

The Influence of Product Quality and Cafe Atmosphere on Interest in Revisiting Gudang Rasa Cafe

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ABSTRACT

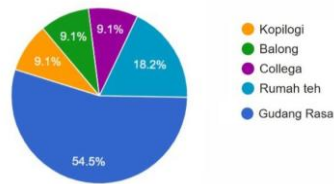
This study aims to analyze the influence of product quality and café atmosphere on interest in returning to Cafe Gudang Rasa. The population in this study is visitors to Cafe Gudang Rasa, with a sample of 96 respondents selected using purposive sampling techniques. Data collection techniques used questionnaires and literature studies. This study uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) to analyze the influence of product quality and café atmosphere on return visits. The results of the study showed that product quality had a positive and significant effect on interest in returning visits, the atmosphere of cafes had a positive and significant effect on interest in returning visits, and the quality of products and café atmosphere simultaneously had an effect on interest in returning visits.

A. INTRODUCTION

The development of the culinary industry in Indonesia has increased significantly in line with changes in people's lifestyles which increasingly lead to a culture of social recreation. Cafes are no longer positioned only as a place to eat and drink, but have been transformed into a social space that supports activities such as working, discussing, relaxing, and building self-image through digital media. This phenomenon shows a shift in consumption behavior that is not only oriented to functional needs, but also to experience consumption with emotional value.

According to a GoodStats Indonesia survey, (2022) as many as 83.9% of Indonesians admitted to visiting a café at least once in the past month, showing that cafes have become part of the social routine of modern society. Meanwhile, data from the Central Statistics Agency (2023) noted that 24.75% of business actors in the food and beverage sector are restaurants and restaurants, while the growth of coffee shops increased from 1,000 outlets in 2016 to more than 2,950 outlets in 2019. This figure indicates that competition in the café industry is increasingly competitive and requires business actors to be able to create a memorable experience so that consumers do not only come once, but have an interest in visiting again.

In the context of consumer behavior, interest in revisiting (revisit intention) is an important indicator of business sustainability. Repeat customers have the potential to form loyalty and even act as an indirect marketing agent through word-of-mouth recommendations. According to (Kotler & Keller, 2016), the quality of products that meet or exceed consumer expectations can trigger satisfaction which then develops into repeat visit intentions. On the other hand, Kim et al., (2020) stated that the atmosphere of the café which includes interior design elements, music, comfort, lighting, and social interaction plays a role in shaping the emotional experience that influences consumers' decision to return. This phenomenon also occurs in Garut Regency. Cafes began to emerge with diverse concepts, utilizing the potential of nature and local culture as attractions.



Pictures of Cafes that are frequently visited by consumers

Source: Researcher (2025)

Based on the researchers' initial observations in 2025 on 30 consumers, Cafe Gudang Rasa obtained the highest number of visits with a percentage of 54.5%, far outperforming other cafes such as Cafe Rumah Teh (18.2%), and three other cafes which each only received 9.1%. This dominance indicates that there are certain factors that shape consumer preferences, one of which is suspected to come from the quality of the product and the atmosphere of the café offered. In the face of increasingly fierce business competition, Cafe Gudang Rasa needs to continue to develop marketing strategies and maintain the quality of the products and atmosphere offered. Consumers who are satisfied with their experience are more likely to share positive impressions with friends and family, thus indirectly acting as an effective promotional medium.

According to Kotler & Keller (2016), product quality is the ability of a product to meet or even exceed customer expectations. If the consistent quality is felt well by customers, it will form an interest in revisiting (revisit intention).

Kim et al., (2020), stated that the atmosphere of the café is a combination of various physical and social elements that affect the perception and feelings of visitors. Interior design, lighting, music, cleanliness, service, and seating comfort are part of the atmosphere that can shape consumers' perceptions and emotional experiences.

A good experience on the first visit can increase the desire to visit again, a bad experience can decrease the desire to visit again. Interest in returning is an action in the form of behavior that occurs as a reaction to an object and triggers the desire of customers to visit again within a certain time (Nasution, 2024).

A number of previous studies have shown that product quality and café atmosphere have a positive influence on interest in visiting Mulyani et al., (2022). However, other findings such as those conducted by (Rahmawati & Prasetyo, 2021) show that product quality does not have a significant effect on the interest of repeat visits if the service is inconsistent, while Hidayat, (2022) found that the atmosphere of the café does not have a direct influence, but only through satisfaction as a mediating variable. The difference in results shows that the influence of the two variables is still interesting to study further with different object contexts. This research is designed to fill this gap by highlighting the frequency of visits as the main consumer target who are most active in visiting the taste warehouse café.

This study aims to find out how much the quality of the product and the atmosphere of the café affect the interest in returning visits. These findings are expected to enrich the literature in the field of marketing, as well as provide practical guidance for business actors in developing adaptive and efficient marketing communication strategies.

B. THEORETICAL STUDY

Product Quality

According to (Kotler & Keller, 2016), product quality is the ability of a product to meet or even exceed customer expectations. If the consistent quality is felt well by customers, it will form an interest in revisiting (revisit intention). Product quality is expertise, completeness of specifications, services and characteristics of the product concerned with the ability to provide satisfaction and complement the needs of consumers implied by the company.

Product quality is a form of value or excellence inherent in a good or service that has met the standards and expectations of potential buyers. According to (Kotler & Keller, 2016) there

are several elements that are treated as product quality, namely performance, features, reliability, conformity with specifications, durability, and finally aesthetics.

Cafe Atmosphere

A café atmosphere is a planned atmosphere that is arranged in such a way that it is suitable for the target market and can attract consumers to buy or visit again. According to Prasetya Mulya (2022), the atmosphere of a café is an attractively designed environment that is supported by elements such as light, color, music, and aroma.

The goal is to elicit a certain emotional response that will persuade consumers to buy the product. According to Prasetya Mulya (2022), the atmosphere of the café is influenced by 5 dimensions, namely physical, audio, aroma, temperature and spatial design.

Interest in Returning Visits

Interest in revisiting is an individual's internal desire to repeatedly visit a place or area that attracts the attention of that individual or group (L. H. Putri, 2016). A good experience on the first visit can increase the desire to visit again, a bad experience can decrease the desire to visit again. According to Hellier et al. (2003), interest in returning is influenced by 3 dimensions, namely the intention to revisit, the tendency to re-choose, and the availability to promote.

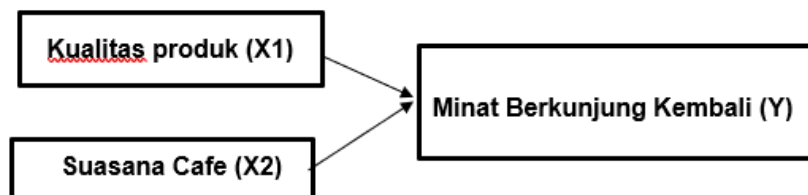
The Influence of Product Quality and Return Interest

Product quality plays an important role in shaping consumer interest in returning visits. Quality products are able to foster satisfaction, trust, and encourage consumers to make repeat visits. According to (Kurniawati, 2019) Tjiptono (2019), product quality is the main factor that determines consumer satisfaction and loyalty. The eight elements of product quality include performance, features, reliability, suitability, durability, serviceability, aesthetics, and perception of quality (Garvin, 1987). Previous research has also shown that product quality has a positive effect on return interest (Safitri et al., 2022) (Rahmawati & Prasetyo, 2021) In the context of Cafe Gudang Rasa, the quality of taste, cleanliness, and attractive presentation are able to create a positive experience that encourages repeat visits.

The Influence of Cafe Atmosphere and Interest in Returning

The atmosphere of the café plays an important role in creating a pleasant experience and building an emotional impression on customers. The comfortable atmosphere makes consumers feel at home and encouraged to visit again. According to Yulianto (2022), the atmosphere of a café includes lighting, interior design, layout, music, aroma, and room conditions that form a unique image in the minds of consumers. Previous research has also shown that the atmosphere of cafes has a positive effect on interest in returning (Rachmawati & Santoso, 2023). In the context of Cafe Gudang Rasa, a clean, neatly organized, and comfortable atmosphere can increase satisfaction and encourage repeat visits.

Frame of Mind



Research Hypothesis

This research is based on the phenomenon of increasing visits to cafes which are highly exposed to product quality and café atmosphere. According to research on (Safitri et al., 2022), product quality and interest in returning visits show that product quality has a positive effect on



interest in returning visits. This is also supported by research (Rahmawati & Prasetyo, 2021) which shows that product quality has an influence on interest in returning visits. In the study of café atmosphere researched by Rachmawati & Santoso (2023), it was stated that the atmosphere of cafes had a significant effect on interest in returning visits.

The quality of the product is believed to influence the interest in returning visitors through the dimensions of performance, features, reliability, conformity to specifications, durability and aesthetics. Meanwhile, the atmosphere of the café is considered important through the physical dimensions, audio, aroma, temperature comfort in the café, and spatial design. On the other hand, interest in revisiting as a dependent variable includes aspects of revisit intention, re-election tendencies and availability to promote (Hellier et al., 2003).

Based on the existing literature review, this researcher developed several hypotheses such as:

H1 : Product quality affects interest in returning visits

H2 : The atmosphere of the café affects the interest of visiting the twins

C. RESEARCH METHODS

This research is designed quantitatively with a descriptive method, which aims to measure and explain the relationship between sequential and logical variables (Sugiyono, 2017). This method was chosen because it is able to produce objective empirical findings, through data collection with structured measurement tools and statistical analysis to verify hypotheses.

In this study, the data is divided into two categories, namely primary and secondary data. Primary data was obtained directly from respondents through filling out questionnaires, while secondary data was obtained from various available literature sources, such as books, scientific journals, previous research, and other theoretical references related to the study topic.

The subject of this study is the frequency of visits who often actively visit Cafe Gudang Rasa to enjoy the products and atmosphere offered. Given that exact data is not yet available on the number of visitors to Cafe Gudang Rasa from this frequency of visit and age group, this study uses a purposive sampling method. The non-probability sampling method was used in this study, where several members of the population were used as objects, data sources and information that were considered representative of a study (Amin et al., 2023). How large the sample for this study is calculated through the Lemeshow formula, where the number of populations is not known for sure and the number is variable (Angelia Agustin, 2023). Based on the calculation of the sample, Product Quality (X1) Cafe Atmosphere (X2) Interest in Returning (Y) received 96.04 respondents.

The data collection technique is carried out through two methods. First, literature studies are used to strengthen the theoretical basis by reviewing the literature and relevant previous research results. Second, the field study was carried out by distributing questionnaires online to respondents who met the criteria. The questionnaire was compiled based on the indicators of each research variable and used the Likert scale. The researcher categorized the answers on the questionnaire that would be distributed to the respondents, with the weight of the assessment which included: Strongly Agree (SS) = weight 1, Agree (S) = weight 2, Disagree (KS) = weight 3, Disagree (TS) = weight 4, Strongly Disagree (STS) = weight 5.

In this study, the data analysis technique used is PLS-SEM with the help of SmartPLS 3.0 software. There are 2 stages that are carried out, namely measurement model testing (Outer Model) and structural model testing (Inner Model).

D. RESULTS AND DISCUSSION

Data Analysis with SEM-PLS

This study applied SEM-PLS analysis with the help of SmartPLS 4 software to build a research model and test the proposed hypothesis. The analysis process is carried out through two main stages, namely the measurement model (*outer model*) which aims to test the validity and reliability of the instrument, and the structural model (*inner model*) used to analyze the

relationship between constructs. Evaluation of the measurement model (outer model) in the PLS-SEM approach includes *testing Convergen Validity, Discriminat Validity, and Composite Reliability*.

Convergent Validity

The measurement of *Convergent Validity* from the outer model is shown by the results of the PLS Algorithm calculation in the form of the outer loading value of each variable. The indicator is declared valid convergent if the outer loading value ≥ 0.7 (Hair et al, 2021). The test results are presented in the following table:

Convergent Validity Test Results Table

	Product Quality X1	Interest in Returning Visits Y	Cafe Atmosphere X2
KP1	0,838		
KP2	0,828		
KP3	0,801		
KP4	0,784		
KP5	0,822		
KP6	0,804		
KP7	0,814		
KP8	0,779		
KP9	0,817		
MBK1			0,809
MBK2			0,826
MBK3			0,828
MBK4			0,837
MBK5			0,827
MBK6			0,834
SC1		0,826	
SC2		0,790	
SC3		0,808	
SC4		0,810	
SC5		0,800	
SC6		0,801	
SC7		0,814	

Source: Processing Results, 2026

Convergent validity is also shown through the Average Variance Extracted (AVE) which must be more than 0.5. A qualified AVE value signifies good construct validity. The following table of AVE values:

AVE Test Results Table

	Average variance extracted (AVE)
X1 _Product Quality	0,656
X2 _Cafe Atmosphere	0,652
Y _Interest in Returning Visits	0,684

Source: Processing Results, 2026



Based on the table, all the variables of Product Quality (KP), Cafe Atmosphere (SC) and Return Interest (MBK) had an AVE value of > 0.5 , which indicates that more than 50% of the variance of the indicators is explained by constructs. This indicates that the research instrument has good construct validity and meets the requirements *for convergent validity*.

Discriminant Validity

The stage to ensure that the indicator only relates to the variable it is measuring is called the discriminant validity test. This test can be done by looking at cross loading values, Fornell-Larcker criteria, and HTMT (Hair, 2019). The first method, which is cross loading, states that the value of the indicator should be higher on the variable it is measuring compared to other variables on the same line. This indicates that the indicator is specific and does not overlap with other constructs.

Table of Cross Loading Test Results

	Product Quality X1	Interest in Returning Visits Y	Cafe Atmosphere X2
KP1	0,838	0,476	0,661
KP2	0,828	0,431	0,666
KP3	0,801	0,403	0,527
KP4	0,784	0,410	0,591
KP5	0,822	0,359	0,648
KP6	0,804	0,457	0,584
KP7	0,814	0,452	0,625
KP8	0,779	0,291	0,544
KP9	0,817	0,457	0,653
MBK1	0,505	0,598	0,809
MBK2	0,546	0,555	0,826
MBK3	0,618	0,575	0,828
MBK4	0,760	0,578	0,837
MBK5	0,653	0,597	0,827
MBK6	0,644	0,600	0,834
SC1	0,424	0,826	0,536
SC2	0,456	0,790	0,579
SC3	0,469	0,808	0,626
SC4	0,398	0,810	0,556
SC5	0,431	0,800	0,561
SC6	0,364	0,801	0,547
SC7	0,359	0,814	0,574

Source: Processing Results, 2026

Based on the cross loading table, all indicators for Product Quality (KP), Cafe Atmosphere (SC), and Return Interest (MBK) have the highest values in their respective constructs compared to other constructs. This shows that each indicator is more strongly related to its own variable, thus qualifying *discriminant validity*.

The next test is the *Fornell-Larcker Criterion*, where the AVE value of a construct must be higher than the correlation between other constructs in the same column (Hair Jr et al., 2021). Here are the results:

Fornell-Larcker Criteria Results Table

	Product Quality X1	Interest in Returning Visits Y	Cafe Atmosphere X2
X1_Product Quality	0,810		
X2_Cafe Atmosphere	0,515	0,807	
Y_Interest in Returning Visits	0,758	0,706	0,827

Source: Processing Results, 2026

The characteristic validity test through the *Fornell-Larcker criteria table* has that the value of the first variable must be greater in the construct of each variable, as seen in the table above. Product Quality has a value of 0.810 greater than other variable constructs, Café Atmosphere has a value of 0.807 greater than other variable constructs and Interest in Returning visits has a value of 0.827 greater than other variable constructs. It can therefore be concluded that the construct of all variables has met the requirements of the discriminant validity test.

Composite Reliability

The *composite reliability* value is acceptable if the Cronbach alpha value and the composite reliability value are > 0.7 so that it is said to have a good and high reliability value (Hair Jr et al., 2021). Here are the results:

Composite Reliability Test Results Table

	Cronbach's Alpha	Composite reliability (rho_A)	Composite reliability (rho_c)
X1_Product Quality	0,934	0,936	0,945
X2_Cafe Atmosphere	0,911	0,912	0,929
Y_Interest in Visiting Twinsi	0,908	0,910	0,928

Source: Processing Results, 2026

Based on the table, Product Quality, Cafe Atmosphere and Interest in Returning Visit have *Cronbach's Alpha* and Composite Reliability values above 0.7, which indicates that the research instrument has *high reliability*. *Cronbach's Alpha* measures internal consistency, which is the extent to which indicators in a single variable are correlated with each other. A value above 0.7 indicates that the indicator consistently measures the same construct, so the instrument is considered reliable and stable.

Model Struktural (Inner Model)

The structural model (Inner Model) describes the causal relationship between latent variables based on theory. Its testing in PLS-SEM uses bootstrapping and blindfolding procedures to assess latent construct relationships. Evaluation was carried out through R-Square, Q-Square, Goodness of Fit (GoF), and hypothesis tests.

R- Square

The value of R Square is able to explain the influence of certain exogenous latent variables on endogenous latent variables. According to Chin (1998), the criteria for limiting the value of R square are in three categories, namely 0.75 as significant; 0.50 as medium and 0.25 as less dependent (Ghozali & Kusumadewi, 2023). This means that the higher the value of R square, the better the prediction model and the proposed research model. The R-Square value is used to measure how much influence exogenous variables have on endogenous variables (Hair Jr et al., 2021). Here is the table of R Square values:



R-SQUARE Results Table

Variabel	R Square
(Y) Interest in Returning Visits	0,711

Source: Processing Results, 2026

Based on the table above, it can be seen that the R-Square value of Return Interest is 0.711, so this value is a sign that Product Quality and Cafe Atmosphere affect Return Interest by 71.1%. The remaining 28.9% was influenced by other variables.

F- Square

Ghozali (2021:73-74) (*f-square*) untuk mengetahui dampak relatif dari satu variabel independent terhadap dependen. Menurut Chin (1998) interpretasi nilai *f-square* yaitu 0.02 memiliki dampak kecil, 0.15 memiliki dampak moderat, dan 0.35 memiliki dampak besar dari variabel independet terhadap variabel dependen Ghozali (2021:73-74)

F-SQUARE Results Table

Variabel	(Y) Interest in Returning Visits
(X1) Product Quality	0,734
(X2) Cafe Atmosphere	0,469

Source: Processing Results, 2026

Based on the table above, it shows that from this study, Product Quality has an influence on Interest in Returning Visits of 0.734 (strong). The atmosphere of the Cafe affects the Interest in Returning Visits by 0.469 (strong).

Q-Square

This test is carried out to determine the prediction capability of how well the value is produced. Furthermore, by performing the blindfolding procedure, Q square value measurements were carried out for predictive relevance assessment of the path model. The value of Q square is in the range of zero and one. A Q-square value of more than zero indicates that the variables and research data are able to predict the model well. If the value obtained is 0.02 (small), 0.15 (medium) and 0.35 (large). It can only be done for endogenous constructs with reflective indicators (Ghozali & Kusumadewi, 2023). Q - *Square* value. It can be seen in the table below:

Q-Square Test Results Table

Variabel	Q ² (=1-SSE/SSO)
(Y) Interest in Returning Visits	0,447

Source: Processing Results, 2026

It can be seen based on the results of data processing, *the predictive relevance* value on Interest in Return Visits is $0.447 > 0$. Therefore, it is stated that the amount of data that can be explained by the research model is 44.7%. The remaining 55.3% was explained by factors outside of this study. Therefore, it can be concluded that this study has a *good* Godness of Fit.

Goodness of Fit Index (GoF) Test

The Goodness of Fit (GoF) test is used to assess the overall fit of the model. GoF values of 0.10 include small, 0.25 moderate, and 0.36 large (Henseler et al., 2015). Based on calculations with an average AVE of 0.671 and R Square of 0.567, a GoF value of 0.616 was obtained, which is a large category. This shows that the model has an excellent and valid match for testing hypotheses as well as analyzing relationships between variables.

FIV Analysis

Variance Inflation Factor (VIF) Value Results Table

Indicator	VIF
KP1	3,513
KP2	2,735
KP3	3,584
KP4	3,091
KP5	3,653
KP6	2,461
KP7	3,100
KP8	3,488
KP9	3,040
MBK1	2,391
MBK2	2,548
MBK3	2,416
MBK4	2,333
MBK5	2,381
MBK6	2,535
SC1	3,009
SC2	2,655
SC3	2,265
SC4	2,477

Source: Processing Results, 2026

The results of the Variance Inflation Factor (VIF) analysis showed that all variables in the model, namely Product Quality (KP), Cafe Atmosphere (SC) and Return Interest (MBK) had a VIF value below the critical threshold of 5, which indicates the absence of significant multicollinearity problems between independent variables. With relatively low VIF values, this model shows that the relationships between independent variables do not interfere with the stability of parameter estimation, so this model is acceptable for further analysis.

Model Fit

The fit model in SmartPLS is used to assess the extent to which the model matches the observed data. The commonly used indices are SRMR and NFI. $SRMR \leq 0.08$ indicates a good model fit, while an $NFI \geq 0.90$ indicates an adequate fit (Henseler et al., 2016). The following are the results of the Model Fit from the research model.

Fit Model Results Table

Data	Saturated Model	Estimated Model
SRMR	0,087	0,087
d_ULS	1,894	1,894
d_G	1,363	1,363
Chi-Square	674,038	674,038
NFI	0,671	0,671

Source: Processing Results, 2026

Based on the calculation above, it is known that the standardized root mean square residual (SRMR) value ($0.087 < 0.10$) and the normal fit index (NFI) value (0.671) is close to



the value of 1, so it can be concluded that the data is able to describe the model as a whole or the fit model.

HIPOTESIS

The condition of a hypothesis is acceptable if it has a Statistical t-value of > 1.96 and a p-Values value of < 0.05 if otherwise the hypothesis is rejected (Hair Jr et al., 2021). Here are the results of the hypothesis testing.

Hypothesis Test Results Table

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
(X1) Product Quality -> (Y) Interest in Returning Visits	0,537	0,512	0,147	3,657	0,000
(X2) Cafe Atmosphere -> (Y) Interest in Returning Visits	0,429	0,456	0,138	3,107	0,002

Source: Processing Results, 2026

The criteria for accepting the hypothesis in this study is that if the T-Statistical value > 1.96 and the P-Value < 0.05 , then H_a is accepted and H_o is rejected. On the other hand, if the T-Value < 1.96 and the P-Value > 0.05 , then H_a is rejected and H_o is accepted.

The results of the study showed that product quality had a positive and significant effect on the interest in returning to Cafe Gudang Rasa. This can be seen from the value of the regression coefficient of 0.537, the T-Statistic value of 3.657 which is greater than 1.96, and the P-Value of 0.000 which is smaller than 0.05. Thus, H_a was accepted and H_o was rejected. This means that the better the quality of the product provided, the higher the interest of consumers to return to visit. The results of this study are in line with the theory of consumer behavior put forward by Kotler and Keller (2016) that the quality of products that are able to meet consumer expectations will cause satisfaction and encourage consumers to make purchases and repeat visits. Good product quality reflects a product's ability to provide benefits, taste, appearance, and quality that meets consumer expectations.

The results of this study are in line with research conducted by (Safitri et al., 2022) (Rahmawati & Prasetyo, 2021), (Mulyani et al., 2022) Salsabila and Hidayat (2023), Wulandari and Saputra (2023), Firmansyah et al. (2023), and Pratama et al. (2024) which stated that product quality has a positive and significant effect on interest in returning visits. These findings are also supported by several international journals, such as research by Kim and Lee (2022), Chen et al. (2023), and Al-Msallam (2024) which shows that the quality of good food and beverage products is significantly able to increase consumer revisit intent in the café and restaurant industry. Consumers of Cafe Gudang Rasa who feel that the food and drinks served have a good taste, appropriate portions, attractive appearance, and consistent quality will tend to feel satisfied and have the desire to return to visit. On the other hand, if the quality of the product decreases, then the interest of consumers to come back will also decrease.

Good product quality is not only able to create satisfaction, but also build consumer trust in Cafe Gudang Rasa. When consumers have believed that the products offered are always of good quality, then they will make the café the main choice to visit again.

The results of the study showed that the atmosphere of the café had a positive and significant effect on the interest in returning to Cafe Gudang Rasa. This can be seen from the regression coefficient value of 0.429, the T-Statistic value of 3.107 which is greater than 1.96, and the P-Value of 0.002 which is smaller than 0.05. Thus, H_a was accepted and H_o was rejected. This means that the better the atmosphere of the café that consumers feel, the higher their interest in returning to visit.

The results of this study are in line with the theory put forward by Berman and Evans (2018) which states that the café or store atmosphere is a combination of physical characteristics such as lighting, color, spatial layout, music, aroma, and comfort designed to

create consumer emotional responses. A comfortable and pleasant atmosphere will make consumers feel at home so as to encourage the desire to visit again.

The results of this study are also in line with the research of Rachmawati and Santoso (2023), Yulianto (2022), A. D. Putri et al., (2023), Kurniawati and Lestari (2023), Hidayah et al. (2023), Aulia and Ramadhan (2024), and Maharani et al. (2024) who stated that the atmosphere of cafes has a positive and significant effect on interest in returning visits. These results are also strengthened by international journals written by Han and Hyun (2022), Nguyen et al. (2023), and Chua and Perera (2024) who explain that a comfortable, attractive, and positive emotional experience has a significant effect on consumers' desire to return to visit. In this study, Cafe Gudang Rasa consumers feel more interested in returning when the café has a comfortable room, good lighting, appropriate music, cool room temperature, pleasant aroma, and neat and attractive layout.

A good café atmosphere is able to provide a positive emotional experience to consumers. Consumers who feel comfortable and enjoy the atmosphere of Cafe Gudang Rasa will tend to choose to return to visit instead of looking for other cafes. In addition, a cozy atmosphere can also make consumers stay longer in the café and encourage them to recommend Cafe Gudang Rasa to others.

E. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the research, it can be concluded that the quality of the product and the atmosphere of the café have a positive and significant effect on the interest in returning to Cafe Gudang Rasa. Good product quality, such as taste, presentation, and cleanliness, is able to increase consumer satisfaction so as to encourage the desire to make repeat visits. In addition, the atmosphere of the café that is comfortable, attractive, and makes visitors feel at home also increases interest in visiting again. The better the quality of the products and the atmosphere of the café provided, the higher the interest of consumers to return to visit.

Suggestions

This research still has limitations because it was only carried out on one research object and only used two variables, namely product quality and café atmosphere. Therefore, it is recommended that the manager of Cafe Gudang Rasa continue to maintain product quality and improve the atmosphere of the café. For future researchers, it is recommended to add other variables such as service quality, price, and customer satisfaction so that the results of the study become more complete.

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