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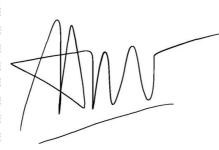
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ABSTRAKsitas Brawijava

Penelitian ini bertujuan untuk mengetahui pengaruh Servicescape dan niat Unive pelanggan Starbucks untuk mengunjungi kembali serta menguji apakah perasaan jaya senang pelanggan dapat memperkuat keinginan mereka untuk datang kembali. Penelitian ini dilakukan di Starbucks yang berlokasi di Jabodetabek (Jakarta, Bogor, Depok, Tangerang, dan Bekasi). Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif dan metode survei kuesioner yang dilakukan terhadap 280 pelanggan Starbucks Coffee di Jabodetabek. Pengambilan sampel menggunakan metode non-probability sampling dengan teknik purposive sampling. Pengolahan data dilakukan dengan menggunakan SmartPLS versi 3.3. Penerapan Servicescape di Starbucks secara positif dan signifikan untuk meningkatkan niat pelanggan untuk berkunjung kembali. Perasaan senang pelanggan yang diciptakan oleh lingkungan fisik dapat memperkuat pengaruh Unive Servicescape terhadap niat mengunjungi kembali.

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Kata Kunci: Servicescape, perasaan senang, niat untuk mengunjungi kembali.
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ABSTRACT

This study aims to determine the effect of Servicescape and on Starbucks' customer revisit intention and examine whether pleasure-feeling can strengthen customer desire to coming back. This study conducted in Starbucks located in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). This type of research is descriptive research with a quantitative approach and questionnaire survey methods conducted on 280 customers of Starbucks Coffee in Jabodetabek. The sampling using non-probability sampling method with purposive sampling technique. Data processing is done by using SmartPLS version 3.3. The implementation of Servicescape on Starbucks positively significant to increase customer's intention to revisit. Customer's pleasure-feeling created by the physical environment can Unive strengthen the influence of Servicescape towards revisiting intention. ersitas Brawilava

Keywords: Servicescape, Pleasure-feeling, Revisit Intention.

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Universitas Brawijaya awijaya Universitas Brawijaya Universitas Bravijaya awijaya awijaya Universitas BINTRODUCTION S Brawijaya awijaya Universitas Brawijay awijaya niveršitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Background of the Study Universitas Brawijaya awijaya awijaya Coffee shop sales are a growing business in Indonesia, especially in big cities, such as Jabodetabek, the acronym of Jakarta, Bogor, Depok, Tangerang, and awijaya awijaya Bekasi. Many newcomer coffee shop entrepreneurs in big cities are unsurpassed in awijaya awijaya their business, but few fail to maintain their existence and continuity. The coffee awijaya awijaya shop business is a good business prospect, but also vulnerable. It requires consistent awijaya awijaya innovation in taste, quality, image, and service so that customers remain loyal and awijaya awijaya Unive new visitors want to come again (Widiati, 2020) awijaya awijaya Figure 1. 1 The Five Largest Coffee Production and Consumption Countries awijaya hiversitas Brawijaya awijaya 50 awijaya 45 awijaya awijaya 40 nillion 60-kg bags awijaya 35 awijaya 30 awijaya 25 awijaya 20 awijaya 15 awijaya awijava 10 awijaya 5 s Brawijaya awijaya awijaya ΕU USA Brazil Japan Indonesia awijaya ■15/16 ■16/17 ■17/18 ■18/19 ■19/20 awijaya

Source: ico.org (2020) A case in this point is, according to ICO (International Coffee Organization), Indonesia in included to the most massive coffee production and consumption countries during the period of 2015 - 2020. Coffee and tea drinks are part of the culture in Indonesia. Therefore, Indonesia might become the most significant coffee consumer in the future. Also, the lifestyle of drinking coffee in sitory.ub.a

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava urbanites increases the coffee market opportunities globally and in their own country. The Table 1.1 below indicates the development of domestic coffee consumption over the past seven years according to the Indonesia Ministry of Trade (n.d.) and will be projected to grow continuously.
 Table 1.1 Domestic Coffee Consumption 2013 - 2019
 awijaya **Domestic Consumption (In** No. Univ Year thousand 60kg bags) 1 2013 3.900 2014 2 4.250 3 2015 4.417 4 2016 4.550 5 2017 4.650 6 2018 4.750 awijaya 7 2019 4.800 awilava

Source: ico.org (2019-2020)

Toffin's independent research also states that Indonesia's number of coffee

shops until August 2019 reached more than 2,950 outlets, almost three times

compared to 2016, with only 1,000 outlets (Kurniawan, 2019). The current coffee

domestic consumption increases 13.9% per year, exceeding world consumption by Universitas Brawijaya awijaya eight percent (Sugianto, 2019).

The increasing consumption of coffee in Indonesia indicates that there are awijaya many businesses run in the coffee shop sector. On the other hand, the relatively high competition of coffee shop business in Indonesia requires the business to have its characteristics and various concepts or maybe offering customers some awijaya experience of drinking coffee they have never had. This competition affects the demand, and customers can be influenced by the ideas offered. The more modern and unique, the more interested customers will be. For instance, Kopi Kenangan and Janji Jiwa offer fast drinks at a reasonable price in the small food stand display

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya and Starbucks that give customers the quality of experience that cannot be on the pricing of its products. Brawijaya Universitas Brawijaya Many things affect the choice of customers about the coffee shop they prefer. In this case, customer behavior is not just getting a satisfactory meal but also a psychological matter. Zeithaml et al. (2017) stated that Servicescape could have awijaya a profound effect on the customer experience. Servicescape will help the coffee awiiava shop business to build customer experiences and make them coming back. In this business, coffee shop managers need to know the customer expectations about the physical environment/Servicescape they expect and influence them the most. awijaya Servicescape will help the manager provide a suitable environment for awijaya awijaya building customer experiences to increase sales and keep them returning because it awijaya awijaya can manage its effect on customers to spend more time in the coffee shop. In all cases, the service's physical evidence will affect the flow of consumers' experience awijaya attached to their satisfaction and the emotional connection that the company provided them (Zeithaml et al., 2017) Donovan & Rossiter (1974) stated in their retail literature, the pleasureor customer's emotion originates from the physical environment Unive feeling Unive (Servicescape) from the store can affect results such as the possibility of returning lava Unive to the store, enjoy shopping at the store, and the willingness to interact with store awijaya awijaya employees. They found that customer moods improved more frequently in Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya unive supermarkets that were kept in good condition. Positive moods can lead to further awijaya evaluations that benefit the store and make customers buy more and make purchases Universitas Brawijaya Universitas Brawijaya Univermore spontaneously. iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava 4

awijaya awijaya It indicates that the physical environment can lead to positive and negative moods or known as avoidance and approaches behavior (Mehrabian-Russel Model, 1984). Servicescape can influence the customer experience's success in carrying out their plans once inside the store (Hansen, 2005). For example, assume that a customer enters a coffee shop and becomes stressed due to crowded visitors, awijaya unpleasant odors, dirty floors, and high or too low temperatures. awijava This study adapted Starbucks as the coffee shop that applying Servicescape on building their customer experience. Starbucks offered coffee as their main product; they also sell tea, snacks, and merchandise as complementary. The awijaya company's primary focus area is to improve the customer experience. Starbucks awijaya awijaya has been responsible for creating the concept of a third-place between home and awijaya awijaya work where people can relax and experience the inviting ambiance. Starbucks has been successful in focusing the customer's attention on the quality of the awijaya experience. Research conducted in Germany suggested that customers would be unive willing to pay more for a Starbucks coffee if the brand decides to charge it (Roll, Unive 2018) However, Starbucks, with its Servicescape, is a separate phenomenon that Univershifts the primary function of the coffee shops from a place to enjoy drinking coffee, lava where now people visit the coffee shops are not merely to eliminate the hunger and awijaya thirst but also as an entertainment or satisfaction. Servicescape is a concept created Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya by Bitner in 1992 and aimed to emphasize the impact of physical environmental awiiava adjustments of a service in which the service process takes place to help assess Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unive differences in customer experience. Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava A conventional coffee retailer, Starbucks, offers experiences of drinking ersitas Brawijay coffee in an inviting ambiance provided by the company. The researcher wants to see more about Starbucks' Servicescape influence on pleasure-feeling and revisit intention through this study. It makes Starbucks a non-pure "coffee shop" where people come to eat and drink but rather more interested in enjoying the atmosphere offered than coffee shops in general. This experience created by the physical environment in the surrounding can form an emotional response, affecting the customers' behavior and decision. Can Servicescape attract more customers faster than the products served by the coffee shops? This study aimed to recognize the Servicescape's dimensions that affect customers' emotions and influence them to revisit.

> Several previous studies related to the influence of servicescape on revisit intention presented varied research results. The research summary as the source of

> > Table 1. 2 Research Gap

the research gap is shown in Table 1.2 as follows:

wijaya	Univers		11 门前1	Universitas Brawijaya
wijaya	Universi Research	Relationship between	Research Result	Researchers
wijaya	Universita Gap	Variable	Research Result	oniversitas bravijaya
wijaya	Universitas	variable	Has a significant	Christin (2012)
wijaya	Universitas B		positive impact	Kwon and Woo
wijaya	Universitas Bra		$X \rightarrow Y$	
wijaya	Universitas Braw,	Contraction of the local division of the loc	Die Brannen	Uni(2015)s Bravijaya
wijaya	Universitas Brawijaya		juya oniversitas Brawijaya	· · · · · · · · · · · · · · · · · · ·
wijaya	Universitas Brawijaya		Has a significant impact	Uni(2021)s Bravijaya
wijaya	UniversInconsistencya		ijaya UnivXr s≀ Xs Brawijaya	Meng and Choiavijaya
wijaya	Universof the results a		ijaya Universitas Brawijaya	Uni(2017)s Bravijaya
wijaya	Universitas Brawijaya	Unive(Y)as Braw	ijaya UInsignificant awijaya	Kim and Moonawijaya
wijaya	Universitas Brawijaya	Universitas Braw	ijaya UnivXr→X Brawijaya	Uni (2009) s Brawijaya
wijaya	Universitas Brawijaya	Universitas Braw	Jaya Has a significant	Universitas Brawijaya
wijaya	Universitas Brawijaya		ijaya negative impact wijaya	
wijaya	Universitas Brawijaya		ijaya Uni∖Xr≏itay Brawijaya	
wijaya	Source: Primary	v Data Processed, 2	021a Universitas Brawijaya	Universitas Brawijaya
wijaya	Universitas Brawijaya	Universitas Braw	ijaya Universitas Brawijaya	Universitas Brawijaya
wijaya	Universitas Brawijaya	Universitas Braw	ijaya Universitas Brawijaya	Universitas Brawijaya
wijaya	Universitas Brawijaya	Universitas Braw	ijaya Universitas Brawijaya	Universitas Brawijaya
wijaya	Universitas Brawijaya	Universitas Braw	ijaya Universitas Brawijaya	Universitas Brawijaya
wijaya	Universitas Brawijaya		ijaya Universitas Brawijaya	
wilava	Ilniversitas Rrawijava	I Iniversitas Rraw	iiava Ilniversitas Rrawiiava	Ilniversitas Rrawilava
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Based on **Table 1.2**, there are some inconsistencies results in the research on the effect of Servicescape towards revisit intention. Research conducted by Christin (2012) indicates that Servicescape attributes positively and significantly impact the revisit intention. Her paper analyzed the Kim and Moon (2009) research model and Servicescape dimensions on theme restaurants (Nanny's Pavillion) and non-theme restaurants (Solaria). Kwon and Woo (2015) declare that Servicescape applied on the Bakery Cafes in Seoul had a significantly positive effect on revisit ersitas Bra intention. According to Genc and Genc (2021), restaurant's Servicescape dimensions awijaya influence revisit intention, and brand familiarity has a positive mediating effect awijaya awijaya between those variables (dependent and independent). Meng and Choi (2017) state awijaya awiiava that the influences of Servicescape on customers' intentions to revisit theme restaurants stem from a positive attitude towards revisiting the restaurants. awijaya Meanwhile, Kim and Moon (2009) state that their chi-square difference test shows that the direct relationship between the Servicescape and revisit intention partial mediation relationship) was insignificant. They suggest that Univer(i.e., Servicescape's perception directly influences customer emotions (pleasure-feeling University as their mediation variable) and indirectly affects their behavioral intentions. Universital B These various research results provide an opportunity for researchers to University conduct research again, to examine the direct effect of Servicescape on revisit Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya intention and adding the mediating variables. In this study, the pleasure-feeling awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya variable will be added as a mediating variable that establishes the relationship Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya between Servicescape dimensions and revisit intention. This is similar to the Universitas Brawijaya Universitas Brawijaya research opinion of Kim and Moon (2009), which states that there is a need to add rersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya – Universitas Brawijaya 7

awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
awijaya awijaya	a mediating variable between Servicescape and revisit intentio	n. The difference
awijaya	between this study and previous research lies in several things as	
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
awijaya	1. The object of research in the previous research was co	nducted on theme
awijaya		
awijaya awijaya	restaurants and non-theme restaurants, while this stud	dy was conducted
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
awijaya awijaya		
awijaya	generations as a gathering place; coffee shops (Starbu	cks). versitas Brawijaya
awijaya	2. This study has a different context from previous r	esearch, which is
awijaya		
awijaya awijaya	devoted to looking at the relationship between	the Servicescape
awijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Bredimension and revisit intention and pleasure-feeling.	Universitas Brawijaya
awijaya	Universitas TAS BA	Universitas Brawijaya
awijaya	University Based on study conducted in 2009 by Kim & Moon, res	
awijaya	Universe examine how significant the Servicescape dimensions (facility	Universitas Brawijaya
awijaya		
awijaya awijaya	electric equipment, seating comfort, and ambient conditions) to	wards Starbucks's have
awijaya		niversitas Brawijaya
awijaya	factors in creating pleasure-feeling caused customers to have	
awijaya	Univ	niversitas Brawijaya
awijaya	(revisit intention). Afterward, the researcher aimed to find o	out the impact of Java
awijaya		Universitas Brawijaya
awijaya	Unive Servicescape on Starbucks in influencing the willingness to	
awijaya	University relationship by mediating with customer's pleasure feeling. The	Universitas Brawijaya
awijaya awijaya		Universitas Brawijaya
awijaya	university university conducted under the title, "THE EFFECT OF SERVICESCAPE (
awijaya		Universitas Brawijaya
awijaya		GnivROLE BOF/jaya
awijaya	Universitas Braw, Brawijaya	Universitas Brawijaya
awijaya	Unive PLEASURE-FEELING"	Universitas Brawijaya
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya
awijaya awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
awijaya awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
awiiava	Ilniversitas Rrawijava Ilniversitas Rrawijava Ilniversitas Rrawijava	Universitas Rrawilava
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Broblems of the Study Universitas Brawijaya awijaya Brawijaya Universitas Brawijaya awijaya Based on the background above, the problems of the study are stated as follows: Universitas Brawijaya Universitas Brawijaya Universitas Brav What is the effect of the servicecape dimensions on customer's pleasure-Universitas Brawi wijaya Universitas Brawijaya feeling at Starbucks? awijaya awijaya What is the effect of pleasure-feeling on Starbucks customers revisit Universitas Braw awijaya awijaya intention on Starbucks? Universitas Brav awijaya awijaya Universitas Brawijaya What is the effect of the servicescape dimensions on customer's revisit awijaya intention at Starbucks? awijaya awijaya Does pleasure-feeling mediate the effect between 4. servicescape on ava awijaya awijaya customer's revisit intention at Starbucks? awijaya Iniversitas Brawijava awijaya awijaya awijaya **Research Objectives** 1.3 awijaya This study aims to: awijaya awijaya 1. Determine the effect of servicescape dimensions on visitor pleasureawijaya awijaya feeling at Starbucks awijaya awijaya 2. Determine the effect of pleasure-feeling on revisit intention at Starbucks 3. Determine the effect of the servicescape dimensions on customer's awijaya Universitas Braw revisit intention at Starbucks awijaya awijaya Universitas B4. Find out whether pleasure-feeling mediates the effect between Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya servicescape on customer's revisit intention at Starbucks awijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brawijava

awijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brawijava Universitas Brawijava Universities The benefits that can be obtained from this study are: • Coffee shop managers and Starbucks may gain information about the Universities Branchysical environment and coffee shop atmosphere to attract consumers to stay longer. In this way, these are expected to improve purchases and awijaya provide input for managers about the dimensions of servicescape and awijaya awijaya their influence on consumers' desire to return. This study is also likely awijaya awijaya to provide coffee shop managers and prospective coffee shop managers awijaya on renovation projects and expand its outlets wider for the company. awijaya awijaya This result can be used for additional information in Starbucks' strategic awijaya awijaya marketing plan. awijaya awijaya For the community, the information and facts about service marketing awijaya awijaya and consumer behaviour will be helpful. awijaya For students, this study will broaden insight and knowledge for students awijaya in the business world about the effect of servicescape or physical awijaya awijaya environment on consumers' perspective and behavior. Universitas Brawijaya awijaya Ab A 5. awijaya awijaya awijaya awijaya awijaya awijaya Universitas Brawijaya Universitas Brawijaya

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CHAPTER II CHAPTER II Generally, this study discusses Servicescape in a conventional coffee shop with the same concept in all its branches based on Mehrabian-Russell theory. 2.1 Previous Research Previous research is a literature review that has a common topic which later researchers usually use to compare and find which previous researchers have not studied research areas. Previous studies also prove the authenticity of the author's work and avoid the assumption that the author commits plagiarism.

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Table 2. 1 Previous Research

Author Title Methods Results Woo Gon Kim **Ouantitative** The stimuli from the Customers' and Yun Ji cognitive, emotional, servicescape influence perceived service S Braw Moon (2009) and actionable quality and pleasureresponse to the feeling and, in turn, servicescape: A test indirectly affect of the moderating effect of the customers's behaviors restaurant type Ki Wan Kwon The mediating effect **Ouantitative** The servicescape affects customer and Sung Keun of customer Woo (2015) satisfaction in the satisfaction and revisit intention, and sitas Bray relationship between bakery cafes customer satisfaction **Universitas Brav** servicescape and has a mediating effect. Universitas Brawijaya revisit intention Bo Meng and An investigation on **Ouantitative** The influences of customer revisit servicescape on Kyuhwan Choi intention to theme (2017) awijaya customers' intention to Universitas Brawijaya revisit themersitas Brav restaurants: The role Universitas Brawijaya of servicescape and restaurants stem from Universitas Brawijaya Brawiiava authentic a positive attitude Universitas Brawijaya toward the behavior to percepttion sitas Brawijaya revisit the restaurants. versitas Brawijava

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/a	Unive	Gulertekin
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/a	Unive	Volkan Genc
/a	Unive	(2021) awijaya
/a	Unive	sitas Brawijaya
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The effect of	Quantitative	The servicescape
servicescape on	Universitas Bra	significantly impacts
revisit intention in	Universitas Bra	brand familiarity as a
restaurants: The jaya	Universitas Bra	mediation variable and
mediating effect of	Universitas Bra	revisit intention.as Bravija
brand familiarity	Universitas Bra	wijaya Universitas Brawija

(Source: Research Processing Results, 2021) Universitas Brawijaya awijaya To support this study, The Effect of Servicescape on Starbucks Customer awiiava awiiava Revisit Intention. Mediating role: Pleasure-feeling, several studies that have been awiiava carried out related to this topic had been reviewed. The first research was a study conducted by Woo Gon Kim and Yun Ji Moon (2009) entitled Customers cognitive, emotional, and actionable response to the Servicescape: A test of the awijaya awijaya moderating effect of the restaurant type. The purpose of this study is to show that a awijaya awijaya customer's favorable behavior is not just a matter of getting a satisfying meal but awijava awijaya also a psychological (cognitive-emotional) matter. The study examined the impact awiiava of customers' perceptions of the Servicescape on pleasure-feeling and perceived awijaya service quality and the effect of these two constructs on revisit intention. Kim and awijaya Moon tested the theme restaurant setting, despite the author tests it in a coffee shop, awijava one of the twenty-two types of restaurants. The study found that the direct Univerelationship between the Servicescape and revisit intention was insignificant. Unive Therefore, Kim and Moon suggested that the Servicescape directly influences lava University university customer emotions and, in turn, indirectly affects behavioral intentions. They

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Unive indicated that Servicescape attributes positively produce pleasure-feeling emotions. Java awiiava However, even though the Servicescape's effect on perceived service quality is supported and has a mediation role in revisit intention, they did not find evidence Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya for the full mediating effect of perceived service quality on revisit intention. Kim Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya and Moon received 208 surveys with the assistance of two service staff in the Banff

awijaya Tourist Information Center. What differentiates the current study from the previous study is the hypothesized model and the object. In the current study, the researcher analyzes servicescape dimensions' effect towards revisit intention with pleasurefeeling as a mediation role. The object of study has been carried out in a crosssectional survey of Starbucks customers. The hypotheses of the research model were tested with two structural equation path models using AMOS version 6.0. The second study is conducted by Kim Wan Kwon and Sung Keun Woo (2015) entitled the mediating effect of customer satisfaction in the relationship between bakery cafes Servicescape and revisit intention. This study investigated awijaya the relationship between the servicescape perceived by customers who visit the awijaya awijaya bakery-cafe, the impact on satisfaction, and revisit intention. They also examined awiiava awiiava the mediating effect of satisfaction between the servicescape of the bakery-cafe and revisit intention. The results are: 1) the bakery-cafe servicescape had a significant awijaya impact on customer satisfaction with aesthetics and comfort, 2) customer satisfaction had a significant effect on revisit intention, 3) the bakery café Unive servicescape had a significant influence on revisit intention with the aesthetics and unive comfort. Kim and Sung used 244 questionnaires out of 250 self-administered Unive questionnaires that were distributed. This study targeted ten bakery-cafes located in laya Seoul with customers aged 20 or over. The data required were analyzed using the UniverSPSS 18.00 statistic program. Brawijaya Universitas The third study is conducted by Bo Meng and Kyuhwan Choi (2017) awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya entitled an investigation on customer revisit intention to theme restaurants: the role Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya of servicescape and authentic perception. This paper aimed to examine theme Iniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya restaurant customers' decision-making process considering the theory of planned ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya behavior (TPB) model. The results are 1) TPB is insufficient, 2) the influences of servicescape on customers' intentions to revisit theme restaurants stem from a positive attitude toward the behavior to revisit the restaurants, 3) the servicescape measurement in this study can be applied to other theme restaurant-related contexts in the future, 4) the importance of the environmental dimension of servicescape at theme restaurants, 5) the emotion of being involved is triggered by perceived authenticity that forms higher intention to revisit the restaurant, and 6) authenticity can be understood as an independent variable influencing revisit intention. Ten tourism scholars were invited to ensure the validity of the questions' content. This awijaya investigation is conducted by an on-site survey with 357 theme restaurant awijaya awijaya customers who have dining experience in China. Six well-trained surveyors awijaya awijaya distributed 500 survey questionnaires when the customers waited in queues to get into the restaurant. SPSS 18 and AMOS 21 were used to analyze the data. awijaya The fourth study is conducted by Seray Gülertekin Genç and Volkan enc (2021) entitled the effect of Servicescape on revisit intention in restaurants: the unive mediating effect of brand familiarity. This study examines the multidimensional unive structure of Servicescape (substantive and communicative) in restaurants to Unive understand the effect of brand familiarity on customer's revisit intention. The results lava show that Servicescape factors influence revisit intention, and brand familiarity positively affects mediation. However, the Servicescape's effect factors on brand Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Unive familiarity could not be determined. The data were collected from 672 visitors using awiiava the convenience sampling technique in 17 branches of a restaurant business in Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Istanbul. The test was analyzed by Bootstrap techniques using SPSS Process Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unive Macro Brawijaya 14

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awijaya Coffee Shop awijaya Universitas B According to Marsum (2004), there are twenty-two types of restaurants namely a'la carte restaurant, table d'hote restaurant, coffee shop or brasserie, cafeteria/cafe, canteen, continental restaurant, carvery, dining room, discotheque, fish and chips shop, grill room (rotisserie), inn tavern, night club/super club, awijaya pizzeria, pancake house/creperie, pub, snack bar/cafe/milk bar, specialty restaurant, awiiava terrace restaurant, gourmet restaurant, family type restaurant, and main dining room. A coffee shop is one of the twenty-two types of the restaurant above. According to Kamus Besar Bahasa Indonesia (2016), a coffee shop (kedai kopi) is awijaya a place (shop) that serves processed espresso coffee and small snacks. Along with awijaya awijaya its development, besides providing coffee as the main product, this shop also awijaya awijaya supplies small meals and heavy meals. awijaya A coffee shop, usually familiar to people's ears, is called a cafe, shifting its awijaya meaning. The word café comes from French, namely coffee (Oldenburg, 1989, p. 126). In Indonesia, the word café was later simplified back into a cafe (Herlyana, awijaya 2012). The literal meaning refers to (drink) coffee, which became known as a place awijava Unive to enjoy coffee with various other non-alcoholic beverages such as soft drinks and lave University other complimentary snacks. A coffee shop is a restaurant that initially provided a laya place to drink coffee and tea quickly, but because of development and the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya university customers' needs are very complex and endless, the development of coffee shops Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Unive is as it is today. Coffee shops typically sell specialty coffee drinks and various F&B awijaya (food and beverages) products for consumption, either on-premises or takeaway. Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava 2.3 Service Environments Effect awijaya Universities The theoretical basis for understanding the impact of service environments on customers and service industry employees come from environmental psychology. There are two main models: Mehrabian-Russel Stimulus Respond (M-R Model) awijaya The model states that the environment influences people's affective state awiiava awijaya (emotions and feelings) controls their behavior. awiiava Model of Affect Russel b) The model states that influence can be modeled by two interactive dimensions, awijaya namely pleasure and arousal, which both determine individual approach, spend awijaya awijaya money and time in an environment, or whether customers keep away from it. awijaya awijaya This study adapted the M-R model or the Mehrabian-Russel model, which awijaya examines the effect of servicescape on customer behavior through emotional states. awijaya Figure 2. 1 Mehrabian-Russel Model awijaya Emotional states: Approach or Environmental Pleasure avoidance stimuli Arousal responses Dominance Source: Donovan & Rossiter (1982) According to the M-R model, the customer's reaction to the physical awijaya awijaya environment's stimulus is divided into three parts: environmental stimuli, emotional awijaya awiiava states, and two opposite responses (i.e., approach or avoidance). The environment creates an emotional response in individuals, which gives rise to both avoidance approaches and behaviors, as in Figure 2.1 The Mehrabian-Russel model combines the physical environment concepts, emotions, and responses as a theoretical basis 16

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya for this study. This study assumes that the physical environment, in this case, Servicescape, must influence customer behavior (approach-avoidance response) to the coffee shops' only through their emotional responses while in the coffee shops. Approach response is a positive response to the environment. Customers can choose to stay longer. Instead, avoidance response is a negative response that indicates customers' unwillingness to stay longer. awijaya 2.4 Servicescape Universities Coffee shop managers strive to provide an impression and environment that awijaya Unive creates customer interest to visit. That is called physical evidence. In all cases, the awijaya awijaya physical evidence of the service will influence the flow of the experience, their awijaya awijaya satisfaction, their emotional connections with the company delivering B the java experience, and their social and personal interactions with others experiencing the awijaya service (Zeithaml et al., 2017). Customers often rely on tangible cues, or physical Unive evidence, to evaluate the service before purchasing and assess their satisfaction with lava Unive the service during and after the experience. Physical evidence, particularly the Universervicescape, can have a profound effect on the customer experience.versitas Brawijaya Servicescape is a concept created by Bitner in 1992 and aimed to emphasize the impact of physical environmental adjustments of a service in which the service versitas Brawijaya Universitas Brawijaya Universitas Brawijaya process takes place to help assess differences in customer experience. The word awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava 'servicescape' is a combination between 'service' and 'scenery.' Servicescape has Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya been studied for decades in various service settings, such as hotels, restaurants, and casinos. In servicescape, products and services are packaged in a single unit to a specific image and create consumer feelings. Communication in create



Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya servicescape can also develop better relationships between consumers and Brawijaya companies, either directly or indirectly. According to (Zeithaml et al., 2017), physical evidence is defined as the environment in which service is delivered, how the firm and the customer interact, and any tangible commodities that facilitate the services' performance or awijaya communication. Customers often rely on physical evidence or service quality awiiava before the service is purchased, during, and after their consumption. The awijaya servicescape elements that affect customers include exterior attributes (signs/instructions, parking lots, landscaping) and interiors (design, layout, awijaya Unive equipment, and decoration). awijaya awijaya The importance of servicescape varies, depending on the service provider awijaya awijaya and its customers. (Marimuthu & Hassan, 2016) stated that servicescape could be a powerful marketing tool. Servicescape is one of the most important elements used awijaya in positioning a service organization (Zeithaml et al., 2017). According to Zeithaml awijava et al., (2017), the strategic role of a servicescape includes: awijaya awijaya *Package*, the servicescape, and other elements of physical evidence essentially awijava Universi Universit "wrap" the service and convey to consumers an external image of what is lave Universit "inside." Product packages are designed to portray a particular image and evoke university a specific sensory or emotional reaction. This packaging role is significant in awijaya awijaya creating expectations for new customers and newly established service Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universit organizations trying to build a particular image.^{S Brawljaya} Universitas Brawljaya awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya • Facilitator, the servicescape serves as a facilitator in assisting persons' performances in the environment. How the setting is designed can enhance or inhibit the efficient flow of activities in the service setting, making it easier or

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya harder for customers and employees to accomplish their goals. On the other hand, inadequate and inefficient design may frustrate both customers and Universitas Brawijaya Universitas Brawijaya employees. Socializer, the servicescape design aids in the socialization of both employees Universitas Brawijaya Universitas Brawijaya and customers to convey expected roles, behaviors, and relationships. The awijaya facility's design can also suggest to customers what their role is relative to awijaya employees, what parts of the servicescape they are welcome in, and which are for employees only, how they should behave while in the environment, and what types of interactions are encouraged. awijaya Differentiator, the physical facility design can differentiate a firm from its awijaya Univers awijaya competitors and signal the market segment that the service is intended for. The awijava awijaya design of a physical setting can also differentiate one area of a service organization from another. awijaya Zeithaml et al., (2017) added that the framework for understanding the University of Servicescape on behaviour is based on stimulus (multidimensional awiiava awiiava Universe environment)-organism (customers and employees) – response (behaviour directed awiiava 1. Unive at the environment) theory. It is assumed that the servicescape dimension will affect lava University customers and employees to behave in certain ways, depending on their internal reactions to servicescape. Based on the above study, Bitner (1992) created the term awijaya awijaya servicescape and defined it as the physical environment in which services are given. awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava In the servicescape model, Bitner (1992) stated that the environment dimension encourages customers and employees to provide internal responses, such as versitas Brawijaya cognitive, emotional, and physical, that affect customers and employees' behavioral states. Universitas Brawijaya Universitas Brawijaya

awijaya	Universitas Brav		Brawijaya Universitas Brawijaya	Universitas Brawija
awijaya	2.4.1 Di	mensions of Servic	Brawijaya Universitas Brawijaya	Universitas Brawija
wijaya	Universitas Brav		Brawijaya Universitas Brawijaya	Universitas Brawija
wijaya	Universitas Bray	Table 2. 2 Previous	Research on the Servicescape Dim	ensions
wijaya				
wijaya	Research	Servicescape	Brawijaya Universitas Brawijaya Brawijaya UrAttributes Brawijaya	Iniversitas Bravija Iniversitas Bravija
wijaya	onitoioitao Biat	Jay Dimensions tas	Branijaja omroionao Branijaja	
wijaya	Universitier Brav	1. Ambient/ersitas	1. Temperature, air quality, noise, music,	Service as Brawija
wijaya	Univers(1992) ray		and odorya Universitas Brawijaya	organization
wijaya	Universitas Brav		2. Layout, equipment, and furnishings	(conceptual Brawija
wijaya	Universitas Brav	2 2	3. Signage, personal artifacts, and style	Ustudy) itas Brawija
wijaya 	Universitas Brav		of décorya Universitas Brawijaya	Universitas Brawija
wijaya	Universitas Brav	and artifacts ersitas	Brawijaya Universitas Brawijaya	Universitas Brawija
wijaya	UniversWakefield	hill Layout iversitas	1. Layout of exit & entry, furnishing &	Leisure serviceavija
wijaya	Universinds Brav		equipment layout ersitas Brawijaya	settings (i.e., Brawija
wijaya	Univer Blodgettay	2. Facility	2. Architectural design, color, and jaya	U major leagues ravija
wijaya	Univers(1996) ray	aesthetics	interior design sitas Brawijaya	U baseball as Brawija
wijaya	Universitas Brav	3. Seating comfort	3. Physical seat & space of seat wijaya	u stadiums) s Brawija
wijaya	Universitas Bra	4. Electric	4. Signs, symbols, & artifacts for leisure	Universitas Brawija
wijaya	Universitas	equipment and	experience (e.g., projection)	Universitas Brawija
wijaya	Universit	displays	5. Facility (e.g., restroom, concession)	Universitas Brawija
wijaya	Unive	5. Cleanliness	cleanliness	Universitas Brawija
wijaya	Univ Wakefield	1. Building design	1. Outside appearance, interior design,	Leisure service
wijaya	Uni and	and décor	layout, and seats	settings (i.e., Brawija
wijaya	Blodget	2. Equipment	2. Electric equipment	professional Brawija
vijaya	Uni (1999)	3. Ambience	3. Cleanliness, temperature, and neatness	interoreus bruttija
wijaya	Uni		of employees' appearance	family itas Brawija
wijaya	Univ			recreation Bravija
wijaya	Univ	30 1		center, movie
wijaya	Unive Lucas	1 Lavout	1 Ambitantum interior design and	theater) Casino
wijaya	(2002)	1. Layout navigation	1. Architecture, interior design, and spatial layout	Universitas Brawija
wijaya	Universit	2. Cleanliness	2. Clean slot floor	Universitas Brawija
wijaya	Universit	3. Seating comfort	3. Padding, backrests, and fabric/heat-	Universitas Brawija
vijaya	Universita	4. Interior décor	dissipating seat, uncrowded seat	Universitas Brawija
vijaya	Universitas	5. Ambience	4. Lighting, color, and floor décor	Universitas Brawija
wijaya	Universitas B	5. Timblenee	5. Internal climate, music, and visual	Universitas Brawija
wijaya	Universitas Bra		graphic	Universitas Brawija
wijaya	Universities Brand	1. Facility	1. Architectural design, color, and	Upscale Drawija
wijaya	Jang	aesthetics	interior design	restaurant
wijaya	(2007)	2. Lighting	2. Type of lighting & illumination	Universitas Brawija
wijaya	Universitas Brav	3 Ambience	3. Music, temperature, and scene	Universitas Brawija
wijaya	Universitas Brav	4. Lavout	4. Object (e.g., machinery, equipment, &	Universitas Brawija
wijaya	Universitas Brav	5. Dining	furnishings) layout	Universitas Brawija
wijaya	Universitas Brav	equipment	5. High-quality flatware, china,	Universitas Brawija
vijaya	Universitas Brav	vijaya Universitas	glassware, and linen	Universitas Brawija
wijaya	Unive	1. Space	1. Spatial density	Service sectors
vijaya	(2007)	2. Way-findings	2. Legibility of internal design such as	Universitas Brawija
vijaya	Universitas Brav		central passageways & meeting areas in	Universitas Brawija
wijaya	Universitas Brav	vijaya Universitas	airport, hospitals, & universities	Universitas Brawija
wijaya	Unive (Source: k	Kim and Moon, 200	() an port, nospitals, & universities	Universitas Brawija
wijaya	Universitas Bray	Maya Universitas	Brawijaya Universitas Brawijaya	Universitas Brawija
wijaya	Universitas Brav	vijaya Universitas	Brawijaya Universitas Brawijaya	Universitas Brawija
wijaya	Universitas Brav	vijaya Universitas	Brawijaya Universitas Brawijaya	Universitas Brawija
viiava	Universitas Bray	Construction of the second s	Brawijava Universitas Brawijava	Ilniversitas Brawija

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awiiava According to Bitner (2002), servicescape consists of three dimensions: ambient conditions (including music, scents, and color), spatial layout and functionality, signs, symbols, and artifacts. Wakefield and Blodgett (1994) applied the servicescape to sports arena, Major League Baseball (MLB) stadium. They classified the servicescape into spatial layout and functionality, and aesthetics. Based on the evaluation from the various theories, the dimensions of a servicescape that is considered relevant with this study are facility aesthetics, layout, electric equipment, seating comfort, and ambient conditions (Kim & Moon, 2009). a) Facility Aesthetics Facility aesthetics refers to the assimilation of architecture design with awijaya interior and decoration that makes the service environment more interested. Customers are usually fascinated by a place or shop that attract their eyes. They will start to evaluate and observe the interior inside the store. They are affected by color on the wall, floor, and the interior aspect, such as a painting, decorative plants, and other decoration things. The attribute included in facility aesthetics in this study is architecture design and interior, color, and overall fascinated side of coffee shops. Universitas ^BDesign interior is planning and design of artificial, a part of environmental design and closely related to architecture (Savage, n.d.). It is also called layout planning and room design inside the building. According to Ching (2002), the ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya interior physical arrangement affects the aspiration and expression of the idea, Universitas Brawijaya Universitas Brawijay so the design interior influences people's perspective, mood, and personality. Susskind & Chan (2000) found that food (product) and decoration are more powerful than the services perceived according to the customers' appraisal. A

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya high-quality architectural design must have aesthetics/beauty (venustas), strong (firmitas), and function/utility. Architecture can be stated as a balance and coordination between those three elements, and no element exceeded the other elements. According to Holtzschuhe (2017), "color is stimulating, calming, expressive, disturbing, impressionable, cultural, exuberant, symbolic. It pervades every aspect of our lives, embellishes the ordinary, and gives beauty and drama to everyday objects." Visualization through colors provides information about the surroundings and enables the transmission of symbolic meaning (Griffith and Gray, 2002; Krishna et al., 2017). Color has long been used as a marketing tool, but its impact has not been well studied from an academic perspective (Ettis, 2017). The effect of color on the perception of meaning depends on context, and this is equally true for the perception of aesthetical value (Taft, 1997). In Table 2.3, Lovelock & Writz (2011) elaborate human common associations and responses to colors.

Table 2. 3. Human Responses to Colors

а	Universita					, va	Universitas Brawii
1	Universitas	Color]	Degree of	Nature	Common Associatio	n and Human
	Universitas			Warmth	Symbol	Responses to	Color
	Universitas	Red		Warm	Earth	High energy and passion; emotion, expression	Universitas pravil
		Orange	va	Warmest	Sunset	Emotions, expressio	
	Universitas	Yellow	ya	Warmersi	as Sunsetaya	Optimism, clarity, inte enhancia	llect, and mood-
	Universitas	Green	10	Coolersi	Growth, grass, and trees	Nurturing, healing, and	unconditional love
	Universitas	Blue	va	Coolest	Sky and ocean	Relaxation, serenity	
	Universitas	Indigo	va	Cool	Sunset	Mediation and s	
	Universitas	Violet	ya	Coorersi	Violet flower	Spirituality; reduces stress feeling of	, can create an inner
		ource: L	ov	elock & W.	ritz (2011)	Universitas Brawijaya	Universitas Brawij
	Universitas	Dreinije	- J ~~	011110101	and Brannjaya	Universitas Brawijaya	Universitas Brawij
	Universitas		~			Universitas Brawijaya	Universitas Brawij
	Universitas	Brawija	iya			Universitas Brawijaya	Universitas Brawij
	Universitas	Brawija	iya	Universit	tas Brawijaya	Universitas Brawijaya	Universitas Brawij
	Universitas	Brawija	iya	Universit	tas Brawijaya	Universitas Brawijaya	Universitas Brawij
	Universitas	Rrawiia	wa	Universit	tas Rrawilava	Ilniversitas Rrawijava	liniversitas Rrawii 22

awijaya awiiava b) Lavout Layout refers to the positioning of the equipment, furniture, and equipment distance from each other, which will establish comfort and latitude for customers inside the coffee shops. In this case, table arrangements that are too close or far can affect the inconvenience of customers. According to (Zeithaml et al., 2017), spatial layout and functionality are critical for customers in selfservice environments. They must perform the service independently and cannot rely on employees to assist them (e.g., when people withdraw their money in ATM center). The facility in the coffee shops should determine userfriendliness and comfort for customers. Layout does not only affect the awijaya awiiava efficiency of the service operation, but it also shapes the customer experience. awiiava Moreover, customers' impressions of the layout can affect the service experience, buying behavior, and the business performance of the service facility. **Electric Equipment** C) Kim & Moon (2009) describe that electric equipment is video or audio equipment that can increase customers' excitement and as entertainment in Universit coffee shops. Electronic equipment can be used to enhance the leisure lava experience (Wakefield & Blodgett, 1999). For example, Garuda Café at Gelora Universit Bung Karno (GBK) Stadium, Senayan, offers a sports theme café with a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awiiava Universit projector screen and sells merchandise from many soccer clubs in Indonesia. Universit Electric equipment that supports the physical environment consists of lightning, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya a sound system, air circulation and an air conditioner, which need to be rsitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya considered to create coziness for customers (Ryu et al., 2007). sitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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d) Seating Comfort
 Seating comfort is about the level of physical comfort derived from the seating quality (Lam et al., 2010). It is affected both by the physical seat itself and by the space between seats (Wakefield & Blodgett 1996). Bitner (1992)
 suggests that physical comfort is related to servicescape quality evaluations. Crowded seating conditions can also create feelings of physical discomfort. For example, one table and seats in coffee shops should be placed normally between other tables and seats, unless it will create insufficient personal space and limited maneuvering conditions. Seating comfort is an important issue for customers who spend an extended period sitting at a coffee shop to consume service or products.

e) Ambient Conditions

Ambient conditions refer to those characteristics of the environment that pertain to people's five senses (Lovelock & Writz, 2011). According to Bitner (1992), ambient conditions mainly include temperature, lighting, music, aroma or scent, and air quality. Music can deliver a substantial effect on customer perceptions and behavior. How fast or slow a tempo can affect how long a Universit customer will stay in a coffee shop. Fast tempo will improve the customers' java pace of activity. Meanwhile, the slow tempo will likely make the customer stay longer in a coffee shop. Excessive noise can break down people's concentration Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit and make them feel discomfort. jaya Universitas Brawijaya Universitas Brawijaya Universitias Scent can have an impact on people's mood; intention to purchase. For Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya example, people will likely attract to a bakery that the product smells good. Universitas Brawijaya Universitas Brawijaya Color gives psychology effect that affects customer's feelings. Color can trigger tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava people's stimuli to feel calm, relaxed, cheerful, or excited depend on the color presented. Lighting is also considered to influence customers' behavior (Paul & Olson, 2008). Gentle candlelight can attract people gathered, and light color can create a mood that impacts the desire to visit and purchase. Spatial layout and functionality are significant to increase user-friendliness levels. Spatial refers to floor, size, furniture shape, counter, machine, equipment, and how they are arranged or placed. Functionality is indicated in the ability of goods to facilitate service processes. According to (Zeithaml et al., 2017) signs, symbols, and artifacts are important in forming the first impression and communicating service concepts. awijaya When customers are unfamiliar with a particular service establishment, they awijava look for environmental cues to help them categorize the place and form their expectations. Adequate signs have shown to reduce perceived crowding and stress. Both Zeithaml et al., (2017) and Lovelock (2009) describe the function of signs, symbols, and artifacts as follows: Labels (name of the company, name of the department, and so on) Directional purpose (entrances, exits, to certain service counters, the way to elevators and toilets) Diversitian Board Communicate the service script (take a number and wait for it to be Universitas Brawijaya Universitas Brawijaya Universitas Brawcalled or clear the tray after your meal) as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava • Communicate the rules behavior (no smoking areas, children must be accompanied by an adult, switch off or turn your mobile devices to silent mode during the performance)

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Univer2.5 BPleasure-feeling Brawijaya Universitas Brawijaya Iniversitas Brawijaya In the Mehrabian-Russell model (1974), it is stated that the environment gives rise to emotional states, which consist of pleasure, arousal, and dominance. Pleasure-feeling is a time when someone feels happy, peaceful, comfortable, and satisfied. High arousal is shown from feeling excited, while low arousal is shown awijaya by feeling sleepy, silent, or bored. Dominance relates to feelings of domination in awiiava the environment (influential, important) or submissive (less convincing, passive). Experienced servicescape can cause emotional responses, which, in turn, influences behavior. Just being in a specific place can make someone feel happy, awijaya light, and relaxed, while being in another area can make that person feel sad, awijaya Universitas Brawijaya awijaya depressed, and gloomy. (Zeithaml et al., 2017) adds that whether engineered or awijaya awijaya natural, any environment will cause emotions captured by two primary dimensions: awijaya (a) pleasure/displeasure and (b) arousal level (level of stimulation or excitement). awijaya A lovely, pleasant, and uplifting servicescape is exciting; while enjoyable but not awijava uplifting, making sleepiness (pleasant – non-arousing) is relaxing. Servicescape awijaya awijaya (unpleasant arousing) is called Unive that is not pleasant and arousing awijava Unive distressing/pressing, while servicescape is not pleasurable and not arousing. 2.6 Revisit Intention awijaya awijaya Revisit intention is a form of behavior (behavioral intention) or customer awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava desire to return, give a positive word of mouth, stay longer than expected, and shop more than anticipated (Zeithaml et al., 2017). This customer's behavioral intention is influenced by the customer's cognitive, emotional, and physiological responses to the physical environment around them. In addition to these responses, customer 26

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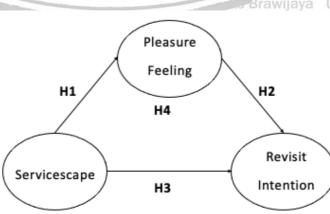
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava behavior is also influenced by personal and situational factors (Bitner, 1992). An individual enters the physical environment with a particular mood state, which affects his response to servicescape. Environmental psychologists show that people react to places with two primary forms of behavior: approach and avoidance. Approach behavior includes awijaya all positive actions directed to a particular place, such as the desire to live, explore, awijava awijaya work, and affiliate. Avoidance reflects the opposite - the desire not to stay, not to awiiava awijaya explore, not to work, not to be affiliated. Approach behavior (including revisit awijaya intention) is influenced by the customer's perception of the environment itself ANJURI Universitas (Zeithaml et al., 2017) awijaya awijaya

2.8**Research Hypothesis Model**

According to Simply Psychology (2018), a hypothesis is a precise, testable statement of what the researcher(s) predict will be the outcome of the study. Unive Moreover, a hypothesis can be defined as a logically assumed relationship between lava Unive two or more variables which is expressed in the form of a testable statement. If the lava A 6 Unive hypotheses can be proven by the research, then the hypotheses can be accepted, awijaya

Figure 2. 2. Research Model

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(Source: Research Processing Results, 2021)

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Based on the above model, Servicescape may give consumers an outcome that influences customers emotions and feeling. Servicescape can be a determinant of consumer emotions to be satisfied or unsatisfied (pleasure-feeling). Furthermore, consumers' pleasure-feeling effect can affect consumers' desire to come back (revisit intention). This hypothesis model consists of four hypothesis listed below. awijaya 1) Relationship between Servicescape, Pleasure-feeling, and Revisit Intention H1: Servicescape has a significant and positive influence on pleasure-feeling In the Mehrabian-Russel model, stimuli from the environment create specific emotional responses, such as avoidance or approach behavior. Approach behavior is seen as a positive response to the environment, such as the desire to stay awijaya awijaya or explore further somewhere. Avoidance behavior is indicated by the reluctance to awijaya awiiava stay somewhere and explore further. In the retail literature, Donovan & Rossiter (1982) provide empirical evidence that pleasure-feeling from store visitors originates from the physical environment that affects retail results such as the possibility of returning to the store, they enjoy shopping at the store, and the unive willingness to interact with store employees. They found that customer moods Universimproved more frequently in supermarkets that were kept in good condition. Unive Positive moods can lead to further evaluations that benefit the store and make lava Unive customers buy more and make purchases more spontaneously. Universitias Brawijaya Servicescape can influence the customer experience's success in carrying Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya out their plans once inside the store (Hansen, 2005). For example, assume that a awiiava customer enters a coffee shop and becomes stressed due to crowded visitors, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya unpleasant odors, dirty floors, and high or too low temperatures. The customer may Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 28

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya have an unpleasant meeting with the surrounding physical environment, and the result is a reluctance to return. So, the hypothesis is formed as follows: H2: Pleasure-feeling has a significant and positive influence on revisit intention The appearance of the physical environment can lead to responses in the awijaya form of perceptions, influencing customer evaluations and assessments of products or services. Suppose customers find the exterior and interior design of a coffee shop attractive or a well-visualized brand symbol. In that case, positive stimuli can influence perceptions about the service quality of intangible services, such as awijaya overall perceptions of different aspects of quality (e.g., food quality, price/value of awijaya awijaya coffee shop). Parasuraman, Zeithaml, and Berry (1985) found that tangible factors awijaya awiiava such as physical evidence, physical facilities, tools, and equipment, can affect the gap between expected service quality and perceived service quality. Some researchers view emotions as action oriented. Bergenwall (1998) the states that emotions usually lead to actions by the individual, i.e., they have Unive consequences. In line with this view, Zajonc (1980) proposes that an individual can unive act based on an emotional feeling, which is with or without just a low level of Unive cognitive activity. Moreover, the M-R model suggests that these responsive available activities can result in two opposite actions: approach or avoidance. Although poor service quality may result in negative affective responses, the positive effect of an Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya unive enjoyable environment can help alleviate the unpleasant feelings that customers awiiava feel. Since services are intangible and often require the customer's presence during Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the process, tangible factors can have a significant influence on perceptions of Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya service quality. ersitas Brawijaya 29

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H3: Servicescape has a significant and positive effect towards revisit intention. Mehrabian and Russel (1974) observed that the physical stimuli of an environment could directly affect people's behavior. Many marketing researchers have studied the effect of atmosphere or physical design and décor components on consumers (Bitner, 1992). Servicescape is of crucial importance to customer's value perceptions (Dedeoglu et al., 2018). Ellen and Zhang (2014) found that customers' substantive perceptions in the restaurant influenced their emotional state (pleasure and arousal), and through these emotions, they unconsciously create behavioral intentions. Meng and Choi's (2018) study results found that the awijaya Servicescape affects the planned behavior model. awijaya awijaya This is related to the customer's perception of the coffee shop as a whole. awijava awijaya Finally, the customer's perceptions led to behavioral intentions. The coffee shop component can be expected to affect revisit intentions positively. In the coffee shop, awijaya smells, sounds, physical elements, lighting, the atmosphere, and décor, can create positive emotions in the customers and thus meet the customers' pleasurable needs. 2) Mediating role of pleasure-feeling in the relationship between Servicescape Universit and revisit intention Suh KY (2013) stated that to induce and increase customers' influence on revisit intentions, a convenient surrounding environment must be created, and customers Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya unive must feel attached. Besides, to have the intention to revisit, it is said that the awiiava customer's feeling plays a mediating role, and the importance of customer pleasure-Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya feeling is emphasized. Kim and Moon (2009) showed that customer's feeling could Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 30

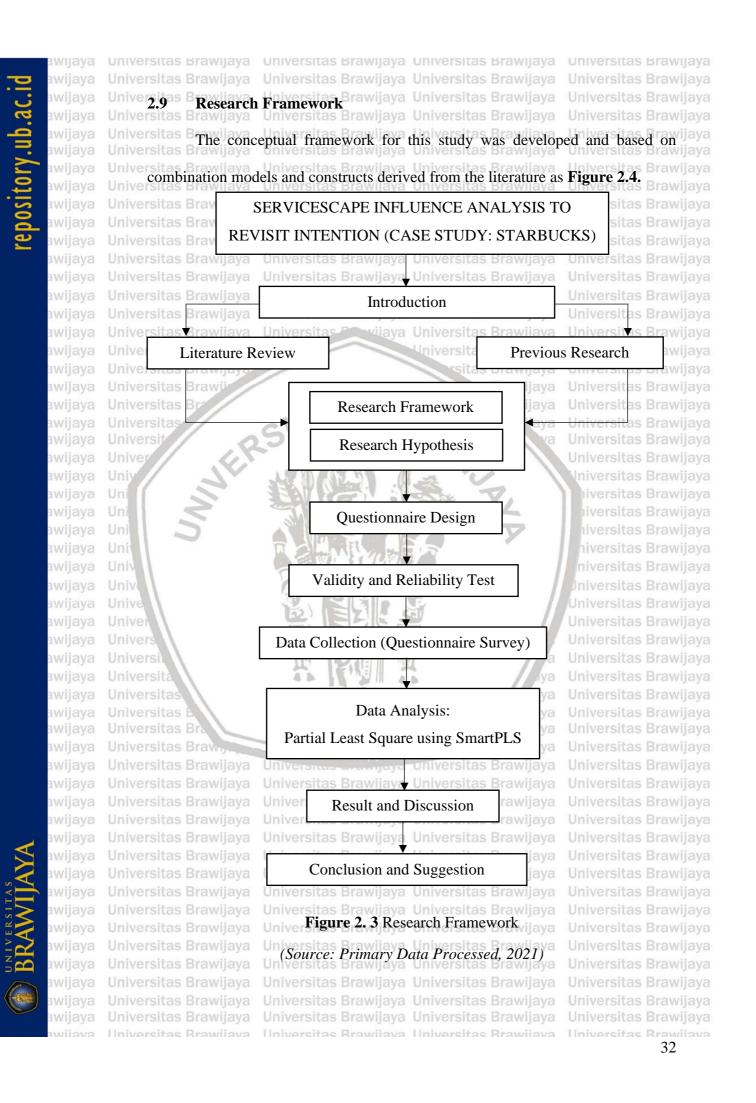
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava awijaya create a pleasant encounter with the physical environment and consequently is ersitas Brawijaya Universitas Brawijava tas Brawijava likely to revisit. Pleasure-feeling has a mediating role in the relationship between the H4: Starbucks' servicescape and revisit intention H4-1 Pleasure-feeling has a mediating role in the relationship between ambiance awijaya Brawijaya Universitas Brawijaya condition and revisit intention Brawijaya Universitas Brawijaya awijaya awijaya H4-2 Pleasure-feeling has a mediating role in the relationship between electric awijaya awijaya equipment and revisit intention awijaya awijaya H4-3 Pleasure-feeling has a mediating role in the relationship between facility awijaya awijaya Unive aesthetics and revisit intention awijaya Universitas Brawijaya awijaya Pleasure-feeling has a mediating role in the relationship between layout and H4-4 awijaya iversitas Brawijaya awijaya revisit intention awijaya awijaya H4-5 Pleasure-feeling has a mediating role in the relationship between seating awijaya awijaya comfort and revisit intention awijaya awijaya awijaya awijaya awijaya

awijaya awijaya awijaya awijaya awijaya

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awijaya Universitas Brachapter III itas Brawijaya awijaya RESEARCH METHODOLOGY Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Unive 3.1 BType of Research tas Brawijaya Universitas Brawijaya This study was conducted based on several hypotheses tested through data analysis methods. The hypotheses in this study were tested quantitatively. awijaya awijaya According to Malhotra (2017), the quantitative research method is a research awijaya awijaya technique that seeks to quantify data and, typically, apply some form of awijaya awijaya measurement and statistical analysis. Surveying respondents is the method of data awijaya awijaya unive collection. Primary data in this study were obtained from respondents' responses to awijaya awijaya University some questions that researchers asked. These questions were submitted to awijaya awijaya respondents through questionnaires delivered directly to respondents through the awijaya Univ awijaya internet. The design of this study consisted of explanatory research and descriptive awijaya awijaya research. awijaya awijaya awijaya 3.1.1 Explanatory Research awijaya awijaya This study is an explanatory research intended to explain the variables awijaya awijaya studied and the relationship between one variable and another (Sugiyono, 2013). awijava awijaya Explanatory research is used to understand and define each variable that awijaya investigated the dependent variables and independent variable. This research's awijaya awijaya independent variable is servicescape dimensions (Facility Aesthetics, Layout, awijaya awijaya Electric Equipment, Seating Comfort, and Ambient Conditions), pleasure feeling awijaya awijaya as the mediation variable, and revisit intention the dependent variable. awijaya 33

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awiiava 3.1.2 Descriptive Research Brawijaya Universitas Brawijaya Descriptive research is conclusive research conducted to describe a problem, such as market characteristics or a function (Malhotra, 2017). In this study, descriptive research is used to obtain answers to research questions, for that information is collected through surveys of respondents. Descriptive research was conducted on Starbucks customers. Data obtained through surveys of targeted respondents and processed using statistical methods using the SmartPLS version 3.3.2 for Mac. In this study, the indicators used were sourced from the journal article of Kim Woo Gon and Moon Yun Ji (2009) entitled "Customers' cognitive, emotional, and actionable awijaya awijaya responses to the service landscape: A test of the moderating effect of the awijaya restaurant type." Before distributing the questionnaire, the researcher conducted a pre-test or pilot test to ensure the questions' content validity and assures that the respondents' questions are well understood. Pre-tests were carried out on 30 people for Starbucks Unive customers. Unive 3.2^{as B}Population and Sampling According to Malhotra (2017), the population is all the elements by sharing Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya some characteristics that comprise the universe for the marketing research problem, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava awiiava such as Management students at Oxford University. The sample is a subgroup of the population selected to participate in the study (Malhotra, 2017). Sampling is done for lowering costs, greater accuracy of results, higher data collection speeds. and availability of population elements (Cooper and Schindler, 2006). 34

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UNIVERSITAS BRAWIJAYA UNIVERSITAS BRAWIJAYA UNIVERSITAS BRAWIJAYA awijaya 3.2.1 Research Population Brawijaya Universitas Brawijaya According to Sugiyono (2013), the population is a generalization area consisting of objects/subjects with specific qualities and characteristics determined by the researcher for the study and draw conclude. So, the population is not only people but also objects and other natural objects. The population is also not just the number in the object/subject being studied but includes all the characteristics of the properties possessed by that subject or object. In this study, the population is Starbucks customers. 3.2.2 Research Sample awijaya The sample is part of the number and characteristics of the population awijaya awijaya (Sugiyono, 2013). According to Malhotra (2017), a sample is a subgroup of the awijaya awijaya elements of the population selected for participation in the study. A sample is only part of the population, not the whole population (Ihsan, 2020). Notably, the awijaya sampling technique is differentiated into probability and non-probability sampling University a purposive approach. The number of Starbucks customers is unknown, so it lava Universes non-probability sampling techniques with a purposive sampling method, available Universamely determining samples with specific considerations (Sugiyono, 2013). The lava number of sample members in this study is determined by multiplying the number of parameter variables by ten. The number of parameter variables in this study is Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya $25 \times 10 = 250$. The number of samples of 250 respondents has met the minimum awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava requirements for the number of respondents, a sample size larger than 30 and less ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya than 500 is appropriate for most of the research (Ferdinand, 2014).



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Sampling Technique Brawijaya Universitas Brawijaya awijaya 3.2.3 Universitians The sampling technique consists of two types, namely non-probability, and probability sampling techniques. The sample in this study was determined using non-probability techniques. The non-probability sampling technique is a sampling technique that does not use opportunity-based selection procedures and only awijaya depends on the researcher's judgment (Malhotra, 2017). awijava awijaya The non-probability technique used is purposive sampling, a nonawiiava probability technique that seeks considerations that focus on specific objects not based on random, regional, or stratum (Arikunto, 2006). The selection of a group awijaya of subjects in purposive sampling is based on specific characteristics that are awijaya awijaya considered to have a close connection with the characteristics of the population that awijaya awijaya have been known previously. The sampling criteria in this study are as follows: awijaya awijaya The respondent should be at least 17 years old awijaya The respondent has visited Starbucks twice in the last 6 months 2) 3) The respondent is domiciled in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) Univer3.3 Bata Collection Method The data collection method is how researchers obtain the information awijaya awijaya needed in research (Ihsan, 2020). Several data collection techniques can be done by awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya interviewing, giving questionnaires, observing, documenting, and combining the versitas Brawijava three (Sugiyono, 2014). In this study, there are two types of data collected, namely: 36

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awijaya	Universitas Brawijaya	universitas Brawijaya	universitas Brawijaya	universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Unive 3.3.1 Primary	Data Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Berimary	lata is generated directly	v by researchers for a s	pecific purpose to
awijaya				
awijaya	answer the resear	ch problem. The data co	llection is explicitly dor	e to overcome the
awijaya				
awijaya	research problem	s under study (Malhotra	a, 2017). In this study, j	orimary data were
awijaya	oniversitas bravijaya	oniversitas brawijaya	oniversitas brawijaya	oniversitas brawijaya
awijaya	obtained by dis	stributing questionnaire	es to respondents con	nducted by self-
awijaya awijaya	oniversitas brawijaya	oniversitas brawijaya	oniversitas brawijaya	oniversitas brawijaya
awijaya	administered (qu	estionnaires filled in by	themselves) through the	e internet media.
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas B The quest	ionnaire is a data collect	tion technique that gives	a set of questions
awijaya	Universitas Brawijaya	Univ	Universitas Brawijava	Universitas Brawijava
awijaya	or written staten	nents to the respondent	t. The questionnaire is	an efficient data
awijaya	Universitas Brawii		s Brawijaya	Universitas Brawijaya
awijaya	collection techni	ique if the researcher	knows what variables	to measure and
awijaya	Universitas	a recondent (Sugiyon)	2012) Decides a que	Universitas Brawijaya
awijaya		ne respondent (Sugiyono), 2015). Besides, a que	
awijaya	Univer suitable if the nu	mber of respondents is l	arge enough and spread	Universitas Brawijaya
awijaya		moer of respondents is i	arge enough and spread	
awijaya	Data coll	lection through a ques	tionnaire distributed u	sing the type of itom
awijaya awijaya	Uni Data con	leetion infough a ques	distributed d	niversitas Brawijava
awijaya		on, which is scaled respo	onse questions. Scaled r	
awijaya	Univ			niversitas Brawijaya
awijaya		asurement scale to deter	rmine the level of respo	
awijaya	Unive		e /	Universitas Brawijaya
awijaya	Unive to the statements	given. Respondents' an	swers in the questionna	ire were weighted jaya
awijaya	Univers			Universitas Brawijaya
awijaya	Unive with a Likert sca	le consisting of five-lev	el categories. The Like	rt scale is used to jaya
awijaya	Universita		Aya	Universitas Brawijaya
awijaya		s, opinions, and percept		-
awijaya	Universitas E	- 2012)	wijaya	Universitas Brawijaya
awijaya awijaya	Unive factors (Sugiyone	5, 2013).	awijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya
awijaya	Universitas Brawijaya	University Table 3, 1	Likert Scale	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijava		Universitas Brawijaya
awijaya	Universitas Brawijaya	UniverCategory	Universit Score wijava	Universitas Brawijaya
awijaya	Universitas Brawijaya	Strongly Disagree	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Disagree	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Neutral		Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Agree	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Strongly Agree	Universitas Srawijaya	Universitas Brawijaya
awijaya		o, 2013)itas Brawijaya		Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya		Universitas Brawijaya
awijaya awijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya

awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Secondary Data Brawijaya Universitas Brawijaya awijaya 3.3.2 Secondary data is referring to external sources (Malhotra, 2017). Secondary literature studies, journals, supporting books, data includes articles from newspapers and magazines, information from websites, as well as previous studies relating to the effect of service environment (servicescape) on pleasure-feeling and awijaya revisit intention. awijava awijaya awijaya awijaya 3.4 Definition of Operational Variable awijaya Universitas BAccording to Sugiyono (2015),the operational variable is the ava awijaya awijaya Unive attribute/nature/value of an object or activity with certain variations that have been lave awijaya awijaya determined by the researcher to be studied and concluded. The definitions of the awijaya awijaya operational variables must be formulated to avoid confusion in collecting data. awijaya awijaya Variable Identification awijaya 3.4.1 awijaya The research variable is anything in the form of what is determined by the awijaya awijava awijaya unive researcher to be studied. Information can be obtained until a research conclusion awijaya awijaya can finally be drawn (Sugiyono, 2014). This study used four variables: one independent variable with five variables, one mediation variable, and one available dependent variable. Independent variables are variables that affect the dependent awijaya variable, both negatively and positively. The mediation or intervening variable is awijaya an intermediary variable in the middle of the independent and dependent variable. awijaya awijaya The dependent variable is the variable that is the main factor that applies in the study. Variable items in this study are as follows:

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Univer3.5 Bervicescape (X) Stas Brawijaya Universitas Brawijaya awijaya sitas Brawijaya Universitas Brawijaya At acoffee shop, the typical examples of service environment dimensions include wall design, scent, theme, equipment, furniture, and so on. According to Kim and Moon (2009), a restaurant servicescape consists of five indicators: facility aesthetics, layout, electric equipment, seating comfort, and ambient conditions. awijaya Universitas Bravijaya Universitas Bravijaya Universitas Bravijaya awijaya awijaya Facility aesthetics is defined as the combination of architectural design with awijaya awijaya design interior and decoration that forms the servicescape more interested to awijaya perceive. Facility aesthetics in the coffee shops can be observed from the wall awijaya Unive design, floor design, the wall interior, and color of the room that shows the lave awijaya awijaya fascinated side of the coffee shops. The indicator used in measuring servicescape awijaya awijaya dimensions was adopted from Kim and Moon (2009). The statement items are: awijaya awijaya Starbucks's architecture gives it an attractive character. 1. awijaya Starbuck's is decorated in an attractive fashion. 2. The use of color in the décor scheme adds excitement to this coffee shop 3. environment. The interior décor of Starbucks is attractive This is an attractive coffee shop. 5. 3.5 Layout (X2) niversitas Brawijaya Universitas Brawijaya awijaya awijaya Spatial layout and functionality are critical for customers in self-service awijaya awijaya environments, where they must perform the service on their own and cannot rely on employees to assist them (Zeithaml et al., 2017). The coffee shop's layout can be seen by the table-seat arrangements and the equipment positioning. The indicator 39

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava awijaya used in measuring servicescape dimensions was adopted from Kim and Moon Universitas Brawijaya (2009). The statement items are: 1. In Starbucks, the aisles between the tables and the number of tables are wide enough to pass through easily. 2. The sign in this coffee shop environment provides adequate direction. awijaya 3. It is easy to walk around in Starbucks and find what you are looking for. awijaya awijaya 3.5.3 Electric Equipment (X3) awijaya Universitas Brawijava Uni awijaya Kim & Moon (2009) describe that electric equipment is video or audio awijaya equipment used to increase customer's excitement and entertain customers in the awijaya Unive coffee shops. For example, the coffee shop has an audio or video machine inside it awijaya awijaya to engage customers or can make them wait longer (queuing up). The indicator used awijaya Univ niversitas Brawijaya awijaya in measuring servicescape dimensions was adopted from Kim and Moon (2009). awijaya awijaya The statement items are: awijaya 1. The audio machines make this coffee shop interesting and exciting. rawijaya 2. Starbucks has high quality audio machines. Univer3.5.4 Seating Comfort (X4) Crowded seating conditions can create discomfort and inconvenience to lave customers. That is why coffee shops manager needs to consider the quality of the customer's chair. One table and seats should be placed normally between other tables and seats. The indicator used in measuring awijaya awijaya servicescape dimensions was adopted from Kim and Moon (2009). The statement items are: 1. The distance between the chairs and tables at Starbucks allows me to sit ersitas Brawijaya Universitas Brawijaya comfortably.

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awiiava awijaya 2. This coffee shop's seats are comfortable. 3. It is easy to get in and out of the seats at this restaurant. Universitas Bra 4. The seat arrangements provide plenty of space. Unive 3.5.5 Ambient Conditions (X5) Java Universitas Brawijaya Temperature, lighting, music, aroma or scent, and air quality are included awijaya in ambient conditions. How fast or slow a tempo can affect how long a customer awijava awijaya will stay in a coffee shop. Coffee's scent can improve people's mood; intention to purchase. Coffee shops' color theme design would also affect customer's feelings. Warm or light lighting in coffee shops can create a mood that impacts the desire to awijaya awijaya Univervisit and purchase. The indicator used in measuring servicescape dimensions was lave awijaya awijaya adopted from Kim and Moon (2009). The statement items are: awijaya Iniversitas Brawijava awijaya The overall lighting level in Starbucks environment is appropriate. 2. The temperature in Starbucks is comfortable. awijaya The aroma in Starbucks is pleasant. 3. The background music, played overhead, makes Starbucks a more 4. enjoyable place. Jniversitas E **Pleasure Feeling** (Z) Pleasure feeling comes when customers feel happy, peaceful, comfortable. awijaya awijaya and satisfied. Coffee shops' circumstances can make customers feeling excited or awijaya awijaya sleepy. Those five servicescape dimensions determine how unpleasant and arousing the situation is. The indicator used in measuring pleasure feeling was adopted from Kim and Moon (2009). The statement items are: 1. The overall feeling I get from visiting Starbucks (happy). Universitas Brawijaya 41

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya 2. The overall feeling I get from visiting Starbucks (delighted). 3. The overall feeling I get from visiting Starbucks (pleased). Universitas Bra 4. The overall feeling I get from visiting Starbucks (entertained). Unive 3.7 BRevisit Intention (Y) Brawijava Universitas Brawijava awijaya It is a form of the behavioral intention of customer desire to come back, give awiiava awijaya positive feedback and word of mouth, stay longer than expected, and shop more than anticipated (Zeithaml et al., 2017). It is influenced by customer's emotional awijaya and physiological responses to the physical environment around them. If customers awijaya awijaya Unive found out that this coffee shop's circumstances are pleasant for chitchatting with lave awijaya awijaya friends, they will most likely come back. awijaya Univ iversitas Brawijaya awijaya 1. I would like to revisit Starbucks soon. I have a strong intention to bring my family and friends to visit awijaya Starbucks again. 3. Starbucks would be my first choice over other coffee shops. Isitas Brawijaya Univer3.8 **Research Test Instrument** Data processing is done to test the hypothesis of statistical research with multiple linear regressions as a means of testing. According to Sugiyono (2013), awijaya measuring instrument research in a study is referred to research instruments. The awijaya awijaya number of research instruments depends on the number of research variables that have been set for analysis. In this case, the instrument used was a questionnaire to obtain a genuinely valid result; it is necessary to test the instrument being used; the instruments are validity and reliability. The tool to process the data used in this 42

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya study is Partial Least Square (PLS). PLS is a Structural Equation Modelling (SEM) awijaya technique that can directly analyze latent variables, indicator variables, and Brawijaya measurement errors (Andriani, 2021). Universitas Brawijaya Unive 3.9 Data Analysis Method rawijava Universitas Brawijava awijaya awijaya The study used a quantitative method with explanatory research to verify awijaya awijaya and explain the relationship between the variables. The data are obtained by awijaya awijaya distributing questionnaire form. According to Malhotra (2017), the collected awijaya awijaya questionnaire data will be processed with editing, coding, and transcribing the data. awijaya awijaya Unive The analysis method used is the Structural Equation Model using the Variances awijaya awijaya Based SEM approach or better known as the Partial Least Square. PLS is a powerful awijaya awijaya method because it is not based on many assumptions. According to Ghozali and awijaya awijaya Latan (2015), PLS is an alternative approach that shifts from a covariance-based awijaya awijaya SEM approach to a variance-based SEM approach. PLS software used for data awijaya awijaya Unive analysis using SmartPLS 3.3. awijaya awijaya The reasons for the researcher using PLS, as stated by Ghozali and Latan awijaya awijava h 4.6 awijaya Unive (2015), are as follows: a) PLS is an analytical method that can be applied to all data scales.^{S Brawlaya} awijaya b) The indicator can be reflective or normative. awijaya awijaya Universitian Bc) PLS can be used to explore the relationship between latent variables. awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Bd) PLS can produce good information so that it can be used both for awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawexplanation, prediction, and confirmation. Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijava



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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava ^{ve} 3.9.1 ^BPartial Least Square ^{Brawijaya} Universitas Brawijaya s Brawijaya Universitas Brawijaya Partial Least Square (PLS) analysis combines path analysis, regression analysis, and confirmatory factor analysis. It is characterized as the most suitable technique where the research purpose is a prediction or exploratory modeling (Garson, 2016). PLS can relate and predict one or more independent variables to awijaya multiple dependent variables, implement as a path model, handle causal paths awiiava awiiava connecting predictors, and paths relating the predictors to the response variables. It can examine the instrument of validity and reliability, the relationship mode of latent variables, and make hypotheses. awijaya PLS is used to analyze the causal relationship between the exogenous awijaya awijaya (dependent) variable and the endogenous (independent) variable. An exogenous awijaya awijaya variable is a causal variable or a variable without being preceded by other variables with arrows leading to other variables (endogenous variables). PLS model testing awijaya consists of two models: the measurement model (outer) and the structural model (inner). PLS analysis procedure starts from designing path diagrams followed by awiiava awijaya Unive converting path diagrams to the structural model, evaluating the goodness of fit, awijava Unive and interpreting the result. Univer3.9.2 BMeasurement Model (Outer Model) The measurement model represents the theory that specifies how measured Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava awijaya variables come together to describe the idea and examine the relationship between awijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava the latent variables and their measures. The measurement model connected all manifest variables or indicators with other latent variables. The evaluation of the measurement model with reflective indicator is used to test the validity and reliability of the developed construct.

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Convergent Validity itas Brawijaya Universitas Brawijaya Convergent validity refers to how closely the new scale is related to other latent variables, other variables, and other measures of the same construct (Krabbe, 2017). Not only should the construct correlate with associated variables, but it should not connect with dissimilar, unrelated ones. A determination along the latter lines is referred to as discriminant validity (de Vet et al., 2011; Streiner et al., 2015). It can be measured by loading factor and Average Variance Extracted (AVE). AVE is the average variance value of all indicators from the latent variable. An indicator is considered to have convergent validity if the loading factor's value ≥ 0.60 (Sarwono, n.d.), and the contribution of all indicators to awijaya measure its latent variable should have a minimum of 50% (AVE \geq 0.50). 2. Discriminant Validity Discriminant validity is used to ensure that each concept of the latent model is different from other variables. It is demonstrated by evidence that measures of constructs that theoretically should not be highly related to each other are, in

University fact, not found to be highly correlated to each other (Hubley, 2014). An jaya University of the second s

a Universitaindicator is considered as having discriminant validity if the loading factor of jaya Universitas Building Universitas Brawijaya

each indicator that measures its latent variables exceed the value of cross Universities Branching, which means a correlation between an indicator with the other latent

a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya a Universit variables (Sarwono, n.d.). Discriminant validity determines whether the jaya universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

constructs in the model are highly correlated among them or not. It compares the Square Root of AVE of a particular construct with the correlation between

that construct with other constructs. The value of Square Roof of AVE (\sqrt{AVE}) should be higher than the correlation (Awang, 2016). Discriminant validity is

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya fulfilled if the AVE must be higher than the correlation involving these latent variables (Kock and Lynn, 2012). A variable is valid if \sqrt{AVE} in the research model is greater than the correlation value between variables (Ghozali and Latan, 2015), and AVE is greater than 0.50. 3. **Composite Reliability** According to Sugiyono (2013), reliability is the degree of consistency of an instrument. The instrument is declared reliable; if the instrument is used to measure the same object/subject by the same or different people at different times, it will produce relatively the same data. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time. The reliability of a test refers to the degree of stability, consistency, predictive power, and accuracy. Measurements that have high reliability are measurements that can produce reliable data. Cronbach's Alpha is used to measure the lower limit value of the reliability of a construct that can be declared the reliability if the value ≥ 0.6 .

Table 3. 2 Validity and Reliability Parameter Test on PLS Model Measurement

ava	Universita		va Universitas	Rrawijava
ava	Measurement	Parameter	Rule of Thumb	Brawijaya
aya	Universitas B	Outer Loading	wij>,0.6 Universitas	s Brawijaya
aya	Universita Convergent	Average Variance	awijaya Universitas	s Brawijaya
aya	Universit [®] Validity Test	Extracted (AVE)	Brawij≥ ₃ 0.5 Universitas	s Brawijaya
aya ava	Universitas Brawijaya Ui Universitas Brawijaya Ui	Communality	Universitas Brawijaya Universitas	Brav ijaya Bravijava
aya		iversitas Brawijaya	It is expected that each indicat	
aya	Universit Discriminant U	Cross Loading	block has a higher loading for e	achawijaya
aya	UniversitaValidity Test U	Cross Loading	latent variable measured compar-	ed tovijaya
aya	Universitas Brawijaya Ur	iversitas Brawijaya	indicators for other variables	Brawijaya
aya	Universitas Brawijaya Un Universitas Brawijaya Un	Cronbach Alpha	> 0.6	Brawijaya Brawijaya
aya aya	Reliability Test	Composite	Universitas Brawijaya Universitas	
iya	Universitas Brawijaya Ur	vers Reliability ya		Brawijaya
aya	Unive Source: Chin (1995)) in Hartono and Abd	llah (2009) Brawijaya Universitas	s Brawijaya
aya	Universitas Brawijaya U	niversitas Brawijaya	Universitas Brawijaya Universitas	s Brawijaya
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aya	Universitas Brawijaya Ur	niversitas Brawijaya	Universitas Brawijaya Universitas	Brawijaya
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awijaya 3.9.3 Structural Model (Inner Model) Structural model represents the theory that shows how constructs are related to other constructs. The structural model is the relationship between the latent variables and connecting each of them (Sarwono, n.d.). All latent variables are related to one another based on substance theory. It used the determination coefficient of R-square (R^2) and Q-square predictive relevance (Q^2) **R-Square** (R²) The size of the R-Square coefficient shows the size of the effect of exogenous variables on endogenous variables. According to Lathan and Ghozali (2012), the R-square value of 0.75 indicates a strong model; 0.50 indicates a moderate awijaya awiiava model, and 0.25 indicates a weak model. awiiava 2. Q-Square Predictive Relevance (Q²) Q-Square (Q^2) functions to measure how well the formula can generate research value from the research model. The value of Q^2 ranges from 0 to 1. The closer to value 1 shows that the observed value produces a more significant model. Instead, the closer the value to 0 results in a low model. Ghozali and Latan (2012) determine the criteria for the strength of the model based on the Q^2 as Universit follows: 0.35 (strong model), 0.15 (moderate model), and 0.02 (weak model). wijaya **3.** Goodness of Fit (GoF) Universit It is known as "Tenenhaus GoF" and the square root of average communality lava awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universit times R^2 (Tenenhaus et al., 2005). The GoF coefficient has a value range from awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 0 to 1. The closer to the value 1, meaning the model shows a higher level of Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya accuracy. On the contrary, the farther away from the value 1, or the closer to sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the value 0. the model states the accuracy level is getting weaker. Ghozali and sitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya

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Universit Source: Ghozali and Latan (2012) a Universitas Brawijaya awijaya awijaya awijaya

Latan (2012) determine the criteria for the strength of the model based on the GoF measurements, as follows: Table 3. 3 GoF Table Measurements **GoF Measurement** Value versita Strong GoF Unive ita≥ 0.35/ija/a Un Moderate GoF 0.15 versitasWeak GoF Unive itas0.02wija

Universit Moreover, this is the other way to find the GoF value. The formula is: **GoF** =

Universita $\sqrt{AVE \ x \ R^2}$

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava 3.10^{° B}Hypothesis Test^{sitas} Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Hypothesis testing is done by resampling bootstrapping. The statistic test used in this research is a t-test with a critical number of t-statistics > t-table (1.96) with a significance level of 0.05 (5%) so that the proposed hypothesis is accepted. The significance of the outer models shows that the indicator can be used as an instrument for measuring latent variables. In contrast, if the test results on the inner model are significant, this indicates a significant influence between one variable and another. Testing the direct effect hypothesis is carried out by examining the coefficient and significance of each variable on the direct effect. In contrast, testing for the indirect effect is carried out by reviewing the mediation variable. awijaya awijaya 3.10.1 Direct Effect Hypothesis Testing Iniversitas Brawijava awijaya awijaya Significance test of the structural model is used to test the effect of the exogenous variable on the endogenous variable. This test uses t-test statistics with awijaya a resampling method (bootstrapping) to reach a stable t-test. The application of this laya Universe method does not need a normal distribution. The test criteria are described as Unive follows: Unive H0: There is no significant influence between the exogenous variable and the endogenous variable. H1: There is a significant influence between the exogenous variable and the nive endogenous variable. Versitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Universit 1. If the T statistics \geq 1.96, then H0 is rejected and H1 is accepted rates Brawleya 2. If the T statistics ≤ 1.96 , then H0 is accepted and H1 is rejected 3. If the *p*-value < 0.05, then H0 is rejected and H1 is accepted **4**s If the *p*-value > 0.05, then H0 is accepted and H1 is rejected 49

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava 3.11^s Mediation Test Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya In this study, hypothesis testing for mediation can be done by means of testing the intervention of the mediating variable, whether the mediating variable is proven to act as a complete mediation variable or as a partial mediation or not as a mediating variable in this case. The examination of the mediating variables awijaya referring to Baron and Kenny (1986) are as follows: awijava awijaya Examine the effect of the independent variable on the mediating variable (a). awijaya awijaya Examine the effect of the mediating variable on the dependent variable (b). 3. Ana Analyze and examine the effect of independent variables on the dependent awijaya variable in the research model conducted without involving a mediating awijaya awijaya variable (c). awijaya Iniversitas Brawijava

4. Analyze and examine the direct effect of the independent variables on the

dependent variable in the research model involving the mediating variable (c')

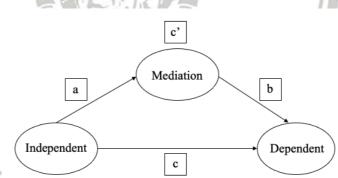


 Figure 3. 1 Mediation Testing

 Source: Hair et al., (2014)

 Based on the results of the examination of the four effects above, it can then

 be proven that the intervention of the mediating variable with the following criteria

 (Hair et al., 2010):

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awijaya awijaya a) If (a) and (b) are significant but (c) insignificant, it is called a full mediation variable. The independent variable does not significantly influence the dependent variable without going through the mediator variable. If (a), (b), (c), and (c') are significant, it is said to be a partial mediation variable. b) The independent variable influences the dependent variable directly or awijaya indirectly by involving the mediator variable. awijaya awijaya If either (a) or (b) is insignificant or both produce insignificant results, it is said C) awijaya awijaya that it is not the mediating variable or unmediated. The independent variable awijaya awijaya can directly influence the dependent variable without involving the mediator awijaya awijaya variable. awijaya awijaya In addition, mediation testing is also carried out using The Sobel analysis awijaya awijaya developed since 1982, known as the Sobel test (Ghozali, 2011). The Sobel test is awijaya awijaya carried out using the Sobel calculator application, which is carried out to test the awijaya strength of the indirect effect of the independent variable (X) on the dependent awijaya variable (Y) through the intervening or mediation variable (Z). awijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brachapter IV awijaya Universitas Brawijaya ANALYSIS, FINDINGS, AND DISCUSSION Universitas Brawijaya Universitas Brawijaya niversit **Starbucks Company Profile** This American company was founded by Gordon Bowker, Jerry Baldwin, and Zev Siegl in Seattle in 1971. The three of them had two things in common; they awijaya were all coming from academia, and they all loved tea and coffee. Back then, they awiiava were a roaster and retailer of whole bean and ground coffee, tea, and spices with a single store in Seattle's Pike Place Market (Starbucks, 2018) Unive 4.1.1 Starbucks Mission and Vision awijaya Starbucks' mission is "to inspire and nurture the human spirit - one person, awijaya awijaya one cup, and one neighborhood at the time." Meanwhile, the Starbucks corporate awijaya awijaya vision statement is "to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we awijaya grow." Unive 4.1.2 **Starbucks Products** Known for selling coffee, Starbucks also offers a range of exceptional Universitas Brawijava A 15 unive products that customers can enjoy at their stores, at home, and on the go. There are more than 30 blends and single-origin premium coffees, handcrafted beverages, merchandise (mugs, accessories, packaged goods, and gifts), fresh food (baked pastries, sandwiches, oatmeal, etc.), and tea, and Ready-to-Drink (RTD). awijaya awijaya **Starbucks Development in Indonesia** sitas Brawijava Starbucks Coffee Indonesia opened its first store in Plaza Indonesia on 17 May 2002. As of January 2018, Starbucks Coffee Indonesia is now in 326 different locations all around major cities in Indonesia (22 cities). Starbucks entered

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awijaya Indonesia in 2002 after selecting 200 potential partner companies in Indonesia. PT awiiava Mitra Adi Perkasa Tbk (MAPI) was chosen as a Starbucks partner. Through its subsidiary, PT MAP Boga Adiperkasa Tbk (MAPB) develops various food and beverage business brands, including Starbucks. Besides, Starbucks is also planning to expand its business to Papua and open awijaya two more stores this year. The store is designed to be built at Diana Mall, Timika, awiiava awijaya and Jayapura Mall, Kota Papua. PT Sari Coffee Indonesia CEO, Anthony Cottan, awiiava said the Starbucks outlet's opening was also to welcome the celebration of the Pekan Olahraga Nasional, which was held in Papua in October. "This also marks the awijaya expansion of Starbucks business to the 33rd and 34th cities in Indonesia," he said in awijaya awijaya a written statement received by Tempo newspaper (2020). awijaya Iniversitas Brawijava awijaya Since arriving in the Indonesian market in 2002, the number of Starbucks awijaya awijaya outlets has continued to grow. Anthony Cottan (2014) as Director of PT Sari Coffee awijaya Indonesia said the Indonesian people's purchasing power continued to increase, thus awijaya encouraging Starbucks to continue to add new outlets because Indonesia is one of awijaya awijaya the significant market shares for Starbucks. Howard Schultz (2014), CEO of awijaya Starbucks Corporation, stated that Starbucks' growth in Asia is very rapid, Unive especially in Indonesia. Within three years, from 2013 to 2016, Starbucks planned lava to add 100 new stores in Indonesia. The thing that triggers Starbucks to add more awijaya awijaya outlets in Indonesia is the growing middle-class population coupled with the well-Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya known Starbucks brand that will make people enthusiastic about buying products Universitas Starbucks Coffee. Versitas Brawijaya Universitas Brawijaya Universitas Brawijava 53

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awijaya 4.2 Respondent Characteristic awijaya Brawijaya Universitas Brawijaya awijaya In this study, the researcher distributed questionnaires to 324 respondents randomly for three months started from September until December 2020 and obtained 280 respondents who have met the criteria (through screening test). The distribution of this questionnaire was carried out online by using the Google Form awijaya awijaya to respondents who had visited Starbucks in Jabodetabek a minimum of twice in awijaya awijaya six months. In this study, there are six characteristics of respondents: gender, age awijaya awijaya group, occupation, expenditure in one visit, frequency of visiting Starbucks in a awijaya awijaya month, and time spent at Starbucks. awijaya awijaya Gender Unive 4.2.1 awijaya awijaya Based on the result of the distributed questionnaire, a description of awijaya awijaya respondents based on gender is obtained and can be seen in the following table. awijaya awijaya Table 4.1 Respondents' Gender awijaya as Brawijaya awijaya Gender Frequency Percentage awijaya Female 182 65% rsitas Brav awijaya awijaya Male 92 32.9% awijaya No Answer 6 2.1% awijaya 280 100% Total Source: Primary Data Processed, 2021 awijaya Universitas BTable 4.1 shows that female respondents dominate the researcher's lava awijaya awijaya Unive distributed questionnaire for 182 people (65%) and 92 respondents (32.9%) are lave awijaya awijaya universe male. Meanwhile, five people (2%) decide not to reveal their genders. Of all awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Unive respondents, the number of female respondents is greater than the number of male awijaya Unive respondents, around a 50% difference. a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya 4.2.2 Baye Group Based on the result of the distributed questionnaire, a description of respondents based on age is obtained and can be seen in the following table. Table 4. 2 Respondents' Age Group itas BrawiAge Frequency Percentage Below 17 3 1.1% 17 - 22207 73.9% 50 17.9% 23 - 2829 - 3414 5% 35 - 401.4% 4 Above 40 2 0.7% 280 Total 100% Unive Source: Primary Data Processed, 2021 awijaya Table 4.2 shows the age group of all respondents. Three people are below awijaya awijava awijaya awijaya awijaya 28 years old (17.9%), 14 people are 29 to 34 years old (5%), four people are 35 to 40 years old (1.4%), and two people are above 40 years old (0.8%). Most awijaya Unive respondents based on the age group lie in the age of 17 to 22 years old because most lava awijaya awijaya awijaya University of the questionnaire was distributed to a college student or young adult. Sitas Brawijava awijava Univer4.2.3 Occupation Based on the result of the distributed questionnaire, a description of respondents based on occupation is obtained and can be seen in the following table. awijaya
 Table 4.3 Respondents' Occupation Type
 awijaya awijaya Occupation Frequency Percentage 13 Student 4.6% **College Student** 185 66.1% Government Employees aya 7Uni 2.5% **Private Employees** 48 17.1% ^{aya}10 Entrepreneur 3.6% 17 6.1% Others Total 280 100%

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awijaya	Universitas brawijaya	Universitas Brawijay			Universitas brav	vijaya
awijaya	Source: Primary	Data Processed, 2021	a Universitas B	rawijaya	Universitas Brav	vijaya
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awijaya	Universitas From Ta	ble 4.3, college stude	nts occupied mo	ost of this	research for 185	vijaya
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awijaya	people (66.1%),	and the second one is	placed by 48 p	eople who	o work as private	vijaya
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awijaya awijaya	employees (17.1	%). Meanwhile, the reader of t	est of it consists	s of schoo	ol students for 13	vijaya
awijaya	Universitas Brawijaya	oniversitas brawijay	a oniversitas p	lawijaya	oniversities brav	vijaya
awijaya	people (4.6%),	seven people work	as governmen	t employ	ees (2.5%), ten	vijava
awijaya	Universitas Brawijaya	Universitas Brawijav	a Universitas B	1. TO CO. 14 TO 4. TO		
awijaya	entrepreneurs (3.	6%), and the rest is oth	her occupations.	rawilava	Universitas Brav	
awijaya	Universitas Brawijaya	ennierene erennigely		rawijaya	Universitas Brav	
awijaya		cy of Visiting Starbuc		rawiiava	Universitas Brav	
awijaya	Universitas Brawijaya	Univ	Universitas B	rawijaya	Universitas Brav	vijava
awijaya	Universitas Based or	n the result of the o	distributed ques	tionnaire,	a frequency of	vijaya
awijaya	Universitas Brawji			rawijaya	Universitas Brav	
awijaya	respondents base	d on how many times	they visit Starb	ucks in a r	nonth is obtained	vijaya
awijaya	Universitas	CITAD B	RA	ijaya	Universitas Brav	
awijaya	Unive and can be seen i	n the following table.	AL.	va	Universitas Brav	vijaya
awijaya	Univer		莲		Universitas Brav	
awijaya	Univ	Table 4.4 Frequer	icy of Visit in a	Month	Universitas Brav	
awijaya	Freque	nt Fre	quency	Pa	ercentage	vijaya
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awijaya	Uni $1-3 \text{ tim}$		165	Y	58.9% sitas Brav	
awijaya	$4-6 ext{ tim}$		77		27.5% sitas Brav	vijaya
awijaya	Univ $7-10 ext{ tin}$	nes	23		8.2%	vijaya
awijaya	More than 10) times	15		5.4%	vijaya
awijaya awijaya	Unive	E EZE	280		100%	vijaya
awijaya	Source: Primary	Data Processed, 2021			Universitas Brav	-
awijaya	Universit				Universitas Brav	
awijaya		above describes the	overall frequenc	y of visiti		~ ~
awijaya	Universitas				Universitas Brav	
awijaya	Unive month; the major	rity are in the distribut	tion between 1			
awijaya	Universitas Bra	-			Universitas Brav	
awijaya	Unive 165 people (58.9	%) and 77 people (27.	.5%). However,	people wh	no visit Starbucks	vijaya
awijaya	Universitas Brawijaya	Universities strangery			Universitas Brav	
awijaya	Unive 7-10 times are 2	1	-	1		
awijaya	Universitas Brawijaya	Universitas Brawijay			Universitas Brav	
awijaya	Unive than ten times. ^a	Universitas Brawijay			Universitas Brav	
awijaya	Universitas Brawijaya	Universitas Brawijay			Universitas Brav	
awijaya	Universitas Brawijaya	Universitas Brawijay			Universitas Brav	
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UNIVERSITAS BRAWIJAYA UNIVERSITAS BRAWIJAYA UNIVERSITAS BRAWIJAYA awijaya 4.2.5 Expenditure in One Visit awijaya as Brawijaya Universitas Brawijaya Based on the result of the distributed questionnaire, a frequency of respondents based on how much they spend at Starbucks in one visit is obtained and can be seen in the following table. Table 4. 5 Expenditure in One Visit awijaya Expenditure Frequency Percentage 12.9% < Rp50,00036 Rp50,000 - Rp100,000 196 70% Rp100,000 - Rp200,000 41 14.6% sitas Rp200,000 - Rp300,000 3 1.1% 1.4% >Rp300,000 4 280 100% Total awijaya Source: Primary Data Processed, 2021 awijaya awijaya Table 4.5 represents the overall people expenditure when they visit awijava awijaya Starbucks. Majority spend around Rp50,000-Rp100,000 for 196 people (70%) and awijaya awijaya 41 people (14.6%) spend Rp100,000-Rp200,000 in one visit. There are 36 people awijaya (12.9%) who spend under Rp50,000 when they visit Starbucks. Meanwhile, three awijaya awijava Unive people (1.1%) spend over Rp200,000-Rp300,000 in just one visit, and four people lave awijaya awijaya Unive (1.4%) spend more than Rp300,000 in one visit. awijava A (b) Unive 4.2.6 **Time Spent at Starbucks** Based on the result of the distributed questionnaire, a frequency of Universitas Brawijaya respondents based on how long they spend at Starbucks is obtained. It can be seen awijaya ^e in the following table.^{ersitas} Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Table 4.6 Time Spent awiiava sitas Br Time Spent versit Brawi Frequency sitas awijay Percentage as Brav 66 23.6% Less than an hour 1-2 hours 146 52.1% 3-4 hours 53 18.9% sitas More than 4 hours sita 15 nivers 5.4% rsitas

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awijaya	Universitas Brawijaya	Universitas Brawijaya	universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijava	Universitas Brawijaya	280 iversitas Brawijaya	100% Bravijaya
awijaya	Universitas Brawijava	Data Processed, 2021	Universitas Brawijaya	Universitas Brawijaya
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awijaya				
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	groups. Most res	pondents spent around (one to two hours at Star	bucks; 146 people
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	$U_{\rm nive}$ (52.1%) and 66 j	people (23.6%) spent le	ss than an hour. The ren	naining 53 people
awijaya			Universitas Brawijaya	
awijaya	(18.9%) spent the	ree to four hours and 15	people (5.4%) spent mo	ore than four hours jaya
awijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Unive staying in Starbu	cks.iversitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya
awijaya	Universitas Brawijaya		Universitas Brawijaya	Universitas Brawijaya
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awijaya	Unive 4.3as BDescripti	ion of Variable	Brawijaya	Universitas Brawijaya
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awijaya		the measurement scale	used in chapter three. Th	
awijaya	Universit	the measurement scale	used in enupter three. If	Universitas Brawijaya
awijaya		at the actual score range	The table of the interva	need to the second s
awijaya	Univ	a me actual score fallge.	The table of the interva	I scale description and
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is below:

awijaya Table 4. 7 Likert Scale awijaya Category Score awijaya awijaya Strongly Disagree 1 awijaya 2 Disagree awijaya 3 Neutral awijaya 4 Agree awijaya 5 Strongly Agree Source: Sugiyono (2013) awijaya Interpretation of respondents using the three criteria proposed by Ferdinand awijaya Jniversitas Brawijaya awijaya (2011) is as follows: (1.0 - 2.3 = 10w); (2.4 - 3.7 = moderate); and $(3.8 - 5.0 = 10^{-10})$ Universitas Brawijaya Universitas Brawijaya awijaya awijaya high). The results of the descriptions of the respondents' answers related to the awijaya research variables are explained as follows: awijaya Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava

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	wijaya wijaya	Universitas Brawia Universitas Brawia	are five	indic	ators or	dimens e Condit	ions that	t suppo ectric E	rt the	ersitas Brawija
Table 4.8 Frequency Distribution of Servicescape (X) Servicescape Indicators (X) Servicescape Indicators (X) SS S N TS STS Average SS S N TS STS Average Average SS S N TS STS Average SS S N TS STS Average SS S N TS STS Average SS S N TS STS Average Average SS S N TS STS Average SS S N TS STS Average Average SS S N TS STS Average Average SS S N TS STS Average Average Average Average Average Average SS S N TS STS Average Avera	wijaya wijaya	Aesthetics, L	ayout, and	l Seati	ng Comf	ya Unive ort. ya Unive	ersitas Bi ersitas Bi	rawijaya rawijaya	Unive Unive	ersitas Brawija ersitas Brawija
	wijaya	Universitas Brawija Universitas Brawija	Table 4.	8 Freq	uency Di	stributio ya Unive	n of Serv	vicescape	e (X)ive	ersitas Brawija
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	Table 4 10 Frequency Distribution of Revis	sit Intention (Y)

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awijaya	4.4 Partial Least Square (PLS) Analysis	ersitas Brawijaya Universitas Brawijaya
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awijaya	The methods for processing researc	ch data using Structural Equation
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awijaya	Modeling (SEM) are based on Partial Least Se	quare (PLS). The PLS software used
awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	ersitas Brawijaya Universitas Brawijaya
awijaya	to process data is the SmartPLS 3.3. The three	cisitas brawijaya – oniversitas brawijaya
awijaya awijaya	model analysis stage, the inner model analys	sis stage, and the hypothesis testing
awijaya awijaya	stage (Hussein, 2015). The following are the	e steps in carrying out data analysis
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awijaya	using SmartPLS as follows:	ersitas Brawijaya Universitas Brawijaya
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awijaya	4.4.1 Measurement Model Analysis (Oute	r Model) awijaya Universitas Brawijaya
wijaya	Universitas Brawii	Brawijaya Universitas Brawijaya
awijaya	Unive 4.4.1.1 Convergent Validity	awijaya Universitas Brawijaya
awijaya	Universitas CAS BR	liaya Universitas Brawijaya
awijaya		nine the validity of any relationship
awijaya awijaya	Univer Univer between indicators and latent variables. The lo	Universitas Brawijaya
awijaya awijaya	between indicators and latent variables. The lo	ading factor value must have a value
awijaya	above 0.6, and for the composite reliability	
wijaya	Unit above 0.0, and for the composite renability	ville value must be more mail 0.7 (e)
wijaya	(Hussein, 2015). The convergent validity betw	
wijaya	Univ	niversitas Brawijaya
wijaya	univ reflexive indicator is assessed based on the	correlation between the component
wijaya	Unive S	Universitas Brawijaya
wijaya	score and the latent variable score or the c	
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awijaya	Universitas If the loading factor value is less that Universitas	an 0.6, the indicator items must be baya wijaya Universitas Brawijaya
awijaya	universe removed from the model analysis. The loading	
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awijaya	The following are the outer loading results for	r each indicator - the exogenous and
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brawi Figure 4.1 Loading Factor Value of All Research Items Universitas Brawijay awijaya AC AC2 PF3 PF1 PF2 PF4 R AC3 0.904 0.918 0.882 0.848 AC4 R à,640 EE1 0,595 0.590 0.508 Q.625 awijaya 0.717 Pleasure-feeling 0.708 0 768 0.447 awijaya 0.573 RI1 awijaya 0.596 EE3 0.882 4-0.586 0.558 0.385 0.879 RI2 **↓**_0.706 0.867 FE4 0.737 RI3 0.638 **Revisit Intention** FES vicescape 0.703 /0.62 LY' 0.81 0.69 0.72 awijaya LY3 / 0.704 awijaya ¥ SC1 awijaya Univ SC2 awijaya awijaya SC3 awijaya awijaya Source: PLS Output Results (Appendix), 2021 awijaya Based on Figure 4.1 above, five items show insignificant results because awijaya they have a loading factor value < 0.6. These five items must be removed and then awijaya awijaya re-analysed. The results of the modification analysis in the Figure 4.2 model have awijaya shown that all items used in the study are valid with a loading factor value > 0.6. The modified image shows that the results of convergent validity testing on awijaya awijaya Servicescape variables that five items are invalid because they have a loading factor awijaya value < 0.6, namely AC2 of 0.595, AC3 of 0.508, FF1 of 0.573, FF2 of 0.596, and awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya FF3 of 0.586. After the five items that show invalid results have been eliminated awijaya Unive and re-analyzed, as in **Figure 4.2** below, the modified model has met the convergent java Universalidity because it has a loading factor value ≥ 0.6 is Brawijaya Universitas Rrawijava Universitas Rrawijava Universitas Rrawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Figure 4. 2 Valid Loading Factor Value of Research Items Universitas Brawija awijaya AC1 awijaya PF4 PF1 PF2 PF3 0.904 0.917 0.883 0.848 AC4 R 0.637 EE1 EE2 Q.612 awijaya 0.736 pf 0.727 0 748 0.470 awijaya RI1 awijaya 0.882 0.352 0.880 RI2 0.644 0.866 0.725 awijaya RI3 0.665 revisit intention FES vicescape 0.736 / 0.666 awijaya LY1 0.827 awijaya 0.73/ 0.76 awijaya LY3 / 0.728 awijaya N SC1 awijaya SC2 Univ awijaya awijaya SC3 awijaya awijaya Source: PLS Output Results (Appendix), 2021 awijaya awijaya The following is the loading factor value in the modification model above, namely: awijaya awijaya Table 4. 11 Convergent Validity Test by Loading Factor awijaya awijaya Variable **Loading Factor** Items **Cut Off** Description awijaya AC1 0.637 0.6Valid AC4 0.612 0.6 UnivValid EE1 0.736 0.6 vijav Valids Brav Valid EE2 0.727 0.6 awijaya Universitas Brav FF4 0.6440.6 Valid 0.725 FF5 0.6 Valid awijaya Servicescape LY1 0.665 0.6 Valid awijaya **(S)** awijaya Univer sitas B 0.736 LY2 0.6 Valid Universitas Brawijava awijaya Univ LY3 0.666 0.6 Valid SC1 0.827 0.6 Valid Universitas Brawijaya SC2 0.734 0.6 Valid Universitas Brawijaya SC3 0.763 nive 0.6 Valid Universitas Brawijaya Universitas Brawijaya UnivValid SC4 0.728 0.6

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Variable	Items	Loading Factor	Cut Off	Description
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feeling (PF)	UniPF3itas	Brawi 0.917 Jnivers	itas 10.6vijaya	UnivValids Bra
sitas Brawijaya	PF4	Braw 0.848	0.6 0.6	Valid ^{S Bra}
sitas Brawijaya	RI1	0.882	0.6	Valid
Revisit	Uni RI2	Braw 0.880 hivers	itas 0.6 vijava	Univ Valid _{s Bra}
Intention (RI)	Uni RI3 itas	Brawi 0.866 Inivers	itas E 0:6 vijava	Univ Valids Bra

Unive Source: PLS Output Results (Appendix), 2021ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BTable 4.11 shows the value of the loading factor (convergent validity) of lava University each item. If the loading factor value is more significant than 0.6, it can be valid and ideal. **Table 4.11** has shown that all the loading factor values of the indicators (S), (PF), and (RI) is more significant than 0.6. It can be concluded that all items

used in each variable have performed their measuring function appropriately and as Brawijaya

precisely with the measuring instrument used in the study.

4.4.1.2 Discriminant Validity

Discriminant validity is calculated using cross-correlation. The condition

that the value of the loading factor in a target variable must have a value greater

than the correlation value of the other variable indicators. The calculation results from cross-correlation are shown in Table 4.12 below:

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Table 4. 12 Discriminant Validity Test Result Universitas Brawijaya

ive si Variables ya	Items	Servicescape	Pleasure- feeling	Revisit Intentior	Description
iversitas Brawijaya	AC1	0.637	0.445	0.420	Valid
iversitas Brawijaya	AC4	0.612	0.375	0.331	Valid
iversitas Brawijaya	EE1	0.736	0.525	0.480	Valid
Servicescape	EE2	0.727	0.520	0.479	Valid Bray
iversitas Brawijava	FF4er	sitas 0.644 java	Un 0.531as	0.481	UniverValid Bravila
iversitas Brawijaya	FF5er	sitas 0.725 jaya	Un 0.596as	0.465	UniverValidBrawija
iversitas Brawijaya	LY1er	sitas 0.665 jaya	Un 0.476as	Bra 0.307	UniverValidBrawija
iversitas Brawijaya	LY2er	sitas 0.736 jaya	Un 0.499as	Bra 0.509	Univer Valid Brawija
iversitas Brawijaya	Univer	sitas Brawijaya	Universitas	Brawijaya	Universitas Brawija
iversitas Brawijaya	Univer	sitas Brawijaya	Universitas	Brawijaya	Universitas Brawija
iversitas Brawijaya	Univer	sitas Brawijaya	Universitas	Brawijaya	Universitas Brawija
iversitas Rrawilava	Univer	sitas Rrawilava	Ilniversitas	Rrawijava	Ilniversitas Brawija

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niversitas Brawijaya	LY3	0.666	0.447	0.512	Valid
niversitas Brawijaya	SC1	0.827 o.827	0.634	0.576	Valid
Variables	Items	Servicescape	Pleasure- feeling	Revisit Intention	Description
niversitas Brawijaya	SC2	0.734	0.605	0.487	Valid
Servicescape	SC3	0.763	0.580	0.573	Valid
niversitas Brawijaya	SC4	0.728	0.596	0.518	Valid
niversitas Brawijava	PF1 _{er}	0.685	0.883	0.580	niverValid Bravija
nive sit Pleasure-ava	PF2er	sitas 0.666 java	Uni 0.904 as	0.688	niverValidBrawija
niversita feeling jaya	PF3er	sitas 0.676 jaya	Uni 0.917 as I	Bra 0.672 ∪	niverValidBravija
niversitas Brawijaya	PF4er	sitas 0.633 ijaya	Uni 0.848 as I	Brav0.531 U	niver Valid Bravija
niversitas Brawijaya	RI1/er	sitas 0.585 ijaya	Uni0.577as	Bra 0.882 U	niverValidBravija
Revisit	RI2 er	sitas 0.576 laya	Uni0.597as	Bra 0.880 U	niverValidBravija
Intention	RI3	0.610	0.656	Brav 0.866 U	niverValidBrawija

Source: PLS Output Results (Appendix), 2021

Universitas Table 4.12 shows that the loading factor value of each item is more

significant when compared to cross-loading. So, there are no problems related to

discriminant validity, and convergent validity can also be seen from the Average

Variant Extracted (AVE) value. In order to meet the convergent validity test, the

validity value is 0.6. AVE test results in Table 4.13 are as follows:

Table 4. 13 AVE (Average Variance Extracted) Value Versitas Brawijaya

JIIIYO			SI	formersnas brawijaya
Unive	Variables	AVE	Cut Off	Descriptions Bravijaya
Unive	Servicescape	0.604	0.5	UValid itas Brawijaya
Univer	Pleasure-feeling	0.789	0.5	a Uvaliditas Brawijaya
Univer	Revisit Intention	0.767	0.5	aya UValid itas Brawijaya

Universitas Brawijaya Source: PLS Output Results (Appendix), 2021 The Average Variance Extracted (AVE) value shown in Table 4.13 can awijaya awijaya describe that all research variables, Servicescape, Pleasure-feeling, and Revisit awijaya awijaya Intention, have an AVE value of more than 0.5. It has shown the instruments used awijaya in the study are valid and can be used to measure the variables in the research. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Composite reliability aims to test the level of variable reliability with the condition that the Cronbach's alpha value is more than 0.6 and the composite awijaya



wijaya	Universitas Brawijaya	Universitas E	srawijaya	Universitas Br	awijaya u	Jniversitas Brawi
wijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawi
wijaya						f the composite
wijava	Universitas Brawijava	Universitas E	Brawijava	Ionowing is u	awiava	I the composite
wijaya	Universitat Bravilava	Universites F	Travillava	follorsitas Br		Jniversitas Brawi
wijaya	reliability test pr	esented in Tal	Brawijaya	Universitas Br	awijaya l	Jniversitas Brawi
wijaya	Universitas Brawijaya	Table 4 14	Composite	Reliability Te	awiava l	Jniversitas Brawij
vijaya	Universitas Brawijaya	Universitas E	composite	Renability re	awijaya i	Jniversitas Brawij
wijaya	Universitas Brawijaya	Cronbach's	srawijaya	Composite	awijaya l	Jniversitas Brawij
wijaya	Universit Variables ya	Alpha	Rho A	Reliability	awAVE (Description
wijaya	Universitas Brawijava	0.917	0.922	0.929	0.604	Valid
vijaya	Servicescape	Universitas E	0.922	Universities Bi	aw0.004	IniversitasBrawi
vijaya	Universit Pleasure-aya	0.911	0.915	0.937	0.789	Valid
wijaya	Universita feeling jaya	Universitas E	Brawijaya	Universitas Br	awijaya l	Jniversitas Brawij
wijaya	Unive sita Revisit ava	0.848	0.850	0.908	0.767	Juiversitas Brawij
wijaya	Intention	Unv.019tas	0.050	Universities Bi	awyaya' t	JniverstandBrawi
vijaya	Source: PLS Out	tput Results (A	ppendix),	2021	awijaya t	universitas Brawlj
vijaya	Universitas Brawijaya			rsitas Br		Jniversitas Brawij
wijaya wijaya	Table 4.	14 above sho	ows that t	the value of G	Cronbach's	alpha and the
vijaya	Universitas	ATI	SRA		ijava I	Iniversitas Brawi
vijaya	composite reliab	oility value of	all variat	oles, Servicesc	ape, Pleas	ure-feeling, and
wijaya	Univer			· .		Jniversitas Brawi
vijava	Revisit Intention	, have a cut o	ff value al	pove 0.6. It can	n be conclu	uded that all the
vijaya	Uni	EAPLY				niversitas Brawi
wijaya	University variables in the re	esearch have b	een reliabl	e. These result	s have prov	ven that all items
vijaya	Uni			-		niversitas Brawi
wijaya	Uni used as instrume	nts in the study	y are error	-free and suital	ble for furt	her research.
wijaya	Univ					niversitas Brawij
wijaya	Univ 4.4.2 Structur	al Model Ana	lysis (Inn	er Model)		Iniversitas Brawij
wijaya	Unive	RIE				Jniversitas Brawij
vijaya	Univer The inne	r model analy	sis is use	d to determine		onship between
wijaya	Univers		1. I		1 M	Jniversitas Brawij
wijaya	Unive variables used in	the study, the	significan	ce value, and the		
wijaya	Universita	4 1				Jniversitas Brawij
vijaya	Unive model. The R-s	quare test is i	used to m	easure the Go		
wijaya wijaya	Universitas E	The velve o	f D aguag	(\mathbf{D}^2) is used		Jniversitas Brawij
vijaya	Unive structural model Universitas Bravil	. The value of	n K-squar			Jniversitas Brawi
vijaya	Unive influence of the	independent	variable o			
vijaya	Universitas Brawijaya					Jniversitas Brawi
vijaya	Unive model in the stud					
vijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawi
vijaya	500 subsamples.			Universitas Br		Jniversitas Brawi
vijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawij
vijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawij
vijaya	Universitas Brawijaya	Universitas E	Brawijaya	Universitas Br	awijaya l	Jniversitas Brawij
vijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawij
vijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawij
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wijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawij
vijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawi
vijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawi
wijaya wijaya	Universitas Brawijaya			Universitas Br		Jniversitas Brawij Iniversitas Brawij
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wijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
wijaya	4.4.2.1 Determination Coefficient (R²)	Universitas Brawijaya
wijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
wijaya	The coefficient of determination is used in research to sl	how the influence
wijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
wijaya	of exogenous variables on endogenous variables.	Universitas Brawijaya
wijaya		Universitas Brawijaya
wijaya	Table 4. 15 Determinant Coefficient (R ²) Result	Universitas Brawijaya
wijaya		
wijaya	Universitas Brawijaya Universi Variables va Universita R-square (R	2) niversitas Brawijaya
wijaya	Pleasure-feeling 0.560	Universitas Brawijaya
wijaya	Deriversitas brawijaya	Universitas Brawijaya
wijaya	oniversitas brawijaya oniversitas brawijaya	Universitas Brawijaya
wijaya	Unive Source: PLS Output Results (Appendix), 2021ersitas Brawijaya	Universitas Brawijaya
wijaya	Universitas Brawijaya Universitas Devijaya Universitas Brawijaya	Universitas Brawijaya
wijaya	Universitas Based on Table 4.15, the R ² value of Pleasure-feeling	
wijaya		Universitas Brawijaya
wijaya	Unive value proves that the pleasure-feeling variable can be explained	•
wijaya		Universitas Brawijaya
wijaya	Unive (X) variable by 56%. The remaining percentage of 44% is a contri-	
wijaya	University va	Universitas Brawijaya
wijaya	Universative variables that are not part of the research model. The R^2 values	
wijaya wijaya		Universitas Brawijaya
wijaya	Intention (Y) is 0.544; this value indicates that revisit intention ca	niversitas Brawijaya
vijaya		
vijaya	the Servicescape variable by 54%. The remaining 46% is a contri	niversitas Brawijaya
vijaya	variables that are not part of the research model.	niversitas Brawijaya
vijaya	Univ	Universitas Brawijaya
vijaya		Universitas Brawijaya
wijaya	4.4.2.2 Predictive Relevance (Q ²)	Universitas Brawijaya
wijaya	Univers Predictive relevance aims to measure how well the result	
wijaya	Universit	
1 V I J CA Y CA		Universitas Brawijava
10.00		Universitas Brawijaya
wijaya	^{Unive} research model used. For example, the following is the calculation	Universitas Brawijaya on of Q ² :
wijaya wijaya	research model used. For example, the following is the calculation	Universitas Brawijaya on of Q ² sitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$	Universitas Brawijaya on of Q ² sitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$	Universitas Brawijaya on of Q ² sitas Brawijaya Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^{2} = 1 - (1 - R_{1}^{2})(1 - R_{2}^{2})$ $Q^{2} = 1 - (1 - 0.559)(1 - 0.544)$	Universitas Brawijaya on of Q ² sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$	Universitas Brawijaya on of Q ² sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^{2} = 1 - (1 - R_{1}^{2})(1 - R_{2}^{2})$ $Q^{2} = 1 - (1 - 0.559)(1 - 0.544)$ $Q^{2} = 1 - (0.441)(0.456)$ $Q^{2} = 0.799$ The results of the calculation of Q ² above show that the results of the calculation of Q ² above show the calculation of Q ² above	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^{2} = 1 - (1 - R_{1}^{2})(1 - R_{2}^{2})$ $Q^{2} = 1 - (1 - 0.559)(1 - 0.544)$ $Q^{2} = 1 - (0.441)(0.456)$ $Q^{2} = 0.799$ The results of the calculation of Q ² above show that the results of the calculation of Q ² above show the calculation	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$ The results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of 79%, where Revisit Intention variables can be predicted by the results of the results o	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$ The results of the calculation of Q ² above show that the results of the calculation of Q ² above show the calculation of Q ² abo	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$ The results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of Pleasure-feeling variables. The remaining 21% is the context of the calculation of Q ² above show that the results of Pleasure-feeling variables. The remaining 21% is the context of the calculation of Q ² above show that the results of Pleasure-feeling variables. The remaining 21% is the context of the calculation of Q ² above show that the results of Pleasure-feeling variables.	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$ The results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of Pleasure-feeling variables. The remaining 21% is the content of the calculation of Q ² above show that the results of Pleasure-feeling variables. The remaining 21% is the content of Pleasure-feeling variables.	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$ The results of the calculation of Q ² above show that the results of Q ² above show the calculation of Q ² above show the ca	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$ The results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results of the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that the results are predicted by the calculation of Q ² above show that t	Universitas Brawijaya Universitas Brawijaya
wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya wijaya	research model used. For example, the following is the calculation $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.559)(1 - 0.544)$ $Q^2 = 1 - (0.441)(0.456)$ $Q^2 = 0.799$ The results of the calculation of Q ² above show that the results of Q ² above show the calculation of Q ² above show the ca	Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya variables that are not included in the research model. According to Ghozali and Latan (2015), this value is included in a strong model (0.79 > 0.35). 4.4.2.3 Goodness of Fit (GoF) rawijaya Universitas Brawijaya The Goodness of Fit index is used in research to determine an overall model's accuracy from the inner and outer models. The goodness of fit in PLS awijaya analysis is performed using R-square predictive relevance (R²). The following is awiiava awijaya the calculation of the GoF value as follows: versitas Brawlava awijaya GTable 4. 16 Goodness of Fit (GoF) Evaluation Result Variables R-square (R²) AVE awijaya Servicescape 0.604 awijaya awijaya Pleasure-feeling 0.560 0.789 rsitas Brav awijaya 0.549 0.767 **Revisit Intention** awijava Source: PLS Output Results (Appendix), 2021 awijaya awijaya The calculation of the Goodness of Fit value is as follows: awijaya awijava (0.604 + 0.789 + 0.767)Average AVE value = 0.720 awijaya awijaya (0.560+0.549)awijaya Average R^2 value = = 0.555awijaya awijaya $= \sqrt{AVE \times R^2}$ Unive GoF awijaya $\sqrt{0.720 \times 0.555}$ Universitas B= 0.632 Universitiant The GoF coefficient above is 0.632, nearly to the value of 1. It means the awijaya awijaya model shows a higher level of accuracy and include strong GoF measurement. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Based on the R^2 and Q^2 tests above, it shows that the model in this study is robust Universitas Brawijaya Universitas Brawijaya and accurate, so that hypothesis testing can be done.

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya 4.5 By Hypothesis Testing Results awijaya **Universitas Bra** Universitas Brawijaya Universitas Brawijaya awijaya Univer4.5.1 Results of Direct Effect Testing awijaya Hypothesis testing is done to determine the influence of the overall awijaya awijaya hypothesis proposed in this study, both direct and indirect effects. Criteria in testing research hypotheses can be seen directly or indirectly. Hypothesis testing criteria awijaya awijaya can be seen through the results of the statistical test value and the p-value. The awijaya awijaya hypothesis is accepted if the p-value is less than 0.05 and has a statistical value awijaya more significant than the t-table, namely 1.96. Statistical testing is carried out Brawijaya through the bootstrapping method as follows:

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Table 4. 17 Results of Direct Effect Testing
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				10	niversitas Brawijav
Path	Path Coefficient	Standard Deviation	T-statistic		Description
Servicescape		SUN VI		۱	iversitas Brawija
\rightarrow Pleasure-	0.748	0.029	25.748	0.000	Accepted
feeling		1000		11	iversitas Brawija
Pleasure-	E.C.				liversitas Brav ija ₎ liversitas Brawija
feeling \rightarrow	0.470	0.007	5 417	0.000	
Revisit	0.470	0.087	5.417	0.000	Accepted
Intention		」. 預		U	iversitas Brawija
Servicescape	NR S			a Ui	iversitas Brawija
\rightarrow Revisit	0.352	0.093	3.794	0.000	Accepted
Intention	48			vijava U	iversitas Brawija
Source: PLS Out	put Results (Ap	pendix), 202	21 Ja	wijaya U	niversitas Brawijay

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Universitas Brawijaya Universitas Brawijaya awijaya awijaya Figure 4. 3 Research Hypothesis Test Results Pleasurefeeling p = 0.000 p = 0.000 0.748 0.470 p = 0.000awijaya Servicescape Revisit 0.352 Intention awiiava Source: PLS Output Results (Appendix), 2021 awijaya
 Table 4.17 and Figure 4.3 have explained the path coefficient value on each
 awijaya of the variable effects as follows: awijaya awijaya H1: Servicescape has a significant and positive influence on pleasure-feeling awijaya awijaya The research data analysis results show that the path coefficient value of the awijaya awijaya influence of Servicescape on Pleasure-feeling is 0.748 with a t-statistic value of awijaya awijaya 25.748 or > 1.96 and a p-value of 0.000. If < 0.05, it is declared significant. awijava awijaya Therefore, it can be concluded that Servicescape has a positive and significant available awijaya awijaya Unive influence on Pleasure-feeling. So, Hypothesis 1 is accepted, and H0 is rejected. awijaya awijaya Unive H2: Pleasure-feeling has a significant and positive influence on revisit intention awijava . 6 The research data analysis results show that the path coefficient value of the Unive influence of Pleasure-feeling on Revisit Intention is 0.470 with a t-statistic value of awijaya 5.417 or > 1.96 and a p-value of 0.000. If < 0.05, it is declared significant. awijaya awijaya Therefore, it can be concluded that Pleasure-feeling has a positive and significant awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya influence on Revisit Intention. To conclude, Hypothesis 2 is accepted, and H0 is Universite ted. Universitas Brawijaya



awiiava H3: Servicescape has a significant and positive influence towards revisit Universitas Brawijaya Universitas Brawijaya intention The research data analysis results show that the path coefficient value of the influence of Servicescape on Revisit Intention is 0.352 with a t-statistic value of 1.96 and a p-value of 0.000. If < 0.05, it is declared significant. Therefore, it can be concluded that Servicescape has a positive and significant influence on Revisit Intention. So that Hypothesis 3 is accepted, and H0 is rejected. 4.5.2 Results of Mediation Testing (Indirect Effect) Testing the indirect effect, or called as the mediation test, aims to test the awijaya awijaya interval of the mediating variable based on theory (Baron and Kenny, 1986). By awijaya awiiava conducting mediation testing, we can determine whether the existing mediating variables include perfect mediation or partial mediation. The following **Table 4.18** awijaya shows the results of mediation testing using PLS: Table 4. 18 Mediation Test Results Path Standard tp-Path Description Coefficient Deviation statistic value Servicescape →Pleasure-feeling 0.184 0.068 2.361 0.000 Significant \rightarrow Revisit iversitas Brawijaya Intention Unive Source: PLS Output Results (Appendix), 2021 ersitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Unive 4.5.2.1 Testing with the Examination Method^{sitas Brawijaya} Universitas Brawijaya Universitas Brawijava Universitas Brawijava awiiava The purpose of testing with examination method is to determine whether Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the existing mediating variables include complete mediation or partial mediation Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava (Baron and Kenny, 1986). Based on the results of the analysis of the mediation test, Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava below is the analysis of the mediating role of Pleasure-feeling on the influence of Servicescape on Revisit Intention. Figure 4. 4 The Results of the Variable Mediation Test Pleasurefeeling p = 0.000 p = 0.0000.748 0.470 awiiava p = 0.000Servicescape Revisit 0.352 Intention awijaya Unive Source: PLS Output Results (Appendix), 2021 awijaya Table 4.18 and Figure 4.4 show the results of the mediation test of awijaya awijaya Pleasure-feeling variables that mediate the influence of Servicescape variables on awijaya awijaya Revisit Intention. Servicescape has a significant influence on Revisit Intention with awijaya awijaya a path coefficient of 0.352, Servicescape on Pleasure-feeling with 0.748, and awijaya awijaya awijaya Pleasure-feeling on Revisit Intention of 0.470. Therefore, it can be concluded that awiiava Unive Pleasure-feeling mediates the relationship between Servicescape variables on awijaya awijaya awiiava Revisit Intention. Hence, based on the description above, Pleasure-feeling in this A 15 Unive study is stated as partial mediation. 4.5.2.2 Sobel Test To test the significant effect of the indirect partially (testing the mediation awijaya hypothesis), the Sobel test procedure was carried out (Kline, 2011). The Sobel test awijaya awijaya is done by testing the strength of the indirect effect of the independent variable (X) to the dependent variable (Y) through the mediating variable (Z). The t-statistic value is compared with the t-table value, which is ≥ 1.96 for a significant 5%, to

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava awijaya test the significance of the indirect effect. If the t-statistics value is greater than the t-table value, it can be concluded that there is a mediation effect (Ghozali, 2015). Indirect influence testing can also be done using the Sobel test. The test results using the Sobel test are shown in Table 4.19 as follows: Table 4. 19 Sobel Test Results awijaya itas Brawlla tp-SEB sitas**Path**vijav Aniv Bis SEA Description statistic value Servicescape →Pleasureversitas Brawijaya 0.115 s feeling \rightarrow 0.7480.4700.1273.216 0.001 Significant iversitas Braw Revisit Intention Source: Sobel Test Output Results (Appendix), 2021 awijaya Based on the calculation of the Sobel test above, it can be stated that awijava Pleasure-feeling mediates the influence of Servicescape on Revisit Intention so that Hypothesis 4 is accepted. There is also another way to find out the value from the awijaya Sobel test. The formula of the Sobel test is shown below: ab value = z $a^2SEb^2 + SEa^2SEb^2$ Unive Information: Univerablas B = Indirect coefficient from multiplying the direct effect a and busites Brawijaya Universities B = Direct effect coefficient independent (X) towards mediator (Z) and B = Directliversitas Brawijaya Universitas Brawijaya awijaya b tas B = Direct effect coefficient mediator (Z) towards dependent (Y) = Stas Brawlaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas B= Standard error from coefficient a niversitas Brawijaya Universitas Brawijaya awijaya awiiava SEb = Standard error from coefficient b Suppose the significance probability value is 0.001 ($p \le 0.05$). The z test Universitas Brawijaya Universitas Brawijaya Universitas Brav results based on the Sobel test results are more significant than the standard z curve value of 1.98. In that case, it can be concluded that there is a mediation effect

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awijaya	(Ghozali, 2014). If the z-value in the absolute price > 1.96 or the level of st	atistical
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awijaya	significance z (p-value) < 0.05 , it means that the indirect effect of the indep	endent ijaya
awijaya	Universitas Brawlay (p) vulue) < 0.05, it incluis that the induced effect of the indep	as Brawijaya
awijaya	variable on the dependent variable through the mediator is significant at t	as Brawijaya
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Table 4. 20 Hypothesis	Testing Results of All Respondents	sitas Brawij
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awijaya	Uni	Hypothesis	Description	p-value	Conclusion
awijaya	Uni	5	Servicescape has a significant		niversitas Brawijaya
awijaya	Uni	H1	and positive influence on	0.000	Accepted Brawijaya
awijaya	Univ		Pleasure-feeling		niversitas Brawijaya
awijaya	Univ		Pleasure-feeling has a significant		Universitas Brawijaya
awijaya	Unive	H2		0.000	Accepted Bravijava
awijaya	Unive	П2	and positive influence on Revisit	0.000	
awijaya	Unive	9	Intention		Universitas Brawijaya
awijaya	Unive		Servicescape has a significant	l a	Universitas Brawijaya
awijaya	Unive	sita H3	and positive influence towards	0.000	UAccepted Bravijaya
awijaya	Unive	sitas	Revisit Intention	ijaya	Universitas Brawijaya
awijaya		sitas B	Pleasure-feeling has a mediating	wijaya	Universitas Brawijaya
awijaya		sitas Bra	role in the relationship between	awijaya	Universitas Brawijaya
awijaya		sitas H4	and a second	0.000	Accepted
awijaya		sitas Brawijay	the Starbucks Servicescape and	itas Brawijaya	Universitas Brawijaya
awijaya		sitas Brawijay			Universitas Brawijaya
awijaya	Univer	Source: Source	: Primary Data Processed, 2021	itas Brawijaya	Universitas Brawijaya
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya 4.7 Discussion of Research Results awijaya Universitas Brawijaya awijaya Univer3.7.1 Servicescape has a significant and positive influence on pleasure-feeling The findings have revealed that Servicescape dimensions have a significant and positive influence towards pleasure-feeling. Therefore, H0 was rejected, and H1 was accepted. According to Kim and Moon (2009), the M-R model (Mehrabian awijaya awijaya and Russell, 1974) explained that the physical Servicescape of theme restaurants awijaya awijaya (design, layout, etc.) is expected to influence customers' emotional states because awijaya awijaya emotions are caused by customers exposure to specific stimuli. Wakefield and awijaya awijaya Blodgett (1994) applied the servicescape to sporting venues and find that awijaya awijaya Universe perceptions of stadium quality are directly and positively related to excitement. This awijaya awijaya result supports that customers' mood was shown to improve in the place where they Univ awijaya awijaya usually spend more time consciously or subconsciously observing the interior of java awijaya awijaya the facility. awijaya awijaya Servicescape was measured by five attributes: ambience conditions, electric awijaya awijaya Unive equipment, facility aesthetics, layout, and seating comfort (Kim and Moon, 2009). awijaya awijaya Unive Servicescape attributes can determine customer's feelings, whether they are pleased awijaya awijava A 15 awijaya Universe or unpleased. Based on the hypothesis analysis above, the indicator that mainly awijaya influenced customers is seating comfort with the value of 0.634 with the statement awijaya awijaya "The distance between the chairs and tables at Starbucks allows me to sit awijaya awijaya comfortably." It seems like the comfort and enjoyment lay in the first place for awijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities Brawijaya Universities Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya awijaya awijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya 4.7.2 Pleasure-feeling has a significant and positive influence on revisit sitas Brawijaya Universitas Universitas Brawijaya Universitas Brawijaya intention The findings have shown that Pleasure-feeling has a significant and positive influence on revisit intention. Therefore, H0 was rejected, and H1 was accepted. Pleasure-feeling was measured with four indicators, whether the customers feel happy, delighted, pleased, or entertained by Starbucks servicescape. It means the awiiava awijaya higher the pleasure-feeling customer felt by the surrounding physical environment in the café, the higher the customer's intention to revisit. Based on the study, customers get pleased is the highest value of 0.917. They are most likely to revisit awijaya if they feel pleased by the servicescape offered in Starbucks. awijaya awijaya Pleasure-feeling is a recent variable and rarely used by researchers. It was awijaya awijaya first started by Kim and Moon (2009), the creator of this intervening variable. Kim and Moon considered physical environmental (servicescape) attributes to produce awijaya pleasure-feeling emotions, which indirectly affects customer behavioral intentions. Some researchers view emotions as action oriented. Bergenwall (1998) states that emotions usually lead to some actions by the individual. Christin (2012) declared awiiava Unive that pleasure-feeling on a theme and non-theme restaurant has a significant effect Unive and positive towards revisiting intention. 4.7.3 Servicescape has a significant and positive influence towards revisit Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awiiava Based on the results, it is known that servicescape has a positive and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya significant effect on revisit intention. Therefore, H0 was rejected, and H1 was accepted. Servicescape on Starbucks can improve people's intention to revisit the cafe. It means the higher the Servicescape concerned by the manager in the café,

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awijaya the higher the customer's intention to come back again. Theoretically, Kwon and Woo (2015) provide conclusions on the positive impact of Servicescape attributes; aesthetics, interior decoration, and comfortable seats and tables are the factors that have the most influence on Revisit Intention. The same thing was conveyed by Christin's study in 2012, which shows the significant and positive relationship between Servicescape and Revisit Intention in the theme and non-theme restaurant. Based on the analysis results, it is proven that there are research findings that show that Servicescape has a positive and significant effect on Revisit Intention. Servicescape was measured by five indicators: ambience conditions, awijaya electric equipment, facility aesthetics, layout, and seating comfort (Kim and Moon, awijaya awijaya 2009). Based on the description of Servicescape attributes, the seating comfort with awijaya awijava the statement "The distance between the chairs and tables at Starbucks allows me to sit comfortably" has the highest value of 0.827 with the average of 4.2. Judging awijaya from the outer loading value, this indicator item is perceived to best describe the Servicescape value at Starbucks. The seating in the café would determine unive customer's comfort and satisfaction. One table and seats should be placed normally between other tables and seats. The café's manager should consider comfortable Universeating for customers. Then, more intensive attention is needed to the supportive laya atmosphere of music so that the servicescape assessment continues to increase with Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya 4.7.4 Pleasure-feeling has a mediating role in the relationship between awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unive Starbucks' servicescape and revisit intention sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Based on the research results above, it is shown that pleasure-feeling is Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya accepted to be a mediating role between Servicescape and Revisit Intention. The ersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya – Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava results showed that Pleasure-feeling provided a mediating effect from the influence of Servicescape on Revisit Intention. The results of Servicescape variables and indicators towards Pleasure-feeling and Pleasure-feeling to Revisit Intention show significant results. The existence of a direct effect between Servicescape on Return Intention has shown significant results. It can be concluded that the role of Pleasurefeeling in this study is partial mediation (all variables are significant). This proves awiiava awijaya that the influence of Servicescape can improve Starbucks customer's intention to revisit with or without Pleasure-feeling. SH.Suh KY (2013) stated that to induce and increase the influence of awijaya customers on revisit intentions, a convenient environment must be created, and awijaya awijaya customers must feel attached. The findings of this study are supported by previous awijaya awijaya research, namely Kim and Moon (2009) and Christin (2012). Both researchers stated that Pleasure-feeling could mediate the effect of Servicescape to Revisit awijaya Intention. It shows that the presence of a high servicescape attribute value will form a better pleasure-feeling and encourage visitors' desire to come back. Visitors who awijaya awijaya feel happy with the servicescape offered can increase their desire to visit again. In awiiava Unive increasing revisit intention, the servicescape attribute must improve the pleasure-Unive feeling before increasing the customer's intention to revisit. ava Univergenergy 4.8 BResearch Implications rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya This study contributes practically to one of the theme restaurants, coffee Universitas Brawijaya Universitas Brawijaya shops. The coffee shops can determine what factors need to be maintained, improved, and enhanced about research variables, such as Servicescape, Pleasure-Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya



awijaya awijaya feeling, and Revisit Intention. This study provides managerial implications related University to the following findings: the Brawijaya University Brawijaya 1. Servicescape that has been applied at Starbucks has a significant and positive influence on the customer's pleasure-feeling. The better the visitor's assessment of the servicescape provided by the coffee shop awijaya manager, the happier or more pleased the visitors will feel. 2. Pleasure-feeling of customers has a significant and positive effect on revisit intention. The happier the customers feel after visiting Starbucks, the higher the visitor's desire to come back and probably invite their family and relatives to Starbucks awijaya 3. The servicescape attributes (ambient conditions, electric equipment, facility aesthetics, layout, and seating comfort) have a significant and positive influence on revisit intention. The Servicescape attributes can influence visitors' desire to return. The more the coffee shop manager understands and considers the attributes of servicescape (such as design, music quality, etc.), the higher the visitor's desire to come back and interest to visit. It shows that the presence of a high servicescape attribute value provided laya Universitas B4. Universitas Bray by the coffee shops will form a better pleasure-feeling and encourage Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawvisitors' desire to come back. Visitors who satisfied with the available Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawservicescape can increase the desire to visit again. In increasing revisit awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawintention to customers, the servicescape attributes must improve lava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawpleasure-feeling before increasing the customer's intention to revisit. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Bravijava Universitas Brawijaya Universitas Brawijaya awijaya CONCLUSION AND SUGGESTION vijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya After conducting various analysis in the previous chapter, several Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya conclusions can be drawn. The purpose of this study is aimed to investigate the awijaya awijaya relationship between Servicescape or physical environment perceived by customers awijaya awijaya who visit Starbucks, and the impact on their desire to return. It also examines the awijaya awijaya mediating effect of pleasure-feeling between Starbucks' Servicescape and their awijaya awijaya university intention to return. The summary of the results is as follows. First, it was awijaya awijaya University investigated that the Starbucks' Servicescape had a significant effect on revisit available awijaya awijaya intention. Second, it was found that pleasure-feeling had a significant effect on the awijaya awijaya intention to revisit, and a study result was drawn that if the customer is pleased, it awijaya awijaya leads to revisiting. Third, it was found that the Servicescape of Starbucks had a awijaya awijaya significant influence on the customer's revisit intention. Among them, seating awijaya awijaya Unive comfort has the highest value and would determine customer's comfort and awijaya awijaya Universatisfaction while staying in Starbucks. Christin (2012) investigated the same awijaya awijava Unive hypothesis that verified the mediating effect of pleasure-feeling on the influence lava awijaya awijaya awijaya relationship between the Servicescape and the revisit intention; customers are awijaya awijaya satisfied with the aesthetics and comfort of the Servicescape. awijaya awijaya awijaya 5.2 Suggestions awijaya awijaya awijaya Based on the conclusions described above, the suggestions that can be given are as follows: awijaya Universitas Brawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya 5.2.1 Suggestion for Further Research awijaya Universities The researcher also proposed several suggestions which are expected to be helpful for the implementation of further research. Here are some suggestions: 1. The number of respondents needs to be increased in the scope of Jabodetabek and expanded in several major cities in Indonesia so that the number can better represent Starbucks' consumer behavior in Indonesia. The selection of theme restaurant (Starbucks) is based on observation or suggestion from experts. awijaya The intervening variable (Pleasure-feeling) between Servicescape and awijaya Revisit Intention is varied among researchers. Choose wisely to depend awijaya on the object observed. The further researcher can add up and examine more variables regarding the analysis above, such as perceived service awijaya quality, customer satisfaction, brand familiarity, food quality, and Word of Mouth (WOM) The future research is expected to use newer instruments related to Servicescape attributes, given that the indicators developed in the study using Kim and Moon (2009) are pretty old. awijaya Unive 5.2.2 ^BSuggestion for Company and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitian B In addition to suggestions for further researchers, researchers also submitted awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava several suggestions that are expected to be useful for coffee shops business. Here Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya are some suggestions for coffee shop managers: Sitas Brawijaya Universitas Brawijaya 1. The company should consider the Servicescape attributes in this study Universitas Brawija Universities Brown or other articles and journals to improve customer's intention to revisit

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awijaya awijaya 2. The company should improve and evaluate the Servicescape attributes Universitas Brawijaya awijaya awijaya to create pleasure-feeling to customers awijaya Universitas Brawijaya ersitas Brawijava awijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya Unive 5.3 Research Limitations Review Universitas Brawijava The research limitations contained in this study are as follows: awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya 1. The number of respondents used for this study is still lower than the total awijaya awijaya population of Jabodetabek, so it does not represent the condition of awijaya awijaya niversitas Brawijaya Universitas Brawijaya Universitas Braw Starbucks customers. awijaya awijaya 2. The choice of Starbucks as a coffee shop that is classified as a theme awijaya awijaya restaurant is an independent decision of the researcher, not the result of awijaya awijaya suggestions from culinary experts and others. awijaya awijaya

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Kuesioner ini digunakan sebagai sarana untuk mencari faktor apa saja yang dianggap lebih dan kurang berpengaruh terhadap revisit intention dengan coffee shop Starbucks di Jabodetabek (Jakarta, Bogor, Depok, Tangerang, dan Bekasi). Dengan segala kerendahan hati, perkenankanlah saya memohon kesediaan Anda untuk meluangkan waktu untuk mengisi kuesioner ini dengan jujur. Semua informasi yang Anda berikan akan terjaga kerahasiannya. Terima kasih atas Unive kesediaan waktu dan perhatian Anda. Semoga hari Anda menyenangkan!

A 6.

Unive Waalaikumsalam Wr. Wb.

Hormat saya,

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Mohon beri tanda silang pada salah satu jawaban yang paling mewakili apa yang Anda rasakan mengenai pernyataan-pernyataan di bawah ini. Jika dirasa lebih mudah, Anda bisa menggunakan gerai Starbucks yang terakhir Anda kunjungi sebagai referensi.

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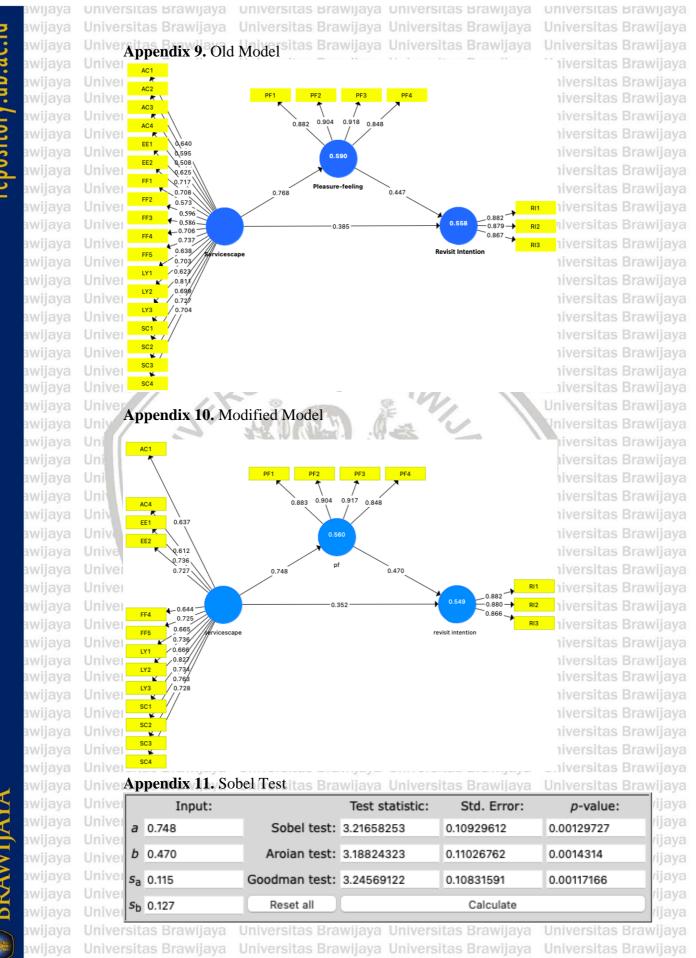
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