

ABSTRACT

This study aims to analyze the factors that can affect repurchase intention on Ethikopia Coffeabay Sleman by analyzing the effect of service quality, cafe atmosphere, and perceived value with the role of customer satisfaction as an intervening variable.

The sample used in this study was 120 customers who had visited Ethikopia Coffeabay Sleman at least twice. The data collection was carried out through a questionnaire. Data analysis was performed using Structural Equation Modeling (SEM) with AMOS program.

The results of this study indicate that service quality, cafe atmosphere, and perceived value have a positive and significant effect on customer satisfaction. Service quality is the most influential factor on customer satisfaction compared to cafe atmosphere and perceived value. Furthermore, customer satisfaction have a positive and significant effect on repurchase intention. In addition, cafe atmosphere and perceived value have a direct effect on repurchase intention without being mediated by customer satisfaction, while service quality has no direct effect on repurchase intention.

Keywords: service quality, cafe atmosphere, perceived value, customer satisfaction, repurchase intention, theory of reasoned action, coffee shop.