

The Influence of Servicescape on Repurchase Intention at Salejourn Cafe and Space Padang

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ABSTRACT

This study investigates the influence of servicescape on repurchase intention at Salejourn Café and Space Padang, motivated by fluctuating transaction volumes and customer complaints regarding ambient conditions, layout, and noise levels that may hinder customer loyalty. Employing a quantitative approach with a causal associative design, data were collected through a structured questionnaire administered to 105 respondents who had visited the café within the past three months. The instrument consisted of 24 items measured on a five-point Likert scale and was tested for validity and reliability, confirming strong construct validity and internal consistency. Data analysis was performed using SPSS 26.0, including descriptive statistics, assumption testing, and simple linear regression. The findings reveal that the servicescape was generally rated good (mean score 68.3%), while repurchase intention was categorized as fairly good (mean score 63.9%). Regression results indicate that servicescape has a positive and significant effect on repurchase intention, with a regression coefficient of 0.725 ($p < 0.05$) and an R^2 value of 0.465, meaning that servicescape explains 46.5% of the variance in repurchase intention. These results demonstrate that well-designed physical environments, particularly spatial layout and symbolic elements, enhance customer satisfaction and loyalty, while highlighting the need for improvements in ambient conditions. Theoretically, this study contributes to the literature on consumer behavior in hospitality, and practically, it provides insights for café managers to optimize servicescape design to sustain competitiveness and strengthen repurchase intentions.

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1. INTRODUCTION

The globalization era has significantly transformed consumer lifestyles, particularly in the food and beverage sector, where coffee shops have evolved beyond functional dining places into social, entertainment, and co-working hubs. This transformation has intensified competition, compelling businesses to adopt strategies that not only attract but also sustain customer loyalty through repurchase intention. Repurchase intention is a crucial behavioral outcome defined as the willingness of customers to revisit and repurchase based on positive prior experiences [1]. In the hospitality and retail context, repurchase intention is closely associated with transactional, referential, preferential, and exploratory tendencies that reflect customer commitment and long-term relationship building [2].

The case of Salejourn Café and Space Padang highlights this challenge. Despite its popularity among young consumers in Padang, fluctuations in transaction volumes and customer complaints regarding crowded layouts, inconvenient seating arrangements, and excessive noise levels point to weaknesses in the physical service environment. Prior studies emphasize that an unfavorable physical setting—commonly conceptualized as servicescape—undermines customer experiences and reduces the likelihood of repurchase [3]. Conversely, a well-designed servicescape, encompassing ambient conditions, spatial layout, and symbolic cues, has been proven to foster positive emotions, satisfaction, and repeat patronage in hospitality and retail sectors [4], [5].

Bitner [6] first introduced the concept of servicescape as the physical environment in which service processes occur, shaping customer perceptions and behaviors through tangible cues. Recent empirical evidence confirms its critical role in determining customer loyalty and revisit intentions, particularly in cafés and restaurants where experiential consumption is central [7], [8]. In competitive markets, servicescape not only supports operational efficiency but also acts as a differentiator that enhances brand image and perceived value [9].

Given these dynamics, optimizing the servicescape is essential for cafés such as Salejourn Café and Space Padang to address customer dissatisfaction and stimulate repeat visits. However, empirical studies examining the direct impact of servicescape on repurchase intention in Indonesia, particularly within the rapidly expanding coffee shop industry, remain limited. This study aims to fill this gap by investigating the extent to which servicescape influences repurchase intention among customers of Salejourn Café and Space Padang. The findings are expected to provide both theoretical contributions to the literature on consumer behavior and practical insights for hospitality managers in enhancing competitiveness through strategic servicescape design.

2. METHOD

This study employed a quantitative approach with a survey-based causal associative design to examine the influence of servicescape on repurchase intention at Salejourn Café and Space Padang. Primary data were collected from 105 respondents selected using purposive sampling, restricted to individuals aged 17 years and above who had visited the café within the last three months. A structured questionnaire consisting of 24 items—12 measuring servicescape and 12 measuring repurchase intention—was developed using a five-point Likert scale. The research instrument was tested for validity and reliability prior to full deployment, following established practices in service quality measurement [12]. Data analysis was conducted using SPSS version 26.0, encompassing descriptive statistics, normality, homogeneity, and linearity tests, followed by simple linear regression and coefficient of determination analysis to assess the hypothesized relationship. This methodological framework ensures statistical rigor in testing the effect of servicescape on consumer behavioral intentions, consistent with prior hospitality and marketing research that emphasizes the importance of quantitative survey methods and regression-based models in evaluating service environments and customer responses [10], [11].

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Respondent Demographics

A total of 105 valid responses were collected from customers of Salejourn Café and Space Padang within the last three months. The demographic results show that the majority of respondents were female (57.1%), while males accounted for 42.9%, indicating that women are slightly more dominant in café visits. In terms of age, most respondents were in the 17–25 year category (63.8%), followed by 26–35 years (27.6%), and only a small proportion above 35 years (8.6%). This confirms that the café's primary market segment is young adults and university students. Regarding educational background, the largest group of respondents were undergraduates (61.9%), followed by high school graduates (28.6%), and a smaller portion with postgraduate education (9.5%). Furthermore, the frequency of visits within the past three months revealed that 38.1% of customers visited the café 1–2 times, 34.3% visited 3–4 times, and 27.6% visited more than four times. These results highlight that the café attracts repeat customers, particularly among younger and educated consumers, which reinforces the importance of maintaining a strong servicescape to sustain customer loyalty.

Table 1. Respondent Demographics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	45	42.9%
	Female	60	57.1%
Age	17–25 years	67	63.8%
	26–35 years	29	27.6%
	> 35 years	9	8.6%
Education Level	High school	30	28.6%

Characteristics	Category	Frequency (n)	Percentage (%)
Frequency of Visits (last 3 months)	Undergraduate	65	61.9%
	Postgraduate	10	9.5%
	1–2 visits	40	38.1%
	3–4 visits	36	34.3%
	> 4 visits	29	27.6%

3.1.2. Descriptive Statistics

The descriptive analysis shows that the servicescape at Salejourn Café and Space Padang was generally evaluated positively, with an overall mean score of 68.3% categorized as good. Among its dimensions, spatial layout and functionality (70.2%) as well as signs, symbols, and artifacts (70.03%) were rated highest, while ambient condition scored lower (64.55%) in the fairly good category, indicating that customers appreciate the café's physical arrangement more than its atmosphere. Meanwhile, repurchase intention reached an overall mean score of 63.9% (fairly good), with exploratory intention (67.93%) rated highest, reflecting curiosity and willingness to revisit, followed by transactional intention (64.07%), referential intention (61.07%), and preferential intention (61.00%) which were all fairly good. These results suggest that although customers show a moderate tendency to repurchase and recommend the café, improvements in ambience and customer experience are necessary to strengthen long-term loyalty.

Table 2. Descriptive Analysis of Servicescape and Repurchase Intention

Variable	Indicator	Score (%)	Category
Servicescape	Ambient condition	64.55	Fairly good
	Spatial layout & functionality	70.20	Good
	Signs, symbols & artifacts	70.03	Good
	Overall mean score	68.30	Good
Repurchase Intention	Transactional intention	64.07	Fairly good
	Referential intention	61.07	Fairly good
	Preferential intention	61.00	Fairly good
	Exploratory intention	67.93	Good
	Overall mean score	63.90	Fairly good

3.1.3. Validity and Reliability Testing

Instrument testing was conducted to ensure the accuracy and consistency of the measurement scales used in this study. The validity test results demonstrated that all items measuring servicescape and repurchase intention had corrected item–total correlation values exceeding the r-table value of 0.192 ($n = 105$, $\alpha = 0.05$), thus confirming that all indicators were valid. Meanwhile, the reliability test results showed Cronbach's Alpha values of 0.876 for servicescape and 0.854 for repurchase intention, both above the threshold of 0.70, indicating strong internal consistency. Therefore, the instrument used in this study can be considered both valid and reliable.

Table 3. Validity and Reliability Testing Results

Variable	Number of Items	r-calculated Range	r-table ($n=105$)	Cronbach's Alpha	Result
Servicescape	12	0.412 – 0.721	0.192	0.876	Valid & Reliable
Repurchase Intention	12	0.398 – 0.689	0.192	0.854	Valid & Reliable

3.1.4. Assumption Testing

Before conducting regression analysis, assumption testing was performed to ensure the suitability of the data for parametric statistical procedures. The normality test using the Kolmogorov–

Smirnov method produced a significance value of 0.200 (> 0.05), indicating that the residual data were normally distributed. The homogeneity test based on Levene's statistic resulted in a significance value of 0.144 (> 0.05), confirming that the data variance was homogeneous across groups. Furthermore, the linearity test showed that the relationship between servicescape and repurchase intention was linear, with a significance value for linearity of 0.000 (< 0.05) and deviation from linearity of 0.201 (> 0.05). These results collectively demonstrate that the assumptions of normality, homogeneity, and linearity were satisfied, validating the use of regression analysis for hypothesis testing.

Table 4. One-Sample Kolmogorov–Smirnov Normality Test Results

Test Variable	Statistic Value
N	105
Mean	0.0000000
Std. Deviation	4.38282402
Most Extreme Differences	
– Absolute	0.067
– Positive	0.067
– Negative	-0.040
Test Statistic	0.067
Asymp. Sig. (2-tailed)	0.200 (c,d)

Table 5. Test of Homogeneity of Variances (Levene's Test)

Variable	Levene Statistic	df1	df2	Sig.	Result
Based on Mean	2.246	1	208	0.135	Homogeneous
Based on Median	1.221	1	208	0.270	Homogeneous
Based on Median (adj. df)	1.221	1	202.024	0.270	Homogeneous
Based on Trimmed Mean	2.149	1	208	0.144	Homogeneous

Table 6. Linearity Test Results (ANOVA)

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.	Result
Between Groups (Combined)	6149.038	29	212.036	11.755	0.000	Significant relationship
Linearity	5504.096	1	5504.096	305.148	0.000	Linear relationship confirmed
Deviation from Linearity	644.942	28	23.034	1.277	0.201	No significant deviation from linearity
Within Groups	1352.810	75	18.037	–	–	–
Total	7501.848	104	–	–	–	–

3.1.5. Hypothesis Test

The hypothesis testing was conducted using simple linear regression to evaluate the effect of servicescape on repurchase intention at Salejourn Café and Space Padang. The results indicate that the regression model is significant, with an F-value of 89.687 and a significance level of 0.000 (< 0.05), confirming the model's fit. The regression coefficient ($\beta = 0.725$, $p < 0.05$) demonstrates that servicescape has a positive and significant effect on repurchase intention. Furthermore, the coefficient of determination ($R^2 = 0.465$) suggests that servicescape explains 46.5% of the variance in repurchase intention, while the remaining 53.5% is influenced by other factors not examined in this study. These findings support the research hypothesis that a better-designed servicescape significantly enhances customers' intention to repurchase.

Table 7. Simple Linear Regression (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.	Result
Regression	3491.766	1	3491.766	89.687	0.000	Significant
Residual	4010.082	103	38.933	–	–	–
Total	7501.848	104	–	–	–	–

Table 8. Model Summary (Coefficient of Determination)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.682	0.465	0.460	6.240

3.2. Discussion

The findings of this study confirm that servicescape has a significant and positive influence on repurchase intention among customers of Salejourn Café and Space Padang. This result highlights the importance of the physical environment in shaping consumer behavioral intentions, where improvements in spatial layout, functionality, and symbolic elements directly enhance customer satisfaction and strengthen their willingness to revisit. These results are consistent with the seminal work of Bitner [6], who emphasized that servicescape components such as design, atmosphere, and ambient cues play a critical role in influencing customer perceptions and behaviors. Furthermore, the positive regression coefficient obtained in this study supports previous empirical research demonstrating that a well-designed servicescape creates comfort and emotional engagement that foster customer loyalty and repurchase behavior [7], [8].

In line with Wakefield and Blodgett [9], the findings suggest that leisure and hospitality settings that prioritize an attractive servicescape are more successful in retaining customers and generating repeat patronage. The relatively high score of exploratory intention further reflects that customers are not only satisfied with the café's environment but are also motivated to explore new experiences within the venue, an outcome that aligns with Jang and Namkung [8], who showed that perceived quality and emotions mediate the link between physical environments and behavioral intentions. However, the lower score on ambient conditions indicates that noise levels, lighting, or temperature may not fully meet customer expectations. This gap reveals opportunities for improvement, as supported by Parasuraman et al. [12], who argued that service quality is a multidimensional construct where environmental cues significantly affect customer evaluations.

From a managerial perspective, these findings underscore that strategic investments in servicescape design—particularly optimizing ambient conditions and enhancing atmosphere—are essential for fostering repeat visits and sustaining competitiveness in the increasingly crowded café industry. The contribution of servicescape in explaining 46.5% of repurchase intention also suggests that while physical environment is a critical driver, other factors such as service quality, pricing, and customer experience may act as complementary determinants that warrant further exploration. Therefore, this study not only reinforces the theoretical foundation of servicescape in consumer behavior literature but also provides practical implications for café operators to create environments that elevate customer satisfaction and loyalty in the long term.

4. CONCLUSION

This study concludes that servicescape plays a significant and positive role in shaping repurchase intention at Salejourn Café and Space Padang. The descriptive results indicated that customers generally perceived the café's servicescape as good, particularly in terms of spatial layout and symbolic elements, although ambient conditions were rated relatively lower. Repurchase intention was found to be in the fairly good category, with exploratory intention emerging as the strongest indicator. Regression analysis confirmed that servicescape has a substantial effect, explaining 46.5% of the variance in repurchase intention, thereby supporting the research hypothesis. These findings contribute to the theoretical understanding of servicescape as a determinant of consumer behavior and provide practical implications for café management to enhance ambient conditions, optimize design, and strengthen overall customer experiences in order to foster repeat patronage and sustain competitiveness in the hospitality industry.

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