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Analysis of the Effect of Self-Image Congruity and Store Atmosphere on Repurchase Intention with Customer Satisfaction as a Mediating Variable: A Study at Eighteen 4 Coffee and Eatery

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh self-image congruity dan store atmosphere terhadap repurchase intention dengan customer satisfaction sebagai variabel intervening pada Eighteen4 Coffee and Eatery di Medan. Fenomena rendahnya tingkat kunjungan ulang konsumen menjadi latar belakang penelitian ini. Niat beli ulang merupakan indikator utama loyalitas konsumen. Dengan meneliti niat beli ulang, peneliti dapat memahami sejauh mana pelanggan puas dan ingin kembali membeli produk atau jasa dari perusahaan yang sama. Loyalitas ini penting untuk mempertahankan pendapatan jangka panjang dan mengurangi biaya akuisisi pelanggan baru. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis Partial Least Squares Structural Equation Modeling (PLS-SEM). Data dikumpulkan dari responden yang merupakan pelanggan Eighteen4 melalui kuesioner. Hasil penelitian menunjukkan bahwa self-image congruity dan store atmosphere berpengaruh signifikan terhadap customer satisfaction. Selain itu, kepuasan pelanggan ditemukan berperan penting dalam memengaruhi niat beli ulang, dengan bertindak sebagai variabel mediasi antara kesesuaian citra diri serta suasana toko terhadap niat beli ulang tersebut. Perbedaan penelitian ini dengan penelitian sebelumnya dengan menyatukan variabel self-image congruity dengan niat beli ulang. Temuan ini memberikan implikasi penting bagi manajemen Eighteen4 Coffee and Eatery menyoroti pentingnya meningkatkan elemen atmosfer toko dan menyelaraskan citra merek dengan persepsi diri konsumen dalam rangka meningkatkan loyalitas pelanggan.

Kata Kunci: self-image congruity; store atmosphere; customer satisfaction; repurchase intention; Eighteen4 Coffee and Eatery.

Abstract

The objective of this research is to investigate the influence of self-image congruence and store ambience on customers' repurchase intention, with customer satisfaction serving as a key mediating variable. The investigation is primarily focused on Eighteen4 Coffee and Eatery in Medan. This work was initiated due to the documented problem of decreasing customer repurchase rates, which underlies the motivation for the study. The primary measure of customer loyalty is repurchase intention. By analyzing this intention, the extent to which customer satisfaction is developed and maintained can be determined by the researchers, providing an ongoing advantage to the establishment. This level of loyalty is crucial for ensuring sustained long-term profitability while simultaneously reducing the costs associated with customer acquisition. A quantitative research design was applied in this study, using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method for analysis. Data were collected via surveys administered to frequent patrons of Eighteen4 Coffee and Eatery. The findings reveal that both self-image congruity and store atmosphere exert a positive and significant influence on customer satisfaction. Furthermore, customer satisfaction significantly affects repurchase intention by serving as a mediator in the link between self-image congruence and store ambience influencing repurchase intention. The difference between this research and previous research is by combining the variable self-image congruity with repurchase intention. These results provide important managerial implications for Eighteen4 Coffee and Eatery, emphasizing the need to improve store atmosphere aspects and align brand identity with consumers' self-perception to strengthen customer loyalty.

Keywords: self-image congruity; store atmosphere; customer satisfaction; repurchase intention; Eighteen4 Coffee and Eatery.

1. Introduction

Today, the consumption of basic needs like food and beverages is no longer solely a matter of survival, but increasingly reflects lifestyle preferences. Choosing a place to eat or what food to consume is often used as a way to enhance individual prestige or self-image. Consequently, entrepreneurs take advantage of this lifestyle by establishing businesses within the culinary and beverage industry that meets the market and customer needs.

The vast potential in the culinary and beverage industry has led to intense competition among businesses operating in this sector. Thus, culinary entrepreneurs must offer appealing value propositions through product attractiveness, high quality, and competitive pricing to effectively attract consumer interest in making initial and repeat purchases. The heightened competition compels businesses to be more strategic in sustaining their market position. Specifically, they must implement marketing strategies that increase consumers' purchase intentions to repeat purchases, thereby maximizing profitability and ensuring long-term business sustainability.

Hasan (2018:131) defines repurchase intention as the customer's inclination to make future purchases influenced by their previous buying experiences. Similarly, Wayan et al. (2018) describe repurchase intention refers to customers' behavioral tendency to continue selecting the same seller's products or services for future purchases. Furthermore, Amoako et al. (2023) define it as a buyer's decision to maintain a long-term relationship with a specific service provider through continuous purchasing behavior. Previous studies have developed various repurchase intention models that emphasize different behavioral and attitudinal dimensions; however, these models often lack a comprehensive integration of cognitive, affective, and situational factors that jointly influence repeat purchase behavior. Therefore, This research seeks to overcome these shortcomings by formulating a more comprehensive conceptual framework of repurchase intention that reflects the multidimensional aspects of consumers' decision-making behavior. In the context of this study, Eighteen 4 Coffee and Eatery serves as a representative case of a premium café in Medan that embodies strong customer relationship management and distinctive service experiences, making it a relevant setting for examining factors that shape consumers' repurchase intentions.

Eighteen 4 Coffee and Eatery is one of the premium cafe's in Medan, located at Jl. Bukit Barisan I, adopting a tropical minimalist theme with its exterior and interior that carry a homey feel and offer a unique impression to visitors and an enjoyable new experience. Its building features a modern architectural design with a distinctive white paint color and several iconic spots that distinguish it from other cafe's within the city. In addition, the building, combined with a minimalist interior design that features modern furniture and tableware, creates a different impression and experience for visitors.

2. Literature review

A service company refers to a business organization whose core operation is to provide services to customers without producing tangible physical goods as its main product. The primary focus of this company is to provide experiences, convenience, and solutions to customer needs. Kotler & Keller (2016) suggest that service refers to an activity or performance delivered by one entity to another, which is intangible in nature and does not involve the transfer of physical ownership. Furthermore, Arini T. Soemohadiwidjojo (2019) explains that a service-based enterprise is defined as a business that delivers value through intangible outputs such as speed, efficiency, and comfort to meet customer needs across different sectors.

The concept of "self-concept" is generally described as the comprehensive set of personal thoughts and emotions an individual uses as a reference point (Li & Lai, 2021). Then, Self-congruity expands upon the idea of self-concept and serves as a key factor in understanding and predicting individual attitudes and behaviors. Therefore, it is extensively applied in disciplines such as psychology, marketing, and consumer behavior (Sop & Kozak, 2019). In addition, Li & Lai (2021) explore self-congruity as a framework to explain the interaction between self-concept and brand personality, which demonstrates its influence on consumer purchasing behavior. Self-congruence is often explained as a process of alignment, where greater consistency between a consumer's self-concept and a product's image increases the likelihood of forming a favorable perception and purchase intention. This perspective suggests that in today's consumer market, modern consumers are often driven by symbolic meanings and brand imagery rather than the tangible product, reflecting their personal self-concept (Sop & Kozak, 2019).

According to Sandala (2021), store atmosphere refers to the ambience of a store's design that attracts consumers to buy its products. It is the state of a store that provides an attractive nuance to the design of a building, the layout of the hallways, the texture of the carpet and walls, the interior space, the smell and color of the space, and the sound experienced by customers, all of which contribute to influencing their customer behavior. In addition, Afifi (2019) suggests that store atmosphere is a physical characteristic that is very important for every retail business. The store's atmosphere contributes to building a pleasant environment that resonates with customer preferences, motivating them to extend their visit and indirectly influencing purchase decisions. Store atmosphere encompasses the physical and sensory elements of a retail space—including design, lighting, layout,

visual displays, color schemes, temperature, music, and scent—that collectively shape customers’ perceptions and experiences.

Kotler & Keller (2016:153) explain that customer satisfaction refers to the emotional response of pleasure or dissatisfaction that arises when individuals compare actual product performance with their prior expectations. Customer satisfaction is widely recognized as a critical determinant of customer loyalty. As stated by Tjiptono and Diana (2020:146), customer satisfaction represents the emotional response—either positive or negative—that arises when customers compare a product’s actual performance with their prior expectations. According to Sopiah and Sangadji (2016:181), customer satisfaction occurs when a product’s actual performance aligns with what customers anticipate. Conversely, when the outcome fails to meet those expectations, customers tend to experience dissatisfaction or disappointment. Hence, businesses must identify and analyze their customers’ needs, wants, and expectations to deliver satisfactory experiences (Neorsanti & Alfian, 2020).

Hellier et al. (2015:198) describe repurchase intention as the consumer’s decision-making tendency to engage in future transactions with the same company, considering situational and contextual factors. In addition, Peter and Olson (2015:223) characterize repurchase behavior as the act of purchasing a product repeatedly over time. A satisfied consumer is more likely to engage in repeat buying, develop loyalty toward the product or brand, and share positive word-of-mouth recommendations with others.

Based on the theoretical framework, this study assumes that the alignment between self-image, store atmosphere, and customer satisfaction collectively affects consumers’ intention to repurchase. Therefore, the following hypotheses are proposed:

1. H1: Self-Image Congruity has a positive and significant effect on Customer Satisfaction in the Eighteen 4 Coffee and Eatery
2. H2: Store Atmosphere has a positive and significant effect on Customer Satisfaction in Eighteen 4 Coffee and Eatery
3. H3: Self-Image Congruity has a positive and significant effect on Repurchase Intention in Eighteen 4 Coffee and Eatery
4. H4: Store Atmosphere has a positive and significant effect on Repurchase Intention in Eighteen 4 Coffee and Eatery
5. H5: Customer Satisfaction has a positive and significant effect on Repurchase Intention in Eighteen 4 Coffee and Eatery
6. H6: Self-Image Congruity has a positive and significant effect on Repurchase Intention mediated by Customer Satisfaction in the Eighteen 4 Coffee and Eatery
7. H7: Self-Image Congruity has a positive and significant effect on Repurchase Intention mediated by Customer Satisfaction in the Eighteen 4 Coffee and Eatery

3. Research methods

A quantitative methodology was adopted for this study, employing a causal design to explore the relationships of cause and effect between the independent and dependent variables (Sugiyono, 2022). The study was carried out at Eighteen4 Coffee and Eatery, situated on Jalan Bukit Barisan No.1, Medan, during the period of March to April 2025. Data collection was performed by distributing questionnaires to 150 respondents who participated as subjects in this research.

The study employed a five-point Likert scale to assess the degree of respondents’ agreement with each statement contained in the questionnaire. Responses ranged from point 1, indicating strong disagreement, to point 5, representing strong agreement. This scale was chosen for its flexibility in assessing not only attitudes but also respondents’ perceptions toward the observed phenomena.

The study population includes all customers of Eighteen4 Coffee and Eatery, with the total population number being undetermined. Because the exact number of visitors was not available, The required sample size was determined by adhering to the recommendations outlined by Hair et al. (2019), which advise multiplying the aggregate number of indicators by a factor between 5 and 10:

$$n = \text{number of indicators} \times 5$$

$$n = 30 \times 5$$

$$n = 150$$

Accordingly, this research involved the selection of 150 total respondents. The criterion for inclusion was that participants must be customers who had made multiple purchases at Eighteen4 Coffee and Eatery. Accidental sampling was the non-probability technique utilized, where subjects were chosen because they were readily accessible and satisfied the predetermined specifications, as noted by Sugiyono (2022).

Both primary and secondary data were used in this study. The inferential analysis was conducted using the Partial Least Squares (PLS) technique. According to Wold (1985) and Ghozali (2022), PLS is a robust analytical method, often termed “soft modeling,”

as it does not require data normality or homoscedasticity assumptions inherent in traditional OLS regression. Furthermore, PLS minimizes multicollinearity issues among the exogenous (independent) variables.

In this study, Partial Least Squares (PLS) was used to model the connections between individual indicator groups and their respective latent variables. To evaluate the measurement model, a confirmatory factor analysis was performed, consistent with the Multi-Trait-Multi-Method (MTMM) approach, specifically to establish both convergent and discriminant validity (Ghozali, 2018). Moreover, the bootstrapping technique within the SmartPLS 4.0 software was executed to examine the relationships among the independent variables, the intervening variable—identified here as dysfunctional audit behavior—and the dependent variables. This mediator is included as it is presumed to effectively transmit the influence of the exogenous (independent) variables to the endogenous (dependent) variables. For significance, the PLS T-statistic must surpass the critical t-table threshold, and the p-value must be less than the set significance level.

4. Results and Discussion

Data analysis in this study employed the Partial Least Squares (PLS) method with the support of SmartPLS 4.0 software. PLS serves as an alternative form of Structural Equation Modeling (SEM), capable of addressing complex variable relationships without requiring data normality, as it operates under non-parametric conditions and does not depend on a specific data distribution.

Table 1. *Outer Loading*

Variable	Indicator	Outer Loading
<i>Self-Image Congruity</i>	X1.1	0,786
	X1.2	0,732
	X1.3	0,786
	X1.4	0,704
	X1.5	0,782
	X1.6	0,781
	X1.7	0,736
	X1.8	0,867
	X1.9	0,839
	X1.10	0,774
<i>Store Atmosphere</i>	X2.1	0,753
	X2.2	0,782
	X2.3	0,791
	X2.4	0,720
	X2.5	0,765
	X2.6	0,744
	X2.7	0,735
	X2.8	0,734
	X2.9	0,786
<i>Customer Satisfaction</i>	Y1.1	0,739
	Y1.2	0,716
	Y1.3	0,788
	Y1.4	0,794
	Y1.5	0,703
	Y1.6	0,725
	Y1.7	0,714
	Y1.8	0,711
<i>Repurchase Intention</i>	Y2.1	0,723
	Y2.2	0,704
	Y2.3	0,709
	Y2.4	0,714
	Y2.5	0,724
	Y2.6	0,773

According to the cross-loading results shown in the table below, each variable shows higher correlations with its respective indicators compared to those of different constructs. This finding demonstrates that all latent variables possess satisfactory discriminant validity, as the items associated with each construct load more strongly on their respective factors than on unrelated constructs.

Table 2. Cross-Loading

Variable	Cross Loading
<i>Self-Image Congruity</i>	0,712
<i>Store Atmosphere</i>	0,833
<i>Customer Satisfaction</i>	0,764
<i>Repurchase Intention</i>	0,792

Furthermore, Evaluating the outer model includes testing both both convergent and discriminant validity, along with assessing the reliability of the constructs through the composite reliability coefficient. A construct can be deemed reliable when its composite reliability score exceeds the threshold of 0.70. Table 1.3 below summarizes the reliability scores obtained through the SmartPLS analysis:

Table 3. Composite Reliability Results

Variable	Composite Reliability
<i>Self-Image Congruity</i>	0,778
<i>Store Atmosphere</i>	0,814
<i>Customer Satisfaction</i>	0,833
<i>Repurchase Intention</i>	0,827

Referring to the R-squared outcomes presented in the following table, the findings reveal that Self-Image Congruity and Store Atmosphere collectively account for 34.1% in explaining the variance within the Customer Satisfaction construct. The other 65.9% of the variation can be explained by different influencing factors, including Product Quality, Price Fairness, Service Quality, and Digital Convenience. Likewise, Self-Image Congruity, Store Atmosphere, and Customer Satisfaction collectively account for 31.6% in explaining Repurchase Intention's variability, whereas the remaining 68.4% is influenced by other elements including Perceived Quality, Brand Image, and Social Media Engagement.

Table 4. R-Square Results

Variable	R-Square
<i>Customer Satisfaction</i>	0,341
<i>Repurchase Intention</i>	0,316

Furthermore, hypothesis evaluation was performed through the Inner Model (structural model) analysis to determine whether each proposed hypothesis was supported or not, primarily by assessing the significance of p-values. The hypothesis testing process employed SmartPLS version 3.0 (Partial Least Squares), with the statistical estimations generated through the bootstrapping procedure:khai

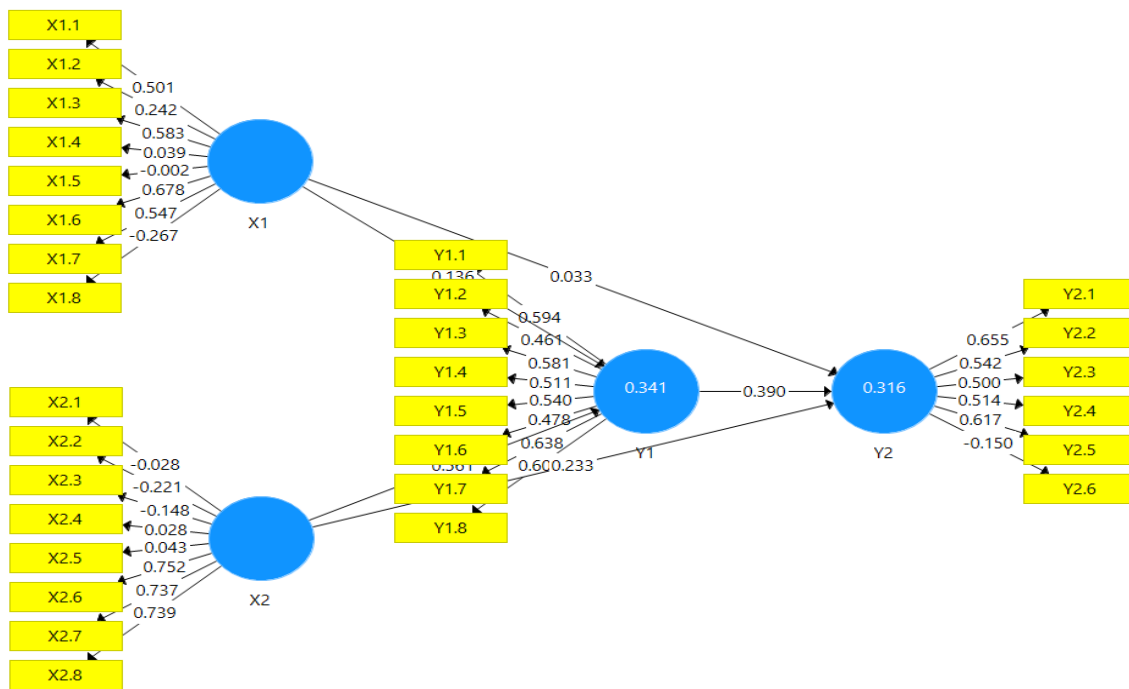


Figure 1. Path Coefficients Test Results

Table 5. Direct Effect Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Satisfaction - > Repurchase Intention	0.994	0.991	0.110	9.026	0.000
Self-Image Congruity - > Customer Satisfaction	0.816	0.810	0.237	3.441	0.026
Self-Image Congruity - > Repurchase Intention	0.797	0.792	0.275	2.895	0.046
Store Atmosphere - > Customer Satisfaction	0.932	0.931	0.085	11.004	0.000
Store Atmosphere - > Repurchase Intention	0.714	0.703	0.230	3.057	0.039

Table 6. Indirect Effect Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Self-Image Congruity - > Repurchase Intention	0.722	0.720	0.198	3.632	0.025
Customer Satisfaction - > Repurchase Intention	0.710	0.709	0.105	6.705	0.000

Referring to the results shown in the table above, it is evident that Self-Image Congruity has a notable and statistically meaningful effect on Customer Satisfaction, demonstrated through a t-value of 3.441, which surpasses the critical threshold of 1.655, with a p-value of 0.026, indicating significance at the 5% level. This outcome aligns with earlier studies conducted by Sirgy et al. (2000) and Jamal & Goode (2001), which suggest that consumers report higher satisfaction when they perceive alignment

between their self-image and the brand's image. Furthermore, the store atmosphere considerably and positively affects customer satisfaction, as reflected by a t-value of 11.004, which is above 1.655, with a p-value of 0.000, showing strong statistical significance.

The findings further indicate that Self-Image Congruity has a significantly positive effect on Repurchase Intention, confirmed through a t-value of 2.895, surpassing the critical value of 1.655 and a p-value of 0.046, which is slightly below the 0.05 level. Likewise, Store Atmosphere also exerts a positive and significant impact on Repurchase Intention, as indicated by a t-value of 3.057, which exceeds the benchmark value of 1.655, and a p-value of 0.039. These results are consistent with previous studies by Baker et al. (2002) and Kim & Moon (2009), which emphasized the importance of store atmosphere and self-image congruity as key elements influencing repurchase behavior among consumers.

Moreover, Customer Satisfaction shows a strong and statistically significant effect on Repurchase Intention, as reflected by a t-value of 9.026, which surpasses 1.655, along with a highly significant p-value of 0.000. This confirms the findings of Oliver (1999), which suggested that satisfaction is a crucial antecedent to customer loyalty and repeat purchase behavior. Customer Satisfaction also functions as a mediating variable between Self-Image Congruity and Store Atmosphere in relation to Repurchase Intention. The mediation effect is significant, with t-values of 3.632 and 6.705 respectively (both > 1.655, $p < 0.05$). This mediation result indicates that when customers perceive congruence with their self-image and experience a pleasant store atmosphere, their satisfaction increases, leading to stronger repurchase intentions. This result supports previous work by Chang & Wildt (1994) and Han & Ryu (2009), who emphasized the role of satisfaction as a mediator in consumer behavior frameworks.

5. Conclusion

This study concludes that self-image congruity and store atmosphere have a significant and positive impact on customer satisfaction and repurchase intention at Eighteen4 Coffee and Eatery. When customers perceive a strong match between their self-image and the café's brand identity, they experience a higher level of satisfaction. Similarly, a well-designed and pleasant store atmosphere contributes to creating a positive emotional response that enhances customers' overall experiences. These findings reaffirm that consumers are influenced not only by product quality but also by psychological and environmental factors that align with their self-perception.

Furthermore, the research confirms that customer satisfaction acts as a crucial mediating factor linking self-image congruity and store atmosphere to repurchase intention. Satisfied customers are more likely to develop a stronger emotional bond with the brand, which encourages repeat visits and loyalty. The mediating effect demonstrates that satisfaction transforms positive perceptions of brand image and store environment into sustained purchasing behavior. Therefore, improving customer satisfaction is an essential strategic focus for ensuring long-term consumer retention.

In conclusion, Eighteen4 Coffee and Eatery should prioritize aligning its brand personality with the self-concept of its target customers while maintaining an inviting and distinctive store atmosphere. By strengthening both psychological and experiential elements, the café can enhance customer satisfaction and foster continuous repurchase behavior. These findings provide valuable managerial implications, suggesting that the integration of emotional connection, aesthetic appeal, and consistent brand identity is vital for achieving long-term business success and customer loyalty.

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