

THE EFFECT OF SERVICESCAPE AND LIFESTYLE ON REPURCHASE INTENTION WITH MEDIATION OF PERSUASION ON SOETA DINING HALL CAFE BINJAI

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Abstract: This study aimed to determine and analyze the effect of servicescape, and lifestyle on repurchase intention with persuasion as moderation. The type of data used is primary data. The population in this research is infinite, with an accidental sampling technique of as many as 135 samples. The data analysis method used is moderating. Data analysis was performed through SPSS. The results of this study state that servicescape has a significant effect on repurchase intention, lifestyle has a significant effect on repurchase intention, persuasion has a significant effect on repurchase intention, and persuasion is significant as a moderator of the servicescape relationship on repurchase intention, while persuasion significant as a moderator of the relationship between lifestyle and repurchase intention.

Keywords: Servicescape, Lifestyle, Persuasion, Repurchase Intention

1. Introduction

The growing development of coffee shops in Medan has resulted in intensity Competition among coffee shops is getting tougher, this phenomenon is increasingly being found in cities Medan. Such conditions make coffee shop entrepreneurs have to make an effort maximize to be able to maintain and increase sales with increasingly fierce competition. That's why it's an interestin effort consumers and increasing consumer repeat visits is very important important to prioritize. Currently, business development in Indonesia is quite booming in the culinary or food sector. According to Nonto's statement in Oktaviana (2018) the growth of the food and beverage business is still recorded as high growth in various parts of the world.

Cafes in general are a business in the food and beverage sector that is managed practically by offering a comprehensive and friendly level of service to consumers. Apart from being a place to relax, cafes can also provide benefits for consumers who visit, including a place to relieve boredom and fatigue experienced by some consumers. The establishment of a cafe can be a sign of a form of growth in the coffee shop business. According to Yuda & Suprapti (2018) Intention to repurchase (repurchase intention) is a customer commitment that is formed after customer purchases a product or service. This commitment arises because customer positive impression of a brand, and customers feel satisfied with the purchase.

Efforts to increase interest in returning visits can be done caused by the factor of satisfaction. The formation of consumer satisfaction can be influenced by many things. These include atmosphere a restaurant must be able to create a memorable experience for consumers, one of which is in terms of the physical environment or dining atmosphere which needs to pay attention to exterior facilities and interior facilities that are arranged as well as possible to make

consumers interested and feel comfortable while in that place and give an image of taste delicious or guaranteed food quality that makes consumers come back. Having quality dining service can also increase profits for the company and the following is Soeta Dining Hall Cafe's income in 2022.

Table 1. Sales Data Soeta Dining Hall Binjai

Bulan	Return
Januari	50.000.000
Febuari	43.000.000
Maret	30.000.000
April	32.000.000
Mei	33.000.000
Juni	30.000.000
Juli	15.000.000

Source: Soeta Dining Hall Binjai, 2023

Based on the table above, Soeta Dining Hall sales data fluctuated in 2023 and then decreased again from juni to juli 2023. This was due to the inconsistent service provided by Soeta Dining Hall Binjai, such as its Food Quality, which tastes like change and less attractive atmosphere at Soeta Dining Hall Binjai. The thing to note is that the interesting atmosphere by Soeta Dining Hall cafe is the main reason to increase interest in visiting again.

A person's interest in visiting a cafe is certainly influenced by many things factors, one of which is lifestyle. According to Plummer in Al-Dmour et al. (2017) style life is a way of life that is identified by how they spend their time them, what they consider important in their environment, views them about themselves and the world around them and then some basic characteristics such as their stage in the life cycle, income, education and where they live. Along with the development of the era, urban society is currently also experiencing changes in lifestyle. People currently meet their food needs, tend to go to fast food restaurants because they want variety, or are reluctant to make their own food.

2. Literature Review

Repurchase Intention

Repurchase intention is a customer commitment formed after a customer purchases a product or service. This commitment arises because of the customer's positive impression of a brand, and customers are satisfied with the purchase (Hicks et al, 2005). Repurchase Intention is a behavior that appears as a response to an object that indicates the customer's desire to make repeated visits. Buying interest arises as a result of learning processes and thought processes which then form a perception. Obey & Ni (2018) argues that customer interest in repurchasing is wrong one measure of the success of a company, especially service companies. Intention Repurchasing is done by building and managing relationships with customers through offerings by continuously providing value and improving customer satisfaction. Therefore, to increase customer repurchase intention, companies must focus not only on repeat purchases through.

Servicescape

Servicescape is the situation or condition of the shop design, attract consumers to buy. Store atmosphere is circumstances that give an interesting nuance to a design building, layout hallways carpet and wall texture, room interior, smell, and color, shape and sound experienced by customers to achieve a certain influence (Ratnasari 2015:17) in (Kwan 2016).

According to Katarika (2017:32) in (Tansala 2019), Atmosphere This is something that has a big influence on shopping centers which can make consumers want to come to visit and convenient for shopping. In this case the Atmosphere can used as a key for entrepreneurs in attracting customers.

Lifestyle

According to Sumarwan (2002) lifestyle shows how a person is living life, spending one's money and how one allocates it time. General lifestyle research focuses on personal activities, interests, and consumers' opinions in their daily lives, while style research Special life emphasizes consumer responses related to a particular product (Lin and Shih, 2012). Lifestyle is also a closer factor reflect the changing interests and values of consumers and In the end, these values will be able to influence their behavior (Suraputra and Warmika, 2017). Besides that, research conducted by Qing et al (2012) stated that lifestyle variables have a positive relationship and have a significant influence quite strong on the consumer buying interest variable for local and imported fresh fruit in China is influenced by lifestyle.

Persuasion

According to Simons and Jones 2020, persuasion is human communication intended to influence the autonomous judgments and actions of others. Without using force or coercion, persuasion aims to change people's attitudes or behavior. Persuasion usually involves the target of the persuasion. Responsible for making the final decision regarding whether to change their behavior.

According to Devito (in Gisella et al., 2020) persuasion is the process of influencing the attitudes, beliefs, values or behavior of other people. The purpose of persuasive communication according to Devito is to influence other people by changing the beliefs, values and characteristics of the target.

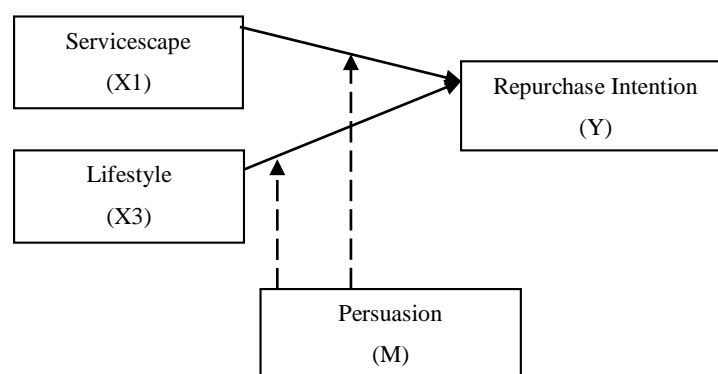


Figure 1. Framework

3. Method

Population and Sample

The type of population to be studied is an infinite population because researchers have yet to determine the exact number of coffee shops in Soeta Dining Hall Binjai.

In drawing the sample size, if the population is not known with certainty (accidental sampling), a technique or formula is used according to the theory of Malhotra (2010). In this study, there were 27x5 question items. So the number of samples taken in this study was 135 samples.

Data Collection Techniques

- The data in this study is that the Questionnaire is a data collection technique that gives the respondent a set of questions or written statements to answer. This method is used to reveal the research identity and the variables in the research.
- Interviews are conversations with a specific purpose. The conversation was conducted by two parties, namely the interviewer who asked the question and the interviewee who answered the question.

Multiple Linier Regression.

Multiple regression analysis was used to determine whether or not a hypothesis was accepted or rejected (Ghozali, 2016).

4. Result and Discussion

The following are the results of path analysis regression.

Table 2. Partial Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(constant)	2.229	1.165		1.914	.058
	Zscore: X1	-.773	.283	-.592	-2.729	.007
	Zscore: X2	.660	.228	.686	2.895	.004
	Zscore: Z	.633	.082	.581	7.707	.000
	Z_X1	.302	.075	1.796	4.049	.000
	Z_X2	-.125	.052	-.851	-2.398	.018

a. Dependent Variable: Minat Berkunjung Kembali (Y)

Multiple linear regression is determined as follows based on Table 2

$$Y = 2.229 - 0.773X_1 + 0.660X_2 + 0.633Z + 0.302Z_{X1} - 0.125Z_{X2}$$

The multiple linear regression equation has the following interpretation:

- The atmosphere variable has a negative coefficient of -0.773 with a t count of -2.729 < 1.9723 and a significance level of 0.007 < 0.05. This demonstrates that dining service quality significantly negative affects repurchase intention.
- The lifestyle variable has a positive coefficient of 0.660 with a t value of 2.895 > 1.9723 and a significance level of 0.004 < 0.05. This shows that brand image has a positive and significantly effect on repurchase intention.
- The persuasion variable has a positive coefficient of 0.663 with a t value of 37.707 > 1.9723 and a significance level of 0.000 < 0.05. This shows that persuasion has positive and significantly effects on repurchase intention.
- Statistical Test Results with an absolute difference It is known that the coefficient value of the persuasion variable is 0.302, which is positive with a t count of 4.049 > 1.9723 and a significant level of 0.000 > 0.05. This shows that persuasion can moderate the effect atmosphere on repurchase intention.
- Statistical Test Results with an absolute difference It is known that the coefficient value of the persuasion variable is -0.125, which is negative with a t count of -2.398 > 1.9723 and a significant level of 0.018 > 0.05. This shows that persuasion can moderate the effect of lifestyle on repurchase intention.

As illustrated in Table 2 above, atmosphere, lifestyle, and persuasion all affect repurchase intention. Tests of significance were performed in conjunction with decision-making criteria as follows:

H_0 is accepted if $\text{Sig. } t \geq \alpha$

H_a is accepted if $\text{Sig. } t \leq \alpha$

Effect of Servicescape on Repurchase Intention.

Based on the results, the data indicate that $0.007 < 0.05$, then H_0 is rejected, suggesting that atmosphere partially affects purchase intention. This shows that higher atmosphere will result in a significant increase in purchase intention.

Servicescape has a positive and significant influence on repurchase interest because with servicescape the attractiveness of a cafe will be more visible and can cause more consumers to come back, so it was found that servicescape has a significant and positive influence on repurchase interest.

Effect of Lifestyle on Repurchase Intention

Based on the results, the data indicate that $0.004 < 0.05$, then H_0 is rejected, suggesting that atmosphere partially affects purchase intention. This shows that higher atmosphere will result in a significant increase in purchase intention.

According to William (in Murat et al., 2021), defining lifestyle as "the particularity or characteristic of a way of life in its aggregate and broadest sense, of the entire society or a particular segment. Lifestyle begins with identifying behavior regarding interests, desires and target market opinion. If the product offered is in accordance with the individual's lifestyle needs, and at the initial repurchase it turns out that the product is satisfactory, it will certainly increase the individual's purchases to buy the same product again. Kasali (2017) states that lifestyle will influence a person's desire to behave and ultimately determine whether they will visit again, because the higher a person's lifestyle, the higher their interest in making repeat repurchase intentions.

Effect of Persuasion on Repurchase Intention

Based on the results, the data indicate that $0.000 < 0.05$, then H_0 is rejected, suggesting that atmosphere partially affects purchase intention. This shows that higher atmosphere will result in a significant increase in purchase intention.

According to Simons and Jones 2020, persuasion is human communication intended to influence the autonomous judgments and actions of others. Without using force or coercion, persuasion aims to change people's attitudes or behavior. Persuasion usually involves the target of the persuasion being responsible for making the final decision about whether to change their behavior, so that persuasion also influences purchase intentions. Lu Man Hong (2018) states that persuasion has a positive effect on intention to return, because the better the persuasive communication given, the higher the repurchase intention of customers.

The Effect of servicescape on Repurchase Intention with Persuasion as a Moderating Variable.

The results indicate that $0.000 < 0.05$, then H_0 is rejected, indicating that persuasion can help moderate atmosphere has a partial effect on purchase intention.

According to Tjiptono (2020), if consumers feel truly satisfied, with persuasion they will buy again and provide recommendations to other people to buy at the same place. The presence of good persuasion can improve environmental factors in cafes which are considered to influence one of the five senses, such as taste, light or smell, music, temperature and cleanliness. Design

considerations can be in the form of aesthetics or functionality that can influence interest in visiting again.

The Effect of Lifestyle on Repurchase Intention with Persuasion as a Moderating Variable.

The results indicate that $0.018 < 0.05$, then H_0 is rejected, indicating that persuasion can help moderate lifestyle has a partial effect on purchase intention.

According to Devito (in Gisella et al., 2020) persuasion is a process that influences the attitudes, beliefs, values or behavior of other people. The purpose of persuasive communication according to Devito is to influence other people by changing the beliefs, values and characteristics of the target. so that it is able to attract customers by means of persuasion, which is given to convince or persuade, give an attractive impression to consumers, with good persuasion carried out, the name will be good in the eyes of consumers and they will want to visit again.

5. Conclusions

Because the results show that servicscape and lifestyle, persuasion and repurchase intention, it is hoped that the Samsung company can maintain price stability and promote the Samsung brand that consumers want to provide satisfaction so that consumers can make the right purchase intention.

For future researchers, it is better if the research period increases to produce more supporting information. The variables can be changed and expanded using factors that influence other purchase intentions.

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