The Fore Coffee Phenomenon: Servicescape Transformation and Customer Experience as a Catalyst For Repurchase Intention in the Digital Age

Tegar Dermawan Tarigan[1], Ari Prabowo[2]*, Etty Sri Wahyuni[3], Henry Aspan[4], Dian Mahardi Lestari[5]
[1] Program Studi Manajemen, Universitas Potensi Utama, Indonesia
[2] Program Studi Manajemen, Universitas Potensi Utama, Indonesia
[3] Program Studi Manajemen, Universitas Batam, Indonesia
[4] Universitas Pembangunan Panca Budi, Indonesia
[5] Politeknik Lembaga Pendidikan dan Pengembangan Profesi Indonesia (LP3i) Langsa, Indonesia
* Corresponding Email: ariprabowotanjung@gmail.com

Abstract – This study aims to explore the influence of *Servicescape*, *Social Media Marketing*, and *Customer Experience* on the repurchase interest of Fore Coffee consumers in Medan City. The research methodology implements a quantitative associative approach with the population in the form of all consumers who make repeated visits to Fore Coffee Medan whose number is not definitively identified. The sampling technique applied *Purposive Sampling* by determining the sample size using the Zikmund formula, resulting in 100 respondents as research subjects. The results of inferential statistical analysis indicate that: (1) *Servicescape* partially shows a significant effect on repurchase interest, (2) *Customer Experience* also partially has a significant effect on repurchase interest, and (3) *Servicescape* and *Customer Experience* simultaneously presents a significant influence on consumer reacquisition intentions. The value of the determination coefficient represented by *the Adjusted R square* of 0.776 indicates that 77.6% of the variability in repurchase interest can be elaborated through the *Servicescape* and *Customer Experience dimensions*, while 22.4% of the residual is influenced by exogenous variables outside the conceptual model that were not the focus of the investigation. These findings provide theoretical implications for the consumer behavior literature and managerial implications for business entities in the food and beverage industry, particularly in optimizing physical environmental elements and consumer experiences to increase the probability of repeat purchases. This study enriches understanding of the dynamics of factors influencing consumer loyalty in the context of contemporary café business in the Indonesian urban market.

Keywords: Servicescape, Customer Experience, **and Repurchase Interest**

1. INTRODUCTION

The city of Medan, as the third largest metropolis after DKI Jakarta and Surabaya, represents a geographical-economic entity that should be considered as a strategic location for business initiation with very conducive economic prospects. Fundamentally, business opportunities in the demographic segment of the younger generation in Medan that offer long-term sustainability are through the establishment of a coffee shop business. The proliferation of coffee shops, which are experiencing accelerated growth, has transformed into a secondary need for coffee connoisseurs as well as a relaxation space for a wide spectrum of socio-economic segments of society. Not limited to the general public, the student population is also a significant consumer in the coffee consumption ecosystem. As stated by hospitality industry experts, coffee shops are a business model with substantial return on investment potential, offering fast-food culinary products as well as coffee-based and non-coffee beverage variants in an atmosphere conducive to relaxation with premium infrastructure that can be accessed by consumers. One of the business entities in this industry that is in the phase of brand expansion is Fore Coffee which started operating in 2018 (Kusuma & Hidayat, 2020; Sari et al., 2021; Ananda & Wijaya, 2022; Rahman & Sutrisno, 2023).

Revisit Intention is a crucial indicator for every business entity, in this context Fore Coffee in Medan City, to measure the intensity of consumer preferences to make repeat visits and provide a positive valuation of Fore Coffee in Medan City that has been visited before. The post-visit experience will transform the positive perception for Fore Coffee visitors in Medan City to continue to provide favorable recommendations not only for personal benefit but also to the wider community regarding the visit experience that has been made. According to Lestari (2023), interest in returning visits is a behavioral manifestation that appears in response to stimuli that indicate a customer's desire to make repeat visits. North Sumatra presents a coffee shop with an aesthetic atmosphere around it to be appreciated by visitors who attend by utilizing certain attractive photographic locations according to social media visual standards, not only for the millennial demographic segment but also for visitors from a more mature age group. Interest in revisiting is essentially an internal stimulus that arises from within the individual that manifests the desire to access an object or area that attracts individual and collective attention on a sustainable basis (Putri et al., 2020; Fauzi & Kusnadi, 2021; Hidayat & Pramono, 2022; Sutanto et al., 2023).

Servicescape facilitates consumers in forming expectations and constructing perceptions of a service immediately, or even before they interact directly with the physical environment in which the service operates. According to Evelyna (2022), servicescape is a configuration of the physical environment and its supporting elements that affect consumer behavior during the process of consuming certain services, which implies that the initial impression that will be perceived by consumers when present to acquire services is a manifestation of existential physical evidence in the environment where the service is provided. Thus, the existence of the servicescape will be able to serve as a medium through which the customer experience is constructed, which is identified as the main determinant of the customer's holistic perception of a service and their consequent behavior to perform repetitive patronage. The problems identified related to the servicecape variable at Fore Coffee Citraland Helvetia Medan are the spatial configuration between seating and table furniture that does not accommodate optimal mobility for consumers so that mobility accessibility for consumers is significantly restricted (Putra & Lestari, 2021; Santoso & Wahyudi, 2022; Ramadhani et al., 2023; Yuliana & Rahayu, 2023).

Godovykh and Tasci (2020) articulate that customer experience can culminate in the consequences of consumer interaction with business entities, both in emotional and cognitive dimensions. The results of these interactions will crystallize impressions in the consumer's cognitive structure and can affect consumers' evaluation of products or services

offered by the company. In the context of e-retail, customer experience can be quantified in four fundamental components, namely: cognitive, affective, sensory, and conative. Problems related to customer experience were identified that indicated that consumers have not implemented positive advocacy (word-of-mouth) regarding the store to external parties. This phenomenon hints at the existence of causal factors that cause consumers to not recommend stores to their social communities, such as transaction experiences that have not reached the threshold of optimal satisfaction, product quality that has not been parallel to expectations, service interactions that have not met hospitality standards, or a lack of trust in the consistency of stores in meeting customer needs. The aggregation of these factors can catalyze consumer hesitation to transmit recommendations to other social entities (Dewi & Anwar, 2020; Fitri & Iskandar, 2021; Sari & Nugraha, 2022; Wibowo & Hartono, 2023).

Based on the exploration of contextual phenomena that have been articulated in the above background elaboration, the researcher formulated the following research problems: first, whether the dimension of the servicescape partially has a positive and significant influence on the repurchase intention of the Fore Coffee consumer segment in the Medan metropolitan area; second, whether the partial customer experience shows a positive and significant influence on the interest in repurchase in the Fore Coffee consumer population in the urban area of Medan; and third, whether the servicecape construct and customer experience simultaneously have a positive and significant influence on the variables of repurchase interest in Fore Coffee consumer entities in Medan City.

2. RESEARCH METHODOLOGY
A. Types and Methods of Research

In the context of methodological design, this study implements an associative paradigm that is intensified to explore the correlation and causality relationships between multiple constructs of variables as articulated by Sugiyono (2017), by adopting a quantitative method which is an investigative methodology to examine specific population entities and samples through data acquisition using standardized instruments to test the preformulation hypothesis postulate, as well as operationalize multiple linear regression models with the application of the SPSS Version 25 statistical analysis tool to investigate the existence of significant influences between exogenous and endogenous variables, allowing the estimation of the determination coefficient, the exploration of the statistical significance of regression parameters, and the identification of the direction and magnitude of predictive effects on responses to produce valid inferences regarding the causality relationships between the study variables.

B. Population and sample

The research population represents all consumers who make repeated visits to Fore Coffee in Medan City with an unidentified number (Stockemer, 2019). Samples are defined as a representative subset of the population (Sugiyono, 2021), with the acquisition method using *nonprobability sampling* through *purposive sampling* techniques. According to Sekaran and Bougie (2016), this approach allows researchers to collect data from comprehensive sources and meet the specific informational needs of the research. The parameters of the implemented sample include:

1) consumers who have repeatedly patronized (more than once) Fore Coffee Citraland Helvetia Medan, and
2) individuals who actively use social media platforms such as Instagram, Facebook, Twitter, and other social networks as part of their digital communication ecosystem

In this study, the author used a formula for determining the number of samples according to Zikmund. (2013) is:

N = number of samples Z = standardized values S = standard deviationE = standard error/error level N = $(ZS/E)^2$

Thus, the quantification of the quantity of the sample size that was required at the 95% confidence significance level and the margin of error of 1% was calculated with the following statistical formula:

$N = (((1.96).(0.05))/(0.01))^2 = 96.04$ rounded to 100.

Due to temporal limitations, privacy regulations, financial constraints, and other contextual determinants, the researcher implemented the Zikmund mathematical formula to estimate the sample size in an infinite population that could not be definitively quantified, so that the number of research analysis units was set as 100 respondents/consumers who had executed repeated patronage at Fore Coffee in the Medan metropolitan area.

C. Data Collection Techniques

Data acquisition techniques represent a systematic and objective methodology for obtaining or accumulating information that is verbal and documentary. In the operational context of this study, the data collection instrument implemented is a structured questionnaire that allows the standardization measurement of research variables through respondent responses that are quantified using a predetermined measurement scale.

D. Data Analysis Techniques

The data analysis technique in this study implements a quantitative approach by utilizing the Statistical Package for Social Sciences (SPSS) Version 25 software. The analysis procedure executed includes a series of statistical tests, namely: (1) Test the validity and reliability of the instrument to verify the accuracy of measurements and internal consistency; (2) Descriptive statistical analysis to delineate the central characteristics and dispersion of the data; (3) Classical assumption tests include normality, multicollinearity, heteroscedasticity, and linearity as a prerequisite for regression analysis; (4) Multiple linear regression analysis to estimate predictor models with equations $Y = a + b_1X_1 + b_2X_2 + e$; (5) Hypothesis tests that include t-tests (partial) and F-tests (simultaneous) to evaluate the statistical significance of regression parameters; and (6) Analysis of the determination coefficient (R^2) to measure the proportion of the variability of dependent variables that can be explained by independent variables in the model.

3. RESULTS AND DISCUSSION
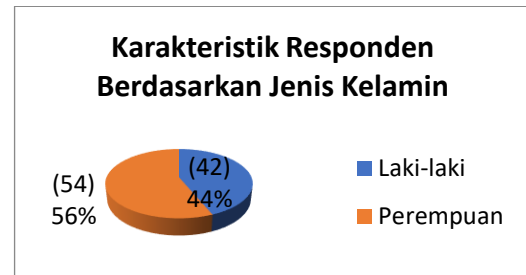
1. Results of Respondent Characteristics

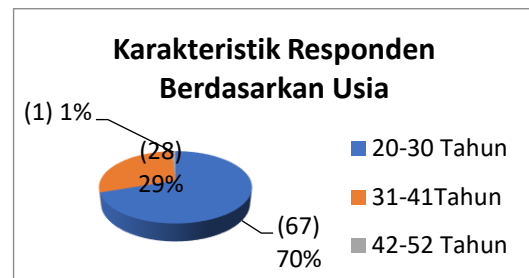**Figure 1.** Characteristics of Respondents by Gender

Figure 2. Characteristics of Respondents by Age

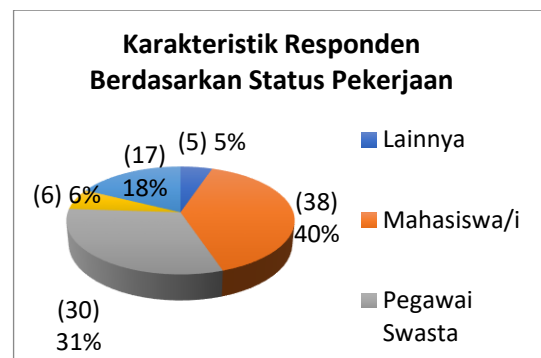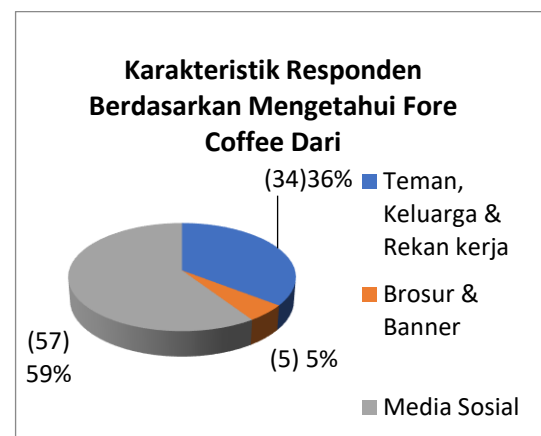**Figure 3.** Characteristics of Respondents Based on Employment Status

Figure 4. Respondents' Characteristics Based on Knowing Fore Coffee from

2. Validity and Reliability Test Results

Table 2. Validity Test Results of *Servicescape* (X1), *Customer Experience* (X2) and Repurchase Interest (Y) Variables

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item-Total Statistics				
X1.1	7.68	2.240	**.397**	.603
X1.2	7.61	2.099	**.443**	.544
X1.3	7.63	1.690	**.508**	.447
Item-Total Statistics				
X2.1	11.51	4.535	**.631**	.659
X2.2	11.22	4.840	**.564**	.698
X2.3	11.26	5.204	**.474**	.746
X2.4	11.46	5.180	**.563**	.701
Item-Total Statistics				
Y.1	11.47	4.393	**.470**	.689
Y.2	11.51	3.949	**.578**	.623
Y.3	11.68	4.018	**.636**	.590
Y.4	11.27	4.846	**.382**	.735

Source: processed by the author (2025)

Based on the data visualized in Table 2, it is possible to identify the inferential results of the SPSS software output on the entire variable construct after the implementation of the validity statistical test. The results of the validity analysis based on the statement items in the research instrument were classified as valid because the total value of the corrected item total correlation coefficient > 0.30, which indicates that each statement item has adequate coherence and convergence with the construct of the variable intended to be measured, so as to meet the psychometric standard to be utilized in advanced statistical analysis.

Table 3. Reliability Test Results of *Servicescape* (X1), *Customer Experience* (X3) and Repurchase Interest (Y) Variables

Variabel	Nilai *Cronbach Alpha*	Information
X1	**0,637**	Reliable/Handal
X2	**0,759**	Reliable/Handal
And	**0,725**	Reliable/Handal

Source: processed by the author (2025)

Based on Table 3, it was identified that *the value of Cronbach's alpha* coefficient for all research variables (*servicescape*, *customer experience*, and repurchase interest) > 0.60, so it can be inferred that all research instruments meet the reliability criteria adequate for the measurement of the constructs studied.

3. Classical Assumption Testing Results
a. Normality Test Results

Table 4. Kolmogorove-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters a,,b	Mean	.0000000
	Hours of deviation	1.23252757
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.033
Kolmogorov-Smirnov Z		.052
Asymp. Sig. (2-tailed)		**.231**
a. Test distribution is Normal.		
b. Calculated from data.		

Source: processed by the author (2025)

Based on the statistical data presented in Table 4, it was identified that the value of asymp. sig. (2-tailed) of 0.231 > 0.05 (alpha significance value), so it can be interpreted that the tested research data follows a normal distribution. This confirms that the assumption of residual normality as a prerequisite in linear regression analysis has been met.
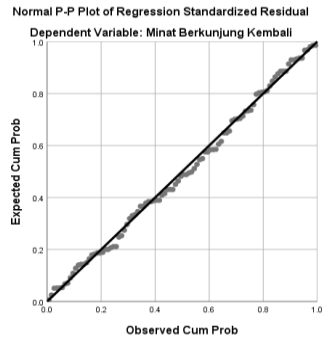
Figure 5. PP-Plot Test of Normality
Source: processed by the author (2025)

Based on the visualization of Figure 5, the PP-Plot Normality Test demonstrates that the histogram graph shows a symmetrical and balanced confluence in the central area, while the distribution of points on the PP-Plot graph is consistently concentrated around the diagonal line of the diagram. The distribution pattern indicates that the research data meets the assumption of normality, which is a fundamental prerequisite in the implementation of parametric statistical analysis.
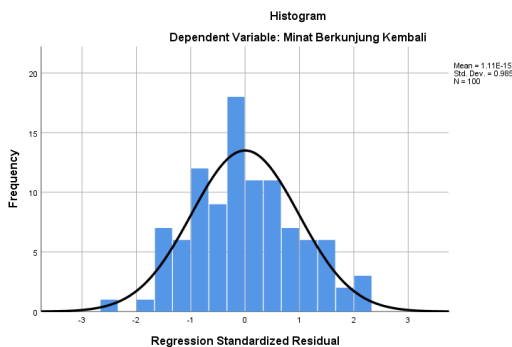

Figure 6. Normality Test Histogram
Source: processed by the author (2025)

Based on the visualization of Figure 3, the PP-Plot normal graph test and histogram graph were utilized to evaluate the results of the data normality test. The graphical illustration is congruent with the evaluative parameters of the normality test which states that the data is classified as normally distributed if the histogram graph forms a bell-shaped configuration with a symmetrical peak in the central area. These distribution characteristics confirm that the research data meet the assumption of normality, so that parametric

statistical analysis can be implemented with adequate validity.

b. Multicollinearity Test Results

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	BRIGHT
1	(Constant)		
	Servicescape	.558	1.793
	Customer Experience	.628	1.593

Source: processed by the author (2025)

Based on the statistical data presented in Table 5, it was identified that the results of the multicollinearity test for *the servicecape* and *customer experience* variables showed a *tolerance* value of > 0.10 and a Variance Inflation Factor (VIF) value of < 10, so it can be inferred that this study is free from the problem of multicollinearity. This condition indicates that there is no too strong correlation between independent variables, thus meeting the predictor independence assumption in multiple linear regression models.

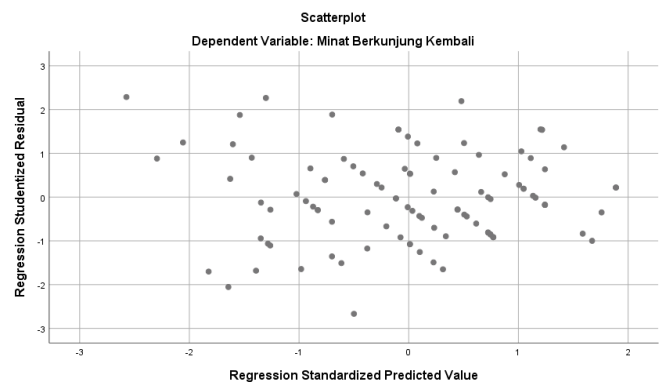**c. Heteroscedasticity Test Results**

Figure 7. Scatterplot Heteroscedasticity Test
Source: processed by the author (2025)

Based on Figure 7, the graph *Scatterplot* showing the distribution of data points that do not form a systematic pattern and are spread relatively randomly, indicating that the research data meet the assumption of

homogeneity, so that it is free from the problem of heteroscedasticity in the regression model.

4. Multiple Linear Regression Test Results

Table 6. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	**.484**	.860
	Servicescape	**.201**	.086
	Customer Experience	**.254**	.047

Source: processed by the author (2025)

a. The α constant = 0.484. Based on this constant value, it can be interpreted that in conditions where the servicescape and customer experience variables do not increase or are valued at 0 (zero), then the repurchase interest variable will have a value of 0.484 units. This indicates the baseline amount of repurchase interest without the influence of predictors in the model.

b. Regression coefficient β_1 = 0.201. This value shows that if there is a policy implementation that results in an increase in the servicecape variable by one unit, ceteris paribus (other independent variables are constant), then the repurchase interest will increase by 0.201 units.

c. The regression coefficient β_2 = 0.254. This parameter indicates that if there is a policy intervention that causes an increase in the customer experience variable by one unit, assuming the other variable is fixed, then the interest in repurchase will increase by 0.254 units.

5. Hypothesis Testing Results
a. Simultaneous Significant Test (F-Test)

Table 7. Simultaneous Test Results (F-Test)

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	542.997	3	180.999	**115.536**	.000 b
	Residual	150.393	96	1.567		
	Total	693.390	99			
a. Dependent Variable: Repurchase Interest						
b. Predictors: (Constant), Customer Experience, Servicescape						

Source: processed by the author (2025)

Based on the statistical data presented in Table 7, it was identified that the results of the F-test produced an F-calculation value of 115.536 > F-table 2.47 (with a degree of freedom n-k-1 = 100-4-1 = 95 at k = 4) and a significance value of 0.000 < 0.05 (alpha), so that the alternative hypothesis (Ha) was accepted and the null hypothesis (Ho) was rejected. These findings indicate that *the variables of servicescape* and *customer experience* simultaneously have a significant effect on repurchase interest. Thus, the third hypothesis (H3) that has been formulated previously has empirical support and is accepted.

b. Partial Significance Test (t-test)

Table 8. Partial Test Results (t-Test)

Model		t	Itself.
1	(Constant)	.563	.575
	Servicescape	**2.339**	**.021**
	Customer Experience	**5.378**	**.000**

Source: processed by the author (2025)

1) The Influence *of Servicescape* on Return Interest

The value of Servicescape *t-count* (2.339) > t-table (1.66) with a significance of 0.021 < 0.05, indicates that an alternative hypothesis is accepted, so it can be inferred that *Servicescape*

partially has a positive and significant effect on the repurchase interest of Fore Coffee consumers in Medan City.

2) The Influence *of Customer Experience* on Interest in Returning Visits

The t-calculated *value of Customer Experience* (5.378) > t-table (1.66) with a significance value of 0.000 < 0.05, so that the alternative hypothesis is accepted and the null hypothesis is rejected, indicating that *Customer Experience* partially has a positive and significant effect on the interest in repurchase in Fore Coffee consumers in Medan City.

6. Coefficient Determination Test Results

Table 9. Determination Coefficient Test Results

Type	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.885a	.783	**.776**	1.252

Source: processed by the author (2025)

Based on Table 9, the *Adjusted R square* value of 0.776 indicates that 77.6% of the variability of repurchase interest can be explained by *the servicecape* and *customer experience variables*, while the remaining 22.4% is influenced by variables outside the model that were not studied.

***Servicescape* Against Repurchase Interest**

The results of the study demonstrate that *servicescape* partially has a positive and significant influence on the interest in repurchase in the Fore Coffee consumer segment in the Medan metropolitan area. Based on the inferential statistical analysis of the data obtained from the questionnaire instrument distributed to 100 respondents selected as the research sample, it was identified that the t-value of the *Servicescape variable* was 2.339 > t-table 1.66 (with a degree of freedom n-k = 100-4 = 96 at a significance level of 0.05 or 5%) and a significance probability value of 0.021 < 0.05 (alpha), so that the alternative hypothesis (Ha) was accepted and the null hypothesis (Ho) rejected.

These empirical findings are consistent with and provide validative support for previous studies conducted by Feby Evelyna (2022), Hakim & Arief Rahman (2019), and Nia Alfrika Sipayung & Syafrizal Helmi Situmorang (2023) which convergently confirm that *the Servicescape variable* has a positive and significant influence on consumer interest in revisiting. The confluence of the results of this study strengthens the theoretical and empirical justification regarding the significance of the physical environment of services in shaping consumer preferences to repeat patronage.

***Customer Experience* Against Repurchase Interest**

The results of the study indicate that *customer experience* partially shows a positive and significant influence on the interest in repurchase in the Fore Coffee consumer population in the urban area of Medan. Based on the inferential analysis of the data acquired through a questionnaire instrument distributed to 100 respondents selected as a unit of research analysis, it was identified that the t-value of the *Customer Experience variable* was 5.378 > t-table 1.66 (with a degree of freedom n-k = 100-4 = 96 at a significance level of 0.05 or 5%) and a significance probability value of 0.000 < 0.05 (alpha), so that the alternative hypothesis (Ha) was accepted and the hypothesis zero (Ho) is rejected.

This empirical evidence is congruent with and validates previous investigations conducted by Feby Evelyna (2022), Hakim & Arief Rahman (2019), and Nia Alfrika Sipayung & Syafrizal Helmi Situmorang (2023) which consistently confirm that *customer experience variables* have a positive and significant influence on return interest in visits. The consistency of the results of this study strengthens the theoretical and empirical basis regarding the strategic role of customer experience management in shaping consumer preferences to make repeat transactions on the same business entity.

Servicescape and *Customer Experience* Against Return Interest

The results of the study demonstrate that *servicecape* and *customer experience* simultaneously have a positive and significant influence on the interest in repurchase in the consumer segment of Fore Coffee in the Medan metropolitan area. Based on the inferential statistical analysis of the data obtained from the questionnaire instrument distributed to 100 respondents selected as the research sample, it was identified that the F-test value resulted in an F-count of 115.536 > F-table of 2.47 (with a degree of freedom n-k-1 = 100-4-1 = 95 at k = 4), so that the alternative hypothesis (Ha) was accepted and the null hypothesis (Ho) was rejected.

Return Interest manifests when consumers actualize repeated patronage for a second or more time. The phenomenon where customers give preference to a destination to be visited continuously or recurrent is a condition in which location attributes create a perception of comfort in visiting and the implementation of optimal service processes by business people operating in the entity.

These empirical findings are consistent with and provide validative support for previous studies conducted by Feby Evelyna (2022), Hakim & Arief Rahman (2019), Nia Alfrika Sipayung & Syafrizal Helmi Situmorang (2023), and Gladi Okwindy Purba (2024) which convergently confirm that *the variables of servicescape*, *social media marketing*, and *customer experience* simultaneously has a positive and significant influence on interest in returning visits. The confluence of the results of this study strengthens the theoretical and empirical justifications regarding the integrative significance of the physical environment of services, social media marketing strategies, and customer experience in shaping consumer preferences for repetitive patronage.

4. CONCLUSION

Based on the results of the analysis, the servicecape and customer experience partially had a significant positive effect on the repurchase interest of Fore Coffee Medan consumers, with t-calculated values of 2.339 and 5.378 respectively and significance below 0.05. Simultaneously, servicescape, social media marketing, and customer experience also had a significant effect on repurchase interest, with an F-count value of 115,536. Recommendations include reconfiguring furniture layouts for mobility comfort, strengthening relationship marketing strategies through communication and loyalty programs, improving services and incentives to spur customer advocacy, and improving supporting facilities such as accessibility and Wi-Fi to increase comfort and interest in repeat visits.

5. BIBLIOGRAPHY

[1] Alvianna, S., Earlike, F., Sani, A., Lasarudin, A., & Hidayatullah, S. (2020). The impact of visitor satisfaction mediation from the relationship between marketing information systems, tourist destinations and service quality towards returning interest in Malang Topeng Village tourism destinations.

[2] Ananda, R., & Wijaya, T. (2022). Analysis of opportunities and strategies for the development of a coffee shop business in Medan City. *Journal of Business and Management*, 8(1), 45-58.

[3] Azzahri, S., & Prabowo, A. (2024). The influence of content creators, price promotion, and social media marketing on impulsive buying in the purchase of skincare products on the TikTok Shop application (case study of students of the Faculty of Economics and Business, Potential Utama University). *Journal of Medicine*, 5(2), 1445-1458.

[4] Becker, L., & Jaakkola, E. (2020). Customer experience: Fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48(4), 630–648. https://doi.org/10.1007/s11747-019-00688-y

[5] Dewi, M. S., & Anwar, R. (2020). The influence of customer experience, customer

value, and brand image on customer satisfaction. *Performance: Journal of Economics and Management*, 19(3), 598-610.

[6] Evelyna, F. (2022). The influence of servicescape, social media marketing and customer experience on revisit intention at the Rahayu River Tubing tourist attraction in Kebumen Regency. *Journal of Business, Management, and Accounting*, 9(2), 203-219.

[7] Fitri, I., & Iskandar, B. (2021). The relationship between customer experience and consumer loyalty in the coffee industry in Medan. *Journal of Management and Marketing*, 6(1), 78-89.

[8] Godovykh, M., & Tasci, A. D. A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, 100694. https://doi.org/10.1016/j.tmp.2020.100694

[9] Hakim, A. R., & Rahman, A. (2019). The influence of servicescape, social media marketing and customer experience on revisit intention at the Tangkahan natural tourist attraction in Langkat Regency (Doctoral dissertation, University of North Sumatra).

[10] Hidayat, A., & Pramono, S. (2022). Coffee shop development strategy in Medan City: A millennial market approach. *Journal of Creative Economy*, 4(2), 123-134.

[11] Kusuma, D., & Hidayat, R. (2020). The potential of a coffee shop business in Medan City. *Indonesian Business Journal*, 12(1), 34-42.

[12] Lestari, I. (2023). The study revisited intention through a theoretical and analytical approach. Indramayu: Adab.

[13] Nugroho, A. (2021). The richness of archipelago spices in Indonesian cuisine. *Indonesian Journal of Gastronomy*, 3(1), 50-60.

[14] Omar, Y. A. A., Amri, A., & Hasani, M. C. (2021). The impact of social media, customer experience and servicescape on the revisit intention in marine tourism (a case study on Akkarena Beach, Makassar). *PONGGAWA: Journal of Fisheries Socio-Economic*, 39-50.

[15] Pane, S. H., & Prabowo, A. (2024). The influence of service quality and physical evidence on student satisfaction Potensi Utama University. *ePaper Bisnis: International Journal of Entrepreneurship and Management*, 1(4), 01-16.

[16] Prabowo, A. (2024). The effect of service quality, promotion intensity and price on the satisfaction of PT Al Muchtar Tour & Travel Umrah pilgrims. *Journal of Science*, 5(2), 1600-1615.

[17] Putri, K. C., Rusminah, R., & Furkan, L. M. (2020). The influence of experiential marketing on the interest of McDonald's Sriwijaya consumers to revisit. *Elasticity: Journal of Development Economics*, 2(1), 100-123.

[18] Rahman, A., & Sutrisno, B. (2023). The growth of coffee shop businesses in Indonesia's major cities: A case study of Fore Coffee. *Journal of Business Management*, 11(1), 87-98.

[19] Ramadhani, F., Wahyuni, E. S., & Prabowo, A. (2024). Retirement planning for manufacturing workers in Batam City: Identifying social influences and saving behaviors. *Journal of Economics: Research and Scientific Studies in the Field of Economics*, 10(2).

[20] Santoso, R., & Wahyudi, T. (2022). Evaluation of servicescape and its effect on coffee shop customer satisfaction in Medan. *Journal of Hospitality*, 7(3), 150-162.

[21] Sari, E., Nugraha, P., & Putra, D. (2021). The role of coffee shops in the development of coffee consumption culture in North

Sumatra. *Journal of Tourism and Creative Economy*, 5(2), 89-98.

[22] Sipayung, N. A., & Situmorang, S. H. (2023). The influence of social media, servicescape and customer experience on revisit intention at Maulana Villa and Cafe in Pangambaten, Karo Regency. *EDUTOURISM Journal of Tourism Research*, 5(01), 26–36.

[23] Sugiyono. (2017). *Quantitative, qualitative, and R&D research methods*. Bandung: Alfabeta.

[24] Sugiyono. (2021). *Quantitative, qualitative, and R&D research methods* (Latest Edition). Bandung: Alfabeta.

[25] Sutanto, A., Fauzi, M., & Kusnadi, D. (2023). Analysis of coffee consumption trends and the role of coffee shops in Medan. *Journal of Social and Economics*, 9(1), 12-24.

[26] Wahyuni, E. S., & Ramadhan, F. (2022). Financial management is the concept of financial behavior as the basis for decision-making in the digital era. Medan: Tungga Esti.

[27] Wibowo, B., & Hartono, S. (2023). Customer experience and consumer loyalty in the culinary business. *Journal of Business Management*, 15(1), 33-47.

[28] Yuliana, R., & Rahayu, D. (2023). The effect of servicescape on coffee shop customer satisfaction in North Sumatra. *Journal of Service Management*, 10(2), 75-84.

[29] Zikmund, W. G. (2013). *Business research methods* (9th ed.). Cengage Learning.