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## **An Empirical Study on the Interplay of Customer Experience, Atmospher, and Sales Promotion on Gen Z Repurchase Intention in the Café Industry (Case at Café of Warunk Cengkareng)**

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### ABSTRACT

Using a case study at Suasana Warunk Cengkareng, this study examines the impact of customer experience, café atmosphere, and sales promotion on Generation Z's repurchase intention. As competition in Indonesia's coffee shop industry intensifies, Generation Z has become the main consumer group. A quantitative causal research design was applied, with data collected through questionnaires from 186 respondents who had made at least two repeat purchases. Structural equation modeling using SmartPLS 3.0 revealed that customer experience, café atmosphere, and sales promotion significantly influence repurchase intention. Key drivers include attractive promotions, consistent product quality, comfortable interiors, and excellent service. The findings, aligned with the Stimulus–Organism–Response (SOR) theory, suggest that café managers should prioritize atmosphere, service quality, and innovative promotions to foster long-term loyalty

## INTRODUCTION

The evolution of modern lifestyles has driven significant changes in consumption patterns, particularly among young people. One prominent phenomenon is the increasing trend of coffee consumption and gathering in coffee shops, which is no longer just an activity for enjoying a drink, but has also become part of identity, social interaction, and urban lifestyle. The coffee shop industry in Indonesia has grown rapidly in the last decade, especially in major urban areas like Jabodetabek. This aligns with the growing interest of millennials and Gen Z in hanging out, working, or studying in coffee shops with a comfortable and supportive atmosphere (Banjarnahor et al., 2023).

The coffee shop industry serves as a benchmark for current and prospective entrepreneurs to establish coffee shops aligned with the Sustainable Development Goals (SDGs). Nevertheless, as the industry evolves, it increasingly encounters

sustainability challenges and associated social consequences. To address these issues, this study adopts a point-by-point analytical approach to the global development targets (SDGs), with a particular focus on the coffee shop sector (Hanafi et al., 2023).

Indonesia itself has great potential for developing the coffee industry. As one of the world's largest coffee producers, Indonesia is not only able to meet domestic consumption needs but also makes a significant contribution to global coffee exports. However, the development of the coffee shop industry is not without the challenges of increasingly fierce competition. The abundance of new coffee shops with unique concepts is intensifying competition for consumer loyalty, especially among young people. This requires businesses to not only rely on quality products, but also to consider factors that can create a holistic experience for consumers (Adi et al., 2024).

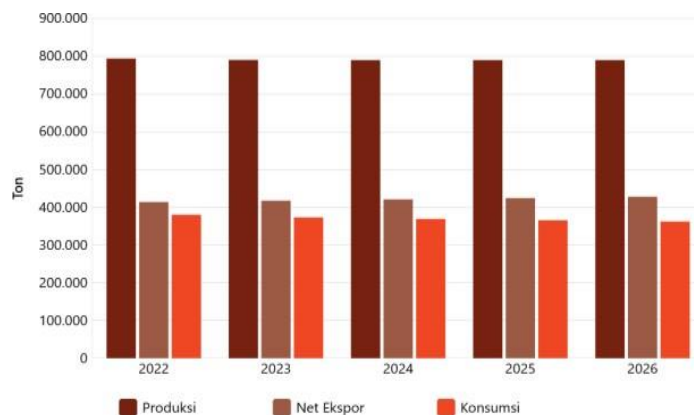


Figure 1. Production Volume, Exports, and Consumption of Indonesian Coffee

Source: Databoks, (2024)

Based on Kadin's analysis of Ministry of Agriculture data, Indonesia projects stable coffee production of around 789 thousand tonnes (2024-2026), net exports increasing from 420 thousand to 427 thousand tonnes, and consumption decreasing from 368 thousand to 361 thousand tonnes (Santika, 2024). This projection reflects the country's coffee industry development plan, which seeks to balance domestic and export demand by aligning production with available land. In the context of globalization, modernization and

industrialization are essential for Indonesia to remain competitive while ensuring efficient distribution.

In addition, lifestyle factors also play a role in driving this industry. As stated by Sari et al., (2023) lifestyle reflects individual values and preferences, with coffee drinking evolving into a cultural and lifestyle symbol rather than a mere routine. Coffee is no longer only consumed to stay awake but has become a popular beverage that encourages the rapid growth of the coffee business, particularly in the

Greater Jakarta area, while attracting investors and boosting coffee production (Ahada, 2024).

One example of a business facing such dynamics is Suasana Warunk Cengkareng, a coffee

shop established in 2019. Despite having a loyal customer base, sales data indicates a downward trend in revenue from 2022 to 2023. This is shown in the following table:

Table 1. Warunk Atmosphere Revenue Data 2022-2023

Sales	2022	2023	Growth YoY
Semester I (January – June)	IDR 417.371.200	IDR 335.079309	19,72%
Semester II (July – December)	IDR 340.793.225	IDR 272.373644	20,08%
<b>Total</b>	<b>IDR 758.164.455</b>	<b>IDR 607.452.953</b>	<b>19,8%</b>

Source: Suasana Warunk Sales Report

Based on the table data above, it can be seen that sales at Suasana Warunk show a downward trend between 2022 and 2023. Peak sales generally occurred in the early months of the year, while more significant drops were observed toward the end of the year. Notably, sales in April 2022 reached the highest point, whereas the lowest sales were recorded in November 2023. The decline is particularly evident in mid-year months such as May through August, which may be influenced by economic conditions, market competition, and internal business factors. This phenomenon illustrates the challenges in maintaining customer loyalty, especially amidst the increasing number of competitors in the Cengkareng area.

This situation highlights the importance of marketing strategies focused on building repurchase intention. Repurchase intention is a key indicator of a coffee shop's success in creating loyal customers who will continue to make purchases (Hanafi et al., 2023). In the context of consumer behavior, repurchase intention doesn't just appear out of nowhere; it's influenced by various factors. Previous research indicates that customer experience, café

atmosphere, and sales promotion significantly contribute to the formation of repurchase intention.

Customer experience reflects the overall interaction between consumers and the products or services they receive. When consumers feel they've had a positive experience, they are likely to return to shop and even recommend it to others (Siswanto, 2021).

According to Setiawati (2023) research shows that the majority of Indonesia's population consists of Gen Z with roughly 27.94% of the population born between 1997 and 2012, Generation Z is the largest group in Indonesia. They have distinct qualities, such as being tech-savvy, used to fastpaced information, and strongly favoring real, intimate interactions. When it comes to coffee shops, Generation Z frequently uses the hangout experience to meet new people, develop their sense of self, and find comfort. They are therefore a top target for coffee shop companies trying to foster enduring patronage.

According to the description, the purpose of this research is to examine how sales advertising, café ambiance, and customer experience affect Generation Z's intention to repurchase, using Suasana Warunk Cengkareng as a case study. It is

anticipated that this study will make theoretical and practical contributions.

Based on previous findings, there is a research gap that requires further investigation. The study by Yulida et al., (2023) revealed that customer experience has a positive and significant effect on repurchase intention. However, contrasting results were reported by Adi et al., (2024) who found that customer experience does not have a positive and significant effect on repurchase intention. Similarly, Alessandro et al., (2024) confirmed that café atmosphere positively and significantly influences repurchase intention, while Tyas et al., (2022) reported that café atmosphere does not have a positive and significant effect on repurchase intention. Furthermore, Yulida et al., (2023) showed that sales promotion has a positive and significant impact on repurchase intention, whereas Dharmawan & Jaolis (2021) found that sales promotion does not exert a positive and significant effect on repurchase intention.

The literature review in this research serves to provide a theoretical foundation while also mapping the position of research on the influence of Customer Experience, Café Atmosphere, and Sales Promotion on the Repurchase Intention of Generation Z. By examining relevant literature, researchers can understand the development of concepts, identify research gaps, and determine the direction of analysis more accurately.

### **Theory SOR**

According to research by Tedry & Tulipa (2025), the Stimulus-Organism-Response (SOR) model is a theory in consumer behavior psychology that emphasizes that individual decisions are formed through interactions between external stimuli, internal conditions, and responses that are displayed in the form of specific actions. The SOR theory explains the dynamics of consumer behavior by highlighting the influence of external and internal factors on purchasing decisions. This model includes three elements: stimulus as a stimulus or message communicated, organism as the party receiving and processing the message, and response as the final result in the form of positive or negative reactions,

which are formed through cognitive processes such as paying attention, understanding, and accepting information (Ali Hanafiah et al., 2024). In this study, the relationship with SOR includes stimuli or influences referred to as Customer Experience Café Atmosphere and sales promotion. This model explains that consumer behavior is influenced by external stimuli (e.g., café atmosphere or promotions), which are then processed within the organism (customer emotions and cognition), and ultimately result in a response in the form of a decision to repurchase. This theory is relevant because it bridges the relationship between the variables in this study.

### **Generation Z**

According to Li and Hassan (2023) in Innovative Marketing highlight that Generation Z constitutes a large proportion of the population with strong purchasing power, making them a vital target market for businesses. Growing up in the digital era, they exhibit distinct consumption patterns shaped by technology, social values, and environmental awareness. Similarly, Aditama & Rachmawati (2023), Generation Z tends to prefer practical, instant, and experience-oriented activities, both in their consumption patterns and shopping behavior. Several studies in Indonesia indicate that the consumption preferences of Generation Z are influenced by a combination of internal and external factors, which collectively shape their patterns and decisions in making consumption choices. (Hanafiah & Djabbar, 2024; Fortunata & Hanafiah, 2024; Hanafiah et al., 2024; Hanafiah et al., 2023).

### **Repurchase Intention**

According to Sumiyati & Zabella (2023), repurchase intention is a behavior that emerges as a response to an object indicating a customer's desire to make repeated purchases. Consumers engage in repeat purchases due to impulses and repetitive buying behavior that can foster loyalty towards what they perceive as suitable for them. Repurchase intention arises after consumers make an initial purchase, where after trying or using a company's product, they intend to buy the same product or service again. Relying on a single purchase is

insufficient; therefore, understanding the consumer's perspective to encourage repeat purchases is crucial. And according to Putritamara et al., (2024) repurchase intention refers to consumers' willingness to make future purchases, an aspect vital for the survival of e-commerce businesses and companies in the industry.

### **Customer Experience**

According to by Venessya & Sugiyanto (2023) state that memorable customer experiences are those that are tangible in quality and vary greatly from person to person. Good experiences encourage people to share them with others, which over time strengthens customer loyalty. Veria & Susanti (2022), customer experience considers customers as playing a leading role during shopping activities. This can enhance affective and cognitive goals in offline and online shopping. From a retail business perspective, customer experience functions as a multi-dimensional design that describes the holistic construction of the experience, involving customers' affective, cognitive, social, physical, and emotional responses to the store. On the other hand, to Yulida et al., (2023), the social nature of customer experiences can influence other experiences. The customer shopping experience is a place to shop that can provide customers with an 'experience' that creates a different shopping sensation.

Based on research by Tresna et al., (2021) customer experience has a positive and significant effect on repurchase intention. Similarly, the study conducted by Diyanti et al., (2021) also confirmed that customer experience significantly influences consumers' intention to repurchase. Furthermore, research carried out by Sriyanto et al., (2023) provides additional evidence that customer experience plays a crucial role in strengthening repurchase intention. In line with these findings, Yulida et al., (2023) also revealed that customer experience has a positive and significant effect on repurchase intention. Collectively, these studies highlight the consistent role of customer experience as a key determinant of consumers' repurchasing behavior. Based on result of previous research, the following hypotheses can be formulated:

H1: Customer Experience has a positive and significant effect on Repurchase Intention.

### **Café Atmosphere**

According to Romelah et al., (2023) the atmosphere created can influence visitors' interest in returning and making repeat purchases. When visitors feel happy, satisfied, and comfortable with the atmosphere in a café that has a good atmosphere, they tend to trust the café, thereby increasing their tendency to make repeat purchases. In addition, café visitors will also become more loyal to the café. Furthermore, according to previous research by Suhairi et al., (2020) café atmosphere is a combination of well-designed physical messages. On the other hand, to Alessandro et al., (2024) café atmosphere refers to a carefully designed atmosphere, using elements such as lighting, colour, music, aroma, and other elements that aim to evoke certain emotional reactions that encourage consumers to make purchases. From the above explanation, it can be concluded that creating a comfortable atmosphere is also key to developing a coffee shop business, because in addition to attracting consumers, a pleasant atmosphere will make many customers return. The café atmosphere can also be a distinguishing factor compared to other cafés.

Based on the results of Purnawarwan & Pradhanawati (2022) café atmosphere has a positive and significant effect on repurchase intention. Similarly, Tangkuan et al., (2023) found that café atmosphere positively and significantly influences repurchase intention. Then, according to research by Atmodjo & Dewi (2025), it was also revealed that café atmosphere has a positive and significant effect on repurchase intention. Furthermore, research by Alessandro et al., (2024) has shown consistent results, confirming that café atmosphere exerts a positive and significant influence on repurchase intention. Based on result of previous research, the following hypotheses can be formulated: H2: Cafe Atmosphere has a positive and significant effect on Repurchase Intention.

## Sales Promotion

According to Green & Keegan (2020) sales promotion is an important element of a marketing campaign, consisting of a collection of incentive tools, most of which are short-term and add real value to a product or brand. These promotions are usually carried out to introduce new products, sell off old products, or increase buyer interest in products. One way to conduct sales promotion is by providing incentives or special offers to consumers, such as discounts, coupons, vouchers, or gifts. Sales promotion can also be conducted to encourage consumers to purchase and reuse certain products. For example, companies can run promotions that dedicate a portion of purchases to important causes or charity (Junikon & Ali, 2022). On the other hand, according to Yulida et al., (2023) sales promotion is defined as a free marketing effort, conducted for a limited time and aimed at promoting consumer purchases. The dynamic consumer market will change along with ever-changing lifestyles, often presenting different promotional strategies, such as cash back, gifts for a pair of sports shoes, coupons

and discounts, and cash or gifts for returned products. From the above explanation, it can be concluded that sales promotion can also be described as an incentive used by retailers or manufacturers to incite trade with other sellers, other channel partners, or customers to purchase a product, in addition to encouraging sellers to sell their goods.

Based on research by Dharmawan & Jaolis (2021), sales promotion has a positive and significant effect on repurchase intention. Then, research conducted by Yani & Maisarah (2023) found that sales promotion also has a positive and significant effect on repurchase intention. Research by Yulida et al., (2023) further shows that sales promotion positively and significantly influences repurchase intention. In line with these findings, Aditama & Rachmawati (2023) also confirmed that sales promotion plays an important role in encouraging consumers' repurchase intention. Based on result of previous research, the following hypotheses can be formulated:

H3: Sales Promotion has a positive and significant effect on Repurchase Intention.

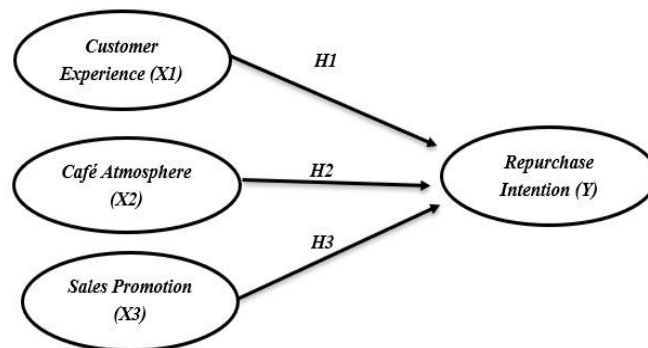


Figure 2. Research Framework

Based on Figure 2, the research framework can be understood through the structural diagram illustrated above, which shows the influence of Customer Experience, Café Atmosphere, and Sales Promotion on Repurchase Intention. Therefore, according to the relationships among variables in the research framework, the research hypotheses are proposed as follows:

H1: Customer Experience has a positive and significant effect on Repurchase Intention. H2: Cafe

Atmosphere has a positive and significant effect on Repurchase Intention.

H3: Sales Promotion has a positive and significant effect on Repurchase Intention.

## METHODS

This study employs a quantitative research method with an explanatory approach. This method is chosen because it enables the researcher to test hypotheses and analyze the causal relationships between the independent variables: Customer

Experience (X1), measured using indicators adapted from Yulida et al., (2023); Café Atmosphere (X2), measured using indicators adapted from Alessandro et al., (2024) and Sales Promotion (X3), measured using indicators adapted from Yulida et al., (2023) on the dependent variable, Repurchase Intention (Y), which is measured using indicators adapted from Putritamara et al., (2024).

The population in this research consists of customers of Suasana Warunk in Cengkareng, with a particular focus on Generation Z consumers. The sampling technique applied is non-probability sampling, specifically purposive sampling, where respondents are selected based on criteria relevant to the study objectives, such as being active customers within the last three months. The sample size is determined using the Roscoe formula, resulting in a total of 100 respondents.

Data were collected through a structured questionnaire distributed to respondents both online and offline. The questionnaire was designed using a Likert scale with five response options, ranging from “strongly disagree” to “strongly agree.” This method ensures that perceptions, experiences, and behaviors

of the respondents can be measured objectively and consistently.

The main instrument of this study is the questionnaire, which is divided into four sections: (1) items measuring Customer Experience, (2) items assessing Café Atmosphere, (3) items related to Sales Promotion, and (4) items for Repurchase Intention. All items are adapted and modified from previous validated research to maintain reliability and validity. A pilot test was conducted prior to data collection to ensure the instrument’s clarity and accuracy.

The research method used in this study is Structural Equation Modelling (SEM) Partial Least Squares (PLS), referred to as SEM-PLS. Data processing is carried out using the Partial Least Squares (Smart-PLS) version 3.0 PLS programme. The PLS assessment was carried out in two stages, namely the evaluation of the measurement model (Outer Model) and the structural model (Inner Model), as well as hypothesis testing (Hair et al., 2021).

Based on theoretical studies, the operational definition of variables in this research is presented in Tabel 2.

Table 2.

Variable	Items	Reference
Customer Experience	<p>CE1. I want to visit several coffee shops to compare shopping experiences and find the one that best suits my needs</p> <p>CE2. I expect a good and satisfying experience when visiting each coffee shop.</p> <p>CE3. I am confident that Warunk's atmosphere will be maintained because the decision to buy at another coffee shop needs to be considered.</p> <p>CE4. I prioritize a good experience over low prices when visiting a coffee shop.</p> <p>CE5. I feel comfortable when the people I meet are kind and polite.</p> <p>CE6. I believe that flexible and responsive service can enhance the positive experience at Suasana Warunk.</p> <p>CE7. I have been treated well by this coffee shop, so there is no need to look for another place.</p>	Yulida et al., (2020)

	CE8. I feel that the service at Suasana Warunk provides good service to customers.	
Café Atmosphere	<p>CA1. I feel that the exterior appearance of Suasana Warunk is attractive.</p> <p>CA2. I feel that the exterior design of Suasana Warunk provides a comfortable atmosphere when I visit there.</p> <p>CA3. I feel that the interior of Suasana Warunk emphasizes modern interior design.</p> <p>CA4. I feel that the interior design of Suasana Warunk makes me feel comfortable staying there for a long time.</p> <p>CA5. I can clearly see directional information when I visit Suasana Warunk.</p> <p>CA6. I feel that the layout of Suasana Warunk is well designed, making it easy for customers to move around.</p> <p>CA7. I feel interested in visiting Suasana Warunk again because the atmosphere is comfortable and attractive.</p>	Alessandro et al., (2024).
Sales Promotion	<p>SP1. I feel that reading the Coffee Shop flyer helps me decide where to go.</p> <p>SP2. I compare all brand promotions and prices promoted by Suasana Warunk to get the best deal.</p> <p>SP3. I realize that promotions have great potential to save me money.</p> <p>SP4. I feel that shopping is enjoyable when taking advantage of the promotions offered.</p> <p>SP5. I feel that when buying products with promotional offers, I get a cheaper price and good quality.</p> <p>SP6. I enjoy buying products that are promoted at Suasana Warunk.</p> <p>SP7. Receiving promotional offers for products makes me feel like a good shopper.</p> <p>SP8. I feel valued when offered promotions, so I am interested in ordering at Suasana Warunk even though there are similar promotions at other coffee shops.</p>	Yulida et al., (2023)

	SP9. I tend to buy coffee at places that offer special prices.	
	SP10. If my regular coffee shop is running a promotion, I will increase the amount I purchase.	
Repurchase Intention	<p>R11. I plan to continue buying coffee at Suasana Warunk in the future because of its good quality and suitability to my needs.</p> <p>R12. I will not buy coffee at Suasana Warunk again because it no longer suits my needs.</p> <p>R13. I will reduce my coffee purchases at Suasana Warunk and look for coffee elsewhere.</p> <p>R14. I will switch to another coffee product that better suits my needs.</p> <p>R15. I will buy coffee at Suasana Warunk again if needed in the future.</p> <p>R16. I will buy coffee again if it is available at Suasana Warunk.</p>	Putritamara et al., (2024)

## RESULTS AND DISCUSSION

### Convergent Validity

Table 3. Convergent Validity Test Results

Variable	Items	AVE	Outer Loading	Composite Reliability (rho_c)	Cronbach' Alpha
Customer Experience	CE1		0.946		
	CE2		0.937		
	CE3		0.941		
	CE4	0.901	0.951	0.986	0.984
	CE5		0.948		
	CE6		0.945		
	CE7		0.962		
	CE8		0.964		
Café Atmosphere	CA1		0.925		
	CA2		0.918		
	CA3		0.861		
	CA4	0.845	0.934	0.974	0.984
	CA5		0.944		
	CA6		0.928		
	CA7		0.923		
Sales Promotion	SP1		0.911		
	SP2		0.947		
	SP3		0.947		
	SP4		0.946		
	SP5	0.865	0.946	0.985	0.982
	SP6		0.959		
	SP7		0.956		
	SP8		0.953		
	SP9		0.932		
	SP10		0.947		
Repurchase Intention	RP1	0.800	0.891	0.960	0.950
	RP2		0.908		
	RP3		0.861		
	RP4		0.878		
	RP5		0.911		
	RP6		0.918		

Source: Output PLS 3, 2025

Discriminate validity testing in PLS with reflective indicators is assessed based on the loading factor. An indicator is considered to have good validity if the loading factor value is greater than 0.70. In addition, the model is regarded as valid if the Average Variance Extracted (AVE) value for each construct exceeds 0.50. Reliability is measured using Cronbach's Alpha and Composite Reliability. A construct is considered reliable if the Composite Reliability value is greater than 0.70, while a good Cronbach's Alpha value is also above 0.70 (Ghozali, 2021).

Based on Table 3, the outer loading values indicate that all indicators for each construct have a loading factor above 0.70. This demonstrates that all indicators in this study are valid and meet the criteria

for convergent validity. In addition, the AVE values are greater than 0.50, confirming that each construct satisfies the requirement for strong discriminant validity. Therefore, it can be concluded that the variables presented in the table are valid and acceptable. Furthermore, the results of the composite reliability and Cronbach's Alpha tests show values above 0.70, indicating that each construct in the model is reliable and demonstrates good internal consistency.

#### **Discriminate Validity**

Discriminate validity indicates the extent to which a measurement instrument can effectively distinguish between different constructions that are not correlated with other constructions.

Table 4. Discriminate Validity (Fornell-Larcker Criterion)

Variable	CE	CA	SP	RI
Customer Experience	0.949			
Customer Atmosphere	0.788	0.919		
Sales Promotion	0.861	0.807	0.930	
Repurchase Intention	0.803	0.809	0.829	0.895

Source: Output PLS 3, 2025

Based on Table 5, because the square AVE of each construct is higher than the correlation between

constructs, this indicates discriminant validity based on the Fornell-Larcker Criterion.

Table 5. Discriminate Validity (HTMT)

Variable	CE	CA	SP	RI
Customer Experience				
Customer Atmosphere	0.806			
Sales Promotion	0.876	0.826		
Repurchase Intention	0.825	0.840	0.852	

Source: Output PLS 3, 2025

Based on Table 5, the HTMT ratio of all construct pairs is below the threshold value of 0.90,

confirming that the model meets the discriminant validity criterion.

Table 6. Hypothesis Test Results

	Original Sampel	T-Statistic	P Values	Results
Customer				
Experience → Repurchase Intention	0.220	2.476	0.014	Positive - Significant
Cafe				
Atmosphere → Repurchase Intention	0.344	3.817	0.000	Positive - Significant
Sales				
Promotion → Repurchase Intention	0.362	3.841	0.000	Positive - Significant

Source: Output PLS 3, 2025

Hypothesis testing techniques are useful for testing the significance of relationships between latent constructs in structural models. Significance in hypotheses is determined by looking at the parameter coefficient value and the t-statistic value, which must exceed 1.65 for one-tailed hypotheses to perform testing at alpha 0.05. In addition, to test hypotheses in PLS, the p-value can be analysed. If the p-value is < 0.05, it means that the hypothesis test is accepted or significant (Ghozali, 2021).

Based on the hypothesis testing results in the table, the following results were obtained:

The variable Customer Experience on Repurchase Intention is positive with an influence coefficient value of 0.220. The T-Statistic value is 2.476, which is higher than the critical value of 1.96, and the PValue is 0.014, which is still within the 0.05 limit. It can be concluded that Customer Experience has a positive and significant effect on Repurchase Intention.

**The Hypothesis Testing Results for The Cafe**

Atmosphere variable shows that it has a positive effect on Repurchase Intention with an influence coefficient value of 0.344. The T-Statistic value is 3.817, which is higher than the critical value of 1.96, and the P-Value is 0.000, which is less than the

threshold of 0.05. Therefore, it can be concluded that Cafe Atmosphere has a positive and significant effect on Repurchase Intention.

The hypothesis testing results for the Sales Promotion variable show that it has a positive effect on Repurchase Intention, with the largest coefficient value of 0.362. The T-Statistic value is 3.841, which is higher than the critical value of 1.96, and the PValue is 0.000, which is less than the threshold of 0.05. It can be concluded that Sales Promotion has a positive and significant effect on Repurchase Intention.

The Influence of Customer Experience on Repurchase Intention of Suasana Warunk. The results of the first hypothesis test indicate that Customer Experience has a positive and significant influence on Repurchase Intention at Suasana Warunk in DKI Jakarta.

This study is in line with previous studies by Tresna et al., (2021) customer experience has a positive and significant effect on repurchase intention. Similarly, the study conducted by Diyanti et al., (2021) also confirmed that customer experience significantly influences consumers' intention to repurchase. In line with these findings, Yulida et al., (2023) also revealed that customer

experience has a positive and significant effect on repurchase intention.

### **The Influence of Café Atmosphere on Repurchase Intention of Suasana Warunk**

The results of the second hypothesis test indicate that Café Atmosphere has a positive and significant influence on Repurchase Intention at Suasana Warunk in DKI Jakarta.

These findings support the results of previous studies by Munawaroh & Riptiono (2021) café atmosphere has a positive and significant effect on repurchase intention. Then, according to research by Purnawarwan & Pradhanawati (2022) café atmosphere has a positive and significant effect on repurchase intention. Furthermore, research by Alessandro et al., (2024) whose research shows that Café Atmosphere has a positive and significant effect on Repurchase Intention.

### **The Influence of Sales Promotion on Repurchase Intention of Suasana Warunk**

The results of the third hypothesis test indicate that Sales Promotion has a positive and significant influence on Repurchase Intention at Suasana Warunk in DKI Jakarta.

This study is consistent with previous studies by Munte et al., (2020) sales promotion has a positive and significant effect on repurchase intention. Research by Aditama & Rachmawati (2023) sales promotion has a positive and significant effect on repurchase intention. In line with these findings, Yulida et al., (2023) whose research shows that sales promotion has a positive and significant effect on repurchase intentions.

### **CONCLUSION**

Based on the data and hypothesis test results, it appears that Customer Experience has a positive and significant influence on Repurchase Intention at Suasana Warunk in DKI Jakarta. This shows that customers who are satisfied with the service, atmosphere, and comfort during their visit tend to maintain their loyalty and make repeat purchases. Café Atmosphere has a positive and significant effect on Repurchase Intention at Suasana Warunk in DKI Jakarta.

This means that the better the atmosphere created by Suasana Warunk, the more comfortable it is for people to visit again. This shows that an atmosphere that is created in accordance with customer expectations and desires significantly increases the likelihood of them returning and continuing to be loyal customers. And sales promotions have a direct impact on repurchase intention Suasana Warunk in DKI Jakarta. This means that promotions that are attractive and in line with consumer needs can encourage consumers to make repeat purchases in the future. This shows that the more effective the promotional programs offered by coffee shops, such as discounts, vouchers, or special offers, the higher the tendency for consumers to make repeat purchases at these coffee shops. Implication for Suasana Warunk is that the company is advised to consistently maintain and improve consumer confidence in the three variables, namely customer experience, café atmosphere, and sales promotion through appropriate marketing strategies in order to meet their expectations and encourage customers' intention to repurchase.

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