

**THE EFFECT OF SERVICESCAPE ON STARBUCKS
CUSTOMER REVISIT INTENTION. THE MEDIATING ROLE
OF PLEASURE-FEELING**

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MINOR THESIS

*Presented to Universitas Brawijaya in Partial Fulfilment of Requirements for the
Degree of Bachelor of Management*



MAJOR IN MARKETING MANAGEMENT
INTERNATIONAL UNDERGRADUATE PROGRAM

FACULTY OF ECONOMY AND BUSINESS

UNIVERSITY OF BRAWIJAYA

MALANG

2021

APPROVAL PAGE

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JOURNAL APPROVAL PAGE

Entitled:

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TABLE OF CONTENT

APPROVAL PAGE i

APPROVAL PAGE iii

STATEMENT OF ORIGINALITY v

LETTER OF RESEARCH..... vi

CURRICULUM VITAE..... vii

ACKNOWLEDGMENT viii

TABLE OF CONTENT..... x

LIST OF TABLES xiii

LIST OF FIGURES xiv

LIST OF APPENDIXE..... xv

ABSTRAK xvi

ABSTRACT xvii

CHAPTER I INTRODUCTION..... 2

 1.1 Background of the Study 2

 1.2 Problems of the Study 9

 1.3 Research Objectives 9

 1.4 Significance of the Study 10

CHAPTER II LITERATURE REVIEW 11

 2.1 Previous Research 11

 2.2 Coffee Shop..... 15

 2.3 Service Environments Effect..... 16

 2.4 Servicescape 17

 2.5 Pleasure-feeling 26

 2.6 Revisit Intention 26

 2.8 Research Hypothesis Model..... 27

 2.9 Research Framework..... 32

CHAPTER III RESEARCH METHODOLOGY 33

 3.1 Type of Research..... 33

 3.1.1 Explanatory Research..... 33

 3.1.2 Descriptive Research..... 34

 3.2 Population and Sampling 34

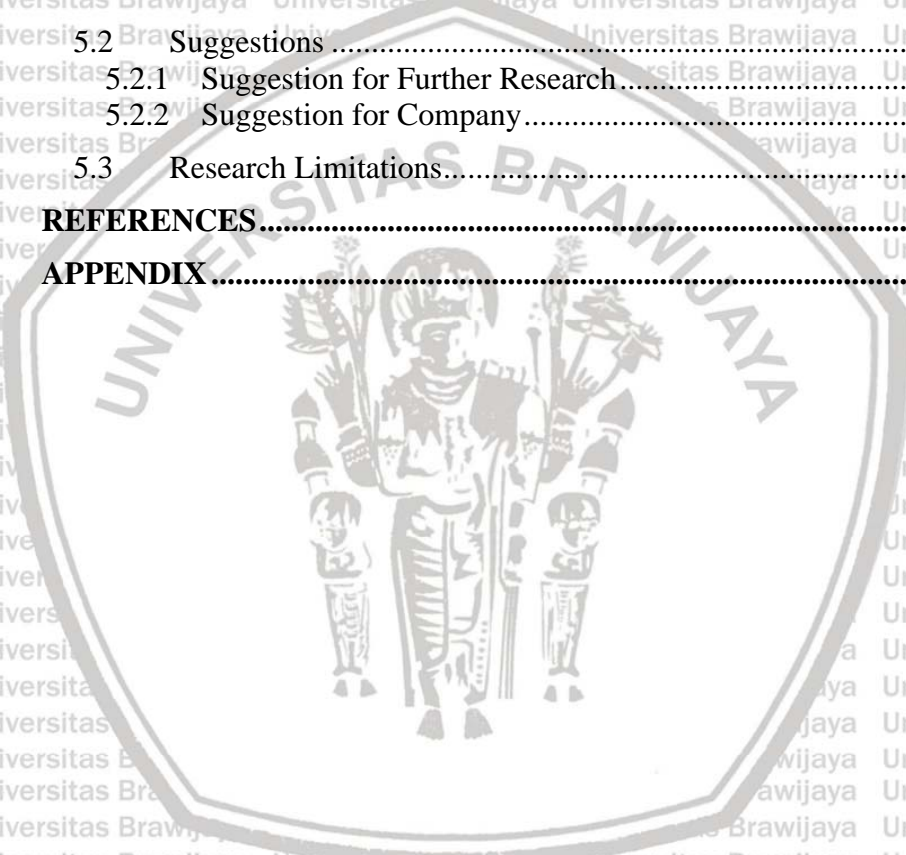
 3.2.1 Research Population..... 35

 3.2.2 Research Sample 35

 3.2.3 Sampling Technique..... 36

3.3	Data Collection Method	36
3.3.1	Primary Data	37
3.3.2	Secondary Data	38
3.4	Definition of Operational Variable	38
3.4.1	Variable Identification	38
3.5	Servicescape (X)	39
3.5.1	Facility Aesthetics (X1)	39
3.5.2	Layout (X2)	39
3.5.3	Electric Equipment (X3)	40
3.5.4	Seating Comfort (X4)	40
3.5.5	Ambient Conditions (X5)	41
3.6	Pleasure Feeling (Z)	41
3.7	Revisit Intention (Y)	42
3.8	Research Test Instrument	42
3.9	Data Analysis Method	43
3.9.1	Partial Least Square	44
3.9.2	Measurement Model (Outer Model)	44
3.9.3	Structural Model (Inner Model)	47
3.10	Hypothesis Test	49
3.10.1	Direct Effect Hypothesis Testing	49
3.11	Mediation Test	50
CHAPTER IV ANALYSIS, FINDINGS, AND DISCUSSION		52
4.1	Starbucks Company Profile	52
4.1.1	Starbucks Mission and Vision	52
4.1.2	Starbucks Products	52
4.1.3	Starbucks Development in Indonesia	52
4.2	Respondent Characteristic	54
4.2.1	Gender	54
4.2.2	Age Group	55
4.2.3	Occupation	55
4.2.4	Frequency of Visiting Starbucks in a Month	56
4.2.5	Expenditure in One Visit	57
4.2.6	Time Spent at Starbucks	57
4.3	Description of Variable	58
4.3.1	Frequency Distribution of Servicescape	59
4.3.2	Frequency Distribution of Pleasure Feeling (Z)	60
4.3.3	Frequency Distribution of Revisit Intention (Y)	60
4.4	Partial Least Square (PLS) Analysis	61
4.4.1	Measurement Model Analysis (Outer Model)	61
4.4.2	Structural Model Analysis (Inner Model)	66
4.5	Hypothesis Testing Results	69

4.5.1	Results of Direct Effect Testing.....	69
4.5.2	Results of Mediation Testing (Indirect Effect)	71
4.6	Conclusion of All Respondents' Hypothesis.....	74
4.7	Discussion of Research Results	75
4.7.1	Servicescape has a significant and positive influence on pleasure- feeling	75
4.7.3	Servicescape has a significant and positive influence towards revisit intention	76
4.8	Research Implications	78
CHAPTER V CONCLUSION AND SUGGESTION		80
5.1	Conclusion	80
5.2	Suggestions	80
5.2.1	Suggestion for Further Research.....	81
5.2.2	Suggestion for Company.....	81
5.3	Research Limitations.....	82
REFERENCES.....		83
APPENDIX.....		86



LIST OF TABLES

Table 1. 1 Domestic Coffee Consumption 2013 - 2019..... 3

Table 1. 2 Research Gap..... 6

Table 2. 2 Prior Research on the Servicescape Dimensions 20

Table 2. 3. Human Responses to Colours 22

Table 3. 1 Likert Scale..... 37

Table 3. 2 Validity and Reliability Parameter Test on PLS Model Measurement..... 46

Table 3. 3 GoF Table Measurements 48

Table 4. 1 Respondents' Gender 54

Table 4. 2 Respondents' Age Structure 55

Table 4. 3 Respondents' Occupation Type 55

Table 4. 4 Frequency of Visiting in a month..... 56

Table 4. 5 Expenditure in one visit..... 57

Table 4. 6 Time Spent 57

Table 4. 7 Likert Scale..... 58

Table 4. 8 Frequency Distribution of Servicescape (X) 59

Table 4. 9 Frequency Distribution of Pleasure Feeling (Z)..... 60

Table 4. 10 Frequency Distribution of Revisit Intention (Y) 60

Table 4. 11 Convergent Validity Test by Loading Factor..... 63

Table 4. 12 Discriminant Validity Test Result..... 64

Table 4. 13 AVE (Average Variance Extracted) Value 65

Table 4. 14 Composite Reliability Test Result..... 66

Table 4. 15 Determinant Coefficient (R2) Result 67

Table 4. 16 Goodness of Fit (GoF) Evaluation Result 68

Table 4. 17 Results of Direct Effect Testing 69

Table 4. 18 Mediation Test Results..... 71

Table 4. 19 Sobel Test Results 73

Table 4. 20 Hypothesis Testing Results of All Respondents 74

LIST OF FIGURES

Figure 1. 1 The Five Largest Coffee Production and Consumption Countries..... 2

Figure 2. 1 Mehrabian-Russel Model..... 16

Figure 2. 2. Research Model 27

Figure 2. 3 Research Framework 32

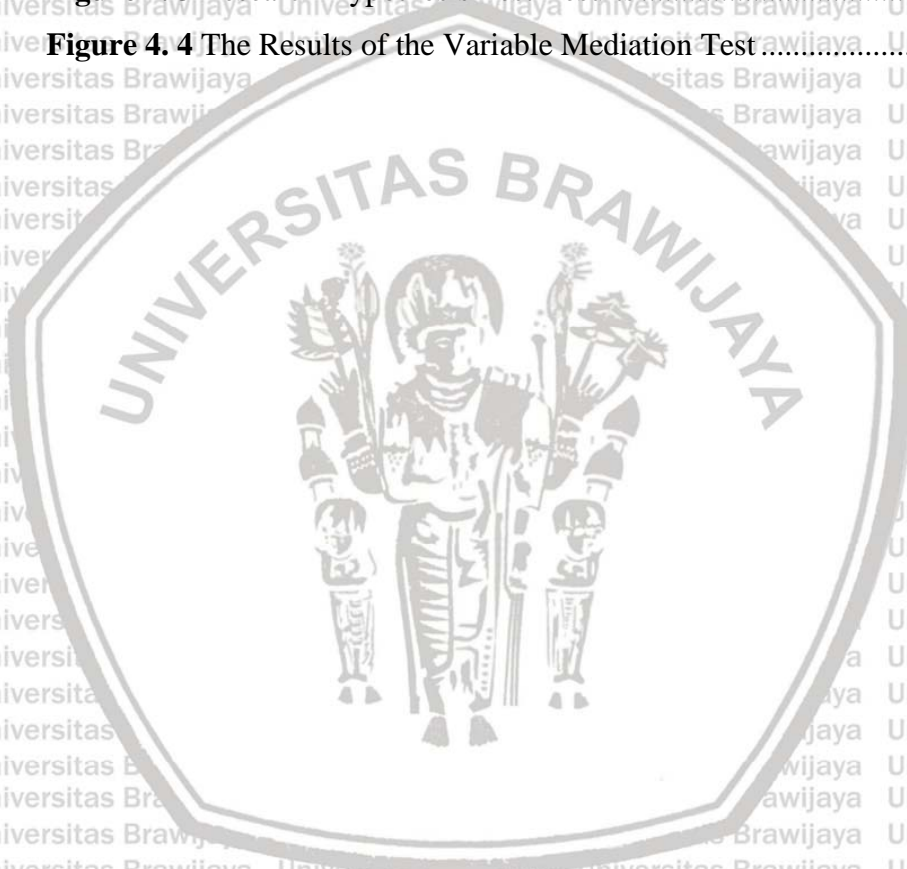
Figure 3. 1 Mediation Testing 50

Figure 4. 1 Loading Factor Value of All Research Items 62

Figure 4. 2 Valid Loading Factor Value of Research Items 63

Figure 4. 3 Research Hypothesis Test Results 70

Figure 4. 4 The Results of the Variable Mediation Test 72



LIST OF APPENDIXE

Appendix 1. Research Questionnaire..... 86

Appendix 2. Outer Loading..... 92

Appendix 3. R-Square..... 92

Appendix 4. Construct Reliability and Validity..... 93

Appendix 5. Discriminant Validity..... 93

Appendix 6. Cross Loadings..... 93

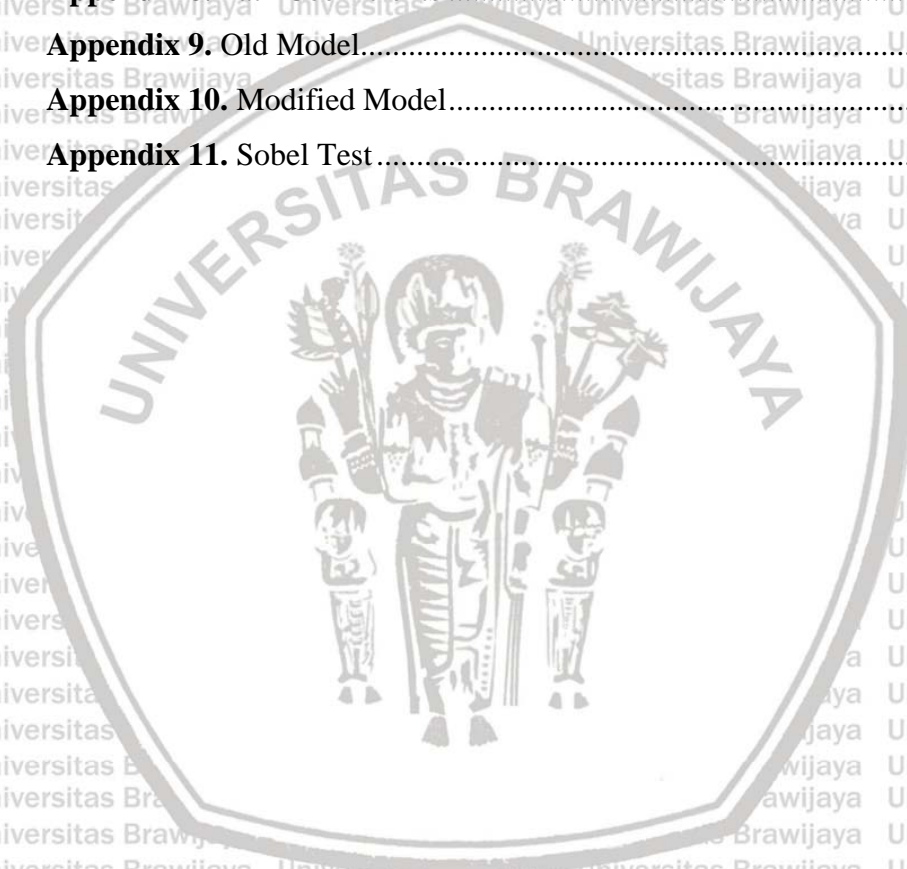
Appendix 7. Outer VIF Values (Collinearity Statistics)..... 94

Appendix 8. Path Coefficients..... 94

Appendix 9. Old Model..... 95

Appendix 10. Modified Model..... 95

Appendix 11. Sobel Test..... 95



PENGARUH SERVICESCAPE TERHADAP STARBUCKS CUSTOMER REVISIT INTENTION. PERAN MEDIASI PLEASURE-FEELING

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Servicescape dan niat pelanggan Starbucks untuk mengunjungi kembali serta menguji apakah perasaan 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 Servicescape terhadap niat mengunjungi kembali.

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

THE EFFECT OF SERVICESCAPE ON STARBUCKS CUSTOMER REVISIT INTENTION. THE MEDIATING ROLE OF PLEASURE- FEELING

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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 strengthen the influence of Servicescape towards revisiting intention.

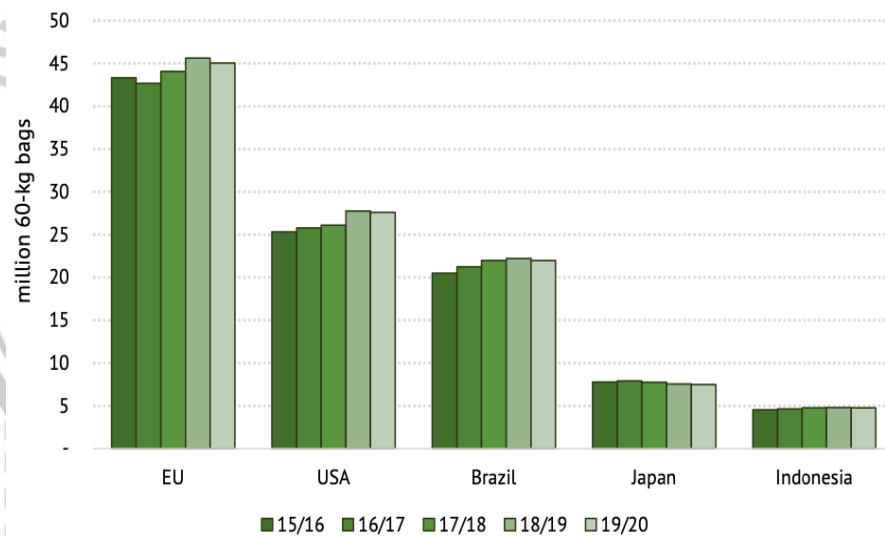
Keywords: Servicescape, Pleasure-feeling, Revisit Intention.

CHAPTER I INTRODUCTION

1.1 Background of the Study

Coffee shop sales are a growing business in Indonesia, especially in big cities, such as Jabodetabek, the acronym of Jakarta, Bogor, Depok, Tangerang, and Bekasi. Many newcomer coffee shop entrepreneurs in big cities are unsurpassed in their business, but few fail to maintain their existence and continuity. The coffee shop business is a good business prospect, but also vulnerable. It requires consistent innovation in taste, quality, image, and service so that customers remain loyal and new visitors want to come again (Widiati, 2020)

Figure 1. 1 The Five Largest Coffee Production and Consumption Countries



Source: ico.org (2020)

A case in this point is, according to ICO (International Coffee Organization), Indonesia is 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

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

No.	Year	Domestic Consumption (In thousand 60kg bags)
1	2013	3.900
2	2014	4.250
3	2015	4.417
4	2016	4.550
5	2017	4.650
6	2018	4.750
7	2019	4.800

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 eight percent (Sugianto, 2019).

The increasing consumption of coffee in Indonesia indicates that there are 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 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

and Starbucks that give customers the quality of experience that cannot be on the pricing of its products.

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 a profound effect on the customer experience. Servicescape will help the coffee 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.

Servicescape will help the manager provide a suitable environment for building customer experiences to increase sales and keep them returning because it 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 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 pleasure-feeling or customer's emotion originates from the physical environment (Servicescape) from the store can affect results such as the possibility of returning to the store, enjoy shopping at the store, and the willingness to interact with store employees. They found that customer moods improved more frequently in supermarkets that were kept in good condition. Positive moods can lead to further evaluations that benefit the store and make customers buy more and make purchases more spontaneously.

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, unpleasant odors, dirty floors, and high or too low temperatures.

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 company's primary focus area is to improve the customer experience. Starbucks has been responsible for creating the concept of a third-place between home and 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 experience. Research conducted in Germany suggested that customers would be willing to pay more for a Starbucks coffee if the brand decides to charge it (Roll, 2018)

However, Starbucks, with its Servicescape, is a separate phenomenon that shifts the primary function of the coffee shops from a place to enjoy drinking coffee, where now people visit the coffee shops are not merely to eliminate the hunger and thirst but also as an entertainment or satisfaction. 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 process takes place to help assess differences in customer experience.

A conventional coffee retailer, Starbucks, offers experiences of drinking 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 the research gap is shown in **Table 1.2** as follows:

Table 1. 2 Research Gap

Research Gap	Relationship between Variable	Research Result	Researchers
Inconsistency of the results	Servicescape (X) towards Revisit Intention (Y)	Has a significant positive impact $X \rightarrow Y$	Christin (2012) Kwon and Woo (2015)
		Has a significant impact $X \rightarrow Y$	Genc and Genc (2021) Meng and Choi (2017)
		Insignificant $X \rightarrow Y$	Kim and Moon (2009)
		Has a significant negative impact $X \rightarrow Y$	

Source: Primary Data Processed, 2021

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 intention.

According to Genc and Genc (2021), restaurant's Servicescape dimensions influence revisit intention, and brand familiarity has a positive mediating effect between those variables (dependent and independent). Meng and Choi (2017) state that the influences of Servicescape on customers' intentions to revisit theme restaurants stem from a positive attitude towards revisiting the restaurants.

Meanwhile, Kim and Moon (2009) state that their chi-square difference test shows that the direct relationship between the Servicescape and revisit intention (i.e., partial mediation relationship) was insignificant. They suggest that Servicescape's perception directly influences customer emotions (pleasure-feeling as their mediation variable) and indirectly affects their behavioral intentions.

These various research results provide an opportunity for researchers to conduct research again, to examine the direct effect of Servicescape on revisit intention and adding the mediating variables. In this study, the pleasure-feeling variable will be added as a mediating variable that establishes the relationship between Servicescape dimensions and revisit intention. This is similar to the research opinion of Kim and Moon (2009), which states that there is a need to add

a mediating variable between Servicescape and revisit intention. The difference between this study and previous research lies in several things as follows:

1. The object of research in the previous research was conducted on theme restaurants and non-theme restaurants, while this study was conducted only on theme restaurants that are very popular with millennial generations as a gathering place; coffee shops (Starbucks).
2. This study has a different context from previous research, which is devoted to looking at the relationship between the Servicescape dimension and revisit intention and pleasure-feeling.

Based on study conducted in 2009 by Kim & Moon, researchers aimed to examine how significant the Servicescape dimensions (facility aesthetics, layout, electric equipment, seating comfort, and ambient conditions) towards Starbucks's factors in creating pleasure-feeling caused customers to have a desire to return (revisit intention). Afterward, the researcher aimed to find out the impact of Servicescape on Starbucks in influencing the willingness to return through its relationship by mediating with customer's pleasure feeling. Thus, this study was conducted under the title, "THE EFFECT OF SERVICESCAPE ON STARBUCKS CUSTOMER REVISIT INTENTION. THE MEDIATING ROLE OF PLEASURE-FEELING"

1.2 Problems of the Study

Based on the background above, the problems of the study are stated as follows:

1. What is the effect of the servicescape dimensions on customer's pleasure-feeling at Starbucks?
2. What is the effect of pleasure-feeling on Starbucks customers revisit intention on Starbucks?
3. What is the effect of the servicescape dimensions on customer's revisit intention at Starbucks?
4. Does pleasure-feeling mediate the effect between servicescape on customer's revisit intention at Starbucks?

1.3 Research Objectives

This study aims to:

1. Determine the effect of servicescape dimensions on visitor pleasure-feeling at Starbucks
2. Determine the effect of pleasure-feeling on revisit intention at Starbucks
3. Determine the effect of the servicescape dimensions on customer's revisit intention at Starbucks
4. Find out whether pleasure-feeling mediates the effect between servicescape on customer's revisit intention at Starbucks

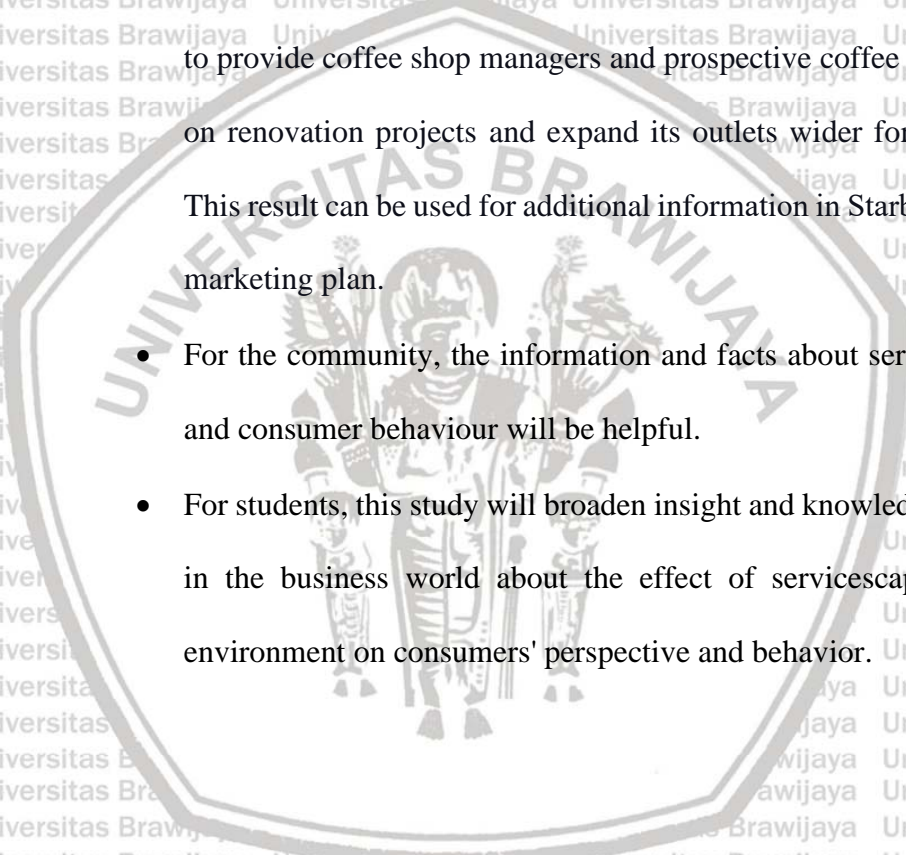
1.4 Significance of the Study

The benefits that can be obtained from this study are:

- Coffee shop managers and Starbucks may gain information about the physical environment and coffee shop atmosphere to attract consumers to stay longer. In this way, these are expected to improve purchases and provide input for managers about the dimensions of servicescape and their influence on consumers' desire to return. This study is also likely to provide coffee shop managers and prospective coffee shop managers on renovation projects and expand its outlets wider for the company.

This result can be used for additional information in Starbucks' strategic marketing plan.

- For the community, the information and facts about service marketing and consumer behaviour will be helpful.
- For students, this study will broaden insight and knowledge for students in the business world about the effect of servicescape or physical environment on consumers' perspective and behavior.



CHAPTER II LITERATURE REVIEW

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.

Table 2. 1 Previous Research

Author	Title	Methods	Results
Woo Gon Kim and Yun Ji Moon (2009)	Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type	Quantitative	The stimuli from the servicescape influence perceived service quality and pleasure-feeling and, in turn, indirectly affect customers's behaviors
Ki Wan Kwon and Sung Keun Woo (2015)	The mediating effect of customer satisfaction in the relationship between bakery cafes servicescape and revisit intention	Quantitative	The servicescape affects customer satisfaction and revisit intention, and customer satisfaction has a mediating effect.
Bo Meng and Kyuhwan Choi (2017)	An investigation on customer revisit intention to theme restaurants: The role of servicescape and authentic percepetion	Quantitative	The influences of servicescape on customers' intention to revisit theme restaurants stem from a positive attitude toward the behavior to revisit the restaurants.

Seray Gulertekin Genc and Volkan Genc (2021)	The effect of servicescape on revisit intention in restaurants: The mediating effect of brand familiarity	Quantitative	The servicescape significantly impacts brand familiarity as a mediation variable and revisit intention.
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(Source: Research Processing Results, 2021)

To support this study, *The Effect of Servicescape on Starbucks Customer Revisit Intention. Mediating role: Pleasure-feeling*, several studies that have been 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 moderating effect of the restaurant type. The purpose of this study is to show that a customer's favorable behavior is not just a matter of getting a satisfying meal but also a psychological (cognitive-emotional) matter. The study examined the impact of customers' perceptions of the Servicescape on pleasure-feeling and perceived service quality and the effect of these two constructs on revisit intention. Kim and Moon tested the theme restaurant setting, despite the author tests it in a coffee shop, one of the twenty-two types of restaurants. The study found that the direct relationship between the Servicescape and revisit intention was insignificant. Therefore, Kim and Moon suggested that the Servicescape directly influences customer emotions and, in turn, indirectly affects behavioral intentions. They indicated that Servicescape attributes positively produce pleasure-feeling emotions. 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 for the full mediating effect of perceived service quality on revisit intention. Kim and Moon received 208 surveys with the assistance of two service staff in the Banff

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 pleasure-feeling as a mediation role. The object of study has been carried out in a cross-sectional 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 the relationship between the servicescape perceived by customers who visit the bakery-cafe, the impact on satisfaction, and revisit intention. They also examined 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 impact on customer satisfaction with aesthetics and comfort, 2) customer satisfaction had a significant effect on revisit intention, 3) the bakery café servicescape had a significant influence on revisit intention with the aesthetics and comfort. Kim and Sung used 244 questionnaires out of 250 self-administered questionnaires that were distributed. This study targeted ten bakery-cafes located in Seoul with customers aged 20 or over. The data required were analyzed using the SPSS 18.00 statistic program.

The third study is conducted by Bo Meng and Kyuhwan Choi (2017) entitled an investigation on customer revisit intention to theme restaurants: the role of servicescape and authentic perception. This paper aimed to examine theme restaurant customers' decision-making process considering the theory of planned

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 investigation is conducted by an on-site survey with 357 theme restaurant customers who have dining experience in China. Six well-trained surveyors 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.

The fourth study is conducted by Seray Gülertekin Genç and Volkan enc (2021) entitled the effect of Servicescape on revisit intention in restaurants: the mediating effect of brand familiarity. This study examines the multidimensional structure of Servicescape (substantive and communicative) in restaurants to understand the effect of brand familiarity on customer's revisit intention. The results show that Servicescape factors influence revisit intention, and brand familiarity positively affects mediation. However, the Servicescape's effect factors on brand familiarity could not be determined. The data were collected from 672 visitors using the convenience sampling technique in 17 branches of a restaurant business in Istanbul. The test was analyzed by Bootstrap techniques using SPSS Process Macro.

2.2 Coffee Shop

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 (roisserie), inn tavern, night club/super club, pizzeria, pancake house/creperie, pub, snack bar/cafe/milk bar, specialty restaurant, 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 a place (shop) that serves processed espresso coffee and small snacks. Along with its development, besides providing coffee as the main product, this shop also supplies small meals and heavy meals.

A coffee shop, usually familiar to people's ears, is called a cafe, shifting its 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, 2012). The literal meaning refers to (drink) coffee, which became known as a place to enjoy coffee with various other non-alcoholic beverages such as soft drinks and other complimentary snacks. A coffee shop is a restaurant that initially provided a place to drink coffee and tea quickly, but because of development and the customers' needs are very complex and endless, the development of coffee shops is as it is today. Coffee shops typically sell specialty coffee drinks and various F&B (food and beverages) products for consumption, either on-premises or takeaway.

2.3 Service Environments Effect

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:

a) Mehrabian-Russel Stimulus Respond (M-R Model)

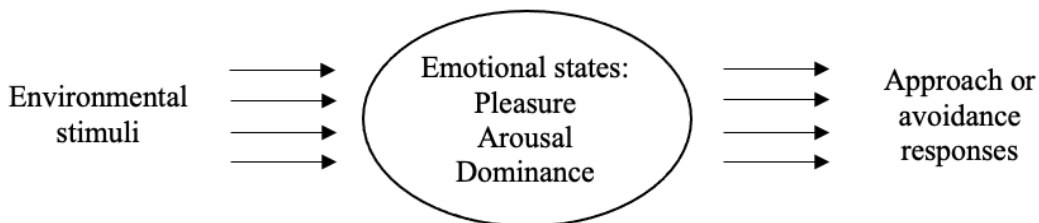
The model states that the environment influences people's affective state (emotions and feelings) controls their behavior.

b) Model of Affect Russel

The model states that influence can be modeled by two interactive dimensions, namely pleasure and arousal, which both determine individual approach, spend money and time in an environment, or whether customers keep away from it.

This study adapted the M-R model or the Mehrabian-Russel model, which examines the effect of servicescape on customer behavior through emotional states.

Figure 2.1 Mehrabian-Russel Model



Source: Donovan & Rossiter (1982)

According to the M-R model, the customer's reaction to the physical environment's stimulus is divided into three parts: environmental stimuli, emotional 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

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.

2.4 Servicescape

Coffee shop managers strive to provide an impression and environment that creates customer interest to visit. That is called physical evidence. In all cases, the physical evidence of the service will influence the flow of the experience, their satisfaction, their emotional connections with the company delivering the experience, and their social and personal interactions with others experiencing the service (Zeithaml et al., 2017). Customers often rely on tangible cues, or physical evidence, to evaluate the service before purchasing and assess their satisfaction with the service during and after the experience. Physical evidence, particularly the servicescape, can have a profound effect on the customer experience.

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 process takes place to help assess differences in customer experience. The word 'servicescape' is a combination between 'service' and 'scenery.' Servicescape has 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 create a specific image and create consumer feelings. Communication in

servicescape can also develop better relationships between consumers and 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 communication. Customers often rely on physical evidence or service quality before the service is purchased, during, and after their consumption. The servicescape elements that affect customers include exterior attributes (signs/instructions, parking lots, landscaping) and interiors (design, layout, equipment, and decoration).

The importance of servicescape varies, depending on the service provider and its customers. (Marimuthu & Hassan, 2016) stated that servicescape could be a powerful marketing tool. Servicescape is one of the most important elements used in positioning a service organization (Zeithaml et al., 2017). According to Zeithaml et al., (2017), the strategic role of a servicescape includes:

- *Package*, the servicescape, and other elements of physical evidence essentially “wrap” the service and convey to consumers an external image of what is “inside.” Product packages are designed to portray a particular image and evoke a specific sensory or emotional reaction. This packaging role is significant in creating expectations for new customers and newly established service organizations trying to build a particular image.
- *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

harder for customers and employees to accomplish their goals. On the other hand, inadequate and inefficient design may frustrate both customers and employees.

- *Socializer*, the servicescape design aids in the socialization of both employees and customers to convey expected roles, behaviors, and relationships. The facility's design can also suggest to customers what their role is relative to 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.

- *Differentiator*, the physical facility design can differentiate a firm from its competitors and signal the market segment that the service is intended for. The design of a physical setting can also differentiate one area of a service organization from another.

Zeithaml et al., (2017) added that the framework for understanding the effects of Servicescape on behaviour is based on *stimulus (multidimensional environment)-organism (customers and employees) – response (behaviour directed at the environment)* theory. It is assumed that the servicescape dimension will affect 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 servicescape and defined it as the physical environment in which services are given.

In the servicescape model, Bitner (1992) stated that the environment dimension encourages customers and employees to provide internal responses, such as cognitive, emotional, and physical, that affect customers and employees' behavioral states.

2.4.1 Dimensions of Servicescape

Table 2. 2 Previous Research on the Servicescape Dimensions

Research	Servicescape Dimensions	Attribute	Industry
Bitner (1992)	<ol style="list-style-type: none"> 1. Ambient conditions 2. Space and function 3. Signs, symbols, and artifacts 	<ol style="list-style-type: none"> 1. Temperature, air quality, noise, music, and odor 2. Layout, equipment, and furnishings 3. Signage, personal artifacts, and style of décor 	Service organization (conceptual study)
Wakefield and Blodgett (1996)	<ol style="list-style-type: none"> 1. Layout and accessibility 2. Facility aesthetics 3. Seating comfort 4. Electric equipment and displays 5. Cleanliness 	<ol style="list-style-type: none"> 1. Layout of exit & entry, furnishing & equipment layout 2. Architectural design, color, and interior design 3. Physical seat & space of seat 4. Signs, symbols, & artifacts for leisure experience (e.g., projection) 5. Facility (e.g., restroom, concession) cleanliness 	Leisure service settings (i.e. major league baseball stadiums)
Wakefield and Blodgett (1999)	<ol style="list-style-type: none"> 1. Building design and décor 2. Equipment 3. Ambience 	<ol style="list-style-type: none"> 1. Outside appearance, interior design, layout, and seats 2. Electric equipment 3. Cleanliness, temperature, and neatness of employees' appearance 	Leisure service settings (i.e. professional hockey games, a family recreation center, movie theater)
Lucas (2003)	<ol style="list-style-type: none"> 1. Layout navigation 2. Cleanliness 3. Seating comfort 4. Interior décor 5. Ambience 	<ol style="list-style-type: none"> 1. Architecture, interior design, and spatial layout 2. Clean slot floor 3. Padding, backrests, and fabric/heat-dissipating seat, uncrowded seat 4. Lighting, color, and floor décor 5. Internal climate, music, and visual graphic 	Casino
Ryu and Jang (2007)	<ol style="list-style-type: none"> 1. Facility aesthetics 2. Lighting 3. Ambience 4. Layout 5. Dining equipment 	<ol style="list-style-type: none"> 1. Architectural design, color, and interior design 2. Type of lighting & illumination 3. Music, temperature, and scene 4. Object (e.g., machinery, equipment, & furnishings) layout 5. High-quality flatware, china, glassware, and linen 	Upscale restaurant
Newman (2007)	<ol style="list-style-type: none"> 1. Space 2. Way-findings 	<ol style="list-style-type: none"> 1. Spatial density 2. Legibility of internal design such as central passageways & meeting areas in airport, hospitals, & universities 	Service sectors

(Source: Kim and Moon, 2009)

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 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.

Design 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 interior physical arrangement affects the aspiration and expression of the idea, 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

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

Color	Degree of Warmth	Nature Symbol	Common Association and Human Responses to Color
Red	Warm	Earth	High energy and passion; can excite, stimulate emotion, expressions, and warmth
Orange	Warmest	Sunset	Emotions, expression, and warmth
Yellow	Warm	Sunset	Optimism, clarity, intellect, and mood-enhancing
Green	Cool	Growth, grass, and trees	Nurturing, healing, and unconditional love
Blue	Coolest	Sky and ocean	Relaxation, serenity, and loyalty
Indigo	Cool	Sunset	Mediation and spirituality
Violet	Cool	Violet flower	Spirituality; reduces stress, can create an inner feeling of calm

Source: Lovelock & Writz (2011)

b) Layout

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 self-service 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 user-friendliness and comfort for customers. Layout does not only affect the efficiency of the service operation, but it also shapes the customer experience. Moreover, customers' impressions of the layout can affect the service experience, buying behavior, and the business performance of the service facility.

c) Electric Equipment

Kim & Moon (2009) describe that electric equipment is video or audio equipment that can increase customers' excitement and as entertainment in coffee shops. Electronic equipment can be used to enhance the leisure experience (Wakefield & Blodgett, 1999). For example, Garuda Café at Gelora Bung Karno (GBK) Stadium, Senayan, offers a sports theme café with a projector screen and sells merchandise from many soccer clubs in Indonesia. Electric equipment that supports the physical environment consists of lightning, a sound system, air circulation and an air conditioner, which need to be considered to create coziness for customers (Ryu et al., 2007).

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 customer will stay in a coffee shop. Fast tempo will improve the customers' 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 and make them feel discomfort.

Scent can have an impact on people's mood; intention to purchase. For example, people will likely attract to a bakery that the product smells good.

Color gives psychology effect that affects customer's feelings. Color can trigger

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.

When customers are unfamiliar with a particular service establishment, they 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)
- Communicate the service script (take a number and wait for it to be called or clear the tray after your meal)
- 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)

2.5 Pleasure-feeling

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 by feeling sleepy, silent, or bored. Dominance relates to feelings of domination in 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, light, and relaxed, while being in another area can make that person feel sad, depressed, and gloomy. (Zeithaml et al., 2017) adds that whether engineered or natural, any environment will cause emotions captured by two primary dimensions:

(a) pleasure/displeasure and (b) arousal level (level of stimulation or excitement).

A lovely, pleasant, and uplifting servicescape is exciting; while enjoyable but not uplifting, making sleepiness (pleasant – non-arousing) is relaxing. Servicescape that is not pleasant and arousing (unpleasant arousing) is called distressing/pressing, while servicescape is not pleasurable and not arousing.

2.6 Revisit Intention

Revisit intention is a form of behavior (behavioral intention) or customer 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

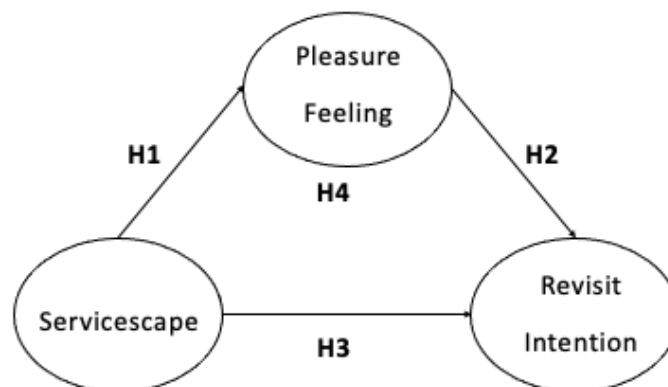
behavior is also influenced by personal and situational factors (Bitner, 1992). An individual enters the physical environment with a particular mood state, which affects his response to servicescape.

Environmental psychologists show that people react to places with two primary forms of behavior: approach and avoidance. Approach behavior includes all positive actions directed to a particular place, such as the desire to live, explore, work, and affiliate. Avoidance reflects the opposite - the desire not to stay, not to explore, not to work, not to be affiliated. Approach behavior (including revisit intention) is influenced by the customer's perception of the environment itself (Zeithaml et al., 2017).

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. Moreover, a hypothesis can be defined as a logically assumed relationship between two or more variables which is expressed in the form of a testable statement. If the hypotheses can be proven by the research, then the hypotheses can be accepted.

Figure 2. 2. Research Model



(Source: Research Processing Results, 2021)

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.

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 or explore further somewhere. Avoidance behavior is indicated by the reluctance to 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 willingness to interact with store employees. They found that customer moods improved more frequently in supermarkets that were kept in good condition. Positive moods can lead to further evaluations that benefit the store and make customers buy more and make purchases more spontaneously.

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, unpleasant odors, dirty floors, and high or too low temperatures. The customer may

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 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 overall perceptions of different aspects of quality (e.g., food quality, price/value of coffee shop). Parasuraman, Zeithaml, and Berry (1985) found that tangible factors 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) states that emotions usually lead to actions by the individual, i.e., they have consequences. In line with this view, Zajonc (1980) proposes that an individual can act based on an emotional feeling, which is with or without just a low level of cognitive activity. Moreover, the M-R model suggests that these responsive 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 enjoyable environment can help alleviate the unpleasant feelings that customers feel. Since services are intangible and often require the customer's presence during the process, tangible factors can have a significant influence on perceptions of service quality.

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 Servicescape affects the planned behavior model.

This is related to the customer's perception of the coffee shop as a whole. 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, 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 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 must feel attached. Besides, to have the intention to revisit, it is said that the customer's feeling plays a mediating role, and the importance of customer pleasure-feeling is emphasized. Kim and Moon (2009) showed that customer's feeling could

create a pleasant encounter with the physical environment and consequently is likely to revisit.

H4: Pleasure-feeling has a mediating role in the relationship between the Starbucks' servicescape and revisit intention

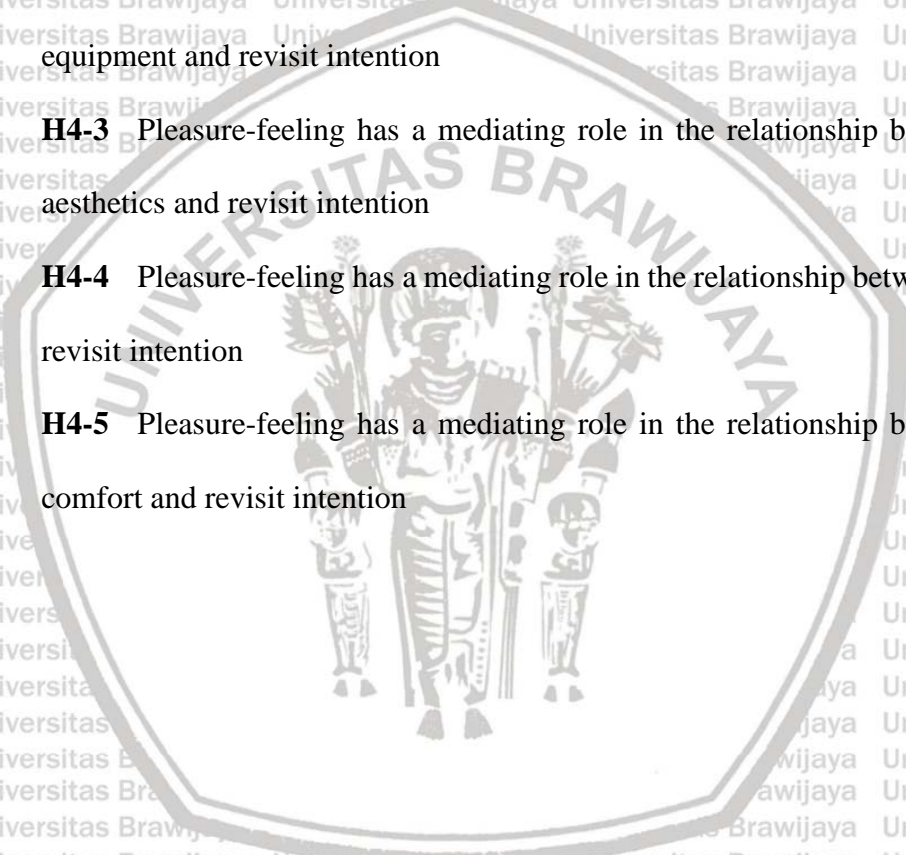
H4-1 Pleasure-feeling has a mediating role in the relationship between ambiance condition and revisit intention

H4-2 Pleasure-feeling has a mediating role in the relationship between electric equipment and revisit intention

H4-3 Pleasure-feeling has a mediating role in the relationship between facility aesthetics and revisit intention

H4-4 Pleasure-feeling has a mediating role in the relationship between layout and revisit intention

H4-5 Pleasure-feeling has a mediating role in the relationship between seating comfort and revisit intention



2.9 Research Framework

The conceptual framework for this study was developed and based on combination models and constructs derived from the literature as **Figure 2.4**.

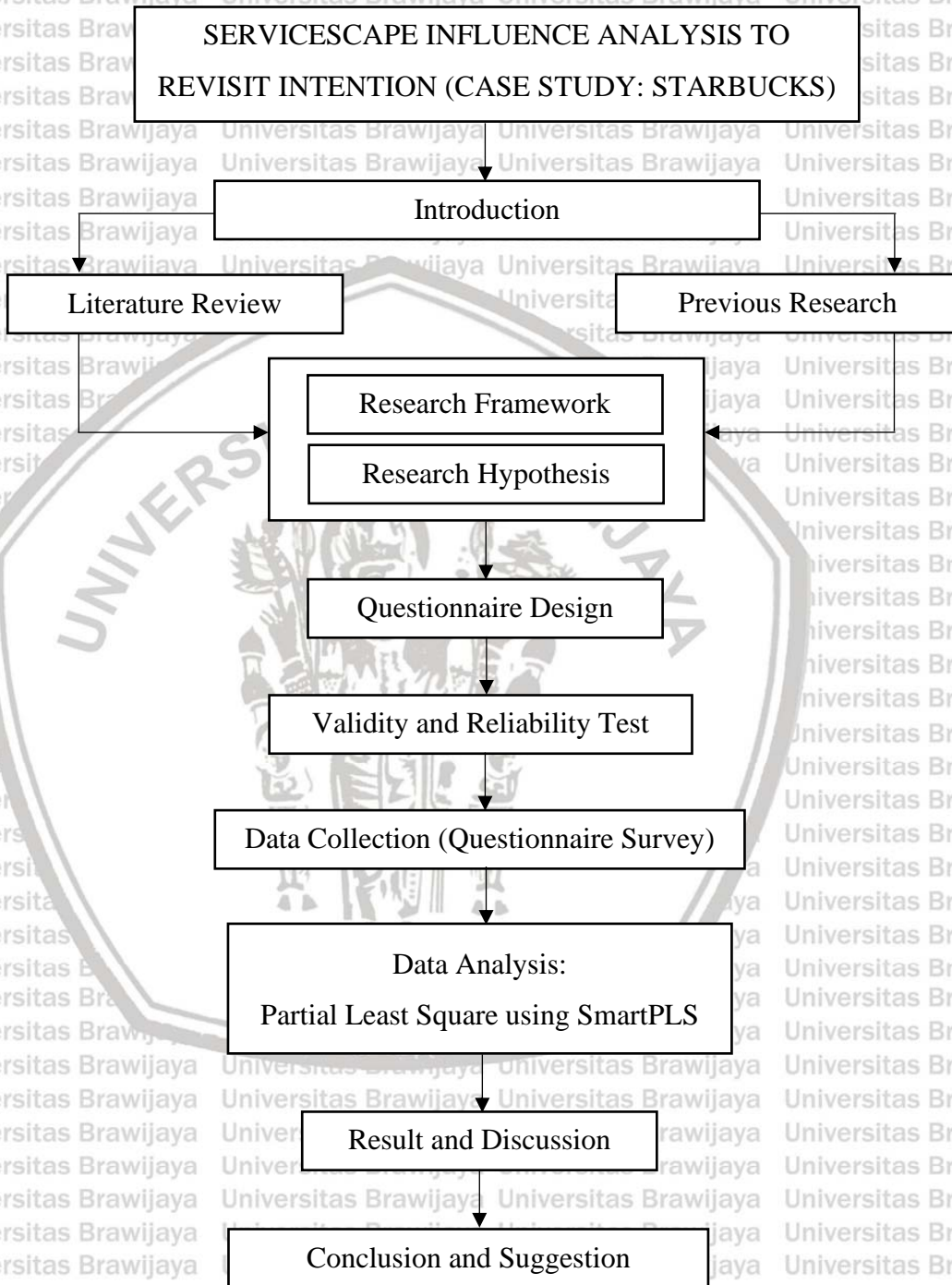


Figure 2. 3 Research Framework

(Source: Primary Data Processed, 2021)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Research

This study was conducted based on several hypotheses tested through data analysis methods. The hypotheses in this study were tested quantitatively.

According to Malhotra (2017), the quantitative research method is a research technique that seeks to quantify data and, typically, apply some form of measurement and statistical analysis. Surveying respondents is the method of data collection. Primary data in this study were obtained from respondents' responses to some questions that researchers asked. These questions were submitted to respondents through questionnaires delivered directly to respondents through the internet. The design of this study consisted of explanatory research and descriptive research.

3.1.1 Explanatory Research

This study is an explanatory research intended to explain the variables studied and the relationship between one variable and another (Sugiyono, 2013).

Explanatory research is used to understand and define each variable that investigated the dependent variables and independent variable. This research's independent variable is servicescape dimensions (Facility Aesthetics, Layout, Electric Equipment, Seating Comfort, and Ambient Conditions), pleasure feeling as the mediation variable, and revisit intention the dependent variable.

3.1.2 Descriptive Research

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 responses to the service landscape: A test of the moderating effect of the 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 customers.

3.2 Population and Sampling

According to Malhotra (2017), the population is all the elements by sharing some characteristics that comprise the universe for the marketing research problem, 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).

3.2.1 Research Population

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

The sample is part of the number and characteristics of the population (Sugiyono, 2013). According to Malhotra (2017), a sample is a subgroup of the 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 sampling technique is differentiated into probability and non-probability sampling with a purposive approach. The number of Starbucks customers is unknown, so it uses non-probability sampling techniques with a purposive sampling method, namely determining samples with specific considerations (Sugiyono, 2013). The 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 $25 \times 10 = 250$. The number of samples of 250 respondents has met the minimum requirements for the number of respondents, a sample size larger than 30 and less than 500 is appropriate for most of the research (Ferdinand, 2014).

3.2.3 Sampling Technique

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 depends on the researcher's judgment (Malhotra, 2017).

The non-probability technique used is purposive sampling, a non-probability technique that seeks considerations that focus on specific objects not based on random, regional, or stratum (Arikunto, 2006). The selection of a group of subjects in purposive sampling is based on specific characteristics that are considered to have a close connection with the characteristics of the population that have been known previously. The sampling criteria in this study are as follows:

- 1) The respondent should be at least 17 years old
- 2) The respondent has visited Starbucks twice in the last 6 months
- 3) The respondent is domiciled in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi)

3.3 Data Collection Method

The data collection method is how researchers obtain the information needed in research (Ihsan, 2020). Several data collection techniques can be done by interviewing, giving questionnaires, observing, documenting, and combining the three (Sugiyono, 2014). In this study, there are two types of data collected, namely:

3.3.1 Primary Data

Primary data is generated directly by researchers for a specific purpose to answer the research problem. The data collection is explicitly done to overcome the research problems under study (Malhotra, 2017). In this study, primary data were obtained by distributing questionnaires to respondents conducted by self-administered (questionnaires filled in by themselves) through the internet media.

The questionnaire is a data collection technique that gives a set of questions or written statements to the respondent. The questionnaire is an efficient data collection technique if the researcher knows what variables to measure and expected from the respondent (Sugiyono, 2013). Besides, a questionnaire is also suitable if the number of respondents is large enough and spread over a large area.

Data collection through a questionnaire distributed using the type of structured question, which is scaled response questions. Scaled response questions use a specific measurement scale to determine the level of respondents' agreement to the statements given. Respondents' answers in the questionnaire were weighted with a Likert scale consisting of five-level categories. The Likert scale is used to measure attitudes, opinions, and perceptions of people or groups about social factors (Sugiyono, 2013).

Table 3. 1 Likert Scale

Category	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

(Source: Sugiyono, 2013)

3.3.2 Secondary Data

Secondary data is referring to external sources (Malhotra, 2017). Secondary data includes literature studies, journals, supporting books, 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 revisit intention.

3.4 Definition of Operational Variable

According to Sugiyono (2015), the operational variable is the attribute/nature/value of an object or activity with certain variations that have been determined by the researcher to be studied and concluded. The definitions of the operational variables must be formulated to avoid confusion in collecting data.

3.4.1 Variable Identification

The research variable is anything in the form of what is determined by the researcher to be studied. Information can be obtained until a research conclusion can finally be drawn (Sugiyono, 2014). This study used four variables: one independent variable with five variables, one mediation variable, and one dependent variable. Independent variables are variables that affect the dependent variable, both negatively and positively. The mediation or intervening variable is an intermediary variable in the middle of the independent and dependent variable.

The dependent variable is the variable that is the main factor that applies in the study. Variable items in this study are as follows:

3.5 Servicescape (X)

At a coffee 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.

3.5.1 Facility Aesthetics (X1)

Facility aesthetics is defined as the combination of architectural design with design interior and decoration that forms the servicescape more interested to perceive. Facility aesthetics in the coffee shops can be observed from the wall design, floor design, the wall interior, and color of the room that shows the fascinated side of the coffee shops. The indicator used in measuring servicescape dimensions was adopted from Kim and Moon (2009). The statement items are:

1. Starbucks's architecture gives it an attractive character.
2. Starbucks is decorated in an attractive fashion.
3. The use of color in the décor scheme adds excitement to this coffee shop environment.
4. The interior décor of Starbucks is attractive.
5. This is an attractive coffee shop.

3.5.2 Layout (X2)

Spatial layout and functionality are critical for customers in self-service 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

used in measuring servicescape dimensions was adopted from Kim and Moon (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.
3. It is easy to walk around in Starbucks and find what you are looking for.

3.5.3 Electric Equipment (X3)

Kim & Moon (2009) describe that electric equipment is video or audio equipment used to increase customer's excitement and entertain customers in the coffee shops. For example, the coffee shop has an audio or video machine inside it to engage customers or can make them wait longer (queuing up). The indicator used in measuring servicescape dimensions was adopted from Kim and Moon (2009).

The statement items are:

1. The audio machines make this coffee shop interesting and exciting
2. Starbucks has high quality audio machines.

3.5.4 Seating Comfort (X4)

Crowded seating conditions can create discomfort and inconvenience to 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 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 comfortably.

2. This coffee shop's seats are comfortable.
3. It is easy to get in and out of the seats at this restaurant.
4. The seat arrangements provide plenty of space.

3.5.5 Ambient Conditions (X5)

Temperature, lighting, music, aroma or scent, and air quality are included in ambient conditions. How fast or slow a tempo can affect how long a customer 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 visit and purchase. The indicator used in measuring servicescape dimensions was adopted from Kim and Moon (2009). The statement items are:

1. The overall lighting level in Starbucks environment is appropriate.
2. The temperature in Starbucks is comfortable.
3. The aroma in Starbucks is pleasant.
4. The background music, played overhead, makes Starbucks a more enjoyable place.

3.6 Pleasure Feeling (Z)

Pleasure feeling comes when customers feel happy, peaceful, comfortable, and satisfied. Coffee shops' circumstances can make customers feeling excited or 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).

2. The overall feeling I get from visiting Starbucks (delighted).
3. The overall feeling I get from visiting Starbucks (pleased).
4. The overall feeling I get from visiting Starbucks (entertained).

3.7 Revisit Intention (Y)

It is a form of the behavioral intention of customer desire to come back, give 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 and physiological responses to the physical environment around them. If customers found out that this coffee shop's circumstances are pleasant for chitchatting with friends, they will most likely come back.

1. I would like to revisit Starbucks soon.
2. I have a strong intention to bring my family and friends to visit Starbucks again.
3. Starbucks would be my first choice over other coffee shops.

3.8 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), measuring instrument research in a study is referred to research instruments. The 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

study is Partial Least Square (PLS). PLS is a Structural Equation Modelling (SEM) technique that can directly analyze latent variables, indicator variables, and measurement errors (Andriani, 2021).

3.9 Data Analysis Method

The study used a quantitative method with explanatory research to verify and explain the relationship between the variables. The data are obtained by distributing questionnaire form. According to Malhotra (2017), the collected questionnaire data will be processed with editing, coding, and transcribing the data.

The analysis method used is the Structural Equation Model using the Variances Based SEM approach or better known as the Partial Least Square. PLS is a powerful method because it is not based on many assumptions. According to Ghozali and Latan (2015), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based SEM approach. PLS software used for data analysis using SmartPLS 3.3.

The reasons for the researcher using PLS, as stated by Ghozali and Latan (2015), are as follows:

- a) PLS is an analytical method that can be applied to all data scales.
- b) The indicator can be reflective or normative.
- c) PLS can be used to explore the relationship between latent variables.
- d) PLS can produce good information so that it can be used both for explanation, prediction, and confirmation.

3.9.1 Partial Least Square

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 multiple dependent variables, implement as a path model, handle causal paths 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.

PLS is used to analyze the causal relationship between the exogenous (dependent) variable and the endogenous (independent) variable. An exogenous 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 consists of two models: the measurement model (outer) and the structural model (inner). PLS analysis procedure starts from designing path diagrams followed by converting path diagrams to the structural model, evaluating the goodness of fit, and interpreting the result.

3.9.2 Measurement Model (Outer Model)

The measurement model represents the theory that specifies how measured variables come together to describe the idea and examine the relationship between 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.

1. Convergent Validity

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 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 fact, not found to be highly correlated to each other (Hubley, 2014). An indicator is considered as having discriminant validity if the loading factor of each indicator that measures its latent variables exceed the value of cross loading, which means a correlation between an indicator with the other latent variables (Sarwono, n.d.). Discriminant validity determines whether the 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 Root of AVE (\sqrt{AVE}) should be higher than the correlation (Awang, 2016). Discriminant validity is

fulfilled if the AVE must be higher than the correlation involving these latent variables (Kock and Lynn, 2012). A variable is valid if $\sqrt{\text{AVE}}$ 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

Measurement	Parameter	Rule of Thumb
Convergent Validity Test	Outer Loading	> 0.6
	Average Variance Extracted (AVE)	> 0.5
	Communality	> 0.5
Discriminant Validity Test	Cross Loading	It is expected that each indicator block has a higher loading for each latent variable measured compared to indicators for other variables.
Reliability Test	Cronbach Alpha	> 0.6
	Composite Reliability	> 0.6

Source: Chin (1995) in Hartono and Abdillah (2009)

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).

1. R-Square (R^2)

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 model, and 0.25 indicates a weak model.

2. Q-Square Predictive Relevance (Q^2)

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 follows: 0.35 (strong model), 0.15 (moderate model), and 0.02 (weak model).

3. Goodness of Fit (GoF)

It is known as "Tenenhaus GoF" and the square root of average communality times R^2 (Tenenhaus et al., 2005). The GoF coefficient has a value range from 0 to 1. The closer to the value 1, meaning the model shows a higher level of accuracy. On the contrary, the farther away from the value 1, or the closer to the value 0, the model states the accuracy level is getting weaker. Ghozali and

Latan (2012) determine the criteria for the strength of the model based on the GoF measurements, as follows:

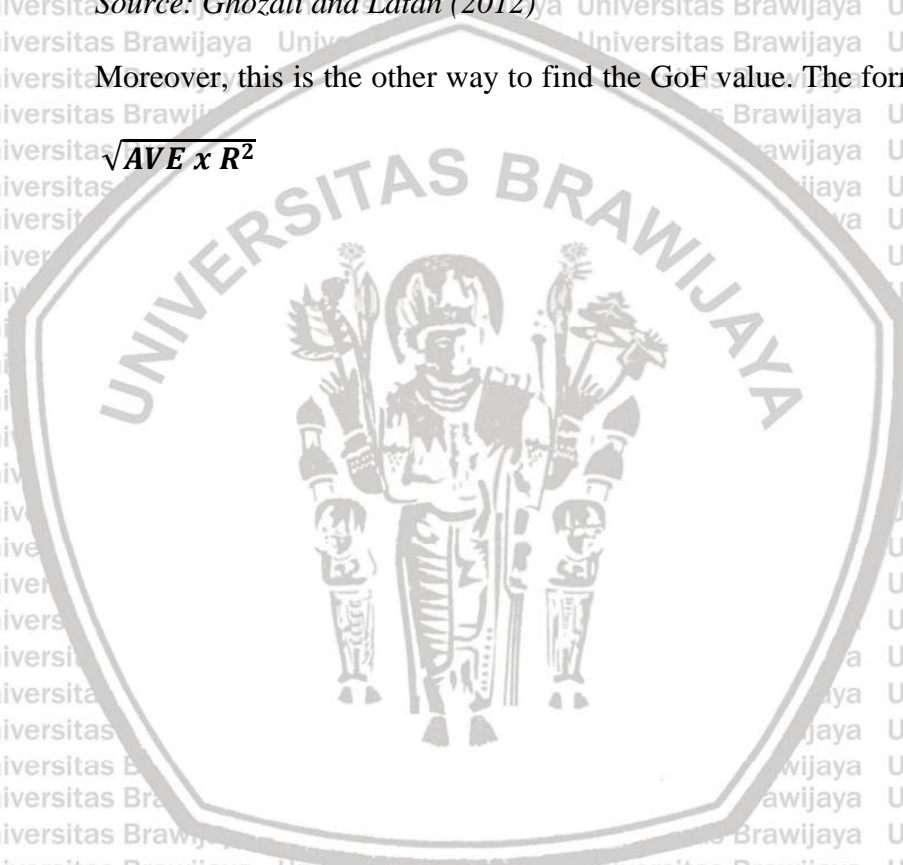
Table 3. 3 GoF Table Measurements

GoF Measurement	Value
Strong GoF	≥ 0.35
Moderate GoF	0.15
Weak GoF	0.02

Source: Ghozali and Latan (2012)

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

$$\sqrt{AVE \times R^2}$$



3.10 Hypothesis Test

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.

3.10.1 Direct Effect Hypothesis Testing

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 a resampling method (bootstrapping) to reach a stable t-test. The application of this method does not need a normal distribution. The test criteria are described as follows:

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 endogenous variable.

1. If the T statistics ≥ 1.96 , then H0 is rejected and H1 is accepted
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. If the p -value > 0.05 , then H0 is accepted and H1 is rejected

3.11 Mediation Test

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 referring to Baron and Kenny (1986) are as follows:

1. Examine the effect of the independent variable on the mediating variable (a).
2. Examine the effect of the mediating variable on the dependent variable (b).
3. Analyze and examine the effect of independent variables on the dependent variable in the research model conducted without involving a mediating variable (c).
4. Analyze and examine the direct effect of the independent variables on the dependent variable in the research model involving the mediating variable (c')

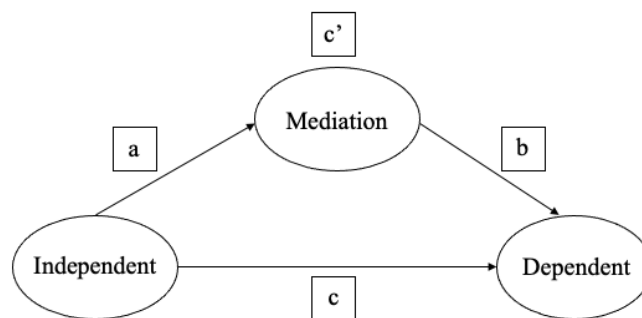


Figure 3. 1 Mediation Testing

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):

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.

b) If (a), (b), (c), and (c') are significant, it is said to be a partial mediation variable.

The independent variable influences the dependent variable directly or indirectly by involving the mediator variable.

c) If either (a) or (b) is insignificant or both produce insignificant results, it is said that it is not the mediating variable or unmediated. The independent variable can directly influence the dependent variable without involving the mediator variable.

In addition, mediation testing is also carried out using The Sobel analysis developed since 1982, known as the Sobel test (Ghozali, 2011). The Sobel test is carried out using the Sobel calculator application, which is carried out to test the strength of the indirect effect of the independent variable (X) on the dependent variable (Y) through the intervening or mediation variable (Z).

CHAPTER IV

ANALYSIS, FINDINGS, AND DISCUSSION

4.1 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 were all coming from academia, and they all loved tea and coffee. Back then, they 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).

4.1.1 Starbucks Mission and Vision

Starbucks' mission is *"to inspire and nurture the human spirit – one person, one cup, and one neighborhood at the time."* Meanwhile, the Starbucks corporate vision statement is *"to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow."*

4.1.2 Starbucks Products

Known for selling coffee, Starbucks also offers a range of exceptional 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).

4.1.3 Starbucks Development in Indonesia

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

Indonesia in 2002 after selecting 200 potential partner companies in Indonesia. PT 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 two more stores this year. The store is designed to be built at Diana Mall, Timika, and Jayapura Mall, Kota Papua. PT Sari Coffee Indonesia CEO, Anthony Cottan, 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 expansion of Starbucks business to the 33rd and 34th cities in Indonesia,"* he said in a written statement received by Tempo newspaper (2020).

Since arriving in the Indonesian market in 2002, the number of Starbucks outlets has continued to grow. Anthony Cottan (2014) as Director of PT Sari Coffee Indonesia said the Indonesian people's purchasing power continued to increase, thus encouraging Starbucks to continue to add new outlets because Indonesia is one of the significant market shares for Starbucks. Howard Schultz (2014), CEO of Starbucks Corporation, stated that Starbucks' growth in Asia is very rapid, especially in Indonesia. Within three years, from 2013 to 2016, Starbucks planned to add 100 new stores in Indonesia. The thing that triggers Starbucks to add more outlets in Indonesia is the growing middle-class population coupled with the well-known Starbucks brand that will make people enthusiastic about buying products at Starbucks Coffee.

4.2 Respondent Characteristic

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 to respondents who had visited Starbucks in Jabodetabek a minimum of twice in six months. In this study, there are six characteristics of respondents: gender, age group, occupation, expenditure in one visit, frequency of visiting Starbucks in a month, and time spent at Starbucks.

4.2.1 Gender

Based on the result of the distributed questionnaire, a description of respondents based on gender is obtained and can be seen in the following table.

Table 4.1 Respondents' Gender

Gender	Frequency	Percentage
Female	182	65%
Male	92	32.9%
No Answer	6	2.1%
Total	280	100%

Source: Primary Data Processed, 2021

Table 4.1 shows that female respondents dominate the researcher's distributed questionnaire for 182 people (65%) and 92 respondents (32.9%) are male. Meanwhile, five people (2%) decide not to reveal their genders. Of all respondents, the number of female respondents is greater than the number of male respondents, around a 50% difference.

4.2.2 Age 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

Age	Frequency	Percentage
Below 17	3	1.1%
17 – 22	207	73.9%
23 – 28	50	17.9%
29 – 34	14	5%
35 – 40	4	1.4%
Above 40	2	0.7%
Total	280	100%

Source: Primary Data Processed, 2021

Table 4.2 shows the age group of all respondents. Three people are below 17 years old (1.1%), 207 people are 17 to 22 years old (73.9%), 50 people are 23 to 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 respondents based on the age group lie in the age of 17 to 22 years old because most of the questionnaire was distributed to a college student or young adult.

4.2.3 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.

Table 4.3 Respondents' Occupation Type

Occupation	Frequency	Percentage
Student	13	4.6%
College Student	185	66.1%
Government Employees	7	2.5%
Private Employees	48	17.1%
Entrepreneur	10	3.6%
Others	17	6.1%
Total	280	100%

Source: Primary Data Processed, 2021

From **Table 4.3**, college students occupied most of this research for 185 people (66.1%), and the second one is placed by 48 people who work as private employees (17.1%). Meanwhile, the rest of it consists of school students for 13 people (4.6%), seven people work as government employees (2.5%), ten entrepreneurs (3.6%), and the rest is other occupations.

4.2.4 Frequency of Visiting Starbucks in a Month

Based on the result of the distributed questionnaire, a frequency of respondents based on how many times they visit Starbucks in a month is obtained and can be seen in the following table.

Table 4.4 Frequency of Visit in a Month

Frequent	Frequency	Percentage
1 – 3 times	165	58.9%
4 – 6 times	77	27.5%
7 – 10 times	23	8.2%
More than 10 times	15	5.4%
Total	280	100%

Source: Primary Data Processed, 2021

Table 4.4 above describes the overall frequency of visiting Starbucks in a month; the majority are in the distribution between 1-3 times and 4-6 times, with 165 people (58.9%) and 77 people (27.5%). However, people who visit Starbucks 7-10 times are 23 people (8.2%), and there are 15 people (5.4%) who visit more than ten times.

4.2.5 Expenditure in One Visit

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

Expenditure	Frequency	Percentage
< Rp50,000	36	12.9%
Rp50,000 – Rp100,000	196	70%
Rp100,000 – Rp200,000	41	14.6%
Rp200,000 – Rp300,000	3	1.1%
>Rp300,000	4	1.4%
Total	280	100%

Source: Primary Data Processed, 2021

Table 4.5 represents the overall people expenditure when they visit Starbucks. Majority spend around Rp50,000-Rp100,000 for 196 people (70%) and 41 people (14.6%) spend Rp100,000-Rp200,000 in one visit. There are 36 people (12.9%) who spend under Rp50,000 when they visit Starbucks. Meanwhile, three people (1.1%) spend over Rp200,000-Rp300,000 in just one visit, and four people (1.4%) spend more than Rp300,000 in one visit.

4.2.6 Time Spent at Starbucks

Based on the result of the distributed questionnaire, a frequency of respondents based on how long they spend at Starbucks is obtained. It can be seen in the following table.

Table 4. 6 Time Spent

Time Spent	Frequency	Percentage
Less than an hour	66	23.6%
1 – 2 hours	146	52.1%
3 – 4 hours	53	18.9%
More than 4 hours	15	5.4%

Total	280	100%
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Source: Primary Data Processed, 2021

The time that respondents spent at Starbucks were divided into several groups. Most respondents spent around one to two hours at Starbucks; 146 people (52.1%) and 66 people (23.6%) spent less than an hour. The remaining 53 people (18.9%) spent three to four hours and 15 people (5.4%) spent more than four hours staying in Starbucks.

4.3 Description of Variable

Based on the measurement scale used in chapter three. The researcher used Likert scale to get the actual score range. The table of the interval scale description is below:

Table 4. 7 Likert Scale

Category	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source: Sugiyono (2013)

Interpretation of respondents using the three criteria proposed by Ferdinand (2011) is as follows: (1.0 – 2.3 = low); (2.4 – 3.7 = moderate); and (3.8 – 5.0 = high). The results of the descriptions of the respondents' answers related to the research variables are explained as follows:

4.3.1 Frequency Distribution of Servicescape

There are five indicators or dimensions that support the variable of Servicescape (X), such as Ambiance Conditions, Electric Equipment, Facility Aesthetics, Layout, and Seating Comfort.

Table 4.8 Frequency Distribution of Servicescape (X)

Servicescape Indicators (X)	Respondent Answer					Average	
	SS	S	N	TS	STS		
Ambiance Conditions (X1.1)	X1.1.1	F 108	129	37	5	1	4.2
		% 38.6%	46.1%	13.2%	1.8%	0.4%	
	X1.1.2	F 130	122	25	2	1	4.4
		% 46.4%	43.6%	8.9%	0.7%	0.4%	
	X1.1.3	F 193	74	11	1	1	4.6
		% 68.9%	26.4%	3.9%	0.4%	0.4%	
X1.1.4	F 97	109	63	9	2	4.0	
	% 34.6%	38.9%	22.5%	3.2%	0.7%		
Facility Aesthetics (X1.2)	X1.2.1	F 160	76	37	6	1	4.4
		% 57.1%	27.1%	13.2%	2.1%	0.4%	
	X1.2.2	F 158	81	37	3	1	4.4
		% 56.4%	28.9%	13.2%	1.1%	0.4%	
	X1.2.3	F 155	96	28	1	0	4.4
		% 55.4%	34.3%	10%	0.4%	0%	
X1.2.4	F 144	102	29	5	0	4.4	
	% 51.4%	36.4%	10.4%	1.8%	0%		
X1.2.5	F 136	99	39	4	2	4.3	
	% 48.6%	35.4%	13.9%	1.4%	0.7%		
Layout (X1.3)	X1.3.1	F 128	116	31	3	2	4.3
		% 45.7%	41.4%	11.1%	1.1%	0.7%	
	X1.3.2	F 117	118	38	6	1	4.2
	% 41.8%	42.1%	13.6%	2.1%	0.4%		
X1.3.3	F 136	107	30	5	2	4.3	
	% 48.6%	38.2%	10.7%	1.8%	0.7%		
Electric Equipment (X1.4)	X1.4.1	F 97	98	77	6	2	4
		% 34.6%	35%	27.5%	2.1%	0.7%	
X1.4.2	F 77	121	70	11	1	3.9	
	% 27.5%	43.2%	25%	3.9%	0.4%		
X1.5.1	F 116	122	36	5	1	4.2	
	% 41.4%	43.6%	12.9%	1.8%	0.4%		

Seating Comfort (X1.5)	X1.5.2	F	132	107	34	4	3	4.3
		%	47.1%	38.2%	12.1%	1.4%	1.1%	
	X1.5.3	F	127	123	27	3	0	4.3
		%	45.4%	43.4%	9.6%	1.1%	0%	
	X1.5.4	F	115	123	36	6	0	4.2
		%	41.1%	43.9%	12.9%	2.1%	0%	

4.3.2 Frequency Distribution of Pleasure Feeling (Z)

Table 4.9 Frequency Distribution of Pleasure Feeling (Z)

		Respondent Answer					Average
		SS	S	N	TS	STS	
Z1.1	F	126	113	39	0	2	4.3
	%	45%	40.4%	13.9%	0%	0.7%	
Z1.2	F	125	129	24	1	1	4.3
	%	44.6%	46.1%	8.6%	0.4%	0.4%	
Z1.3	F	131	121	27	0	1	4.4
	%	46.8%	43.2%	9.6%	0%	0.4%	
Z1.4	F	104	114	52	7	3	4.1
	%	37.1%	40.7%	18.6%	2.5%	1.1%	

4.3.3 Frequency Distribution of Revisit Intention (Y)

Table 4.10 Frequency Distribution of Revisit Intention (Y)

		Respondent Answer					Average
		SS	S	N	TS	STS	
Y1.1	F	111	97	51	15	6	4
	%	39.6%	34.6%	18.2%	5.4%	2.1%	
Y1.2	F	94	101	57	18	10	3.9
	%	33.2%	36%	20.8%	6.4%	3.6%	
Y1.3	F	86	78	72	27	17	3.7
	%	30.4%	27.6%	26.4	9.6%	6%	

4.4 Partial Least Square (PLS) Analysis

The methods for processing research data using Structural Equation Modeling (SEM) are based on Partial Least Square (PLS). The PLS software used to process data is the SmartPLS 3.3. The three stages of data data process: the outer model analysis stage, the inner model analysis stage, and the hypothesis testing stage (Hussein, 2015). The following are the steps in carrying out data analysis using SmartPLS as follows:

4.4.1 Measurement Model Analysis (Outer Model)

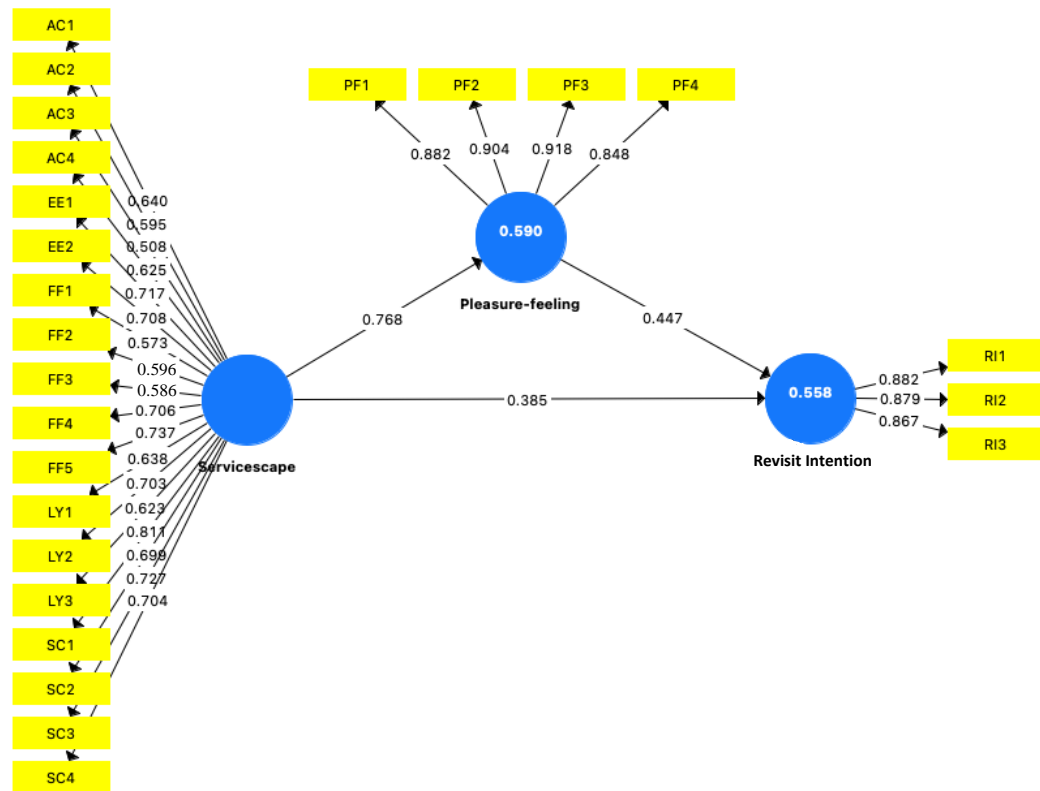
4.4.1.1 Convergent Validity

Convergent validity is used to determine the validity of any relationship between indicators and latent variables. The loading factor value must have a value above 0.6, and for the composite reliability, the value must be more than 0.7 (Hussein, 2015). The convergent validity between the measurement model and the reflexive indicator is assessed based on the correlation between the component score and the latent variable score or the construct score calculated using the SmartPLS application.

If the loading factor value is less than 0.6, the indicator items must be removed from the model analysis. The loading factor limit used in this study is 0.6.

The following are the outer loading results for each indicator - the exogenous and endogenous latent variables obtained from processing research data using SmartPLS.

Figure 4.1 Loading Factor Value of All Research Items

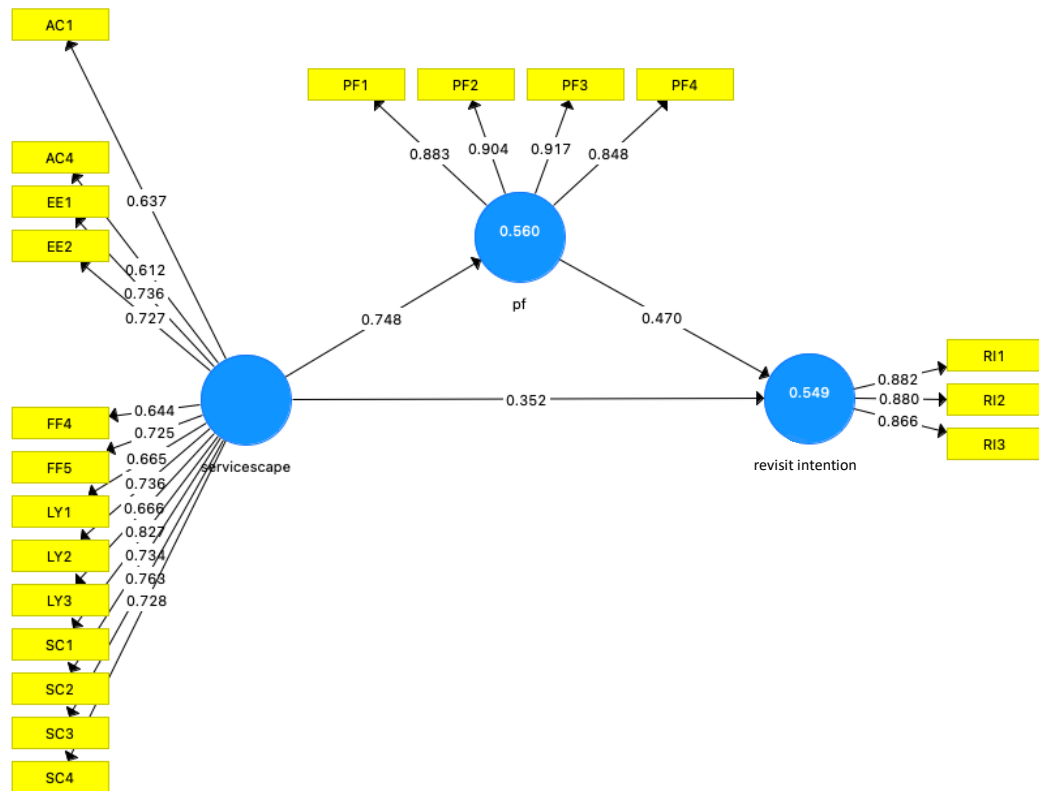


Source: PLS Output Results (Appendix), 2021

Based on Figure 4.1 above, five items show insignificant results because they have a loading factor value < 0.6 . These five items must be removed and then re-analysed. The results of the modification analysis in the Figure 4.2 model have 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 Servicescape variables that five items are invalid because they have a loading factor value < 0.6 , namely AC2 of 0.595, AC3 of 0.508, FF1 of 0.573, FF2 of 0.596, and FF3 of 0.586. After the five items that show invalid results have been eliminated and re-analyzed, as in Figure 4.2 below, the modified model has met the convergent validity because it has a loading factor value ≥ 0.6 .

Figure 4. 2 Valid Loading Factor Value of Research Items



Source: PLS Output Results (Appendix), 2021

The following is the loading factor value in the modification model above, namely:

Table 4. 11 Convergent Validity Test by Loading Factor

Variable	Items	Loading Factor	Cut Off	Description
Servicescape (S)	AC1	0.637	0.6	Valid
	AC4	0.612	0.6	Valid
	EE1	0.736	0.6	Valid
	EE2	0.727	0.6	Valid
	FF4	0.644	0.6	Valid
	FF5	0.725	0.6	Valid
	LY1	0.665	0.6	Valid
	LY2	0.736	0.6	Valid
	LY3	0.666	0.6	Valid
	SC1	0.827	0.6	Valid
	SC2	0.734	0.6	Valid
	SC3	0.763	0.6	Valid
	SC4	0.728	0.6	Valid

Variable	Items	Loading Factor	Cut Off	Description
Pleasure-feeling (PF)	PF1	0.883	0.6	Valid
	PF2	0.904	0.6	Valid
	PF3	0.917	0.6	Valid
	PF4	0.848	0.6	Valid
Revisit Intention (RI)	RI1	0.882	0.6	Valid
	RI2	0.880	0.6	Valid
	RI3	0.866	0.6	Valid

Source: PLS Output Results (Appendix), 2021

Table 4.11 shows the value of the loading factor (convergent validity) of 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 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:

Table 4. 12 Discriminant Validity Test Result

Variables	Items	Servicescape	Pleasure-feeling	Revisit Intention	Description
Servicescape	AC1	0.637	0.445	0.420	Valid
	AC4	0.612	0.375	0.331	Valid
	EE1	0.736	0.525	0.480	Valid
	EE2	0.727	0.520	0.479	Valid
	FF4	0.644	0.531	0.481	Valid
	FF5	0.725	0.596	0.465	Valid
	LY1	0.665	0.476	0.307	Valid
	LY2	0.736	0.499	0.509	Valid

Variables	Items	Servicescape	Pleasure-feeling	Revisit Intention	Description
Variables	LY3	0.666	0.447	0.512	Valid
	SC1	0.827	0.634	0.576	Valid
Servicescape	SC2	0.734	0.605	0.487	Valid
	SC3	0.763	0.580	0.573	Valid
	SC4	0.728	0.596	0.518	Valid
	PF1	0.685	0.883	0.580	Valid
Pleasure-feeling	PF2	0.666	0.904	0.688	Valid
	PF3	0.676	0.917	0.672	Valid
	PF4	0.633	0.848	0.531	Valid
	RI1	0.585	0.577	0.882	Valid
Revisit Intention	RI2	0.576	0.597	0.880	Valid
	RI3	0.610	0.656	0.866	Valid

Source: PLS Output Results (Appendix), 2021

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

Variables	AVE	Cut Off	Description
Servicescape	0.604	0.5	Valid
Pleasure-feeling	0.789	0.5	Valid
Revisit Intention	0.767	0.5	Valid

Source: PLS Output Results (Appendix), 2021

The Average Variance Extracted (AVE) value shown in Table 4.13 can describe that all research variables, Servicescape, Pleasure-feeling, and Revisit Intention, have an AVE value of more than 0.5. It has shown the instruments used in the study are valid and can be used to measure the variables in the research.

4.4.1.3 Composite Reliability

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

reliability value is more than 0.7. The following is the result of the composite reliability test presented in **Table 4.14** as follows:

Table 4.14 Composite Reliability Test Result

Variables	Cronbach's Alpha	Rho A	Composite Reliability	AVE	Description
Servicescape	0.917	0.922	0.929	0.604	Valid
Pleasure-feeling	0.911	0.915	0.937	0.789	Valid
Revisit Intention	0.848	0.850	0.908	0.767	Valid

Source: *PLS Output Results (Appendix), 2021*

Table 4.14 above shows that the value of Cronbach's alpha and the composite reliability value of all variables, Servicescape, Pleasure-feeling, and Revisit Intention, have a cut off value above 0.6. It can be concluded that all the variables in the research have been reliable. These results have proven that all items used as instruments in the study are error-free and suitable for further research.

4.4.2 Structural Model Analysis (Inner Model)

The inner model analysis is used to determine the relationship between variables used in the study, the significance value, and the R-square of the research model. The R-square test is used to measure the Goodness of Fit (GoF) of a structural model. The value of R-square (R^2) is used to assess the size of the influence of the independent variable on the dependent variable. The structural model in the study was calculated using the resampling bootstrapping method using 500 subsamples.

4.4.2.1 Determination Coefficient (R²)

The coefficient of determination is used in research to show the influence of exogenous variables on endogenous variables.

Table 4. 15 Determinant Coefficient (R²) Result

Variables	R-square (R ²)
Pleasure-feeling	0.560
Revisit Intention	0.549

Source: PLS Output Results (Appendix), 2021

Based on **Table 4.15**, the R² value of Pleasure-feeling (Z) is 0.560. This value proves that the pleasure-feeling variable can be explained by Servicescape (X) variable by 56%. The remaining percentage of 44% is a contribution from other variables that are not part of the research model. The R² value of the Revisit Intention (Y) is 0.544; this value indicates that revisit intention can be explained by the Servicescape variable by 54%. The remaining 46% is a contribution from other variables that are not part of the research model.

4.4.2.2 Predictive Relevance (Q²)

Predictive relevance aims to measure how well the results produced by the research model used. For example, the following is the calculation of Q²:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0.559)(1 - 0.544)$$

$$Q^2 = 1 - (0.441)(0.456)$$

$$Q^2 = 0.799$$

The results of the calculation of Q² above show that the research model has a Q² value of 79%, where Revisit Intention variables can be predicted Servicescape and Pleasure-feeling variables. The remaining 21% is the contribution of other

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)

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 analysis is performed using R-square predictive relevance (R^2). The following is the calculation of the GoF value as follows:

GTable 4. 16 Goodness of Fit (GoF) Evaluation Result

Variables	R-square (R^2)	AVE
Servicescape	-	0.604
Pleasure-feeling	0.560	0.789
Revisit Intention	0.549	0.767

Source: PLS Output Results (Appendix), 2021

The calculation of the Goodness of Fit value is as follows:

$$\text{Average AVE value} = \frac{(0.604+0.789+0.767)}{3} = 0.720$$

$$\text{Average } R^2 \text{ value} = \frac{(0.560+0.549)}{2} = 0.555$$

$$\begin{aligned} \text{GoF} &= \sqrt{\text{AVE} \times R^2} \\ &= \sqrt{0.720 \times 0.555} \\ &= 0.632 \end{aligned}$$

The GoF coefficient above is 0.632, nearly to the value of 1. It means the model shows a higher level of accuracy and include strong GoF measurement.

Based on the R^2 and Q^2 tests above, it shows that the model in this study is robust and accurate, so that hypothesis testing can be done.

4.5 Hypothesis Testing Results

4.5.1 Results of Direct Effect Testing

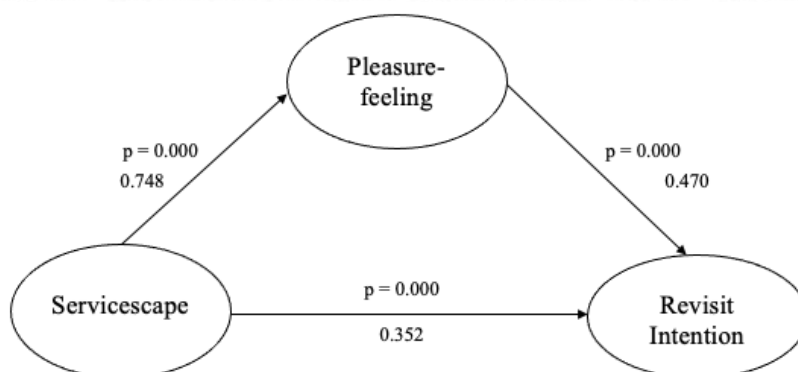
Hypothesis testing is done to determine the influence of the overall hypothesis proposed in this study, both direct and indirect effects. Criteria in testing research hypotheses can be seen directly or indirectly. Hypothesis testing criteria can be seen through the results of the statistical test value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

Table 4. 17 Results of Direct Effect Testing

Path	Path Coefficient	Standard Deviation	T-statistic	p-value	Description
Servicescape → Pleasure-feeling	0.748	0.029	25.748	0.000	Accepted
Pleasure-feeling → Revisit Intention	0.470	0.087	5.417	0.000	Accepted
Servicescape → Revisit Intention	0.352	0.093	3.794	0.000	Accepted

Source: PLS Output Results (Appendix), 2021

Figure 4.3 Research Hypothesis Test Results



Source: PLS Output Results (Appendix), 2021

Table 4.17 and Figure 4.3 have explained the path coefficient value on each of the variable effects as follows:

H1: Servicescape has a significant and positive influence on pleasure-feeling

The research data analysis results show that the path coefficient value of the influence of Servicescape on Pleasure-feeling is 0.748 with a t-statistic value of 25.748 or > 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 Pleasure-feeling. So, **Hypothesis 1 is accepted, and H0 is rejected.**

H2: Pleasure-feeling has a significant and positive influence on revisit intention

The research data analysis results show that the path coefficient value of the influence of Pleasure-feeling on Revisit Intention is 0.470 with a t-statistic value of 5.417 or > 1.96 and a p-value of 0.000. If < 0.05 , it is declared significant. Therefore, it can be concluded that Pleasure-feeling has a positive and significant influence on Revisit Intention. To conclude, **Hypothesis 2 is accepted, and H0 is rejected.**

H3: Servicescape has a significant and positive influence towards revisit 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 3.794 or > 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 interval of the mediating variable based on theory (Baron and Kenny, 1986). By conducting mediation testing, we can determine whether the existing mediating variables include perfect mediation or partial mediation. The following **Table 4.18** shows the results of mediation testing using PLS:

Table 4. 18 Mediation Test Results

Path	Path Coefficient	Standard Deviation	t-statistic	P-value	Description
Servicescape → Pleasure-feeling → Revisit Intention	0.184	0.068	2.361	0,000	Significant

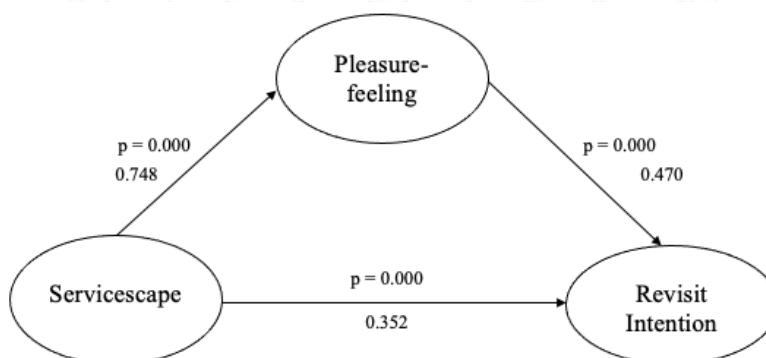
Source: PLS Output Results (Appendix), 2021

4.5.2.1 Testing with the Examination Method

The purpose of testing with examination method is to determine whether the existing mediating variables include complete mediation or partial mediation (Baron and Kenny, 1986). Based on the results of the analysis of the mediation test,

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



Source: PLS Output Results (Appendix), 2021

Table 4.18 and Figure 4.4 show the results of the mediation test of Pleasure-feeling variables that mediate the influence of Servicescape variables on Revisit Intention. Servicescape has a significant influence on Revisit Intention with a path coefficient of 0.352, Servicescape on Pleasure-feeling with 0.748, and Pleasure-feeling on Revisit Intention of 0.470. Therefore, it can be concluded that Pleasure-feeling mediates the relationship between Servicescape variables on Revisit Intention. Hence, based on the description above, Pleasure-feeling in this study is stated as partial mediation.

4.5.2.2 Sobel Test

To test the significant effect of the indirect partially (testing the mediation hypothesis), the Sobel test procedure was carried out (Kline, 2011). The Sobel test 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

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

Path	A	B	SE _A	SE _B	t-statistic	p-value	Description
Servicescape → Pleasure-feeling → Revisit Intention	0.748	0.470	0.115	0.127	3.216	0.001	Significant

Source: Sobel Test Output Results (Appendix), 2021

Based on the calculation of the Sobel test above, it can be stated that 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 Sobel test. The formula of the Sobel test is shown below:

$$z - value = \frac{ab}{\sqrt{b^2SEa^2 + a^2SEb^2 + SEa^2SEb^2}}$$

Information:

ab = Indirect coefficient from multiplying the direct effect a and b

a = Direct effect coefficient independent (X) towards mediator (Z)

b = Direct effect coefficient mediator (Z) towards dependent (Y)

SEa = Standard error from coefficient a

SEb = Standard error from coefficient b

Suppose the significance probability value is 0.001 ($p \leq 0.05$). The z test 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

(Ghozali, 2014). If the z-value in the absolute price > 1.96 or the level of statistical significance z (p-value) < 0.05, it means that the indirect effect of the independent variable on the dependent variable through the mediator is significant at the 0.05 significance level (Preacher and Hayes, 2004). (In this study, the Sobel test was carried out using an online Sobel test calculator, namely: <http://quantpsy.org/sobel/sobel.htm>)

4.6 Conclusion of All Respondents' Hypothesis

The results of hypothesis testing for H1, H2, H3, and H4 are summarized in the following table:

Table 4. 20 Hypothesis Testing Results of All Respondents

Hypothesis	Description	p-value	Conclusion
H1	Servicescape has a significant and positive influence on Pleasure-feeling	0.000	Accepted
H2	Pleasure-feeling has a significant and positive influence on Revisit Intention	0.000	Accepted
H3	Servicescape has a significant and positive influence towards Revisit Intention	0.000	Accepted
H4	Pleasure-feeling has a mediating role in the relationship between the Starbucks Servicescape and Revisit Intention	0.000	Accepted

Source: Source: Primary Data Processed, 2021

4.7 Discussion of Research Results

4.7.1 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 and Russell, 1974) explained that the physical Servicescape of theme restaurants (design, layout, etc.) is expected to influence customers' emotional states because emotions are caused by customers exposure to specific stimuli. Wakefield and Blodgett (1994) applied the servicescape to sporting venues and find that perceptions of stadium quality are directly and positively related to excitement. This result supports that customers' mood was shown to improve in the place where they usually spend more time consciously or subconsciously observing the interior of the facility.

Servicescape was measured by five attributes: ambience conditions, electric equipment, facility aesthetics, layout, and seating comfort (Kim and Moon, 2009).

Servicescape attributes can determine customer's feelings, whether they are pleased or displeased. Based on the hypothesis analysis above, the indicator that mainly influenced customers is seating comfort with the value of 0.634 with the statement "The distance between the chairs and tables at Starbucks allows me to sit comfortably." It seems like the comfort and enjoyment lay in the first place for making customers feel pleased.

4.7.2 Pleasure-feeling has a significant and positive influence on revisit 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 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 if they feel pleased by the servicescape offered in Starbucks.

Pleasure-feeling is a recent variable and rarely used by researchers. It was first started by Kim and Moon (2009), the creator of this intervening variable. Kim and Moon considered physical environmental (servicescape) attributes to produce 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 that pleasure-feeling on a theme and non-theme restaurant has a significant effect and positive towards revisiting intention.

4.7.3 Servicescape has a significant and positive influence towards revisit intention

Based on the results, it is known that servicescape has a positive and significant effect on revisit intention. Therefore, H0 was rejected, and H1 was accepted. Servicescape on Starbucks can improve people's intention to revisit the café. It means the higher the Servicescape concerned by the manager in the café,

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, electric equipment, facility aesthetics, layout, and seating comfort (Kim and Moon, 2009). Based on the description of Servicescape attributes, the seating comfort with 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 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 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 seating for customers. Then, more intensive attention is needed to the supportive atmosphere of music so that the servicescape assessment continues to increase with the quality expected by customers.

4.7.4 Pleasure-feeling has a mediating role in the relationship between Starbucks' servicescape and revisit intention

Based on the research results above, it is shown that pleasure-feeling is accepted to be a mediating role between Servicescape and Revisit Intention. The

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 Pleasure-feeling in this study is partial mediation (all variables are significant). This proves 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 customers on revisit intentions, a convenient environment must be created, and customers must feel attached. The findings of this study are supported by previous research, namely Kim and Moon (2009) and Christin (2012). Both researchers stated that Pleasure-feeling could mediate the effect of Servicescape to Revisit 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 feel happy with the servicescape offered can increase their desire to visit again. In increasing revisit intention, the servicescape attribute must improve the pleasure-feeling before increasing the customer's intention to revisit.

4.8 Research Implications

This study contributes practically to one of the theme restaurants, coffee shops. The coffee shops can determine what factors need to be maintained, improved, and enhanced about research variables, such as Servicescape, Pleasure-

feeling, and Revisit Intention. This study provides managerial implications related to the following findings:

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 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.
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.
4. It shows that the presence of a high servicescape attribute value provided by the coffee shops will form a better pleasure-feeling and encourage visitors' desire to come back. Visitors who satisfied with the servicescape can increase the desire to visit again. In increasing revisit intention to customers, the servicescape attributes must improve pleasure-feeling before increasing the customer's intention to revisit.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

After conducting various analysis in the previous chapter, several conclusions can be drawn. The purpose of this study is aimed to investigate the relationship between Servicescape or physical environment perceived by customers who visit Starbucks, and the impact on their desire to return. It also examines the mediating effect of pleasure-feeling between Starbucks' Servicescape and their intention to return. The summary of the results is as follows. First, it was investigated that the Starbucks' Servicescape had a significant effect on revisit intention. Second, it was found that pleasure-feeling had a significant effect on the intention to revisit, and a study result was drawn that if the customer is pleased, it leads to revisiting. Third, it was found that the Servicescape of Starbucks had a significant influence on the customer's revisit intention. Among them, seating comfort has the highest value and would determine customer's comfort and satisfaction while staying in Starbucks. Christin (2012) investigated the same hypothesis that verified the mediating effect of pleasure-feeling on the influence relationship between the Servicescape and the revisit intention; customers are satisfied with the aesthetics and comfort of the Servicescape.

5.2 Suggestions

Based on the conclusions described above, the suggestions that can be given are as follows:

5.2.1 Suggestion for Further Research

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.
2. The selection of theme restaurant (Starbucks) is based on observation or suggestion from experts.
3. The intervening variable (Pleasure-feeling) between Servicescape and Revisit Intention is varied among researchers. Choose wisely to depend on the object observed. The further researcher can add up and examine more variables regarding the analysis above, such as perceived service quality, customer satisfaction, brand familiarity, food quality, and Word of Mouth (WOM).
4. 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.

5.2.2 Suggestion for Company

In addition to suggestions for further researchers, researchers also submitted several suggestions that are expected to be useful for coffee shops business. Here are some suggestions for coffee shop managers:

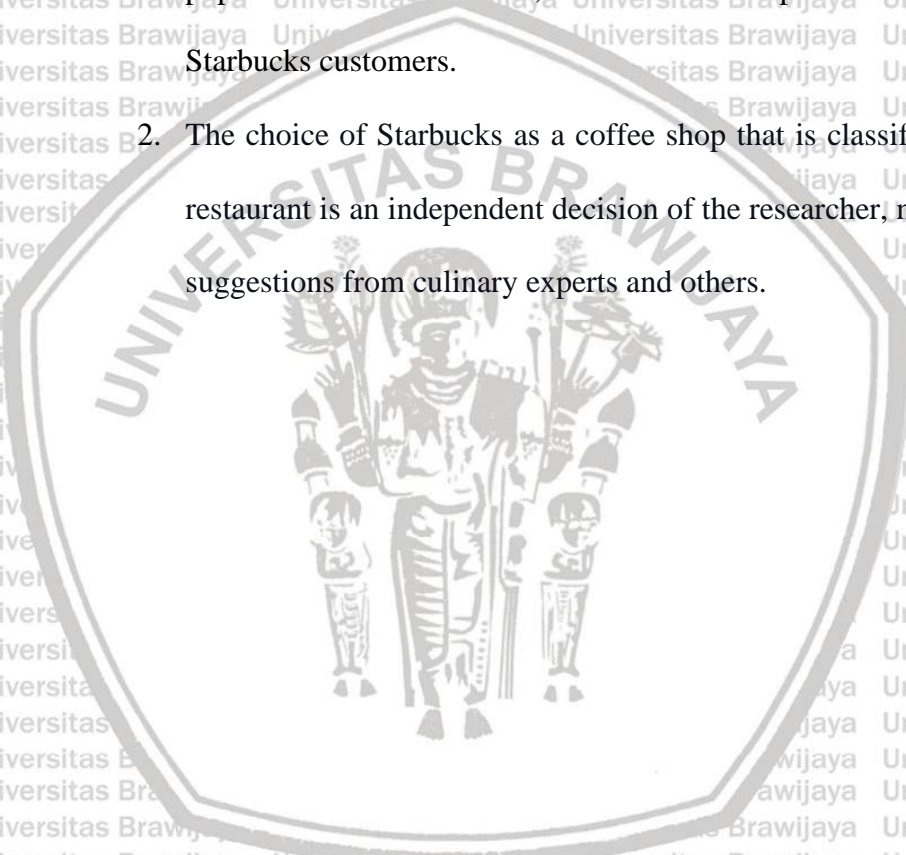
1. The company should consider the Servicescape attributes in this study or other articles and journals to improve customer's intention to revisit

2. The company should improve and evaluate the Servicescape attributes to create pleasure-feeling to customers

5.3 Research Limitations

The research limitations contained in this study are as follows:

1. The number of respondents used for this study is still lower than the total population of Jabodetabek, so it does not represent the condition of Starbucks customers.
2. The choice of Starbucks as a coffee shop that is classified as a theme restaurant is an independent decision of the researcher, not the result of suggestions from culinary experts and others.



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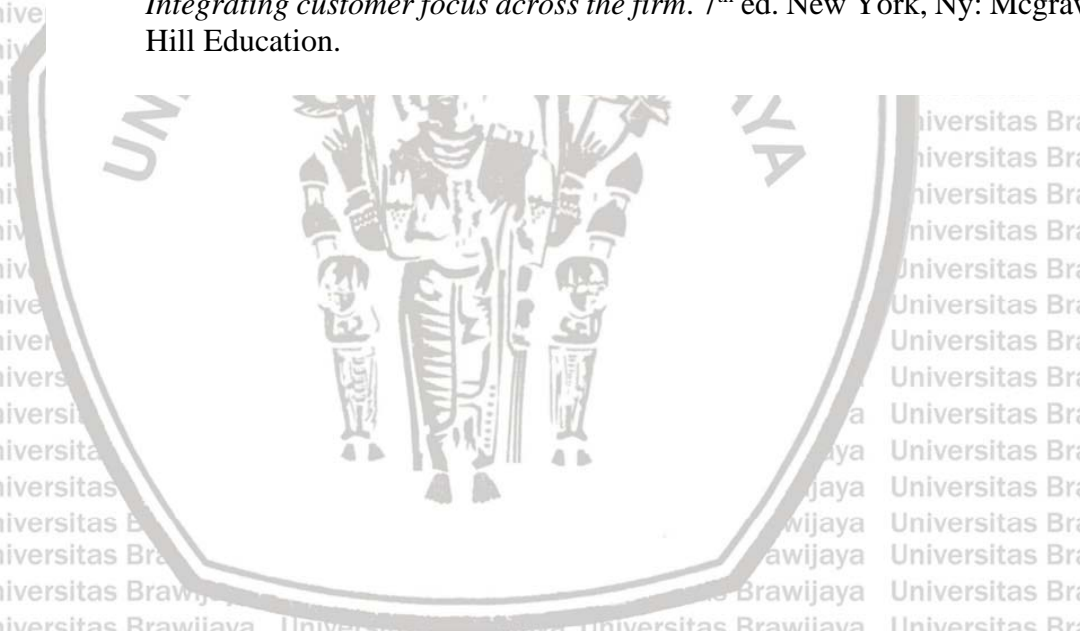
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APPENDIX

Appendix 1. Research Questionnaire

RESEARCH QUESTIONNAIRE

Assalamualaikum Wr. Wb.

Selamat Pagi/Siang/Sore/Malam

Bapak/Ibu/Saudara/i yang terhormat,

Perkenalkan saya, Siti Salma Aulia (NIM: 175020207141013), mahasiswa S1 Fakultas Ekonomi dan Bisnis dari Universitas Brawijaya dengan Program Manajemen 2017 yang sedang melakukan penelitian untuk tugas akhir dengan topik: **Analisis Pengaruh Servicescape terhadap Revisit Intention di Wilayah Jabodetabek; Studi Kasus: Starbucks.**

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 kesediaan waktu dan perhatian Anda. Semoga hari Anda menyenangkan!

Walaikumsalam Wr. Wb.

Hormat saya,

Siti Salma Aulia

Bagian 1: Screening

Petunjuk Pengisian:

Mohon beri tanda silang pada jawaban yang Anda pilih

1. Apakah Anda pernah mengunjungi salah satu gerai Starbucks di Jabodetabek sebanyak 2 (dua) kali dalam 6 (enam) bulan terakhir?
 - a. Ya → Lanjutkan ke pertanyaan berikutnya.
 - b. Tidak → Berhenti di sini, terima kasih.
2. Apakah Anda berdomisili di Jabodetabek?
 - a. Ya → Lanjutkan ke pertanyaan berikutnya.
 - b. Tidak → Berhenti di sini, terima kasih.



Bagian 2: Profil Responden

1. Nama :
2. Jenis Kelamin :
 - a. Perempuan
 - b. Laki-laki
 - c. Memilih tidak menjawab
3. Usia :
 - a. 17 – 22 tahun
 - b. 23 – 28 tahun
 - c. 29 – 34 tahun
 - d. 35- 40 tahun
 - e. di atas 40 tahun
4. Pekerjaan :
 - a. Pelajar
 - b. Mahasiswa/i
 - c. Pegawai Negeri
 - d. Karyawan Swasta
 - e. Ibu Rumah Tangga
 - f. Wiraswasta
 - g. Lainnya, sebutkan
5. Berapa kali Anda mengunjungi Starbucks dalam sebulan
 - a. 1 – 3 kali
 - b. 4 – 6 kali
 - c. Lebih dari 6 kali
6. Pengeluaran Anda di Starbucks dalam satu kali kunjungan
 - a. < Rp 50.000
 - b. Rp 50.000 – Rp 100.000
 - c. Rp 100.000 – Rp 200.000
 - d. Rp 200.000 – Rp 300.000
 - e. > Rp 300.000
7. Berapa lama waktu yang Anda habiskan saat berada di Starbucks
 - a. < 1 jam
 - b. 1 – 2 jam
 - c. 3 – 4 jam
 - d. > 4 jam
8. Lokasi Starbucks yang Anda kunjungi terakhir kali atau yang sering Anda kunjungi...

Bagian 3: Pertanyaan Penelitian

Skala pengukuran untuk pertanyaan di bawah ini menggunakan skala Likert, skala 1 sampai dengan 5, dengan keterangan sebagai berikut:

- 1 : Sangat Tidak Setuju**
- 2 : Tidak Setuju**
- 3 : Netral**
- 4 : Setuju**
- 5 : Sangat Setuju**

Petunjuk Pengisian

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.

Ambiance Conditions

No.	Pernyataan	1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	Tingkat pencahayaan pada lingkungan Starbucks sesuai					
2	Latar belakang music yang dimainkan menyenangkan					
3	Aroma pada Starbucks menyenangkan					
4	Suhu temperature dan kualitas udara pada Starbucks nyaman					

Electric Equipment

No.	Pernyataan	1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
5	Fasilitas audio membuat Starbucks menarik dan menyenangkan					
6	Starbucks memiliki fasilitas audio yang berkualitas tinggi					

Facility Aesthetics

No.	Pernyataan	1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
7	Starbucks merupakan coffee shop yang menarik					
8	Interior Starbucks di dekorasi dengan gaya yang menarik					
9	Warna yang digunakan pada dekorasi interior menambah ketenangan lingkungan Starbucks					
10	Dekorasi interior Starbucks menjadikannya coffee shop yang menarik					
11	Desain arsitektur Starbucks menjadikannya coffee shop yang menarik					

Layout

No.	Pernyataan	1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
12	Di Starbucks jarak dari banyaknya kursi meja cukup luas dan nyaman sehingga dapat saya lewati dengan mudah					
13	Tanda petunjuk yang ada di Starbucks mengarahkan dengan jelas					
14	Mudah untuk berjalan di sekitar Starbucks dan menemukan apa yang saya cari (Contoh: sedotan, tissue, penutup gelas, dll)					

Seating Comfort

No.	Pernyataan	1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
15	Jarak antara kursi dan meja di Starbucks membuat saya duduk dengan nyaman					

16	Tempat duduk di Starbucks membuat saya nyaman berlama-lama di tempat				
17	Mudah untuk duduk, berdiri, dan keluar dari tempat duduk di Starbucks				
18	Penataan kursi dan meja memberikan ruang yang luas				

Pleasure Feeling

No.	Pernyataan	1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
19	Secara keseluruhan, saya merasa gembira dengan berkunjung ke Starbucks					
20	Secara keseluruhan, saya merasa puas dengan berkunjung ke Starbucks					
21	Secara keseluruhan, saya merasa senang dengan berkunjung ke Starbucks					
22	Secara keseluruhan, saya merasa terhibur dengan berkunjung ke Starbucks					

Revisit Intention

No.	Pernyataan	1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
23	Saya ingin berkunjung kembali ke Starbucks dalam waktu dekat					
24	Saya memiliki keinginan yang kuat untuk membawa keluarga dan teman-teman saya untuk mengunjungi Starbucks lagi					
25	Starbucks akan menjadi pilihan pertama saya daripada coffee shop lainnya					

Appendix 2. Outer Loading

	Pleasure-feeling	Revisit Intention	Servicescape
AC1			0,637
AC2			0,612
AC3			0,736
AC4			0,727
EE1			0,644
EE2			0,725
FF1			0,665
FF2			0,736
FF3			0,666
FF4			0,720
FF5			0,726
LY1			0,813
LY2			0,745
LY3			0,711
PF1	0,883		
PF2	0,904		
PF3	0,917		
PF4	0,848		
RI1		0,882	
RI2		0,880	
RI3		0,866	
SC1			0,827
SC2			0,734
SC3			0,763
SC4			0,728

Appendix 3. R-Square

	R-Square	Adjusted R-Square
Pleasure-feeling	0,560	0,559
Revisit Intention	0,549	0,544

Appendix 4. Construct Reliability and Validity

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Pleasure-feeling	0,911	0,915	0,937	0,789
Revisit Intention	0,848	0,850	0,908	0,767
Servicescape	0,917	0,922	0,929	0,504

Appendix 5. Discriminant Validity

	Pleasure-feeling	Revisit Intention	Servicescape
Pleasure-feeling	0,888		
Revisit Intention	0,698	0,876	
Servicescape	0,748	0,675	0,710

Appendix 6. Cross Loadings

	Pleasure-feeling	Revisit Intention	Servicescape
AC1	0,445	0,420	0,637
AC2	0,375	0,331	0,612
AC3	0,525	0,480	0,736
AC4	0,520	0,479	0,727
EE1	0,531	0,481	0,644
EE2	0,596	0,465	0,725
FF1	0,476	0,307	0,665
FF2	0,499	0,509	0,736
FF3	0,447	0,512	0,666
FF4	0,883	0,580	0,685
FF5	0,904	0,688	0,666
LY1	0,917	0,672	0,676
LY2	0,848	0,531	0,633
LY3	0,577	0,882	0,585
PF1	0,597	0,880	0,576
PF2	0,656	0,866	0,610
PF3	0,634	0,576	0,827
PF4	0,605	0,487	0,734
RI1	0,580	0,573	0,763
RI2	0,596	0,518	0,728

RI3	0,445	0,420	0,637
SC1	0,375	0,331	0,612
SC2	0,525	0,480	0,736
SC3	0,520	0,479	0,727
SC4	0,531	0,481	0,644

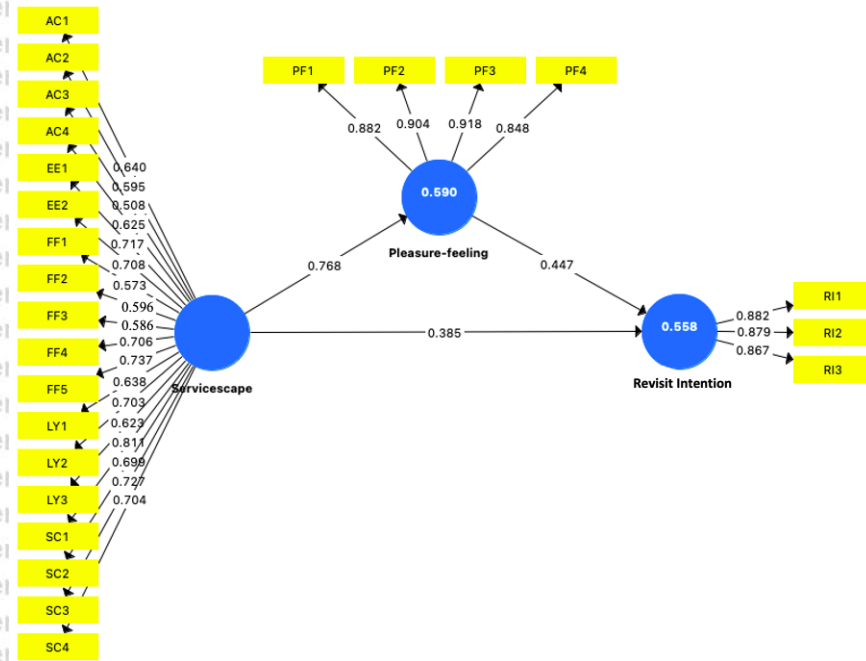
Appendix 7. Outer VIF Values (Collinearity Statistics)

	VIF
AC1	1,650
AC4	1,898
EE1	2,692
EE2	2,457
FF4	1,718
FF5	2,137
LY1	1,915
LY2	2,233
LY3	1,925
PF1	2,704
PF2	3,436
PF3	3,774
PF4	2,307
RI1	2,232
RI2	2,195
RI3	1,858
SC1	2,750
SC2	2,039
SC3	2,588
SC4	2,460

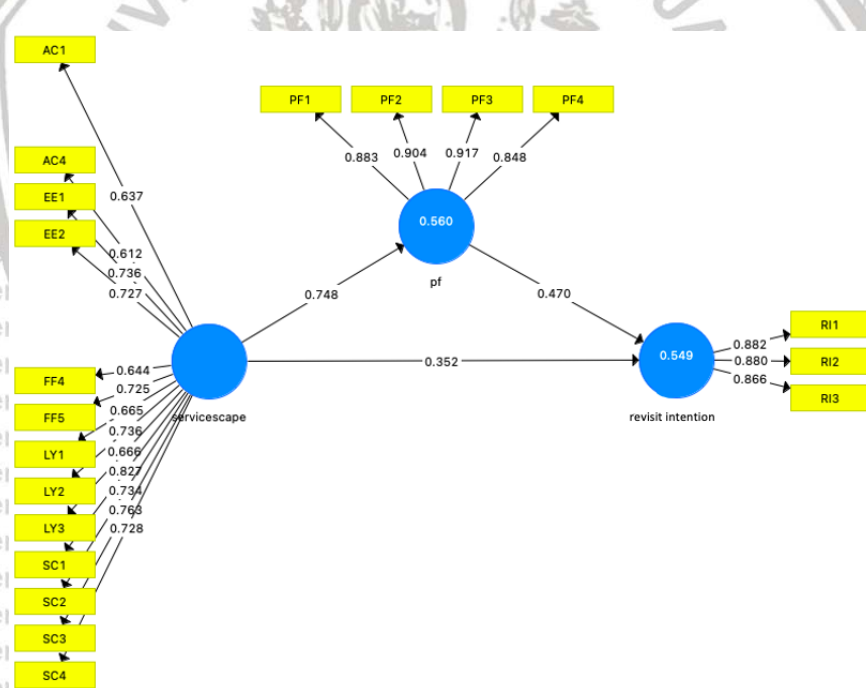
Appendix 8. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
Servicescape → Pleasure-feeling	0,470	0,474	0,115	5,417	0,000
Pleasure-feeling → Revisit Intention	0,748	0,753	0,127	25,748	0,000
Servicescape → Revisit Intention	0,352	0,346	0,193	3,794	0,000

Appendix 9. Old Model



Appendix 10. Modified Model



Appendix 11. Sobel Test

Input:	Test statistic:	Std. Error:	p-value:
a 0.748	Sobel test: 3.21658253	0.10929612	0.00129727
b 0.470	Aroian test: 3.18824323	0.11026762	0.0014314
s _a 0.115	Goodman test: 3.24569122	0.10831591	0.00117166
s _b 0.127	Reset all	Calculate	