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The Predictive Role of Word of Mouth, Customer Experience, and Cafe Atmosphere on Revisit Intention at Holly Coffee Shop, Madiun

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Abstract

The coffee shop industry has remained a rapidly growing sector due to its profound social and economic influence on consumer lifestyles and urban business development. While several studies have addressed basic functional products as the main driver of consumer loyalty, studies simultaneously addressing experiential and environmental human factors seem sketchy. Therefore, this study examines the predictive role of word of mouth, customer experience, and cafe atmosphere on revisit intention among consumers at Holly Coffee Shop in Madiun, Indonesia. A causal associative survey design was adopted while accidental sampling technique was used to select the study population. A validated questionnaire was used to collect data from 100 participants and analyzed using multiple linear regression to test hypotheses which were accepted at p less than 0.001 level of significance. The result demonstrated that the predictive model significantly explained the variation in revisit intention among study participants, Adjusted R Square = 0.873, F (3, 96) = 228.800, p less than 0.001. Furthermore, cafe atmosphere (Beta = 0.631, p less than 0.001), customer experience (Beta = 0.228, p less than 0.001), and word of mouth (Beta = 0.170, p less than 0.001) significantly predicted consumer revisit intention. The study concludes that cafe atmosphere, customer experience, and word of mouth significantly contribute to shaping revisit intentions among study participants. The study recommends cafe management and marketing stakeholders should take proactive measures to optimize cafe aesthetics, service delivery, and organic positive reviews to systematically enhance customer retention.

Keywords: Word Of Mouth, Customer Experience, Cafe Atmosphere, Revisit Intention, Coffee Shop

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INTRODUCTION

The Indonesian coffee industry has undergone a significant transformation over the past decade, evolving from routine caffeine consumption into a complex lifestyle phenomenon, particularly among younger generations. Pangaribuan et al. (2020) noted that this trend has driven a global surge in coffee consumption, with Indonesia experiencing steady domestic growth as the middle class expands and modern coffee shops proliferate in both metropolitan and secondary cities such as Madiun. Modern coffee shops now serve as essential third places, providing social and functional spaces for individuals to work, network, and relax. This shift demands that businesses move beyond product quality to prioritize aesthetic cafe atmospheres and curated customer experiences. In a highly saturated market, the capacity to foster revisit intention has become the critical determinant of business sustainability and long-term viability.

Several drivers influence consumer revisit intention, with word of mouth serving as a primary mechanism. Pangaribuan et al. (2020) defined word of mouth as interpersonal communication encompassing product evaluations and recommendations, which consumers often find more credible than formal corporate marketing. Furthermore, customer experience is a fundamental determinant of loyalty, defined by Nabila (2025) as a subjective response to direct or indirect interactions with a firm. Research by Hanafi et al. (2025) suggests that sensory, social, and natural elements are vital in elevating these experiences. Complementing these factors, cafe atmosphere, which is the holistic combination of design, lighting, music, and layout, shapes consumer emotions. Dewi and Wirsa (2026) emphasized that a well orchestrated atmosphere creates a positive spatial experience that increases customer dwell time and strengthens the inclination to return.

Holly Coffee in Madiun operates within this competitive landscape, offering a modern, visually oriented environment to attract youth demographics. To maintain its market position, the management must determine whether revisit decisions are primarily driven by digital peer recommendations, the quality of direct customer experiences, or the comfort of the cafe atmosphere. Despite the importance of these factors, research gaps persist, particularly regarding their simultaneous influence within the specific context of medium sized cities. Previous studies by Pangaribuan et al. (2020), Porajou et al. (2024), and Nabila (2025) have explored these variables in isolation or different geographical settings, leaving a need for a unified model focused on Holly Coffee. Consequently, this study addresses the question whether word of mouth, customer experience, and cafe atmosphere predict revisit intention among consumers at Holly Coffee in Madiun. The findings will provide theoretical insights into consumer behavior and offer management actionable marketing strategies to enhance customer retention and sustainable business growth.

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THEORETICAL REVIEW

Management

Management is no longer viewed merely as a technical process but as a complex entity that responds to contemporary needs. Ratten (2025) offered a contemporary definition by viewing management as a process of assessment, identification, monitoring, and resolution of business problems facilitated by human interaction through both direct and indirect communication. This definition emphasizes the active role of managers in creating a competitive advantage through the coordination of organizational activities. Meanwhile, Toshov (2025) argued that in a rapidly changing world, companies can no longer rely on traditional systems, leading to the development of modern management principles. These principles encompass a balance of centralization and decentralization, individual and collegial leadership, scientific foundations, planning, autonomy, feedback hierarchies, integrated responsibilities, motivation, democratization, and accountability. According to Toshov (2025), modern management functions include planning, organizing, motivating, controlling, and coordinating, establishing it as a strategic approach where the human factor serves as the core element.

In a prior study, Habsy et al. (2024) asserted the close relationship between organizations and management, positioning management as a crucial element in organizational success and stating that understanding basic concepts is a prerequisite for effective organizational life. Complementing this perspective, Bowden (2020) expanded the definition of management beyond classical functions. Bowden (2020) argued that proper management must value labor, maximize competitive advantage through specialization, direct outputs toward competitive mass markets, and operate within a legal framework that secures contracts and protects individual rights. Collectively, these definitions demonstrate that management is a multifaceted discipline characterized by relational complexity, environmental responsiveness, and accountability for organizational outcomes.

Marketing Management

Driven by digital transformation and shifting consumer behavior, marketing management has evolved into an integrative, value oriented discipline. Shumilo et al. (2023) conducted a comparative analysis of various scholarly definitions and found that there is no single understanding of the concept. Researchers identify marketing management variously as a component of the overall corporate management process, a system of analysis, planning, implementation, and control, a method for identifying target markets to implement pricing, promotion, and distribution policies, or a dynamic system reflecting modern development trends. This study confirms that marketing management manifests in managing corporate

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activities, demand, and functions, with its core components comprising management, marketing, and economics.

Musnaini et al. (2023) defined marketing management as the process of planning and controlling marketing activities to achieve corporate goals. Their study emphasizes that the primary objective of marketing management is to fulfill consumer needs and desires while simultaneously creating value for both customers and the company. Furthermore, Rachmawati et al. (2024) defined marketing management as a planning and execution process encompassing product realization, pricing, promotion, and the distribution of goods, services, and ideas. This classic definition remains relevant as it highlights that the exchange process requires manager skills and efforts, occurring when at least one party in a potential exchange considers objectives and methods to obtain desired responses from the other party. Similarly, Rahmadana (2022) defined marketing management as the planning, execution, and control of total marketing operations, including the formulation of policy objectives, programs, and strategies aimed at creating mutually satisfying exchanges. Therefore, these perspectives collectively show that marketing management has developed into a complex concept focused on customer value in the digital era.

Word of Mouth

Word of mouth is a powerful marketing communication form that influences consumer decisions through interpersonal processes where individuals share evaluations and recommendations. Pangaribuan et al. (2020) defined word of mouth as oral interpersonal communication containing product evaluations and recommendations shared with others. This information dissemination can occur through direct communication or via communication media such as social networks and internet forums. Kwun et al. (2013) in Pangaribuan et al. (2020) emphasized that word of mouth plays an essential role in helping businesses introduce and market their products because it is perceived as more credible than firm generated promotions. Additionally, Delgadillo and Escalas (2004) in Pangaribuan et al. (2020) stated that word of mouth shapes behavioral intentions by allowing individuals to share positive or negative experiential evaluations, thereby influencing others.

The occurrence of word of mouth is driven by specific factors. According to Indriyati et al. (2023) and Pangaribuan et al. (2020), these factors include customer satisfaction, product and service quality, unique emotional appeal, referral incentives, and social media engagement. Consequently, word of mouth offers strategic benefits for corporations. Pangaribuan et al. (2020) and Indriyati et al. (2023) noted that its advantages include enhancing credibility, lowering marketing costs, expanding market reach organically, increasing customer retention, and building a positive brand image. To measure this

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variable, Pangaribuan et al. (2020) operationalized word of mouth through three main indicators: positive communication, recommendations, and consumer advocacy. These indicators collectively reflect the extent to which consumers act as spontaneous communicators who spread brand information through personal and digital interactions.

Customer Experience

Customer experience represents the comprehensive perception and emotional response formed through a customer interactions with a brand. Nabila (2025) defined customer experience as an internal and subjective response that customers have toward any direct or indirect contact with a company. Direct contact typically occurs during purchase, usage, and service, while indirect contact involves unplanned encounters with product representations, services, or brands through word of mouth, advertisements, or online reviews. Pangaribuan et al. (2020) highlighted its importance in the coffee shop industry, finding that cafe atmosphere and service quality significantly affect customer experience, which in turn impacts satisfaction and revisit intention. Porajou et al. (2024) also asserted that customer experience encompasses the entire sequence of customer interactions and perceptions, where positive experiences drive customers to return.

Environmental and interactive elements heavily shape these perceptions. Mahendra (2025) explained that customer experience results from physical and emotional interactions that leave an impression in the minds of consumers and influence their corporate evaluations, noting that physical environment factors like atmosphere generate positive customer experiences. Highlighting a broader perspective, Hanafi et al. (2025) introduced the concept of experiencescape, which describes the interaction between customers and their environment that forms individual experiences across five components: sensory, functional, social, natural, and cultural. According to Nabila (2025), Mahendra (2025), and Hanafi et al. (2024), customer experience is shaped by sensory, emotional, cognitive, relational, environmental, and personal factors. Managing these elements effectively offers critical advantages, such as increasing satisfaction, fostering loyalty, driving positive recommendations, and establishing a sustainable competitive advantage. To operationalize this variable, synthesis from previous research establishes product quality, service quality, and sensory emotional experiences as the primary indicators for customer experience.

Cafe Atmosphere

Cafe atmosphere refers to the holistic environmental design configured to influence customer emotions and behaviors. Nabila (2025) defined cafe atmosphere as an attractively arranged environment supported by lighting, color, music, and scents to elicit specific emotional responses that drive purchasing decisions. Porajou et al. (2024) stated that cafe

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atmosphere encompasses elements inside the cafe that create unique and comfortable experiences for visitors, such as cleanliness, music, aroma, temperature, lighting, color, and layout. Adding to this definition, Dewi and Wirsa (2026) described cafe atmosphere as a combination of interior design, lighting, music, scent, and spatial layout that collectively shapes a setting capable of influencing customer feelings and emotions, encouraging them to stay longer and increasing their revisit intentions. Mahendra (2025) also confirmed that physical environment factors, including lighting, layout, music, and facility comfort, create positive experiences for customers.

The generation of an effective atmosphere relies on specific structural variables. According to Nabila (2025), Porajou et al. (2024), and Dewi and Wirsa (2026), the essential factors forming cafe atmosphere include lighting, color schemes, music selection, scent, room temperature, cleanliness, interior layout, and supporting facilities. Investing in a superior atmosphere yields strategic benefits, including enhancing comfort, extending customer dwell time, encouraging repeat visits, generating visual appeal for social media, and supporting brand positioning. To measure the effectiveness of this environment, scholars establish clear operational parameters. Based on studies by Nabila (2025), Porajou et al. (2024), and Dewi and Wirsa (2026), the comprehensive indicators used to evaluate cafe atmosphere consist of lighting and color, music, aroma, room temperature, cleanliness, and layout and interior design.

Revisit Intention

Revisit intention serves as a critical post purchase behavioral outcome that indicates long term customer loyalty. Nabila (2025) defined revisit intention as an individual intention to repeat a visit to a destination, which is influenced by positive experiences during previous visits and reflects satisfaction and perceived value. Nabila (2025) further cited perspectives equating revisit intention with purchase intention, describing it as a strong desire to buy back that arises after transactions and acts as a direct response of post purchase behavior within a certain period. Similarly, Pangaribuan et al. (2020) defined revisit intention as a customer willingness to return to the same place or their probability to repurchase products from the same establishment, serving as a customer initiative to continue a relationship with a store or brand.

Fostering repeat behavior depends on several integrated marketing elements. Kurniawan and Fitriyah (2025) utilized the term repurchase intention and found that factors such as store atmosphere and electronic word of mouth exert a significant influence on it, emphasizing that repeat purchase intention is driven by positive experiences embedded in consumer minds. From a broader framework, Hanafi et al. (2025) explained that revisit

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intention is a behavioral intention influenced by environmental and experiential factors, demonstrating that customer experience mediates the effect of experiencescape components on the intention to return. Indriyati et al. (2023) cited definitions describing repurchase intention as a post purchase action caused by customer satisfaction with previously purchased products, influenced by psychological, social, and marketing elements. According to Nabila (2025), Pangaribuan et al. (2020), and Dewi and Wirsa (2026), the primary drivers of revisit intention include customer satisfaction, product quality, service quality, atmosphere, customer experience, reputation, perceived value, and accessibility. Fostering this intention provides benefits such as recurring revenue, lower marketing costs, and brand stabilization. To capture this construct empirically, Nabila (2025) and Porajou et al. (2024) operationalized revisit intention through four core indicators: customer satisfaction, customer loyalty, positive experiences, and service quality.

METHOD

Research Design

This study adopts a quantitative research design with a causal associative approach to examine the predictive power of structural marketing factors on customer retention. A causal associative design is deployed as it allows a systematic statistical verification of the cause and effect relationships among multiple variables based on pre established hypotheses. Specifically, this framework evaluates how word of mouth, customer experience, and cafe atmosphere function as independent predictors that drive the variance in customer revisit intention, both partially and simultaneously. The analytical model operationalizes numeric data derived from structured participant responses, which are systematically processed using the Jeffreys Amazing Statistics Program software to ensure statistical rigor and to minimize errors in empirical interpretation.

Setting and Study Population

The environmental setting for this empirical investigation is Holly Coffee Shop, a modern hospitality establishment located in Madiun, Indonesia. The target population comprises an infinite parameters framework encompassing all contemporary consumers who have visited the establishment at least once. This specific population is chosen because individuals who have personally engaged with the cafe possess direct, substantive exposure to its physical environment, sensory stimuli, and service quality, making their subjective assessments highly relevant to the core research objectives.

Sampling Technique Procedure

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Given the infinite and unquantified nature of the consumer population, a non probability sampling framework is applied using an accidental sampling procedure. This approach selects participants based on their immediate availability and contextual presence at the location, provided they fulfill predefined eligibility parameters. The established inclusion criteria require that respondents have visited Holly Coffee Shop at least once, are at least seventeen years of age to ensure autonomous purchasing capacity, and voluntarily agree to complete the data collection instrument. To establish an statistically viable sample size for an infinite population, the Lemeshow mathematical formula is introduced with a ninety five percent confidence interval, a maximum variance estimate of zero point five, and a ten percent margin of error. This calculation yields a baseline of ninety six participants, which is converted to a final balanced sample of one hundred respondents to represent the population characteristics effectively.

Instruments

Data collection is executed using a structured, closed ended questionnaire designed around a five point Likert scale ranging from a score of one for strongly disagree to five for strongly select agreement. The measurement scales are derived from comprehensive theoretical indicators where word of mouth is evaluated through positive communication, personal recommendations, and customer advocacy.

Customer experience represents the overall perception and evaluation of a customer's interactions with a company throughout the entire consumption cycle, from the pre-purchase to post-purchase stages. Nabila (2025) and Herdiana et al. (2022) break down the indicators of this variable into intrinsic and aesthetic product quality, the quality and speed of staff service interactions, and sensory and emotional experiences that encompass the five senses, feelings of satisfaction, mental stimulation, lifestyle, and social interactions.

Cafe atmosphere is defined as the physical and non-physical conditions designed by service providers to create comfort and shape the customers' emotional experiences while on-site. A synthesis of research by Nabila (2025), Porajou et al. (2024), and Dewi and Wirsa (2026) establishes cafe atmosphere indicators consisting of lighting and color, type of music, signature aromas or fragrances, appropriate room temperature, level of cleanliness, as well as spatial layout and interior design.

According to Sugiyono (2023), a dependent variable is influenced by independent variables, which in this study is determined as **revisit intention**. Nabila (2025) defines revisit intention as an individual's tendency to return or repurchase a product based on previously experienced positive events, with measurement indicators in the form of

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customer satisfaction levels, customer loyalty to the brand, positive visitation experiences, and the quality of both physical and non-physical services provided.

Data Collection

The data collection procedure is conducted through the direct distribution of physical questionnaires to eligible patrons within the premises of Holly Coffee Shop. Researchers approach potential participants during operational hours, present an introductory brief detailing the study objectives, and secure informed consent regarding data confidentiality and voluntary participation. Respondents complete the self reported instruments on site, ensuring immediate retrieval and a maximum recovery rate for the primary data. This field derived primary information is further supplemented by secondary data, including academic literature, organizational archives, and contextual notes on the cafe operations, to establish a robust foundation for the subsequent regression modeling.

Data Analysis

JASP 0.96.0.0 was used to analyze data collected. Both descriptive and inferential statistics were collected. The hypothesis was tested using simple linear regression analysis and accepted at p <.001 level of significance.

RESULTS

Table 1: Participants' Demographic Information

Variable	Categories	Frequency	Percentage
Gender	Male	42	42
	Female	58	58
Age	17 to 20 years	35	35
	21 to 25 years	47	47
	26 to 30 years	13	13
	31 years and above	5	5

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Occupation	Student or Undergraduate	56	56
	Private Sector Employee	24	24
	Entrepreneur	10	10
	Civil Servant or Military or Police	3	3
	Others	7	7
Revisit Frequency	1 time	18	18
	2 to 3 times	39	39
	4 to 5 times	25	25
	More than 5 times	18	18
Total		100	100

Table 1 presents demographic profile of the one hundred participants surveyed at Holly Coffee Shop in Madiun. Gender distribution indicates a higher representation of female customers, who comprise fifty eight percent of the sample, compared to male customers at forty two percent. In terms of age stratification, the sample is overwhelmingly dominated by younger demographics, with forty seven percent of respondents aged between twenty one and twenty five years, and thirty five percent aged between seventeen and twenty years. This indicates that approximately eighty two percent of the patron base falls within the late teenage and emerging adulthood cohort, which is closely aligned with the characteristics of Generation Z.

This age distribution corresponds directly with the occupational data, where students and undergraduates represent the absolute majority at fifty six percent, followed by private sector employees at twenty four percent. Furthermore, behavioral profiling reveals a strong consumer retention pattern, as thirty nine percent of respondents have visited the cafe two to three times, and twenty five percent have visited four to five times. This high rate of repeat visitation ensures that the surveyed consumers possess a sufficient level of physical and emotional engagement with the establishment, thereby validating their

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capacity to provide highly reliable evaluations regarding the quality of the services, customer experience, and cafe atmosphere.

Testing the hypothesis

Word of mouth, customer experience, and cafe atmosphere will significantly predict revisit intention among consumers at Holly Coffee Shop in Madiun. The hypothesis was tested using multiple linear regression and the results are presented in Tables 2a-c.

Table 2a: Model Summary of Word of Mouth, Customer Experience, and Cafe Atmosphere on Revisit Intention

Model	R	R Square	Adjusted R^2	Std. Error of the Estimate
1	.937	.877	.873	3.09

Table 2b: ANOVA of Word of Mouth, Customer Experience, and Cafe Atmosphere on Revisit Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6591	3	2197	228.8	<.001
Residual	921.9	96	9.604		
Total	7513	99			

Table 2c: Coefficients Predicting Revisit Intention from Word of Mouth, Customer Experience, and Cafe Atmosphere

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Intercept)	38.52	0.871			<.001
(Intercept)	0.830	1.578		0.526	.600
Word of Mouth (X1)	0.358	0.098	0.170	3.666	<.001
Customer Experience (X2)	0.203	0.050	0.228	4.064	<.001
Cafe Athmosphere (X3)	0.481	0.046	0.631	10.37	<.001

Table 2a-c shows the result of the regression analysis carried out to determine if word of mouth, customer experience, and cafe atmosphere will predict revisit intention

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among consumers at Holly Coffee Shop in Madiun. The result revealed that these variables significantly predicted revisit intention among study participants, R Square = 0.877, Adjusted R Square = 0.873, F (3, 96) = 228.8, $p < 0.001$. The standardized beta coefficients indicate that cafe atmosphere (Beta = 0.631, $p < 0.001$) has the strongest predictive relationship with revisit intention, followed by customer experience (Beta = 0.228, $p < 0.001$) and word of mouth (Beta = 0.170, $p < 0.001$). The unstandardized regression equation is Y = 0.830 + 0.358 X1 + 0.203 X2 + 0.481 X3, indicating that a one-unit increase in word of mouth, customer experience, and cafe atmosphere increases revisit intention by 0.358, 0.203, and 0.481 points respectively. Furthermore, the model explains that these three factors accounted for 87.3 percent of the variance in revisit intention, which is highly meaningful in consumer behavior research, thereby fully supporting the research hypotheses.

DISCUSSION

The empirical findings demonstrate that word of mouth, customer experience, and cafe atmosphere partially and simultaneously serve as robust predictors of customer revisit intention at Holly Coffee Shop in Madiun. Notably, cafe atmosphere emerges as the most dominant determinant of repeat visitation. This major outcome aligns with previous literature by Porajou et al. (2024), which stated that a well-designed cafe environment significantly increases customers' willingness to return. It also corroborates the findings of Nabila (2025) and Dewi and Wirsa (2026), proving that sensory-rich physical elements such as comfortable seating, pleasant lighting, clean spaces, and curated music deeply influence consumers' emotional states, making them feel at ease and encouraging them to return.

Furthermore, direct customer experience and positive word of mouth are confirmed as highly significant predictors of customer retention. The direct subjective interactions that consumers have with the employees and products build a memorable connection. This is consistent with Hanafi et al. (2025), who found that memorable experiences act as a strong mediator between environmental characteristics and revisit intention. Additionally, when customers encounter outstanding service and products, they naturally engage in organic word of mouth promotion. As supported by Pangaribuan et al. (2020) and Kurniawan and Fitriyah (2025), positive reviews and peer recommendations create a credible brand image, which effectively motivates both existing and new clients to return, thereby establishing a sustainable customer loyalty loop.

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CONCLUSION

The study establishes that word of mouth, customer experience, and cafe atmosphere act as positive and statistically significant predictors of customer revisit intention at Holly Coffee Shop in Madiun, both individually and simultaneously. Higher frequencies of positive recommendations and peer evaluations systematically increase repeat patronage, while positive experiential encounters during customer interactions reinforce long term consumer commitment. Furthermore, the aesthetic and functional elements of the cafe atmosphere exert the most dominant predictive impact on customer retention, and when combined in a unified framework, these three marketing drivers collectively shape overall consumer revisit intentions.

Recommendations

Based on the research findings, several proactive measures are put forth for corporate management and stakeholders. First, the management of Holly Coffee Shop must prioritize substantial investment in maintaining and refining the physical environment, focusing on cleanliness, layout efficiency, ambient comfort, and sensory infrastructure, since cafe atmosphere functions as the primary determinant of customer retention. Additionally, operational managers should implement continuous staff retraining programs to secure swift, attentive, and consistent service quality, thereby elevating the subjective customer experience and embedding a highly positive behavioral impression in the minds of the patrons.

Furthermore, management must sustain product quality standards alongside exceptional hospitality delivery to catalyze organic consumer advocacy. Encouraging highly satisfied customers to share positive reviews can operate as a cost effective promotional mechanism to attract new market segments and secure recurring revenue. Finally, from an academic standpoint, the verified predictive relationships within this empirical model can serve as a foundational reference for marketing researchers and academicians to expand contemporary literature on youth consumer behavior within hospitality sectors.

Limitations and suggestions for further study

This study presents specific contextual limitations that offer opportunities for further scientific investigation. The empirical scope was confined to a single commercial establishment with a localized sample size of one hundred respondents, which restricts the external generalizability of the findings to broader geographical contexts. Future research projects should benefit from increasing the sample size and spanning multiple medium sized cities to broaden statistical generalizability. Additionally, the analytical model was focused

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strictly on three marketing predictors and did not account for other critical determinants of consumer retention, meaning that subsequent studies would benefit from the inclusion of alternative variables such as product pricing, customer satisfaction, service speed, brand image, and customer loyalty frameworks.

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