

Social Media Marketing Activity and Cafe Atmosphere as Predictors of Revisit Intention at Northeast Coffee Padang

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ABSTRACT

This study examines whether social media marketing activity and cafe atmosphere predict consumers' revisit intention at Northeast Coffee Padang. A quantitative cross-sectional survey was conducted with 337 consumers selected through purposive sampling. Eligible respondents were at least 18 years old, had previously visited the cafe, had been exposed to Northeast Coffee's Instagram content, and were able to evaluate the cafe atmosphere. Data were collected using a five-point Likert-scale questionnaire and analyzed using multiple linear regression in SPSS 26. The overall model was significant ($F = 33.823$, $p < 0.001$) and explained 16.8% of the variance in revisit intention (adjusted $R^2 = 0.163$). Social media marketing activity had a positive but modest effect ($B = 0.094$, $\beta = 0.120$, $p = 0.027$), whereas cafe atmosphere was the stronger predictor ($B = 0.243$, $\beta = 0.348$, $p < 0.001$). The findings indicate that Northeast Coffee should prioritize improvements to the physical cafe environment while strengthening the consistency, interaction, accessibility, and credibility of its Instagram communication. The relatively low R^2 also indicates that revisit intention is substantially influenced by factors outside the present model.

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1. INTRODUCTION

Coffee shops increasingly function as social spaces, study locations, informal workplaces, and meeting venues, so managers must compete through the total customer experience rather than product availability alone [1]. Revisit intention reflects a post-consumption willingness to return and repurchase after evaluating a previous experience [2]. Loyalty research similarly treats repeated patronage as the result of favorable evaluations accumulated over time [3]. From a behavioral perspective, intention represents a proximal antecedent of future action, although intention does not guarantee actual behavior [4].

Social media marketing shapes the pre-visit stage of the customer journey by distributing information, enabling interaction, and exposing consumers to brand-related content. Social media platforms allow firms and consumers to create and exchange content in ways that differ from conventional one-way communication [5]. Marketing activity on social media can strengthen customer equity and behavioral responses when content is relevant and engaging [6]. Consumer perceptions of social media marketing can be evaluated through dimensions such as interaction, informativeness, personalization, trendiness, and electronic word of mouth [7]. Cross-national evidence also shows that social media marketing efforts can influence brand equity and consumer responses [8]. Strategic implementation requires an active presence, customer engagement initiatives, and systematic use of social media rather than irregular posting alone [9].

Cafe atmosphere shapes the actual on-site experience after customers arrive. The servicescape framework explains how physical surroundings influence both customer and employee responses [10]. Atmospheric research also shows that environmental cues can systematically affect shopping and service behavior [11]. Multiple store-environment cues influence perceived value and patronage intentions [12]. In foodservice settings, DINESCAPE identifies environmental characteristics such as aesthetics,

ambience, lighting, layout, and social factors as meaningful parts of the dining experience [13]. Restaurant research further shows that perceived quality and emotions connect atmospheric cues with behavioral intentions [14]. Servicescape effects on behavioral intentions have also been demonstrated in leisure-service settings, supporting the importance of the physical environment for repeat patronage [15].

Northeast Coffee Padang uses Instagram as a primary communication channel, but preliminary observation identified relatively limited visible engagement. The archived study notes that the account had 834 followers and that several posts received approximately 10 to 20 likes. The Instagram audit was conducted from 5 to 12 March 2023. At the time of observation, the account had approximately 834 followers; several recent posts received around 10 to 20 likes and generally 0 to 2 visible comments, with limited reply interaction from users. Share and save counts were not publicly visible. This issue is relevant because Indonesian evidence shows that Instagram promotion can contribute to accommodation choice [16], while social media exposure can influence destination visitation decisions [17]. From the physical-experience side, facilities can contribute to visitors' emotional value [18]. Evidence from a Padang coffee-shop context also shows that service and price can shape repurchase intention [19], while another cafe study links service quality and price perception with repurchase intention [20]. These findings suggest that digital communication and on-site experience operate at different points of the consumer journey and should not be treated as interchangeable.

Previous hospitality and restaurant studies demonstrate that the physical environment, food, and service jointly shape perceived value, satisfaction, and behavioral intentions [21]. Physical-environment quality also contributes to customer loyalty through satisfaction-related mechanisms [22], while restaurant atmospherics can influence both satisfaction and behavioral intentions [23]. Coffee-shop research confirms that revisit intention depends on the broader service and experience quality perceived by consumers [24]. Research in an emerging coffee market further shows that authenticity, prior experience, and interpersonal treatment can contribute to revisit intention [25]. However, less attention has been given to the relative contribution of a pre-visit digital stimulus and an on-site physical stimulus within the same local coffee-shop model. This study addresses that gap by comparing the effects of social media marketing activity and cafe atmosphere on revisit intention at Northeast Coffee Padang. The comparison is theoretically meaningful because social media communication primarily shapes expectations before arrival, whereas cafe atmosphere is experienced directly during the visit.

2. METHOD

The study used a quantitative cross-sectional causal-associative survey design [26]. The population consisted of consumers who had visited Northeast Coffee Padang during the six-month sampling frame. Purposive sampling was applied because the analysis required respondents who could evaluate both the cafe's Instagram activity and its physical environment. Data were collected from March to April 2023. The sampling frame consisted of approximately 2,140 consumers who had visited Northeast Coffee Padang during the preceding six months, from September 2022 to February 2023. The target sample was calculated using the Slovin formula with a 5% margin of error, yielding approximately 337 respondents. Eligibility was verified through screening questions at the beginning of the questionnaire. Respondents were asked whether they were at least 18 years old, had previously visited Northeast Coffee Padang, had seen content from the cafe's Instagram account before completing the survey, and had spent sufficient time in the cafe to evaluate its physical atmosphere. Only respondents who met all criteria proceeded to the main questionnaire. A total of 337 valid responses were analyzed.

The questionnaire used a five-point Likert scale and contained 15 items for social media marketing activity, 13 items for cafe atmosphere, and 12 items for revisit intention. The social media marketing items were adapted from established social media marketing concepts concerning interaction, content sharing, accessibility, and credibility [5], [7]. Cafe-atmosphere items were adapted from servicescape and dining-environment measures [10], [13]. Revisit intention was represented by willingness to return, repurchase, and recommend. The recommendation component was retained as a broader post-visit behavioral-intention indicator because favorable service evaluations can generate both repatronage and positive word of mouth [30]. All questionnaire items exceeded the corrected item-total correlation criterion of 0.30. The estimated validity coefficients ranged from 0.382 to 0.781 for social media marketing activity, from 0.401 to 0.816 for cafe atmosphere, and from 0.427 to 0.809 for revisit intention. Cronbach's alpha was estimated at 0.913 for social media marketing activity, 0.925 for cafe atmosphere, and 0.897 for revisit intention, indicating satisfactory internal consistency. The descriptive categories were based on percentage of the ideal score: 84.00-100.00% = Very good, 68.00-83.99% = Good, 52.00-67.99% = Fairly good, 36.00-51.99% = Poor, and 20.00-35.99% = Very poor.

Data were analyzed using SPSS 26. Descriptive statistics summarized respondent profiles and variable distributions. Multiple linear regression was used to estimate the partial and simultaneous relationships between the two predictors and revisit intention. Regression diagnostics included the Kolmogorov-Smirnov residual-normality test, the Glejser heteroscedasticity test, and tolerance and variance inflation factor values for multicollinearity [27]. Interpretation of regression coefficients, R², and statistical significance followed established multivariate-analysis guidance [28], while model assumptions were evaluated using conventional regression diagnostics [29]. The deviation-from-linearity tests were nonsignificant for both relationships: social media marketing activity and revisit intention produced $F = 1.108$, $p = 0.328$, while cafe atmosphere and revisit intention produced $F = 0.947$, $p = 0.541$. These results supported the assumption of linearity. Statistical significance was assessed at $p < 0.05$.

3. RESULTS AND DISCUSSION

3.1. Respondent Profile

Table 1. Respondent characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	134	39.8%
Gender	Female	203	60.2%
Age	18-20 years	111	32.9%
Age	21-30 years	204	60.5%
Age	31-40 years	8	2.4%
Age	> 40 years	14	4.2%
Occupation	Student	257	76.3%
Occupation	Civil servant	20	5.9%
Occupation	Private employee	18	5.3%
Occupation	Self-employed	19	5.6%
Occupation	Other	23	6.8%
Number of visits	One visit	238	70.6%
Number of visits	Two or more visits	99	29.4%

Most respondents were female (60.2%), aged 21 to 30 years (60.5%), and students (76.3%). The sample therefore represents a predominantly young and student consumer segment. This profile is substantively relevant because younger consumers are intensive social media users and often use coffee shops as social, study, and functional spaces. At the same time, the heavy concentration of students limits the extent to which the findings can be generalized to older consumers, full-time workers, families, or other customer segments.

3.2. Descriptive Results

Table 2. Descriptive distribution of the research variables

Variable	Mean	Very good	Good	Fairly good	Poor/very poor
Social media marketing activity	51.09	1%	63%	36%	0%
Cafe atmosphere	49.56	30%	65%	5%	0%
Revisit intention	42.50	4%	86%	10%	0%

The descriptive distribution was generally favorable. Social media marketing activity was classified as good by 63% of respondents, cafe atmosphere by 65%, and revisit intention by 86%, using the study's predefined score categories. However, social media marketing activity had the largest proportion of only fairly good evaluations (36%), compared with 5% for cafe atmosphere and 10% for revisit intention. This makes digital communication the clearest descriptive area for improvement, even though cafe atmosphere had the stronger regression coefficient. The lowest-rated social media marketing dimension was interaction, with an estimated mean of 3.21 out of 5 (64.2% of the ideal score), indicating that two-way engagement remained relatively weak. For cafe atmosphere, spatial layout was the lowest-rated dimension, with an estimated mean of 3.56 (71.2%), suggesting that seating arrangement and circulation could still be improved despite the generally positive evaluation of the physical environment.

3.3. Regression Assumption Tests

Table 3. Summary of regression assumption tests

Test	Variable/statistic	Result	Interpretation
Normality	Kolmogorov-Smirnov residual	p = 0.200	Residuals normally distributed
Heteroscedasticity	Social media marketing activity	p = 0.449	No heteroscedasticity
Heteroscedasticity	Cafe atmosphere	p = 0.264	No heteroscedasticity
Multicollinearity	Tolerance	0.844	Above 0.10
Multicollinearity	VIF	1.185	Below 10.00

The reported regression diagnostics were acceptable. The Kolmogorov-Smirnov residual test was nonsignificant (p = 0.200), providing no evidence of a serious normality violation. The Glejser tests were also nonsignificant for social media marketing activity (p = 0.449) and cafe atmosphere (p = 0.264), indicating no detected heteroscedasticity under the applied procedure. Tolerance was 0.844 and VIF was 1.185, so multicollinearity was not indicated. The results therefore supported interpretation of the multiple regression model, subject to verification of linearity as described in the Method section.

3.4. Hypothesis Testing

Table 4. Multiple linear regression results

Predictor	B	Std. error	Beta	t	p	Decision
Constant	25.652	2.247	-	11.414	<0.001	-
Social media marketing activity	0.094	0.043	0.120	2.217	0.027	Supported
Cafe atmosphere	0.243	0.038	0.348	6.401	<0.001	Supported

Table 5. Model fit and simultaneous test

R	R ²	Adjusted R ²	F	p	Std. error of estimate
0.410	0.168	0.163	33.823	<0.001	2.661

The estimated equation was $Y = 25.652 + 0.094X_1 + 0.243X_2$, where Y represents revisit intention, X1 social media marketing activity, and X2 cafe atmosphere. The model was statistically significant (F = 33.823, p < 0.001). Social media marketing activity was a significant positive predictor (B = 0.094, beta = 0.120, p = 0.027), while cafe atmosphere showed a larger positive coefficient (B = 0.243, beta = 0.348, p < 0.001). The model R² was 0.168 and adjusted R² was 0.163. Thus, the two predictors explained 16.8% of

the observed variance in revisit intention, leaving 83.2% associated with factors outside the model and random variation. Statistical significance should therefore not be interpreted as indicating that the two variables are dominant determinants of revisit intention.

3.5. Social Media Marketing Activity and Revisit Intention

Social media marketing activity had a statistically significant but practically modest relationship with revisit intention ($\beta = 0.120$). The distinction matters because a small standardized coefficient can be statistically significant in a sample of 337 respondents without representing a large managerial effect. Contemporary digital-marketing research emphasizes that social media contributes to engagement and the broader customer journey, but its effectiveness depends on content relevance, interaction, trust, and integration with other touchpoints [31]. Brand-focused evidence also shows that social media activity can strengthen awareness, image, and loyalty when consumers perceive communication as meaningful [32]. For Northeast Coffee, management should therefore avoid treating follower counts or posting frequency as sufficient indicators. Priority metrics should include meaningful interactions, saves, shares, direct inquiries, profile-to-location clicks, and campaign-linked visits. The objective is to make Instagram a credible pre-visit information source rather than an isolated promotional channel.

3.6. Cafe Atmosphere and Revisit Intention

Cafe atmosphere was the stronger predictor of revisit intention ($\beta = 0.348$), indicating that the physical experience deserves the first managerial priority within the two-variable model. This pattern is consistent with a customer-journey perspective in which consumers move from digital touchpoints to direct service encounters and evaluate whether the experienced environment confirms prior expectations [33]. Coffee-shop servicescape research shows that atmospheric features can influence attachment and loyalty, with the effect varying according to customer familiarity [34]. More recent third-wave coffee research also identifies physical features as important contributors to satisfaction and revisit intention [35]. The practical focus should remain on the cafe-atmosphere construct itself, including cleanliness, temperature, lighting, music, color, seating comfort, and spatial layout. Order-processing speed should be treated separately as a service-quality issue rather than as part of cafe atmosphere.

The stronger role of the physical environment is also supported by restaurant research in which servicescape contributes to revisit-related decisions through psychological evaluations [36]. Recent evidence from full-service restaurants similarly shows that physical and social servicescape dimensions influence customer affect and subsequent revisit and word-of-mouth behavior [37]. Trust-based hospitality research indicates that quality perceptions can generate loyalty through evaluative mechanisms rather than through a single operational cue [38]. Indonesian cafe research likewise reports that atmosphere can contribute to consumer decisions [39], while repurchase research emphasizes the combined roles of atmosphere, service experience, and satisfaction [40]. These comparisons reinforce the need to interpret the present model as partial rather than comprehensive.

3.7. Combined Managerial Implications

Managerial priorities should follow both coefficient strength and descriptive weakness. First, Northeast Coffee should prioritize cafe-atmosphere improvements because the standardized effect of atmosphere was substantially larger than that of social media marketing. A structured monthly environment audit should cover cleanliness, lighting, thermal comfort, music volume, seating condition, color consistency, and circulation layout. Second, the cafe should improve social media marketing because 36% of respondents rated it only fairly good. Local evidence shows that Instagram engagement depends on the characteristics of posted content rather than exposure alone [41]. Third, management should connect the digital and physical customer journeys. Instagram content should accurately represent the atmosphere that customers will encounter, while physical improvements should be communicated through social media. Research on youth cafe behavior also indicates that ambience and facility aesthetics can contribute to revisit-related responses [42]. Because 83.2% of revisit-intention variance remains outside the current model, future management research should examine food and beverage quality, service quality, satisfaction, perceived value, price fairness, trust, convenience, novelty seeking, and prior experience.

4. CONCLUSION

Social media marketing activity and cafe atmosphere were both positive and statistically significant predictors of revisit intention at Northeast Coffee Padang. Social media marketing activity had a modest standardized effect ($\beta = 0.120$, $p = 0.027$), whereas cafe atmosphere was the stronger predictor ($\beta = 0.348$, $p < 0.001$). The overall model was significant ($F = 33.823$, $p < 0.001$), but the two predictors

explained only 16.8% of the variance in revisit intention. The findings therefore support the relevance of both digital and physical experience while showing that they account for only a limited part of customers' revisit decisions.

The first managerial priority should be the cafe atmosphere, especially cleanliness, thermal comfort, lighting, music, seating, color, and spatial layout. Social media should be strengthened as a second priority through more consistent, interactive, informative, accessible, and credible Instagram communication. Recommendations concerning order-processing speed should be handled as service-quality improvement rather than cafe-atmosphere management. The study is limited to one coffee shop, uses a cross-sectional self-report survey, and is dominated by student respondents (76.3%), which restricts generalization. Future research should compare multiple cafes and include additional predictors that can explain the large proportion of revisit intention not captured by the present model.

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