THE INFLUENCE OF THE PHYSICAL ENVIRONMENT AND SERVICE QUALITY IN COFFEE SHOP ON REPURCHASE INTENTION (CASE STUDY ON JANJI JIWA COFFEE SHOP IN TOMOHON)

PENGARUH LINGKUNGAN FISIK DAN KUALITAS LAYANAN DI KEDAI KOPI TERHADAP NIAT UNTUK MEMBELI KEMBALI (STUDI KASUS KEDAI KOPI JANJI JIWA DI TOMOHON)

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Abstract: The development of business in the current era occurs very quickly. The food and beverage sector are no exception. From small-scale businesses to large-scale businesses. One of the businesses that is experiencing very fast development is a Coffee Shop. According to the Coffee Association in Indonesia, the development of coffee shops in Indonesia has reached 15-20% growth. One of the coffee shop outlets in Indonesia is the Janji Jiwa Coffee Shop. Janji Jiwa must think of a strategy to be able to compete with other coffee shops plus the current situation we are facing covid-19. One of the strategies that can be used by the Janji Jiwa Coffee Shop to survive in the competition is to increase the intention to buy back from consumers so that they can get more benefits even if only from one customer. The physical environment and service quality may influence the repurchase intention of consumers. This study aims to analyze and gain a more comprehensive understanding of the effect of Physical Environment and Service Quality on Repurchase Intention in Janji Jiwa Coffee Shop. The researcher conducted this research through quantitative methods. The multiple linear regression analysis method is used to analyze the effect of the independent variable on the dependent variable. This study conducts with 100 customers from Janji Jiwa Coffee Shop in Tomohon as the respondents. The result of this study found that physical environment and service quality partially has positive effect on repurchase intention and the result also shown that physical environment and service quality simultaneously have a positive effect on repurchase intention.

Keywords: physical environment, service quality, repurchase intention.

Abstrak: *Perkembangan bisnis di era saat ini terjadi dengan sangat cepat. Tak terkecuali di sektor makanan dan minuman. Mulai dari bisnis skala kecil hingga bisnis skala besar. Salah satu bisnis yang mengalami perkembangan sangat pesat adalah Coffee Shop. Menurut Asosiasi Kopi Indonesia, perkembangan kedai kopi di Indonesia telah mencapai pertumbuhan 15-20%. Salah satu gerai coffee shop yang ada di Indonesia adalah Janji Jiwa Coffee Shop. Janji Jiwa harus memikirkan strategi untuk bisa bersaing dengan kedai kopi lainnya ditambah situasi saat ini yang kita hadapi covid-19. Salah satu strategi yang dapat digunakan oleh Kedai Kopi Janji Jiwa untuk bertahan dalam persaingan adalah dengan meningkatkan niat beli kembali dari konsumen sehingga dapat memperoleh keuntungan lebih walaupun hanya dari satu konsumen. Lingkungan fisik dan kualitas layanan dapat mempengaruhi niat pembelian ulang konsumen. Penelitian ini bertujuan untuk menganalisis dan memperoleh pemahaman yang lebih komprehensif tentang pengaruh Lingkungan Fisik dan Kualitas Layanan terhadap Repurchase Intention di Kedai Kopi Janji Jiwa. Peneliti melakukan penelitian ini melalui metode kuantitatif. Metode analisis regresi linier berganda digunakan untuk menganalisis pengaruh variabel bebas terhadap variabel terikat. Penelitian ini dilakukan dengan 100 pelanggan dari Kedai Kopi Janji Jiwa di Tomohon sebagai responden. Hasil penelitian ini menemukan bahwa lingkungan fisik dan kualitas layanan secara parsial berpengaruh positif terhadap niat beli ulang dan hasilnya juga menunjukkan bahwa lingkungan fisik dan kualitas layanan secara simultan berpengaruh positif terhadap niat beli ulang.*

Kata Kunci*: lingkungan fisik, kualitas layanan, niat beli ulang*

INTRODUCTION

Research Background
One of the factors that influence the growth of coffee shops in Indonesia is the increasing the number of coffee drinkers in Indonesia based on data from the International Coffee Organization (ICO), Indonesia's domestic coffee consumption in the 2018-2019 period reached 50,97% of its production. Indonesia also is one of the coffees producing countries in the world. Indonesia's coffee production in 2020 is 773.4 thousand tons. Meanwhile in 2019 coffee production reached 761 thousand tons, the comparison between 2019 and 2020 is 0.65%. There are seven components of café attributes, namely shop atmosphere, location, convenience facilities, value, sales assistant service, after sales service, and merchandise (Koo, 2003). According to Damanik (2008), the motivation of consumers to visit a coffee shop is not only to enjoy the drinks and food served but also to enjoy the atmosphere in the coffee shop. Because as we know that today customers come to the coffee shop not only to buy the product, but also a place to enjoy the atmosphere in the coffee shop.

The Covid-19 pandemic, on the other hand, has a significant influence on a variety of sectors, including the economy. One of the industries that has been harmed by the COVID-19 pandemic is the food and beverage industry. The government's regulations limiting people's movement throughout 2020-2021, such as PSBB and PPKM, have a negative impact on actors in the food and beverage business, forces people in this industry to survive this pandemic era. One of the cafes that has been in the spotlight in this study and has been affected by this pandemic is the Janji Jiwa Coffee Shop. Janji Jiwa coffee shop is one of the largest coffee shops in Indonesia and also one of the coffee shops that have felt the negative impact of the Covid-19 pandemic. The owner of the Janji Jiwa coffee shop said that there was a decrease in income of up to 50% depending on the area where the outlet was located because as we all know, the branches of the Janji Jiwa coffee shop have spread all over Indonesia. One of the factors that also affected the decline in income from Janji Jiwa coffee shop also caused by this pandemic was the reduced of repurchase intention at the Janji Jiwa coffee shop because people were afraid to get infected from the Covid-19 virus.

Several strategies that can be used by Janji Jiwa coffee shop are in the aspect of the Physical Environment and the Service Quality that able to help Janji Jiwa coffee shop to survive in the middle of this Covid-19 pandemic. Based on this explanation, it can be seen that the improved physical environment and quality of service are good strategies for coffee shops, especially Janji Jiwa coffee shop in order to increase their profits and also the customer repurchase intention during this covid-19 pandemic. According to research from Weliani (2015), Physical Environment through Customers Satisfaction have a positive influence on Repurchase Intention. Damanik (2008) said that the motivation of consumer to visit a coffee shop is not only to enjoy the drinks and food served but also to enjoy to the atmosphere in coffee shop. It is known that customers come to the coffee shop not only to buy the product, but also a place to enjoy the atmosphere in the coffee shop or consumers come to the coffee shop to relax, hang out, have a meeting, or work. According to Kaveh (2011), repurchase intention was most influenced by service quality. Service quality is a factor that significantly encourages consumers to make repeat purchases (Novfriday and Eviana, 2017; Listia, 2017; Abdullah, 2019).

Research Objectives
Based on the research problem, this research has several objectives:
1. To identify the effect of physical environment on repurchase intention partially.
2. To identify the effect of service quality on repurchase intention partially.
3. To identify the effect of physical environment and service quality on repurchase intention simultaneously.

THEORETICAL FRAMEWORK

Marketing
Marketing is an activity of creating and delivering value to the customer. American Marketing Association in 2017 defined marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The Chartered Institute of Marketing in 2012 defined marketing as the management process for identifying, anticipating and satisfying customer requirements profitably. Marketing also is an activity that provides value to customers, partners, customers, and society in general (Wilkie and Moore, 2012). Based on these theories, it can be concluded that marketing is an activity carried out by entrepreneurs to sell the goods or

services they sell by making consumers aware that they need these goods or services by telling them the value is more than what they are selling.

Repurchase Intention.

Repurchase intention occurs when consumers have done the purchasing of a product or a service before. Repurchase is defined as a consumer's actual behavior resulting in the purchase of the same product or service on more than one occasion. According Bojei and Hoo (2010), repurchase intention is a purchase intention on a similar product which is defined as the possibility of consumers to repurchase in the future. Kimppa (2014) defines the repurchase intention as an intention to buy again the brand of a product. Repurchase intention is the desire and the action of consumers to repurchase a product, because there is satisfaction on what that consumers require from a product (Nurhayati and Murti, 2012).

Physical Environment.

The physical environment is another aspect that companies can use to build competitive advantage. According to Chen and Hu (2010), physical environment plays a critical role in differentiating a service firm from its competitors and building its brand image. According to Lee and Jeong (2012), physical environment is considered as an important factor for the success of any restaurant, and it was defined in the literature as an environment, which includes overall layout, ambience, design, lighting, decoration, and aesthetics. According to Turley (2000), the store's atmosphere elements consist of interior, exterior, store layout and interior displays.
1. Interior. This category includes such as flooring/carpeting, lighting, scents and sounds, temperature, cleanliness, wall textures, and color usages.
2. Exterior. The exterior includes the storefront, marquee, entrances, display windows, building architecture, the surrounding area, and parking.
3. Store Layout. Included in this category are variables such as fixture, allocation of floor space, product groupings, traffic flow, department locations, and allocations within departments.
4. Decoration. This category includes products display, point of purchase display, posters, signs, card, teletext message, and wall decorations.
5. Human Variable. This Category includes customer crowding or density, privacy, customer characteristics, personnel/employee characteristics, and employee uniforms.

Service Quality.

Service quality reflects a concept of customers expectation and perception from a service or product they purchase. The definition of service quality was further developed as the overall evaluation of a specific service firm that results from comparing that firm's performance with the customers general expectations of how firms in that industry should perform (Chidabaram and Ramachandvan, 2012). Customers judge the quality of a service that is perceived based on what is described in their minds. Customers will turn to other service providers who are better able to understand customer specific needs and provide better service. According to Shin et al. (2015), service quality is discordance and direction between consumers' expectation and their recognition.

Previous Research

Vincent C.S.Heung and Tianming Gu (2012) investigated empirically the influence of restaurant atmospherics on the dining satisfaction and behavioral intentions of restaurant patrons. An extensive literature review first identified five dimensions of restaurant atmospherics, namely: facility aesthetics, ambience, spatial layout, employee factors, and the view from the window. Data were collected from 10 middle and upscale full-service restaurants in Hong Kong, and factor analysis and multiple regression analysis were then performed to unveil the relationship between restaurant atmospherics and dining satisfaction and behavioral intentions. The results reveal restaurant atmospherics to have a significant influence on patrons' dining satisfaction and their behavioral intentions, particularly their intentions to return and spread positive word-of-mouth and their willingness to pay more. Dining satisfaction itself was also found to have a significant influence on behavioral intentions, particularly the intentions to return and to recommend the restaurant.

Wonyoung Kim, Hee-Seork Park, Wanyong Choi, and Homun Jun examined the relationships between service quality, satisfaction, and purchase intention in the context of a non-profit business. The questionnaire consisted of four sections with 34 items: (1) service quality, (2) satisfaction, (3) purchase intention, and (4) demographics was developed from previous studies. Data were collected from the customers at the non-profit

business in the Midwest region of the United States of America. Collected data were preceded by a step-wise analysis including reliability tests, descriptive statistics, and a path analysis. Results revealed that customers at the non-profit fitness business rated tangibility highest (M=6.10) followed by assurance (M=5.83) and responsiveness (M=5.76). Path Analysis is utilized to examine a model linking service quality, customer satisfaction, and purchase intention by the customers at the non-profit business. Relationships between service quality variables except tangibility and satisfaction appeared statistically significant. In addition, the relationship between satisfaction and purchase intention showed statistically significant; however, the direct relationship between service quality variables and purchase intention did not indicate statistically significant result.

Jooyeon Ha and Soocheong Jang (2012) identified how the perception of atmospherics in an ethnic restaurant setting influences customers' perceptions of service quality and food quality, as well as the extent to which perceptions of quality mediate the relationship between perception of atmospherics and customer behavioral intentions. This study conducted structural equation modeling (SEM) to test the mediating effects of quality perception, and also performed multiple regression analyses to identify the influences of specific environmental factors on quality perception and behavioral intentions. Perceived quality regarding services and foods had a partially mediating effect. Further, the indirect effect of perceived atmospherics on behavioral intentions through perceived quality was greater than the direct effect.
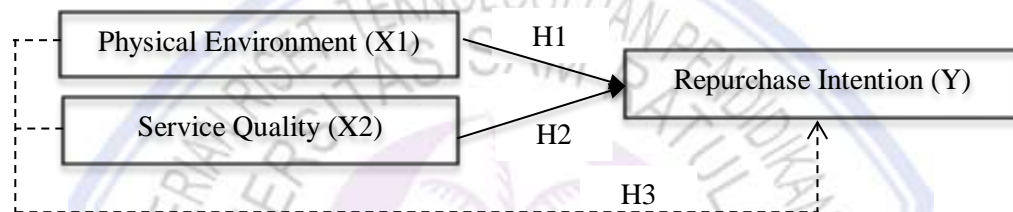
Conceptual Framework.

Figure 1. Conceptual Framework
Source: Literature Review (2021)

Research Hypothesis
H1: Physical Environment effect has an impact on Repurchase Intention partially.
H2: Service Quality effect has an impact on Repurchase Intention partially.
H3: Physical Environment and Service Quality factors have an impact on Repurchase Intention simultaneously

RESEARCH METHOD

Research Approach.

This research will use quantitative approach in order to collect the data. Quantitative research is the measurement of quantitative data and objective statistics through scientific calculations derived from a sample of people or residents who are asked to answer a number of questions about the survey to determine the frequency and percentage of their responses.

Population, Sample Size and Sampling Technique.

The target population was the customers at Janji Jiwa Coffee Shop in Tomohon. This research is because the population has unknown information, the authors use the technique of determining the number of samples by Rao (2006):

$$n = \frac{Z^2}{4\,(moe)^2} = \frac{1.96^2}{4(0.1)^2} = 96.04 \approx 100$$

Note:
n　　= Sample size
Z　　= The level of normal distribution at the significant level is 5% = 1.96
Moe　= Margin of Error Max, that is, the maximum tolerable or desirable rate of sampling error (10%).

Based on the calculation, the minimum number of samples that must be met is at least 96 respondents and the number of respondents is rounded to 100 respondents. A sampling method is used with consideration to save time, effort, and cost, then in this study used convenience sampling (accidental sampling) where potential respondents selected were those who visit Janji Jiwa Coffee Shop in Tomohon.

Data Collection Method.

The data that will be used in this study are primary data that will be collected directly by the author, and secondary data that will be taken from data that already exists in the company.

Operation Definition of Research Variables.
1. Physical Environment (X1): The physical environment is another aspect that companies can use to build competitive advantage.
2. Service Quality (X2): Effort to fulfill the needs and desires of consumers and the accuracy of its delivery in balancing consumer expectations.
3. Repurchase Intention (X3): Repurchase intention occurs when consumers have done the purchasing of a product or a service before**.**

Data Analysis Method Validity and Reliability Test.

According to Arikunto (2013), validity test is a measure of the level of validity of an instrument. Validity test is used to measure the validity of a questionnaire. The purpose of the reliability test was to see how the respondents interpreted the items in the research instrument, as evidenced by the consistency of their responses. According to Arikunto (2013), reliability refers to a definition that an instrument is reliable to use as data collection tool because that instrument has been good.

Multiple Linear Regression Analysis Model.

According to Basuki and Prwaoto (2016), Linear Regression analysis is statistical techniques for modeling and investigating the effect of one or more independent variables on dependent variable. The generic form of a multiple linear regression is:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + e$$

Description:
Y   = Dependent Variable (Customer Loyalty)
α   = Constant
β1 β2 β3   = The regression coefficient of each variable
X1   = Independent Variable 1
X2   = Independent Variable 2
e   = Error

RESULT AND DISCUSSION

Result
Validity Test.

All the total value for each indicator for independent variables and dependent variables is above 0.195. It means all the indicators are valid.

Reliability Test
Table 1. Reliability Test

Variable	Cronbach's Alpha
Physical Environment	0.760
Service Quality	0.725
Repurchase Intention	0.758

Source: SPSS output (2021)

Based on Table 4.2, it shows that all variables (Physical Environment (X1), Service Quality (X2), Repurchase Intention (Y)) have a Cronbach's alpha value is greater than 0.6. This means that the measuring

instrument is reliable.
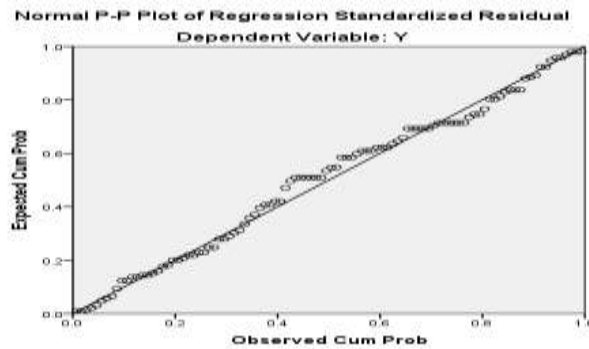
Classical Assumption Test.

Figure 2. Normality Test
Source: Data processed (2021)

From the figure shows that the plotting data (points) spread out around the diagonal lone, and the spread
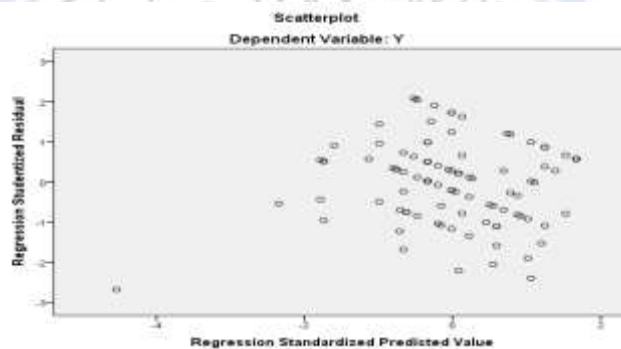

Figure 3. Heteroscedasticity Test.
Source: Data processed (2021)

Based on the results of the image output, it shows that the parameter coefficient for all independent variables used in the study does not occur heteroscedasticity as seen from the scatterplot that spread and does not form a certain pattern.follows the diagonal line. This shows that the regression model fulfills the normality assumption

Table 2. Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PHYSICAL ENVIRONMENT (X1)	.612	1.635
	SERVICE QUALITY (X2)	.612	1.635

a. Dependent
b. Variable: REPURCHASE INTENTION (Y)
Source: Data processed (2021)

From the table above it can be seen that the tolerance value of the two independent variables is more than 0,10 and the VIF value of the two independent variables are below 10,00. The result means it can be stated that the regression model does not have a multicollinearity problem.

Multiple Linear Regression Analysis
Table 3. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta
1	(Constant)	6.710	1.675	
	PHYSICAL ENVIRONMENT (X1)	.200	.081	.243
	SERVICE QUALITY (X2)	.354	.094	.371

a. Dependent Variable: REPURCHASE INTENTION (Y)
Source: Data processed (2021)

From a result in Table, a multiple regression equation can be drawn up as follows:

$$Y = 6.710 + 0.200 + 0.354$$

From the multiple linear regression equation above it can be interpreted as follows:
1. The constant value in the multiple linear regression equation above is 6.170, this explain that if the Physical Environment (X1) and Service Quality (X2) variables are 0 (zero), then the value of Repurchase Intention is 6.710.
2. The Physical Environment variable regression coefficient (X1) is 0.200 and is positive, this explains that Physical Environment (X1) have a positive effect on Repurchase Intention (Y) and if Repurchase Intention (X1) increase by one unit while the Service Quality (X2) is assumed to be constant, then the Repurchase Intention (Y) will increase by 0.200.
3. The regression coefficient for the Service Quality (X2) is 0.354 and is positive, this explains that Service Quality (X2) has a positive effect on Repurchase Intention (Y) and if the Service Quality (X2) increase by one unit while Physical Environment (X1) are assumed to be constant, then the Repurchase Intention (Y) will increase 0.354.

Hypothesis Testing
Table 4. T-test

Coefficients^a

Model		T	tTable	Sig.
1	(Constant)	4.006		.000
	PHYSICAL ENVIRONMENT (X1)	2.457	1.984	.016
	SERVICE QUALITY (X2)	3.754	1.984	0.00

Dependent Variable: Repurchase Intention (Y)
Source: Data processed (2021)

1. According to table 4.5 above shows the result of t-test, where the significant level that is used is 5%, and t-table value is 1.984. Table above shows the significant value of Physical Environment (X1) is 0.016 which below the value of significant level that required which is 0.05, then the t-count of Physical Environment (X1) is 2.457 which is greater than 1.984 that means the first hypothesis which stated, there is significant influence of Physical Environment on Repurchase Intention at Janji Jiwa Coffee Shop in Tomohon partially is accepted.
2. The second variable which is Service Quality (X2) showed the level of significant value at 0.00 which is below 0.05 or 5%, the value of t-count is equal to 3.754 which is greater than the value of t-table which is 1.984, based on the information above shows that the second hypothesis which stated, there is significant influence of Service Quality on Repurchase Intention at Janji Jiwa Coffee Shop in Tomohon partially is accepted.

Table 5. F-Test

<div align="center">ANOVA^a</div>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	106.092	2	53.046	19.348	.000^b
	Residual	265.948	97	2.742		
	Total	372.040	99			

a. Dependent Variable: REPURCHASE INTENTION (Y)

b. Predictors: (Constant), (X2) SERVICE QUALITY, (X1) PHYSICAL ENVIRONMENT

Source: Data processed (2021)

Table above shows the result of F test in ANOVA table, the significant level that shows inside table ANOVA is 0.000 while this study used 5% or 0.05 as the significance level, means the significant value in the table is smaller than 5% or 0.05, the overall degree of freedom is 99 that consists of the degree of freedom value in regression model is 2 and the degree of freedom in residual is 97. If the value of F count is greater than F table meaning the level of fitness model is strong. The value of F table is 3.09 and the value of F count inside ANOVA table is 19.348, the result shows that F count is greater than F table which indicates the fitness of the model is high. It means that the independent variable significantly affects the dependent variable simultaneously. Therefore, the alternative hypothesis is accepted.

Discussion.
Physical Environment on Repurchase Intention.

Café atmosphere relies on the premise that the environment of the café (such as room layout, color, lightning, and decoration) can stimulate the perception response and consumer emotion, in which, in the end, it affects the purchase behavior (Berman and Evans, 2013). Based on the test results, the t value of the Physical Environment variable (X1) is 2.457 with a significance level of 0.016. T count of Physical Environment is 2.457 and its greater than t table which is 1.984 while the significance level has a value greater than Alpha (0.05) with 0.016. It can be concluded that the Physical Environment has effect on Repurchase Intention, which means that Repurchase Intention are affected by Physical Environment. Based on these results, the physical environment is one of the significant factors that influence repurchase intention. A clean, safe and comfortable physical environment can influence the minds of consumers on repurchase intention. A good café atmosphere can be the reason for the customer to assess or evaluate whether they are satisfied with the service given or not. A comfortable café atmosphere can enhance customer repurchase intention. The result of this study is parallel with the previous studies suggesting that café atmosphere or physical environment is a predictor of customer satisfaction and repeat repurchase intention (Ha and Jang, 2012; Heung and Gu, 2012). Typically, customers who come to the café providing unique or specific theme look for the experience and atmosphere which differs from other cafes. The facility or environment element affects customer satisfaction and determine their repurchase intention.

Service Quality on Repurchase Intention.

Based on the test results, the t value for the Service Quality (X2) variable was 3.754 with a significance level of 0.000. t count of Service Quality has a greater value than t table, which is 1.984. While the significance level has a smaller value than Alpha (0.05), which is 0.000. It can be concluded that Service Quality variable has a positive impact on Repurchase Intention, which means that Service Quality affects Repurchase Intention. With good service quality at Janji Jiwa coffee shop, it can encourage consumers' intention to buy back the products in the coffee shop and can also increase the income at the coffee shop, and also with the existence of good, safe and clean service quality from employees who Being in a coffee shop can also prevent the spread of the Covid-19 virus. Because as we know that the Covid-19 virus can spread between each other if the employees in the coffee shop do not maintain the quality of service. According to previous research from Kim et al. (2017) claim that service quality is a predictor of consumer repurchase intention in the next time. Service quality is an essential factor to understand customers behavioral intention. The more customer is satisfied with the service provided, the higher their commitment not to move to another café. A good service quality from coffee shop will have a higher repurchase intention compared with another coffee shop with a bad service quality.

Physical Environment and Service Quality on Repurchase Intention.

Based on the tests results, it shows that the value of F. The table shows the calculated of F value is 19.348 with a significant level 0.000. Because the significance level is smaller than Alpha (0.05), this explains that the independent variables, which is Physical Environment and Service Quality, together / simultaneously have a significant effect on Repurchase Intention, it means that Physical Environment and Service Quality can affect the Repurchase Intention in Coffee Shops. The final discussion is about the influences of physical environment and service quality on repurchase intention. The main idea is regarding the simultaneous effect given by both variables toward repurchase intention in coffee shop. Based on this research, the physical environment and service quality have an effect on repurchase intention in coffee shops. Repurchase intention is one of the most effective variables if we want to open a business, especially a coffee shop. With repurchase intention, we can get more profit even with only 1 customer. With the existence of a physical environment and also the quality of service that is clean, neat, and organized in a coffee shop, it can affect customers and also increase repurchase intentions from customers.

CONCLUSION AND RECOMMENDATION

Conclusion.
1. Physical Environment has partially significant effect on Repurchase Intention at Janji Jiwa Coffee Shop in Tomohon. It can be said that Physical Environment has an important effect on Repurchase Intention. Physical Environment is important effect because the existence of a physical environment with a neat, orderly and clean concept can affect repurchase intention in consumers and can also prevent the spread of the covid-19 virus in the coffee shop.
2. The result of this study has shown that Service Quality partially has a positive effect on Repurchase Intention it can be said that Service Quality has an important role in influencing the Repurchase Intention in Coffee Shop because the existence of good and clean service quality from employees in coffee shops can stimulate consumers to increase their repurchase intention.
3. Physical Environment and Service Quality have a significant effect simultaneously on Repurchase Intenton at Janji Jiwa Coffee Shop Tomohon. It can be said that Physical Environment and Service Quality have a positive and significant impact on Repurchase Intention. With a comfortable and clean physical environment as well as a friendly service quality and professional attitude or behavior towards consumers, it can affect the psychology of the customer towards repurchase intention.

Recommendation
1. The owner of Janji Jiwa Coffee Shop in Tomohon, must improve the Physical Environment (Atmosphere) in their Coffee Shop so they can compete with others and have a more value in their Coffee Shop. They can improve the Physical Environment like making the place better and comfort so that customers can feel comfortable and feel safe than before. Because based on the result of this research, proves that if Janji Jiwa Coffee Shop improve their Physical Environment (Atmosphere), can provoke the customer to increase their repurchase intention.
2. The owner of the Coffee Shop, especially in Janji Jiwa Coffee Shop in Tomohon, must pay more attention to cleanliness of the Coffee Shop, due the Covid-19 outbreak, and also Janji Jiwa Coffee Shop in Tomohon mus provide a place for customers to wash their hands before entering the Coffee Shops, sanitizer also to keep customers' hands clean, and also provide disinfectants to use in their coffee shops.
3. The owner of the Coffee Shops, especially Janji Jiwa Coffee Shop in Tomohon must pay attention in layout of the items in the Coffee Shop like tables and chairs, so that customers can move easier, because based on this result, the layout of goods in the Coffee Shops has a significant effect on consumer. In addition, it can limit the spread of Covid-19.
4. The owner of the Coffee Shop, especially Janji Jiwa Coffee Shop in Tomohon, in order to improve the Quality of Service at the Coffee Shop, because based on this research, Service Quality can affect the Repurchase Intention in Coffee Shops, especially at Janji Jiwa Coffee Shop in Tomohon. With the increasing of the Service Quality in Coffee Shop, consumers can feel more comfortable when ordering or reordering products in their coffee shop.
5. To researchers, especially researchers who want to research the Coffee Shops, they can increase the number of objects or make comparisons of objects, by including repurchase intention variable at the Coffee Shops

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