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## **Consumer Economic Behavior of Generation Z: The Role of Promotion, Lifestyle, and Store Atmosphere on Repurchase Intention Mediated by Customer Satisfaction at Starbucks in Bali**

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### ***Abstract:***

*The coffee shop industry in Indonesia is growing rapidly, especially among Generation Z who have made coffee a part of their lifestyle. Starbucks faces intense competition and needs to understand the factors that influence repurchase intentions, such as promotions, lifestyle, and store atmosphere. This study aims to provide a comprehensive insight into the factors that influence repurchase decisions among Generation Z, focusing on aspects of promotion, lifestyle, and store atmosphere, and how customer satisfaction can mediate these influences. The research design used in this study is a quantitative approach in the form of an associative causal approach. The results showed that promotion, lifestyle, and store atmosphere have a positive and significant effect on customer satisfaction at Starbuck in Bali Province. Promotion, lifestyle, store atmosphere, and customer satisfaction have a positive and significant effect on repurchase intentions at Starbuck in Bali Province. Customer satisfaction is able to mediate the effect of promotion, lifestyle, and store atmosphere on repurchase intentions at Starbuck in Bali Province. This means that an increase in promotion, lifestyle, and store atmosphere will increase customer satisfaction and will also increase consumer repurchase intentions with products at Starbuck in Bali Province.*

**Keywords:** *Promotion, Lifestyle, Store Atmosphere, Repurchase Intention, Generation Z, Customer Satisfaction, Consumer Economic Behavior*

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## **1. Introduction**

Coffee has evolved into a global cultural phenomenon, far beyond its origins as a simple beverage. From the legendary discovery by Kaldi in Ethiopia to its spread through Arab, European, and Asian societies, coffee has played an essential role in economic, social, and cultural contexts. The invention of espresso machines in Italy in the 19th century and the rise of instant coffee in the 20th century revolutionized consumption patterns. In recent decades, the third wave of coffee has emphasized quality, brewing innovation, and sustainable sourcing, encouraging the development

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of coffee shop chains that appeal to a more discerning, experience-seeking customer base (Grewal et al., 2019; Lemon & Verhoef, 2019).

Indonesia, as the fourth-largest coffee producer in the world, plays a vital role in this global coffee culture. In Bali, a world-renowned tourist destination, the coffee shop industry has flourished, particularly in urban and tourism-driven areas such as Denpasar, Kuta, Canggu, and Sanur. Coffee shops are no longer just places to drink coffee, but lifestyle hubs that offer ambiance, social interaction, and personalized experiences (Vivian, 2020; Wardono et al., 2019). Starbucks, as an international brand, has capitalized on this trend by integrating global branding strategies with localized store atmospheres to attract a wide customer base, including the rapidly growing Generation Z segment.

Generation Z, individuals born between 1997 and 2012, is emerging as a dominant consumer group with distinct characteristics. They are digital natives, highly exposed to online promotions, and value authenticity, convenience, and aesthetics in their consumption behavior (Priporas et al., 2019; Susanto & Sahetapy, 2021). Unlike previous generations, Gen Z tends to associate consumption with identity expression, lifestyle alignment, and social media influence (Rahmadika & Kristaningsih, 2018; Tae & Bessie, 2021). In the context of coffee consumption, they are not only attracted by the quality of beverages but also by experiential elements such as promotional campaigns, store layout, music, and interior design that reflect their preferences and values (Baker et al., 2020; Devina, 2022).

Several studies have explored consumer behavior in the coffee shop industry, particularly regarding repurchase intention. Research by Kim et al. (2020) and Kim & Kim (2021) shows that promotional strategies and perceived value significantly influence customer loyalty in digital and physical retail environments. Meanwhile, Jiang & Zhang (2019) and Huarng & Yu (2018) confirm that customer satisfaction is a critical mediator between store-related stimuli and repurchase behavior. However, many of these studies have focused on millennials or generalized populations in Western markets. There remains a significant research gap in examining how these variables interact specifically among Generation Z consumers in Southeast Asia, particularly in Bali's tourism-centric environment (Maulida et al., 2022; Munwaroh & Riptiono, 2021).

The mediating role of customer satisfaction in the relationship between marketing stimuli (promotion, lifestyle, and store atmosphere) and repurchase intention has been acknowledged but insufficiently tested in the context of international coffee brands operating in local tourist markets (Hapsari et al., 2022; Kumar & Shah, 2021). Anderson et al. (2020) emphasize that customer satisfaction is not only a key driver of loyalty but also contributes directly to long-term firm value. Similarly, studies by Astono & Susilo (2023) and Ibrohim et al. (2024) show that promotional efforts significantly enhance satisfaction, which in turn encourages repurchase. In lifestyle

contexts, satisfaction also mediates the influence of personal values on buying behavior (Hilda Zannuba & Prawitasari, 2022; Humaira & Ratnawati, 2024).

This study is particularly urgent and relevant as the post-pandemic recovery period has reshaped consumer expectations and spending behavior. With the resurgence of in-store dining and growing competition among coffee shops in Bali, brands must identify what drives repeat visits among Gen Z. By focusing on promotion, lifestyle, and store atmosphere as key drivers, and customer satisfaction as a mediating factor, this research offers timely insights into strategic customer engagement (Muazidah et al., 2022; Ramdani & Sudrartono, 2021).

The novelty of this study lies in its integrated model that examines the simultaneous influence of promotion, lifestyle, and store atmosphere on repurchase intention with customer satisfaction as a mediator—specifically tailored to Generation Z consumers at Starbucks outlets in Bali. Previous studies have generally treated these variables in isolation or focused on older demographics. Furthermore, the study applies this framework in the unique context of Bali, where tourism, culture, and lifestyle trends intersect dynamically (Sihura, 2025).

The objective of this research is to analyze the direct and indirect effects of promotion, lifestyle, and store atmosphere on repurchase intention among Generation Z consumers at Starbucks in Bali, with customer satisfaction serving as a mediating variable. The findings are expected to provide practical implications for marketers, store managers, and brand strategists aiming to enhance customer loyalty and optimize marketing effectiveness in youth-oriented and tourism-driven markets.

## **2. Theoretical Background**

Promotion is a critical component of the marketing mix employed by Starbucks in Bali Province to introduce its products and influence consumer behavior. Promotional strategies serve as persuasive communication aimed at transforming consumer attitudes—from unawareness to purchase intention and brand retention. Astono and Susilo (2023) emphasize that effective promotion strategies enhance customer satisfaction, especially when moderated by service quality. Promotion is typically measured by its frequency, quality, quantity, duration, and the accuracy of targeting (Ibrohim et al., 2024). Frequent and high-quality promotional messages can stimulate consumer interest, especially when tailored to their needs (Kim, Kim, & Park, 2020).

Lifestyle also plays a pivotal role in shaping consumer decisions, as it reflects individuals' activities, interests, and opinions developed through continuous interaction with their environment. Hilda Zannuba and Prawitasari (2022) note that lifestyle significantly influences purchasing decisions and customer satisfaction, particularly when aligned with consumer values. In the context of Starbucks, lifestyle

is manifested through preferences in leisure activities, favorite products, and consumer attitudes. These components—activity, interest, and opinion—are dynamic and can shift rapidly based on social trends and personal experiences (Grewal, Roggeveen, & Nordfält, 2019).

Store atmosphere, another important variable, refers to the physical and psychological setting of the retail environment that influences consumer perception and behavior. The ambiance created through cleanliness, music, aroma, temperature, lighting, color, and product display plays a critical role in stimulating the senses and encouraging longer customer visits (Devina, 2022; Baker et al., 2020). A well-crafted store environment not only creates a favorable impression but also enhances perceived merchandise value and patronage intentions (Maulida et al., 2022; Munwaroh & Riptiono, 2021).

Customer satisfaction is a psychological response resulting from the comparison between customer expectations and the actual performance of products or services. According to Hapsari, Clemes, and Dean (2022), satisfaction is shaped by service quality, perceived value, and emotional experience. Indicators such as product stability, habitual purchasing, customer referrals, and repeat buying behavior reflect the extent of customer satisfaction (Anderson, Fornell, & Mazvancheryl, 2020). Satisfied customers are more likely to remain loyal and engage in positive word-of-mouth behavior (Humaira & Ratnawati, 2024).

Repurchase intention represents the consumer's tendency to make future purchases from the same brand or store. It encompasses not only the behavioral aspect of repeated buying but also the emotional connection and brand trust. Keller (2012) categorizes repurchase intention into transactional, referential, preferential, and exploratory intentions, all of which are influenced by prior satisfaction and experience. Research by Jiang and Zhang (2019) supports the strong linkage between satisfaction and repurchase behavior in the coffee shop industry. Furthermore, Kumar and Shah (2021) assert that customer satisfaction, loyalty, and trust are key predictors of repurchase intentions. The interplay between promotion, lifestyle, store atmosphere, and satisfaction plays a vital role in shaping repurchase behavior, especially among Generation Z consumers who seek personalized, immersive, and meaningful retail experiences (Priporas, Stylos, & Fotiadis, 2019; García et al., 2020).

### **3. Methodology**

This study uses a quantitative approach in the form of an associative causal approach to analyze the effect of promotions, lifestyle, and store atmosphere on customer satisfaction and repurchase intentions at Starbucks Bali Province. The sample used was 230 respondents from Generation Z who live in Badung Regency, selected by purposive sampling technique. Data was collected through a survey with a Likert scale-based questionnaire distributed online. The validity test used product moment

correlation, while the reliability test used Cronbach's alpha ( $\geq 0.7$ ). Data analysis was conducted with Partial Least Square-Structural Equation Modeling (PLS-SEM) to test the relationship between variables. Model evaluation included classical assumption tests (normality, multicollinearity, heteroscedasticity), as well as Goodness of Fit measurements through R-square and Q-square. The mediating role of customer satisfaction is tested to determine whether it has a full, partial, or no effect on the relationship between variables.

#### 4. Empirical Findings/Results

##### Validity and Reliability Test Results

##### Validity Test

Table 1. Instrument Validity Test Results

Variables	Indicator	<i>Pearson Correlation</i>	Description
Promotion ( $X_1$ )	X1.1	0.807	Valid
	X1.2	0.755	Valid
	X1.3	0.658	Valid
	X1.4	0.817	Valid
	X1.5	0.782	Valid
Lifestyle ( $X_2$ )	X2.1	0.736	Valid
	X2.2	0.741	Valid
	X2.3	0.906	Valid
Store Atmosphere ( $X_3$ )	X3.1	0.632	Valid
	X3.2	0.572	Valid
	X3.3	0.828	Valid
	X3.4	0.688	Valid
	X3.5	0.666	Valid
	X3.6	0.624	Valid
	X3.7	0.757	Valid
Customer Satisfaction (M)	M.1	0.769	Valid
	M.2	0.848	Valid
	M.3	0.735	Valid
	M.4	0.629	Valid
Repurchase Intention (Y)	Y.1	0.514	Valid
	Y.2	0.857	Valid
	Y.3	0.861	Valid
	Y.4	0.629	Valid

Source: Primary Data, 2025

The results of the research instrument validity test in Table 1 show that all statement indicators in the variable promotion, lifestyle, store atmosphere, customer satisfaction, and repurchase intention have a *pearson correlation* value greater than 0.30 so that all indicators are declared valid.

## Reliability Test

Table 2. Instrument Reliability Test Results

No.	Variables	Cronbach Alpha Value	Description
1	Promotion (X <sub>1</sub> )	0,796	Reliable
2	Lifestyle (X <sub>2</sub> )	0,824	Reliable
3	Store Atmosphere (X <sub>3</sub> )	0,768	Reliable
3	Customer Satisfaction (M)	0,798	Reliable
4	Repurchase Intention (Y)	0,790	Reliable

Source: Primary Data, 2025

Based on Table 2, it shows that each *Cronbach alpha* value on each instrument is greater than 0.6 so that all variables are suitable for use as measuring instruments on the questionnaire instrument in this study.

## Partial Least Square Analysis

1) *Outer Model* Evaluation Results Reflective Indicators

a) *Convergent Validity* Test

Table 3. AVE *Convergent Validity* Test Results

Variables	Average Variance Extracted (AVE)
Promotion (X <sub>1</sub> )	0,607
Lifestyle (X <sub>2</sub> )	0,676
Store Atmosphere (X <sub>3</sub> )	0,578
Customer Satisfaction (M)	0,637
Repurchase Intention (Y)	0,689

Source: Primary data, 2025

Based on Table 3, it can be seen that all *convergent* validity AVE values are greater than 0.5, so it can be stated that the data in the study are valid.

b) *Discriminant Validity* Test

Table 4. *Cross Loading* Test Results

	X1	X2	X3	M	Y
X1.1	0.783				
X1.2	0.809				
X1.3	0.776				
X1.4	0.769				
X1.5	0.758				
X2.1		0.780			
X2.2		0.818			
X2.3		0.866			
X3.1			0.721		
X3.2			0.746		
X3.3			0.802		
X3.4			0.780		
X3.5			0.713		

	X1	X2	X3	M	Y
X3.6			0.778		
X3.7			0.777		
M1				0.778	
M2				0.825	
M3				0.796	
M4				0.792	
Y1					0.800
Y2					0.843
Y3					0.838
Y4					0.837

Source: Primary data, 2025

Table 4 shows that the square root value of the AVE of each variable is greater than the correlation of each construct, so it can be said that the model is valid when viewed from *discriminant validity*.

c) *Cronbach's Alpha Reliability and Composite Reliability*

Table 5. Reliability Test Results *Cronbach's alpha* and *Composite reliability*

Variables	Cronbach's Alpha	Composite Reliability
Promotion (X <sub>1</sub> )	0,838	0,885
Lifestyle (X <sub>2</sub> )	0,761	0,862
Store Atmosphere (X <sub>3</sub> )	0,878	0,905
Customer Satisfaction (M)	0,810	0,875
Repurchase Intention (Y)	0,849	0,898

Source: Primary data, 2025

Based on Table 5, it can be seen that all *Cronbach's alpha* and *Composite reliability* values on each variable are greater than 0.70, so it can be stated that the data in the study are reliable.

2) Structural Model Evaluation (*Inner Model*)

a) *R-squares* ( $R^2$ )

Table 6. *R-square* Test Results

Variables	R Square	R Square Adjusted
Customer Satisfaction (M)	0,411	0,403
Repurchase Intention (Y)	0,653	0,647

Source: Primary data, 2025

Based on Table 6, the *R-squares* value for the customer satisfaction variable (M) is 0.411, which indicates that it has a strong influence. The *R-square* value for the repurchase intention variable (Y) is 0.653 which indicates that it has a strong influence.

b) *Q-Square*

The *Q-Square* calculation can be seen as follows:

$$Q^2 = 1 - (1 - R^2_{(1)}) (1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0,411) (1 - 0,653)$$

$$Q^2 = 1 - (0,589) (0,347)$$

$$Q^2 = 1 - 0,204$$

$$Q^2 = 0,796$$

Based on the above calculations, the *Q-Square* value of 0.796 is more than 0 and close to 1, so it can be concluded that the model has a *predictive relevance* value or a decent model is said to have a relevant predictive value of 79.6 percent. This shows that the variation in the repurchase intention variable (Y) can be explained by variations in promotion (X<sub>1</sub>), lifestyle (X<sub>2</sub>), store atmosphere (X<sub>3</sub>), and customer satisfaction (M), while the remaining 20.4 percent is explained by other variables outside the model.

**Hypothesis Testing**a) *Direct effect*

Table 7. Direct Effect Test Results

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X <sub>1</sub> - M	0.400	0.402	0.041	9.716	0.000
X <sub>2</sub> - M	0.408	0.400	0.043	9.415	0.000
X <sub>3</sub> - M	0.372	0.380	0.050	7.514	0.000
X <sub>1</sub> - Y	0.304	0.306	0.039	7.780	0.000
X <sub>2</sub> - Y	0.329	0.327	0.047	7.062	0.000
X <sub>3</sub> - Y	0.299	0.303	0.040	7.421	0.000
M - Y	0.384	0.378	0.046	8.360	0.000

Source: Primary data, 2025

Based on Table 7, it shows that the variables of promotion (X<sub>1</sub>), lifestyle (X<sub>2</sub>), and store atmosphere (X<sub>3</sub>) have a positive and significant effect on customer satisfaction (M). Promotion (X<sub>1</sub>), lifestyle (X<sub>2</sub>), store atmosphere (X<sub>3</sub>), and customer satisfaction (M) have a positive and significant effect on repurchase intention (Y). This is indicated by the variable relationship coefficient value which is positive and the *P-Values* value which is smaller than alpha 0.05.

b) *Indirect effect*

Table 8. Indirect Effect Test Results

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X <sub>1</sub> →M→Y	0.153	0.152	0.025	6.063	0.000
X <sub>2</sub> →M→Y	0.156	0.151	0.026	6.117	0.000
X <sub>3</sub> →M→Y	0.143	0.144	0.027	5.223	0.000

Source: Primary data processed, 2022



Table 8 shows that there is an indirect relationship between promotion and repurchase intention through customer satisfaction with a positive *original sample* coefficient value and a *p-value* of 0.000 which is smaller than 0.05. This means that the customer satisfaction variable is able to mediate the influence between promotion on repurchase intentions. The table above also shows that there is an indirect relationship between lifestyle and repurchase intention through customer satisfaction with a positive *original sample* coefficient value and a *p-value* of 0.000 which is smaller than 0.05. This means that the customer satisfaction variable is able to mediate the influence between lifestyle on repurchase intentions. The table above also shows that there is an indirect relationship between store atmosphere and repurchase intention through customer satisfaction with a positive *original sample* coefficient value and a *p-value* of 0.000 which is smaller than 0.05. This means that the customer satisfaction variable is able to mediate the influence between store atmosphere on repurchase intentions.

## 5. Discussion

### The effect of promotion on customer satisfaction

The results of the analysis show that promotion has a positive and significant effect on customer satisfaction as indicated by the coefficient value which is 0.400 with a *p-value* of 0.000 which is smaller than 0.05. This means that the better the promotion of Starbuck Bali, the customer satisfaction of generation Z consumers at Starbuck will also increase. Respondents in this study, namely generation Z consumers at Starbuck Bali Province, who represent the promotion carried out by Starbuck Bali Province, have a good category. The statement that has the highest value is a statement related to respondents who feel that Starbuck in Bali Province often conducts promotions. Promotion is a form of communication in the marketing field. Marketing communication is a marketing activity that seeks to disseminate information, influence, persuade and remind the target market of the company and its products to be willing, interested, and loyal to the products offered. Attractive promotions from Starbuck Bali Province will certainly encourage customer satisfaction to make transactions. Attractive promotions such as discounts and *buy one get one* will increase customer satisfaction when shopping at Starbuck.

The various promotions from Starbuck Bali Province will attract customer attention and will generate curiosity about Starbuck products, so that curiosity about Starbuck products will increase the desire from within customers to try to use promotions from the products offered by the company to fulfill their satisfaction. This research is in line with the results of research conducted by Astono & Susilo (2023) which found that promotion has a positive and significant effect on customer satisfaction. Likewise, the results of research by Ibrohim, et al (2024) also found that promotion has a positive and significant effect on customer satisfaction. Kumara's research, et al (2021) also found that promotion has a positive and significant effect on customer satisfaction.

### The influence of lifestyle on customer satisfaction

Based on the results of the analysis, it shows that lifestyle has a positive and significant effect on customer satisfaction, which is indicated by a coefficient value of 0.408 with a p-value of 0.000 which is smaller than 0.05. This means that an increasing lifestyle will cause generation Z consumer customer satisfaction at Starbuck to also increase. Respondents in this study, namely generation Z consumers at Starbuck Bali Province who represent their lifestyle, have a good perception. The statement that has the highest score is a statement related to respondents who feel interested in products from Starbuck in Bali Province. Lifestyle describes a person's overall self in interacting with his environment and describes all of a person's patterns of action and interaction in society. A person's lifestyle affects purchase satisfaction, which can determine many levels of individual satisfaction.

The respondent's high lifestyle will show how the respondent allocates his income, and chooses products and various other options when choosing alternatives in one category of existing product types until finally the consumer is satisfied with what he gets (Muchsin, 2017). Respondents who have a high lifestyle will tend to choose the best product from various other similar products. Thus, respondents who have a high lifestyle will choose to buy food and drink products from Starbuck compared to other similar products. This research is in line with Sitepu's research, et al (2022) that lifestyle has a positive and significant effect on customer satisfaction. Azzahra & Aini (2024) in their research also found that lifestyle has a positive and significant effect on customer satisfaction.

### **The effect of store atmosphere on customer satisfaction**

The results of the analysis show that the store atmosphere has a positive and significant effect on customer satisfaction, which is indicated by a coefficient value of 0.372 with a p-value of 0.000 which is smaller than 0.05. This means that a good and comfortable store atmosphere will cause the customer satisfaction of generation Z consumers at Starbuck to also increase. Respondents in this study, namely generation Z consumers at Starbuck Bali Province, represented that the store atmosphere owned by Starbuck Bali Province was good. The statement that has the highest score is a statement related to respondents who feel that the product *displays* at Starbuck in Bali Province are neatly organized.

Store atmosphere is one of the *marketing mix* in a store that plays an important role in attracting buyers, making buyers comfortable in choosing groceries, and reminding buyers what products they want to have. The shop atmosphere of Starbuck Bali Province, which is well represented, is one of the important things in determining customer satisfaction. The comfortable atmosphere of the Starbuck Bali Province store will cause consumers to want to linger in the *caff  *. Consumers will usually go to Starbuck to have meetings with colleagues while enjoying drinks from Starbuck, and there are also consumers who come to do their assignments or work while enjoying Starbuck products. This shows that the better the shop atmosphere will be able to create its own customer satisfaction for consumers. This research is in line with the results of research by Davina & Yuliana (2022) which found that the shop

atmosphere has a positive and significant effect on customer satisfaction at Café Tenda Surabaya. Previous results researched by Siagian, *et al* (2020) also found that store atmosphere has a significant effect on customer satisfaction at Bravo Resto.

### **The effect of promotion on repurchase intention**

The results of the analysis show that promotion has a positive and significant effect on consumer repurchase intentions for Starbuck products in Bali Province, as indicated by a coefficient value of 0.304 with a p-value of 0.000 which is smaller than 0.05. This means that the better the promotion of Starbuck Bali, the intention to repurchase generation Z consumers at Starbuck will also increase. Respondents in this study represented that the promotions carried out by Starbuck Bali Province were in the good category. Starbuck in Bali Province often conducts promotions such as discounted prices and *buy one get one*. Promotions from Starbuck Bali Province which are diverse cause respondents to be interested in making repeat purchases. Attractive promotions from Starbuck Bali Province can encourage consumers' desire to buy their products again.

The more frequently consumers are exposed to attractive promotions, the more likely they will return to make repeat purchases. In addition, personalization elements in promotions, such as offers tailored to individual preferences, also strengthen the relationship between promotions and consumer repurchase intentions. This is in line with research conducted by Putra & Santoso (2021) which found that promotion has a positive and significant effect on repurchase intention. The results of Sabrina & Seminari's research (2023) also found that promotion has a positive and significant effect on repurchase intention. Research conducted by Ramdani & Sudrartono (2021) shows the results that promotion has a positive influence on repurchase intentions on hickey fish at bettacuco Bandung. According to the opinion of Mega Sintia Dewi *et al.*, (2020) also emphasizes that promotion has a positive influence on consumer repurchase intentions at the alfamart Raya Sukodono Sidoarjo Minimarket.

### **The influence of lifestyle on repurchase intention**

This study found that lifestyle has a positive and significant effect on consumer repurchase intentions for Starbuck products in Bali Province, as indicated by a coefficient value of 0.329 with a p-value of 0.000 which is smaller than 0.05. This means that the higher the lifestyle of consumers, the intention to repurchase generation Z consumers at Starbuck will also increase. This means that the higher the consumer lifestyle, the intention to repurchase generation Z consumers at Starbuck will also increase. Respondents in this study represent the lifestyle of Starbuck Bali Province consumers in the good category. This shows that the respondent's lifestyle is high. *Lifestyle* refers to the behavior patterns and preferences of individuals in living their daily lives. The high lifestyle of respondents will influence consumer purchasing decisions for Starbuck products, because high consumers tend to intend to buy products that reflect their high identity. Rahmawati & Darma (2018) found that lifestyles relevant to the values of certain generations, such as generation Z, play an

important role in the formation of repurchase intentions, especially for products that offer certain social or status experiences such as Starbucks.

Hidayat & Sulistyawati's research (2023) found that consumers who care about environmental issues prefer Starbucks because this brand has adopted environmentally friendly policies, such as reducing the use of plastic and promoting organic and sustainable products. Consumers with this ecological lifestyle are more likely to make repeat purchases at Starbucks because they feel that the company reflects the values that are important to them. This research shows that the alignment between brand values and consumer lifestyle preferences is an important factor in increasing repurchase intentions. Starbucks has successfully built an image as an environmentally responsible company, which appeals to consumers with ecological lifestyles. This research is in line with the results of Sari & Pratiwi's research (2020) which found that lifestyle has a positive and significant effect on repurchase intentions, because in generation Z in Indonesia the focus on a hedonic lifestyle will affect repurchase intentions at Starbucks. Tae's research (2021) also found that lifestyle has a positive and significant effect on repurchase intentions.

#### **The effect of store atmosphere on repurchase intention**

The results found that store atmosphere has a positive and significant effect on the intention to repurchase Starbucks products in Bali Province. This is indicated by a coefficient value of 0.299 and a *p-value* of 0.000 which is smaller than 0.05. Consumers represent the store atmosphere at Starbuck Bali Province as good. Starbuck has a neatly organized product display. Starbuck's luxurious interior, comfortable atmosphere, and a variety of attractive products, are able to create an emotional connection with customers who want to make a repurchase. Repurchase intention is a concept that refers to the tendency of customers to return to buy a product or service in the future after a satisfying experience.

This research is in line with research conducted by Nugroho & Santoso (2022) who found that store atmosphere has a positive and significant effect on repurchase intentions. The results of his research found that elements of the store atmosphere, such as lighting, interior design, music, and furniture layout, have a significant influence on customer perceptions and repurchase intentions. Sihura's research (2025) also found that the store atmosphere has a positive and significant effect on repurchase intentions at UD Sella, Bawonahono Village, Fanayama District, South Nias Regency.

#### **The effect of customer satisfaction on repurchase intentions**

The results of this study found that customer satisfaction has a positive and significant effect on repurchase intentions. This is indicated by a coefficient value of 0.384 with a *p-value* of 0.000 which is smaller than the significant level used, namely 0.05. Consumers in this study represent their satisfaction with Starbuck products in Bali Province as very good. The statement that has the highest value is a statement related to respondents who feel that products from Starbuck in Bali Province are very different from other similar products. Consumers also represent that their intention to

repurchase Starbuck products in Bali Province is very high. The statement that has the highest value is a statement related to consumers who always want to repurchase Starbuck products in Bali Province.

Customer satisfaction is the extent to which the perceived performance of a product matches the buyer's expectations (Kotler & Armstrong, 2012). Starbuck consumers in Bali Province will have the desire to make repeat purchases if consumers feel satisfaction with Starbuck products. The results of this study are in line with the research of Huarng & Yu (2018) that customer satisfaction has a positive and significant effect on repurchase intentions. Huamira & Ratnawati's research (2024) also found that customer satisfaction has a positive effect on repurchase intentions

#### **Customer satisfaction mediates the effect of promotion on repurchase intention**

The results of this study found that customer satisfaction mediates the effect of promotion on repurchase intentions. This is indicated by a coefficient value of 0.153 with a *p-value* of 0.000 which is smaller than 0.05. This means that if the promotion carried out by Starbuck Bali Province is getting better and more attractive, customer satisfaction will increase so that it will cause consumer intention to increase to make a repurchase. The existence of promotions carried out by Starbuck will cause customers to be interested in buying Starbuck products again. Products that consumers feel satisfied with will generate consumer intention to make repeat purchases because of the satisfaction that has been felt before.

Starbuck consumers who have felt satisfaction with Starbuck's products, if they see another promotion for Starbuck products, it will lead to a desire to buy back by consumers. The results of this study are in line with research conducted by Muazidah, *et al* (2022) which shows that customer satisfaction mediates the effect of promotion on repurchase decisions. In line with research conducted by Abdilah, *et al* (2017) also shows that customer satisfaction mediates the effect of promotion on repurchase decisions

#### **Customer satisfaction mediates the effect of lifestyle on repurchase intentions**

The results of this study found that customer satisfaction mediates the effect of lifestyle on repurchase intentions. This is indicated by a coefficient value of 0.156 with a *p-value* of 0.000 which is smaller than 0.05. This means that the high lifestyle of Starbuck Bali Province consumers will increase customer satisfaction so that it will cause consumer intention to increase to make a repurchase. Consumers who have a high or hedonic lifestyle will make consumers able to buy Starbuck products to support their lifestyle. His ability to buy Starbuck products will cause consumers to feel satisfied because of his high lifestyle and being able to buy Starbuck products. The satisfaction obtained by previous consumers will cause customers to be interested in repurchasing Starbuck products.

The higher the match between Starbuck products and consumer lifestyles, the higher the consumer satisfaction with the experience of consuming Starbuck products. Consumers will repurchase Starbuck products because consumers believe that these products will satisfy their wants and needs. The results of this study are in line with Zannuba & Prawitasari's research (2022) which found that customer satisfaction is able to mediate the positive effect of lifestyle on repurchase intention. Liza's research (2023) also found that customer satisfaction is able to mediate the positive influence of lifestyle on repurchase intention.

### **Customer satisfaction mediates the effect of store atmosphere on repurchase intention**

This study found that customer satisfaction mediates the effect of store atmosphere on repurchase intentions for Starbuck products in Bali Province. This is indicated by a coefficient value of 0.143 with a *p-value* of 0.000 which is smaller than 0.05. This means that the better and more attractive the shop atmosphere at Starbuck Bali Province, it will increase customer satisfaction so that it will cause consumer intention to make a repurchase to increase as well. A good and attractive Starbuck Pronvisi Bali store atmosphere will cause consumers to feel satisfied when purchasing Starbuck products. Consumers who come to have a meeting or to complete their work while buying Starbuck products will feel satisfied because of the comfort of the store atmosphere. Consumers who feel satisfied because of the comfortable and attractive store atmosphere will increase consumers' desire to make repeat purchases.

A good store atmosphere, namely the arrangement can attract the attention of consumers and help consumers to easily observe, examine, and select the desired product and ultimately make a purchase. When consumers enter Starbuck, there will be many things that will affect their perceptions of the store which will trigger consumer satisfaction due to the perceived comfort which will increase their intention to make repeat purchases. The results of this study are in line with Maulida's research, *et al* (2022) which found that customer satisfaction is able to mediate the positive effect of store atmosphere on repurchase intention. Munwaroh & Riptiono's research (2021) also found that customer satisfaction is able to mediate the effect of store atmosphere on repurchase intentions.

## **6. Conclusions**

Based on the results of the analysis in this study, the conclusions obtained are that promotion, lifestyle, and store atmosphere have a positive and significant effect on customer satisfaction at Starbuck in Bali Province. This means that if the promotion carried out by Starbuck is getting better, the consumer's lifestyle is getting higher, and the shop atmosphere is more attractive and comfortable, customer satisfaction at Starbuck in Bali Province will increase.

Promotion, lifestyle, store atmosphere, and customer satisfaction have a positive and significant effect on repurchase intentions at Starbuck in Bali Province. This means

that if the promotion carried out by Starbuck is getting better, the consumer's lifestyle is getting higher, the shop atmosphere is more attractive and comfortable, and customer satisfaction is increasing, customer satisfaction at Starbuck in Bali Province will increase.

Customer satisfaction is able to mediate the effect of promotion, lifestyle, and store atmosphere on repurchase intentions at Starbuck in Bali Province. This means that an increase in promotion, lifestyle, and store atmosphere will increase customer satisfaction and will also increase consumer repurchase intentions with products at Starbuck in Bali Province.

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