

THE INFLUENCE OF BRAND IMAGE, PRICE, AND STORE ATMOSPHERE ON REPURCHASE INTENTION OF CAN NGOPI GADING SERPONG CONSUMERS

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Abstract – This study was conducted with the aim of analyzing the influence of brand image, price, and store atmosphere on consumers' repurchase intention at Can Ngopi Gading Serpong. The approach used in this research is a quantitative approach with purposive sampling technique. The sample consisted of 116 consumers who have previously visited Can Ngopi, and the data was collected through a questionnaire survey via Google Forms. The data analysis technique employed was Partial Least Squares (PLS) using SmartPLS 3.0 software. The results of this study indicate that the variables Brand Image (X1) and Price (X2) have a positive and significant effect on Repurchase Intention (Y). However, the variable Store Atmosphere (X3) has no significant effect on Repurchase Intention (Y).

Keywords: Brand Image, Price, Store Atmosphere, Repurchase Intention

INTRODUCTION

In the current digital era, access to various types of information has become significantly easier. This ease of obtaining information is one of the factors that has led to increasingly intense competition across various sectors. One of the industries experiencing such competition is the food and beverage (F&B) sector. According to Databooks, F&B ranks first in the Business Competition Index among 15 economic sectors in Indonesia. These data indicate that the level of competition within the F&B industry is the most intense compared to others, which in turn drives business owners to continuously develop innovations and strategies in order to remain sustainable amidst the competition.

In the digital era, one of the key strategies to compete in the F&B sector is the utilization of social media (Naufal & Syaefulloh, 2023). The use of social media can influence various aspects such as promotion, human resources, and consumer awareness of a brand. Furthermore, social media engagement encourages the emergence of new innovations in how companies leverage these platforms. The creation of diverse brand images on social media is also carried out by businesses as a means to attract consumers in alignment with their targeted market segments.

Table 1. Business Competition Index across 15 economic sectors in Indonesia.

Sector	Score
Food and Beverage Accommodation	5.1
Car and Motorcycle Trade	5.01
Financial Services and Insurance	4.99
Health Services and Social Activities	4.99
Educational Services	4.99
Information and Communication	4.87
Company Services	4.86
Processing Industry	4.86
Transportation and Warehousing	4.85
Agriculture, Forestry and Fisheries	4.81

Real Estate	4.78
Construction	4.69
Mining	4.47
Water Supply	4.34
Electricity and Gas Procurement	4.25

Source: Databooks (2024)

One of the most popular types of F&B businesses among entrepreneurs is the cafe business. This trend is largely driven by coffee, which serves as the main menu item in cafes and has increasingly become part of the modern lifestyle for many people (Naufal & Syaefulloh, 2023). Although cafes are currently a preferred option among consumers, the industry itself faces considerable challenges. The cafe business is characterized by intense competition due to the large number of players within the sector.

Based on interviews conducted with several cafe goers, it was found that internal factors such as price, food quality, menu variety, service quality, store atmosphere, and brand image pose challenges for cafe owners in sustaining their businesses. These findings highlight the necessity for cafe owners to consistently maintain the quality of these factors in order to ensure customer satisfaction. Achieving such stability requires not only a significant amount of time but also consistent monitoring and effective employee training to build a high-quality cafe that encourages customers to revisit and repurchase.

These challenges are also experienced by one cafe located in Gading Serpong, namely Can Ngopi. Based on direct interviews with customers who had previously purchased products at Can Ngopi, it was revealed that 8 out of 9 respondents expressed reluctance to make repeat purchases in the near future. An increasing number of consumers unwilling to return could lead to declining sales and diminished competitiveness of Can Ngopi against other cafes over time.

Price is one of the main factors contributing to the decline in repurchase intention among Can Ngopi's customers. This issue emerged in interviews where 8 out of 9 respondents indicated that they were unwilling to return due to rising prices and a perceived mismatch between food quality and the prices charged. This finding is further supported by Wiyanti et al. (2025, p. 19) who concluded that pricing decisions based on product quality play a crucial role in encouraging repurchase intention in cafes. Customers tend to feel satisfied when the money they spend is proportional to the quality of the products received therefore, it is essential for cafe owners to determine pricing wisely.

Brand image is another critical factor influencing repurchase intention among Can Ngopi customers. Various forms of information regarding Can Ngopi have circulated among its consumers, ranging from positive to negative. Interview results revealed that some customers perceived inconsistencies in terms of pricing, product quality, and service at Can Ngopi, making these issues a consideration and discussion point for potential buyers. Muliawan and Shiratina (2024, p. 18) argue that brands with a strong image tend to cultivate greater customer loyalty and a higher likelihood of repurchase. For instance, Janji Jiwa achieves this by consistently innovating both new and existing products to build an innovative brand image and awareness among consumers.

Store atmosphere also significantly affects repurchase intention at Can Ngopi. Five out of nine customers raised concerns regarding the cafe's open-kitchen concept, which results in unpleasant odors spreading throughout the store area. This factor discouraged them from making repeat purchases after visiting Can Ngopi. Martaputri et al. (2025, p. 733) found that a comfortable, unique, and consumer oriented store atmosphere provides a positive visiting experience, which in turn enhances the likelihood of repurchase.

By integrating interview findings and prior research, this study investigates the influence of price, store atmosphere, and brand image on repurchase intention. A gap was identified between Can Ngopi's target market, which primarily consists of university students, and the reluctance of this very segment to make repeat purchases. This research employs a sample of 9 customers who have previously purchased products at Can Ngopi. The study aims to examine the influence of

price, store atmosphere, and brand image on repurchase intention, with the expectation of providing valuable insights for Can Ngopi to maximize its market potential.

The theoretical foundation for this study is the Theory of Planned Behavior (TPB). TPB provides a conceptual framework to explain the complexity of individual behavior within social contexts. The theory emphasizes three core constructs: attitude toward behavior, subjective norms, and perceived behavioral control which together serve as strong predictors of behavioral intention (Ajzen, 1991). This theoretical framework is particularly relevant to the theme of this study, which focuses on repurchase intention.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention is defined as a consumer's intention to make repeat purchases, which is influenced by factors such as satisfaction or trust that shape purchasing decisions (Febrini et al., 2019). This is consistent with the findings of Hardiana and Kayadoe (2022) who revealed that purchase intention itself represents an individual's behavioral tendency that stems from past experiences, which ultimately influences their willingness to repurchase.

According to Herdian & Puspitasari (2022), there are three indicators commonly used to measure repurchase intention. The first is resistance against better alternatives, which reflects consumers' tolerance or willingness to continue using products or services they have previously consumed despite the availability of potentially better options. The second is willingness to pay a premium price, which refers to the consumer's readiness to spend more on a product or service in order to obtain superior quality. The third is the intention of word of mouth, which represents consumer loyalty expressed through communicating their experiences whether positive or negative to product or service providers.

Brand Image

Brand image can be defined as a set of perceptions or thoughts held by consumers regarding a product or service they are familiar with or have used. These perceptions are consolidated into a specific concept that ultimately forms the image of a brand (Miati, 2020). Lukitaningsih et al. (2023) argue that brand image reflects consumers' perceptions of a brand, which are represented through the products associated with that brand.

According to Siaputra (2022), brand image is formed through three indicators. The first is corporate image, which refers to consumers' perceptions of the company that produces a product or service. The second is user image, which relates to the feelings or experiences consumers have when using the product or service. The third is product image, which encompasses consumers' perceptions of aspects such as price, benefits, quality, and other attributes that serve as considerations in evaluating the image of a product.

Price

Price is defined as the amount of money that consumers are required to pay in order to obtain a product or service they desire (Halim & Iskandar, 2019). In other studies, price is also interpreted as the monetary value charged for a product or service, or the amount of value exchanged by consumers for the benefits of using that product or service (Maharani, 2021; Mawarnie & Fahira, 2022). According to Qudus and Amelia (2022) price can be understood as the value that must be paid or sacrificed by a consumer to acquire, access, and utilize the benefits of a product or service.

Halim et al. (2023) identified four indicators that can be used as a reference in determining price. The first is affordable price, which refers to the extent to which the price set by businesses aligns with consumers' purchasing power. The second is price in accordance with product quality, a strategy applied by sellers to ensure that consumers perceive the money they spend as

proportional to the quality received. The third is price competitiveness, which involves setting prices based on comparisons with prevailing market prices (Himawan & Puspitasari, 2023). The last indicator is price in accordance with benefits, which considers the price relative to the extent of benefits that consumers expect to obtain.

Store Atmosphere

Store atmosphere is a combination of various elements such as color, lighting, layout, and ornaments that can evoke consumer emotions, thereby creating perceptions that ultimately influence purchasing decisions within a store (Maharani, 2021). Afiani (2019) also found that store atmosphere is a factor capable of stimulating consumers' senses, which in turn generates perceptions and emotions toward the store.

Several indicators can be used to measure store atmosphere more accurately. These indicators include visual communication, lighting, aroma, color, and music (Rohali & Paludi, 2023). Based on these indicators, store owners should not only focus on the products or services offered but also utilize a combination of elements such as color, aroma, music, lighting, and visual communication to enhance the likelihood of consumer repurchase.

Hypothesis Development

The Influence of Brand Image on Repurchase Intention

The brand image of a cafe can serve as a distinctive appeal for consumers. The stronger the brand image of a cafe, the greater the likelihood that consumers will be encouraged to visit and try its various products. This statement is supported by a previous study conducted by Lukitaningsih et al. (2023), which found that brand image has a positive and significant influence on repurchase intention. Another study also indicated that a stronger brand image increases consumers' repurchase intention, as brand image itself becomes one of the key considerations for consumers in evaluating and selecting products (Anjani et al., 2022).

H1: Brand image has a significant influence on repurchase intention.

The Influence of Price on Repurchase Intention

Price is one of the key factors considered by consumers when deciding to make a repeat purchase. When the price offered is consistent with the quality provided, consumers are more likely to feel satisfied and willing to revisit. This statement is supported by a study conducted by Mudfarikah and Dwijayanti (2021), which found that price influences repurchase intention because it serves as a benchmark for comparing products with competitors. Similarly, Qudus and Amelia (2022) identified price as one of the most significant factors affecting repurchase intention, as it reflects consumers' perceived ability to purchase a product or service.

H2: Price has a significant influence on repurchase intention.

The Influence of Store Atmosphere on Repurchase Intention

Store atmosphere is an important factor that influences consumers' emotions during the purchasing process. These emotions significantly affect consumers' intentions to return to a cafe. Therefore, business owners must create an attractive and comfortable store atmosphere to encourage repeat visits. A study by Baharuddin and Sudaryanto (2021) revealed that improvements in a cafe's store atmosphere lead to an increase in consumers' repurchase intention.

H3: Store atmosphere has a significant influence on repurchase intention.

Drawing from the hypotheses development, the research framework is depicted on Figure 1.

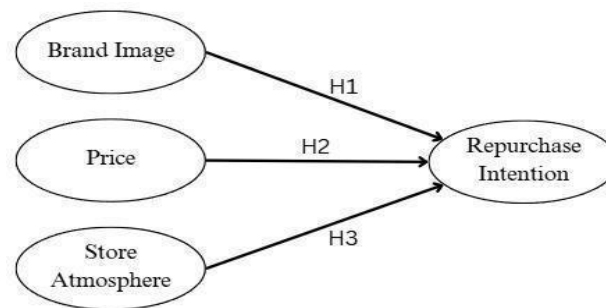


Figure 1. Research Framework

METHODS

Method

Quantitative research is a systematic analysis of a phenomenon conducted through data collection that can be evaluated using various techniques such as mathematical, statistical, or computational methods (Priadana & Sunarsi, 2021). The quantitative approach was selected for this study with the aim of obtaining accurate data that can be managed using relevant techniques to produce optimal results regarding the relationships among the variables under investigation. The data presented in this study were collected by distributing a survey through Google Forms, which contained questions designed to represent the variables being examined.

Population and Sample

The population in this study consists of consumers who have made direct purchases at Can Ngopi cafe. The sample criteria include consumers who have purchased and consumed food or beverages directly at the cafe. Within this sample, it was found that the majority of Can Ngopi's consumers are female, with a proportion of 75.2% female and 24.8% male, an average age range of 18–21 years, predominantly students, and a monthly income of IDR 1–3 million.

Non-probability sampling was employed in this study, as individuals did not have equal opportunities to be selected due to specific criteria that needed to be met as part of the research requirements. The sampling technique used was purposive sampling, with a total of 116 respondents. This number was determined based on the relatively low customer traffic at Can Ngopi, and further justified by Malhotra's formula, which requires a minimum sample size of 5 times the number of indicators. Since this study utilized 15 indicators, the minimum required sample was 75 respondents therefore, the 116 respondents collected exceeded this threshold (Rosida et al., 2022). The purposive sampling method was chosen as it allows for the identification of respondents that align with the research objectives, thereby facilitating a more accurate examination of the case under study (Lenaini, n.d.).

Data Collection and Analysis

The data in this study were collected through an online questionnaire created using Google Forms, which was then distributed to individuals meeting the established sampling criteria. The responses from the questionnaire were measured using a Likert scale ranging from 1 to 5, serving as a reference for assessing the strength or weakness of participants' opinions regarding each item. The data analysis technique employed was Partial Least Squares Structural Equation Modeling (PLS-SEM), which was processed using SmartPLS 3 software.

RESULTS AND DISCUSSION

Validity Test (Outer Model)

Convergent validity

Convergent validity testing was conducted to determine the degree of validity of the relationship between indicators and the variables under investigation (Binus, 2021). Indicators examined in this study can be considered to have met the requirements of convergent validity and demonstrated a sufficiently high level of validity if their outer loading values are greater than 0.70 (Hair, 2014). Based on the processed data presented in Table 2, it can be concluded that all items are valid, as they exhibit outer loading values exceeding 0.70.

Table 2. Measurement Model Evaluation for First-Order Model

Brand Image		Price		Store Atmosphere		Repurchase Intention		Description
X1 1.1	0.863	X2 1.1	0.868	X3 1.1	0.801	Y1.1	0.833	Valid
X1 1.2	0.863	X2 1.2	0.835	X3 1.2	0.763	Y1.2	0.868	Valid
X1 2.1	0.840	X2 2.1	0.803	X3 2.1	0.872	Y1.3	0.764	Valid
X1 3.2	0.844	X2 2.2	0.847	X3 2.2	0.804	Y1.5	0.839	Valid
		X2 3.1	0.807	X3 3.1	0.759	Y1.6	0.804	Valid
		X2 3.2	0.774	X3 3.2	0.853	Y1.7	0.750	Valid
		X2 4.1	0.802	X3 4.1	0.853	Y1.8	0.763	Valid
		X2 4.2	0.834	X3 4.2	0.852			Valid

Source: Output SmartPLS 3.0 (2025)

The subsequent convergent validity test involves the Average Variance Extracted (AVE). According to the standard proposed by Hair (2014), the AVE value is considered valid if it reaches a minimum threshold of 0.50. Based on the results of the AVE analysis presented in Table 3, it can be concluded that the AVE values of all four variables are valid, indicating that the indicators used are capable of explaining more than half of the total variance in this study.

Table 3. Convergent validity: Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Description
Brand Image	0.727	Valid
Price	0.675	Valid
Store Atmosphere	0.673	Valid
Repurchase Intention	0.647	Valid

Source: Output SmartPLS 3.0 (2025)

Discriminant validity

Discriminant validity testing consists of three different assessments, namely the Fornell-Larcker criterion, cross-loadings, and the Heterotrait-Monotrait Ratio (HTMT). According to Hair et al. (2019), the Fornell-Larcker criterion can be considered valid if the value of each construct's relationship with itself is greater than its correlation with other constructs. Based on the data presented in Table 4, it can be concluded that the Fornell-Larcker analysis in this study meets the required criteria, as the value of each construct with itself is higher than its correlation with other constructs.

Table 4. Discriminant Validity: Fornell-Larcker

Variable	Brand Image	Price	Store Atmosphere	Repurchase Intention
Brand Image	0.853			
Price	0.609	0.822		
Store Atmosphere	0.712	0.727	0.821	
Repurchase Intention	0.800	0.733	0.723	0.804

Source: Output SmartPLS 3.0 (2025)

Based on the data processed and presented in Table 5, it can be observed that the discriminant validity criteria derived from the cross-loadings analysis have been fulfilled. The fulfillment

of these criteria in this study can be identified by the fact that the value of each construct under investigation is greater than the cross-loading values of other constructs.

Table 5. Discriminant Validity: Cross Loading

Item/Variable	Brand Image	Price	Store Atmosphere	Repurchase Intention
X1.1.1	0,863	0.497	0.598	0.632
X1.1.2	0,863	0.498	0.547	0.716
X1.2.1	0,840	0.491	0.592	0.667
X1.3.2	0,844	0.587	0.690	0.705
X2.1.1	0.518	0,868	0.622	0.657
X2.1.2	0.464	0,835	0.558	0.572
X2.2.1	0.494	0,803	0.589	0.563
X2.2.2	0.476	0,847	0.600	0.560
X2.3.1	0.465	0,807	0.635	0.595
X2.3.2	0.345	0,774	0.588	0.496
X2.4.1	0.641	0,802	0.606	0.674
X2.4.2	0.551	0,834	0.584	0.659
X3.1.1	0.583	0.489	0,801	0.510
X3.1.2	0.532	0.476	0,763	0.547
X3.2.1	0.593	0.653	0,872	0.628
X3.2.2	0.618	0.564	0,804	0.602
X3.3.1	0.568	0.662	0,759	0.585
X3.3.2	0.605	0.668	0,853	0.615
X3.4.1	0.604	0.638	0,853	0.606
X3.4.2	0.572	0.602	0,852	0.638
Y1.1	0.697	0.546	0.585	0,833
Y1.2	0.742	0.627	0.634	0,868
Y1.3	0.547	0.641	0.599	0,764
Y1.5	0.682	0.551	0.620	0,839
Y1.6	0.684	0.485	0.561	0,804
Y1.7	0.553	0.642	0.536	0,750
Y1.8	0.578	0.640	0.531	0,763

Source: Output SmartPLS 3.0 (2025)

The final assessment of discriminant validity is conducted through the Heterotrait-Monotrait Ratio (HTMT) analysis. This analysis can be considered satisfactory if the resulting values are below the threshold of 0.9. The values presented in Table 6 indicate that the HTMT analysis in this study meets the validity requirements across constructs, as all variable values are below the 0.9 threshold.

Table 6. Discriminant Validity: HTMT Ratio

Variable	Brand Image	Price	Store Atmosphere
Brand Image			
Price	0.665		
Store Atmosphere	0.790	0.778	
Repurchase Intention	0.892	0.793	0.785

Source: Output SmartPLS 3.0 (2025)

Reliability Test

The reliability test is employed to measure the level of consistency of the measurement instrument in producing stable results across repeated trials. This assessment includes two analyses, namely Cronbach's Alpha and Composite Reliability, which serve as the key indicators of reliability testing. Both Cronbach's Alpha and Composite Reliability can be considered reliable if the resulting values exceed 0.7 (Ghozali, 2016). Based on this standard, it can be concluded that this study demonstrates reliability in terms of the conducted reliability test.

Table 7. Reliability test

Variable	Cronbach's Alpha	Composite Reliability	Description
Brand Image	0.875	0.914	Reliable
Price	0.931	0.943	Reliable
Store Atmosphere	0.930	0.943	Reliable
Repurchase Intention	0.908	0.927	Reliable

Source: Output SmartPLS 3.0 (2025)

Structural Model Assessment (Inner Model)

Collinearity Assessment

Collinearity testing is conducted to determine whether multicollinearity symptoms are present. The variance inflation factor (VIF) value must be below 5 to meet the collinearity test requirements (Hair et al., 2019). Based on the processed data presented in Table 8, it can be concluded that this study is free from multicollinearity, as all VIF values are below the threshold of 5.

Table 8. Collinearity Assessment

Variable	Repurchase Intention
Brand Image	2.104
Price	2.203
Repurchase Intention	2.811

Source: Output SmartPLS 3.0 (2025)

Coefficient of Determination (R^2) Test

The coefficient of determination test (R^2) is conducted to evaluate the squared correlation between actual values and predicted values (Hair, 2014). The R^2 value is classified into three categories: values up to 0.25 are considered weak, values ranging from 0.25 to 0.50 are categorized as moderate, and values between 0.50 and 0.75 are regarded as strong (Haryono, 2016). Based on these criteria and the results presented in Table 9, it can be concluded that the variable repurchase intention falls within the strong category, as it is explained by 73.3% through brand image, price, and store atmosphere.

Table 9. Coefficient of Determination

Variable	R^2	Effect Size
Repurchase Intention	0.733	Large

Source: Output SmartPLS 3.0 (2025)

Effect Size (f^2) Test

In this study, the f^2 test was employed to determine whether the exogenous variables collectively influence the endogenous variable. The f^2 values are categorized into three levels of effect: values ranging from 0.02 to 0.15 indicate a weak effect, values between 0.15 and 0.35 represent a moderate effect, and values greater than 0.35 indicate a strong effect (Hair et al., 2019). Based on the results presented in Table 10, it can be concluded that two variables exhibit a moderate effect, while one variable demonstrates a weak effect.

Table 10. Effect Size (f^2)

Variable	f^2	Effect Size
Brand Image - Repurchase Intention	0.484	Medium
Price - Repurchase Intention	0.201	Medium
Store Atmosphere - Repurchase Intention	0.017	Small

Source: Output SmartPLS 3.0 (2025)

Predictive Relevance (Q^2) Test

When the Q^2 value is greater than 0, the research model can be considered to possess predictive relevance (Haryono, 2016). Based on the results presented in Table 11, it was found that the Q^2 value for the repurchase intention variable is 0.460, indicating that this study demonstrates predictive relevance.

Table 11. Predictive Relevance (Q^2)

Variable	Q^2	Description
Repurchase Intention	0.460	Relevant

Source: Output SmartPLS 3.0 (2025)

Goodness of fit (GoF)

In this study, the Goodness of Fit (GoF) test employed the Standardized Root Mean Square Residual (SRMR) value as a reference to evaluate the extent to which the research model fits the collected data. The standard threshold for SRMR is generally below 0.08. Based on this criterion, the SRMR value presented in Table 12 meets the requirement, indicating that the research model passes the GoF test and can be considered a perfect fit.

Table 12. Goodness of fit

Estimated Model	
SRMR	0.068

Source: Output SmartPLS 3.0 (2025)

Hypotheses Testing

The focus of hypotheses testing in this study is to determine whether the proposed assumptions (hypotheses) are accepted or rejected based on the processed data. A hypothesis is considered accepted if the t-statistic value is greater than 1.96 and the p-value is less than 0.05 (Hair, 2014).

Table 13. Hypotheses Testing Results

Hypotheses	T Statistics	P Values	Result
H1: Brand Image -> Repurchase Intention	6.384	0.000	Diterima
H2: Price -> Repurchase Intention	3.944	0.000	Diterima
H3: Store Atmosphere -> Repurchase Intention	0.782	0.434	Ditolak

Source: Output SmartPLS 3.0 (2025)

Discussion

The Influence of Brand Image on Repurchase Intention

Based on the analysis results, the t-statistic value of 6.384 and the p-value of 0.000 indicate that the first hypothesis is accepted, confirming that the brand image variable has a positive and significant effect on repurchase intention. This finding is consistent with direct observations of Cafe Can Ngopi, where consumer perceptions formed through word-of-mouth communication ultimately serve as an important consideration in repurchase decision-making. When visitors hold a positive perception, they tend to be interested in returning and recommending Can Ngopi to others around them. Conversely, if an individual has a negative perception of Can Ngopi, they are less likely to return and may spread unfavorable information, discouraging others from choosing Can Ngopi as a cafe destination.

A variety of consumer perceptions toward Can Ngopi will form a kind of subjectivity. This is in line with the subjective norms framework within the Theory of Planned Behavior (TPB), which explains the influence of social pressure on an individual's behavior. When the majority of consumers hold negative perceptions of Can Ngopi, social pressure may arise that leads other consumers to adopt similar views thereby indirectly influencing their decision to make a repurchase at Cafe Can Ngopi. This discussion is consistent with the findings of Trisnalia and Farida (2024), who stated that

consumers with positive perceptions of a brand are more likely to experience higher satisfaction, which in turn supports the likelihood of repurchase behavior.

The Influence of Price on Repurchase Intention

Based on the analysis results, the t-statistic value of 3.944 and the p-value of 0.000 indicate that the second hypothesis is accepted, confirming that price has a positive and significant effect on repurchase intention. This result is also supported by pricing issues experienced by Can Ngopi's consumers, where sudden price changes discouraged them from making repeat purchases at the cafe. From this case, it can be concluded that an increase in product prices tends to reduce consumers' repurchase intention, while a decrease in prices can restore their interest.

The pricing changes experienced by Can Ngopi are also related to the attitude toward the behavior framework within the Theory of Planned Behavior (TPB). This framework explains that consumers attitudes toward a particular action influence their behavior in making a purchase. In this context, consumers perceptions of the price increase set by Can Ngopi affect their attitude toward repurchasing. When consumers perceive the price as fair and consistent with the product's quality, their attitude toward repurchasing becomes positive. However, if the price is considered too high or increases suddenly, consumers develop a negative attitude, leading to a decrease in repurchase intention. This finding aligns with the study conducted by Wiyanti et al. (2025), which emphasizes that competitive pricing compared to competitors, along with consistency in product quality, is a crucial factor in attracting consumers to make repeat purchases.

The Influence of Store Atmosphere on Repurchase Intention

Based on the analysis results, the t-statistic value of 0.782 and the p-value of 0.434 indicate that the third hypothesis is rejected, meaning that store atmosphere does not have a significant effect on repurchase intention. This finding is further supported by the layout conditions of Can Ngopi, which provides both indoor and outdoor seating areas for customers. The indoor area enforces a no-smoking policy, leaving the outdoor area as the only option for customers who smoke. The fact that the majority of Can Ngopi's customers are smokers becomes one of the factors explaining why the store atmosphere does not significantly influence repurchase intention. This occurs because smoking customers do not experience the indoor ambiance changes within the cafe, which ultimately makes the store atmosphere less influential in shaping their repurchase decisions.

The insignificant influence of store atmosphere on repurchase intention can be associated with one of the core components of the Theory of Planned Behavior (TPB), namely perceived behavioral control. This framework suggests that an individual's behavior is affected by the extent to which they perceive control over the situation they face. In the context of this study, consumers' decisions to make repeat purchases are not solely determined by the store atmosphere but are also influenced by factors such as comfort and the sense of freedom experienced during their visit to the cafe. For smoking customers, this sense of comfort and autonomy can be achieved through the availability of outdoor seating areas, allowing them to exercise control and adjust their behavior according to personal preferences. A similar finding was also reported by Dwini and Tuti (2024), who stated that store atmosphere does not have a significant effect on repurchase intention, as other factors are often considered more critical by consumers when deciding to make repeat purchases.

CONCLUSION

Based on the results of the tests and analyses, it can be concluded that brand image and price have a positive and significant influence on consumers' repurchase intention at Can Ngopi Cafe, Gading Serpong. Conversely, store atmosphere shows an opposing result, indicating no significant influence on consumers' repurchase intention at the cafe. The findings related to brand image, price, and store atmosphere can serve as valuable evaluation material for Can Ngopi Cafe to improve its business performance in the future. Can Ngopi should enhance its brand image by engaging more actively with university students and repositioning itself from a typical cafe into a "student laboratory," thereby creating a distinctive appeal compared to its competitors. Regarding the price variable, Can Ngopi should ensure that its pricing is consistent with product quality and aligns with its target market, so that consumers do not feel burdened by sudden price changes. Additionally, Can Ngopi is encouraged to maintain and improve its store atmosphere by eliminating the open-kitchen concept, which has the potential to cause discomfort for consumers seated in the indoor area. Although the

current study found that store atmosphere does not significantly influence consumers' repurchase intention, there remains a possibility that, in the future, the majority of Can Ngopi's customers may shift from smokers to non-smokers, who could then be more affected by the open-kitchen concept in the indoor area.

This study also has certain limitations, as it focuses only on a single business unit, namely Can Ngopi Cafe located in Gading Serpong. The relatively small sample size of 116 respondents also presents a limitation, requiring careful interpretation of the findings to ensure the accuracy of the results. Therefore, future researchers are recommended to increase the sample size to achieve more accurate and generalizable results, as well as to expand the research model by incorporating additional internal factors that may influence repurchase intention such as product quality, product variety, service quality, and digital promotion to obtain more comprehensive and diverse analytical outcomes.

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