
Determinants of Customer Satisfaction and Revisit Intention Post-covid-19: a Case Study of Flyover Coffee Shop, Indonesia

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Abstract

This research analyzes the direct and indirect effects of service quality, food quality, menu, and atmosphere on revisit intention, with customer satisfaction as a mediating variable. The object of the research is Flyover Coffee Shop, with a sample of 216 respondents selected using a convenience sampling technique, with the criteria of having visited more than once. The analysis used the Partial Least Squares (PLS) method with SmartPLS 3.0. The results show that service quality does not have a significant effect on customer satisfaction. Conversely, food quality, the menu, and the atmosphere have a positive and significant impact on customer satisfaction. Customer satisfaction, in turn, has a positive and significant effect on revisit intention. The implications of this research suggest that to increase revisit intention, Flyover Coffee Shop should focus on improving food quality, the menu, and the atmosphere to enhance customer satisfaction. Although service quality is important, it does not show a significant effect in this context, so service improvement strategies may need further consideration for a greater impact on customer satisfaction and loyalty.

Keywords: customer satisfaction, revisit intention, partial least squares, flyover coffee shop

1. Introduction

The culinary industry is currently growing very rapidly, even continuously increasing to almost dominate business sectors in various cities across Indonesia (Noegroho et al., 2013). The growing population, the rise of the middle-class income group, improved economic projections accompanied by increased purchasing power, and the rapid expansion of modern retail outlets have all driven demand in the food and beverage industry (Triwijayati et al., 2019). This situation has attracted both local and foreign entrepreneurs to try their luck in the competitive culinary industry, one of which is the coffee shop business. The proliferation of coffee shops in Indonesia, especially on a small and medium scale, has been influenced by the emerging social culture among today's youth. According to data from the Agricultural Data and Information System Center of the Ministry of Agriculture, national coffee consumption in 2016 reached

approximately 250 thousand tons and grew by 10.54% to 276 thousand tons. Coffee consumption in Indonesia during the 2016-2021 period is predicted to grow at an average rate of 8.22% per year. By 2021, the coffee supply is projected to reach 795 thousand tons, with consumption at 370 thousand tons, resulting in a surplus of 425 thousand tons. The increase in coffee consumption in Indonesia aligns with the growth of coffee shops in the country, which continues to rise each year.

However, in early 2020, Indonesia was shocked by the outbreak of a highly contagious virus known as Coronavirus Disease 2019, abbreviated as COVID-19 (Syauqi, 2020). The increasing number of COVID-19 cases disrupted the economy across various sectors, including the coffee shop business. The COVID-19 pandemic led the government to implement Large-Scale Social Restrictions (PSBB) and Community Activity Restrictions (PPKM) to curb the spread of COVID-19 and limit people's movements. As a result, many coffee shops went bankrupt and temporarily laid off employees. The number of coffee shops in Indonesia reached more than 2,950 outlets as of August 2019, nearly tripling compared to 2016, when there were only 1,000 outlets. However, data from Toffin Indonesia shows that 80% of coffee shops in Indonesia struggled to survive and were forced to close. Despite this, the coffee shop market, with a market value of Rp4.8 trillion, saw a growth rate of 13.9% per year, surpassing the global coffee consumption rate of 8%.

The development of coffee shops during the COVID-19 pandemic faced many challenges and saw a decline, primarily due to weak competitive marketing strategies. The decreasing number of coffee shops during the pandemic has demanded that coffee shop entrepreneurs develop business strategies to survive in the industry. Currently, many business owners are creating websites, blogs, and social media accounts to market or promote their products. This strategy is considered more cost-effective and efficient, especially since millennials are more inclined to shop online, particularly during the pandemic when movement was restricted. This advancement is seen as a highly useful marketing strategy, which has also been adopted by coffee shop owners during the COVID-19 pandemic.

Flyover Coffee is one of the coffee shops affected by the COVID-19 pandemic, experiencing a drastic decline in revenue due to the implementation of PPKM and PSBB (public activity restrictions). Flyover Coffee emerged as a trendy coffee shop located in Palur Wetan, Palur, Mojolaban Subdistrict, Sukoharjo Regency, Central Java. The coffee shop has been in operation since 2017. Flyover Coffee offers a wide variety of food and beverages, operating from Monday to Sunday, from 5:00 PM to 1:00 AM WIB. The coffee shop provides a diverse menu, ranging from various coffee preparations, non-coffee options, and other side dishes to accompany customers during their visit. In addition to coffee, Flyover Coffee offers main course side dishes. The coffee shop also provides facilities that enhance customer comfort and satisfaction, such as background music that indulges the customers, allowing them to enjoy the music while making them feel relaxed as they savor their food and drinks.

After entering the New Normal era, Flyover Coffee is required not only to offer delicious and high-quality food and beverages but also to provide a satisfying experience for its customers.

Customer satisfaction plays a direct role in determining the long-term success of a restaurant (Kartika et al., 2023), as it is linked to the company's profitability (Yu et al., 2021; Chua et al., 2017; H. C. Kim et al., 2015). Particularly in an increasingly competitive business environment, retaining customers and encouraging them to revisit becomes even more crucial. Retaining existing customers is more cost-effective than acquiring new ones, as it requires less time and resources. Therefore, customers' revisit intention is a key factor in achieving company profitability (Scarpi et al., 2019). Studies have shown the positive impact of customer retention on companies (Han & Hyun, 2017; J. S. Kim et al., 2017), which has been explored across various industries.

Providing customer satisfaction is crucial for business success (Uzir et al., 2020; Tseng, 2019; Keshavarz & Jamshidi, 2018; Moorthy et al., 2018). Producers must enhance customer satisfaction to increase profits and the frequency of repeat purchases of their products or services. In the food and beverage industry, customer satisfaction is influenced by customers' perceptions of service quality, food quality, menu options, and atmosphere. Meeting customer satisfaction encourages them to choose to revisit, which is expected to increase the number of customers (Mahardhika, 2018). Previous research indicates that factors such as customer satisfaction have a significant impact on revisit intention (Vardhani & Octafian, 2024).

One key factor influencing customer satisfaction is service quality. High service quality serves as a benchmark for success in ensuring customer satisfaction. Good service can enhance satisfaction, customer loyalty, and the intention to revisit, ultimately increasing revenue from the products sold (Umbase et al., 2022). To measure service quality, five dimensions can be utilized as described by Along (2020): tangibles, reliability, responsiveness, assurance, and empathy. Service quality has been identified as a major component of customer satisfaction within the restaurant industry (Moreo et al., 2019). Research also indicates that friendly and helpful service has a positive impact on customer satisfaction in casual dining restaurants in the United States (Bufquin et al., 2016). Significantly, service quality positively contributes to customer satisfaction (Serhan & Serhan, 2019) and is a primary consideration for customers when deciding to revisit a restaurant (Liu & Tse, 2018).

Another significant factor influencing customer satisfaction is food quality. Food quality is closely related to the experience customers have when selecting and enjoying food at a restaurant, often serving as a primary assessment of the restaurant's overall quality (Basith et al., 2014). Customers evaluate food quality after purchasing and tasting it, comparing it to the value they paid or their dining experiences at similar restaurants. Food quality is a crucial dimension in consumer evaluation of a restaurant (Mannan et al., 2019) and has a significant positive impact on customer satisfaction (Bufquin et al., 2016). Studies have also found that food quality contributes positively to customer satisfaction in ethnic casual restaurants (Muskat et al., 2019) and has a strong relationship with customer satisfaction in Vietnamese buffet restaurants (Luong & Hussey, 2022). Food quality is one of the most important factors for consumers when deciding to revisit a restaurant (Liu & Tse, 2018) and influences customers' decisions to return to the same restaurant (Rajput & Gahfoor, 2020; Konuk, 2019). Research by Muharmi & Sari (2019) shows

that both service quality and food quality have a positive and significant effect on revisit intention, with customer satisfaction acting as a mediating variable.

Another factor influencing customer satisfaction is the menu. According to Ali et al. (2013), menu variety refers to the availability of a wide range of menu options offered to be owned, used, or consumed by customers, and produced by a business. A diverse menu plays an important role in providing comfort to consumers by allowing them to choose what they want to consume. Research by Gumelar et al. (2016) and Sihombing et al. (2021) found that the more menu options offered to customers, the higher their satisfaction. High customer satisfaction, as a result of the variety in the menu, has a positive impact on their intention to revisit. When consumers are satisfied with the variety of available menu options, they are more likely to choose the same restaurant for future visits, thereby increasing customer loyalty and revenue for the restaurant.

The final factor influencing customer satisfaction is the atmosphere. A comfortable café atmosphere is an important consideration for consumers before deciding to visit and enjoy the services provided. According to Ragatirta & Tiningrum (2020), a café atmosphere that aligns with its target market can attract consumers, influence their emotions, and ultimately affect their purchasing decisions. Research by Harianto & Subagio (2013) shows that the café atmosphere and service quality significantly impact customer satisfaction at Kedai Deja-Vu Surabaya. These findings are supported by Masrul & Karneli (2017), who also demonstrated that the café atmosphere affects customer satisfaction. Furthermore, Heryati (2015) reinforced these findings, stating that both the café atmosphere and service quality jointly influence customer satisfaction. The café atmosphere not only impacts satisfaction but also directly affects revisit intention (Liu & Tse, 2018; Bichler et al., 2021). Consumers often consider the atmosphere as one of the main factors when deciding to return to a restaurant (Liu & Tse, 2018).

Service quality, food quality, menu, and atmosphere are key factors influencing customer satisfaction. Good service quality serves as a benchmark for achieving success in ensuring customer satisfaction. Service quality is identified as a major component of customer satisfaction in the restaurant industry (Moreo et al., 2019). Food quality relates to the sacrifices made by customers in exchange for the food they receive. Customers can evaluate food quality after purchasing and tasting it at the restaurant (Basith et al., 2014), and it remains a critical dimension in consumer evaluation of a restaurant (Mannan et al., 2019). Menu variety is essential in providing comfort to consumers by allowing them to select the items they wish to consume. Research by Gumelar et al. (2016) and Sihombing et al. (2021) found that the greater the variety of menu options offered, the higher customer satisfaction becomes. A comfortable atmosphere is a significant factor for customers when deciding whether to visit and enjoy the services. The café's atmosphere can attract customers to make a purchase, as shown by research from Harianto & Subagio (2013) and Heryati (2015), which confirmed that the café atmosphere influences customer satisfaction.

Although numerous studies have examined factors influencing customer satisfaction, such as service quality, food quality, menu variety, and café atmosphere, most were conducted before the

COVID-19 pandemic or in normal conditions. Previous studies by Liu & Tse (2018), Basith et al. (2014), and Gumelar et al. (2016) have shown positive relationships between these factors and customer satisfaction as well as revisit intentions. However, few studies have specifically explored how the COVID-19 pandemic has impacted these dynamics, especially in small and medium-sized coffee shops like Flyover Coffee Shop. The effects of social restrictions, changes in consumer behavior, and business strategy adjustments in response to the challenges of the pandemic have not been fully examined. Furthermore, research on changes in marketing strategies during the New Normal era and their impact on revisit intentions in the post-pandemic period remains limited, particularly in the context of coffee shops in Indonesia.

Based on this research gap, the author assumes that increasing revisit intentions requires customer satisfaction, influenced by excellent service quality, good food quality, an appealing menu, and a comfortable atmosphere. Therefore, this study aims to fill the gap by investigating the “Determinants of Customer Satisfaction and Revisit Intention Post-Covid-19: A Case Study of Flyover Coffee Shop, Indonesia.”

2. Method

2.1 Population and Sample

The population of this research comprises customers of Flyover Coffee Shop who have visited the shop more than once. The sample was selected using a convenience sampling technique, which means respondents were chosen based on their availability and willingness to participate during the data collection period. The total research sample consists of 216 respondents. These respondents were surveyed using questionnaires distributed offline at Flyover Coffee Shop from November 1, 2023, to December 25, 2023. The sampling method and sample size were chosen to provide representative and reliable insights for analyzing the relationships between service quality, food quality, menu, atmosphere, customer satisfaction, and revisit intention.

2.2 Research Variables

In this study, the research variables are categorized into six key components that contribute to understanding customer behavior at Flyover Coffee Shop. The dependent variable is Revisit Intention (RI), while the independent variables include Service Quality (SQ), Food Quality (FQ), Menu (M), and Atmosphere (ATM). Customer Satisfaction (CS) is a mediating variable between these independent variables and Revisit Intention. Service quality is the customer's assessment of the overall quality or excellence of the service (Bufquin et al., 2016). Food quality refers to a set of attributes (physical properties, chemical composition, sensory attributes, microbiological and toxicological contaminants, expiration date, packaging, and labeling) that determine a product's performance, interconnectivity, and influence consumer decisions in accepting or rejecting a product (Petrescu et al., 2020). The menu is an arrangement of various dishes served at a specific time (Sihombing et al., 2021). Atmosphere refers to the design of a premise intended to generate specific emotional effects on customers to increase the likelihood of purchases (Mannan et al., 2019).

Customer satisfaction is the buyer's cognitive state regarding the match or mismatch between the rewards received in exchange for the experienced service (Mannan et al., 2019). According to

Tosun et al. (2015), revisit intention is an individual's readiness or willingness to revisit the same destination. The operationalization of the research variables is summarized in the following table 1.

Table 1. Operationalization of Variables

Variable	Dimension	Indicator	
Service Quality (Along, 2020), (Setiono & Hidayat, 2022)	Reliability	1. Order accuracy 2. Delivery speed 3. Billing accuracy	
	Responsiveness	1. Service speed 2. Responsibility 3. Willingness to help	
	Assurance	1. Product knowledge 2. Employee politeness 3. Transaction security	
	Tangible	1. Restaurant equipment 2. Employee attire 3. Menu presentation	
	Empathy	1. Understanding customer needs 2. Employee attitude	
Food Quality (Adinugraha & Handojo, 2015)		1. Color 2. Appearance 3. Portion size 4. Temperature 5. Texture 6. Aroma 7. Level of doneness 8. Taste	
		1. Menu presentation 2. Menu variety 3. Understanding of the menu	
	Atmosphere (Nasution & Safina, 2022)	Exterior Factor	1. Access to the restaurant 2. Parking access 3. Outdoor restaurant atmosphere 4. Outdoor restaurant property
		Interior Factor	1. Attractive color 2. Cleanliness 3. Comfortable lighting 4. Comfortable room temperature 5. Pleasant music
		Design and Layout	1. Beautiful building 2. Appropriate space layout

Variable	Dimension	Indicator
	Display	3. Proper table and chair placement
		1. Clear product display
		2. Beautiful product display
		3. Clear price display
Customer Satisfaction (Jung & Yoon, 2012)		1. Meets expectations
		2. Happy
		3. Greatly enjoys the experience
Revisit Intention (Kim et al., 2013)		1. Wants to revisit
		2. Plans to revisit
		3. Will visit more frequently

2.3 Data Analysis

The data analysis in this study will be conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3 software. According to Hair et al. (2019), the stages of PLS-SEM analysis include creating a path diagram using the PLS-SEM algorithm, assessing the validity and reliability of the indicators, evaluating the goodness of fit of the model, and conducting inner and outer model testing. This method was chosen for its capability to manage complex models with multiple variables and its suitability for research involving relatively small sample sizes. The research framework is illustrated in Figure 1, where service quality (SQ), food quality (FQ), menu (M), and atmosphere (ATM) are identified as independent variables influencing customer satisfaction (CS), which in turn affects revisit intention (RI). The relationships among these variables are grounded in existing literature and theoretical foundations, forming the basis for the hypotheses proposed in this study.

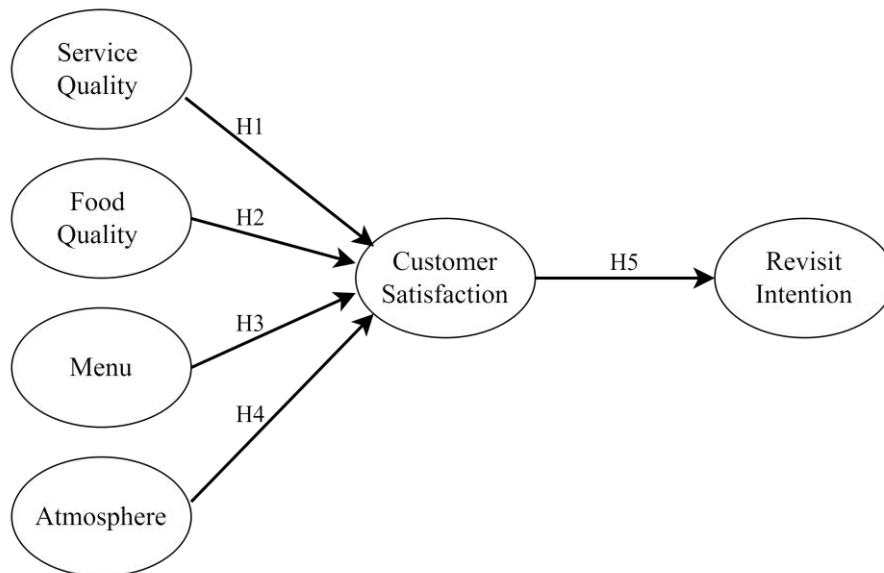


Figure 1. Research Framework

The conceptual framework reflects that customer satisfaction plays a central mediating role in connecting the quality-related factors of the coffee shop to customers' revisit intentions. By

evaluating service quality, food quality, menu, and atmosphere, this study aims to understand how each contributes to shaping customer satisfaction and whether satisfied customers are more likely to return to the coffee shop.

Based on this framework, the following hypotheses are proposed:

H₁: Service quality significantly influences customer satisfaction.

H₂: Food quality significantly influences customer satisfaction.

H₃: Menu significantly influences customer satisfaction.

H₄: Atmosphere significantly influences customer satisfaction.

H₅: Customer satisfaction significantly influences revisit intention.

These hypotheses will be tested using PLS-SEM to assess both the direct effects of the independent variables on customer satisfaction and the mediating role of customer satisfaction in influencing revisit intention. The results will provide insights into the key drivers of customer revisit intention at Flyover Coffee Shop.

3. Results

3.1 Evaluating the Outer Model (Measurement Model)

The outer model analysis in this study is conducted by testing the validity and reliability. The results of the outer model testing are shown in figure 2, which displays the respondent data processing results using SmartPLS software.

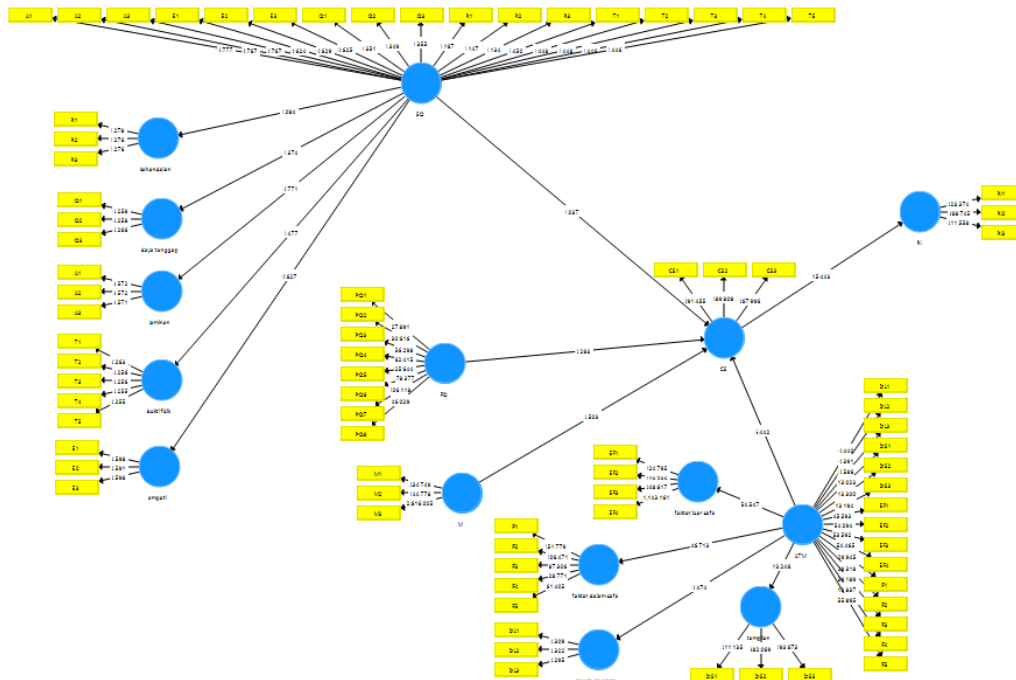


Figure 2. Outer Model Results of the Study
Source: Processed data (2023)

a. Validity Test

Validity testing is used to ensure the accuracy of the questionnaire in measurement. A questionnaire is considered valid if the questions effectively capture the aspects measured by the questionnaire. Data is deemed valid if the factor loadings are greater than 0.5. The validity test results indicate that each indicator question covering the six variables has proven valid, with scores above 0.5. The results of the instrument quality testing using validity tests performed with SPSS version 16 are shown in table 2.

Table 2. Validity Test Results

Variable	Dimension	Indicator	Factor Loading	Description
Service Quality	Reliability	R1	0,883	Valid
		R2	0,914	Valid
		R3	0,875	Valid
	Responsiveness	Q1	0,894	Valid
		Q2	0,893	Valid
		Q3	0,884	Valid
	Assurance	A1	0,792	Valid
		A2	0,806	Valid
		A3	0,798	Valid
	Tangible	T1	0,923	Valid
		T2	0,928	Valid
		T3	0,923	Valid
		T4	0,918	Valid
		T5	0,922	Valid
	Empathy	E1	0,900	Valid
E2		0,888	Valid	
E3		0,905	Valid	
Food Quality		PQ1	0,785	Valid
		PQ2	0,810	Valid
		PQ3	0,814	Valid
		PQ4	0,863	Valid
		PQ5	0,607	Valid
		PQ6	0,811	Valid
		PQ7	0,877	Valid
		PQ8	0,870	Valid
Menu		M1	0,877	Valid
		M2	0,868	Valid
		M3	0,879	Valid
Atmosphere	Exterior Factor	EF1	0,872	Valid
		EF2	0,878	Valid
		EF3	0,880	Valid
		EF4	0,880	Valid
	Interior Factor	IF1	0,778	Valid

Variable	Dimension	Indicator	Factor Loading	Description
		IF2	0,765	Valid
		IF3	0,719	Valid
		IF4	0,662	Valid
		IF5	0,680	Valid
	Design and Layout	DL1	0,929	Valid
		DL2	0,926	Valid
		DL3	0,927	Valid
	Display	DS1	0,848	Valid
		DS2	0,845	Valid
		DS3	0,844	Valid
Customer Satisfaction		CS1	0,775	Valid
		CS2	0,795	Valid
		CS3	0,791	Valid
Revisit Intention		RI1	0,747	Valid
		RI2	0,763	Valid
		RI3	0,775	Valid

Source: Processed data (2023)

Table 2 shows the factor loading values for each item statement covering service quality, food quality, menu, atmosphere, customer satisfaction, and revisit intention. All variables have factor loading values greater than 0.5, indicating that all statements used in this study are valid.

b. *Reliability Test*

Reliability testing is conducted using the Cronbach's Alpha method. In this test, a research instrument is considered acceptable if the Cronbach's Alpha value is above 0.60, indicating that the instrument is good or reliable. The results of the reliability test are displayed in table 3.

Table 3. Reliability Test Results

Variable	Alpha Value	Description
Service Quality	0,8261	Reliable
Food Quality	0,9727	Reliable
Menu	0,9956	Reliable
Atmosphere	0,9145	Reliable
Customer Satisfaction	0,9918	Reliable
Revisit Intention	0,9881	Reliable

Source: Processed data (2023)

Table 3 above shows that the reliability test results for all variables produce Cronbach's Alpha values greater than 0.60 or 60%. This indicates that all statement items for each variable in this study have a good level of reliability and can be used for further analysis.

3.2 *Evaluating the Inner Model (Structural Model)*

The structural model or inner model is evaluated through the Goodness of Fit test. The Goodness of Fit test can be analyzed using the R² coefficient. The R² value indicates how much the endogenous variable is influenced by the factors affecting it. The R² values obtained from the SmartPLS software are shown in table 4 below.

Table 4. R² Test Results

Variable	R-Square
Customer Satisfaction	0,5067
Revisit Intention	0,3825

Source: Processed data (2023)

Table 4 shows the R-squared value for customer satisfaction at 0.5067 and for revisit intention at 0.3825. The R-squared value of 0.5067 for the customer satisfaction variable indicates that about 50.67% of the variation in customer satisfaction can be explained by the influencing factors. Meanwhile, the R-squared value of 0.3825 for the revisit intention variable suggests that around 38.25% of the variation in revisit intention can be explained by the influencing factors.

3.3 Hypothesis Testing

Hypothesis testing is conducted by examining the original sample estimates (O) to determine the direction of the relationships between variables, and the t-statistics (T) and p-values (P) to evaluate the significance level of those relationships. An original sample estimate value close to +1 indicates a positive relationship, while a value close to -1 indicates a negative relationship. Relationships between variables are considered significant if the t-statistics value is greater than 1.96 or the p-value is less than 0.05. The results of hypothesis testing are shown in table 5.

Table 5. Relationship Between Variables

Relationship	Coefficient	T-Statistics	P-Values	Description
Service Quality → Costumer Satisfaction	0,090	0,665	0,235	Positive, Not Significant
Food Quality → Costumer Satisfaction	0,217	3.956	0.000	Positive, Significant
Menu → Costumer Satisfaction	0,093	2.264	0.024	Positive, Significant
Atmosphere → Costumer Satisfaction	0,331	5.942	0.000	Positive, Significant
Costumer Satisfaction → Revisit Intention	0,429	14.376	0.000	Positive, Significant

Source: Processed data (2023)

Based on the data presented in Table 5, the results of hypothesis testing indicate that out of the five hypotheses tested, one hypothesis was not supported. This hypothesis is the relationship between Service Quality and Customer Satisfaction. The t-statistics value for this relationship is 0.665, which is lower than the threshold of 1.96, and the p-value is 0.235, which is higher than

the significance level of 0.05. This indicates that the relationship between service quality and customer satisfaction is not statistically significant. On the other hand, the relationships between Food Quality, Menu, and Atmosphere with Customer Satisfaction, as well as the relationship between Customer Satisfaction and Revisit Intention, all show significant positive relationships. The t-statistics values for these relationships are all greater than 1.96, and the p-values are smaller than 0.05, indicating that these relationships are statistically significant.

4. Discussion

4.1 The Effect of Service Quality on Customer Satisfaction

The findings of this study reveal that service quality does not have a significant influence on customer satisfaction at Flyover Coffee Shop. Based on the t-test results, the significance value was 0.235, which is greater than the significance threshold of 0.05 ($0.235 > 0.05$). This indicates that, statistically, the service quality provided by Flyover Coffee Shop does not significantly contribute to customer satisfaction. Although service quality is often considered one of the key factors influencing customer satisfaction in literature and previous studies, this research highlights the possibility that Flyover Coffee Shop customers may prioritize other aspects when evaluating their experience. Factors such as product quality, competitive pricing, or the comfortable atmosphere might play a more dominant role in determining their satisfaction.

Additionally, the location of Flyover Coffee Shop, situated by the roadside with limited parking space, may influence customer perceptions of service quality. Limited parking often becomes a major customer complaint, potentially leading to negative experiences that affect their overall perception of the service provided. As a result, even though the in-store service quality may be good, external factors such as parking constraints could diminish the overall customer experience, making service quality seem less significant in influencing their satisfaction.

In this context, it is important to note that these findings do not imply that service quality is unimportant. Rather, its influence in the specific case of Flyover Coffee Shop may not be as strong as expected. Therefore, there is a need to identify and improve service aspects that may not be optimal. For instance, expanding the parking area could be a concrete step toward enhancing customer satisfaction, as it would mitigate the negative factor currently detracting from their experience. Moreover, the café should consider enhancing other elements of service that better align with customer expectations and needs, such as improving staff interactions, speeding up service, or increasing the comfort of the space.

These findings also contradict several previous studies that found service quality to have a significant impact on customer satisfaction. Studies by Aulia & Hidayat (2017), Cahyani & Sitohang (2016), Haromain & Suprihadi (2016), Subiyantoro (2021), and Wicaksono et al. (2022), all demonstrated a strong relationship between service quality and customer satisfaction. This discrepancy may be due to the unique characteristics of Flyover Coffee Shop, such as its location, customer type, or other contextual factors not involved in the previous research. Therefore, these results emphasize the importance of considering specific contexts and external

factors when evaluating the influence of service quality on customer satisfaction and open the door for further research to explore this relationship in different conditions.

4.2 The Effect of Food Quality on Customer Satisfaction

Based on the results of this study, it was found that food quality has a significant positive influence on customer satisfaction, with a significance value of 0.000, which is smaller than 0.05 ($0.000 < 0.05$). This confirms the hypothesis that an increase in food quality corresponds with an increase in customer satisfaction. In other words, the better the quality of the food served, the higher the customer satisfaction, and conversely, a decline in food quality will negatively affect customer satisfaction. This finding is consistent with the research by Basith et al. (2014), which states that food quality significantly influences consumer satisfaction. Customers tend to evaluate the quality of food after purchasing it, comparing it to the value they paid or to dining experiences at similar restaurants, as noted by Mannan et al. (2019) and Bufquin et al. (2016), who also found that food quality has a significantly positive impact on customer satisfaction.

This research aligns with the findings of Wijaya (2017), Mahadika & Lubis (2022), and Albesta (2018), which indicate that food quality plays a dominant role in influencing customer satisfaction. Additionally, Muskat et al. (2019) found that food quality contributes positively to customer satisfaction in casual ethnic restaurants, while Luong & Hussey (2022) identified a strong relationship between food quality and customer satisfaction in Vietnamese buffet restaurants. Well-prepared food, using fresh ingredients, and meeting taste expectations, plays a crucial role in creating a satisfying dining experience, which in turn increases overall customer satisfaction. Consistency in food quality is also important in building customer trust and loyalty, as they can be assured of a satisfying experience with each visit.

The emotional aspect cannot be overlooked either, as high-quality food not only meets physiological needs but also provides emotional satisfaction, such as joy, comfort, or even nostalgia. These positive experiences strengthen customers' perceptions of the restaurant, ultimately contributing to their overall satisfaction. In the context of intense competition in the food and beverage industry, food quality becomes a key differentiator that can enhance a restaurant's reputation, attract more new customers, and maintain high levels of customer satisfaction, thus contributing to the long-term success of the business.

4.3 The Effect of Menu on Customer Satisfaction

Based on the research conducted at Flyover Coffee Shop, it was found that the menu has a significant positive effect on customer satisfaction, evidenced by a significance value of 0.024, well below the 0.05 threshold. This result indicates a close and direct relationship between menu variety and customer satisfaction, where the more diverse the menu options, the higher the level of customer satisfaction.

Menu variety provides customers with the opportunity to find items that best suit their preferences and needs in terms of taste, price, and uniqueness. This creates a more personalized and satisfying experience, as customers feel that their preferences are recognized and well accommodated by the coffee shop. Additionally, studies by Gumelar et al. (2016) and Sihombing

et al. (2021) support this finding, both showing that the more variety a menu offers, the higher the consumer satisfaction. Gumelar et al. (2016) emphasize how a broad menu variety can attract the interest of different customer segments, while Sihombing et al. (2021) highlight the role of menu diversity in shaping positive perceptions of a business's overall quality. These supporting studies make it even clearer that the menu is not only a primary attraction but also a determining factor in creating customer satisfaction.

Customers satisfied with the variety of available menu items tend to return more frequently and become loyal patrons. They are also more likely to recommend the coffee shop to friends and family, which, in turn, can boost positive word of mouth. Furthermore, menu variety allows the coffee shop to reach a broader market segment, catering to those seeking classic options as well as those interested in new and innovative menu creations. This enables the coffee shop to expand its customer base, improve customer retention, and ultimately increase revenue and profitability.

Moreover, menu diversification also provides an opportunity for the coffee shop to showcase its identity, distinguishing itself from competitors and building brand loyalty. Customers who feel they can find something unique that cannot be found elsewhere are more likely to choose that coffee shop as their primary destination. In short, menu variety is not just an additional element but an integral part of a business strategy that directly impacts long-term success. In this context, the research at Flyover Coffee Shop confirms that menu diversification is a strategic step that can have a significant positive impact on customer satisfaction and, more broadly, on the overall success of the business.

4.4 The Effect of Atmosphere on Customer Satisfaction

Based on the analysis conducted at Flyover Coffee Shop, it was found that the atmosphere variable has a significant positive effect on customer satisfaction. This is evidenced by a t-value of 5.942, which is significantly higher than the t-table value of 1.96, and a significance value of 0.000, which is well below 0.05. Therefore, the hypothesis stating that the atmosphere positively affects customer satisfaction can be accepted. These findings indicate that the atmosphere at Flyover Coffee Shop provides an enjoyable and satisfying experience for customers, encouraging them to return in the future.

Research by Sholihah (2020) supports this finding, showing that a comfortable and attractive atmosphere significantly influences customer satisfaction. These results are consistent with previous studies by Mercelina & Renwarin (2022), Arif & Ekasari (2020), Mayasari & Saino (2015), and Tamam & Utami (2021), all of which indicate that the atmosphere partially affects customer satisfaction. When a coffee shop's atmosphere is well-designed, featuring warm lighting, calming music, comfortable seating, and aesthetic decor, it creates an environment conducive to relaxation and social interaction. Customers not only enjoy the food and beverages served but also appreciate the comfort and sense of togetherness provided by the ambiance.

A positive atmosphere can also foster an emotional bond between customers and the coffee shop. When customers feel comfortable and pleased with the atmosphere, they are more likely to

develop loyalty toward the establishment. This positive experience increases the likelihood of their return and recommendation of the coffee shop to friends and family. Additionally, a supportive atmosphere can enhance customers' perceptions of the quality of the products offered. In the context of Flyover Coffee Shop, a pleasant atmosphere can elevate the perceived quality of the food and drinks, as customers feel they are enjoying these products in a delightful setting. Moreover, a well-designed atmosphere not only attracts customers seeking a place to relax but also appeals to various market segments, including those looking for a space to work, study, or meet with business associates. By providing an environment that supports these activities, Flyover Coffee Shop can enhance its appeal and expand its customer base.

4.5 The Effect of Customer Satisfaction on Revisit Intention

Based on the analysis conducted at Flyover Coffee Shop, it was found that the customer satisfaction variable has a significant positive effect on revisit intention. This is evidenced by a t-value of 14.376, which is much higher than the t-table value of 1.96, and a significance value of 0.000, which is less than 0.05. Therefore, the hypothesis stating that customer satisfaction positively affects revisit intention can be accepted. This finding emphasizes that when customers are satisfied with their experience at Flyover Coffee Shop, in terms of product, service, ambiance, and other factors, they are more likely to return in the future. This satisfaction can stem from various aspects, such as the quality of food and beverages served, friendly and efficient service, a comfortable atmosphere, and prices that align with the perceived value. When all these elements are met and even exceed customer expectations, they are more motivated to repeat the experience.

Previous research by Mujihestia et al. (2018) and Prakoso et al. (2020) also supports this finding, as both studies show that customer satisfaction has a significant impact on revisit intention. When customers are satisfied, they not only return to enjoy the same products and services but also become potential brand advocates through recommendations to friends and family. This revisit intention not only has a positive impact on the coffee shop in the short term but also contributes to the growth and sustainability of the business in the long term. Furthermore, high customer satisfaction can create a strong emotional bond with the establishment, making them feel more connected to the coffee shop. This bond is important because it fosters loyalty that is not easily swayed by competitors. In the context of Flyover Coffee Shop, satisfied customers may feel that the shop offers unique value that cannot be found elsewhere, making them more likely to choose it as their primary spot for enjoying a cup of coffee or spending time with friends.

Therefore, customer satisfaction not only affects the decision to revisit but also impacts the overall brand image and reputation of the coffee shop. High customer satisfaction can enhance positive word of mouth, expand the customer base, and ultimately increase business profitability. Thus, maintaining and improving customer satisfaction is a crucial strategy for Flyover Coffee Shop to ensure it continues to be a favorite choice for its customers and to sustain and strengthen its position in the competitive market.

5. Conclusion

This study identifies various factors influencing customer satisfaction at Flyover Coffee Shop. The analysis results show that service quality does not have a significant effect on customer satisfaction. This suggests that customers might place more value on other aspects, such as food quality, ambiance, and menu variety when determining their level of satisfaction. Conversely, food quality was found to have a strong and positive impact on customer satisfaction. This indicates that the better the quality of the food served, the higher the customer satisfaction, underscoring the importance of this aspect in the food and beverage industry.

Additionally, menu diversity also positively contributes to customer satisfaction. Customers tend to be more satisfied when they have a wide range of menu options to cater to different tastes and preferences. This highlights the importance of menu diversification as a strategy to enhance appeal and customer satisfaction. The ambiance at Flyover Coffee Shop also plays a crucial role, with a comfortable and attractive atmosphere significantly increasing customer satisfaction. A pleasant ambiance not only makes customers feel at ease but also reinforces their perception of the overall quality of the establishment.

Furthermore, this study emphasizes that customer satisfaction has a significant impact on the intention to revisit. When customers are satisfied with their experience, including the product, service, and ambiance, they are more likely to return in the future. This is important for business sustainability, as satisfied customers not only provide repeat revenue but also have the potential to become brand ambassadors who spread positive word of mouth. Overall, this study highlights the importance of optimizing food quality, menu variety, and ambiance to create a satisfying customer experience, which ultimately encourages their intention to revisit.

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