

The Analysis of the Quality of the Physical Environment, Service and Product on Revisit Intention through Customer Satisfaction at a Coffee Shop in Kintamani-Bali

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ABSTRACT

The purpose of this study was to determine the effect of the quality of the physical environment, service quality, and product quality on revisit intention through customer satisfaction. Respondents in this study amounted to 190 respondents, determined using Non-Probability Sampling. This study uses Partial Least Square (PLS) analysis. The results show that the quality of the physical environment has a positive and significant effect on customer satisfaction, the quality of service has a positive and significant effect on customer satisfaction, the quality of the product has a positive and significant effect on customer satisfaction, the quality of the physical environment has a positive and significant effect on the revisit intention, the quality of service has a positive and significant effect on revisit intention, product quality has a positive and significant effect on revisit intention, customer satisfaction has a positive and significant effect on revisit intention.

Keywords: Customer Satisfaction, Physical Environment Quality, Product Quality, Re-visit Intention, Service Quality.

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I. INTRODUCTION

Changes in trends that occur in the Kintamani Tourism Destination Area can be seen in the emergence of various coffee shops which are crowded with tourists.

Based on Table I, there was a significant increase in the number of tourist visits in 2019 when coffee shops in that year began to appear in the tourist destination of Kintamani. However, in 2020 it experienced a drastic decline due to the Covid-19 pandemic.

The current development of social media has a great influence on the changes that occur in Kintamani. Some coffee shops in Kintamani that have developed quite rapidly and have a 4-star rating include Akasa Kintamani Coffee, Kintamani Coffee, The Amora Bali, Tegukopi, La Vista Coffee & Roastery, Paperhills, Mou-Che Coffee & Eatery. Visitor reviews given to the coffee shop will provide a reference in choosing a coffee shop, it can also be used as a reference to fix problems that arise such as the problem of service provided by employees being inadequate, service and food presentation that takes a long time, to the quality of the product that is felt to not provide more value to the visitors themselves. The interest of tourists to visit a place is certainly based on several reasons, where the visit can provide valuable benefits that will be influenced by the satisfaction of the

tourist during the previous visit. Interest to visit again is formed from a person's attitude towards belief in the services provided as an incentive for tourists to make return visits to a tourist attraction.

One of the factors that influence Revisit Intention is customer satisfaction. Customer satisfaction is one of the factors that make tourists have an interest in coming back to a tourist destination, customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the suitability of the product presented with the product expected by consumers.

The satisfaction that can be obtained by the visitors themselves, of course, the interest in coming back is expected to appear in the minds of tourists in the future.

TABLE I: NUMBER OF TOURIST VISITS TO KINTAMANI TOURISM DESTINATION AREA

Year	Number of Tourist Visits
2014	500,324
2015	473,010
2016	492,201
2017	542,724
2018	425,493
2019	941,410
2020	156,981
2021	23,891
2022	34,375

Tambrin and Wantara (2021) stated that satisfaction affects the intention to return to visit four tourist destinations. According to Saputro *et al.* (2020), consumer satisfaction has a positive effect on Revisit Intention, this can be interpreted that customer satisfaction can affect interest in coming back to a tourist spot. Meanwhile, Alvianna and Alviandra (2020) found that testing tourist destinations on Revisit Intention through tourist satisfaction obtained insignificant results.

With the current power of social media, of course, it cannot be denied that reviews are one of the things that are very taken into account and will affect people's Revisit Intention a place, the reviews will describe how the quality of the physical environment, quality of service and quality of products owned by a tourist place. According to Ghezalbash (2017), Saputro *et al.* (2020) service quality through customer satisfaction has a positive and significant effect on Revisit Intention. Meanwhile, Mandasari and Giantari (2017) stated that service quality did not affect user satisfaction. Diputra & Yasa (2021) stated that product quality had a positive influence on customer satisfaction, while Cahya and Shihab (2018) stated that product quality did not affect customer satisfaction. According to Hoe (2018), "product quality has a positive effect on customer satisfaction," while previous research conducted by Tambrin and Wantara (2021) stated that product quality did not affect Revisit Intention.

Furthermore, the factors that can affect satisfaction and Revisit Intention are the quality of the physical environment. The physical environment is believed to be one of the aspects that have the most impact on the psychological condition and behavior of customers, it is important to understand how the emotional state and behavior of customers can change according to the customer's perception of environmental elements (Ryu *et al.*, 2012). Anjarsari *et al.* (2018) state that the quality of the physical environment has a significant positive effect on customer satisfaction, while Azhar (2021) stated that the physical environment on satisfaction had no significant effect. Furthermore, Wulansari and Haryati (2021) stated that the physical environment had a positive influence on buying Intention, while Mulyono *et al.* (2021) stated that there was no significant effect between the quality of the physical environment and revisit intention.

The purpose of this study was to determine the effect of the quality of the physical environment, service quality, and product quality on revisit intention through customer satisfaction.

A. Hypothesis

- H1: "The quality of the physical environment has a positive effect on customer satisfaction."
 H2: "Service quality has a positive effect on customer satisfaction."
 H3: "Product quality has a positive effect on customer satisfaction."
 H4: "The quality of the physical environment has a positive effect on Revisit Intention."
 H5: "Service quality has a positive effect on Revisit Intention."
 H6: "Product quality has a positive effect on Revisit Intention."
 H7: "Customer satisfaction has a positive effect on Revisit Intention."

II. METHODOLOGY

The location of this research is all coffee shops located on Jl. Raya Penelokan Village Batur Sel., Kintamani District, Bangli Regency, Bali. The time of study was carried out from January 2022 to June 2022. In this study, the population was all tourists who came and had visited the Coffee Shop in the Kintamani Area with a 4 (four) star rating on google review. The sample to be taken is 190 respondents (number of parameters x 10 or equal to $19 \times 10 = 190$ people). The data collection method used in this research is the interview method, documentation, and questionnaires. The data analysis technique in this study used Partial Least Square 3.0 (PLS 3.0).

III. RESULTS AND DISCUSSION

A. Variable Description

The score of the physical environment quality variable is 4.33, this means that the respondent's perception of the quality of the physical environment is very good. The lowest score lies in the pleasant background music (4.15). Respondents' perception of service quality is very good, this can be seen from the score of 4.38. This illustrates that the service quality of the coffee shop in Kintamani is very good. The lowest score is known on the employee indicator providing fast service (4.18). Respondents' perception of product quality is very good, this can be seen from a score of 4.26, this illustrates that visitors assess the quality of products provided by coffee shops in Kintamani as very good. The lowest score is nutritious food (4.07). Respondents' perception of customer satisfaction is very high, this can be seen from the score of 4.39. This illustrates that visitors to the coffee shop in Kintamani feel very satisfied when visiting. The lowest respondent score is known to be overall satisfied with the specific experience (4.37). Respondents' perception of Revisit Intention again is high, this can be seen from the score of 4.16. This illustrates that visitors to the coffee shop in Kintamani have a high desire to visit Kintamani again. The lowest respondent score is known on the frequent visit's indicator (4.02).

B. Research Variable Profile

The quality of the physical environment on the indicators of neat and well-dressed employees obtained the highest loading factor value of 0.839. These results indicate that what is considered important in the quality of the physical environment are neat and well-dressed employees. Furthermore, the excellent quality of the physical environment is reflected in the restaurant's attractive interior design and décor. employees are always willing to help obtain the highest factor weight, which is 0.852. These results indicate that employees are always willing to help, which is an important aspect of service quality. Furthermore, it can be interpreted that high service quality tends to be reflected in employees giving food exactly as ordered. Restaurants offering various menu items obtained the highest factor weighting, amounting to 0.866. These results indicate that restaurants offering various menu items are considered the most important role in product quality. Furthermore, it can be interpreted that high product quality tends to be reflected in

the presentation of visually attractive food. Satisfied with the decision to choose a restaurant gets the highest factor weight of 0.949. This result indicates that Satisfaction with the decision to choose a restaurant is an important indicator of its role in customer satisfaction. Furthermore, it can be interpreted that high customer satisfaction tends to be reflected in being satisfied with the decision to choose a restaurant. Tourism priority gets the highest factor weight of 0.932. This result indicates that tourism priority is an important indicator of its role in Revisit Intention. Furthermore, it can be interpreted that the high Revisit Intention tends to be reflected in tourism priorities.

C. Mediation Test

Based on Table II, Customer satisfaction (Y1) is able to mediate the indirect effect of the quality of the physical environment (X1) on Revisit Intention (Y2). Customer satisfaction (Y1) is able to mediate the indirect effect of service quality (X2) on Revisit Intention (Y2). customer satisfaction (Y1) is able to mediate the indirect effect of product quality (X1) on Revisit Intention (Y2).

TABLE II: MEDIATION VARIABLE TEST

No	Variable	Effect				
		(A)	(B)	(C)	(D)	
1	Service Quality -> Customer Satisfaction -> Revisit Intention	0.315 (sig)	0.642 (sig)	0.465 (sig)	0.699 (sig)	Partial mediation
	Physical Environment Quality -> Customer Satisfaction -> Revisit Intention	0.195 (sig)	0.501 (sig)	0.641 (sig)	0.625 (sig)	
2	Product Quality -> Customer Satisfaction -> Revisit Intention	0.266 (sig)	0.622 (sig)	0.492 (sig)	0.724 (sig)	Partial mediation
	Physical Environment Quality -> Customer Satisfaction -> Revisit Intention	0.195 (sig)	0.501 (sig)	0.641 (sig)	0.625 (sig)	

TABLE III: HYPOTHESIS TESTING

No	Variable Relationship	Direct	Indirect	Total
1	Customer Satisfaction -> Revisit Intention	0.388	-	0.388
2	Service Quality -> Customer Satisfaction	0.318	-	0.318
3	Quality of Service -> Revisit Intention	0.281	-	0.281
4	Physical Environment Quality -> Customer Satisfaction	0.172	-	0.172
5	Physical Environment Quality -> Revisit Intention	0.165	0.067	0.232
6	Product Quality -> Customer Satisfaction	0.401	0.124	0.525
7	Product Quality -> Revisit Intention	0.197	0.156	0.351

D. Physical Environment Quality on Customer Satisfaction

Based on Table III, these results can be seen in the coefficient value of 0.172 with a t-statistics value of 2.035. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, Hypothesis 1 is declared accepted.

The results of statistical data analysis show that the quality of the physical environment has a positive and significant effect on customer satisfaction, so the analysis of this research model shows that the higher the quality of the physical environment, the higher the customer satisfaction. The physical environment that is made as good as possible will make consumers feel comfortable when visiting a coffee shop in Kintamani and make visitors feel satisfied. A well-organized layout leads to a comfortable atmosphere in a restaurant. can provide a good dining experience for customers. One of the marketing strategies that can be done is to create a safe and comfortable physical environment to give an attractive impression to consumers to generate consumer buying interest. Previous theories and theoretical studies explain that the quality of the physical environment has a significant positive effect. The results of the study are in line with Anjarsari *et al.* (2018) that the quality of the physical environment had a positive and significant effect on customer satisfaction.”.

E. Quality of Service to Customer Satisfaction

Based on Table III, it can be seen in the coefficient value of 0.318 with a t-statistics value of 3.723. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, Hypothesis 2 is declared accepted. The results of statistical data analysis show that service quality has a positive and significant effect on customer satisfaction, so the analysis of this research model shows that the higher the service quality, the higher customer satisfaction. According to Afthanorhan (2018), there is a positive relationship between service quality and customer satisfaction.

F. Product Quality on Customer Satisfaction

In Table III, the coefficient value of 0.401 with a t-statistics value of 4.076 can be observed. The value of t-statistics is below the critical value of 1.96 and the value of sig <0.05. Based on this, hypothesis 3 is declared accepted. The results of statistical data analysis show that product quality has a positive and significant effect on customer satisfaction, so the analysis of this research model shows that the higher the product quality, the higher customer satisfaction. One of the factors that influence customer satisfaction in product and service features. In this case, customer satisfaction with the product or service is significantly influenced by the results of customer evaluation of the product or service features. In conducting satisfaction studies, many companies use focus groups to determine the important features and attributes of service and then measure customer perceptions of those features. Service customers will make trade-offs between different service features (eg, price level with quality, or employee friendliness), depending on the type of service being evaluated and the level of service criticality provides empirical evidence that product quality has a positive effect on customer satisfaction. The results of this study are in line with Hoe (2018) that product quality has a positive and significant effect on customer satisfaction. Research

conducted by Diputra & Yasa (2021) found that product quality has a positive effect on customer satisfaction.

G. *Quality of the Physical Environment on Revisit Intention*

Based on Table III, it can be seen in the coefficient value of 0.165 with a t-statistics value of 2.265. The t-statistics value is below the critical value of 1.96 and the value of sig <0.05. Based on this, hypothesis 4 is declared accepted. The results of statistical data analysis show that the quality of the physical environment has a positive and significant effect on the Revisit Intention, so the analysis of this research model shows that the higher the quality of the physical environment, the higher the Revisit Intention. The quality of the physical environment can be seen as nonverbal communication which can communicate the image and goals as well as the quality of the company. The physical environment can also be used to differentiate from competitors and communicate the types of market segments that one wants to serve. The quality of the physical environment influences customer satisfaction which will later lead to the intention of the visitor to come back to visit the place, based on empirical findings stating that the quality of the physical environment has a positive effect on Revisit Intention. Rajput & Gahfoor (2020) found that the physical environment had a positive effect on Revisit Intention

H. *Quality of Service on Revisit Intentions*

Based on Table III, it can be seen in the coefficient value of 0.281 with a t-statistics value of 3.060. The value of t-statistics is below the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 5 is declared accepted. The results of statistical data analysis show that service quality has a positive and significant effect on Revisit Intention, so the analysis of this research model shows that the higher the service quality, the higher the Revisit Intention. Service quality and customer satisfaction are mutually influenced because maximum service will determine customer satisfaction to make return visits. So it can be concluded that the higher the level of service quality, it will a significant influence on the Revisit Intention again. Guswaman & Sutrisna (2019) found results where service quality had a positive effect on Revisit Intention.”

I. *Product Quality on Revisit Intention*

Based on Table III, it can be seen in the coefficient value of 0.197 with a t-statistics value of 2.079. The value of t-statistics is below the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 6 is declared accepted. The results of statistical data analysis show that product quality has a positive and significant effect on Revisit Intention, so the analysis of this research model shows that the higher the quality of the product, the higher the Revisit Intention. Revisit Intention can also mean the possibility to use the same service provider in the future which is a manifestation of a loyal attitude and consumer commitment to comfort, defined as the possibility of tourists repeating activities or revisiting a destination (Ramadhan & Santosa, 2017)”

J. *Customer Satisfaction on Revisit Intention*

Based on Table III, it can be seen in the coefficient value of 0.388 with a t-statistics value of 3.837. The value of t-

statistics is below the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 7 is declared accepted. The results of statistical data analysis show that customer satisfaction has a positive and significant effect on the Revisit Intention, so the analysis of this research model shows that the higher the customer satisfaction, the higher the Revisit Intention. Consumers will receive a better quality of service than the costs incurred, they believe receiving a very good value, in this case, will increase loyalty to service providers (Chin, 2018)”

K. *Novelty of Research Results*

Novelty is an element or finding of a study. Research is said to be good if it finds elements of new findings so that it has a good contribution to science. The novelty that can be reported in this study is that Revisit Intention can be significantly influenced by the quality of physical services, service quality, product quality, and satisfaction, and in this study, it can also be seen that the indicators contained in this research variable are something new and are taken from variable dimensions in previous studies.

L. *Research Implication*

The results of this study can contribute to science, especially for further researchers, that environmental quality compiled by four indicators The restaurant has an attractive interior design and décor, pleasant background music, very clean dining area, neat and well-dressed employees can affect satisfaction customers and Revisit Intention. Service quality compiled using indicators Employees provide food exactly as ordered, Employees provide fast and fast service, Employees are always willing to help, Employees provide a sense of comfort when providing services can significantly affect customer satisfaction and Revisit Intention again. Product quality compiled by indicators The food is delicious, the food is nutritious, the restaurant offers a variety of menu items, the restaurant offers fresh food, the aroma of the food is attractive, and the presentation of food is visually attractive, which can affect customer satisfaction and Revisit Intention.

M. *Research Limitations*

The limitations that can be conveyed from this research are related to this research, namely, the instrument uses a 5-point Likert scale and does not use an open-ended questionnaire. In addition, this research is based on a relatively short time of research (cross-sectional). This limitation certainly has an impact on the low generalizability of the study.

IV. CONCLUSION

The results of statistical data analysis show that the quality of the physical environment has a positive and significant effect on customer satisfaction, the higher the quality of the physical environment, the higher the customer satisfaction. Service quality has a positive and significant effect on customer satisfaction, the higher the service quality, the higher the customer satisfaction. Product quality has a positive and significant effect on customer satisfaction, the higher the product quality, the higher the customer satisfaction. The quality of the physical environment has a positive and significant effect on the Revisit Intention, the higher the quality of the physical environment, the higher the

Revisit Intention. Service quality has a positive and significant effect on Revisit Intention, the higher the service quality, the higher the Revisit Intention. Product quality has a positive and significant effect on Revisit Intention, the higher the quality of the product, the higher the Revisit Intention. Customer satisfaction has a positive and significant effect on the Revisit Intention, the higher the customer satisfaction, the higher the Revisit Intention.

Based on these conclusions, several recommendations can be given. The variable of the quality of the physical environment that needs to be addressed is pleasant background music, it is recommended for coffee shop managers to pay attention to the dominance of the age of visitors who come, for example, young adults prefer pop music, while older people like instrumentals. The service quality variable that needs to be improved is fast service. The product quality variable that needs to be improved is a nutritious food menu, an effort that can be made by increasing the variety of the menu provided. The customer satisfaction variable can be done on an increase in service to get a specific experience.

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