



The Influence of Product, Price, Place, and Promotion on the Decision to Revisit Through Satisfaction as an Intervening Variable (Case Study: Atcafe Samali, South Jakarta)

Fitri Agustiani, Nurbaeti, Saptarining Wulan

Institut Pariwisata Trisakti, Indonesia

Email: Fitriagustianiii37@gmail.com, Nurbaeti@iptrisakti.ac.id, saptariningwulan@iptrisakti.ac.id

Abstract

Atcafe Samali is experiencing a decline in sales, where the researcher assumes that there is an inconsistency in the marketing mix elements, namely *Price*, *Place*, and *Promotion*. This research has the following objectives: (1) To analyze the effect of *Product* on the Decision to Revisit *Atcafe Samali*; (2) To analyze the effect of *Price* on the Decision to Revisit *Atcafe Samali*; (3) To analyze the effect of *Place* on the Decision to Revisit *Atcafe Samali*; (4) To analyze the effect of *Promotion* on the Decision to Revisit *Atcafe Samali*; (5) To analyze the effect of *Product* on Customer Satisfaction at *Atcafe Samali*; (6) To determine if there is an effect of *Price* on Customer Satisfaction at *Atcafe Samali*; (7) To analyze the effect of *Place* on Customer Satisfaction at *Atcafe Samali*; (8) To analyze the effect of *Promotion* on Customer Satisfaction at *Atcafe Samali*; (9) To analyze the effect of Customer Satisfaction on the Decision to Revisit *Atcafe Samali*; (10) To analyze the effect of *Product* on the Repeat Visit Decision through Customer Satisfaction at *Atcafe Samali*; (11) To analyze the effect of *Price* on the Repeat Visit Decision through Customer Satisfaction at *Atcafe Samali*; (12) To analyze the effect of *Place* on the Repeat Visit Decision through Customer Satisfaction at *Atcafe Samali*; (13) To analyze the effect of *Promotion* on the Repeat Visit Decision through Customer Satisfaction at *Atcafe Samali*, in order to analyze the effect of *Product*, *Price*, *Place*, and *Promotion* on the Repeat Visit Decision through Customer Satisfaction at *Atcafe Samali*. This research uses purposive sampling and data processing using Smart SEM - PLS 4.0. The results of this study show that five hypotheses are accepted, and eight hypotheses are rejected.

Keywords: Marketing Mix, Repeat Visit Decision, Customer Satisfaction, SEM PLS.

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INTRODUCTION

The tourism industry in Indonesia, especially in Jakarta, continues to grow rapidly in line with the increasing interest of the public in seeking new experiences during their leisure time (Andriansyah et al., 2019; Arifin et al., 2019; Jaelani, 2017; Muheramtohad & Fataron, 2022; Tilaar, 2020). One emerging trend is the popularity of coffee shops or *coffeshops*, which now serve not only as places to enjoy drinks but also as social spaces attractive to various groups, such as workers, students, and customers. In South Jakarta, *Atcafe Samali* is among the places frequently visited to enjoy coffee while relaxing.

Atcafe Samali is located in the middle of South Jakarta, precisely on Jl. H. Samali No.7, RT.1/RW.1, 12510 Special Capital Region of Jakarta. It sells not only coffee but also various types of food, such as snack menus, heavy food menus, and dessert dishes. Among coffee shops in South Jakarta, especially in the Sunday market area, only *Atcafe Samali* remains open until 24:00 and provides heavy food, encouraging customers to stay longer.

The coffee shop industry is greatly influenced by several factors that determine consumers' decisions in choosing places to visit, such as *prices*, *products*, *places*, and *promotions*. These four factors affect consumer satisfaction, which leads to decisions to revisit. Reasonable prices, good quality coffee products, a comfortable atmosphere, and attractive promotions are primary reasons customers return (Ahmad Hidayat et al., 2022; Dhisasmito & Kumar, 2020; Gunawan & Syahputra, 2020; Krisdiana et al., 2020; Lee et al., 2018; Son et al., 2021; Tao & Kim, 2022). *Atcafe Samali* offers relatively low prices compared to other coffee shops in South Jakarta, making it particularly attractive to the lower middle segment, including students and office workers.

Based on price comparison with the two surrounding coffee shops, namely Bigi n Your Day and Bangi Kopi, *Atcafe Samali* maintains a competitive pricing strategy. Despite offering lower prices, price pressure from competitors such as Bigi n Your Day, which offers moderate prices, presents a challenge for *Atcafe Samali* in optimizing the 4P (*Product, Price, Place, Promotion*) marketing mix strategy. With the right strategy, *Atcafe Samali* is expected to compete effectively and create sustainable differentiation. The menu details and prices at *Atcafe Samali* show an attractive and affordable variety for consumers.

Furthermore, the researcher also pays attention to product quality. *Atcafe Samali* focuses not only on drinks but also serves heavy food with authentic Indonesian flavors favored by many. Popular items such as chocolate, green tea latte, lemon tea, rice with chili sauce matah, and cireng rujak have become main attractions. The quality of ingredients is guaranteed because they are purchased from the nearest market, simultaneously supporting local vegetable sellers. This combination of affordable prices and good product quality gives *Atcafe Samali* potential to increase customer satisfaction and encourage repeat visits.

Atcafe Samali employs four permanent staff and two part-time workers, contributing to customer satisfaction. Employees receive regular grooming updates and roleplay training on greeting customers. Coupled with affordable menu prices, customers generally feel satisfied with

their experience. Additionally, facilities at *Atcafe Samali* are comprehensive, including a spacious parking lot accommodating three cars and fifteen motorcycles, three bathrooms, good Wi-Fi, prayer rooms, and complete prayer equipment.

Data from February 2022 to February 2024 shows a significant decrease in customer visits to *Atcafe Samali* and two other coffee shops. This research aims to reflect broader trends in the café industry, focusing on factors influencing the decline in visits. By implementing the right strategy, the café hopes to increase visits and build customer loyalty in the future. Although all coffee shops experienced a decline, Bigi n Your Day showed a smaller decline, making it a top competitor to watch in terms of marketing mix and customer satisfaction. There is suspicion that *Atcafe Samali* customers are dissatisfied, reflected in poor Google ratings, which forms important background for this study.

Given the above, understanding customer satisfaction in return visits is important. Therefore, the researcher is interested in studying a café he established, *Atcafe Samali*, which is popular among students and workers from various circles. Since many cafés of this kind now exist in Jakarta, the researcher wants to identify the dimensions affecting consumer satisfaction at *Atcafe Samali*.

Although these factors strongly influence customer decisions, not all coffee shops maximize their potential well. This study aims to explore the influence of *Price, Product, Place, and Promotion* on the decision to revisit, with satisfaction as an intervening variable. *Atcafe Samali* in South Jakarta was chosen as the case study object, with hopes that the research results will provide deeper understanding for coffee shop managers to create satisfactory customer experiences and increase loyalty.

This research is also expected to contribute to understanding consumer behavior in the coffee shop industry, and aid in developing more effective marketing strategies to attract customers and enhance satisfaction. A focused analysis may reveal significant relationships among these factors that can be the basis for more targeted marketing policies in the future.

Several previous studies have examined factors influencing consumer satisfaction and loyalty within the coffee shop context. For example, Cahyadi (2019) analyzed the impact of service quality and product offerings on customer satisfaction in Indonesian coffee shops, finding that service quality significantly affected consumer satisfaction, though pricing and promotions were less covered. Similarly, Santoso (2020) emphasized the role of pricing and location in fostering customer loyalty but lacked an in-depth analysis of product diversity and the holistic marketing mix related to satisfaction and revisit decisions.

This study seeks to analyze how each factor contributes directly and through customer satisfaction to consumers' decisions to return to *Atcafe Samali*. With this goal, the research aims to offer actionable insights for *Atcafe Samali* managers to design strategies that increase satisfaction, thereby encouraging loyalty and visit frequency. Furthermore, the results are

The Influence of Product, Price, Place, and Promotion on the Decision to Revisit Through Satisfaction as an Intervening Variable (Case Study: Atcafe Samali, South Jakarta) expected to enrich small business management literature in tourism, particularly in the coffee shop sector, offering both practical and theoretical contributions.

METHOD

The research in this study used a causal associative quantitative approach, employing data collection through questionnaires and surveys. According to Sugiyono (2019), causal associative research aims to identify relationships between two or more variables and understand causal links between independent and dependent variables. This approach was applied to analyze the cause-effect relationship between tourist attraction and social media on return visit interest, with visitor satisfaction as an intervening variable.

Atcafe Samali is located in central South Jakarta, at Jl. H. Samali No.7, RT.1/RW.1, 12510 Special Capital Region of Jakarta. It sells coffee as well as various food items, including snacks, heavy meals, and desserts. Among coffee shops in the Sunday market area of South Jakarta, only *Atcafe Samali* remained open until midnight and offered heavy food, encouraging customers to stay longer.

The café's strategic location near hospitals, schools, and universities contributed to its appeal. *Atcafe Samali* was often used for student group work, office meetings, engagements, and proposals, which served as key factors attracting customers.

RESULTS AND DISCUSSION

Hypothesis Testing

Testing the hypothesis can be seen from the t-statistical value and the probability value. For hypothesis testing using statistical values, then for alpha 5%. To reject/accept the Hypothesis using probability, H_a is accepted if the p value < 0.05.

Hypothesis T

Table 1. Hypothesis T Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Significance
Product (X1) -Customer Satisfaction > (Z)	0.198	0.199	0.132	1.502	0.134	Insignificant
Product (X1) -> Return Visit Decision (Y)	0.112	0.115	0.119	0.945	0.345	Insignificant
Price (X2) -> Customer Satisfaction (Z)	0.297	0.290	0.105	2.824	0.005	Significant
Price (X2) -> Return Decision (Y)	0.184	0.190	0.117	1.572	0.116	Insignificant
Place (X3) -> Customer Satisfaction (Z)	0.266	0.273	0.097	2.752	0.006	Significant
Place (X3) -> Return Visit Decision (Y)	0.169	0.165	0.125	1.352	0.177	Insignificant

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Significance
Promotion (X4) -> Customer Satisfaction (Z)	0.223	0.220	0.112	1.987	0.047	Significant
Promotion (X4) -> Return Results (Y)	0.129	0.129	0.098	1.312	0.190	Insignificant
Customer Satisfaction (Z) -> Return Visits Results (Y)	0.365	0.356	0.131	2.792	0.005	Significant
Price (X2) -> Customer Satisfaction (Z) -> Return Results (Y)	0.108	0.103	0.054	2.000	0.046	Significant
Product (X1) -> Customer Satisfaction (Z) -> Return Visit Results (Y)	0.072	0.069	0.054	1.337	0.182	Insignificant
Promotion (X4) -> Customer Satisfaction (Z) -> Return Results (Y)	0.082	0.080	0.053	1.550	0.122	Insignificant
Place (X3) -> Customer Satisfaction (Z) -> Return Results (Y)	0.097	0.097	0.053	1.831	0.068	Insignificant

Source: Primary Data Processing Results, 2025

This study was conducted to test the research hypothesis analyzed by comparing the t-statistical value with the t-Table or probability value. Testing this hypothesis uses a significance level of 5%. If using a t-statistical test, the t-Table at a significance level of 5% is 1.96 because the sample size exceeds 30.

Therefore, the hypothesis testing criteria state that H_A is accepted and H_0 is rejected if the t-statistic > 1.96. Meanwhile, the criteria for H_A testing are accepted using the probability test when the P-Values value < 0.05.

In Table 4.20 above, it can be known that the statistical t-value in the variable of tourist attraction to visitor satisfaction received the highest number of 2.824 and the lowest statistical t-value was found in the social media variable on the interest in return visits with a value of 0.945.

Direct Effect

Direct effects provide hypothetical results about how variables affect each other.

Table 2. Conclusion of the Exogenous Variable Hypothesis Against Endogenous

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STD EV)	P Values	Significance	Conclusion
Product (X1) -Customer Satisfaction > (Z)	0.198	0.199	0.132	1.502	0.134	Insignifican t	(Ho) Hypothesis Rejected
Product (X1) -> Return Visit Decision (Y)	0.112	0.115	0.119	0.945	0.345	Insignifican t	(Ho) Hypothesis Rejected

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	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STD EV)	P Values	Significance	Conclusion
Price (X2) -> Customer Satisfaction (Z)	0.297	0.290	0.105	2.824	0.005	Significant	(H1) Hypothesis Accepted
Price (X2) -> Return Decision (Y)	0.184	0.190	0.117	1.572	0.116	Insignificant t	(Ho) Hypothesis Rejected
Place (X3) -> Customer Satisfaction (Z)	0.266	0.273	0.097	2.752	0.006	Significant	(H1) Hypothesis Accepted
Place (X3) -> Return Visit Decision (Y)	0.169	0.165	0.125	1.352	0.177	Insignificant t	(Ho) Hypothesis Rejected
Promotion (X4) -Customer Satisfaction > (Z)	0.223	0.220	0.112	1.987	0.047	Significant	(H1) Hypothesis Accepted
Promotion (X4) -> Return Return Results (Y)	0.129	0.129	0.098	1.312	0.190	Insignificant t	(Ho) Hypothesis Rejected
Customer Satisfaction (Z) -> Return Visits Results (Y)	0.365	0.356	0.131	2.792	0.005	Significant	(H1) Hypothesis Accepted

Source: Primary Data Processing Results, 2025

The table above shows the results of hypothesis testing for the relationship between exogenous and endogenous variables in this study. The hypothesis is tested using t-statistics and probability values (P-Values). The results of this test show how each relationship between variables affects the relationship being tested. Here is an explanation for each test:

1. Product (X1) Against Customer Satisfaction (Z): The t-value of the statistic (1.502) is smaller than the t-Table (1.96), and the P-Value (0.134) is greater than 0.05. Therefore, this hypothesis is not significant, and H0 is accepted (the hypothesis is rejected).
2. Product (x1) Against the Return Decision (Y): The t-Value (0.945) is smaller than the t-Table (1.96), and the P-Value (0.345) is greater than 0.05. This shows that the relationship between the Product and the Return Decision is not significant, so H0 is accepted (the hypothesis is rejected).
3. Price (X2) Against Customer Satisfaction (Z): The t-value of the statistic (2.824) is greater than the t-Table (1.96), and the P-Value (0.005) is smaller than 0.05. Thus, the relationship between Price and Customer Satisfaction is significant, and H1 is accepted (hypothesis accepted).
4. Price (x2) Against the Return Decision (Y): The t-value of the statistic (1.572) is smaller than the t-Table (1.96), and the P-Value (0.116) is greater than 0.05, indicating that the relationship

between Price and the Return Decision is not significant, so H_0 is accepted (the hypothesis is rejected).

5. Place (x3) Against Customer Satisfaction (Z): The t-value of the statistic (2.752) is greater than the t-Table (1.96), and the P-Value (0.006) is smaller than 0.05, indicating that the relationship between Place and Customer Satisfaction is significant, and H_1 is accepted (hypothesis accepted).
6. 6. Place (x3) Against the Return Visiting Result (Y): The t-statistical value (1.352) is smaller d The t-Value (1.96), and the P-Value (0.177) are greater than 0.05, indicating that the relationship between the Place and the Return Decision is not significant, so H_0 is accepted (the hypothesis is rejected).
7. Promotion (X4) Against Customer Satisfaction (Z): The t-statistical value (1.987) is greater than the t-Table (1.96), and the P-Value (0.047) is smaller than 0.05, which indicates that the relationship between Promotion and Customer Satisfaction is significant, and H_1 is accepted (hypothesis accepted).
8. Promotion (x4) Against the Return Visiting Decision (Y): The t-statistical value (1.312) is smaller than the t-Table (1.96), and the P-Value (0.190) is greater than 0.05, indicating that the relationship between the Promotion and the Return Visit Decision is not significant, so H_0 is accepted (the hypothesis is rejected).
9. Customer Satisfaction (Z) Towards Return Decisions (Y): The t-statistical value (2.792) is greater than the t-Table (1.96), and the P-Value (0.005) is smaller than 0.05, indicating that the relationship between Customer Satisfaction and Return Decisions is significant, and H_1 is accepted (hypothesis accepted).

So it can be concluded in Table 4.13, there is a significant relationship between several exogenous variables and endogenous variables. Specifically, the relationship between Price (X2) and Customer Satisfaction (Z), Venue (X3) and Customer Satisfaction (Z), Promotions (X4) and Customer Satisfaction (Z), as well as Customer Satisfaction (Z) and Return Visits (Y) were found to be significant, with a P-Value of less than 0.05. However, the relationship between Products (X1) and Customer Satisfaction (Z), Products (X1) and Return Decisions (Y), Price (X2) and Return Decisions (Y), Places (X3) and Return Decisions (Y), as well as Promotions (X4) and Return Decisions (Y) were not significant, with a P-Value greater than 0.05. Therefore, hypotheses related to these variables are rejected, while hypotheses related to significant variables are accepted.

Indirect Effect

Indirect effects provide hypothetical results about how variable X affects Y through the intervening variable, namely Z.

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Table 3 Hypothesis Conclusion of Exogenous Variables to Endogenous Through Intervening Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STD EV)	P Values	Significant	Conclusion
Price (X2) -> Customer Satisfaction (Z) -> Return Results (Y)	0.108	0.103	0.054	2.000	0.046	Significant	(H1) Hypothesis Accepted
Product (X1) -> Customer Satisfaction (Z) -> Return Visit Results (Y)	0.072	0.069	0.054	1.337	0.182	Insignificant	(Ho) Hypothesis Rejected
Promotion (X4) -> Customer Satisfaction (Z) -> Return Results (Y)	0.082	0.080	0.053	1.550	0.122	Insignificant	(Ho) Hypothesis Rejected
Place (X3) -> Customer Satisfaction (Z) -> Return Results (Y)	0.097	0.097	0.053	1.831	0.068	Insignificant	(Ho) Hypothesis Rejected

Source: Primary Data Processing Results, 2025

Based on Table, the results of hypothesis testing involving exogenous variables related to endogenous variables through intervening variables are presented. This test aimed to test whether the intervening variable (in this case, Customer Satisfaction (Z)) could mediate the relationship between exogenous variables (Price (X2), Product (X1), Promotion (X4), and Place (X3)) and the endogenous variable (Return Visit Decision (Y)).

Here's an explanation for each relationship tested:

1. Effect of Price (X2) on Customer Satisfaction (Z) through Return Decisions (Y): The t-value of the statistic (2,000) is greater than the t-Table (1.96), and the P-Value (0.046) is smaller than 0.05, suggesting that this relationship is significant. Therefore, the hypothesis is accepted and the Customer Satisfaction variable (Z) serves as a significant intervening variable in the relationship between Price (X2) and Return Decisions (Y).
2. Product Influence (X1) on Customer Satisfaction (Z) through Return Decisions (Y): The t-statistical value (1.337) is smaller than the t-Table (1.96), and the P-Value (0.182) is greater than 0.05, suggesting that this relationship is not significant. Therefore, the hypothesis is rejected, which means that the Customer Satisfaction variable (Z) does not mediate the relationship between Product (X1) and Return Decisions (Y).
3. Promotion (X4) of Customer Satisfaction (Z) through Return Decisions (Y): The t-value of the statistic (1.550) is smaller than the t-Table (1.96), and the P-Value (0.122) is greater than 0.05, suggesting that this relationship is also insignificant. Therefore, the hypothesis is rejected, which means that the Customer Satisfaction variable (Z) does not mediate the relationship between Promotion (X4) and Return Decisions (Y).
4. Place (X3) on Customer Satisfaction (Z) via Return Decision (Y): The t-value (1.831) is smaller than the t-Table (1.96), and the P-Value (0.068) is slightly greater than 0.05, which suggests

that this relationship is almost significant, but is still statistically insignificant. Therefore, the hypothesis is rejected, which means that the Customer Satisfaction variable (Z) does not mediate the relationship between Venue (X3) and Return Decisions (Y).

Based on the results of the hypothesis test presented in Table 4.14, it can be concluded that only the relationship between Price (X2) -> Customer Satisfaction (Z) -> Return Decision (Y) is significant, which suggests that the Customer Satisfaction variable acts as an intervening variable that mediates the relationship between Price and Return Decision. As for the other relationships (Product (X1) -> Customer Satisfaction (Z) -> Return Decisions (Y), Promotions (X4) -> Customer Satisfaction (Z) -> Return Decisions (Y), and Place (X3) -> Customer Satisfaction (Z) -> Return Decisions (Y)), the results were not significant, meaning that the Customer Satisfaction variable did not function as an intervening variable in the relationship.

Significance Test

The following is a description of the results of the significance test based on the test of hypothesis t in Table above:

- 1) The Product Statistical T-Value on Customer Satisfaction (Z) is 1.502 and the P-Value is 0.134. Since the P-Value is greater than 0.05, this hypothesis is not significant, so H0 is accepted and the relationship between the product and customer satisfaction cannot be statistically proven.
- 2) The Product T-statistic (X1) for the resulting Return Result (Y) is 0.945 with a P-Value of 0.345. Since the P-Value is greater than 0.05, this hypothesis is also insignificant and H0 is accepted, indicating that the product has no significant effect on the decision to revisit.
- 3) The T-statistic Price (X2) against Customer Satisfaction (Z) is 2.824 and the P-Value is 0.005, which is smaller than 0.05. This shows that this hypothesis is significant and H1 is accepted, meaning that price has a significant effect on customer satisfaction.
- 4) The Price T-Value (X2) of the Return Decision (Y) is 1.572 and the P-Value is 0.116, which is greater than 0.05. Therefore, this hypothesis is not significant, so H0 is accepted, and the price has no significant effect on the decision to revisit.
- 5) The T-statistic Places (X3) on Customer Satisfaction (Z) is 2.752 with a P-Value of 0.006. Since the P-Value is smaller than 0.05, this relationship is significant and H1 is accepted, indicating that place has a significant effect on customer satisfaction.
- 6) The T-Spot (X3) for the Return Visitation Decision (Y) is 1.352 with a P-Value of 0.177. Since the P-Value is greater than 0.05, this relationship is not significant and H0 is accepted, meaning that the place has no significant effect on the decision to revisit.
- 7) The resulting T-Promotion (X4) statistic for Customer Satisfaction (Z) is 1.987 with a P-Value of 0.047, which is smaller than 0.05, so this relationship is significant and H1 is accepted, indicating that the promotion has a significant effect on customer satisfaction.

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- 8) The Promotional T-Value (X4) for the Return Visitation Decision (Y) is 1.312 with a P-Value of 0.190. Since the P-Value is greater than 0.05, this hypothesis is not significant, so H0 is accepted, and the promotion has no significant effect on the decision to revisit.
- 9) The resulting T-statistic Customer Satisfaction (Z) against Return Decisions (Y) is 2.792 with a P-Value of 0.005, which is smaller than 0.05. Therefore, this relationship is significant and H1 is accepted, indicating that customer satisfaction has a significant effect on return decisions.
- 10) The T-Price (X2) statistic on Customer Satisfaction (Z) through Return Decisions (Y) is 2,000 with a P-Value of 0.046, which is smaller than 0.05. This shows that the influence of price on return decisions through customer satisfaction is significant, so H1 is accepted.
- 11) The Product T-statistic (X1) on Customer Satisfaction (Z) through Return Results (Y) generated is 1.337 with a P-Value of 0.182. Since the P-Value is greater than 0.05, this hypothesis is not significant, so H0 is accepted.
- 12) The T-statistic value of Promotion (X4) on Customer Satisfaction (Z) through Return Visits (Y) is 1.550 with a P-Value of 0.122. Since the P-Value is greater than 0.05, this hypothesis is not significant, so H0 is accepted.
- 13) T-Spot statistics (X3) on Customer Satisfaction (Z) through Return Visits Decisions (Y) 1.831 with a P-Value of 0.068, which is greater than 0.05. Therefore, this relationship is insignificant and H0 is accepted.

From the results of the significance test that has been carried out, it can be concluded that there are several significant relationships between the variables tested. In detail, the significant relationship is between:

- a. Price (X2) to Customer Satisfaction (Z)
- b. Place (X3) on Customer Satisfaction (Z)
- c. Promotion (X4) to Customer Satisfaction (Z)
- d. Customer Satisfaction (Z) with Return Visits Results (Y)
- e. Price (X2) to Customer Satisfaction (Z) through Return Results (Y)

While the insignificant relationship between the product and the decision to revisit, as well as some indirect influence through customer satisfaction, suggests that certain factors such as product, place, and promotion do not necessarily have a direct effect on the decision to revisit.

Influence of Products (X1) on Return Visits (Y)

The test results also showed that the relationship between the product and the return decision was not significant. With a T-Value of 0.945 and a P-Value of 0.345, which is greater than 0.05, the hypothesis is rejected. Although Atcafe Samali's menu in terms of variety, flavor, and quality met customers' expectations, the data found that this did not significantly encourage their intention to return. This means that even though the menu is quite satisfying, this factor is not strong enough to be a reason for customers to make Atcafe their permanent destination.

In other words, the type of food and beverage provided, product quality, variety of menus, unique dining experiences cannot attract repeat visits to customers to be recommended and cause customers to want to visit again in the future.

Effect of Price (X2) on Return Visits (Y)

Although price has a significant influence on customer satisfaction, the test results of the return visit decision show that the effect of price is not significant. With a T-statistic of 1.572 and a P-Value of 0.116, which is greater than 0.05, the hypothesis is rejected. This means that the price may not be influential enough in motivating customers to come back, although a good price can increase their satisfaction.

The prices offered by Atcafe Samali are very diverse so that customers feel that they are in the student's pocket, even the workers tend to come back and are satisfied. Previous research YeseniaY., & SiregarE. H. (2016) also supports this finding. For example, a study conducted at the KFC fast food restaurant in South Tangerang found that product quality did not have a significant effect on customer satisfaction, although service quality and price had a significant influence.

In other words, price affordability, price conformity with product quality, price competitiveness, price conformity with benefits cannot affect the decision to revisit customers to Atcafe Samali in the future.

Influence of Place (X3) on Return Visits Decisions (Y)

Although a place affects customer satisfaction, its influence on return decisions is insignificant. With a T-statistic of 1.352 and a P-Value of 0.177, which is greater than 0.05, the hypothesis is rejected. This suggests that the venue factor may not be the only thing that drives customers to come back; Other factors, such as service and price, may also play a bigger role.

Atcafe Samali already has a strategic place, where the location of this coffee shop is in the middle of the location of offices, schools and hospitals. So, the influence of the place is enough to make customers visit again.

It can be concluded that the place, which is strategically accessible, has additional facilities for distribution channels, and a comfortable and attractive café atmosphere cannot make customers come back to Atcafe Samali.

Influence of Promotion (X4) on Return Visits (Y)

While promotions have an effect on customer satisfaction, their effect on return decisions is insignificant. With a T-statistic of 1.312 and a P-Value of 0.190, which is greater than 0.05, the hypothesis is rejected. This shows that promotions, while increasing customer satisfaction, aren't strong enough to drive their decision to return visit.

The promotion carried out by Atcafe Samali is quite good because social media is also running, even inviting KOLs (Key Opinion Leaders) to review the place and food

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Based on the analysis of this research, it can be concluded that promotional strategies, special offers, the use of reviews and testimonials and holding special events have no influence on the customer's decision to recommend and come back to Atcafe Samali.

Influence of Products (X1) on Customer Satisfaction (Z)

The test results showed that the influence of the product on customer satisfaction was insignificant with a T-statistical value of 1.502 and a P-Value of 0.134, which is greater than the significance limit of 0.05. Thus, the hypothesis that assumes there is a significant influence between the product and customer satisfaction is rejected. This indicates that in this study, product factors do not play enough role in influencing customer satisfaction.

Customers at Atcafe Samali are satisfied with the food and beverage menu provided. So that customers need to change the variant while in terms of taste all customers are quite satisfied.

In other words, the type of food and beverage provided, product quality, menu diversity, unique dining experience has no effect on customer satisfaction such as product quality, price quality, service performance and customer experience.

Effect of Price (X2) on Customer Satisfaction (Z)

The influence of price on customer satisfaction is proven to be significant with a T-statistical value of 2.824 and a P-Value of 0.005. Since the P-Value is less than 0.05, the hypothesis that the price has an effect on customer satisfaction is accepted. This suggests that prices that are considered reasonable and competitive can have a positive impact on customer satisfaction, as customers feel they are getting value that matches the price paid. Atcafe Samali customers agree that price has a great effect on satisfaction.

Thus, price affordability, price conformity with product quality, price competitiveness, price conformity with benefits there is an influence of customer satisfaction on product quality, price quality, service performance and customer experience.

Influence of Place (X3) on Customer Satisfaction (Z)

Place or location has been proven to have a significant influence on customer satisfaction with a T-Value of 2.752 and a P-Value of 0.006. These results suggest that a strategic or convenient location can affect customer satisfaction. Customers who find it easy to access or feel comfortable in the place are more likely to be satisfied with their experience.

It can be concluded that the place, which is strategically accessible, has additional facilities for distribution channels, and a comfortable and attractive café atmosphere can affect customer satisfaction

Influence of Promotion (X4) on Customer Satisfaction (Z)

The influence of promotion on customer satisfaction is proven to be significant with a T-Value of 1.987 and a P-Value of 0.047, which is smaller than 0.05. This shows that attractive promotions such as creating beauty contests, coffee contests, and holding sports activities can increase customer satisfaction. The right offers or discounts can increase customers' perception of the value they receive from the company.

The Influence of Customer Satisfaction (Z) on Return Visits (Y)

Customer satisfaction has been shown to have a significant effect on return decisions with a T-Value of 2.792 and a P-Value of 0.005. These results confirm that satisfied customers are more likely to return for a visit. Therefore, customer satisfaction is a key factor in driving return decisions.

The Effect of Price (X2) on Customer Satisfaction (Z) through Return Decisions (Y)

The influence of price on return decisions through customer satisfaction has also proven significant. With a T-statistic of 2,000 and a P-Value of 0.046, which is smaller than 0.05, the hypothesis is accepted. This shows that matching prices not only increase customer satisfaction but also encourage them to come back, through the satisfaction created.

The Influence of Products (X1) on Customer Satisfaction (Z) through Return Decisions (Y)

The influence of the product on the decision to return through customer satisfaction is insignificant. With a T-Value of 1.337 and a P-Value of 0.182, the hypothesis was rejected. This shows that although the product plays a role in customer satisfaction, its influence on return decisions is not significant enough.

Influence of Promotions (X4) on Customer Satisfaction (Z) through Return Decisions (Y)

The test results showed that the influence of promotion on return decisions through customer satisfaction was also insignificant. With a T-statistic of 1.550 and a P-Value of 0.122, the hypothesis is rejected. This indicates that while a promotion can increase customer satisfaction, it is not enough to motivate them to return for a visit.

Influence of Place (X3) on Customer Satisfaction (Z) through Return Decisions (Y)

The influence of place on return decisions through customer satisfaction was insignificant with a T-Value of 1.831 and a P-Value of 0.068. While the venue affects customer satisfaction, other factors are more determinative of the decision to visit.

Based on the results of the research discussed earlier, it can be concluded that several variables, such as price, venue, promotion, and customer satisfaction, have a significant influence on customer satisfaction and return decisions. In contrast, the product did not show a significant influence on either variable. This shows that while product quality is important, other factors such

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as price, venue, promotion, and customer satisfaction have a greater role in influencing customers' decision to return to visit.

Price is one of the factors that affect customer satisfaction and return decisions. Research by Listyowati (2020) shows that price has a significant positive effect on repurchase interest, both directly and through customer satisfaction as a mediating variable. This indicates that competitive prices can increase customer satisfaction and encourage them to come back.

The place or location also affects customer satisfaction and return decisions. Research by Riyanti et al (2020) found that service quality and price have a positive and significant influence on return visits. Good service quality and price that matches the quality can increase customer satisfaction and encourage them to come back.

Attractive, targeted promotions can also improve customer satisfaction and return decisions. Research by Suhardi (2021) shows that promotions have a significant positive effect on repurchase interest, both directly and through customer loyalty as a mediating variable. This shows that effective promotions can increase customer satisfaction and encourage them to return for a visit.

Customer satisfaction is a key factor in influencing return decisions. Research by Syahputra & Andjarwati (2019) shows that service quality and experiential marketing affect customer satisfaction and repeat visits. High customer satisfaction can increase their intention to return for a visit.

However, the product did not show a significant influence on customer satisfaction and return decisions. Research by Syahrizal & Sigarlaki (2024) shows that product quality has a significant effect on customer satisfaction and repurchase intention, but price perception does not have a significant effect on customer satisfaction. This shows that while product quality is important, other factors such as price and quality of service have a greater role in influencing customer satisfaction and return decisions.

Based on these findings, to improve return decisions, companies need to focus on competitive pricing strategies, improve location comfort, offer attractive promotions, and maintain overall customer satisfaction. While product quality is important, other factors such as price, venue, promotion, and customer satisfaction have a greater role in influencing customers' decision to return to visit. Therefore, companies need to pay attention to all these aspects to create satisfying customer experience and encourage them to return for a visit.

CONCLUSION

The data analysis using SmartPLS revealed that while product, price, place, and promotion did not directly influence customers' decisions to revisit *Atcafe Samali*, price, place, and promotion significantly affected customer satisfaction, which in turn strongly influenced return visit decisions. Specifically, reasonable pricing and attractive promotions were key factors in enhancing satisfaction and encouraging loyalty, whereas the physical place contributed to satisfaction but

was not a decisive factor for revisits. Product quality influenced satisfaction but did not significantly impact the decision to return. Based on these findings, *Atcafe Samali* should prioritize marketing strategies focused on competitive pricing and engaging promotions to boost customer satisfaction and repeat visits, while maintaining product quality and creating a comfortable atmosphere as supportive elements. Future research could explore additional factors such as service quality, brand image, or digital engagement to more comprehensively understand drivers of customer loyalty in coffee shops.

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