
Influence of Store Atmosphere, Taste, Service Quality on Repurchase Decisions Through Satisfaction as Mediation

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Abstract

This study aims to examine the effects of store ambiance, taste, and service quality on repurchase decisions, with customer satisfaction acting as a mediating variable at Haus! Store located in Dasana Indah, Tangerang City. The research employed a quantitative approach using a causal-associative design. The population consisted of customers of Haus! Store, and the sample was selected using nonprobability sampling through purposive sampling techniques. Data were collected using a structured questionnaire measured on a five-point Likert scale. Data analysis was conducted using descriptive and inferential statistical techniques, applying Structural Equation Modeling (SEM) with SmartPLS 3.0 software.

The results indicate that store ambiance and taste have a significant partial effect on customer satisfaction, whereas service quality does not significantly influence satisfaction. Furthermore, store ambiance and customer satisfaction have a significant partial effect on repurchase decisions, while taste and service quality do not show a direct significant effect on repurchase decisions. Mediation analysis demonstrates that store ambiance and taste significantly influence repurchase decisions through customer satisfaction as a mediating variable.

Keywords: Store ambiance; Taste; Service quality; Customer satisfaction; Repurchase decision

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1. Introduction

Haus! is a beverage retail outlet established in May 2018, offering 36 beverage variants targeted primarily at middle-income consumers (class B and C) at relatively affordable prices (Dabu Petrus, 2020). The company has experienced rapid expansion, reaching 197 outlets across major Indonesian cities—including Jakarta, Tangerang, Bandung, Karawang, Yogyakarta, Solo, and Surabaya—by September 2022. Haus! differentiates itself from competitors by adopting a mini café concept that accommodates both dine-in and take-away service systems.

Despite its rapid growth, Haus! has encountered managerial challenges. Initially operating under a franchise system, the company discontinued franchising due to conflicts between franchisees and the principal company. Consequently, centralized management was implemented, with the company assuming full operational control over all outlets (Arlina Laras, 2022).

The food and beverage industry plays a significant role in national economic growth. In an increasingly competitive environment, firms must implement effective marketing strategies to ensure sustainability and long-term profitability (KlikLegal, n.d.). Intensified competition compels business actors to continuously meet consumer needs, desires, and expectations to achieve customer satisfaction (Dimas Dwi Kurniawan & Soliha, 2022). Customer satisfaction is a critical determinant of business continuity, as satisfied customers are more likely to engage in repeat purchases, thereby enhancing organizational growth and profitability (Sutomo, 2022).

Previous empirical findings regarding the determinants of satisfaction and purchasing behavior present inconsistent results. Wijaya et al. (2021) found that store ambiance positively and significantly influences customer satisfaction in the food service sector. Conversely, Marsella et al. (2020) reported that store ambiance did not significantly affect purchase decisions. Similarly, Surahman and Winarti (2021) demonstrated that taste significantly influences customer satisfaction, whereas Iwinsyari (2022) found no significant effect. Additionally, Dimas Dwi Kurniawan and Soliha (2022) concluded that service quality positively affects customer satisfaction, while Marsella et al. (2020) indicated that service quality influences purchase decisions.

These inconsistencies highlight the need for further empirical investigation, particularly within the rapidly growing beverage retail sector. Therefore, this study seeks to re-examine the relationships among store ambiance, taste, service quality, customer satisfaction, and repurchase decisions in the context of Haus! Store.

Repurchase Decision

The purchase decision process involves several stages, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Prastowo, 2023). A repurchase decision refers to a consumer's intention and willingness to buy a product or service of the same brand after a previous purchase, based on the alignment between product performance and consumer expectations (Suryani & Rosalina, 2019).

Repurchase decisions can be measured using the following indicators (Suryani & Rosalina, 2019):

1. **Transactional interest** – the tendency of consumers to repurchase a previously consumed product.
2. **Preferential interest** – the product becomes the primary choice compared to alternatives.
3. **Referential interest** – the willingness to recommend the product to others.

Customer Satisfaction

Customer satisfaction is defined as the level of pleasure or disappointment resulting from comparing perceived product performance with prior expectations (Suryani & Rosalina, 2019). Satisfaction occurs when perceived performance meets or exceeds expectations, while dissatisfaction arises when performance falls below expectations. Customer satisfaction may also be evaluated based on perceived benefits relative to expected benefits (Dimas Dwi Kurniawan & Soliha, 2022).

Customer satisfaction can be measured through:

1. **Overall satisfaction** – general evaluation of satisfaction after product consumption.
2. **Willingness to recommend** – readiness to share positive experiences with others.
3. **Repurchase intention** – intention to repurchase due to satisfactory performance.

Store Ambiance

Store ambiance refers to the physical and environmental attributes of a retail outlet that shape consumer perceptions and influence purchasing behavior (Wijaya et al., 2021). A comfortable and well-designed store atmosphere can facilitate purchasing decisions (Annaufa et al., 2023).

Store ambiance can be assessed through:

1. Exterior design
2. Interior design
3. Store layout
4. Informational signage

Taste

Taste represents the sensory evaluation of food and beverages, encompassing flavor perception experienced through multiple senses, particularly smell and taste (Iwinsyari, 2022). Taste plays a critical role in shaping consumer evaluations and influencing satisfaction (Siregar et al., 2021).

Taste can be measured through:

1. **Aroma** – perception detected through smell.
2. **Flavor** – sensory perception such as sweetness, sourness, bitterness, or other taste dimensions.
3. **Oral stimulation** – sensations experienced in the mouth during consumption.

Service Quality

Service quality refers to the organization's ability to deliver services that meet or exceed customer expectations (Dimas Dwi Kurniawan & Soliha, 2022). High service quality is essential for achieving customer satisfaction and fostering long-term customer relationships.

Service quality is commonly measured using five dimensions (Wijayanti Dewi Prabandasari, 2019):

1. **Reliability** – ability to perform promised services dependably and accurately.
2. **Responsiveness** – willingness to assist customers promptly.
3. **Assurance** – employee competence and ability to inspire trust and confidence.
4. **Empathy** – individualized attention provided to customers.
5. **Tangibles** – physical facilities, equipment, and employee appearance.

Given the rapid development of the food and beverage industry and the inconsistencies in previous findings, this study contributes to the literature by empirically examining the direct and mediated relationships among store ambiance, taste, service quality, customer satisfaction, and repurchase decisions within the Indonesian beverage retail context.

2. Materials and Methods

This study employed a quantitative research design with a causal-associative approach to examine the relationships among the proposed variables. The research was conducted at Haus! Store located in Dasana Indah, Tangerang City, Banten Province.

The population comprised customers of Haus! Store. The sampling technique utilized nonprobability purposive sampling, with the following criteria: (1) respondents aged 16 years or older, and (2) respondents who had visited and made purchases at Haus! Store at least twice. A total of 145 respondents participated in this study.

Data were collected using a structured questionnaire measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Questionnaires were distributed both online via Google Forms and offline at the store location.

Data analysis included descriptive statistical analysis to describe respondent characteristics and variable distributions, as well as inferential analysis using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS 3.0 software. The SEM-PLS approach was selected due to its suitability for predictive modeling and its robustness in analyzing complex models with relatively small sample sizes.

3. Result

Table 1. Descriptive Statistics

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	Number of Observations Used
X1.1	4.331	4.000	3.000	5.000	0.695	-0.811	-0.557	145.000
X1.2	4.166	4.000	3.000	5.000	0.705	-0.972	-0.247	145.000
X1.3	4.366	4.000	3.000	5.000	0.641	-0.654	-0.514	145.000
X1.4	4.248	4.000	3.000	5.000	0.710	-0.956	-0.402	145.000
X2.1	4.138	4.000	1.000	5.000	1.001	0.722	-1.116	145.000
X2.2	4.145	4.000	2.000	5.000	0.887	-0.789	-0.590	145.000
X2.3	4.083	4.000	2.000	5.000	0.843	-0.796	-0.438	145.000
X2.4	4.048	4.000	1.000	5.000	1.019	-0.509	-0.729	145.000
X3.1	4.331	4.000	2.000	5.000	0.705	0.313	-0.812	145.000
X3.2	4.310	4.000	3.000	5.000	0.605	-0.618	-0.274	145.000
X3.3	4.283	4.000	3.000	5.000	0.749	-1.060	-0.519	145.000
X3.4	4.297	4.000	2.000	5.000	0.716	0.116	-0.739	145.000
X3.5	4.179	4.000	2.000	5.000	0.828	0.518	-0.937	145.000
Y.1	4.124	4.000	2.000	5.000	0.751	-0.533	-0.407	145.000
Y.2	4.110	4.000	1.000	5.000	0.780	0.819	-0.725	145.000
Y.3	4.152	4.000	1.000	5.000	0.764	0.890	-0.735	145.000
Z.1	4.166	4.000	2.000	5.000	0.724	-0.651	-0.375	145.000
Z.2	3.966	4.000	2.000	5.000	0.858	-0.332	-0.528	145.000
Z.3	4.200	4.000	1.000	5.000	0.757	1.518	-0.931	145.000

From the responses of 145 participants to 19 Likert-scale questionnaire statements ranging from 1 (one) to 5 (five), there were no missing values in the processed respondent data. The standard deviation values were smaller than the mean, indicating no extreme variation or outliers in the data. Consequently, the data is deemed suitable for further analysis.

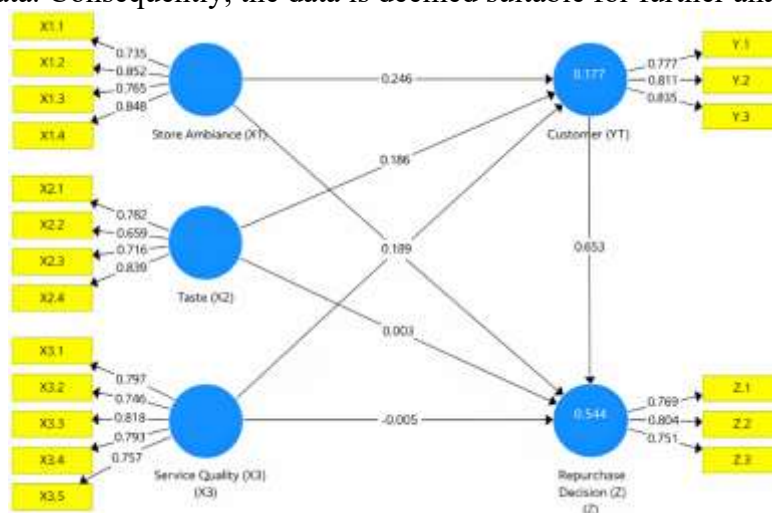


Figure 2. Output PLS Logarithm

The factor loading values from the PLS Logarithm output above indicate > 0.6 , thus leading to the conclusion that the questionnaire items or statements within each latent variable can generate convergent and valid responses from the respondents (Sugeng Lubar Prastowo, 2023).

Table 2. Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Taste (X2)	0.755	0.780	0.838	0.565
Satisfaction (Y)	0.733	0.733	0.849	0.653
Repurchase Decisions (Z)	0.669	0.673	0.819	0.601
Service Quality (X3)	0.845	0.865	0.887	0.612
Store Atmosphere (X1)	0.814	0.837	0.877	0.642

In the results of the validity and reliability tests, the Average Variance Extracted (AVE) values for each latent variable were > 0.50 , supporting the validity test results of the research instrument. This affirms that the questionnaire items or statements are capable of generating convergent and valid respondent data. Furthermore, the Cronbach's Alpha values for each research variable were > 0.6 . This allows for the conclusion that the questionnaire items or statements can produce reliable or consistent respondent answers (Imam Ghozali, 2015).

The internal consistency of the questionnaire can be assessed by comparing the Composite Reliability values with the Cronbach's Alpha values. If the Composite Reliability value $>$ Cronbach's Alpha, it can be concluded that the questionnaire items or statements are internally consistent. Additionally, if the Composite Reliability value > 0.60 , it indicates that the questionnaire items are reliable or consistent (Imam Ghozali, 2015). Based on the table of reliability test results, it is evident that the Composite Reliability $>$ Cronbach's Alpha, and all latent variable's composite reliability values are > 0.60 . Therefore, it can be concluded that the questionnaire items or statements exhibit internal consistency.

Table 3. Discriminant Validity Test

	Taste (X2)	Satisfaction (Y)	Repurchase Decisions (Z)	Service Quality (X3)	Store Atmosphere (X1)
Taste (X2)	0.752				
Satisfaction (Y)	0.204	0.808			
Repurchase Decisions (Z)	0.137	0.717	0.775		
Service Quality (X3)	0.098	0.327	0.319	0.783	
Store Atmosphere (X1)	0.004	0.343	0.410	0.583	0.801

Discriminant validity is used to ascertain whether the questionnaire items of each latent variable are not interfered by respondents' answers from the items of other latent variables. The discriminant validity test compares the Fornell-Larcker criterion values of each latent variable, which are correlated with the variable itself, with the Fornell-Larcker criterion values of the other latent variables. If the Fornell-Larcker criterion value of the latent variable's self-correlation is greater than that of the other latent variable, then the data can be concluded as valid discriminantly.

Based on the results of the discriminant validity test in the table, it can be concluded that the research instrument or questionnaire has been able to produce data that are valid discriminantly.

Table 4. Model Fit

	Saturated Model	Estimated Model
SRMR	0.074	0.074
d_ ULS	1.054	1.054
d_ G	0.375	0.375

Chi-Square	305.326	305.326
NFI	0.725	0.725

The model fit test can be observed from the value of SRMR (Standardized Root Mean Square). If the SRMR value is < 0.10 , then it can be concluded that the model is adequate or fit. From the model fit test, the SRMR value is $0.074 < 0.10$, thus it can be concluded that the model is adequate or fit. The NFI value indicates that the model fits at an NFI value of 0.725 or 72.5% fit.

Table 5. Multicollinearity Test (Collinearity Statistics/ VIF)

	Satisfaction (Y)	Repurchase Decisions (Z)
Taste (X2)	1.014	1.056
Satisfaction (Y)		1.214
Repurchase Decisions (Z)		
Service Quality (X3)	1.537	1.570
Store Atmosphere (X1)	1.522	1.596

Multicollinearity test is conducted to examine the existence of violations due to high linear intercorrelation among exogenous variables (Prastowo, 2021). The recommended value for VIF is < 10 or < 5 , indicating the absence of multicollinearity issues (Imam Ghozali, 2015).

In the table, the Collinearity Statistics (VIF) values are < 5 . Hence, it can be concluded that there are no signs of multicollinearity among the exogenous variables. Consequently, the regression coefficients obtained can effectively influence the variation in the endogenous variable, namely satisfaction and repurchase decision.

Table 6. Determination Test

	<i>R Square</i>	<i>R Square Adjusted</i>
Satisfaction (Y)	0.177	0.159
Repurchase Decisions (Z)	0.544	0.531

The results of the determination test can be seen from the R-square value. The higher the R-square value, the more the exogenous variables are capable of explaining the variations in the endogenous variable (Prastowo, 2021).

The R-square value for the satisfaction variable is 0.177 or 17.7%. This indicates the contribution of the exogenous variables, namely store atmosphere, taste, and service quality simultaneously, in Haus store, influencing the changes in the variation of the endogenous variable, satisfaction, by 0.177 or 17.7%. The remaining impact from other variables not included in the study can be calculated using the formula $100\% - 17.7\% = 82.3\%$.

The R Square value for the variable of repeat purchase decision is 0.544 or 54.40%. This indicates that the magnitude of contribution from the store atmosphere, taste, service quality, and satisfaction variables simultaneously in Haus! store, influencing the changes in the variation of repeat purchase decision, is 0.544 or 54.40%. Therefore, the remaining impact from other variables not included in the study is 45.60%.

To assess the overall fit index, it can be observed through the Goodness of Fit index (GoF index), which represents the model's overall fit in the research results. The Goodness of Fit index (GoF) value is obtained using the formula:

$$\begin{aligned} \text{GoF} &= \sqrt{(\text{Rata} - \text{rata AVE}) \times (\text{Rata} - \text{rata R Square})} \\ \text{GoF} &= \sqrt{0.615 \times 0.345} \\ \text{GoF} &= 0.460 \end{aligned}$$

The GoF index value of $0.460 > 0.380$, hence it can be concluded that the Goodness of Fit index falls into the high category. This means that overall, both the outer and inner model of the research model align well with the observed values compared to the expected model values.

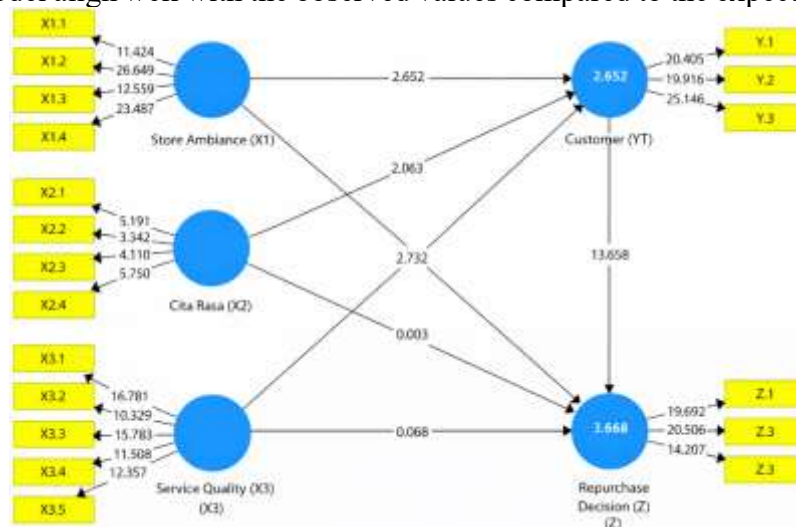


Figure 3. Bootstrapping Output

Table 7. Path Coefficient

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Store Atmosphere (X1) -> Satisfaction (Y)	0.246	0.247	0.093	2.652	0.008
Taste (X2) -> Satisfaction (Y)	0.186	0.199	0.089	2.083	0.037
Service Quality (X3) -> Satisfaction (Y)	0.165	0.179	0.085	1.941	0.052
Store Atmosphere (X1) -> Repurchase Decisions (Z)	0.189	0.189	0.069	2.732	0.006
Taste (X2) -> Repurchase Decisions (Z)	0.003	0.009	0.073	0.047	0.963
Service Quality (X3) -> Repurchase Decisions (Z)	-0.005	-0.001	0.072	0.068	0.945
Satisfaction (Y) -> Repurchase Decisions (Z)	0.653	0.652	0.048	13.658	0.000

Here are two sub-structural models of direct influence in this study:

1. Direct influence of store atmosphere, taste, and service quality on satisfaction.
2. Direct influence of store atmosphere, taste, service quality, and satisfaction on repeat purchase decisions.

Sub-structure 1: Direct influence of store atmosphere, taste, and service quality on satisfaction.

1. The direct influence of store atmosphere on satisfaction has a positive relationship, with a regression coefficient of 0.246, a t-statistic value of $2.652 > Z$ -score 1.96, and a P-value of $0.008 < 0.05$. Therefore, H_{a1} is accepted, and H_{01} is rejected. Thus, it can be concluded that influence of store atmosphere has a significant positive partial effect on satisfaction. This implies that for every unit increase in influence of store atmosphere at Haus!, the average variation in customer satisfaction at Haus! will increase by 24.6%. This study is supported by the findings of Wijaya et al., (2021), indicating that influence of store atmosphere has a significant positive partial effect on customer satisfaction.

2. The direct influence of taste on satisfaction has a positive relationship, with a regression coefficient of 0.186, a t-statistic value of 2.083 > Z-score 1.96, and a P-value of 0.037 < 0.05. Thus, Ha2 is accepted, and H02 is rejected. Hence, it can be concluded that taste has a significant positive partial effect on satisfaction. This suggests that for every unit increase in taste at Haus!, the average variation in customer satisfaction at Haus! will increase by 18.6%. These results align with the research of Surahman & Winarti, (2021), confirming that taste has a significant positive partial effect on customer satisfaction.
3. The direct influence of service quality on satisfaction has a positive relationship, with a regression coefficient of 0.165, a t-statistic value of 1.941 < Z-score 1.96, and a P-value of 0.052 > 0.05. Therefore, Ha3 is rejected, and H03 is accepted. Thus, it can be concluded that service quality does not have a partial influence on customer satisfaction at Haus!.

Hence, the equation for Sub-structure 1 is:

$$\text{Satisfaction} = b1. \text{influence of atmosphere} + b2.\text{taste} + b3.\text{service quality} + e$$

$$\text{Satisfaction} = 0.246.\text{influence of atmosphere} + 0.186.\text{taste} + 0.165.\text{service quality} + e$$

Sub-structure 2: Direct influence of store atmosphere, taste, service quality, and satisfaction on repeat purchase decisions.

1. The direct influence of atmosphere on repeat purchase decisions shows a positive relationship, with a regression coefficient of 0.189, a t-statistic value of 2.732 > Z-score 1.96, and a P-value of 0.006 < 0.05. Thus, Ha4 is accepted, and H04 is rejected. Therefore, it can be concluded that influence of store atmosphere has a significant positive partial effect on repeat purchase decisions. This implies that for every unit increase in store ambiance at Haus!, the average variation in customer's repeat purchase decisions at Haus! will increase by 18.9%. This finding aligns with the research conducted by Widayat & Purwanto, (2020), indicating that influence of atmosphere has a significant partial influence on consumer purchases.
2. The direct influence of taste on repeat purchase decisions displays a positive relationship, with a regression coefficient of 0.003, a t-statistic value of 0.047 < Z-score 1.96, and a P-value of 0.963 > 0.05. Thus, Ha5 is rejected, and H05 is accepted. Hence, it can be concluded that taste does not have a partial influence on consumer's repeat purchase decisions at Haus!.
3. The direct influence of service quality on repeat purchase decisions demonstrates a negative relationship, with a regression coefficient of 0.005, a t-statistic value of 0.068 < Z-score 1.96, and a P-value of 0.945 > 0.05. Thus, Ha6 is rejected, and H06 is accepted. Consequently, it can be concluded that service quality does not have a partial influence on consumer's repeat purchase decisions.
4. The direct influence of satisfaction on repeat purchase decisions exhibits a positive relationship, with a regression coefficient of 0.653, a t-statistic value of 13.658 > Z-score 1.96, and a P-value of 0.000 < 0.05. Thus, Ha7 is accepted, and H07 is rejected. Therefore, it can be concluded that customer satisfaction has a significant positive partial effect on repeat purchase decisions. This means that for every unit increase in customer satisfaction at Haus!, the average variation in customer's repeat purchase decisions at Haus! will increase by 65.3%.

Therefore, the equation for Sub-structure 2 is:

$$\text{Repeat purchase decisions} = b1.\text{influence of atmosphere} + b2.\text{taste} + b3.\text{service quality} + b4.\text{satisfaction} + e$$

$$\text{Repeat purchase decisions} = 0.189. \text{influence of atmosphere} + 0.003.\text{taste} + 0.005.\text{service quality} + 0.653.\text{satisfaction} + e$$

The indirect influence of the mediating variable satisfaction is explained as follows:

Table 8. Specific Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Influence of Atmosphere (X1) -> Satisfaction (Y) -> Repurchase Decisions (Z)	0.161	0.161	0.061	2.616	0.009
Taste (X2) -> Satisfaction (Y) -> Repurchase Decisions (Z)	0.122	0.131	0.060	2.018	0.044
Service Quality (X3) -> Satisfaction (Y) -> Repurchase Decisions (Z)	0.108	0.116	0.056	1.939	0.053

1. The indirect effect of the store ambiance variable on repeat purchase decisions through the mediating variable of satisfaction has a positive relationship with a regression coefficient of 0.161, a t-statistic value of 2.616 > Z-score 1.96, and a P-value of 0.009 < 0.05. Therefore, Ha8 is accepted, and H08 is rejected, thus concluding that the store ambiance at Haus! has a significant positive influence on repeat purchase decisions through consumer satisfaction as a mediating variable.
2. The indirect effect of the taste variable on repeat purchase decisions through the mediating variable of satisfaction has a positive relationship with a regression coefficient of 0.122, a t-statistic value of 2.018 > Z-score 1.96, and a P-value of 0.044 < 0.05. Therefore, Ha9 is accepted, and H09 is rejected, indicating that taste at Haus! significantly influences repeat purchase decisions through consumer satisfaction as a mediating variable.
3. The indirect effect of the service quality variable on repeat purchase decisions through the mediating variable of satisfaction has a positive relationship with a regression coefficient of 0.108, a t-statistic value of 1.939 < Z-score 1.96, and a P-value of 0.053 > 0.05. Therefore, Ha10 is rejected, and H010 is accepted, concluding that the service quality at Haus! does not significantly impact repeat purchase decisions through consumer satisfaction as a mediating variable.

4. Conclusion, Implication, and Recommendation

Based on the research findings, consumers' decision to repurchase products at Haus! store is largely influenced by their satisfaction during shopping there. This is reflected in the comfort and suitability felt by consumers, prompting them to recommend the place to friends, family, and others. This satisfaction is related to meeting the desires and expectations of consumers while shopping at Haus! store. From this study, it can be concluded that consumer satisfaction is directly influenced by the store atmosphere. Each improvement in creating a comfortable environment for consumers, such as increased cleanliness, tidiness, and appealing interior and exterior designs, can increase consumer satisfaction at Haus! store by 24.6%. Therefore, creating a comfortable and appealing atmosphere is crucial in enhancing consumer satisfaction, expanding visits, and increasing profits at Haus! store.

Meanwhile, apart from the store atmosphere, the taste of Haus! products also directly influences consumer satisfaction. Each increment in the taste quality of Haus! products can increase the variation in consumer satisfaction at Haus! store by 18.6%. These results highlight that the taste of products is the second crucial factor after the store atmosphere in creating consumer satisfaction. Enhancing the taste of products can be achieved by emphasizing the unique flavor of each product, adding product varieties, and maintaining the quality that consumers prefer.

This research demonstrates that the store atmosphere and taste of Haus! products significantly impact repeat purchase decisions through consumer satisfaction as a mediating variable. This indicates that improving the quality of the store atmosphere and product taste will enhance consumer satisfaction and ultimately influence their decision to repurchase at Haus! store.

As a suggestion for future research, it's advisable to consider the influence of product pricing at Haus! store on consumer satisfaction, repeat purchase decisions, or the intent to repurchase. The effect of pricing is an intriguing factor to explore, considering the numerous outlets offering competitively flavored variants in the market.

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