THE EFFECT OF PHYSICAL SERVICESCAPE, SOCIAL SERVICESCAPE, AND CONSUMER SATISFACTION ON REPURCHASE INTENTION IN THE FOOD AND BEVERAGE INDUSTRY

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ABSTRACT

The culinary business generally tends to have a short lifespan; therefore, effective strategies are needed to ensure sustainability and competitiveness. This research aims to examine the influence of physical and social servicescape on repurchase intention at Café Rindu Lokaria, with customer satisfaction as an intervening variable. Café Rindu Lokaria has operated in the food and beverage industry since 2016 and has implemented both physical and social servicescape concepts in its operations. The population of this study consists of customers who have made at least two transactions at the café. The sample was obtained using a purposive sampling technique, resulting in 215 respondents. Data were collected through an online questionnaire distributed via Google Forms. The data were analyzed using quantitative methods with the Structural Equation Modeling (SEM) approach, processed through SmartPLS 3.0 software. The research findings indicate a partial mediation effect, suggesting that physical and social servicescape can influence repurchase intention both directly and indirectly through customer satisfaction.

Keywords: Physical Servicescape, Social Servicescape, Satisfaction Consumers, Repurchase Intention and Cafe Rindu Lokaria

INTRODUCTION

The food and beverage industry, particularly cafés and restaurants, is currently experiencing intense competition. The restaurant business is becoming increasingly competitive, which can even lead to bankruptcy for those who are unable to manage their operations effectively. According to Amran et al. (2019), the higher the level of competition and the greater the number of products available, the more alternatives customers have to choose from—especially in terms of price and quality. Consequently, customers are more likely to seek out the best products that meet their expectations. Products that meet consumer expectations will provide satisfaction (Karundeng et al., 2021). Consumers who feel satisfied are more likely to make repeat purchases (Srivastava et al., 2018; Koay et al., 2022). Therefore, it is important for cafés and restaurants to pay attention to the servicescape provided to consumers.

Customer satisfaction with the servicescape in a restaurant makes this study important for the sustainability of food and beverage services, particularly in the restaurant context. Considering the fierce competition in the food and beverage industry, restaurant owners must be able to retain their customers through unique concepts and by maintaining an appealing servicescape. This highlights the importance for restaurants to focus on the servicescape when creating or redesigning their establishments. Research conducted by Meng et al. (2017) supports and confirms that the quality and design of the servicescape have a significant impact on customers, providing added value in fulfilling their satisfaction needs. The needs and experiences of others, as well as personal experiences when using restaurant services, are key factors influencing customer satisfaction and expectations through innovations in the servicescape.

Based on the development of the restaurant industry in Sikka Regency and its contribution to the Gross Regional Domestic Product (GRDP) of East Nusa Tenggara, it can be explained that the restaurant industry has become a promising sector for new entrepreneurs, especially in NTT. Supported by adequate facilities, infrastructure, and government programs that continue to promote tourism in East Nusa Tenggara, the restaurant business in Sikka has

grown rapidly. However, this growth also leads to challenges related to customer repurchase decisions—whether they choose to return to a restaurant or switch to another if a business fails to maintain its quality and competitiveness. One of the restaurants in Sikka, East Nusa Tenggara that has felt the impact of this competition is Café Rindu Lokaria.

This study identifies a problem related to the servicescape at Café Rindu Lokaria, which is considered stagnant. A unique and continuously innovative servicescape can have a positive impact on both established and new restaurant businesses by providing greater value to customers. Therefore, this study is important to investigate because of the close relationship between customer satisfaction and repurchase decisions. The analysis in this research is supported by real data obtained from bps.go.id and Google Reviews about Café Rindu Lokaria. This research is expected to serve as a reference for strategic planning and restaurant development, both for existing companies and new entrants in the food and beverage industry—particularly for the owner of Café Rindu Lokaria.

Based on the background described above, the formulation of the research problems is as follows Does physical servicescape have a significant influence on customer satisfaction? Does social servicescape have a significant influence on customer satisfaction? Does physical servicescape have a significant influence on repurchase intention? Does social servicescape have a significant influence on repurchase intention? Does customer satisfaction have a significant influence on repurchase intention? Does physical servicescape influence repurchase intention through customer satisfaction? Does social servicescape influence repurchase intention through customer satisfaction?

LITERATURE REVIEW

Theory Buyer Behavior

The theory of buyer behavior was introduced by Howard and Sheth (1967) to explain repetitive consumer behavior and the stages involved in the purchasing cycle. This theory emphasizes that increasingly interactive consumer behavior reflects the growing importance of relationships between buyers and sellers. Buyer behavior theory serves as a foundational framework in understanding consumer behavior from a psychological perspective, encompassing processes such as information search, evaluation of alternatives, purchase decisions, post-purchase satisfaction, and eventual repeat purchases (Petchprapunkul & Chou, 2011). Therefore, business owners are required to continuously build consumer trust through consistent service quality and customer satisfaction in order to encourage long-term relationships and repeated purchasing decisions.

Repurchase Intention

Repurchase intention refers to a consumer's desire or willingness to repurchase a particular product or service based on their level of preference and prior experience (Hellier et al., 2003; Chrisnathaniel et al., 2021). It can also be understood as the intention to buy the same brand or product repeatedly in the future (Can & Erdil, as cited in Djohan et al., 2022). Repurchase intention plays a crucial role in helping companies retain customers and reduce the likelihood of consumers switching to competitors, which ultimately contributes to long-term business sustainability and competitive advantage (Xu et al., 2023). According to Do et al. (2023), repurchase intention or customer loyalty can be identified through four indicators: (1) Cognitive loyalty, where consumers prioritize information related to products and services; (2) Affective loyalty, which reflects emotional attachment and satisfaction toward the product or company; (3) Conative loyalty, indicating a strong intention and commitment to repurchase; and (4) Action loyalty, where consumers perceive no better alternative brands and consistently choose the same product.

Satisfaction Consumer

Kotler and Keller (2013) define consumer satisfaction as an emotional response resulting from a comparison between expected performance and the actual performance of a product or service. Satisfaction is considered a key factor influencing consumers' purchasing decisions, as satisfied consumers are more likely to engage in repeat purchases with greater frequency. Even prior to service consumption, consumers may already hold certain

perceptions regarding service quality (Rangkuti, 2006). Furthermore, Irawan (2008) identifies five main factors influencing customer satisfaction, namely service quality, price, service delivery, emotional factors, and convenience. Emotional factors such as pride and self-confidence experienced during service consumption can significantly enhance customer satisfaction. In measuring satisfaction, the Stimulus–Organism–Response (SOR) model proposed by McQuail (2010) is commonly used, encompassing components such as attitudes, cognition, opinions, affection, behavior, and conation. The SOR model explains how external stimuli influence consumers' internal states, which subsequently shape behavioral responses (Zibarzani et al., 2022). In service contexts such as cafés and restaurants, the SOR framework can be illustrated as follows: Stimulus refers to servicescape features, Organism represents customer emotions or evaluations, and Response manifests in behavioral outcomes such as word of mouth. Consequently, the use of the SOR model enables researchers to obtain comprehensive insights and supports more effective decision-making in complex service environments.

Definition of Servicescape

Servicescape has been conceptualized in various ways by scholars. Bitner (1992) defines servicescape as the physical environment in which a service is delivered and experienced by consumers. Similarly, Hightower et al. (2009) describe servicescape as all physical elements surrounding consumers throughout the service transaction process. Dupe et al. (1994) suggest that consumers' decisions to visit restaurants are influenced by factors such as nutrition, culture, religion, brand, experience, safety, and personality. However, these factors are incomplete without considering atmospheric elements, social interactions (including staff behavior), design, and physical artifacts. When these components are integrated, servicescape becomes a comprehensive concept encompassing all environmental aspects that shape the service experience. In this context, servicescape refers to the physical environment of a service business that supports service delivery and significantly influences customer perceptions and experiences. Rosenbaum and Massiah (2011) propose that servicescape can be measured through four dimensions: Physical Dimension (comprising ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts), Social Dimension, Social-Symbolic Dimension, and Natural Dimension.

Relationship between Variables and Hypotheses

The Relationship Between Physical Servicescape and Consumer Satisfaction

The relationship between servicescape, consumer satisfaction, and repurchase intention is closely interconnected, as the design of the servicescape strongly influences consumers' perceptions, which in turn can create satisfaction and customer loyalty. According to Burçin Cevdet (2019) and Canny (2014), companies must focus on both tangible and intangible factors that determine consumer satisfaction one of which is the physical servicescape. This factor is particularly important because it is difficult for competitors to duplicate. Similarly, McDonell et al. (2008) emphasize that the arrangement of physical facilities in service settings plays a critical role in shaping consumers' perceptions of quality, internal satisfaction, and external behaviors related to purchasing. Elements of the physical servicescape such as the strategic location of the café, the atmosphere and mood of the environment, room layout, and furniture arrangement should be designed to ensure comfortable movement and interaction for customers. Additionally, well-trained, clean, friendly, and neatly presented staff contribute to a pleasant environment that enhances customer comfort. All these aspects influence consumers' thoughts and emotions, leading to higher levels of satisfaction supported by a positive and welcoming atmosphere.

H1: Physical servicescape has a significant influence on consumer satisfaction

The Relationship Between Social Servicescape and Consumer Satisfaction

The social servicescape is an essential component of the service environment because it often represents the first point of contact between the company and its customers (Kurniawan et al., 2018), directly impacting customer satisfaction. This dimension involves evaluations based on interactions with service personnel and other individuals

within the environment. Previous studies often focused solely on the physical servicescape or the social servicescape (Johnstone, 2012; Lee et al., 2012; Theron et al., 2017). However, more recent research has shown that social servicescape factors play a crucial role in determining customer satisfaction (Yalinay et al., 2018). According to Line et al. (2018), important elements of the social servicescape include customer-to-customer interactions, employee behavior, and social density. Furthermore, social factors such as behavior within the servicescape environment can influence satisfaction, attitudes, and customer behavior (Jang et al., 2015).

H2: Social servicescape has a significant influence on consumer satisfaction

The Relationship Between Physical Servicescape and Repurchase Intention

Previous studies conducted by Lam et al. (2011) emphasized the importance of physical structure in influencing customers' psychological responses when engaging in activities such as gaming in casinos. Using Bitner's (1992) physical environment framework, the study identified several factors within the physical servicescape, including atmosphere, signage, seating comfort, decoration, interior design, and cleanliness all of which significantly affect customer satisfaction both cognitively and affectively. Similarly, Statifiansyah et al. (2016) clearly described in their research that there is a significant relationship between physical servicescape and repurchase intention. The study found that paying attention to signs and symbols in the physical servicescape has a positive and significant influence on customers repurchase intentions.

H3: Physical servicescape has a significant influence on repurchase intention

The Relationship Between Social Servicescape and Repurchase Intention

Lin et al. (2019) demonstrated that social servicescape significantly affects overall restaurant satisfaction and, consequently, influences customers repurchase intentions through various interaction methods. According to Rust et al. (1994), failure to manage the social servicescape effectively can lead to customer dissatisfaction and reduced satisfaction levels. Customers expect a positive social servicescape in restaurants, as it directly impacts satisfaction and is closely related to repurchase intentions. Satisfied customers tend to make repeat purchases, exhibit loyalty, and recommend the restaurant to others. Furthermore, Morkunas et al. (2020) found that social servicescape has a positive influence on both customer satisfaction and repurchase intention.

H4: Social servicescape has a significant influence on repurchase intention

The Relationship Between Consumer Satisfaction and Repurchase Intention

According to Halvorsrud et al. (2016), a high-quality customer experience represents a sustainable competitive advantage that creates a positive impact on businesses. Koay et al. (2022) further stated that positive perceptions of a brand, product, or service foster customer satisfaction, which in turn builds consumer loyalty and strengthens repurchase intention. Researchers have tested various factors that influence customer satisfaction to evaluate their impact on repurchase behavior. The results show that customer satisfaction has a significant influence on repurchase intention. In fact, the effect of satisfaction on behavioral intention is stronger than the direct influence of service quality on future purchase intentions, indicating that satisfaction plays a key mediating role in encouraging repeat purchases.

H5: Consumer satisfaction has a significant influence on repurchase intention

The Relationship Between Physical Servicescape and Repurchase Intention Through Consumer Satisfaction

According to Koay et al. (2022), an engaging physical experience of a product or service can create satisfaction in the minds of customers. This satisfaction builds a positive relationship that, in turn, fosters a desire among consumers to make repeat purchases at the same place. Similarly, Kundiarto and Suciarto (2022) revealed that customers who have an exceptional experience with a product or service are likely to feel satisfied, which leads to a strong intention to repurchase from the same provider. The findings of previous research have shown a positive and

significant influence between physical servicescape and repurchase intention through customer satisfaction. This indicates that the physical servicescape plays an essential role in creating satisfaction, which subsequently enhances customers' intentions to return and make repeat purchases.

H6: Physical servicescape has a significant influence on repurchase intention through consumer satisfaction
The Relationship Between Social Servicescape and Repurchase Intention Through Consumer Satisfaction

According to Sarjana et al. (2022), high levels of repurchase intention can be influenced by the social servicescape through customer satisfaction. Competitive advantage can be achieved by understanding consumer behavior, particularly through attention to perceived value and overall satisfaction. High repurchase intention can be observed through the frequency of product and service usage, as well as the strong desire of consumers to make repeat purchases. Consumers with high repurchase intentions typically have positive prior experiences. Customer satisfaction can be achieved when consumers feel pleased with aspects such as price, service quality, and product performance. Social servicescape also serves as one of the most important assets for a company, as it can be used as a key strategy to attract customer attention. Research findings have demonstrated a positive and significant relationship between social servicescape and repurchase intention through customer satisfaction.

H7: Social servicescape has a significant influence on repurchase intention through consumer satisfaction

Conceptual Framework

Research model as shown in Figure 3.2 explains about physical and social servicescape servicescape influential significant on repurchase intention through consumers satisfaction.
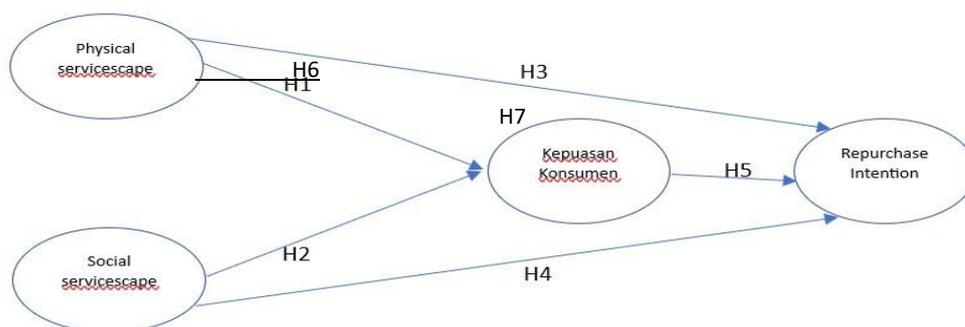

Figure 2.1 Conceptual Framework
Source: Processed Data (2023)

RESEARCH METHODS

This study was conducted at Cafe Rindu Lokaria in Sikka Regency, East Nusa Tenggara, a location selected specifically to observe the implementation of its services cape. Data collection took place between June and December 2023. Since official customer records were unavailable, the total population size is unknown. Consequently, the study targeted a diverse range of customers residiliteratng in Sikka including those from tourism, MSMEs, government, religious, and banking sectors, who had visited the café at least twice. To determine the sample size, this research followed the guidelines of Hair et al. (2017), which recommend a minimum ratio of 10 respondents per indicator. With 14 indicators used in the model, the minimum required sample was 140. The final dataset consisted of 215 respondents, exceeding the recommended threshold. The data was subsequently analyzed using the Partial Least Squares (PLS) method.

RESULT AND DISCUSSIONS

Analysis Outer Model
Convergent Validity

Table 4.1 Tabel Outer Loading

	X1	X2	Y	Z
X1.1	0.806			
X1.2	0.794			
X1.3	0.802			
X1.4	0.791			
X1.5	0.745			
X1.6	0.745			
X1.7	0.761			
X1.8	0.759			
X1.9	0.779			
X1.10	0.795			
X1.11	0.786			
X1.12	0.830			
X1.13	0.827			
X1.14	0.817			
X1.15	0.834			
X1.16	0.823			
X1.17	0.789			
X1.18	0.867			
X1.19	0.729			
X1.20	0.777			
X1.21	0.751			
X1.22	0.748			
X1.23	0.842			
X2.1		0.849		
X2.2		0.911		
X2.3		0.899		
X2.4		0.892		
X2.5		0.893		
X2.6		0.894		
X2.7		0.856		
X2.8		0.883		
Z1			0.904	
Z2			0.883	
Z3			0.916	
Z4			0.888	
Z5			0.927	
Z6			0.889	
Y1				0.906
Y2				0.890
Y3				0.929
Y4				0.852

Source: Processed data (2023)

Table 4.1 shows the results of the outer research model are used to determine discriminant validity. Convergent validity is used for outer loading on the data. According to Ghozali (2016), the results of the data processing in Table 4.1 indicate that All outer loading values on the indicators in this study can be said to exceed the standard factor loading value, namely 0.7, so this study can be declared valid. Average Variant Extracted (AVE)

Table 4.2 Tabel Average Variant Extracted

	Average Variance Extracted (AVE)	**Conclusion**
Physical Servicescape (X1)	0,627	Valid
Sosial Servicescape (X2)	0,783	Valid
Kepuasan Konsumen (Z)	0,813	Valid
Repurchase Intention (Y)	0.800	Valid

Source: Data Which Already processed (2023)

The level of agreement between indicators with the same construct and correlated with each other can be measured using convergent validity. matter this, Average variant extracted (AVE) can be used to measure convergent validity. According to Wijaya (2019), the recommended AVE value is greater than 0.5. Table 4.2 shows that all variables have exceeded the standard AVE value, so all research variables can be declared valid, and no indicators are eliminated from the research model.

Discriminant Validity

Table 4.3 Tabel Cross Loadings

	X1	**X2**	**Y**	**Z**
X1.1	**0.806**	0.696	0.709	0.665
X1.2	**0.794**	0.670	0.677	0.647
X1.3	**0.802**	0.706	0.683	0.637
X1.4	**0.791**	0.709	0.730	0.699
X1.5	**0.745**	0.662	0.631	0.555
X1.6	**0.745**	0.595	0.594	0.635
X1.7	**0.761**	0.709	0.711	0.605
X1.8	**0.759**	0.727	0.698	0.594
X1.9	**0.779**	0.709	0.677	0.594
X1.10	**0.795**	0.658	0.656	0.691
X1.11	**0.786**	0.703	0.697	0.626
X1.12	**0.830**	0.710	0.720	0.710
X1.13	**0.827**	0.705	0.719	0.673
X1.14	**0.817**	0.683	0.690	0.658
X1.15	**0.834**	0.716	0.694	0.643
X1.16	**0.823**	0.725	0.743	0.708
X1.17	**0.789**	0.695	0.665	0.661
X1.18	**0.867**	0.792	0.781	0.683
X1.19	**0.729**	0.627	0.628	0.709
X1.20	**0.777**	0.706	0.680	0.629
X1.21	**0.751**	0.677	0.675	0.752
X1.22	**0.748**	0.650	0.657	0.572
X1.23	**0.842**	0.777	0.743	0.700
X2.1	**0.737**	0.849	0.781	0.726
X2.2	**0.829**	0.911	0.828	0.799

X2.3	**0.792**	0.899	0.823	0.753
X2.4	**0.791**	0.892	0.793	0.758
X2.5	**0.774**	0.893	0.838	0.760
X2.6	**0.793**	0.894	0.834	0.775
X2.7	**0.739**	0.856	0.764	0.746
X2.8	**0.768**	0.883	0.819	0.788
Z1	**0.823**	0.853	0.904	0.783
Z2	**0.747**	0.771	0.883	0.764
Z3	**0.768**	0.839	0.916	0.781
Z4	**0.794**	0.826	0.888	0.756
Z5	**0.789**	0.841	0.927	0.782
Z6	**0.794**	0.821	0.889	0.741
Y1	**0.741**	0.775	0.790	0.906
Y2	**0.761**	0.774	0.756	0.890
Y3	**0.781**	0.823	0.809	0.929
Y4	**0.676**	0.711	0.687	0.852

Source: Processed data (2023)

Construct Which different one the same other known as validity discriminant. This measure as far as where construction Which overlapping overlap One The same other. Table 5.9 shows that the loading of an indicator on its own construct is generally higher. compared to all cross-loadings with other constructs. The research results show that there is discriminant validity between all constructs based on *cross-loading criteria* (Ghozali, et al., 2015). So far, the standard limit value for factor loading is greater than 0.70. Table 5.9 shows that all data meets the highest standard value for variables That Alone when compared to with variables others. Thus the indicator can be declared valid.

Test Reliability

Table 4.4 Table Reliability

	Cronbach's Alpha	**Composite Reliability**	**Conclusion**
X1	**0.941**	**0.955**	**Reliable**
X2	**0.922**	0.939	**Reliable**
Y	**0.956**	0.971	**Reliable**
Z	**0.954**	0.966	**Reliable**

Source: Data Which Already processed (2023)

The data in Table 4.4 shows that all over mark Cronbach's alpha and value composite reliability above 0.9. Research can stated reliable if fulfil standard mark Cronbach's alpha above 0.6 and the value composite reliability above 0.7 (Hartono, 2015).

Analysis Inner Model
R2 (R Square)

Table 4.5 Tabel R2 (R Square)

	R Square
Consumer Satisfaction (Z)	0,858

Repurchase Intention (Y)	0,778

Source: Data Which Already processed (2023)

Coefficient of determination with value 0 to 1 describes the contribution of the variables free to variables bound simultaneously. Contribution variables both independent and simultaneously good. Table 4.5 shows that the independent variables, namely physical servicescape (X1) and social servicescape (X2), influence the consumer satisfaction variable (Z) by 85.8%. the rest Consumer satisfaction (Z) is influenced by other variables outside the scope of this study. As the R-square value of *repurchase intention* is 0.778, it can be concluded that 77.8% repurchase intention influenced by variables independent in this research. Effect Size F2

Table 4.6 Table Effect Subject F2 (F Square)

	Consumers Satisfaction (Z)	Repurchase Intention (Y)
Physical Servicescape (X1)	0.137	0.043
Social Servicescape (X2)	**0.690**	0.097
Consumer Satisfaction (Z)		0.054
Repurchase Intention (Y)		

Source: Data Which Already processed (2023)

According to Hair, et al (2017), the F-square value is used to determine the influence of an exogenous variable on an endogenous variable, including high (Cohen, 1988). It can be concluded that the influence of physical servicescape (X1) on consumer satisfaction (Z) and repurchase intention (Y) is relatively low. Same case in point on social servicescape (X2) to repurchase intention (Y) is still relatively low. The influence of consumer satisfaction (Z) on repurchase intention (Y) is still at 0.54 in the low category. However, it can be seen on Table 4.6 social servicescape (X2) own influence Which strong influence on consumer satisfaction (Z) at 0.690 is considered high. It can be concluded that the f-square of all variables in this study is significant.

Predictive Relevance (Q2)

Table 4.7 Tabel Predictive Relevance Q2 (Q Square)

	Q Square
Consumer Satisfaction (Z)	0,689
Repurchase Intention (Y)	0,609

Source: Data Which Already processed (2023)

Q square is calculated using the blindfolding procedure, with the purpose of measure how much good path model predict values the original (Hair, el al, 2017). A model is considered predictively relevant if the value of Q^2 greater than 0, will but If not enough from 0, model the No relevant in a way predictive. Table 4.7 shows the results of the Q2 calculations from this study, resulting in number 0.689 For variables satisfaction consumer (Z) And 0.609 For the *repurchase intention variable* (Y), this figure shows that this research model is stated to have a strong predictive relevance value.

Test Hypothesis
Coefficient track (path coefficients)

Table 4.8 Table Results Test Bootstrapping Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Physical Servicescape -> Consumer Satisfaction	0.293	0.300	0.067	4.402	**0,000**

Sosial Servicescape -> Consumer Satisfaction	0.658	0.652	0.067	9.839	**0,000**
Physical Servicescape -> Repurchase Intention	0.219	0.216	0.103	2.132	**0,034**
Sosial Servicescape -> Repurchase Intention	0.402	0.401	0.142	2.836	**0,005**
Consumer Satisfaction -> Repurchase Intention	0.292	0.294	0.101	2.895	**0,004**
Physical Servicescape -> Consumer Satisfaction -> Repurchase Intention	0.086	0.087	0.034	2,502	**0.013**
Social Servicescape -> Satisfaction Consumer -> Repurchase Intention	0.192	0.193	0.072	2,684	**0.008**

Source: Data Which Already processed (2023)

The path coefficient is a test of the hypothesis of direct influence. The standard value p value stated positive If range mark in numbers 0 until with 1 (Ghozali, et al., 2015). Mark p value variables direct can seen on Table 5.14 shows a positive value, this can be interpreted as meaning that the direct variable has a significant influence. Indirect variables or you could say the intervening variables in this study can be seen in Table 4.8. With the standard significance value of p values under o.5 (Ghozali, et al., 2015). Results testing in Table 4.8 which describes about variables direct And No direct show that:

H1: Physical servicescape influences consumer satisfaction

H2: Social servicescape influential to satisfaction consumer

H3: Physical servicescape influential significant to repurchase intention

H4: Social servicescape influential significant to repurchase intention

H5: Satisfaction consumer influential to repurchase intention

H6: Physical servicescape influential significant to repurchase intention through satisfaction consumers

H7: Social servicescape influential significant to repurchase intention through satisfaction consumers

Discussion

The purpose of this study is for know things that influence the physical and social servicescape on repurchase intention with intervening variables used is consumers satisfaction. According to with testing that has been done can obtained concluded that variables dependent can influenced in a way positive and significant by all variables independent.

The Influence of Physical Servicescape (X1) on Consumer Satisfaction (Z)

Based on the research conducted, the hypothesis testing shows that consumer satisfaction at Café Rindu Lokaria is significantly influenced by the physical servicescape. These findings are supported by previous studies by Burçin Cevdet (2019) and Canny (2014), who stated that restaurants can provide an enhanced dining experience through continuous improvement in interior design elements such as lighting and color, which in turn increases customer satisfaction and future purchase intentions. Similarly, McDonell (2008) emphasized the importance of outdoor seating, exterior lighting, and window displays in wineries, as these aspects significantly affect customer satisfaction and should be tailored to customer needs. The physical servicescape creates the first impression for visitors and plays a crucial role in shaping positive feelings and overall satisfaction.

In this study, all indicators of physical servicescape were found to significantly influence consumer satisfaction. Café Rindu Lokaria's appealing physical environment—including its thematic design, spacious parking area, and cleanliness—creates a positive impression among customers. The café's pleasant ambiance and strong word-of-mouth reputation attract both tourists and local visitors, with many tour guides recommending it as a must-visit

destination. This success reduces the owner's concern about competition with new establishments and ensures business sustainability.

The Influence of Social Servicescape (X2) on Consumer Satisfaction (Z)

The findings demonstrate that the social servicescape has a significant impact on consumer satisfaction at Café Rindu Lokaria. This result is consistent with previous research by Line et al. (2018) and Theron et al. (2017), which confirms the critical role of social servicescape in shaping customer satisfaction. In particular, positive staff customer interactions, including friendliness, attentiveness, and prompt responsiveness, exert a stronger influence on satisfaction compared to other service attributes. In addition, social density and interpersonal comfort contribute meaningfully to customers' overall service experience. Accordingly, Café Rindu Lokaria should prioritize strategies aimed at enhancing social interactions within the service environment. Sustained improvements in service quality and customer comfort are expected to support satisfaction levels and contribute to the café's long-term business sustainability amid competitive market conditions.

The Influence of Physical Servicescape (X1) on Repurchase Intention (Y)

The hypothesis test results (Table 5.14) indicate that H3 is accepted, showing that the physical servicescape has a positive and significant influence on repurchase intention at Café Rindu Lokaria. Customers who are satisfied with the café's physical environment are more likely to feel comfortable and return for future visits. This finding supports studies by Lam et al. (2011) and Statifiansyah et al. (2016), who reported a significant relationship between physical servicescape and repurchase intention. Customers tend to feel more satisfied and are more likely to revisit establishments with attractive physical environments. At Café Rindu Lokaria, factors such as its thematic design, spacious layout, parking facilities, and effective lighting contribute to a pleasant experience. These elements help create a strong emotional connection, encouraging loyalty and reducing the likelihood that customers will switch to competing restaurants.

The Influence of Social Servicescape (X2) on Repurchase Intention (Y)

The results further indicate that social servicescape has a significant effect on consumers' repurchase intention. This finding is in line with previous studies by Morkunas et al. (2020), Lin et al. (2019), and Rust et al. (1994), which emphasize that social servicescape plays an important role in shaping both customer satisfaction and repurchase intention. Elements such as the quality of customer interactions, employee behavior, and social density contribute to a pleasant and comfortable service environment. For example, the implementation of clear regulations, such as restricting pets within the dining area, helps preserve customer comfort and positively influences the intention to revisit. Despite increasing competition among cafés and restaurants in Sikka Regency, which may affect customer retention, the consistent management of an effective social servicescape enables Café Rindu Lokaria to foster customer loyalty and maintain a stable visitor base.

The Influence of Consumer Satisfaction (Z) on Repurchase Intention (Y)

The hypothesis testing results indicate that consumer satisfaction has a significant effect on repurchase intention. This finding is consistent with prior research by Halvorsrud et al. (2016) and Koay et al. (2022), which highlights customer satisfaction as a key determinant of repurchase behavior. When customers perceive that Café Rindu Lokaria consistently fulfills their expectations, they tend to demonstrate a stronger intention to revisit and recommend the café to others. This is reflected in favorable customer evaluations on Google Reviews as well as the café's sustained collaborations with tour and travel agencies. Moreover, customer satisfaction contributes to the development of affective, conative, and behavioral loyalty. Particularly within the tourism segment, satisfied customers not only engage in repeat visits but also actively promote the café through word-of-mouth communication.

These collaborative and loyalty-driven dynamics enhance the café's competitiveness and support its resilience amid increasing market competition.

The Influence of Physical Servicescape (X1) on Repurchase Intention (Y) through Consumer Satisfaction (Z)

The results indicate a significant and positive indirect effect of physical servicescape on repurchase intention, with consumer satisfaction acting as a mediating variable. This finding is consistent with studies conducted by Koay et al. (2022) and Suciarto (2022), which emphasize the mediating role of satisfaction in the relationship between physical servicescape and repurchase intention. When the physical environment of Café Rindu Lokaria such as ambiance, spatial arrangement, signage, and visual artifacts meets or exceeds customer expectations, it enhances overall satisfaction and subsequently strengthens customers' intention to revisit. In addition, favorable word-of-mouth communication, both through digital platforms and direct interpersonal interactions, further amplifies this effect. Therefore, maintaining and improving the quality of physical servicescape elements is essential for increasing customer satisfaction and supporting long-term customer loyalty.

The Influence of Social Servicescape (X2) on Repurchase Intention (Y) through Consumer Satisfaction (Z)

The findings also reveal a significant and positive indirect relationship between social servicescape and repurchase intention mediated by consumer satisfaction. This result supports the study by Bachelor et al. (2022), which demonstrates that customer satisfaction functions as a mediator between social servicescape and repurchase intention. At Café Rindu Lokaria, a well-managed social servicescape reflected in professional employee behavior, a comfortable social atmosphere, and consistent adherence to service standard operating procedures plays a crucial role in enhancing customer satisfaction. Satisfied customers are more inclined to provide positive feedback and engage in repeat visits, thereby reinforcing customer loyalty and business stability. Consequently, the consistent implementation of detailed service SOPs and the maintenance of high service standards are vital in fostering sustained customer relationships and repeat patronage.

CONCLUSION AND IMPLICATION

Conclusion

Based on the results of the research and data analysis, it can be concluded that all proposed hypotheses (H1–H7) are accepted. The findings show that physical servicescape and social servicescape both have a significant influence on customer satisfaction and repurchase intention. Furthermore, customer satisfaction significantly affects repurchase intention and serves as a partial mediating variable between the servicescape dimensions and repurchase intention. This indicates that both physical and social aspects of the servicescape can directly and indirectly influence customers' intention to repurchase. The analysis results also reveal that the social servicescape has a stronger influence on customer satisfaction and repurchase intention compared to the physical servicescape. Although the difference is not large, many customers perceive that the social environment at Café Rindu Lokaria such as the behavior of other customers, staff attitudes, service quality, and the overall atmosphere still requires improvement relative to the physical environment. This finding contrasts with previous studies that emphasized the dominance of the physical servicescape as the main determinant of customer impressions and preferences. The present study highlights that emotional and interpersonal aspects which form part of the social servicescape play a more significant role in shaping customer comfort, satisfaction, and ultimately, repurchase behavior.

Implication

Based on the results of data analysis, it can be concluded that the social servicescape has a greater influence on increasing customer satisfaction compared to the physical servicescape. Although the influence of the physical servicescape is not weak, the practical implications suggest that improvements should primarily focus on enhancing the social servicescape. This can be achieved by providing excellent service training and encouraging employees to

be more responsive to customer needs. In addition, implementing a reward and punishment system can help motivate employees to deliver better service and improve customer satisfaction. Considering that improvements to the social servicescape require relatively low costs compared to major physical changes, this approach is both effective and efficient. As a result, customer complaints—whether expressed directly or through platforms such as Google Reviews can be reduced, leading to a higher level of overall satisfaction

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