

THE INFLUENCE OF LIFESTYLE, SERVICESCAPE, AND FOOD QUALITY ON CUSTOMER REVISIT INTENTION AT DECADE COFFEE SHOP**PENGARUH GAYA HIDUP, SERVICESCAPE, DAN KUALITAS MAKANAN TERHADAP NIAT KUNJUNGAN KEMBALI DI DECADE COFFEE SHOP**

By:

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Abstract: The growth of coffee house in Manado motivate the owner of Decade Coffee Shop to open a coffee shop that offers a calm and comfortable for the gathering of consumers with friends or relatives or just want to relax enjoying coffee. Revisit intention is described as the willingness of customer to come back to the same place or probability of them to repurchase a product from the same place. Revisit intention can be affected by so many factors, include lifestyle, servicescape, and food quality. The purpose of this study is to know the simultaneous and partial influence of lifestyle, servicescape, and food quality on customer revisit intention at Decade Coffee Shop. This research used multiple regression analysis with sample of 100 respondents. The result shows that lifestyle, servicescape, and food quality are simultaneously influence customer revisit intention. Servicescape and food quality have significant influence on customer revisit intention partially, meanwhile lifestyle has not have a significant influence on customer revisit intention. Based on the result, researcher suggest that the place should be always clean, well arranged, and have a good atmosphere to retaining the customers. The owner should keep their employees current performance like give a bonus or other reward that can be motivate the employee to work harder because it shows that they already done their job well by serving a delicious and well-presentation food for the customers. The last, Decade Coffee Shop should think about how to attract and drive the customers to spend their free time at Coffee Shop.

Keywords: *lifestyle, servicescape, food quality, customer revisit intention*

Abstrak: Tumbuhnya kedai kopi di Manado memotivasi pemilik Decade Coffee Shop untuk membuka kedai kopi yang menawarkan ketenangan dan kenyamanan untuk berkumpulnya konsumen dengan teman atau kerabat atau sekedar ingin bersantai menikmati kopi. Niat kunjungan kembali digambarkan sebagai kesediaan pelanggan untuk datang kembali ke tempat yang sama atau kemungkinan mereka untuk membeli kembali suatu produk dari tempat yang sama. Niat berkunjung kembali dapat dipengaruhi oleh banyak faktor, termasuk gaya hidup, servicescape, dan kualitas makanan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh gaya hidup, servicescape, dan kualitas makanan terhadap niat berkunjung kembali pelanggan di Decade Coffee Shop secara simultan dan parsial. Penelitian ini menggunakan analisis regresi berganda dengan sampel sebanyak 100 responden. Hasil penelitian menunjukkan bahwa gaya hidup, servicescape, dan kualitas makanan secara simultan mempengaruhi niat berkunjung kembali pelanggan. Servicescape dan kualitas makanan secara parsial berpengaruh signifikan terhadap niat berkunjung kembali pelanggan, sedangkan gaya hidup tidak berpengaruh signifikan terhadap niat berkunjung kembali pelanggan. Berdasarkan hasil penelitian, peneliti menyarankan agar tempat tersebut selalu bersih, tertata dengan baik, dan memiliki suasana yang baik untuk mempertahankan pelanggan. Pemilik harus menjaga kinerja karyawannya saat ini seperti memberikan bonus atau penghargaan lain yang dapat memotivasi karyawan untuk bekerja lebih keras karena itu menunjukkan bahwa mereka telah melakukan pekerjaannya dengan baik dengan menyajikan makanan yang lezat dan disajikan dengan baik untuk pelanggan. Terakhir, Decade Coffee Shop harus memikirkan bagaimana menarik dan mendorong pelanggan untuk menghabiskan waktu luang mereka di Coffee Shop.

Kata kunci: *gaya hidup, servicescape, kualitas makanan, niat kunjungan kembali*

INTRODUCTION

Research Background

The coffee shop and coffee beverage business in Indonesia is booming in the recent years, becoming an emerging business that appears like fungus in the rainy season. This can be seen from the significant increase in the number of coffee shops in the past three years as well as in the domestic coffee consumption. Indonesia's domestic coffee consumption also continues to rise. Coffee has become an intrinsic part of daily life here and this has caused many coffee shops to pop up everywhere across some major big cities. Hang out with friends or families in coffee shops and these local coffee shops in Indonesia enable customers to do exactly that. The owner design their coffee shops as unique as possible where some people find it so comfortable that it feels like their second home. The growth of coffee house in Manado motivate the owner of Decade Coffee Shop, Yosua Pontoh, to open a coffee shop that offers a calm and comfortable for the gathering of consumers with friends or relatives or just want to relax enjoying coffee. There's no huge impact on the income and visitors. He also stated that Decade Coffee Shop just closed for two months while pandemic, meanwhile the other local coffee shops closed for a year or more. In facing the pandemic with a lot of the customer, Decade Coffee Shop still followed the health protocol that was ordered by the government.

Revisit intention tends to be the positive end result of doing things right in a business. The term revisit intention is described as the willingness of customer to come back to the same place or probability of them to repurchase a product from the same place. Revisit intention can be affected by so many factors, include lifestyle, servicescape, and food quality. Lifestyle is the pattern of a person's life in spending time (activity), interest (interest) and behavior in daily activities (opinion), servicescape incorporates the ambient conditions (such as temperature, air quality, noise, smells, etc.), the spatial layout (including furnishings and equipment) and signs, symbols and artifacts (décor, signage, etc.). The quality of food is classified into many different values. The quality of food values are classified as follows; the taste of the food, food portion, the cost of food, menu choices, and nutrition option.

Research Objective

The research objectives used are as follows:

1. To identify the simultaneous influence of lifestyle, servicescape and food quality on customer revisit intention at Decade Coffee Shop.
2. To identify the partial influence of lifestyle on customer revisit intention at Decade Coffee Shop.
3. To identify the partial influence of servicescape on customer revisit intention at Decade Coffee Shop.
4. To identify the partial influence of food quality on customer revisit intention at Decade Coffee Shop.

THEORETICAL REVIEW

Consumer Behavior

Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2006). Schiffman and Kanuk (2007) stated that consumer behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon, *et al.*, 2006).

Customer Revisit Intention

Revisit intentions defined as the stated likelihood of repurchasing a product or service that the consumer has once used or received (Ajzen, 2005). Revisiting intention is defined as deeply held commitment to rebuy or revisit a preferred product, place, service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior" (Lee and Back, 2008:338). The intention to revisit is an eagerness to visit the same place, facility, or location more than once (Cole and Scott, 2004).

Lifestyle

According to Kotler and Keller (2009), lifestyle is a pattern of life in a world that is reflected in the activities, interests, and opinions. Lifestyle is the desire of every person to achieve the needs of his interest,

environmental factors and the development of the times make someone's desire to change. A person can be assessed for his lifestyle from habits, for example when wearing clothes, food consumed, and activities are undertaken.

Servicescape

According to Fitzsimmons and Fitzsimmons (2011) servicescape is a physical facility in services designed for guest needs to influence behavior and satisfy guests where the design of physical facilities will have a positive impact on guests and employees. Lovelock and Wirtz (2011) define environmental service, also known as servicescape, as a style and form of the physical environment and its add-ons that the customers can find around the location.

Previous Research

Hapsari *et al* (2020) analyzed the Lifestyle, Knowledge and Dinescape Impact on Repurchase Intention (Case Study of the Implementation of Health Protocols in Restaurant "X", Bandung City)". The result shows that that lifestyle has an effect on repurchase intentions at one of the restaurants in Bandung. Lifestyle applied by the community is good. It can explain in a highest statement regarding the desire to always apply health protocols when doing dine in.

Song and Jai (2018) analyzed the Influence of Servicescape of Exhibition on the Visitors Immersion and Revisit Intention. The result shows that the servicescape and the immersion of the visitor have a positive effect on the revisit inquiry. This shows that the service scape of the exhibition has a significant influence on the immersion and revisit intention, so it is necessary to provide a better servicescape to the visitors.

Situmorang *et al* (2020) analyzed the Effect of Social Media, Servicescape and Customer Experience on Revisit Intention with The Visitor Satisfaction as an Intervening Variables in The Tree House on Tourism Habitat Pamah Semelir Langkat Regency. The result shows that servicescape a positive and significant effect on revisit intention. The researcher suggested to complete and improve existing facilities such as the area of the road leading to the destination must be improved and the interior must be more attractive so that visitors feel satisfied and can return to the destination.

Conceptual Framework

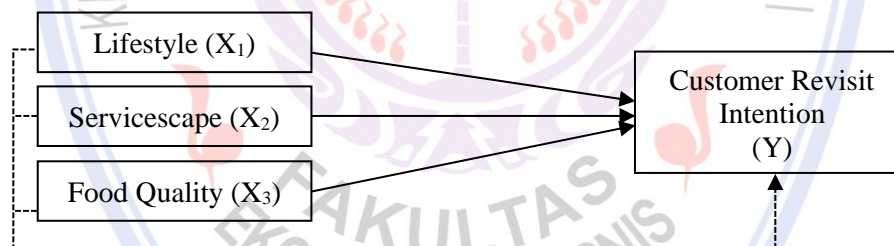


Figure 1. Conceptual Framework
Source: *Theoretical Framework, 2021*

RESEARCH METHOD

Research Approach

This research type is causal which uses quantitative type of research. Quantitative research or quantitative method (Sugiyono, 2013) defined as research method based on positivism paradigm that used to investigate specifics population or samples. This research is focus on consumer behavior, which is revisit intention. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Malhotra, 2010). The method used in this research is multiple linear regression analysis.

Population, Sample Size, and Sampling Technique

Population is the citizen of Manado City who has been visited Decade Coffee Shop which are 100 respondents. The sampling design is purposive sampling because the research did not choose the respondents randomly but the respondent should be the people that already have an experience in visiting Decade Café.

Data Collection Method

In this research the questionnaire distributed to the customers of Decade Coffee Shop Manado. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. Questionnaires are administrated personally without any coercion by the researcher. There were two sections in the questioner. The first section asked about respondent's identities and the second asked about things that related with the variables.

Operational Definition of Research Variable

1. Lifestyle. The way a person spends her money and time at Decade Café.
(Indicators: Activity, Interest, and Opinion)
2. Servicescape. An environment service that includes all facilities a service organization provides the customers exterior as well as interior attributes at Decade Café.
(Indicators: Ambient, Spatial Layout, and Sign, Symbol, and Artifact)
3. Food Quality. Food quality is about tastiness of the food and food presentation that believe to create the first impression for the customer of Decade Café.
(Indicators: Freshness, Taste, and Variety)
4. Customer Revisit Intention. A possibility of the customer to repeat the activity or visit to Decade Café.
(Indicators: Revisiting Intention, Recommendation Intention, and Promotion Intention)

Data Analysis Method

Validity and Reliability Test

Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The reliability of a measure is established by testing for both consistency and stability (Sekaran and Bougie, 2010). The purpose of testing reliability is to determine the level of measurement non error, it means showing the consistency of measurement. Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher.

Multiple Regression Analysis Model

Multiple regressions is a descriptive tool used to develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables to test and explain a causal theory. A multiple linear regression analysis is carried out to predict the values of a dependent variable, Y, given a set of p explanatory variables (Tranmer and Elliot, 2008). The formula of multiple regression models in this research is shown below:

$$y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y	: Customer Revisit Intention
a	: Intercept
β_1 - β_2	: Regression Coefficient of Each Variable
X_1	: Lifestyle
X_2	: Servicescape
X_3	: Food Quality
e	: Error

RESULT AND DISCUSSION

Result

Reliability Test

"The minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6 (Sekaran and Bougie, 2010). The table above shows that Cronbach's Alpha > 0.6.

Table 1 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables (lifestyle, servicescape, food quality, and customer revisit intention) in this research is considered reliable and can be used to retrieve data.

Table 1. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Lifestyle	0.6	0.774
2	Servicescape	0.6	0.799
3	Food Quality	0.6	0.718
4	Customer Revisit Intention	0.6	0.804

Source: Data Processed, 2021

Validity Test

This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.196) then the instrument is considered as valid (Sugiyono, 2013).

Table 2. Validity Test

Variable	Item	R _{count}	R _{table}	Status
Lifestyle (X ₁)	X _{1.1}	0.806	0.196	Valid
	X _{1.2}	0.875	0.196	Valid
	X _{1.3}	0.815	0.196	Valid
Servicescape (X ₂)	X _{2.1}	0.872	0.196	Valid
	X _{2.2}	0.773	0.196	Valid
	X _{2.3}	0.914	0.196	Valid
Food Quality (X ₃)	X _{3.1}	0.811	0.196	Valid
	X _{3.2}	0.800	0.196	Valid
	X _{3.3}	0.843	0.196	Valid
Customer Revisit Intention (Y)	Y ₁	0.881	0.196	Valid
	Y ₂	0.779	0.196	Valid
	Y ₃	0.899	0.196	Valid

Source: Data Processed, 2021

All the total values for each indicator for independent variables (lifestyle, servicescape, food quality) and dependent variables (customer revisit intention) are above R_{table} (0.196). It means all the indicators are valid and can be used on this research.

Classical Assumption Test Multicollinearity Test

Table 3. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Lifestyle	.988	1.013
Servicescape	.915	1.093
Food Quality	.920	1.086

Source: Data Processed, 2021

Table 3 shows that the tolerance and VIF values. The tolerance value of lifestyle, servicescape, and food quality are more than 0.1. The VIF value are less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Heteroscedasticity

Figure 2 shows that the dots is not created a specific pattern and also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this regression model.

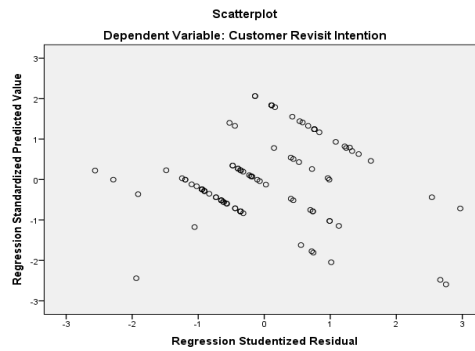


Figure 2. Heteroscedasticity
Source: Data Processed (2021)

Normality Test

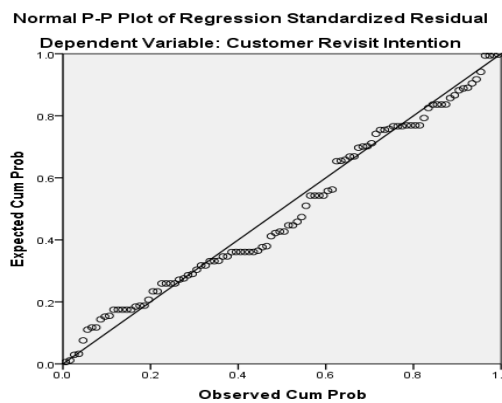


Figure 3. Normality Test
Source: Data Processed (2021)

Figure 3 shows that the dots are spread in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.987	.533		1.853	.067		
Lifestyle	.074	.067	.077	1.103	.273	.988	1.013
Servicescape	.500	.061	.598	8.236	.000	.915	1.093
Food Quality	.268	.070	.070	3.829	.000	.920	1.086

Source: Data Processed, 2021

The result in the Table 4 can be expressed in regression equation as:

$$Y = 0.987 + 0.074 X1 + 0.500 X2 + 0.268 X3 + e$$

The interpretation of the equation is:

1. Constant value of 0.987 means that in a condition of ceteris paribus, if all independents variables equal to zero, then customer revisit intention (Y) as dependent variable is 0.987
2. X1 coefficient value of 0.074 means that if there is one unit increase in lifestyle (X1) then customer revisit intention (Y) will improve and increase by 0.074
3. X2 coefficient value of 0.500 means that if there is one unit increase in servicescape (X2) then the customer revisit intention (Y) will improve and increase by 0.500.

4. X3 coefficient value of 0.268 means that if there is one unit increase in food quality (X3) then the customer revisit intention (Y) will improve and increase by 0.268.

Table 5. R and R²**Model Summary^b**

Model	R	R Square
1	.733 ^a	.537

Source: Data Processed (2021)

R and R² or R Square are used to see the relationship between independent and dependent variables. Table 4.4 shows that the R² is 0.537 which mean the independent variable affecting the dependent variable with 53.7%.

Hypothesis Testing

Table 6. F-Test Output**ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.566	3	3.522	37.151	.000 ^b
Residual	9.101	96	.095		
Total	19.667	99			

Source: Data Processed, 2021

Table 6 shows that in this research the F_{count} is higher than F_{table} , $F_{\text{count}} = 37.151 \geq F_{\text{table}} = 3.089$, H_1 is accepted. Independent variables lifestyle, servicescape, and food quality are simultaneously influences customer revisit intention as dependent variable.

Table 7. T-Test Output

Variables	T _{count}	T _{table}	Description
Lifestyle (X ₁)	1.103	1.984	Rejected
Servicescape (X ₂)	8.236	1.984	Accepted
Food Quality (Y)	3.829	1.984	Accepted

Source: Data Processed, 2021

- Table 7 shows that t_{count} is 1.103 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{\text{count}} = 1.103 \leq t_{\text{table}} = 1.984$. Since the t_{count} is lower than t_{table} then H_2 is rejected. It means that variable lifestyle is not significantly influence customer revisit intention.
- Table 6 shows that that t_{count} is 8.236 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{\text{count}} = 8.236 \geq t_{\text{table}} = 1.984$. Since the t_{count} is higher than t_{table} H_3 is accepted. It means that variable servicescape is significantly influence customer revisit intention
- Table 6 shows that t_{count} is 3.829 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{\text{count}} = 3.829 \geq t_{\text{table}} = 1.984$. Since the t_{count} is higher than t_{table} H_4 is accepted. It means that variable food quality is significantly influence customer revisit intention.

Based on the result; two of three independent variable (servicescape and food quality) have a significant influence toward the dependent variable (customer revisit intention). The other one independent variable (lifestyle) not has a significant influence toward the dependent variable (customer revisit intention) but, lifestyle is has a positive influence on customer revisit intention. In simultaneously test, the result shows that all the independent variable are influence the dependent variable. Which mean, the hypotheses 1, 3, and 4 are accepted.

Discussion

Lifestyle and Customer Revisit Intention

The previous research by Hapsari et al (2020) about "Lifestyle, Knowledge and Dinescape Impact on Repurchase Intention (Case Study of the Implementation of Health Protocols in Restaurant "X", Bandung City)", the result shows that that lifestyle has an effect on repurchase intentions at one of the restaurants in Bandung. Lifestyle applied by the community is good. It can explain in a highest statement regarding the desire to always

apply health protocols when doing dine in. The researchers suggested to improve the lifestyle adopted by the community, this can be done in a way, the restaurant provides complete information on their social media accounts that they have, a list of the food and drink menus provided that can be ordered online.

Different from the previous research by Hapsari et al (2020), this research shows an opposite result that lifestyle has not significantly influence the customer revisit intention at Decade Coffee Shop Manado. The elements of lifestyle on this research about the customer's activities, interest, and opinion. Activities is focus on consumer daily routines and hobbies. Interest is focus on customers' preference and priority. Opinion is about the customers' descriptive believes from their own personal about the coffee shop. According to some customer, they like to spending their free time (outside their main activity) at Decade Coffee Shop and think that Decade Coffee Shop is a great place to hanging out with friends and acquaintance. In the other hand, most customers often to spending their free time at Decade Coffee Shop and think those type of lifestyle are not influencing their intention to revisit Decade Coffee Shop. Even the lifestyle is not significantly influence on the customers' revisit intention, it has a positive influence. Based on the result, Decade Coffee Shop should think about how to attract and drive the customers to spend their free time at Coffee Shop. Because most of the customers are employees and civil servant, it's better to give a special menu or special price (discount) at lunch time (12PM-2PM). It can increasing the customer intention to revisit and created a positive word of mouth that can gain new customers.

Inconvenience and Brand Switching

Servicescape and Customer Revisit Intention

The previous research by Song and Jai (2018) about "The Influence of Servicescape of Exhibition on the Visitors Immersion and Revisit Intention", the result shows that the servicescape and the immersion of the visitor have a positive effect on the revisit inquiry. This shows that the service scape of the exhibition has a significant influence on the immersion and revisit intention, so it is necessary to provide a better servicescape to the visitors. Another previous research by Situmorang, Rini, and Sembiring (2020) about "The Effect of Social Media, Servicescape and Customer Experience on Revisit Intention with The Visitor Satisfaction as an Intervening Variables in The Tree House on Tourism Habitat Pamah Semelir Langkat Regency", the result shows that servicescape a positive and significant effect on revisit intention. The researcher suggested to complete and improve existing facilities such as the area of the road leading to the destination must be improved and the interior must be more attractive so that visitors feel satisfied and can return to the destination.

This research supported the previous research by Song and Jai (2018) and Situmorang, Rini, and Sembiring (2020). The result shows that servicescape has a significant influence on customer revisit intention at Decade Coffee Shop and become the most significant factor the influence customers revisit decision at Decade Coffee Shop. The servicescape elements investigated in this study include ambient conditions spatial layout and functionality and also signs symbols and artifacts. According to most of the customers, the overall physical surrounding (lights, decoration, equipment, furnishing, and all the sign) at Decade Coffee Shop is good. The customers feel comfortable with the furniture arrangement, atmosphere, and also include the music at café. The sign of Decade Coffee Shop also is clearly seen by the customer, so it is easy to recognize. The customers also think that the air circulations and room temperature at Decade Coffee Shop is good and make them want to stay at café longer. Those servicescape elements make the customer feel comfortable and want to revisit Decade Coffee Shop. Based on the result, Decade Coffee Shop should keep their good current performance at servicescape and pay attention to that factor. The place should be always clean, well arranged, and have a good atmosphere to retaining the customers.

Food Quality and Customer Revisit Intention

The previous research by Amalia and Hidayat (2018) about "Relationship between Food Quality, Service Quality, E-WOM, and Revisit Intention in Vegetarian Restaurant Yogyakarta", the result shows that food quality has a significant positive effect on consumer revisit intention at Vegetarian Restaurant Yogyakarta. Another previous research that also has the same result which is about "The Effects of Fast Food Restaurant Attributes on Customer Satisfaction, Revisit Intention, and Recommendation Using DINESERV Scale" by Chun and Ochir (2020), the result shows that food quality has a positive influence on customer revisit intention. The findings suggest the revisit intention is positively associated with food quality and other research variable (customer satisfaction, restaurant service quality, and physical environment quality in a fast food restaurant).

This research supported the previous research by Amalia and Hidayat (2018). The result shows that food quality has a significant and positive influence on customer revisit intention at Decade Coffee Shop. The food quality elements on this research is about the food freshness, taste, and variety. According to the customer, the

food and beverage that served by Decade Coffee Shop is delicious and suitable with their taste. The food and beverage has a good quality in freshness, presentation, and texture. The customers also think that there's a lot of variety food and beverage, so the customers did not get bored with the same menu. Those customers' opinions drives their intention to revisit Decade Coffee Shop. Based on the result, the food quality is good and likeable to the customers. Decade Coffee Shop should keep their current food quality and even added some new menus for the customers because they like to try many kind of menu. The owner should keep their employee (cook, barista, and server) current performance like give a bonus or other reward that can be motivate the employee to work harder because it shows already done their job well by serving a delicious and well-presented food for the customers of Decade Coffee Shop.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, the conclusion are:

1. The result shows that lifestyle, servicescape, and food quality have a simultaneous and significant influence on customer revisit intention at Decade Coffee Shop.
2. The result shows that lifestyle has not significantly influence customer revisit intention at Decade Coffee Shop.
3. The result shows that servicescape has significantly influence customer revisit intention at Decade Coffee Shop.
4. The result shows that food quality has significantly influence customer revisit intention at Decade Coffee Shop.

Recommendation

There are three recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Based on the result, servicescape have the most influence on customer revisit intention at Decade Coffee Shop. Servicescape elements on this research is ambient conditions spatial layout and functionality and also signs symbols and artifacts. Decade Coffee Shop should keep their good performance at servicescape and pay attention to that factor. The place should be always clean, well arranged, and have a good atmosphere to retaining the customers.
2. Food quality become the second factor that influence the customer revisit intention at Decade Coffee Shop. The food quality elements on this research is about the food freshness, taste, and variety. Decade Coffee Shop should keep their current food quality and even added some new menus for the customers because they like to try many kind of menu. The owner should keep their employee (cook, barista, and server) current performance like give a bonus or other reward that can be motivate the employee to work harder because it shows already done their job well by serving a delicious and well-presentation food for the customers of Decade Coffee Shop.
3. Lifestyle become the only factor that did not significantly influence customer revisit intention at Decade Coffee Shop. The elements of lifestyle on this research about the customer's activities, interest, and opinion. Based on the result, Decade Coffee Shop should think about how to attract and drive the customers to spend their free time at Coffee Shop. Because most of the customers are employees and civil servant, it's better to give a special menu or special price (discount) at lunch time (12PM-2PM). It can drive the customer to come back again and created a positive word of mouth that can gain new customers.

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