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Creating the Perfect Blend: Lifestyle, Ambiance, Product Variety, and Customer Experience Influencing Revisit Intention

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Abstract

The rising global demand for coffee, including in Indonesia, has significantly contributed to the growth of the coffee shop industry, which has become an integral part of modern lifestyles. This study examines how lifestyle, café ambiance, product variety, and customer experience influence the intention to revisit Citrasena Coffee Shop in Malang. The research was conducted across five districts in Malang City: Klojen, Lowokwaru, Blimbing, Kedungkandang, and Sukun. Using a quantitative approach and a causal design, this study collected data from 230 respondents through online and offline questionnaires using a 5-point Likert scale. Participants were selected using purposive sampling method. Data analysis was conducted with Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software version 4.0. The findings reveal that lifestyle, café atmosphere, and customer experience significantly and positively affect revisit intention, whereas product variety does not have a significant impact. This research provides practical contributions for coffee shop entrepreneurs in designing strategies to increase customer loyalty, as well as theoretical contributions in enriching the literature related to consumer behavior in the coffee shop industry.

Keywords : Lifestyle, Cafe Atmosphere, Product Variety, Customer Experience, Revisit Intention

INTRODUCTION

Global coffee consumption trends have shown a significant increase in recent years. Based on the Coffee Market Report from the International Coffee Organization (ICO) in September 2024, world coffee consumption increased by 2.2% compared to the previous year, reaching a total of around 177 million bags. Indonesia ranks fifth as the country with the highest level of coffee consumption, with consumption reaching 369,886 thousand tons in 2020-2021 (Mahmudan, 2022). This trend's rise has contributed to the growth of the country's coffee shop sector.

The changing perception of coffee, which is now not only seen as a drink, but also as part of a lifestyle, is one of the main driving factors for the development of this industry. This increase in coffee consumption indicates that coffee is not merely a beverage, but has also become an integral part of culture and lifestyle (Nurzanah et

al., 2022). This opinion is in line with findings Vania & Putri (2020) that coffee drinking activities are no longer limited to beverage consumption, but are also related to pleasure, lifestyle, social status and experience.

The emergence of new coffee shops in various regions, including Malang City, has been driven by the promise of lucrative market opportunities. As a city of education, Malang functions as a focal point for young people, who constitute the primary demographic of this industry. The growth of the culinary business in Malang City has increased significantly, where the Indonesian Café and Restaurant Entrepreneurs Association (APKRINDO) noted that In the early part of 2016, the growth rate of this business reached 100%, a drastic increase compared to the previous year which was only 30% (Triutami et al., 2022). In the context of intensifying competition, the retention of

clientele is identified as the primary strategy for ensuring business sustainability.

Revisit intention is considered one of the key elements in sustaining customer loyalty, defined as the propensity of consumers to return to a given business or establishment. As Mais et al., (2024) argues that, the presence of a high volume of customers can directly contribute to the expansion of a coffee shop. This assertion is further substantiated by the statement Soebandhi et al., (2020) that revisit intention constitutes a pivotal factor in achieving success in business competition.

Several previous studies have shown that there are four main factors that have an influence on revisit intention, namely lifestyle, café atmosphere, product variety, and customer experience. According to Therok et al. (2021), lifestyle refers to the pattern through which a person aims to fulfill the needs they enjoy or prefer. It reflects the unique ways in which individuals express their values and priorities in various aspects of life. Research by Tular et al., (2023) and Mais et al., (2024) indicates that lifestyle has a considerable impact on the intention to revisit. However, contrasting findings were reported by Therok et al., (2021), found no significant relationship between lifestyle and revisit intention. This discrepancy is primarily attributed to the fact that most consumers in their study were employees and civil servants, whose visits were driven more by work-related routines than by lifestyle preferences.

Johanes et al., (2024) describe the concept of "café atmosphere" as encompassing elements such as ambiance, design, layout, interior, and

lighting. This atmospheric environment has been shown to significantly influence customers' intention to return, with the emotional comfort provided by these elements playing a crucial role in shaping that intention. The current study's results align with recent research by Barusman et al., (2022) and Taqvim et al., (2021), who likewise observed a significant correlation between café ambiance and the desire to return.

Furthermore, product variety as defined by Athala et al., (2023) refers to the assortment, sequence, or configuration of products offered by a seller to consumers. A diverse product offering plays a critical role in sustaining customer interest by presenting menu options that align with consumer needs. This finding aligns with previous research by Alessandro et al., (2024) and Song et al., (2020), both of which identified a significant influence of product variety on the intention to revisit.

Customer experience refers to consumers' perceptions of products or services (Wiyata et al., 2020). It includes both positive and negative experiences, each of which contributes to the desire to return. This assertion is supported by the findings of Khasanah et al., (2020) who found that customer experience significantly affects revisit intention. These four variables were chosen because they represent important aspects in shaping the holistic customer experience in coffee shops.

The theoretical foundation of this research draws upon Ajzen's Theory of Planned Behaviour (1991), which proposes that an individual's behavior is primarily driven by their intention. This intention, in turn, is shaped by three key factors: attitude toward the behavior,

subjective norms, and perceived behavioral control. In my view, this framework remains highly relevant today as it comprehensively captures how internal beliefs and external social pressures collectively influence decision-making processes (Mahardika, 2024). Moreover, this study incorporates the Stimulus-Organism-Response (SOR) theory originally proposed by Mehrabian and Russell (1974) to explain the influence of environmental factors on consumer behavior. Specifically, elements such as the café's atmosphere including lighting, music, and layout and the diversity of products offered serve as stimuli that affect consumers' internal evaluations and emotional states (the organism). These internal reactions then determine the consumers' behavioral responses, such as purchase intentions or loyalty. By applying the SOR framework, the study aims to capture the intricate process through which external surroundings shape how customers perceive their experience and ultimately make decisions, highlighting the importance of creating a favorable environment to influence consumer outcomes effectively. (Kim et al., 2020).

The object of this study, Critasena, is a coffee shop located on Jalan Kahuripan No. 1 in Klojen District, strategically situated in the heart of Malang and close to several city landmarks. (<https://malangraya.pikiran-rakyat.com>). Critasena has a number of key attractions, including 24-hour operation, a cozy atmosphere with shaded outdoor areas, a diverse food and beverage menu with fast service, and the presence of a swimming pool that provides a unique experience for visitors (Kumparan.com). The concept is relevant to lifestyle variables as it

provides time flexibility for visitors from different activity backgrounds. The interior and exterior design that blends with natural elements supports the café's variable atmosphere, while the variety of menu and visual presentation is closely related to the variety of products. In terms of customer experience, Critasena offers a fast self-service system, as well as a distinctive visual experience through the view of the pool, which overall creates a pleasant and memorable visit.

Considering the inconsistencies in prior research findings, this study offers a new contribution by analyzing the combined influence of the four variables within a single model on revisit intention. This research was conducted on customers of Critasena Coffee Shop in Malang City, which reflects the transformation of coffee shops as modern social spaces. This research seeks to examine how lifestyle, café ambiance, product variety, and customer experience affect customers' intention to revisit Critasena Coffee Shop in Malang.

This study's outcomes are intended to serve a dual purpose: offering actionable recommendations for business owners to craft strategies that strengthen customer loyalty, and enriching the theoretical framework surrounding consumer behavior. By focusing specifically on the coffee shop sector in Indonesia, the research adds localized insights that may benefit both practitioners and scholars interested in this market segment.

METHOD

This study employs a quantitative methodology within a causal research framework. The subject

of this research is the visitors of Critasena Coffee Shop located at Jalan Kahuripan No. 1, Malang City. Since the population size is not known with certainty, the determination of the sample size refers to the theory of Hair et al. (2021), based on the commonly accepted rule that the sample size should be at least ten times the total indicators, this research mandates a minimum of 180 participants, given the 18 indicators involved. The study utilizes a non-probability sampling method, employing purposive sampling to select respondents, with the following selection criteria: (1) having visited and purchased from Critasena at least once, (2) being at least 18 years old, and (3) being a resident of Malang City: Klojen, Lowokwaru, Blimbing, Kedungkandang, and Sukun.

Data were collected through a combination of online questionnaires distributed via Google Forms and direct, face-to-face administration at the research site. This study's instrument was formulated based on theory driven indicators and assessed using a Likert scale of five points, from

1 (strongly disagree) to 5 (strongly agree). Subsequently, the questionnaire was utilized to assess the variables of lifestyle, café atmosphere, product variety, customer experience, and revisit intention.

The collected data were analyzed through the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, utilizing SmartPLS version 4.0 software. The analysis process includes validity and reliability tests on the outer model, as well as testing the relationship between variables in the inner model and hypothesis testing.

RESULTS AND DISCUSSION

Outer Model

The structural model is created by establishing a structural relationship between the latent variables. The results of the construct validity and reliability tests are presented in the next step of the outer model:

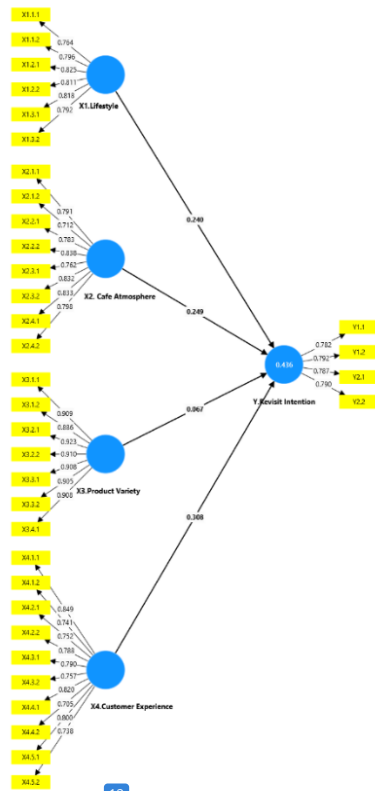


Figure 1. Outer Model Evaluation Result (Outer Model)

Source: SmartPLS 4.0, 2025

Convergent Validity Test

The evaluation of convergent validity is based on the loading factor and Average Variance Extracted (AVE). According to Ghazali & Latan (2020), an indicator is deemed valid if its loading factor is above 0.7 and the AVE is greater than 0.5. As shown in the table

below, all indicators have loading values above 0.7, and each variable's AVE exceeds the 0.5 threshold. These findings confirm that the constructs meet the criteria for good discriminant validity. Therefore, all indicator items are deemed valid, having fulfilled the requirements

for convergent validity, and are thus suitable for
 further analysis.

Table 1. Convergent Validity Test Result

Variable	Item	Outer Loading	Average Variance Extracted (AVE)
Lifestyle (X1)	X1.1.1	0.764	0.642
	X1.1.2	0.796	
	X1.2.1	0.825	
	X1.2.2	0.811	
	X1.3.1	0.818	
	X1.3.2	0.792	
Café Atmosphere (X2)	X2.1.1	0.791	0.631
	X2.1.2	0.712	
	X2.2.1	0.783	
	X2.2.2	0.838	
	X2.3.1	0.762	
	X2.3.2	0.832	
	X2.4.1	0.833	
	X2.4.2	0.798	
Product Variety (X3)	X3.1.1	0.909	0.823
	X3.1.2	0.886	
	X3.2.1	0.923	
	X3.2.2	0.910	
	X3.3.1	0.908	
	X3.3.2	0.905	
	X3.4.1	0.908	
Customer Experience (X4)	X4.1.1	0.849	0.601
	X4.1.2	0.741	
	X4.2.1	0.752	
	X4.2.2	0.788	
	X4.3.1	0.790	
	X4.3.2	0.757	
	X4.4.1	0.820	
	X4.4.2	0.705	
	X4.5.1	0.800	
Revisit Intention (Y)	Y1.1	0.782	0.620
	Y1.2	0.792	
	Y2.1	0.787	
	Y2.2	0.790	

Source: SmartPLS 4.0, 2025

Discriminant Validity Test

The Heterotrait-Monotrait Ratio (HTMT) method was used to assess discriminant validity. Hair et al. (2022) explain that to achieve good discriminant validity, the HTMT value between constructs must be less than 0.90. The table

below shows the discriminant validity assessment through the Heterotrait-Monotrait Ratio (HTMT). Given that all HTMT values are less than 0.9, each variable meets the validity criteria.

Table 2. Discriminant Validity Test Result

	Lifestyle	Café Atmosphere	Product Variety	Customer Experience	Revisit Intention
Lifestyle					
Café Atmosphere	0.673				
Product Variety	0.157	0.131			
Customer Experience	0.478	0.442	0.189		
Revisit Intention	0.623	0.610	0.201	0.558	

Source: SmartPLS 4.0, 2025

Reliability Test

The reliability of the constructs was assessed using the Composite Reliability and Cronbach's Alpha coefficients. Hair et al., (2022) state that Reliability of constructs is confirmed if the Composite Reliability is greater than 0.6, and Cronbach's Alpha exceeds 0.7. Table 3 below

illustrates that the Composite Reliability of every variable is above 0.6, while their Cronbach's Alpha values are all greater than 0.7. This affirms that the measurement model meets the required reliability standards. This indicates that the study meets the reliability assumption.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Lifestyle (X1)	0.888	0.890	0.915
Café Atmosphere (X2)	0.916	0.920	0.932
Product Variety (X3)	0.965	1.009	0.970
Customer Experience (X4)	0.926	0.931	0.938
Revisit Intention (Y)	0.798	0.804	0.867

Source: SmartPLS 4.0, 2025

Inner Model

R-Square Test

The R-Square test is a statistical method used to determine the extent to which the independent variable can explain the dependent variable. The R-square value is grouped into three categories. According to Hair et al., (2021), an R-square value above 0.75 falls into the strong category, values ranging from 0.50 to 0.75 are considered moderate, and those below 0.25 are categorized

as weak. The R-square value of the dependent variable obtained in this research model is presented in table 4. As illustrated in table 4, the R-Square value for the revisit intention variable is 0.436. This finding indicates that lifestyle, café atmosphere, product variety, and customer experience can explain 43.6% of the variability in revisit intention. These factors are included in the moderate criteria.

Table 4. R-Square Test Result

Variable	R-Square
Revisit Intention	0,436

Source: SmartPLS 4.0, 2025

Model Fit

Model fit evaluation was conducted to assess how well the structural model aligns with the observed data. Based on the results processed using SmartPLS 4.0, several fit indices were examined, including SRMR, NFI, Chi-Square,

d ULS, and d G. These indices are typically utilized in PLS-SEM to determine if the proposed model provides a suitable representation of the data. The results of the model fit evaluation are presented in table 5.

Table 5. Model Fit Evaluation Results

Fit Index	Value	Threshold Criteria	Interpretation
SRMR	0.808	< 0.10	Good fit
NFI	0.823	> 0.80	Good fit
Chi-Square	974.543	Smaller value indicates better fit	Acceptable
d_ULS	2.327	$p > 0.05$	Acceptable
d_G	1.030	$p > 0.05$	Acceptable

Source: SmartPLS 4.0, 2025

With an SRMR of 0.0808, which is less than the 0.10 benchmark, the model demonstrates a satisfactory fit to the data (Hair et al., 2022). The Normed Fit Index (NFI) is 0.823, exceeding the minimum recommended value of 0.80, suggesting a strong fit. The Chi-Square value of 974.543 also indicates an acceptable overall model fit. Moreover, the values of d_ULS (2.327) and d_G (1.030) fall within acceptable statistical limits ($p > 0.05$), confirming that the model satisfies the required standards. In summary, the structural model used in this study meets the model fit standards and is suitable for further analysis.

Hypothesis Test

The process of testing the hypothesis includes assessing original sample estimates (O)

for correlations, alongside using t-statistics (T) and p-values (P) to measure the strength and significance of the relationships. When the original sample value is +1, it signifies a positive relationship, and when it is -1, it indicates a negative relationship. A hypothesis is considered accepted when the p-value is under 0.05, but is rejected when the p-value surpasses 0.05 (Hair et al., 2021). Based on table 5 below, it is known that lifestyle variables, cafe atmosphere, and customer experience have a positive and significant effect on revisit intention. Meanwhile, the product variety variable has no significant effect on revisit intention because it has a p-value > 0.05.

Table 6. Hypothesis Test Result

Hypothesis	Original Sample (O)	Standard Deviasi (STDEV)	T-statistic	P-value	Decision
L-RI	0.240	0.076	3.153	0.002	Accepted
CA-RI	0.249	0.064	3.884	0.000	Accepted
PV-RI	0.067	0.059	1.137	0.256	Rejected
CE-RI	0.308	0.071	4.334	0.000	Accepted

Source: SmartPLS 4.0, 2025

The Influence of Lifestyle on Revisit Intention

Lifestyle reflects the pattern of consumer behavior in choosing a place that suits their preferences and needs. According to research by Kurniawan (2024), lifestyle choices have a significant impact on customers willingness to spend time at cafes in Jombang. This is because consumers continue to look for ways to express their identity and lifestyle choices. According to the results, lifestyle significantly and positively affects the intention to revisit, with a path coefficient value of 0.240 and a p-value of 0.002. These findings are consistent with the work of Tular et al., (2023) and Mais et al., (2024), which suggest that a person's lifestyle can significantly affect their intention to revisit a particular place. In this context, lifestyle reflects individuals' consumption patterns and daily activities, including their habits of visiting coffee shops. When a consumer's lifestyle aligns with the concept of a café, it forms a positive perception that encourages revisit behavior.

The Influence of Café Atmosphere on Revisit Intention

The ambiance and physical setting of a place significantly affect the comfort and satisfaction of customers. Research by Coronel et al., (2024) found that a pleasant atmosphere increases customer satisfaction and intention to return. This study's hypothesis testing demonstrates that the café atmosphere significantly and positively affects revisit intention, with a path coefficient of 0.249 and a p-value at 0.000, these findings support the Stimulus Organism Response (SOR) framework, which explores how environmental stimuli, such as café ambiance, can generate emotional responses and ultimately lead to behavioral intentions like revisiting. Previous research by Barusman et al., (2022) and Taqwim et al., (2021), supports this finding, as they also concluded that a pleasant café atmosphere increases emotional comfort and encourages revisit intention.

The Influence of Product Variety on Revisit Intention

According to the findings, product variety does not significantly affect revisit intention, demonstrated by a path coefficient of 0.067 and

a p-value of 0.256. This contradicts findings from Alessandro et al., (2024) and Song et al., (2020), who stated that a wide variety of products could increase customers' revisit intention. However, these results are in agreement with Tondang et al., (2023), the result suggests that product variety is not always the key factor influencing revisit intention, as customers may favor aspects like ambiance or service over the range of menu options.

The Influence of Customer Experience on Revisit Intention

A positive customer experience has been shown to create a lasting impression and increase the likelihood of repeat business. Research by Mustika & Wulandari (2023) indicates that customer experience exerts a substantial influence on the propensity of customers to make repeat visits. The findings reveal that customer experience has a strong and statistically significant influence on revisit intention, supported by a path coefficient of 0.308 and a p-value of 0.000. This supports the arguments by Khasanah et al., (2020), who emphasized that positive customer experiences leave lasting impressions, which in turn increase revisit intention. A satisfying experience including quality service, a comfortable environment, and pleasant interactions helps form an emotional connection between customers and the café, which reinforces their loyalty and revisit behavior.

CONCLUSION

To conclude, this research explored the impact of lifestyle, café ambiance, product variety, and customer experience on the intention to revisit

among patrons of Critasena Coffee Shop in Malang. The findings indicate that lifestyle, café atmosphere, and customer experience significantly influence revisit intention, while product variety does not demonstrate a significant effect. These findings lend support to the theory that customer behavioral intentions are shaped by internal factors, such as lifestyle, and external factors, such as atmosphere and customer experience.

However, this research is subject to several limitations. The study was limited to a single location, Critasena Coffee Shop, and the sample was restricted to consumers in Malang City, which may reduce the generalizability of the results. Additionally, the study only examined four independent variables, leaving out other potentially relevant factors such as service quality, brand image, or pricing strategy.

Future research should expand sample coverage by including multiple cafés or different cities. Researchers should also explore other variables or mediating/moderating factors to better understand revisit intention in the coffee shop industry. A mixed-methods approach could capture more in-depth insights into customer perceptions and motivations.

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