The Influence of Cafe Atmosphere and Menu Variations toward Customer Revisit Behavior
(Case Study at Zoom Café & Resto Bengkalis)

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ABSTRACT

Zoom Cafe & Resto is a restaurant and cafe that not only prioritizes product menu variants but has the advantage of presenting a comfortable atmosphere. This study aims to determine the partial and simultaneous effect of cafe atmosphere and menu variations on customer revisit behavior. In this study, the sample used is customers of Zoom Cafe & Resto Bengkalis as many as 100 respondents. The sampling technique used is nonprobability sampling with the type of purposive sampling technique. The analysis used includes validity and reliability tests, descriptive statistics, classic assumption tests, correlation analysis, multiple linear regression analysis, F test, t test, and the coefficient of determination. The results of the study show that cafe atmosphere has a positive effect on customer revisit behavior with value $t_{count} > t_{table}$ is 2.152>1.984 and the significant number of 0.034<0.05. Menu variations have a positive effect on customer revisit behavior with value $t_{count} > t_{table}$ is 10.047>1.984 and the signifcant number of 0.000<0.05. In the simultaneous test, $F_{count} > F_{table}$ or 142.757>3.89 and a significant level of 0.000<0.05 with adjusted R square value of 0.741 (74,1%). Which shows that the cafe atmosphere variable and the menu variation variable simultaneously have a significant effect on customer revisit behavior at Zoom Cafe & Resto by 74.1%.

Keywords: Café Atmosphere, Menu Variation, Customer Revisit Behavior

1. Introduction

Industry competition is getting tighter and growing rapidly at this time, one of which is business actors in the culinary field that produce similar products. Businesses engaged in the culinary field, especially cafes, must understand the importance of customer satisfaction. Cafe owners must pay attention to factors that can create customer satisfaction. Many customers who visit the cafe not only enjoy the food and drinks offered, but also have a specific purpose such as meeting with business relations, relaxing or gathering and spending free time with relatives or friends. According to Yolanda and Rahmidani (2020) visitors not only see how a cafe serves food and drinks, but the atmosphere of a comfortable and attractive dining area and has a variety of available products is one of the considerations for visitors in choosing a cafe as a place to eat and spend time. Zoom cafe & Resto which is one of the cafes in Bengkalis District which is located on Hangtuah street that does not only prioritize product variants but has advantages in designing interiors and exteriors and providing a comfortable atmosphere. Zoom Cafe & Resto offers a distinctive atmosphere with the layout of tables, sofas, chairs that are arranged not too close together and industrial basic colors to match one another. The comfortable atmosphere is even more complete with music that makes consumers feel comfortable and at ease. Zoom Cafe & Resto gives a light aroma to the room and adjusts it to the ideal room temperature. One of the design concepts of Zoom Café & Resto uses a rooftop concept so that visitors can see the surrounding view from above.

Besides having a concept with a comfortable atmosphere, Zoom Café & Resto also has a variety of food and beverage products offered to customers, therefore the customers can make various choices. The pleasant atmosphere of the cafe and the variety of products are effective marketing communication tools in attracting customers to make purchases, which in turn can generate more sales. An attractive design concept can give a positive impression to customers so intend to make a revisit and repurchase.

Based on the background stated, this is an interesting research object to study because Zoom Cafe & Resto Bengkalis has a comfortable Cafe Atmosphere with good interior and exterior design and has a variety of menu variations that can make consumers choose the order they want. So that the writer thought to do research with the title "The Influence of Cafe Atmosphere and Menu variations toward Customer Revisit Behavior (Case Study at Zoom Café & Resto Bengkalis)".

Purpose of the study to find out the partial effect of cafe atmosphere and menu variations toward customer revisit behavior in the Zoom Café & Resto Bengkalis, and to find out the simultaneous effect of cafe atmosphere and menu variations toward customer revisit behavior in the Zoom Café & Resto Bengkalis.

This research refers to several previous studies that are relevant to the problem to be studied and as a reference in research. In the research of Sihombing at al (2021) entitled: The Effect of Menu Variants, Prices, and Cafe Atmosphere, on Consumer Satisfaction at Miltie Garden Cafe Mulawarman Banjarmasin. Thetest results show that the Menu Variant has a positive and significant effect on consumer satisfaction, Price has a negative and significant effect on customer satisfaction, and Cafe atmosphere has a positive and significant effect on consumersatisfaction. In a study conducted by Nusairat et al (2020) entitled: The Effect on Design of Restaurant on Customer Behavioral Intentions. The results of hypotheses testing reveal the significance of restaurant design in enriching customers' cognitive experience, thus, eliciting their affective states, which ultimately affect their behavioral intentions.

In this study, there are several general theories. Ma'ruf (2006) in Agustin (2019) states that the the cafe atmosphere is a combination of the physical characteristics of the cafe such as architecture, layout, lighting, display, color, temperature, music and aroma which will create an image in the minds of customers as a whole. According to Kotler (2007) in Indrasari (2019) Customer interest in varied products will greatly affect sales volume. Menu variations consists of completeness of products and goods sold, types of brands sold, variations in the size of goods sold, availability of products sold. Customer behavior can be defined as the behavior that customer displayin searching for, purchasing, using, evaluating, and disposing of products, services, and ideas they expect will satisfy they needs (Schiffman and Kanuk, 2008 in Irwansyah, 2021). Revisiting interest is defined as purchase intention is a person's mental state that reflects a plan to take several actions within a certain period of time (Amiarno 2022).

2. Research Method

The research conducted at the Zoom Cafe & Resto Bengkalis which is located at Jl. Hangtuah, Bengkalis. The object of this research is data related Cafe Atmosphere and Menu variations Zoom Café & Resto as well as customer Revisit behavior. Type of the data used qualitative and quantitative data. In this study, the data sources used are primary data and secondary data. Population in this study is Zoom Café & Resto customers with the number of samples was 100 respondents. Research used a nonprobability sampling technique with a purposive sampling type to obtain data using data collection techniques observation, interview, questionnaire and documentary. Data processing technique used editing, coding, and tabulation. The data measurement scale used a likert scale. Test of validity and reliability. Data analysis methods are descriptive statistics, classical assumption, correaltion and multiple regression analysis. The research hypothesis uses the T test, F test, and the Coefficient of Determination (R2). Research models in this study using a dual paradigm model with three independent variables X1, and X2 with one dependent variable Y. The type of research used is associative research.

3. Result and Discussion

The received respondent data is tested using the classic default test. The classic assumption test used consists of a data normality test that uses a P-Plot test in the form of a diagonal line that shows a normal distribution pattern so that the regression model meets the assumption of a normal distribution. Based on the result of the multicollinearity test, the tolerance value of all variables is greater than 0.10 and the VIF value is 0.05, which means that there are no symptoms of heteroscedasticity. Based on the correlation test, value between cafe atmosphere and menu variations toward customer revisit behavior 0.000<0.05 which means there is a significant correlation.

Table 1. Result of T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,537	2,208		-1,149	,253
	Cafe Atmosphere	,102	,048	,159	2,152	,034
	Menu Variations	,689	,069	,742	10,047	,000
a. Dependent Variable: Customer Revisit Behavior						

Source: Processed Data 2022

Based on table by observing rows t and Sig. can be explained that variable of cafe atmosphere has a positive and significant effect on customer revisit behavior at Zoom Cafe & Resto. This can be seen from the tcount>ttable is 2.152>1.984 and the significant number of 0.034<0.05. And variable of menu variations has a tcount>ttable is 10.047>1.984 and the signifcant number of 0.000<0.05 means there is positive and significant influence on customer revisit behavior of Zoom Cafe & Resto. based on this table it

can form a multiple linear regression equation with the formula proposed by Paiman (2019), which is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + ... + bn Xn$$

Information:
Y = dependent variable
X = independent variable
a = constant
b = regression coefficient

The results of the regression equation from the linear effect are as follows:

$$Y = -2.537 + 0.102X_1 + 0.689X_2$$

From the regression equation can be explained that constant value -2.537 shows a constant value, its means if the value of the independent variable is aqual to zero, then the customer revisit behavior variable (Y) = -2.537. Coefficient X1 = 0.102 shows that the variable of cafe atmosphere has a positive influence on customer revisit behavior, its meaning if the cafe atmosphere variable is increased, customer revisit behavior also increases by 0.102 (10.2%). Coefficient X2 = 0.689 shows that the variable of menu variations has a positive effect on customer revisit behavior, it meaning if the variable of menu variations is increased the customer revisit behavior also increased by 0.689 (68,9%).

Table 2. Result of F test

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1595,977	2	797,988	142,757	,000ᵇ
	Residual	542,213	97	5,590		
	Total	2138,190	99			
a. Dependent Variable: Customer Revisit Behavior						
b. Predictors: (Constant), Menu Variations, Cafe Atmosphere						

Source: Processed Data 2022

Based on the F test results it can be seen that the Fcount is 142.757 with Ftable value of 3.89. Therefore, the value of Fcount > Ftable or 142.757 > 3.89 and a significant level of 0.000 < 0.05., It can be concluded that the variable of cafe atmosphere (X1) and variable of menu variations (X2) simultaneously have a significant effect on customer revisit behavior at Zoom Cafe & Resto.

Table 3. Coefficient of Determination (R2)

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,864ᵃ	,746	,741	2,364
a. Predictors: (Constant), Menu Variations, Cafe Atmosphere				

Source: Processed Data 2022

Based on the results of Table 4.19, it can be seen that the coefficient of determination is found in the Adjusted R Square value of 0.741. this shows that the ability of the independent variable in explaining the dependent variable is 74,1% while the remaining 25,9% is explained by other variables not discussed in this study.

4. Conclusion

Based on data analysis and discussion of the results of research that has been carried out. This research was conducted to determine the influence of cafe atmosphere toward customer revisit behavior in the Zoom Café & Resto Bengkalis, the influence of menu variations toward customer revisit behavior in the Zoom Café & Resto Bengkalis, and the influence of cafe atmosphere and menu variations toward customer revisit behavior in the Zoom Café & Resto Bengkalis. Therefore, based on the analysis that has been carried out and described, several conclusions can be drawn. The cafe atmosphere variable has a positive and significant influence on customer revisit behavior of Zoom Cafe & Resto Bengkalis. This conclusion was obtained from the results of the t-test for the cafe atmosphere variable value of 2.152 with a significant value of 0.034 <0.05. In addition, the coefficient value for the cafe atmosphere is 0.102. It can be concluded that if the cafe atmosphere variable is increased, the customer revisit behavior will also increase by 0.102 or 10.2%. On the menu variations variable have a positive and significant influence on customer revisit behavior of Zoom Cafe & Resto Bengkalis. This conclusion is obtained from the results of the t test, the value of the menu variation variable is 10,047 with a significant value of 0,000<0.05. In

addition, the coefficient value for the menu variations is 0.689. It can be concluded that if the cafe provides a wide variety of food and beverage menus that are increasing and varied, it can make customers feel satisfied in choosing food and drinks according to taste so as to increase customer revisit behavior by 0.689 or 68,9%.

Based on correlation test shows that there is a relationship between cafe atmosphere and menu variations on customer revisit behavior with a significance value of 0.000 <0.05. This shows that the relationship between cafe atmosphere and menu variations toward customer revisit behavior. In Addition, Cafe atmosphere variables and menu variations simultaneously have a positive and significant effect on customer revisit behavior of Zoom Cafe & Resto Bengkalis. This conclusion is obtained from the results of the f-test which shows an fcount value of 142,757 > 3.89 or Fcount > Ftable with a significant value of 0.000 <0.05. In addition, the R2 value of 0.741 or 74.1% was obtained. Therefore, it can be concluded that cafe atmosphere and menu variations simultaneously affect customer revisit behavior by 74.1% while 25.9% is influenced by other factors that have not been studied in this study. It can be concluded that the greater the cafe atmosphere and menu variation policies set by Zoom Cafe & Resto, the customers will feel satisfied so that they can increase customer revisit behavior for Zoom Cafe & Resto Bengkalis.

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