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

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Abstract

This study aims to demonstrate the impact of store ambiance, taste, and service quality on repurchase decisions with satisfaction as the mediating variable at Haus! store located in Dasana Indah, Tangerang City. The research method employed a quantitative approach with a causal associative design, categorized as exploratory research. The research population comprised customers of Haus! store. Nonprobability sampling, specifically purposive sampling, was utilized for sample selection. Data collection instruments involved a Likert scale questionnaire ranging from 1 to 5. Data analysis employed both descriptive and inferential statistics, utilizing the Structural Equation Modeling (SEM) through Smart PLS 3.0 software. The findings revealed that store ambiance and taste significantly and partially influence consumer satisfaction, while service quality, in partial terms, does not affect satisfaction. Store ambiance and satisfaction partially and significantly impact repurchase decisions, while taste and service quality, in partial terms, do not influence repurchase decisions. Store ambiance and taste significantly influence repurchase decisions through satisfaction as a mediating variable.

Keyword: Store atmosphere; Taste; Service quality; Satisfaction; Repurchase Decisions

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1. Introduction

Haus! is a beverage outlet or store that has been in operation since May 2018. Offering 36 latest beverage variations, Haus! targets consumers in class B and C with highly affordable prices (Dabu Petrus, 2020). The Haus! stores have experienced rapid growth, with 197 branches already established across various cities such as Jakarta, Tangerang, Bandung, Karawang, Yogyakarta, Solo, Surabaya, and several other cities by September 2022. The Haus! store concept stands out compared to its competitors by providing a unique feature: a mini café for on-site dining or a take-away service system. Even though Haus! outlets have been growing rapidly, it doesn't mean there haven't been any issues in managing the business. Initially, Haus! beverage business was operated through a franchise system. However, they no longer offer franchise opportunities due to emerging ego issues between franchisees and the principal. As a result, Haus! management has taken full control of managing all outlets (Arlina Laras, 2022).

The food and beverage industry significantly contributes to economic growth. To sustain growth and success in an increasingly competitive era, effective marketing strategies are crucial for businesses to remain sustainable (KlikLegal, n.d.). Intensifying competition demands business owners to fulfill customers' needs, desires, and expectations, ensuring their satisfaction with the services provided (Dimas Dwi Kurniawan & Soliha, 2022). Creating customer satisfaction is essential for any business, as satisfied customers present an opportunity for repeat purchases, fostering continuous business growth, development, and increased profitability (Sutomo1, 2022).

Wijaya et al., (2021) conducted a study on the influence of store ambiance on consumer satisfaction within the food industry, specifically focusing on a fried chicken restaurant as the research subject. The research evidenced that store ambiance has a significant positive partial effect on consumer satisfaction. This implies that a better store ambiance can lead to higher levels of consumer satisfaction.

The research conducted by Widayat & Purwanto, (2020) demonstrates that store ambiance partially influences consumer purchases. This differs from the study conducted by Marsella et al., (2020), where store ambiance did not have a partial impact on purchase decisions. Therefore, to enhance consumer purchases, companies may not necessarily need to predominantly consider store ambiance over other variables that hold influence.

The study conducted by Surahman & Winarti, (2021), establishes that taste has a significantly positive partial influence on customer satisfaction. This implies that if food or beverage flavors are delicious and appealing, they can evoke satisfaction in consumers. In contrast, the findings from Iwinsyari, (2022) suggest that taste does not partially impact consumer satisfaction. This indicates that in Iwinsyari, (2022) study, taste might not be a dominant variable affecting consumer satisfaction.

Furthermore, research by Dimas Dwi Kurniawan & Soliha, (2022) focusing on beverage businesses explains that service quality positively affects customer satisfaction. When the quality of service aligns with customer expectations, it results in customer satisfaction with the service performance. On the other hand, Marsella et al., (2020) research demonstrates that improved service quality can influence consumer purchase decisions positively.

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Repurchase Decisions

The purchase decision process involves a series of stages in which consumers identify their needs and wants, seek information about products, evaluate available options, make a decision to purchase, and take subsequent steps after the purchase. It is an effort by consumers to find a solution to meet their needs and wants related to appropriate goods or services (Prastowo, 2023). Repurchase decision is the willingness to buy a product or service with the same brand as a previous purchase, which occurs when the product or service aligns with the consumer's needs, desires, and expectations (Suryani & Rosalina, 2019).

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

1. Transactional interest, which signifies the tendency of consumers to repurchase a previously consumed or purchased product.
2. Presential interest, where the product that has been consumed becomes the primary choice for consumers.
3. Referential interest, indicating a consumer's willingness to recommend the product they have consumed to others.

Satisfaction

Satisfaction is the level of pleasure or disappointment felt after comparing the performance or outcome of a product, whether it's a good or a service, with the expectations envisioned beforehand (Suryani & Rosalina, 2019). If the performance aligns with the anticipated expectations, customers will feel content and experience satisfaction. However, if the performance doesn't meet the expected standards, customers will feel disappointed and unsatisfied. Customer satisfaction with a product can be gauged based on the perceived benefits compared to the anticipated benefits (Dimas Dwi Kurniawan & Soliha, 2022).

Customer satisfaction can be measured by three factors (Dimas Dwi Kurniawan & Soliha, 2022):

1. Overall satisfaction, where consumers feel satisfied after the task is completed according to the agreement and expectations.
2. Willingness to recommend, where consumers are willing to share the outcomes they received with others. If they feel satisfied, they'll share positive experiences; conversely, if disappointed, they'll share negative performance aspects.
3. Repurchase intention, where consumers will reuse the product if they feel satisfied with its performance. Conversely, if consumers are dissatisfied with the product's performance, they won't repurchase it.

Store Atmosphere

A comfortable store atmosphere can help visitors make purchasing decisions more easily (Annaufa et al., 2023). The term "Influence of Store Atmosphere" encompasses the physical attributes of a store, including its building structure, layout, both exterior and interior design, lighting, color scheme, music, and room fragrance, all contributing to customer perceptions (Wijaya et al., 2021). The assessment of store ambiance can be evaluated through:

1. Exterior of the store
2. Interior of the store

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3. Store layout
4. Information signage

Taste

Taste refers to the distinctiveness of food and beverages from a flavor perspective, where flavor is the outcome experienced by the tongue, palate, cheeks, and partly by the throat (Iwinsyari, 2022).. It amalgamates sensory perceptions from the five senses: sight, hearing, smell, taste, and touch. Food and beverage processing aims to attain the best quality that fulfills the attributes of the food, thereby influencing consumers (Siregar et al., 2021). Taste can be gauged through the following indicators (Iwinsyari, 2022):

1. Aroma: The flavor perception assessed through the sense of smell, determining whether the aroma is pleasant or not.
2. Flavor: The taste perception elicited through nerve stimulation, discerning sweetness, sourness, bitterness, blandness, and other elements.
3. Oral stimulation: Sensations felt within the mouth while experiencing taste.

Service Quality

According to Dimas Dwi Kurniawan & Soliha, (2022),, one of the essential goals to achieve customer satisfaction is by providing quality service. Service is the process of fulfilling intangible requests or needs, while service quality represents the company's delivery of services to meet customer needs and desires according to customer expectations to achieve customer satisfaction. Measuring service quality can be accomplished through the following indicators (Wijayanti Dewi Prabandasari, 2019):
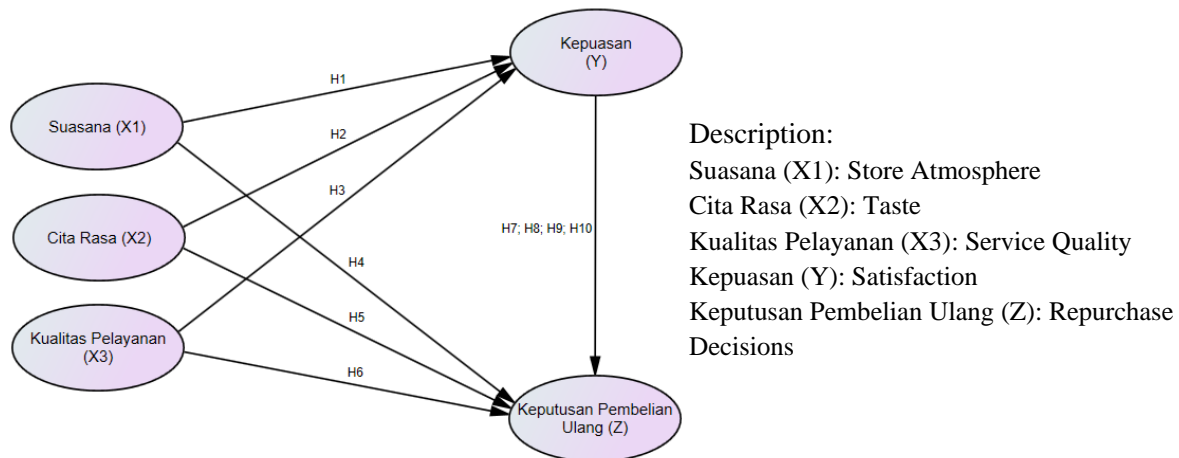
1. Reliability: The capability to serve in accordance with the promised terms and commitments offered.
2. Responsiveness: The speed of service providers in responding and catering to customer needs and desires.
3. Assurance: The ability of employees to instill confidence in service delivery, ensuring customer safety and comfort.
4. Empathy: Special attention given by the producer to the consumer, where the company should understand and address customer needs, expectations, and desires.
5. Tangibles: The physical appearance of the producer, including the physical appearance of buildings or premises, facilities, employee appearance, cleanliness, tidiness, and comfort.

The growth of several startups in the food and beverage industry in Indonesia amidst increasing business competition warrants attention in formulating business strategies to remain resilient. Previous studies on the partial influence between variables in achieving customer satisfaction and repeat purchase decisions have shown differing results. Therefore, conducting research on similar subjects becomes crucial to provide insights for formulating subsequent business strategies.

2. Material and Method

The research method employed a quantitative approach, specifically a causal associative approach, utilizing exploratory research. The research focused on Haus! store situated in

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Dasana Indah, Tangerang City, Banten. The sampling technique adopted was nonprobability purposive sampling, targeting customers aged 16 years and above who had visited and made purchases at Haus! store a minimum of 2 times. The research sample comprised 145 respondents. The research instrument utilized a Likert scale ranging from 1 to 5, distributed to respondents via Google Forms or through physical questionnaires available at the Haus! store. Data analysis involved both descriptive and inferential statistics. The analytical model used Structural Equation Modeling (SEM) with the Smart PLS 3.0 software.


Description:
Suasana (X1): Store Atmosphere
Cita Rasa (X2): Taste
Kualitas Pelayanan (X3): Service Quality
Kepuasan (Y): Satisfaction
Keputusan Pembelian Ulang (Z): Repurchase Decisions

Figure 1. Research Model

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

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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.
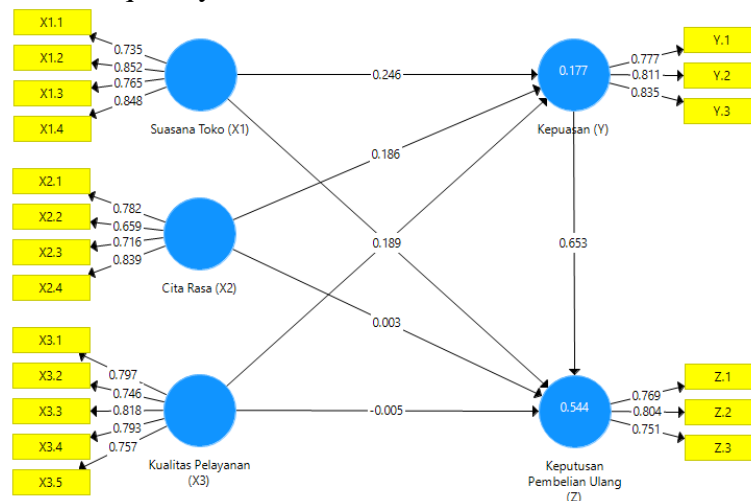
Figure 2. Output PLS Logarithm

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

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instrument. This affirms that the questionnaire items or statements are capable of generating convergent and valid respondent data. Furthermore, the Crombach'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 Crombach's Alpha values. If the Composite Reliability value > Crombach'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 > Crombach'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

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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

	R Square	*R Square Adjusted*
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:

GoF = $\sqrt{(Rata-rata\ AVE) \text{ X } (Rata-rata\ R\ Square)}$

GoF = $\sqrt{0.615 \text{ X } 0.345}$

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GoF = 0.460

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.
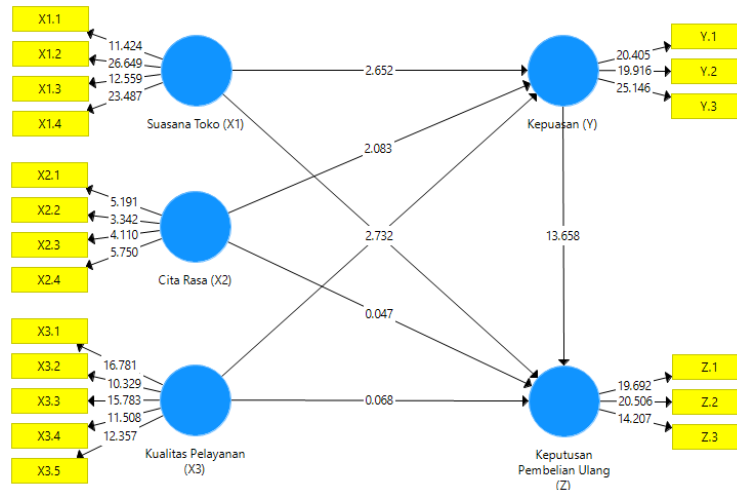

Figure 3. Bootstrapping Output

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
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, Ha1 is accepted, and H01 is rejected. Thus, it can be concluded that influence of store atmosphere has a significant positive partial effect on

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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:

Satisfaction = b1. influence of atmosphere + b2.taste + b3.service quality + e
Satisfaction = 0.246.influence of atmosphere + 0.186.taste + 0.165.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.

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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:

Repeat purchase decisions = b1.influence of atmosphere + b2.taste + b3.service quality + b4.satisfaction + e

Repeat purchase decisions = 0.189. influence of atmosphere + 0.003.taste + 0.005.service quality + 0.653.satisfaction + e

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

Table 8. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
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.

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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.

5. References

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