THE EFFECT OF COFFEE SHOP ATMOSPHERE, EMOTIONS, AND LIFESTYLE ON REVISIT INTENTION (STUDY CASE AT EXTRUCK COFFEE SHOP)

PENGARUH SUASANA KEDAI KOPI, EMOSI, DAN GAYA HIDUP TERHADAP REVISIT INTENTION (STUDI KASUS DI KEDAI KOPI EXTRUCK)

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Abstrak: Tujuan penelitian ini untuk mengetahui Analisis Pemberian *Reward*, Penilaian Kerja, Dan Tanggung Jawab Pekerjaan Terhadap Kinerja Karyawan Pada PT. Pegadaian Kanwil V Manado. Penelitian ini merupakan penelitian asosiatif kausal dengan menggunakan pendekatan kuantitatif. Populasi dalam seluruh karyawan PT Pegadaian Kanwil V Manado sebanyak 133 orang, dengan menggunakan rumus Slovin maka ditemukan jumlah sampel pada penelitian ini sebanyak 100 responden, teknik analisis menggunakan teknik Analisis Regresi Linear Berganda. Data yang digunakan dalam penelitian ini adalah data primer dan sekunder. Pengumpulan data pada penelitian ini dilakukan dengan menggunakan teknik wawancara, teknik penyebaran kuesioner dan teknik kepustakaan. Hasil penelitian menunjukan bahwa variabel Pemberian *Reward* berpengaruh positif tidak signifikan terhadap Kinerja Karyawan, variabel Penilaian Kerja berpengaruh positif tidak signifikan terhadap Kinerja Karyawan, dan variabel Tanggung Jawab Kerja berpengaruh positif signifikan terhadap Kinerja Karyawan. Simpulan dalam penelitian ini adalah peningkatan Kinerja Karyawan organisasi dapat dicapai melalui pembaharuan Pemberian *Reward*, Penilaian Kerja, Tanggung Jawab.

Kata Kunci: reward, penilaian kerja, tanggung jawab, kinerja karyawan.

Abstract: The purpose of this study is to determine the analysis of rewarding, work appraisal, and job responsibility on employee performance at PT. Pegadaian Regional Office V Manado. This research is a causal associative research using a quantitative approach. The population in all employees of PT Pegadaian Kanwil V Manado is 133 people, using the Slovin formula, the number of samples found in this study is 100 respondents, the analysis technique uses the Multiple Linear Regression Analysis technique. The data used in this study are primary and secondary data. Data collection in this study was carried out using interview techniques, questionnaire dissemination techniques and literature techniques. The results showed that the Reward variable had a positive insignificant effect on Employee Performance, the Work Appraisal variable had a positive insignificant effect on Employee Performance, and the Work Responsibility variable had a significant positive effect on Employee Performance. The conclusion in this study is that the improvement of organizational employee performance can be achieved through the renewal of Rewarding, Work Appraisal, Responsibility.

Keywords: reward, work appraisal, responsibility, employee performance.

INTRODUCTION

Research Background

One of the factors that drive the progress and profits of the coffee shop is repurchase or repeat purchases made by customers who make the intention to repurchase, there are several variables that drive this, namely the following atmosphere, emotions, and lifestyle. These three variables greatly influence the action of the intention

to revisit within the scope of the coffee shop because a comfortable atmosphere can lead to the intention of buyers to come to buy again, the atmosphere and emotions also have a close relationship in this case, because enjoying coffee is not just about taste the coffee but also the effect given by the atmosphere of the coffee shop which also affects the emotions of the customers.

Listening to live music can be anywhere, including in coffee shops things like that also make customers more interested in visiting the coffee shop and making purchases and may trigger the desire to revisit the place. Emotions can also have an important connection with the atmosphere of the coffee shop, everyone has their own emotions in responding to a thing or a place that he thinks he feels comfortable with visiting the place, when the customers already have an emotional match with the coffee shop. This is in the sense that emotionally he feels comfortable, makes him feel happy or happy to be in that place, or can restore the mood of the customer it can trigger the intention to return to visit the coffee shop. From the emotions of someone who is used to and has a sense of compatibility or a sense of comfort to spend free time or while looking for a place to relax to enjoy a cup of coffee will make that person accustomed to the atmosphere of the environment around the coffee shop and can make it a lifestyle and become a habit to be able to spend time in that place, indeed the lifestyle of a person is different depending on the way of life of the individual in which they manage the physical and social environment, and their emotions and economy based on their daily routine must have had the intention to return to visit the coffee shop, whether it's also to overcome the problem of despair from someone when there is a problem.

Along with the development of the coffee industry in Indonesia and its enthusiasts, especially in the North Sulawesi area, the development of coffee shops or coffee shops is also growing rapidly, there are around dozens of coffee shops already in North Sulawesi, especially in Tomohon City. Tomohon City is currently holding a local coffee development program in Tomohon city land, along with the development of coffee farmers who will support the coffee shop industry in the city of Tomohon. Tomohon City, which has a cool and comfortable climate and weather, makes some people from the elderly to young and even teenagers add to the enjoyment of coffee. In Tomohon City, there are at least 10 coffee shops with names. In general, the taste and recipe of coffee in each coffee shop in Tomohon is almost the same, without realizing it, we as buyers do not think or feel what factors make us have the intention to buy coffee in that place, whether it's because of the atmosphere from the coffee shop and the emotions we get from it or our lifestyle that is not separated from the bond with coffee and has made the pleasure of hanging out in a coffee shop a lifestyle today.

Extruck Coffee shop is one of the many coffee shops that are no less competitive with other coffee shops. Standing in a pandemic period does not hinder the growth, development and competitiveness of the coffee shop. By making a coffee shop concept that is different from the one other and networking from the owner, keeps the coffee shop busy being visited repeatedly. Seen from the acceleration and benefits of the coffee shop, indeed the opportunity to open a coffee shop in Tomohon City is very open along with the support of existing communities and the lifestyle of the community. In the city of Tomohon which likes places to gather while chatting, discussing many things, gathering with friends or family, as well as social factors too. That also supports Extruck coffee shop to have another comfortable coffee shop atmosphere design than others, as well as the lifestyle factors of the community itself.

Revisit intention has an important role and behavior in a coffee shop business or business, this behavior can occur because there is also word of mouth intentions from fellow customers and prospective customers which can also have a positive impact on the coffee shop, other factors involved in evaluation of behavioral intentions including the desire to recommend to others and positive word of mouth. The Extruck Coffee shop which is the place of this research must also depend fully on these three variables. What makes it different from other coffee shops in the city of Tomohon to encourage the progress and development of the coffee shop, the intention to return to visit a place to make a repurchase is one of the most important factors that should not be underestimated considering that a business or business must have a turnover, a stable and consistent market to support the needs of the coffee shop and for the needs of the customers as well.

Research Objectives
1. To determine the influence Coffee shop Atmosphere on Revisit Intention partially.
2. To determine the influence Emotions on Revisit Intention partially.
3. To determine the influence Lifestyle on Revisit Intention partially
4. To determine if Coffee shop Atmosphere, Emotions, and Lifestyle influence Revisit Intention Simultaneously.

THEORETICAL FRAMEWORK

Marketing
　　　　Shimp and Andrews (2010) state that marketing is a set of activities in which businesses and organizations create value exchanges between businesses and the company itself.

Consumer Behavior
　　　　Consumer behavior is all activities, actions, and psychological processes that encourage these activities both before buying, when buying, using and until they spend the product or service which is then evaluated. (Kusnadi and Darma, 2018)

Restaurant Atmosphere
　　　　An atmosphere may stimulate the five senses. Wall and Berry argued that although restaurant performance is based on food quality, the overall atmosphere influences customers' comments on the restaurant more.

Emotions
　　　　According to Hawkins, Mothersbaugh and Best (2004), emotion is an uncontrollable feeling but can affecting a person's behavior and habit. In his research.

Lifestyle
　　　　Lifestyle is an individual's living method in which they manage their physical, social, and psychosomatic and the economic environment on the basis of daily routine.

Revisit Intentions
　　　　The concept of revisit intention is derived from the behavioural intention. Oliver, Rust, and Varki (1997) defined the behavioural intention (among them, repurchase and word- of mouth intention) as ''a situation where everything is connected in a behaviour. From vacation and recreation point of view.

Previous Studies
　　　　Purwadi, Devitasari, and Darma (2020) aimed to present the relationship between Store Atmosphere, SERVQUAL, and Consumer Loyalty in Excelso (Big Mall, Samarinda City). They conducted online surveys (instrumental social networking sites). The sample of this study was based on purposive sampling. There were total 98 participants. The study hypotheses were assessed with the OLS model. They found that there is a significant positive effect of the Store Atmosphere variable on SERVQUAL and SERVQUAL on Consumer Loyalty. Meanwhile, the relationship between Store Atmosphere and SERVQUAL variables is positive-insignificant
　　　　Novendra, Verinita, and Masykura (2019) aimed: 1). How to Store Atmosphere affect customer satisfaction of consumers of Bioderm clinc Padang, 2). How to influence customer satisfaction to consumers Bioderm Clinic Revisit Intention Padang and 3) How does Store Atmosphere on Revisit Intention mediated by customer satisfaction to consumers clinc Bioderm Padang. The research object is clinc Padang Bioderm consumer customers. Data were obtained by a questionnaire survey. This analysis is tested using SmartPLS. From research conducted by known hypothesis test showed that the Store Atmosphere positive and significant impact on customer satisfaction. Customer satisfaction has a positive and significant impact on Revisit Intention. It is concluded that there is a partial mediating effect of customer satisfaction between the atmosphere on the intention to re-visit store.
　　　　Tulipa, Gunawan, and Supit (2014) examined the store environments (physical facilities, display of product and point of purchase) that could influence emotional responses (positive emotion and satisfaction) and repurchase intention. This study employed 260 customers of grocery stores in Surabaya, Indonesia. The results show that physical facilities affect satisfaction. Display of product and point of purchase have influence positive emotions. Positive emotion gives impact to customer satisfaction, then in turn satisfaction affect repurchase intention. However, positive emotion was not influence repurchase intention, significantly.
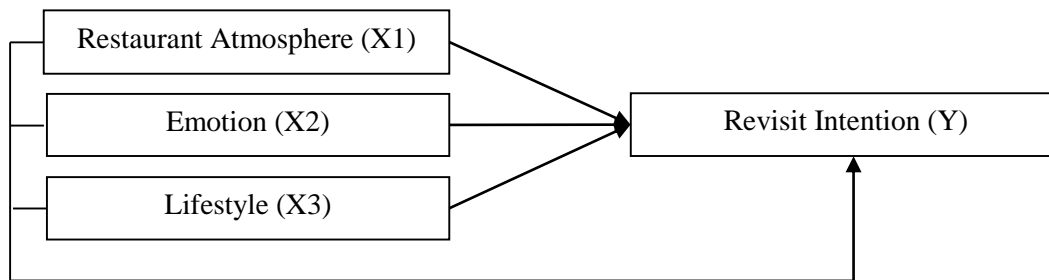
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Hypothesis
H1: There is an influence of Restaurant Atmosphere on Revisit Intention
H2: There is an influence of Emotions on Revisit Intention
H3: There is an influence of Lifestyle on Revisit Intention
H4: There are Restaurant Atmosphere, Emotions, and Lifestyle influence on Revisit Intention Simultaneously

RESEARCH METHOD

Research Approach
　　　This study uses a quantitative approach. The type of research used is the type of associative research. According to Sugiyono (2014), associative research is research that aims to determine the effect or also the relationship between two or more variables. Through this research it is hoped that it can find out the Effect of Coffee shop Atmosphere, Lifestyle and Emotional in Revisit Intention.

Population, Sample and Sampling Techniques
　　　The sample is a portion of the number and characteristics possessed by the population, or a small part of the population members taken according to certain procedures so that they can represent the population. According to Sugiyono (2014:136) Population is a generalized area consisting of: objects / subjects that have certain quantities and characteristics that are determined by researchers to be studied and then conclusions are drawn. The population in this study was the Customer of Extruck Coffee Shop. The sample is part of the number and characteristics of the population. The sample is part of the population taken for research purposes. The research sample was taken by using Purposive Sampling Method, Purposive Sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study. Purposive sampling is a nonprobability sampling method and it occurs when "elements selected for the sample are chosen by the judgment of the researcher. Alternatively, the purposive sampling method may prove effective if it is only a limited number of people can serve as the primary data source because the nature of the research design and the aims and objectives. By purposive sampling personal judgment should be used to select cases that help answer research questions or achieve research objectives.

Validity and Reliability Tests
　　　Validity shows the extent to which a measuring instrument can measure what will be measured (Umar, 2002:103). To find out the level of item validity, the value of r is greater than 0.3. Thus the questions that have been compiled to collect data are considered to have construct validity or validity. According to Sugiyono (2014:121), Reliability is an instrument which, if used several times to measure the same object, will produce the same data. The basis for taking is if the Cronbach Alpha value> 0.60 then the questionnaire is declared reliable and vice versa if the Cronbach Alpha value <0.60 then the questionnaire is declared unreliable.

Classical Assumption Test
        Before testing with multiple regression, it is necessary to test the quality of the data marked by the fulfilment of a number of regression assumptions

Normality Test
        Normality test data in this study was conducted to test whether the regression model, confounding variables or have normal distribution. According to Ghozali (2012:160), the normality test aims at whether in the regression model the dependent variable and the independent variable have a contribution or not.

Heteroscedasticity Test
        According to Santoso (2012:238) the purpose of heteroscedasticity assumptions is to find out whether in a regression model, there is an inequality of variance in the residuals (error) from one observation to another.

Multicollinearity Test
        Multicollinearity test aims to test whether there is a correlation between independent variables in the research model. A good model is a model that has no correlation between independent variables

Multiple Regression Analysis
        According Santoso (2012:221) multiple regression analysis is used to predict the size of the dependent variable (dependent variable) using data from two or more independent variables (known as independent variables) of known magnitude. For regressions whose independent variables consist of two or more regressions, they are also called multiple regression. Because the independent variable in this study has more than two variables, the regression is called multiple regression.

RESULT AND DISCUSSION

Result
Validity and Reliability Test.
        This study uses a significance level of 5% (0.05) and use two-tail tests. The number of the respondents on this research are 105 or 105 people. So, the value of r table with a significance of 5% (0.05), is 0.195. If r count > 0.195 then the question item is declared valid.

Table 1. Validity Test Result

Variables	Indicators	Person Cor.	Sig Value	Status
	X1.1	0.807	0.000	Valid
Restaurant Atmosphere (X1)	X1.2	0.819	0.000	Valid
	X1.3	0.657	0.000	Valid
	X1.4	0.760	0.000	Valid
	X1.5	0.689	0.000	Valid
	X1.6	0.827	0.000	Valid
	X1.7	0.688	0.000	Valid
	X2.1	0.653	0.000	Valid
Emotions (X2)	X2.2	0.719	0.000	Valid
	X2.3	0.722	0.000	Valid
	X2.4	0.717	0.000	Valid
	X3.1	0.726	0.000	Valid
Lifestyle (X3)	X3.2	0.793	0.000	Valid
	X3.3	0.773	0.000	Valid
	X3.4	0.685	0.000	Valid
	X3.5	0.527	0.000	Valid
	X3.6	0.571	0.000	Valid
	Y.1	0.761	0.000	Valid
Revisit Intention	Y.2	0.850	0.000	Valid
	Y.3	0.806	0.000	Valid

Source: The research data were processed using SPSS 23

Based on the table 1, it shows that all indicator statement item from the Restaurant Atmosphere(X1), Emotions (X2), Lifestyle (X3) and Revisit intention (Y) variables have a Pearson correlation value greater than r table (0.195). The entire statement of the research variable is valid.

Reliability Test

A questionnaire is reliable if someone answer the questionnaire consistent or stable over time. Questionnaire items are reliable (feasible) if Cronbach alpha > 0.6 and if Cronbach alpha < 0.6, the questionnaire is unreliable.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Status
X1	0.867	Reliable
X2	0.600	Reliable
X3	0.764	Reliable
Y	0.720	Reliable

Source: The research data were processed using SPSS 23

Based on Table 2, it shows that all variables (Restaurant Atmosphere (X1), Emotions (X2), Lifestyle(X3), Revisit Intention (Y)) have a Cronbach's alpha value is greater than 0.6. This means that the measuring instrument is reliable.

Classical Assumption Tests
Normality Test.

Normality test is a test to determine whether the data of regression model each and both independent variable and dependent variable have distributed normally. Santoso (2012) said the purpose of normality test is to test whether in the regression model, the resulting error has a distribution or not. According to Ghozali (2012), the regression model is said to be normally distributed if the plotting data (dots) that describe the actual data follows the diagonal line. The basis for making decisions is:

1. If the data spread around the diagonal line and follows the direction if the diagonal line, the regression model satisfies the assumption of normality.
2. If the data spread far from the diagonal line or Do not follow the direction of the diagonal line, the regression model Do not meet the assumption of normality.
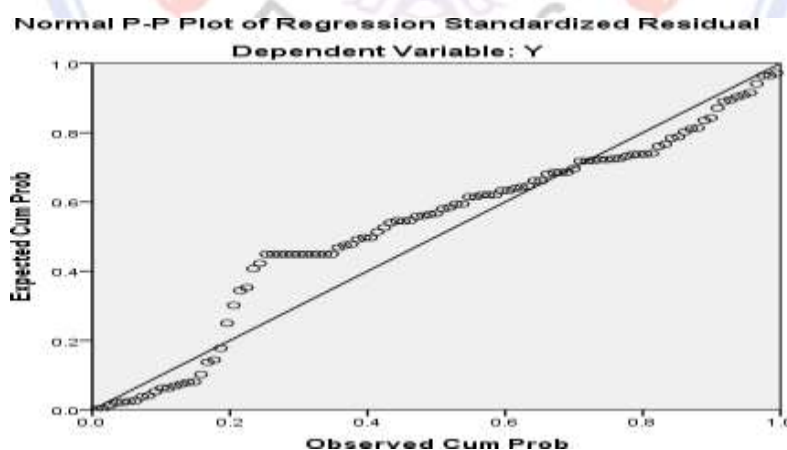

Figure 2. Normality Test.
(Source: The data were processed using SPSS 23)

Figure 2 shows that the plotting data (points) spread out around the diagonal lone, and the spread follows the diagonal line. This shows that the regression model fulfills the normality assumption.

Heteroscedasticity Test.

Heteroscedasticity test is a test whether in a linear regression model there is an inequality of variance from residuals. Santoso (2012) said that the purpose of the heteroscedasticity assumption is to find out whether in the regression model there is an in equality of variance in the residuals (error) from one observation to another. If the variances are different, it is called heteroscedasticity. A regression model is said to be good if there is no heteroscedasticity. Heteroscedasticity-free regression model can be seen through a scatterplot graph. According to Santoso (2012), the basis for decision making is as follows:

- If there is a certain pattern such as the existing dots forming a certain regular pattern, then heteroscedasticity occurs.
- If there is no clear pattern, and the dots spread above and below the 0 on the Y axis, there is no heteroscedasticity
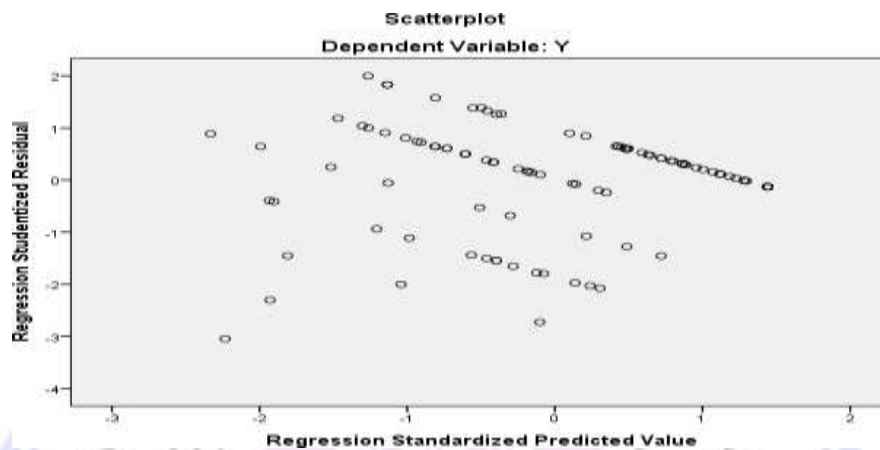

Figure 3. Heteroscedasticity Test.
(Source: The research data were processed using SPSS 23)

Based on the results of the image output, it shows that the parameter coefficient for all independent variables used in the study Do not occur heteroscedasticity as seen from the scatterplot that spread and Do not form a certain pattern.

Multicollinearity Test.

Multicollinearity testing is seen form the amount of VIF (Variance Inflation Factor) and its tolerance. Tolerance measures the selected independent variable that is not explained by other independent variables. So, a low tolerance value equals a high VIF value (because VIF = 1 / tolerance). The value used to indicate the presence of multicollinearity is a tolerance value > 0.100 or equal to the VIF value 10.00.

Table 3. Multicollinearity Test

Coefficients[a]		
	Collinearity statistic	
Model	**Tolerance**	**VIF**
1 (constant)		
Restaurant Atmosphere(X1)	.509	1.964
Emotions (X2)	.394	2.541
Lifestyle (X3)	.612	2.418

a. Dependent Variable: REVISIT INTENTION (Y)
(Source: The research data were processed using SPSS 23)

Based on the tolerance value and VIF value of all variables, table 3 shows to have no correlation between independent variables

Multiple Linear Regression Analysis

From Table 4, a multiple regression equation can be drawn up as follows:

$$Y = 7.705 + .058 + .075 + .130$$

The multiple linear regression equation above it can be interpreted as follows:

1. The constant value in the multiple linear regression equation above is 7.705, this explain that if the Restaurant Atmosphere(X1), Emotions (X2) and Lifestyle (X3) variables are0 (zero), then the value of Revisit Intention is 7.705.

2. The Restaurant Atmosphere variable regression coefficient (X1) is 0.058 and is positive, this explains that Restaurant Atmosphere (X1) have a positive effect on Revisit Intention (Y) and if Revisit Intention (X1) increase by one unit while the Emotions (X2) andLifestyle (X3) is assumed to be constant, then the Revisit Intention (Y) will increase by 0.058.

3. The regression coefficient for the Emotions (X2) is 0.075 and is positive, this explains that Emotions (X2) has a positive effect onRevisit Intention (Y) and if the Emotions (X2) increase by one unit while Restaurant Atmosphere (X1) and Lifestyle (X3) are assumed to be constant, then the Revisit Intention (Y) will increase 0.075.

4. The regression coefficient for the Lifestyle (X3) is 0.130 and is positive, this explains that Lifestyle (X3) has a positive effect on Revisit Intention (Y) and if the Lifestyle (X3) increase by one unit while Restaurant Atmosphere (X1) and Emotions (X2) are assumed to be constant, then the Revisit Intention (Y) will increase 0.130.

Table 4. Multiple Linear Regression Analysis

		Coefficients[a]		
Model		**Unstandardized Coefficients**		**Standardized Coefficients**
		B	**Std. Error**	**Beta**
1	(constant)	7.705	.869	
	Restaurant Atmosphere (X1)	.058	.038	.171
	Emotions (X2)	.075	.070	.136
	Lifestyle (X3)	.130	.043	.368

a. Dependent Variable: REVISIT INTENTION (Y)
(Source: The research data were processed using SPSS 23)

Hypothesis Testing.
Partial Hypothesis Test (T-Test).
Table 5. T-Test

	Coefficients[a]		
Model	**T**	**Ttable**	**Sig**
1. (constant)	8.862		0.000
RestaurantAtmosphere(X1)	1.540	1.984	0.127
Emotions (X2)	1.078	1.984	0.284
Lifestyle (X3)	2,989	1.984	0.004

Dependent Variable: Repurchase Intention (Y)
(Source: The research data were processed using SPSS 23)

Santoso (2012) said the t-hypothesis test is used to test the significance of the constants of each independent variable. To test the effect of each independent variable on the dependent variable one by one or partially it can be done using thet test.

1. Based on table 5, the results of the t-test, where the significance level used is 5%, and the t-table value is 1.984. The table above showsthe significance value of Restaurant Atmosphere (X1) of 0.127 which is above therequired significance level of 0.05, so that the t-count of the Physical Environment(X1) is 1.540, smaller than 1.984. This means that the first hypothesis which states that there is a significant effect between Restaurant Atmosphere and RevisitIntention at the Extruck Coffee Shop is not partially accepted.

2. The second variable, namely Emotion (X2), shows a significance value of 0.284 which is above 0.05 or 5%, the t-count value is 1.078 which is smaller than the t-table value of 1.984, based on the information above shows that the second hypothesis which states that there is no significant effect between Emotions on Revisit Intention on Extruck Coffee Shop not partially accepted.

3. The third variable which is Lifestyle (X3) showed the level of significant value at 0.004 which is below 0.05 or 5%, the value of t-count is equal to 2.989 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 Lifestyle on Revisit Intention at Extruck Coffee Shop partially is accepted.

Simultaneously Hypothesis Testing (F-Test).
Table 6 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 104 that consists of the degree of freedom value in regression model is 3 and the degree of freedom in residual is 101. 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 19.605, 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.

Table 6. F-Test

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	68.052	3	22.684	19.605	.000^b
	Residual	116.862	101	1.157		
	Total	184.914	104			

a. Dependent Variable: REVISIT INTENTION (Y)
(Source: The research data were processed using SPSS 23)

Correlation of Coefficient (R).
The correlation coefficient (R) is used to measure the relationship between Y (dependent variable) and X (independent variable). The correlation coefficient is a quantity that shows the strength of the relationship between two variables and can be determined based on the R value of the correlation analysis. Furthermore, the value of R can be interpreted to estimate the strength of the correlation relationship.

Table 7. Correlation of Coefficient (R).

Model Summary^b

Model	R
1	.607^a

a. Predictors: (Constant), LIFESTYLE (X3), RESTAURANT ATMOSPHERE (X1), EMOTIONS (X2)
(Source: The research data were processed using SPSS 23)

Based on the summary table, it is known that the magnitude of the relationship between independent and dependent variable calculated by the correlation coefficient is 0.607, so based on the value interval table shows a quite strong correlation between the independent variable and dependent variable

Discussion
Restaurant Atmopshere on Revisit Intention
Restaurant 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 Restaurant Atmosphere variable (X1) is 1.540 with a significance level of 0.127. T count Restaurant Atmosphere is 1.540 and smaller than t table is 1.984. While the significance level has a value greater than Alpha (0.05) with 0.127. It can be concluded that Restaurant Atmosphere has no effect on Revisit Intention, which means that Revisit Intention is not influenced by Restaurant Atmosphere.. The atmosphere at Extruck Coffee Shop consists of interior design, music, scent, location and exterior design. But based on the results of the study, it became an insignificant factor in increasing the interest of returning customers. Most of the customers who visit the Extruck Coffee Shop are from the age group of 16-24 years, the customers who visit the Extruck Coffee shop are because of the owner of the Extruck Coffee shop, which can be said to be widely recognized by people in the city of Tomohon, which makes customers come more than dominated by friends of

the owner who is less concerned with the atmosphere of the coffee shop than outside customers. This is in accordance with research conducted by Suhud and Wibowo (2016) that atmosphere is not significant to the interest in returning. To improve revisit intention for a coffee shop, focusing on the restaurant's atmosphere is crucial. Creating a warm and inviting ambiance through comfortable seating, soft lighting, and pleasing decor can make customers feel relaxed and eager to return. Friendly and attentive staff, along with events and entertainment, can add vibrancy and engagement, enhancing the overall experience. A well-maintained and clean environment further contributes to a positive impression. By consistently delivering a great atmosphere, the coffee shop can build customer loyalty and encourage repeat visits.

Emotions on Revisit Intention

Based on the test results, the t value of the Emotions variable (X2) is 1.078 with a significance level of 0.284. T count Emotions is 1.078 and smaller than t table is 1.984. While the significance level has a value greater than Alpha (0.05) with 0.284. It can be concluded that Emotions has no effect on Revisit Intention, which means that Revisit Intention is not influenced by Emotions. The feeling of dominance that can achieved through a sense of "my own place," "my table," and "my space," despite a coffee shop's small size, can positively affect feelings of arousal and pleasure; the results of this study demonstrate the importance of the feeling of dominance, in particular. Therefore, coffee shop managers should provide individual seats, increasing the number of tables or seats for solo customers, so that customers feel a sense of dominance within their private spaces; expand the space between tables or seats; and/or reshuffle seating configurations in order to satisfy as many of the various customer preferences as possible. It was shown that coffee shop customers experience flow through a feeling of pleasure. They create pleasure via various sensory stimuli experienced while visiting coffee shops, such as interior decor, music, delicious food and drinks, cool and comfortable atmosphere, and comfortable furniture. These feelings ultimately lead to flow, which makes customers feel indifferent about passing time. As flow leads to positive behavioral intentions, coffee shop managers should continuously develop new and varied sustainable sensory stimuli so that customers can always feel pleasure when visiting coffee shops. Finally, a moderating effect was observed according to whether usage motivations were hedonic or utilitarian. In regard to the relationship between "touch" and pleasure, although there was no statistically significant relationship with the hedonic usage motivation, "touch" had a positive effect on pleasure for study participants with the utilitarian usage motivation. This result suggests that coffee shop customers with the utilitarian usage motivation react more sensitively to the sensory marketing factor of "touch." Coffee shop managers should concentrate on providing pleasant and comfortable seating configurations to customers with a high level of utilitarian motivations (i.e., taking care of business, studying, or having meetings). This study found another significant moderating effect on the relationship between pleasure and flow. Although it was shown that pleasure increases flow for both types of usage motivation, it had a slightly stronger effect on flow for coffee shop consumers with utilitarian usage motivations. Therefore, developing sensory stimulating factors so that all customers feel pleasure visiting coffee shops is key, as customer pleasure can increase Revisit intentions. Emotions play a significant role in coffee shop revisit intention. Crafting an atmosphere that evokes positive emotions can lead to a deeper connection with customers, increasing the likelihood of them returning. A coffee shop should focus on creating a warm and inviting ambiance, with comfortable seating, soft lighting, and pleasing decor, to evoke feelings of relaxation and comfort. Friendly and attentive staff can foster a sense of belonging and happiness, making customers feel valued and appreciated. Hosting events and entertainment can spark excitement and joy, leaving customers with memorable experiences. Additionally, a well-maintained and clean environment can instill a sense of trust and security. By designing an atmosphere that stirs positive emotions, the coffee shop can build a loyal customer base and establish an emotional bond that encourages repeat visits.

Lifestyle on Revisit Intention

Based on the test results, the t value for the Lifestyle (X3) variable was 2.989 with a significance level of 0.004. t count of Lifestyle 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 0.004. It can be concluded that Lifestyle variable has a positive impact on Revisit Intention, which means that Lifestyle affects Revisit Intention. Lifestyle is one of the factors that attract customers to visit again. Lifestyle is one of the potential niche markets targeting the psychographic segment of customers. According to Sumarwan (2003), lifestyle is defined as the people's behavior on how to live, spend money, and take advantage of their time. Currently, there is a tendency in the Indonesian society to

adapt a modern lifestyle; they do that by choosing, for example, a modern coffee shop such as Extruck Coffee Shop. A coffee shop that aligns with customers' lifestyles can become a regular destination. Creating an atmosphere that resonates with their preferences and values is essential. For instance, offering a variety of comfortable seating options can cater to individuals seeking a relaxing space to unwind or a social environment to connect with friends or colleagues. Incorporating cozy corners and communal tables can accommodate different lifestyle preferences. Moreover, the coffee shop's design and decor should reflect the target audience's aesthetics and interests. Whether it's a minimalist, rustic, or contemporary theme, the ambiance should align with their lifestyle choices, creating a sense of familiarity and comfort. To appeal to specific lifestyles, offering a range of beverages, including vegan or organic options, can attract health-conscious customers. Providing high-quality coffee beans from various origins could also cater to coffee enthusiasts looking for unique flavors. By understanding and embracing the lifestyle preferences of its customers, the coffee shop can cultivate a loyal following and become an integral part of their daily routines, encouraging them to return regularly.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results and discussion that has been explained regarding the Effect of Coffee Shop Atmosphere, Emotions and Lifestyle on Revisit Intention (Study case at Extruck Coffee shop Tomohon), it can be concluded that:

1. Restaurant atmosphere has a negative and not significant to influence on Revisit Intentition in Extruck Coffee Shop Tomohon
2. Emotions has a negative and not significant to influence on Revisit Intention in Extruck Coffee Shop Tomohon
3. Lifestyle has a positive and significant influence on Revisit Intention in Extruck Coffee Shop Tomohon

Recommendation

Based on these conclusions, there are several suggestions are put forward, that are considered relevant and hope can help people especially for those people who have a Coffee Shops or who want to open a Coffee Shop and to all interested parties, especially owner of Extruck Coffee Shop in Tomohon which are:

1. The owner of the Extruck Coffee Shop in Tomohon must improve the atmosphere in his coffee shop so that he can compete with others and have more value in his coffee shop. They can improve the interior design, music, aroma, location and exterior design such as making the place better and more comfortable so that customers can feel comfortable than before. Because based on the results of this study, it proves that if the Extruck Coffee Shop improves the Atmosphere, it can provoke customers to increase their revisit intention.
2. Coffee shop owners, especially at the Extruck Coffee Shop in Tomohon, should pay more attention to the value of dominance that can be achieved through the sense of "my own place", "my table", and "my room", even though the coffee shop is small, it can positively affect feelings passion and pleasure, because the coffee shop customer experience flows through feelings of pleasure. They create pleasure through various sensory stimuli experienced when visiting a coffee shop, such as interior decoration, music, delicious food and drinks, cool and comfortable atmosphere, and comfortable furniture. This feeling ultimately leads to flow, which leaves the customer feeling indifferent to the passing time.
3. Because Lifestyle is one of the factors that attract customers to visit again. owners must be more sensitive to the needs of their customers by developing more variants of coffee drinks that they have and developing the coffee shop and more in terms of comfort and a good atmosphere because nowadays, there is a tendency for Indonesian people to adapt to a modern lifestyle; they do so by choosing, for example, the coffee shop of their choice.
4. Researchers who want to research the Coffee Shops, they can increase the number of objects or make comparisons of objects, by including revisit intention variable at the Coffee Shops.

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