

THE INFLUENCE OF PRODUCT VARIATIONS, FACILITIES, ATMOSPHERE, SERVICE QUALITY AND CAFE LOCATIONS ON REPURCHASE INTERESTS USING THE STRUCTURAL EQUATION MODELING METHOD

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Abstract. *This study aims to determine the effect of product variations, facilities, atmosphere, location and quality of Service cafes in the interest of repurchase at Café in Tasikmalaya Regency. The sampling using slovin formula which resulted in 161 respondents from 270 population person, the data used is primary data using a questionnaire technique, hypothesis testing is carried out using SEM-based multiple linear regression analysis techniques. The results showed that the variety of products, facilities, atmosphere, location and quality of Service does not affect the interest repurchase.*

Keywords: *Product Variation, Facilities, Atmosphere, Service Quality, Location, and Repurchase Interest*

1. INTRODUCTION

The growth of the culinary business in Indonesia also has an impact on the increasingly tight competition between business actors. The cafe-based culinary business is an innovative and fast-growing business unit. Moreover, the cafe, which originally had a function as a coffee shop, underwent a functional shift, namely in accordance with the times, the cafe has chosen many concepts, including as a place to enjoy a meal / dinner. The emergence of various opinions is felt to be taken into consideration for this café. Companies must be able to design appropriate marketing strategies in achieving company goals. One of the company's goals is to create repurchase interest. This is not an easy thing, considering the many changes that can occur at any time to customers. Companies must be able to innovate and implement good strategies.

Product variety is one of the strategies to attract repurchasing interest so that consumers do not only respond to the goods and services offered, but also respond to pleasant purchasing facilities for the consumers themselves.

Café atmosphere is one of the factors that support the cafe business where the atmosphere that exists and is created makes consumers feel different for every cafe they visit.

The quality of service is very influential on consumers so that poor quality will make consumers uncomfortable and lazy to visit the café. Vice versa, if the Café's service to its customers is good, of course the consumers will feel comfortable.

Location is a very important factor in the marketing mix, because a strategic location determines profit margins which also affect the desire of a consumer to come and shop.

The purpose of this study was to find out whether product variations, café facilities, café atmosphere, café location and quality of service can affect repurchasing intentions. As we know that the customer is an asset for the company, in order to increase profits for the better, the Cafe is the first center of attention in the customer's heart in making a purchasing decision.

2. LITERATURE REVIEW

2.1 Product Variations

Various types of products offered by companies to choose from and buy so that consumers are satisfied to benefit from the uses of these products. (Thamrin & Trantri, 2012) reveals that a product is anything that can be offered to the market to get attention, be purchased, used, or consumed and can satisfy a want or need. (Kotler & Armstrong, 2017) defines product variety as a separate member within a brand or product line that can be distinguished by size, price, appearance or characteristics. From the definitions of these experts, it can be concluded that product variety is the entire product line and product type offered by the seller to the buyer. Product variety is important to buyers because product variety provides an opportunity for buyers to compare, contrast and choose among several potential solutions that can meet buyers' needs. Types of products that do not have variations tend to make consumers feel bored visiting certain stores or retailers. Where consumers want to buy the product they are looking for but tend to look for references or comparisons of these products.

2.2 Café Facilities

According to (Lupiyoadi, 2013) Facilities are the appearance of facilities and infrastructure in the form of physical facilities, equipment and tools. According to (Ovidiu Iluita, 2013) facilities are physical facilities that can process an input towards the desired output. Furthermore, according to (Rista Bagus & Sudiyatno, 2011) facilities are providers of physical equipment to provide the convenience to users, so that the needs of users can be met. A broader definition is explained by (J. Paul & Olson, 1999) who explain that the atmosphere of a cafe includes things that are broad in nature such as the availability of air conditioning (AC), spatial planning, the use of paint colors, the use of types of carpets, carpet colors, materials goods storage racks, rack forms, and others.

2.3 Service Quality

According to (Tjiptono, 2019) service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. So the quality of service becomes a very important thing so that companies are able to compete and still get the trust of their customers. Service Quality is an instrument used by customers to assess whether a service provided by a company is good or not. Quality in accordance with the requirements demanded by customers. In other words, quality is a way to consistently and efficiently give customers what they want and expect (Tjiptono, 2019).

2.4 Café Location

In general, there are many assumptions that the closer the location is to consumers, the more likely they will choose it. According to (Swastha & Irawan, 2001) Location is a place where a business or business activity is carried out. An attractive place for consumers is the most strategic, pleasant and efficient place. Choosing a location close to customers is necessary to maintain competitiveness. In addition to the closeness factor with the customer, the comfort factor should also be considered. A good location guarantees rapid access, can attract a large number of consumers, and is strong enough to change consumer shopping and buying patterns. As companies offering the same product proliferate, even slight differences in location can have a strong impact on market share and store performance.

2.5 Repurchase Interest

The market position of a product is formed because there are consumers who want to buy the product and most of these consumers then buy the product again. Buying a new product always starts with the first purchase, namely the desire to make the first purchase because there is a factor of wanting to try the new product.

Purchase intention (Willingness to Buy) is part of the behavioral component in the attitude of consuming. According to (Engel, Warshaw, 1994), buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented.

Repurchase intention is a purchase intention based on past purchasing experiences. High repurchase intention reflects a high level of satisfaction from consumers when deciding to

adopt a product. High repurchase intention reflects a high level of satisfaction from consumers when deciding to adopt a product. The decision to adopt or reject a product arises after the consumer has tried the product and then likes or dislikes the product.

2.6 Structural Equation Modelling

According to (Ghozali, 2017) Structural Equation Modeling is an evolution of the multiple equation models developed from econometric principles and combined with regulatory principles from psychology and sociology, SEM has emerged as an integral part of academic managerial research.

Structural Equation Modeling is a multivariate analysis that can analyze complex variable relationships. This technique allows researchers to examine the relationship between latent variables and manifest variables (measurement equation), the relationship between one latent variable and another latent variable (structural equation), as well as describe measurement errors. Latent variables are variables that cannot be measured directly and require several indicators as proxies (Ghozali, 2017), while manifest variables are indicators used in these measurements. AMOS is one of the software used to estimate models in the Structural Equation Modeling structural equation model (Ghozali, 2017).

2.7 Hypothesis

The hypothesis according to (Sekaran Roger, 2013) is a temporary answer to the research formulation where the research problem formulation has been stated in the form of a statement sentence. Then the hypothesis in this study is as follows:

H1: Product Variation affects Repurchase Interest at Cafés in Tasikmalaya Regency

H2: Facilities affect Repurchase Interest at Cafés in Tasikmalaya Regency

H3: Atmosphere influences Repurchase Interest at Cafés in Tasikmalaya Regency

H4: Service Quality has an effect on Repurchase Interest in Cafés in Tasikmalaya Regency

H5: Location has an effect on Repurchase Interest on Cafés in Tasikmalaya Regency

3. RESEARCH METHODS

3.1 Data Types and Sources

This research is an associative research using a quantitative approach. According to (Sekaran Roger, 2013) associative research is research that aims to determine the effect or relationship between two or more variables. This research has the highest level compared to descriptive and comparative research because with this research, a theory can be built that can function to explain, predict and control a phenomenon. Quantitative research is research by obtaining data in the form of numbers or qualitative data. Researchers are more concerned with aspects of the breadth of data so that data or research results are considered representative of the entire population.

3.2 Population and Sample

The population for this study is the number of customers in March 2020 of 270 people. In this study, because the sample is known with certainty and settled, the sample is simple random sampling. The simple random sampling technique is a sampling technique from members to the population which is carried out randomly without regard to the strata in that population (Sekaran Roger, 2013). In determining the number of samples to be taken for this study by using the slovin formula according to (Sekaran Roger, 2013), and obtained a sample size of 161 respondents.

4. RESULTS AND DISCUSSION

There were 161 questionnaires distributed in this study according to the number of samples. From distributing these questionnaires, all questionnaires can be returned and filled in completely. So that the sample used in this study can be determined regarding the effect of Product Variation, Café Facilities, Café Atmosphere, Service Quality and Café Location on Repurchasing Interest at Café Tasikmalaya Regency. Techniques and data processing using

the Structural Equation Modeling method with the help of AMOS 24 software. The structural model in this study can be seen in Figure 4.1:

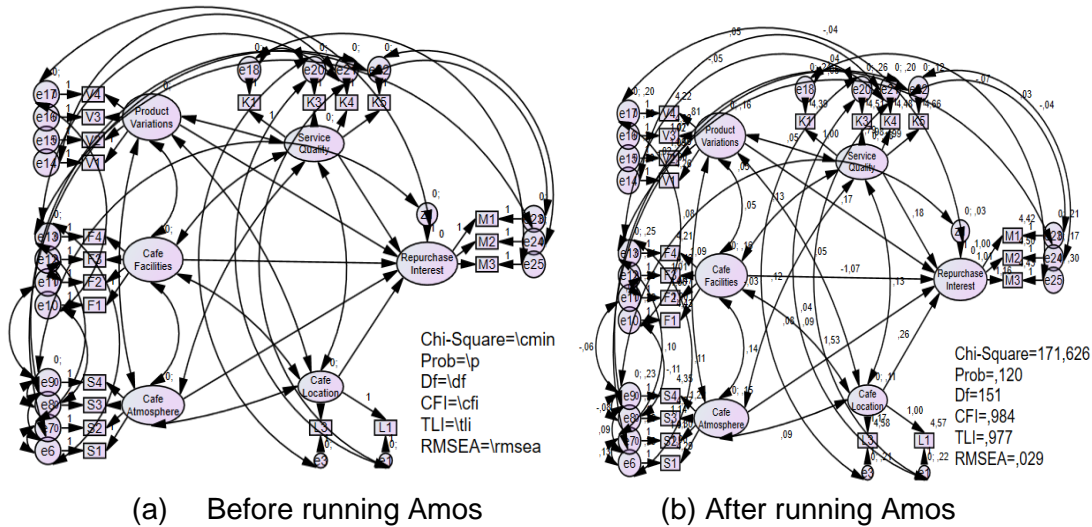


Figure 4.1 Structural Research Model

From the picture (a) it can be explained that: The Product Variation is measured by 4 indicators V1, V2, V3, V4; The Café Facilities is measured by 4 indicators, F1, F2, F3, F4; Café Atmosphere is measured by 4 indicators, S1, S2, S3, S4; The service quality is measured by 5 indicators, K1, K2, K3, K4, K5; Café Location is measured by 5 indicators, L1, L2, L3, L4, L5; The Repurchase Interest is measured by 4 indicators, M1, M2, M3, M4.

4.1 Normality Test

Based on Table 4.1, the Multivariate cr value is 1,774. This shows that the data is normally distributed because the Multivariate value cr is less than 2.58.

4.2 Validity Test

4.2.1 Test Confirmatory Factor Analysis

Based on Confirmatory Factor Analysis calculations with AMOS 24 software, the validity test results are obtained as follows (Table 4.2). All C.R. values are above 2 and all P values are less than 0.05.

4.2.2 Factor Loading Value

The Loading value can be seen from Table 4.3, that all indicator estimate values are above 0.05.

Table 4.1 Assesment of Normality

Table 4.2 Regression Weights

Variable	min	max	skew	c.r.	kurtosis	c.r.	Regression Weights: (Group number 1 - Default model)					
M3	2,000	5,000	-1,150	-5,956	,754	1,952		Estimate	S.E.	C.R.	P	Label
M2	2,000	5,000	-1,125	-5,828	1,914	4,956	Repurchase_Interest <--- Product_Variations	,172	,203	,847	,397	par_16
M1	2,000	5,000	-1,067	-5,525	2,091	5,417	Repurchase_Interest <--- Cafe_Facilities	-1,069	1,563	-,683	,494	par_17
L3	2,000	5,000	-1,296	-6,713	1,512	3,916	Repurchase_Interest <--- Cafe_Atmosphere	1,532	1,461	1,049	,294	par_18
L1	3,000	5,000	-,963	-4,987	-,073	-,190	Repurchase_Interest <--- Cafe_Location	,263	1,951	,135	,893	par_19
K5	3,000	5,000	-1,368	-7,089	,910	2,356	Repurchase_Interest <--- Service_Quality	,183	1,665	,110	,913	par_20
K4	3,000	5,000	-,756	-3,914	-,413	-1,070	V1 <--- Product_Variations	1,000				
K3	3,000	5,000	-,850	-4,402	-,284	-,737	V2 <--- Product_Variations	1,090	,178	6,120	***	par_1
K1	2,000	5,000	-,858	-4,443	,930	2,409	V3 <--- Product_Variations	1,074	,157	6,852	***	par_2
S4	2,000	5,000	-1,036	-5,368	1,599	4,142	V4 <--- Product_Variations	,814	,149	5,462	***	par_3
S3	2,000	5,000	-,760	-3,938	,477	1,234	F1 <--- Cafe_Facilities	1,000				
S2	2,000	5,000	-,819	-4,245	,889	2,302	F2 <--- Cafe_Facilities	1,059	,160	6,635	***	par_4
S1	2,000	5,000	-,784	-4,061	,676	1,750	F3 <--- Cafe_Facilities	1,010	,169	5,959	***	par_5
F4	2,000	5,000	-,514	-2,661	,426	1,104	F4 <--- Cafe_Facilities	1,088	,172	6,343	***	par_6
F3	2,000	5,000	-1,155	-5,983	1,357	3,515	S1 <--- Cafe_Atmosphere	1,000				
F2	2,000	5,000	-,936	-4,847	,438	1,134	S2 <--- Cafe_Atmosphere	1,006	,138	7,283	***	par_7
F1	3,000	5,000	-,655	-3,391	-,545	-1,411	S3 <--- Cafe_Atmosphere	1,144	,203	5,637	***	par_8
V4	3,000	5,000	-,022	-,114	-,340	-,880	S4 <--- Cafe_Atmosphere	1,218	,202	6,038	***	par_9
V3	3,000	5,000	-,319	-1,653	-,657	-1,702	K1 <--- Service_Quality	1,000				
V2	3,000	5,000	-,173	-,896	-,608	-1,574	K3 <--- Service_Quality	,793	,126	6,299	***	par_10
V1	3,000	5,000	-,258	-1,339	-,644	-1,669	K4 <--- Service_Quality	,978	,140	6,983	***	par_11
Multivariate					8,691	1,774	K5 <--- Service_Quality	,990	,130	7,624	***	par_12
							L1 <--- Cafe_Location	1,000				
							L3 <--- Cafe_Location	1,165	,201	5,797	***	par_13
							M1 <--- Repurchase_Interest	1,000				
							M2 <--- Repurchase_Interest	1,014	,127	7,968	***	par_14
							M3 <--- Repurchase_Interest	1,156	,162	7,152	***	par_15

Table 4.3 Standardized Regression Weights

	Estimate
Repurchase_Interest <--- Product_Variations	,156
Repurchase_Interest <--- Cafe_Facilities	-,961
Repurchase_Interest <--- Cafe_Atmosphere	1,361
Repurchase_Interest <--- Cafe_Location	,198
Repurchase_Interest <--- Service_Quality	,176
V1 <--- Product_Variations	,641
V2 <--- Product_Variations	,684
V3 <--- Product_Variations	,701
V4 <--- Product_Variations	,583
F1 <--- Cafe_Facilities	,641
F2 <--- Cafe_Facilities	,653
F3 <--- Cafe_Facilities	,581
F4 <--- Cafe_Facilities	,651
S1 <--- Cafe_Atmosphere	,563
S2 <--- Cafe_Atmosphere	,586
S3 <--- Cafe_Atmosphere	,628
S4 <--- Cafe_Atmosphere	,701
K1 <--- Service_Quality	,651
K3 <--- Service_Quality	,547
K4 <--- Service_Quality	,675
K5 <--- Service_Quality	,763
L1 <--- Cafe_Location	,574
L3 <--- Cafe_Location	,644
M1 <--- Repurchase_Interest	,690
M2 <--- Repurchase_Interest	,732
M3 <--- Repurchase_Interest	,676

4.2.3 Validity Test with Average Variance Extracted (AVE) Test

Based on Table 4.4, the results of the Average Variance Extracted in this study are all > 0.5, so that all indicators that make up the construct variable can be declared valid.

Table 4.4 Average Variance Extracted (AVE) Validity Test Results.

Variable	Score (AVE)
Product Variation	0.555
Café Facilities	0.506
Café Atmosphere	0.505
Product Quality	0.602
Café Location	0.570
Repurcase Interest	0.559

4.2.4 Validity Test with Discriminant Validity Test

Table 4.5 below shows the correlation between exogenous variables.

**Table 4.5 Validity Test Results With Discriminant Validity Test.
The correlation between the indicator and the square root of Ave**

	Product Variation	Café Facilities	Café Atmosphere	Product Quality
Product Variation	1			
Café Facilities	0.334	1		
Café Atmosphere	0.431	0.925	1	
Product Quality	0.317	0.780	0.743	1
Café Location	0.351	0.704	0.721	0.949

Based on Table 4.6 the calculation of construct reliability with AMOS 24 software, it can be stated that the research instrument is reliable.

Table 4.6 Reliability Test Results

Variable	C.R.	Information
Product Variation	0.745	Reliable
Café Facilities	0.722	Reliable
Café Atmosphere	0.720	Reliable
Product Quality	0.780	Reliable
Café Location	0.767	Reliable
Repurchase Interest	0.747	Reliable

4.2.5 Goodness of Fit

Table 4.7 Goodness Of Fit Confirmatory Factor Analysis

Goodness of fit indeks	Cut of Value	Result	Information
Chi Square	χ^2 tabel df(0.12,151)=171.630	171.626	Fit
Probability	≥ 0.05	0.120	Fit
RMSEA	≤ 0.08	0.029	Fit
GFI	≥ 0.90	0.909	Fit
AGFI	≥ 0.90	0.861	Fit
CMIN/DF	≤ 2.00	0.151	Fit
TLI	≥ 0.90	0.977	Fit
CFI	≥ 0.95	0.985	Fit

Based on Table 4.7 Godness Of Fit Confirmatory Factor Analysis above, it is known the value of Chi-Square, Probability, DF, GFI, AGFI, TLI, CFI, RMSEA. ChiSquare has a value of 171.626, so the theoretical model and sample model are said to be appropriate because the smaller the Chi-Square indicates that the input covariance matrix between predictions and actual observations is not significantly different. The probability value is 0.120 and the positive df is 0.151. This means that the hypothesized model has matched the observation data.

4.2.6 Hypotesis Test

	Estimate	S.E.	C.R.	P	Information
Repurchase Interest \leftarrow Product_Variation	0.172	0.203	0.847	0.397	Not Significan
Repurchase Interest \leftarrow Café_Fasilities	-1.069	1.563	-0.683	0.494	Not Significan
Repurchase Interest \leftarrow Café_Atmosphere	1.532	1.461	1.049	0.294	Not Significan
Repurchase Interest \leftarrow Café_Location	0.263	1.951	0.135	0.893	Not Significan
Repurchase Interest \leftarrow Service_Quality	0.183	1.665	0.110	0.913	Not Significan

Based on the CR and P values, it is found that the variable Product Variation, Cafe Facilities, Cafe Atmosphere, Cafe Location and Service Quality are not dominantly influential because they have a CR value < 1.64 and $P > 0.05$. The results of this study indicate that all of the variables do not affect Repurchase Interest at Cafe Tasikmalaya Regency.

CONCLUSION

Based on the discussion and results from the research that has been done, the following conclusions can be drawn:

1. Testing the Product Variation variable has no positive and insignificant effect on Repurchase Intention where the CR value is $0.847 < 1.64$ and $P 0.397 > 0.05$ with an estimated value to the effect of Product Variation on the Repurchase Interest variable of 0.172. This shows that there is no effect of Product Variety on Repurchase Interest at Café in Tasikmalaya Regency. The results from this study are not in line with research conducted by Isti, Leonardo and Maria (2017).
2. Testing the Cafe Facilities variable has no negative and insignificant effect, where the value of CR is $-0.683 < 1.64$ and $P 0.494 > 0.05$ with the estimated value of the influence of Cafe Facilities on the Repurchase Interest variable of -1.069. This shows that there is no influence from Cafe Facilities on Repurchase Interest at Café in Tasikmalaya Regency, the results of this study are not in line with those by Isti, Leonardo and Maria (2017)
3. Testing the Cafe Atmosphere variable had no positive and insignificant effect, where the value of CR $1.049 > 1.64$ and $P 0.294 > 0.05$ with an estimated value of the effect of Cafe Atmosphere on the Repurchase Interest variable of 1.532. This shows that there is no influence from the Cafe Atmosphere on Repurchasing Interest at Café in Tasikmalaya Regency, the results of this study are not in line with the research conducted by Jennifer and Thomas (2021).
4. Testing the Cafe Location variable had no positive and insignificant effect, where the CR value was $0.135 < 1.64$ and $P 0.893 > 0.05$ with an estimated value of the effect of Cafe Location on the Repurchase Interest variable of 0.263. This shows that there is no influence from Cafe Location on Repurchase Interest at Café in Tasikmalaya Regency, the results of this study are not in line with research conducted by Rahmi (2017).
5. Testing the variable Quality of Service has no positive and insignificant effect, where the CR value is $0.110 < 1.64$ and P is $0.913 > 0.05$ with an estimated value of the effect of Service Quality on the Repurchase Interest variable of 0.183. This shows that there is no effect of Service Quality on Repurchase Intention at Café In Tasikmalaya Regency. The results of this study are in line with research conducted by Hilman (2018) which states that Service Quality has a neative effect on Repurchase Intention.

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