

ABSTRACT

Kastem coffee shop is one of the cafe business players in the Tembalang District area since 2018. The large market share has made coffee shop players grow since late 2019. This is a challenge for Kastem in competing with new business players who present various coffee shop alternatives. The emergence of competition has had an impact on the declining sales of Kastem. Kastem sales data has been decreasing since 2020. The coffee shop preference by consumers through questionnaires shows that Kastem only ranks 9th out of 10 brands that are the priority of consumer choice. The custom rating on service quality by consumers who make online purchases only reached 3.67 out of 5. During the Covid pandemic, the decrease in visitors made the manager delete about 15 product variants due to lack of interest. New coffee shop businesses are increasingly emerging by offering quality service, price, atmosphere, and access that are preferred by consumers. The purpose of this study was to find out how the variables of service quality, price, accessibility, and cafe atmosphere influence consumers' revisit intentions by mediating consumer satisfaction as an intervening variable.

The study was conducted on 138 respondents who were visitors to Kastem coffee shops with certain characteristics. Purposive sampling technique was carried out to collect the required data. Data analysis was performed using linear regression technique using SPSS software.

The results of testing on 13 hypotheses have been carried out which show 11 hypotheses are accepted and 2 are rejected. The accepted hypothesis consists of the hypothesis of the effect of service quality, accessibility, and coffee atmosphere variables on repurchase intention, the influence of service quality variables, price perceptions, accessibility, and coffee atmosphere on customer satisfaction, and the indirect effect of service quality, accessibility, and coffee atmosphere on repurchase intention mediated by customer satisfaction. The test results reject the hypothesis of the effect of price perception on customer satisfaction and the indirect effect of price perception on repurchase intention through customer satisfaction.

Keywords: *Perceived Service Quality, Perceived Price, Accessibility, Store Atmosphere, Repurchase Intention, Customer Satisfaction*