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The Influence of Product, Price, Place, Promotion, and Store Atmosphere on Purchase Intention of Cafe Customers and Customer Satisfaction as Mediating Variables

Pengaruh Produk, Harga, Tempat, Promosi Dan Store Atmosphere terhadap Purchase Intention Pelanggan Cafe dan Customer Satisfaction Sebagai Variabel Mediasinya

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ABSTRACT
This research utilizes quantitative methods to investigate the influence of product, price, place, promotion, and store atmosphere on the purchase intention of café customers in Batam City, with customer satisfaction as a mediating variable. Data from 185 respondents were collected through Google Form questionnaires and analyzed using PLS-SEM. The results indicate that product, price, and store atmosphere have a significant influence on customer satisfaction, while place and promotion are not significant. Furthermore, customer satisfaction also significantly influences purchase intention, and this variable mediates the relationship between these factors and customer purchase intention, except for place and promotion, which are not significant. These findings can serve as a guide for café owners to improve customer satisfaction and purchase intention in Batam City.
Keywords : Product, Price, Place, Promotion, Store Atmosphere, Customer Satisfaction, Purchase Intention

1. Introduction

Currently, cafes are one of the fastest growing businesses in Indonesia, The café industry in has experienced rapid growth in recent years. This phenomenon is in line with changes in the lifestyle of people who increasingly value the experience of café consumption as part of social activities and modern lifestyles. This can also be seen in Indonesia which plays a strategic role in the realm of the coffee industry, proven to be the fourth largest country in global coffee consumption. Through reports (World Population Reviews , 2021)(International Coffee Organization ICO, (2020).
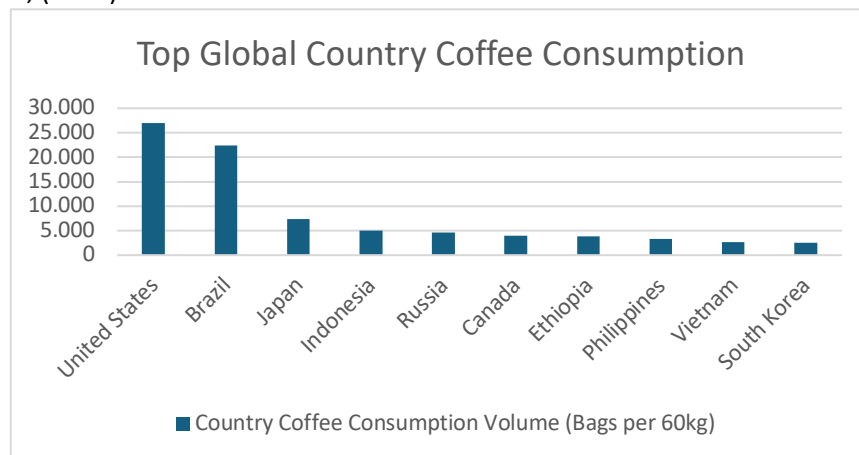

Figure 1. Top 10 Countries Consuming the Most Coffee in the World (in thousands of 60 kg dry coffee bags)
Source: (World Population Review, 2021)

Not only as a country with massive coffee consumption in the world. According to data from research from the (Databox , 2023)United States Department of Agriculture (USDA), Indonesia occupies the third position as the largest coffee producer in the world in the 2022/2023 period. Indonesia's coffee production reached 11.85 million bags, with details of 1.3 million bags of arabica coffee and 10.5 million bags of robusta coffee. As much as 75% of the coffee produced by Indonesia comes from lowland areas in South Sumatra and Java. This shows Indonesia's huge potential in the coffee sector and industry, with a significant contribution from Indonesia in the global coffee industry. Indonesia's coffee production reached 11.85 million bags, with details of 1.3 million bags of arabica coffee and 10.5 million bags of robusta coffee. As much as 75% of the coffee produced by Indonesia comes from lowland areas in South Sumatra and Java. Indonesia has a great opportunity to continue to grow and strengthen its position as one of the major coffee producers in the world.
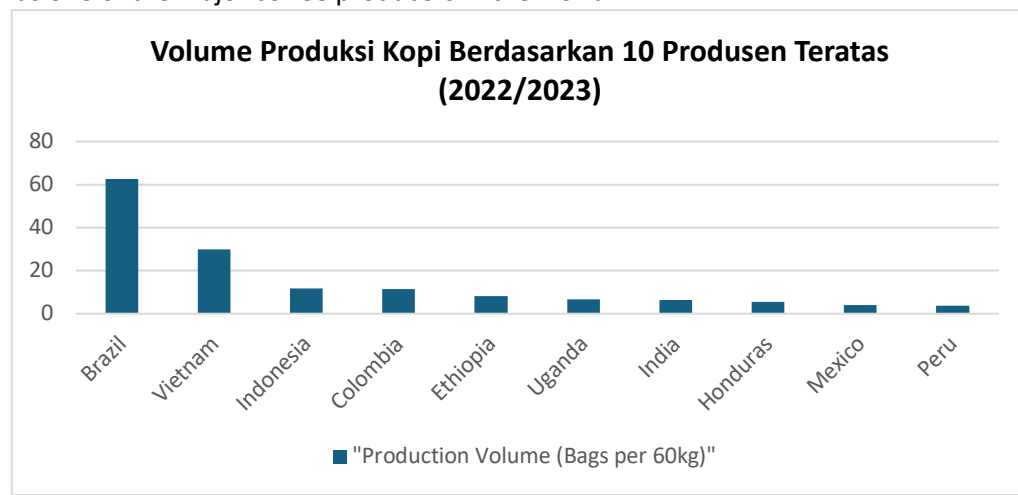

Figure 2. Countries With The Highest Coffee Production Globally
Source: (Databox ,2023)

The huge potential of the coffee market in Indonesia, making Indonesia one of the most promising café industry markets, with this potential, many large and small café brands have emerged that compete in the café industry in Indonesia, ranging from international brands such as Starbuck to local brands such as Kopi Kenangan, Janji Jiwa and Fore (Sasame Coffee, 2023)With the huge potential of the café market in Indonesia, Competition in this industry has become very fierce. Each café brand seeks to increase sales and expand its own market share.

Success in the face of this competition depends on effective marketing strategies, product innovation, and the ability to understand and meet consumer needs. In a competitive business environment, creativity, product quality, and customer experience are the keys to winning the competition in the Indonesian café market. One way to increase the competitive advantage of business is through increasing purchase intention. According to Durianto and Liana (Ong & Firdausy , 2023) defining purchase intention as a consumer's plan to buy a product in a certain amount within a predetermined period of time. In other words, purchase intention reflects the attitude and intention of consumers before or when they feel like making a purchase of a desired good or service (Ong & Firdausy , 2023).

Marketing based on purchase intentions can increase marketing return on investment Understanding consumer purchase intent allows designing marketing activities to reach target audiences and desired outcomes, such as higher customer engagement and greater return on investment. There is no need to create awareness about a product before promoting it, because purchase intent measurement can be predicted from behavioral data or customer interactions, including search marketing and social data. This data provides a quick overview of current and future customer purchase intent, helping design engagement activities to be more effective and interactive(MBA Skool , 2023) One factor that plays an important role in purchase intention is

product. According to Manumpil et al (Product is any good or service that is sold to serve the needs or desires of customers. Product plays an important role in increasing purchase intention in customers, with the existence of quality products offered by café brands can be a driver for purchase interest from customers.Purwianti   et al., 2023)

Customer satisfaction is the level of satisfaction from customers after comparing the services or products they receive according to what is expected Customer satisfaction in cafes directly affects their intention to return to buy. Factors such as customer experience, café reputation, and value perception play an important role in shaping these relationships(Putri & Yasa, 2022)

By looking at the description above, with intense competition in the café industry and brands to win the market, the study entitled "The Influence of Products, Prices, Places, Promotions and Store Atmosphere on Cafe Customer Purchase Intention in Batam City and Customer Satisfaction as its Mediation Variable" aims to analyze the influence of Product, Price, Place, Promotion, and Store Atmosphere variables as well as customer satisfaction on Purchase Intent. Through this research, it is expected to find factors that have an important role for café brands in achieving advantages in market competition, especially in the city of Batam.
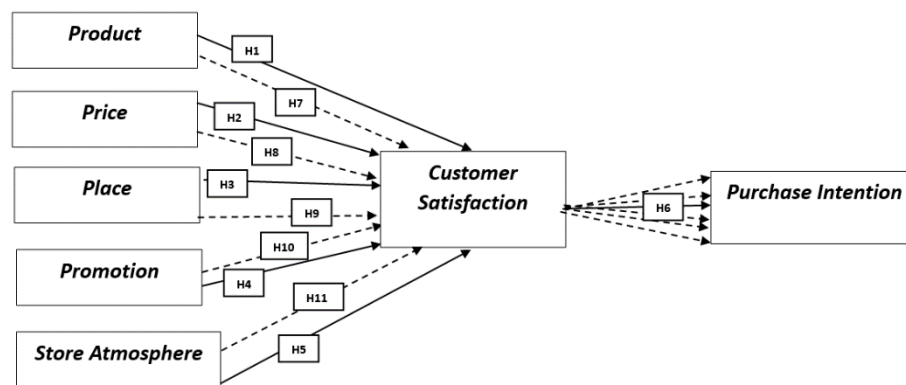
Hypothesis Development

Figure 1. Research Model
Source: Processed by author (2023)

Based on the theoretical basis above, the hypotheses in this study are as follows:
H1: Significant effect of Product on customer satisfaction
H2: The significant effect of Price on customer satisfaction
H3: Significant effect of Place on customer satisfaction
H4: Significant effect of Promotion on customer satisfaction
H5: Significant effect of store atmosphere on customer satisfaction
H6: Significant effect of customer satisfaction on purchase intention
H7: Significant effect of Product mediated by Customer Satisfaction on purchase intention
H8: Significant effect of Price mediated by Customer Satisfaction on purchase intention
H9: Significant effect of Place mediated by Customer Satisfaction on purchase intention
H10: Significant effect of Promotion mediated by Customer Satisfaction on purchase intention
H11: Significant effect of Store Atmosphere mediated by Customer Satisfaction on purchase intention

3. Research Methods

This study uses a design in quantitative method research, namely numerical research data analyzed using statistics. The deductive research stage can answer the formulation of problems used in theory in order to formulate (Sugiyono , 2019). Data analysis on a quantitative approach will use statistics, namely descriptive and inferential statistics. In this research using

inferential statistics, namely statistical techniques used in analyzing sample data and the results will be applied to the population The object of research is the subject and topic as the main focus in a study. The object of research can be a phenomenon or event, concept, theory, or relationship to the variables tested in research. The object of research can vary depending on the field of science studied and the direction of research to be achieved. In research, the object of research must be clearly determined and well defined so that research can be carried out systematically and research results can be explained accordingly. (Sugiyono , 2019)

The object of research in the title is the relationship between the variables Product, Price, Place, Promotion, and Store Atmosphere with the Purchase Intention of Cafe Customers in Batam City, to Customer Satisfaction (Customer Satisfaction) being a mediating variable. The object of the study was then tested in relation to the Purchase Intention of Cafe Customers in Batam City, namely the intention or desire of consumers in purchasing goods or using services from cafes.

Sample data will be collected through the distribution of Google Form-based questionnaires to prospective respondents. In this study, the data obtained went through a testing process with SEM-PLS Software. SEM is a general framework that involves solving systems of linear equations simultaneously and includes other techniques such as regression, factor analysis, path analysis, and latent growth curve modeling. The PLS variable model is normally defined by two sets of linear equations: the measurement model (outer model) and the structural model (inner model). The measurement model shows the relationship between the variables and the observed indicators (manifest variables), while the structural model determines the relationship between the variables. This study uses PLS-SEM because the model tested is a working development of the previous researcher's model(Puspita & Budiatmo , 2020).

4. Results and Discussions
Respondent Demographics

Table 1. Gender

Gender	Sum	Percentage
Woman	105	57%
Law – Law	80	43%
Total	**185**	**100%**

Source: Processed Primary Data (2023)

Data analysis from the table of respondents of café customers in Batam showed that out of a total of 185 respondents, the majority were women (56.76%) compared to men (43.24%). This information provides important insights for café owners to design more focused marketing strategies, such as tailoring promotions or café atmosphere, according to gender-based preferences.

Table 2.Age of Respondent

Age	Sum	Percentage
18-20	75	40%
21-26	83	45%
26-35	27	15%
Total	185	100%

Source: Processed Primary Data (2023)

Age demographic analysis of café customer respondents in Batam shows distribution patterns that provide valuable insights in directing marketing strategies and managing café services. The primary data processed in 2023 reflects that the majority of café respondents are in the age range of 18-26 years, with 40% aged 18-20 years and 45% aged 21-26 years. Meanwhile, the age group of 26-35 years accounted for only 15% of the total respondents. This finding gives an indication that cafes in Batam tend to attract the attention of young age groups.

Data Analysis

Table 3.Outer loading test result

Correlation	Outer Loading	Result
Product 1	0,886	Valid
Product 2	0,836	Valid
Price 1	0,910	Valid
Price 2	0,836	Valid
Promotion 1	0,817	Valid
Promotion 2	0,630	Valid
Promotion 3	0,740	Valid
Promotion 4	0,784	Valid
Store Atmosphere 1	0,812	Valid
Store Atmosphere 2	0,672	Valid
Store Atmosphere 3	0,641	Valid
Store Atmosphere 4	0,704	Valid
Store Atmosphere 5	0,718	Valid
Customer Satisfaction 1	0,887	Valid
Customer Satisfaction 2	0,854	Valid
Purchase Intention 1	0,866	Valid
Purchase Intention 2	0,618	Valid
Purchase Intention 3	0,877	Valid

Source: SmartPLS Output (2023)

Based on the results of the outer loading test in Table 3, it can be concluded that all construct variables involved in this study show good validity. The degree of correlation between each variable and the latent factor they represent reaches a high value, with a range between 0.618 to 0.910. Specifically, variables such as Product 1, Price 1, Store Atmosphere 1, Customer Satisfaction 1, and Purchase Intention 3 had outer loading above 0.8, indicating a significant contribution to the latent factor. Although Promotion 2 and Store Atmosphere 2 have slightly lower outer loading values, namely 0.630 and 0.672, they are still considered valid. These results give an indication that the measurement instruments used in this study are able to measure constructs well, validating the suitability of variables with the concepts measured in the research

framework. Therefore, it can be relied upon to continue further analysis related to the relationship between variables in the context of this study.

Reliability Analysis Test

Table 4. Reliability Analysis Test

Variable	AVE	Cronbach's Alpha	Composite Reliability	Status
Product	0,742	0,654	0,852	Valid & Reliable
Price	0,764	0,696	0,866	Valid & Reliable
Place	0,584	0,645	0,808	Valid & Reliable
Promotion	0,557	0,735	0,833	Valid & Reliable
Store Atmosphere	0,507	0,758	0,836	Valid & Reliable
Customer Satisfaction	0,758	0,682	0,863	Valid & Reliable
Purchase Intention	0,634	0,706	0,835	Valid & Reliable

Source: SmartPLS Output (2023)

Based on the results of reliability analysis in the given table, it can be concluded that all construct variables show an adequate level of reliability. Average Variance Extracted (AVE) values ranging from 0.507 to 0.764 indicate that the measured construct has an adequate degree of variance by the indicator used. Furthermore, Cronbach's Alpha values in the range of 0.645 to 0.758 indicate a good level of reliability, indicating internal consistency between the indicators used in measuring the construct. Composite Reliability which ranges from 0.808 to 0.866 also indicates an adequate level of construct reliability.

These results confirm that the measurement instruments used in this study can be considered valid and reliable. Therefore, it can be relied upon to measure and evaluate the concepts involved, such as Product, Price, Place, Promotion, Store Atmosphere, Customer Satisfaction, and Purchase Intention. The reliability of these instruments provides confidence in the interpretation of research results and provides a solid basis for making conclusions and recommendations based on research findings.

Table 5.Determination Coefficient Test Results (R2)

Variables	Adjusted R Square	Status
Customer Satisfaction	0,660	Moderate
Purchase Intention	0,599	Moderate

Source: SmartPLS Output (2023)

In the results of the Determination Coefficient analysis in Table 4, the Adjusted R Square value for the Customer Satisfaction variable is 0.660, while for the Purchase Intention variable is 0.599. These values indicate that some of the variability in Customer Satisfaction and Purchase Intention can be explained by the independent variables incorporated in the research model. Specifically, about 66.0% of the variation in Customer Satisfaction and 59.9% of the variation in Purchase Intention can be attributed to the combination of variables studied. The "Moderate" status given to these two variables illustrates the level of the model's ability to explain variation quite well.

Table 6. Direct Effect Test Results

Relations between Variables	Sample Mean	PValues	Status
Product → Customer Satisfaction (H1)	0,256	0,006	Significant
Price → Customer Satisfaction (H2)	0,252	0,008	Significant
Place → Customer Satisfaction (H3)	0,119	0,105	Insignificant
Promotion → Customer Satisfaction (H4)	0,024	0,204	significant
Store Atmosphere → Customer Satisfaction(H5)	0,301	0,001	Significant
Customer Satisfaction→ purchase intention(H6)	0,771	0,000	Significant

Source: SmartPLS Output (2023)
Here are the results of the analysis of the relationship between variables:

- **Product → Customer Satisfaction (H1):** The results of the analysis show that the Product variable has a significant influence on Customer Satisfaction, with a mean sample value of 0.256 and a p value of 0.006, which shows positive and statistically significant results.
- **Price → Customer Satisfaction (H2):** The Price variable also has a significant influence on Customer Satisfaction, with a sample mean of 0.252 and a p value of 0.008, showing positive and statistically significant results.
- **Place → Customer Satisfaction (H3):** The results of the analysis showed that the Place variable did not have a significant effect on Customer Satisfaction, with a mean sample value of 0.119 and a p value of 0.105, which was considered statistically insignificant.
- **Promotion → Customer Satisfaction (H4):** Promotion variables have a significant influence on Customer Satisfaction, with a sample mean of 0.024 and a p value of 0.204 showing positive and statistically significant results.
- **Store Atmosphere → Customer Satisfaction (H5):** The Store Atmosphere variable has a significant influence on Customer Satisfaction, with a mean sample value of 0.301 and a p value of 0.001, showing positive and statistically significant results.
- **Customer Satisfaction → Purchase Intention (H6):** The relationship between Customer Satisfaction and Purchase Intention is statistically significant, with a sample mean of 0.771 and a p value of 0.000, showing positive and statistically significant results.

Table 7. Indirect Effect

Relations between Variables	Sample Mean	P-Values	Status
Product → Customer Satisfaction → purchase intention (H7)	0,198	0,007	Significant
Price → Customer Satisfaction → purchase intention (H8)	0,195	0,010	Significant

Place→ Customer Satisfaction → purchase intention (H9)	0,093	0,118	Insignificant
Promotion → Customer Satisfaction → purchase intention (H10)	0,018	0,203	Significant
Store Atmosphere → Customer Satisfaction → purchase intention (H11)	0,231	0,000	Significant

Source: SmartPLS Output (2023)

- **Product → Customer Satisfaction → Purchase Intention (H7):** The analysis shows that the Product variable significantly affects Customer Satisfaction, with a sample mean of 0.198 and a p value of 0.007, indicating a statistically significant impact on Purchase Intention.

- **Price → Customer Satisfaction → Purchase Intention (H8**): Similarly, the Price variable significantly affects Customer Satisfaction, with a sample mean of 0.195 and a p value of 0.010, indicating a statistically significant impact on Purchase Intention.

- **Place → Customer Satisfaction → Purchase Intention (H9):** In contrast, the Place variable showed no significant impact on Customer Satisfaction, with a sample mean of 0.093 and a p value of 0.118, indicating an insignificant impact on Purchase Intention.

- **Promotion → Customer Satisfaction → Purchase Intention (H10):** The Promotion variable has a significant influence on Customer Satisfaction, with a sample average of 0.018 and a p value of 0203, indicating a significant impact on Purchase Intention.

- **Store Atmosphere → Customer Satisfaction → Purchase Intention (H11):** In contrast, the Store Atmosphere variable significantly affects Customer Satisfaction, with a sample mean of 0.231 and a p value of 0.000, indicating a statistically significant impact on Purchase Intention.

Significant effect of Product on customer satisfaction

Through the results of data analysis, it was found that the H1 hypothesis, which states that the product has a significant influence on customer satisfaction, gets a sample mean value of 0.256, and a p value of 0.006 which shows positive results. This indicates a significant relationship between Product variables and Customer Satisfaction. Thus, based on these findings, the hypothesis proved correct, explaining that the product has a significant effect in increasing the level of customer satisfaction. A positive sample mean indicates the direction of a positive relationship between product and customer satisfaction, and a p value less than 0.05 confirms statistical significance in the relationship. Therefore, it can be concluded that the results of data processing provide strong empirical support for the positive influence of products on increasing customer satisfaction. The results of this study are supported by previous research from ,,, and (Bhowmick & Seetharaman, 2023)(Lina, 2022)(Irawan et al., 2021)(Kanhere et al., 2024)(Wahjoedi et al., 2022)

The finding that product variables have a significant influence on customer satisfaction can be explained by several factors. First, the quality of café products, including taste, presentation, and menu variety, can provide a positive experience to

customers, increasing their satisfaction. Cafe products that meet or even exceed customer expectations can create a strong link between product quality and satisfaction. Significant effect of Price on customer satisfaction

Significant effect of Price on customer satisfaction

Through the results of data analysis, it was revealed that hypothesis 2, which states that price has a significant influence on customer satisfaction, obtained a statistical t value of 2.645, a sample mean of 0.252, and a p value of 0.008 which showed positive and statistically significant results. These results indicate a significant relationship between Price and Customer Satisfaction variables. With a statistically significant t value, a positive sample mean, and a *p value* of less than 0.05, it can be concluded that the price variable has a significant positive impact on increasing customer satisfaction. The results of this study are supported by previous research from , and (Cantonese & Sijabat , 2023)(Aisha & Choenraad , 2023)(Suhud   et al., 2019)

The significant effect of price on customer satisfaction in a café shows that customers' perception of the value of the product compared to the price they pay has a significant impact on their satisfaction. Although price is an important factor in purchasing decisions, customer satisfaction is not solely determined by price. When customers feel that the price they pay is commensurate with the quality of the products and services they receive at the café, this tends to increase their level of satisfaction. The feeling that they are getting good value for their money can create a positive experience and reinforce customer loyalty to the café. Therefore, the significant effect of price on customer satisfaction shows that the importance of price that matches the value provided in creating a satisfactory customer experience in a café.

Significant influence of Place on customer satisfaction

Through the results of data analysis, it was found that the H3 hypothesis, which states that the variable "Place" has a significant influence on customer satisfaction, obtained a sample mean value of 0.119, and a p value of 0.105 which showed insignificant results. This shows that in the context of this study, there is no significant relationship between location or place factors and customer satisfaction. Although the sample mean value is positive, a p value greater than 0.05 indicates that it cannot be considered statistically significant. The results of this study are supported by previous research from and (Suhud   et al., 2019)(Soliha et al., 2019).

The absence of a significant effect of the "Place" variable on *customer satisfaction* is due to the customer's higher priority over other aspects such as product quality, service, or atmosphere compared to location. In a café context, customers tend to visit to enjoy quality coffee, a cozy atmosphere, or positive interactions with staff, so location becomes a secondary factor. High competition and variations in customer preferences in areas with many cafes or other options can also make the "Place" variable less significant, with factors such as price and service more influencing customer decisions.

Significant Influence of Promotion on Customer Satisfaction

Through the results of data analysis, it can be seen that the H4 hypothesis which states that promotion has a significant influence on customer satisfaction obtained a mean sample value of 0.024 and a p value of 0.140, which shows statistically significant

results. These results indicate that the Promotion variable has a significant impact on customer satisfaction. With a p value below 0.05, it can be concluded that the promotions carried out are able to make a significant contribution to increasing customer satisfaction. The results of this study are supported by , and and (Kaveh &; Mira, 2019)(Indriyaningrum et al., 2012)(Maharani et al., 2021), (Hermawan et al., 2021)

Promotional strategies may not directly affect customer satisfaction levels. Although promotions can attract customers to visit a café, customer satisfaction tends to be more influenced by other aspects such as product quality, service, and overall café atmosphere. In this case, although the promotion may increase customer awareness or interest, it may not directly affect the customer's experience in the café or their perception of the quality and value received. Therefore, focusing on other aspects such as product quality and overall customer experience may be more important in creating sustainable customer satisfaction in a café.

Significant influence of Store Atmosphere on Customer Satisfaction

Through the results of data analysis, it was revealed that the H5 hypothesis, which states that "Store Atmosphere" has a significant influence on customer satisfaction, obtained a mean sample value of 0.301 and a p value of 0.001 which showed positive and statistically significant results. These results indicate a significant relationship between the "Store Atmosphere" variable and customer satisfaction in the café context. Thus, based on these findings, the hypothesis proved correct, explaining that the quality of the atmosphere or atmosphere in the café has a significant influence in increasing the level of customer satisfaction. A positive sample mean indicates the direction of a positive relationship between "Store Atmosphere" and customer satisfaction, and a p value less than 0.05 confirms statistical significance in the relationship. Therefore, it can be concluded that the results of data processing provide strong empirical support for the positive influence of "Store Atmosphere" on increasing customer satisfaction. These findings are consistent with previous studies showing that a comfortable atmosphere can shape a positive customer experience and contribute to higher levels of satisfaction. The results of this study are supported by previous research from and (Martono &; Keni, 2023)(Hermawan et al., 2021)

This suggests that a cozy atmosphere, attractive aesthetics, or other elements of a café atmosphere can substantially increase customer satisfaction. With the significance of the effect of "Store Atmosphere" on customer satisfaction, cafes can devise more detailed strategies to improve or maintain a pleasant atmosphere quality to improve customer experience and their satisfaction. It is important to highlight that specific aspects of a café's atmosphere, such as warm lighting, unique interior décor, or even the presence of certain zones with a specific theme, can be key elements that contribute to the positivity of the customer experience. A deep understanding of customer preferences for these various elements can provide valuable insights for cafes to adjust or develop atmospheric features that better match customer expectations. In addition, maintaining consistency in creating a pleasant atmosphere can be a long-term strategy to build customer loyalty and achieve competitive advantage in the competitive café industry.

Significant Effect of Customer Satisfaction on Purchase Intention

Through the results of data analysis, it can be concluded that the relationship between Customer Satisfaction and Purchase Intention (H6) is statistically significant. A mean sample value of 0.771 and a p value of 0.000 indicate that the relationship between customer satisfaction and intent to purchase next is positive and has high significance. These findings suggest that the higher the level of customer satisfaction, the higher their likelihood to make a repurchase or plan to make a purchase in the future. Therefore, these results support the H11 hypothesis, which states that customer satisfaction has a significant impact on the intention to make subsequent purchases. These findings are consistent with previous theories and research suggesting that customer satisfaction can be a powerful indicator for predicting a customer's intent to make a repeat purchase or continue a relationship with a particular brand or service. The results of this study are supported by previous research from (Irawan et al., 2021) and (Kalin , 2021)

The significant influence of products mediated by customer satisfaction on purchase intent shows that product quality in the café industry plays a crucial role in shaping consumer behavior. Cafe products, including coffee quality, menu variety, and consistency of taste, are major factors affecting customer satisfaction. When customers are satisfied with the products they receive at the café, this not only increases their level of satisfaction, but also reinforces their tendency to make repurchases or recommend the café to others. Therefore, in the context of a café, customer satisfaction mediated by product quality can be a strong predictor of future purchase intent, ultimately influencing the success of that café business.

Significant Effect of Products Mediated by Customer Satisfaction on Purchase Intention

Through the results of data analysis, the H7 hypothesis was proven, showing that products have a significant indirect influence on purchase intent by mediating through customer satisfaction. With a mean sample value of 0.198 and a p value of 0.007, these findings confirm the positive relationship between product, customer satisfaction, and purchase intent. Products not only directly affect customer satisfaction, but also contribute to purchase intent through customer satisfaction. Empirical data analysis supports the positive influence of products on increasing customer satisfaction, which in turn plays a role in shaping purchase intent. These findings are in line with previous research from and (Irawan et al., 2021)(Kusuma &; Suryani, 2017)

The relationship between product, customer satisfaction, and purchase intent has significant relevance. The quality of a café's products, such as the unique taste of coffee or the variety of interesting menus, can play a major role in shaping customer perceptions of value and consumer satisfaction. When a café is able to provide a satisfying experience, both through product quality and a comfortable atmosphere, this can increase customer satisfaction. Customer satisfaction in a café includes not only aspects of taste, but also service, cleanliness, and overall atmosphere. Increased customer satisfaction is expected to be a driver for customers to return and even increase purchase intent, such as ordering more products or subscribing to loyalty programs. Therefore, in the café context, a deep understanding of the interaction between products, customer satisfaction, and purchase intent can be a strategic key in designing customer experiences that captivate and increase consumer loyalty.

Significant effect of Price mediated by Customer Satisfaction on purchase intention

Through the findings of data analysis, the H8 hypothesis is also proven, showing that price has a significant influence on customer satisfaction which ultimately affects purchase intent. With a coefficient of 0.195 and a p value of 0.010, these findings confirm the positive relationship between price, customer satisfaction, and purchase intent. Price not only has a direct impact on customer satisfaction, but also has a contribution to the formation of purchase intent through the level of customer satisfaction generated. These findings indicate that the price aspect has an important role in shaping customers' perceptions of their satisfaction and, indirectly, influencing the decision to make a purchase. Empirical data analysis supports the positive influence of price on increasing customer satisfaction, which then plays a role in shaping purchase intent. This finding is in line with the findings of previous research from (Kusuma &; Suryani, 2017)

The significant influence of price mediated by customer satisfaction on purchase intent highlights the importance of value perception in influencing consumer behavior in the café industry. The price of products in cafes often plays a crucial role in customers' purchasing decisions. However, when customers are satisfied with their overall experience at the café, including satisfaction with the price they paid, this can change their perception of the value received. Customer satisfaction based on a good perception of value can increase a customer's likelihood of making a repurchase or recommending a café to others, even though they may initially feel the price is high. Therefore, in the context of cafes, customer satisfaction mediated by the perception of value from price can be a significant factor in influencing customers' future purchase intentions, ultimately influencing the success and growth of the café's business.

The effect of Insignificant Place mediated by Customer Satisfaction on purchase intention

Through the results of data analysis, the H9 hypothesis did not prove significant in the café context. These findings showed that there was no significant direct influence of place on purchase intent through customer satisfaction in cafes. With coefficient values of 0.093 and 0.118, which are not statistically significant, these findings suggest that in the case of cafes, factors such as physical location or product distribution do not directly affect customer satisfaction which then affects purchase intent. Data analysis shows that, in the context of cafes, customer satisfaction is more influenced by other factors such as product quality, service, cleanliness, and overall atmosphere. Although place is an important factor in determining the success of a café, in the context of this analysis, no statistically significant relationship was found between place and purchase intent through customer satisfaction. These results are supported by previous research from (Kusuma &; Suryani, 2017)

The insignificant influence of place mediated by customer satisfaction on purchase intent can be explained through a variety of factors. One possibility is that in a particular business context, such as a café, the place factor may not be the dominant aspect in shaping customer satisfaction or purchase intent. There may be other factors that further affect customer satisfaction, such as product quality, service, or overall atmosphere. In addition, place influence can also be overlooked if customers have a strong preference or brand loyalty, so they focus more on other aspects than the physical location of the place of business. Therefore, in this case, the finding of an

insignificant influence between place, customer satisfaction, and purchase intent suggests that other factors may have a more dominant role in shaping customer buying behavior.

Significant effect of Promotion mediated by Customer Satisfaction on purchase intention

From the results of the analysis, it can be seen that there is a significant influence of promotion on purchase intention through customer satisfaction (H10). The sample mean for the relationship between promotions and purchase intent through customer satisfaction is 0.018, while the p-values given are 0.203. A p-value lower than the significance level generally set at < 0.05 indicates that the relationship between promotion and customer satisfaction is statistically significant. Although the regression coefficient for the relationship between customer satisfaction and purchase intent was not directly significant, overall, the effect of promotion on purchase intent through customer satisfaction was nevertheless shown to be significant. Therefore, it can be concluded that effective promotions can increase customer satisfaction, which in turn can affect customer purchase intention. Therefore, it can be concluded that promotions can increase customer satisfaction, which in turn increases customer purchase intent. The results of this study are supported by research from (Kusuma &; Suryani, 2017)

The significant influence of promotions mediated by customer satisfaction on purchase intent can be explained through several factors that might influence consumer behavior.

Significant effect of store atmosphere mediated by Customer Satisfaction on purchase intention

The results of the analysis show that there is a significant influence of store atmosphere on purchase intention through customer satisfaction (H11). The given p-value (0.000) is much lower than the significance level generally set at < 0.05, suggesting that the relationship between store atmosphere and purchase intent through customer satisfaction is statistically significant. This suggests that a positive and engaging store atmosphere can increase customer satisfaction, which in turn affects customer purchase intent. Therefore, it is important for stores to pay attention and manage their atmosphere well to increase customer satisfactio and increase purchase intent. This research is supported by previous research from

The significant influence of café atmosphere mediated by customer satisfaction on purchase intent highlights the important role of customer experience in the café context. The atmosphere of the café includes elements such as interior décor, lighting, background music, the aroma of coffee, and a friendly atmosphere. When customers are satisfied with the atmosphere created by the café, it can increase their satisfaction with the experience of relaxing or working at the café. This customer satisfaction then becomes the bridge that connects between the café atmosphere and purchase intent, because satisfied customers tend to be more likely to buy back drinks or food at the café or even recommend it to others. Therefore, in the context of a café, it is important to understand that a pleasant and satisfying café atmosphere for customers can have a significant impact on their purchase intent, as it creates an environment that positively influences customers' buying attitudes and behaviors, which can ultimately increase the success of the café business.

5. Conclusion

Based on the results of data analysis, it can be concluded that there are several factors that have a significant influence on customer satisfaction in cafes. First, product quality is the main factor that affects customer satisfaction. This can be seen from the findings that products that meet or even exceed customer expectations, such as good coffee taste, attractive presentation, and sufficient menu variety, can create a positive experience for customers and increase their satisfaction. In addition, the price factor also has a significant influence on customer satisfaction. Customers tend to feel satisfied if the price they pay is commensurate with the quality of the products and services they receive at the café. Therefore, it is important for cafes to set prices that match the value provided to customers in order to increase the level of satisfaction and influence customer purchase intentions.

Furthermore, the cozy atmosphere in the café also plays an important role in increasing customer satisfaction. The café atmosphere, including attractive interior décor, warm lighting, pleasant background music, and a friendly atmosphere, can create a positive experience for customers and increase their satisfaction. On the other hand, effective promotions can also contribute to increased customer satisfaction. Attractive and relevant promotions can attract customers to visit the café and create a satisfying experience for the brand. However, the place factor did not show a significant influence on customer satisfaction in the context of this study. Although the café venue is important, customers tend to pay more attention to other factors such as product quality, service, and overall café atmosphere.

Thus, in order to increase customer satisfaction and influence higher customer purchase intentions, cafes need to focus their efforts on improving product quality, providing prices that match the given value, creating a comfortable and attractive atmosphere, as well as carrying out effective promotions. With the right strategy in managing these factors, cafes can achieve higher levels of customer satisfaction and increase their business growth.

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