, 2019). The sample size is determined using the Michel formula (Siregar, 2020) with a 90% confidence level and a 10% margin of error. The calculation results in a minimum sample size of 24 respondents; however, to obtain more representative data, 100 respondents were involved. The sampling technique used is purposive sampling, with the criteria that respondents must have purchased products at Coffee Shop Sahaya more than once (Siregar, 2020).

Research Variables & Measurement Scale

This study employs two types of variables: independent and dependent variables. The independent variables are Product (X1), Location (X2), and Store Atmosphere (X3). The dependent variable is Repurchase Intention (Y). The questionnaire items are developed using a Likert Scale to measure respondents' attitudes, opinions, and perceptions with the following scoring guidelines (Siregar, 2020).

Data Analysis Technique

The research instrument is tested for validity (product moment correlation, valid if r calculated $>$ r table; Siregar, 2020) and reliability (Cronbach’s Alpha, reliable if $>$ 0.60; Siregar, 2020). Prior to multiple linear regression analysis, classic assumption tests are performed: residual normality (Ghozali, 2018), multicollinearity among independent variables (Ghozali, 2018), and linearity of the relationship between variables (Siregar, 2020). The main analysis uses multiple linear regression to measure the effect of product, location, and store atmosphere on repurchase intention, supported by the calculation of correlation coefficient and coefficient of determination (Siregar, 2020). Significance testing is conducted using the F-test (simultaneous effect; Siregar, 2020) and t-test (partial effect; Siregar, 2020).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The results of the validity test of the variables of Product, Location, Store Atmosphere, and Repurchase Intention at Sahaya Coffee Shop can be seen in **Table 1**.

Table 1. Validity Test Results

Variable	Indicator	r value	r table	Description
Product (X1)	X1.1	0.416	0.195	Valid
	X1.2	0.518		
	X1.3	0.641		
	X1.4	0.515		
	X1.5	0.544		
	X1.6	0.476		
	X1.7	0.671		
	X1.8	0.629		
	X1.9	0.559		
	X1.10	0.560		
Location (X2)	X2.1	0.415	0.195	Valid
	X2.2	0.591		
	X2.3	0.615		
	X2.4	0.604		
	X2.5	0.593		
	X2.6	0.680		
	X2.7	0.718		
	X2.8	0.466		
	X2.9	0.603		
	X2.10	0.584		
Store Atmosphere (X3)	X3.1	0.567	0.195	Valid
	X3.2	0.576		
	X3.3	0.686		
	X3.4	0.665		
	X3.5	0.547		
	X3.6	0.696		
	X3.7	0.687		
	X3.8	0.707		
	X3.9	0.635		
	X3.10	0.521		
Repurchase Intention (Y)	Y.1	0.556	0.195	Valid
	Y.2	0.550		
	Y.3	0.699		
	Y.4	0.569		
	Y.5	0.672		
	Y.6	0.563		
	Y.7	0.625		
	Y.8	0.729		

Source: Processed Data, 2025

The results of the validity test of the statements in the Product, Location, Store Atmosphere, and Repurchase Intention variables in Table 1 show that all statements are considered valid because the correlation value (r calculated) is greater than the r table with a significance level of 5%.

3.1.2 Reliability Test

The results of the item reliability test in the variables of Product, Location, Store Atmosphere, and Repurchase Intention can be seen in [Table 2](#).

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product (X1)	0.742	Reliable
Location (X2)	0.785	
Store Atmosphere (X3)	0.825	
Repurchase Intention (Y)	0.772	

Source: Processed Data, 2025

The reliability test results in the [Table 2](#) show that Cronbach's alpha value is >0.60. Therefore, it can be concluded that all items measuring the variables of product, location, store atmosphere, and repurchase intention in the questionnaire are reliable.

3.2 Classic Assumption Test

3.2.1 Normality Test

The results of the normality test using Kolmogorov Smirnov can be seen in [Table 3](#).

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.872
Asymp.Sig.(2-tailed)	.432

Source: Processed Data, 2025

Based on [Table 3](#) shows that the significance value is 0.432, which is greater than 0.05. Thus, it can be concluded that the tested data is normally distributed.

3.2.2 Linearity Test

The results of the linearity test between the variables of product, location, store atmosphere, and repurchase intention can be seen in [Table 4](#).

Table 4. Result of Linearity

Variable	Deviation from Linearity	Description
Repurchase Intention * Product	0.308	Linear
Repurchase Intention * Location	0.068	
Repurchase Intention * Store Atmosphere	0.100	

Source: Processed Data, 2025

Based on the linearity test results in [Table 4](#), the Deviation from Linearity value is > 0.05. Therefore, it can be concluded that there is a significant linear relationship between the variables of product, location, and store atmosphere with the variable of repurchase intention.

3.2.3 Multicollinearity Test

The results of the multicollinearity test can be seen in [Table 5](#).

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Product	.498	2.016
Location	.498	2.016
Store Atmosphere	.498	2.016

Dependent Variable: Repurchase Intention

Source: Processed Data, 2025

Based on the results of multicollinearity test in [Table 5](#), Tolerance 0.498 > 0.10 and VIF 2.016 < 10 are obtained, so it can be concluded that there is no multicollinearity in the regression model.

3.3 Multiple Linear Regression Analysis

The results of multiple linear regression analysis based on data processing using SPSS can be seen in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	.218	.641	.000
Product	.234	2.349	.000
Location	.378	3.116	.000
Store Atmosphere	.339	3.664	.000

Dependent Variable: Repurchase Intention

Source: Processed Data, 2025

Based on **Table 6**, it can be seen that the regression equation obtained is:

$$Y = 0.218 + 0.234 X_1 + 0.378 X_2 + 0.339 X_3$$

The regression equation model that can be concluded from the test results in the form of a multiple linear regression equation is as follows:

- The constant value (α) is 0.218, meaning that if the product and price are equal to 0, the repurchase intention value is 0.218.
- The regression coefficient for the product is 0.234, meaning that if the product variable increases by one unit, the repurchase intention value will increase by 0.234 units. This indicates that the product variable contributes positively to the repurchase intention.
- The regression coefficient value for location is 0.378, meaning that if the location variable increases by one unit, the repurchase intention value will increase by 0.378 units. This indicates that the location variable contributes positively to the repurchase intention.
- The regression coefficient value for store atmosphere is 0.339, meaning that if the store atmosphere variable increases by one unit, the repurchase intention value will increase by 0.339 units. This indicates that the store atmosphere variable contributes positively to the repurchase intention.

3.4 Correlation Coefficient Analysis (R)

The results of the correlation coefficient analysis can be seen in **Table 7**.

Table 7. Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.589	.18456

Predictors: (Constant), Store Atmosphere, Location, Product
Dependent Variable: Repurchase Intention

Source: Processed Data, 2025

Based on **Table 7**, it is known that R (correlation) is obtained at 0.776. This shows that the relationship between product, location, and store atmosphere on repurchase intention is 0.776. This value is in the coefficient interval of 0.60-0.799, which means that the relationship is considered strong.

3.5 Analysis of the Coefficient of Determination R^2

The results of the coefficient of determination can be seen in **Table 7**. The R Square in this study is 0.589, which means that the variables of product, location, and store atmosphere contribute to influencing the repurchase intention at coffee shop in Pontianak City by 58.9% (0.589 x 100%), while the remaining 41.1% is influenced by other variables or factors outside this study.

3.6 Simultaneous Test (F Test)

The results obtained from the F test can be seen in **Table 8**.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	4.938	1.646	48.323	.000 ^a
Residual	3.270	.034		

Dependent Variable: Repurchase Intention
Predictors: (Constant), Store Atmosphere, Location, Product

Source: Processed Data, 2025

Based on the test results in **Table 8**, it can be seen that the calculated F value is 48.323. The Ftable value is obtained using the formula $df1 = k$ (number of variables) – 1 and $df2 = n$ (number of samples) – k. Thus, $df1 = 3 - 1 = 2$ and $df2 = 100 - 3 = 97$. At a significance level of 0.05, the F-table value is 3.09. At a significance level of 0.05, the F-table value is 3.09. So it can be concluded that there is a significant simultaneous (collective) influence between the variables of product, location, and store atmosphere on repurchase intention in Pontianak City.

3.7 Partial Test (t Test)

The results obtained from the partial test can be seen in **Table 9**.

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	.218	.648	.518
Product	.234	2.349	.000
Location	.374	3.116	.000
Store Atmosphere	.339	3.664	.000

Dependent Variable: Repurchase Intention

Source: Processed Data, 2025.

Based on **Table 9**, by observing the t and sig columns, it can be explained that:

1. The product variable (X1) has a significant influence on Repurchase Intention. With a significance value of $0.00 < 0.05$. This is evident from the sig value being less than 0.05, so H_a is accepted and H_o is rejected. Therefore, it can be concluded that there is a significant partial influence between the product and repurchase intention.
2. The location variable (X2) has a significant influence on Repurchase Intention. With a significance value of $0.00 < 0.05$. This is evident from the sig value being less than 0.05, so H_a is accepted and H_o is rejected. Therefore, it can be concluded that there is a significant partial influence between location and repurchase intention.
3. The Store Atmosphere variable (X3) has a significant influence on Repurchase Intention. With a significance value of $0.00 < 0.05$, this is evident from the sig value being less than 0.05. Therefore, H_a is accepted and H_o is rejected. Thus, it can be concluded that there is a significant influence between store atmosphere and repurchase intention.

DISCUSSION

The Influence of Product on Repurchase Intention

The results of this study indicate that the product variable has a significant influence on repurchase intention. This finding is consistent with research by Mardiana & Sari (2022), Yuliana & Pratiwi (2024), and Puspitasari et al. (2025), which state that product variety and quality have a positive and significant effect on customers repurchase intention. This occurs because the more diverse the product choices offered, the greater the chance that consumers feel their needs are met. In addition, consistent product quality will create a positive experience. Therefore, it can be understood that if Sahaya Coffee consistently maintains taste quality, menu variety, and provides exchange services when products do not meet expectations, this becomes a logical reason for customers to return.

The Influence of Location on Repurchase Intention

The results of this study also show that location has a positive and significant influence on repurchase intention. This is in line with the findings of Setyawan et al. (2023), Mahadika et al. (2024), and Setyawa & Rinova (2025), who emphasize that easily accessible locations have a positive and significant impact on customers repurchase intention. Consumers will tend to choose coffee shops that are nearby, strategically located, easy to reach, and supported by adequate facilities. Sahaya Coffee’s location in the center of Pontianak City, with sufficient parking space, supports this condition, making location an important factor that encourages customers to come back.

The Influence of Store Atmosphere on Repurchase Intention

Store atmosphere has also been proven to have a significant influence on repurchase intention. This result is in line with the research of Leindarita & Andriansa (2022), Badriawan & Nona (2023), and Martaputri et al. (2025), which show that store atmosphere has a positive and significant effect on customers repurchase intention. A comfortable atmosphere, attractive layout, well-maintained cleanliness, and an interior design that supports a relaxing environment make customers feel at ease. Sahaya Coffee highlights a warm atmosphere with the dominance of wooden furniture and a glass-walled bar area, which aligns with the emphasis that store atmosphere can influence visitors’ positive emotions. Thus, a supportive cafe atmosphere will create a pleasant experience that ultimately encourages the intention to return.

4. CONCLUSION

Based on the results of the research that has been conducted, the regression analysis obtained the equation $Y = 0.218 + 0.234X_1 + 0.378X_2 + 0.339X_3$, with a correlation coefficient value of 0.776, which indicates a strong relationship between product, location, and store atmosphere on repurchase intention. The coefficient of determination of 58.9% means that these three variables together influence repurchase intention, while the remaining percentage is affected by other factors outside this study. The F-test and t-test also support that these three variables have a significant effect, both simultaneously and partially. This finding confirms that the better the quality of the products offered, the more strategic the business location, and the more comfortable the store atmosphere, the higher the tendency for consumers to make repeat purchases. As a suggestion, business owners are advised to update the menu more regularly to avoid monotony, utilize digital media for more attractive promotions, and continuously create a warm atmosphere in line with Sahaya's concept as a gathering place. Future research is expected to add other variables beyond product, location, and atmosphere so that understanding of repurchase intention can become deeper and more relevant to market conditions that continue to change.

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