The Effect of Servicescape and Brand Image on Repurchase Intention Through Customer Satisfaction on Maxx Coffee Customers

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Abstract. The purpose of this study was to determine and analyze the direct influence of Servicescape, Brand Image and Customer Satisfaction on Repurchase Intention and to see the role of Customer Satisfaction as an intervening variable. The research method used is descriptive associative using a sample of 150 respondents. The data analysis method used is (Partial Least Square) PLS using the Smart PLS application. The results showed that Servicescape and Customer Satisfaction have a positive and significant effect on Repurchase Intention; Brand Image has a positive but not significant effect on Repurchase Intention; Servicescape and Brand Image have a positive and significant effect on Customer Satisfaction; Servicescape and Brand Image have a positive and significant effect on Repurchase intention through customer satisfaction at Customer Maxx Coffee in Medan.

Keywords: Servicescape, Brand Image, Customer Satisfaction and Repurchase Intention

1. INTRODUCTION

A cafe is a managed beverage and food businessa which provides complete service to customers. Nowadays, cafes are used as a place to get rid of boredom and fatigue, not just to relax. Nowadays, cafes are a consumer destination because they usually offer a calm and comfortable atmosphere (Junaedi, 2021).

The improving Indonesian economy and increasing people's incomes, especially in big cities, have the potential to change people's lifestyles towards luxury. Medan is a developing city among other cities in Indonesia which has the characteristics of a society that tends to like hanging out. With the development of lifestyles, shopping centers (malls) are becoming more popular as places for shopping and hanging out. (Bappelitbang, 2022)

Maxx Coffee has grown greatly since 2015 where they continue to develop their business by opening 80 outlets throughout Indonesia. In the city of Medan itself, there are 3 shop outlets, namely at Lippo Plaza, Medan Fair and Sun Plaza (Maxx-coffee, 2023)

There is servicescape is the influencing component repurchase intention. When Servicescape considering the place of business, perceived consumer value, and consumer satisfaction, interest in repurchasing will arise. Repurchase intention that low can be influenced by many factors, including Customer Satisfaction, Servicescape,And brand image bad consumer. This can lead to reduced revenue and business failure.

According to (Teresia, 2018) the level of client satisfaction or dissatisfaction after purchasing a product or service is known as customer satisfaction. Their experiences before, during, and after purchasing a good or service form the basis of this sentiment. Customers are more likely to make repeat purchases when they are satisfied, and vice versa; Low customer satisfaction will cause consumer satisfaction to decrease. Based on previous positive customer experiences, research (Teresia, 2018) shows that customers are satisfied with goods and services and want to buy them again.

Trust in brand image influences repurchase interest. The observations and trust that customers have in brands are described in customer associations or memories ((Tjiptono & Diana, 2022) The product must stand out from competitors thanks to its features, benefits and applications. Brand reputation, which shows the credibility and reputation of the brand, is one of the prerequisites for success in market competition. Therefore, it is important for business owners to create a good perception of their brand in the eyes of customers.

The problem formulation in this research is: What Servicescape, brand image dan customer satisfaction influence on Repurchase intention?; whether Servicescape dan brand image influence on customer satisfaction?; And whether Servicescape dan brand image influence on Repurchase intention through Customer satisfaction on Customer Maxx Coffee Plaza in Medan City?.

2. LITERATURE REVIEW

Repurchase intention is basically a person's behavior influenced by previous consumption experiences, which has a direct impact on their desire to repurchase in the future. Price, brand, advertising, supply chain, service mix, atmosphere, and location all have a significant impact on a person's previous consumption experience. (Pengestu, Jushermi, & Nursanti , 2021). (Mariana, Setiawati, & Salehati, 2020) provides several indicators that can be used to see repurchase intention in customers, including: The tendency to buy the product again; Will make the Company the main choice in making purchases; Intention to recommend to relatives and family; Intent to give experience to others towards the company; Provide positive information about the Company; Give feed back good for the company.

According to (Bitner, 1992) servicescape is a physical environment consisting of facility interior services, external design, parking, equipment, layout plans, air quality and air temperature. The physical layout where certain components are connected with a

service concept is known as "Servicescape" when services are provided to clients. Servicescape is closely related to the physical appearance and client experience. (Pengestu, Jushermi, & Nursanti , 2021)

In this research that is the indicator servicescape are (Situmorang, Mulyono, & Azmi, 2018) Appropriate Café temperature; Good lighting; Café cleanliness is maintained; The typical aroma of the Café ; The music played in the café is interesting; Unique Café layout; Neatly arranged room layout; The room layout is very creative and aesthetic; The name of the Café is clearly visible ; The Café is easily recognizable from the Banner.

Consumers' responses to a brand are based on what good and bad they remember about the brand. The beliefs formed in buyers' minds about the goods they buy are called brand image (Bailey & Miligan, 2022) Using colors, interests and likes, brands can help buyers make decisions because brands can be found everywhere. In this research, the brand image indicators are (Bagus, 2019): The Café brand is known to the public; Brand; Café that is popular with the public; The brand is a café that is trusted by the public; The existence of the Café is sufficient and is felt in the community; The menu at the Café gives prestige to consumers; Belief in the products provided by the Café ; The quality of the raw materials used in the Café is guaranteed; The price offered is in accordance with the quality

According to (Hasan, 2018) what is meant by consumer satisfaction is a feeling of satisfaction or dissatisfaction that arises due to the difference between product performance (results) and the expected performance (results). Customer satisfaction, according to (Oliver, 2015) is a situation where a product or service meets consumer needs and expectations. Customer satisfaction refers to meeting customer expectations.
Customer Satisfaction has indicators that are the basis for research, namely (Mashadi, 2022): Product conformity with consumer expectations; Product quality is guaranteed in terms of raw materials and taste; Consumer response to the product; Providing feedback by consumers; Match the price and quality of the products offered; Products can easily be obtained by consumers.

3. METHODS

This research uses associative research which looks at the relationship between each research variable. stated that if the population is not well understood, the sample size can be calculated using the (Malholtra & Birks, 2017) formula, namely by multiplying the number of subvariables by 5–10. This research questionnaire contains 30 questions, which means 150 research samples. This research uses the probability sampling method

(Malholtra & Birks, 2017) for sampling. According to (Malholtra & Birks, 2017) retrieval method simple random sampling is sampling from a population randomly without paying attention to population strata. Statements in the questionnaire are measured using a Likert Scale as a research tool. Data analysis in this research uses an approach Partial Least Square. PLS is an equation model structural equation modeling (SEM) that operates on a variance or component-based approach (Hair, Hult, Ringle, & Sarstedt, 2023).

4. RESULTS

Direct and Indirect Influence

Table 1. Path Coefficients (Mean, STDEV, t-Value) Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Servicescape -> Repurchase Intention	0.393	0.410	0.122	3.229	0.001
Brand Image -> Repurchase Intention	0.036	0.028	0.157	0.229	0.819
Customer Satisfaction -> Repurchase Intention	0.501	0.409	0.120	4.192	0.000
Servicescape -> Customer Satisfaction	0.226	0.226	0.085	2.659	0.008
Brand Image -> Customer Satisfaction	0.741	0.741	0.080	9.256	0.000
X1 -> Z -> Y	0.113	0.190	0.046	2.483	0.000
X2 -> Z -> Y	0.372	0.365	0.103	3.603	0.013

a. With a t-value of 3.229, the influence of servicescape on repurchase intention of Maxx Coffee customers in Medan City is 0.393. With a p value of 0.001 which is smaller than 0.05 and a value greater than t-table (1.65), then Hypothesis 1 can be accepted.

b. With a t-statistic value of 0.229, the influence of brand image on repurchase intention of Maxx Coffee customers in Medan City is shown to be 0.036. Hypothesis 2 is rejected because this value is smaller than t-table (1.65), and the p value of 0.819 is greater than 0.05.

c. Maxx Coffee customers in Medan City have a coefficient value of 0.501 and a statistical value of 4.192 for the relationship between customer satisfaction and

repurchase intention. With a p-value of 0.000, it is smaller than 0.05 and a value greater than t-table (1.65).

d. With a calculated value of 2.659, the influence of servicescape on customer satisfaction for Maxx Coffee customers in Medan City is shown to be 0.226. With a p value of 0.008, smaller than 0.05 and a value greater than t-table (1.65), then Hypothesis 4 is accepted.

e. For Maxx Coffee customers in Medan City, the relationship between brand image and customer happiness has a t value of 9.256 and a coefficient value of 0.741. With p-value of 0.000 smaller than 0.05 and a value greater than t-table (1.65), then Hypothesis 5 can be accepted.

Indirect Influence

a) For Maxx Coffee customers in Medan City, the influence of servicescape on repurchase intention through customer satisfaction produces a t-count of 2.483 and a coefficient value of 0.113. With a p value of 0.000 smaller than 0.05 and a value greater than ttable (1.65), then Hypothesis 6 can be accepted.

b) With a t-value of 3.603, the influence of brand image on repurchase intention as measured by customer satisfaction for Maxx Coffee customers in Medan City has a coefficient value of 0.365. With a p value of 0.013, smaller than 0.05 and a value greater than ttable (1.65), then Hypothesis 7 is accepted.

Direct, Indirect and Total Influence

Table 2. Influence Between Research Variables

Independent Variable	Dependent Variable	Intervening	Direct Effect	Indirecffect	Total Effect
Servicescape (X1)	Repurchase Intention (Y)	Customer Satisfaction (Z)	0.393	0.113	0.506
Brand Image (X2)			0.036	0.372	0.408
Servicescape (X1)	Customer Satisfaction (Z)		0.226	-	0.226
Brand Image (X2)			0.741	-	0.741
Customer Satisfaction (WITH)	Repurchase Intention (Y)		0.501	-	0.501

1) The amount of indirect contribution is: servicescape to repurchase intention through customer satisfactionis 0.393 + 0.113 x 100% = 50.6%. So the total contribution of

the variable servicescape to repurchase intention through customer satisfaction is 50.6%.

2) The amount of indirect contribution is: brand image to repurchase intention through customer satisfactionis 0.036 + 0.372 x 100% = 40.8%. So the total contribution of the variable brand image to repurchase intention through customer satisfaction is 55.5%.

Evaluation Model Quality

R-Square

In the research we can found that the customer satisfaction variable has an R-Square value of 0.873 and the repurchase interest variable has an R-Square value of 0.789. The obtained value explains that 78.9% of the percentage of repurchase interest can be explained by servicescape, brand image and customer satisfaction, while 87.3% of customer satisfaction performance can be explained by servicescape and brand image.

F-Square

Base in research, it can be concluded that:

a. SS (X1) on CS (Z) = 0.138 influential (moderate)

b. BI (X2) against CS (Z) = 1.480 influential (high)

c. SS (X1) on RI (Y) = 0.219 influential (moderate)

d. BI (X2) to RI (Y) = 0.001 influential (weak)

and. CS (Z) to RI (Y) = 0.150 influential (weak)

Q^2 Predictive Relevance

Based on research, it shows that a value > 0 indicates that the model has predictive relevance. Result of Repurchase Intention And Costumer satisfaction > 0 which indicates that the model is high (Hair, Hult, Ringle, & Sarstedt, 2023)

5. DISCUSSION

Servicescape positive and significant effect on Repurchase intention at Customer Maxx Coffee in Medan City.

As we know, respondents in this study already felt that variables servicescape they have received it well. Where the majority of respondents agree that the Maxx Coffee Café outlet in Medan City has paid attention to the temperature of the Café which is always maintained, the lighting is good, the cleanliness of the Café is maintained, the distinctive aroma of the Café, the music played in the café is interesting, the layout of the Café is unique, the layout of the room is orderly neat, the room layout is very creative and aesthetic and the brand banner is easily recognized.

This is supported by (Gunari & Oktafina, 2018), who advised the cafes they studied to improve their services so that the cafe can provide comfort in terms of consumer experience, satisfy customers, and make customers want to come back. This is also in accordance with research conducted by Kundiarto and Suciarto (2022); Bachelor, Farida and Seno (2022); Gifai and Fachira (2021); Pramyda (2021 and Ratnasari, Rahadhini and Wardiningsih (2019) who stated servicescape positive and significant effect on repurchase intention.

Brand Image positive and insignificant effect on Repurchase intention at Customer Maxx Coffee in Medan City.

This is due to the fact that many modern coffee brands do not put brand reputation first when they select products. The results show that brand image cannot be an additional reference for customers and considerations about products. Maxx Coffee is well known in the community and is considered a good brand. Consumers who have a good brand reputation will not necessarily buy the item again, so they consider other factors, such as price. This shows that brand image is not important to customers. Therefore, brand image today is increasingly important because it is not just a name or symbol, but is also a factor that differentiates certain products from others.

This is in line with research conducted by Almirah and Indayani (2022); Tamzil, Kuswanti and Urfah (2021); Kusumasari (2020) and Dewi and Ekawati (2019) stated that brand image does not have a significant influence on repurchase intention.

Customer satisfaction positive and significant effect on Repurchase intention at Customer Maxx Coffee in Medan City.

The test results show that repurchase intention is positively and significantly influenced by customer satisfaction. In other words, customers are likely to want to buy Maxx Coffee products again in the future if they feel satisfied. This shows how repurchase intention can be influenced by the level of customer satisfaction. This study shows that customers who are happy with Maxx Coffee's goods and services are more likely to recommend them to others and make additional purchases in the future. In this case, Maxx Coffee Company must always be able to satisfy its clients.

This is in line with research conducted by Kundiarto and Suciarto (2022); Udayana, Hutami and Yani (2022); Bachelor, Farida and Seno (2022); Shidqi, Farida and Pinem (2022); Pengestu, Jushermi and Nursanti (2021); Gifari and Fachira (2021); Pramyda (2021) and Ratnasari, Rahadhini and Wardiningsih (2019) which state that there is a positive and significant influence between customer satisfaction to repurchase intention.

Servicescape positive and significant effect on Customer satisfaction at Customer Maxx Coffee in Medan City.

Signs, symbols, and artifacts, as well as the surrounding environment, space, and function, are all considered part of the environmental conditions of goods and services (Lovelock, 2011). Customer reactions to the service they receive can be influenced by all of these aspects, resulting in satisfaction or dissatisfaction. Bitner (1992) emphasized that physical factors can influence how satisfied customers are with the service they receive. Clients will be happy with the company's services if they feel comfortable at work. Given that the environment a service organization creates shapes the mood experienced by its clients, the physical appearance of the service environment is very important. Businesses are responsible for meeting client expectations and designing a service landscape—an environment that is visually appealing, distinctive, and relatable to customers.
Customer satisfaction is determined by experience, according to Lovelock and Wirtz (Bruno, 2019). However, according to several experts, there are five components that can increase consumer satisfaction with the servicescape: navigational layout, cleanliness, seating comfort, interior decor, and ambience (environmental conditions).

Results of research conducted by Djunaidi and Heri Subagyo (2020) States that servicescapepositive effect on satisfaction consumer. And supported by previous research by Utami and Suryawardani (2016) and other research conducted by Djuaedi and Subagyo

(2020) indicates that the service environment (servicescape) significant effect to customer satisfaction.

Brand Image positive and significant effect on Customer satisfaction at Customer Maxx Coffee in Medan City.

According to Hasan (2013), a brand with a positive and strong image will convince customers and make them feel more satisfied and safe with the goods and services they buy. Because brand image can influence customer perceptions and expectations about products or services, and brand image can help customers make decisions when making transactions. A study conducted by C. Damayanti and Wahyono (2015) regarding brand image's impact on customer satisfaction shows that brand image has a positive impact on customer satisfaction. This shows that a better brand image will be more able to increase customer satisfaction.

This is in line with research conducted by Damayanti and Wahyono (2015), Susanti and Wardana (2014), Permana (2016), Budi and Harsono (2017), Dwi Yana, et al (2015), Susanti and Wardana (2015) Enggarwati , et.al, (2017) Kurniawati, et.al (2014), and Andreani et.al, (2012 which states that Citra Brand has a significant effect on Customer Satisfaction.

Servicescape positive and significant effect on Repurchase intention through Customer satisfactionat Customer Maxx Coffee in Medan City.

Russell in Lupiyoadi (2013) explains that satisfaction and stimulation are two aspects of consumers' emotional responses to the environment. While arousal refers to a person's feelings of being stimulated, satisfaction is a subjective response to the environment based on whether or not one likes the environment.

A servicescape, according to Boom and Bitner, is a place where sellers, buyers, and services come together, and where tangible commodities help communication and service performance. Services refer to nonhuman components of the environment. Ambient conditions (air quality, temperature, and lighting) spatial layout and function (gardens, exterior design, parking, and surroundings) and signs, symbols, and artifacts (interior design and decoration, equipment, layout). So, Maxx Coffee created their services to create an atmosphere that enhances customer experience, which can influence customer behavior and keep them satisfied.

(Kotler & Keller, 2022) Satisfaction is a function of the closeness between perceived product performance and expectations. If performance does not meet expectations, consumers will be disappointed, if it meets expectations, consumers will be satisfied, and if it exceeds expectations, consumers will be very happy. In other words, satisfaction is an attitude carried out by customers regarding the performance of a product or service which is considered good or more than what was expected after they purchased certain goods or services. After reaching this level of satisfaction, consumers are likely to purchase the same goods or services again because they feel satisfied

Brand Image positive and significant effect on Repurchase intention through Customer satisfactionon Customer Maxx Coffee in Medan City.

The test results show that brand image factors such as easy to recognize, easy to remember, famous, distinctive, and brand equity can be used as determinants of consumer satisfaction with a product. A positive brand image in the eyes of customers will enable them to purchase and use the item. A better reputation of course depends on a better brand. A definition of image (Kotler & Keller, 2022) says that image is the overall concept, belief and impression that a person has of something or a product. Therefore, building a good reputation for Maxx Coffee Café is very important because this will keep customers satisfied and encourage them to repurchase their products.

According to Hasan (2013), a brand with a positive and strong image will convince customers and make them feel more satisfied and safe with the goods and services they buy. Because brand image can influence customer perceptions and expectations about goods or services, brand image can help customers make transaction decisions. Customers will feel very satisfied if the company's brand image is good. because customers believe that the products they choose meet customer expectations, which makes them remain confident in buying that company's products again.

6. **CONCLUSION**

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

a. Servicescape positive and significant effect on Repurchase intention at Customer Maxx Coffee in Medan..

b. Brand Image insignificant positive effect on Repurchase intention at Customer Maxx Coffee in Medan.

c. Customer satisfaction positive and significant effect on Repurchase intention at Customer Maxx Coffee in Medan.

d. Servicescape positive and significant effect on Customer satisfaction at Customer Maxx Coffee in Medan.

e. Brand Image positive and significant effect on Customer satisfaction at Customer Maxx Coffee in Medan.

f. Servicescape positive and significant effect on Repurchase intention through customer satisfaction at Customer Maxx Coffee in Medan.

g. Brand Image positive and significant effect on Repurchase intention through customer satisfaction at Customer Maxx Coffee in Medan.

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