



ANTECEDENTS OF REVISIT INTENTION OF GENERATION Z AT COFFEE SHOPS IN INDONESIA

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Abstract

This study analyzes the effects of Brand Attachment, Brand Characteristics, Service Quality, Servicescape, and Food and Beverage Quality on Revisit Intention, mediated by Customer Brand Attitude and Customer Satisfaction. The sample consists of 500 Generation Z consumers from five coffee shop brands in Jakarta. Data were analyzed using Structural Equation Modeling (SEM) with AMOS. The findings show that Brand Attachment and Brand Characteristics significantly influence Customer Brand Attitude, while Service Quality and Food and Beverage Quality positively affect Customer Satisfaction. Both mediating variables significantly influence Revisit Intention and mediate the relationships between antecedent variables and Revisit Intention. In contrast, Servicescape does not significantly affect Customer Satisfaction among Generation Z consumers. This study contributes to service marketing literature by integrating branding and quality perspectives. However, the cross-sectional design and geographic focus limit generalizability.

Keywords: service quality; brand characteristics; customer satisfaction; revisit intention; customer satisfaction

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INTRODUCTION

The food and beverage industry has long been recognized as a major contributor to economic growth, particularly in emerging economies experiencing rapid urbanization and lifestyle transformation. From a macroeconomic perspective, this sector benefits from rising disposable income, demographic shifts, and the expansion of urban middle class consumers. Within this sector, the coffee shop segment has emerged as one of the most dynamic and competitive sub-industries, driven by changes in consumer behavior, increasing disposable income, digitalization of work and social life, and the growing emphasis on experiential consumption. Prior studies in service marketing suggest that coffee shops increasingly operate within experience-based competitive logics rather than purely product based competition (Schmitt, 1999; Pine & Gilmore, 2019; Putra & Roostika, 2024). In Indonesia, these developments are especially pronounced in Jakarta, which functions not only as the country's economic center but also as a focal point for lifestyle

innovation, cultural trends, and consumer experimentation, supported by its high population density, purchasing power concentration, and rapid diffusion of global consumption trends (Dhisasmito & Kumar, 2020; Bismo et al., 2023).

Empirical evidence from Indonesian service industries further confirms that brand image and service quality play a central role in shaping customer satisfaction and loyalty outcomes in competitive hospitality and food related sectors (Leonandri & Erpurini, 2025). The rapid expansion of coffee shops in Jakarta reflects a fundamental transformation in the meaning and practice of coffee consumption. Traditionally, coffee was primarily associated with functional purposes, such as maintaining alertness or accompanying limited social interactions. In contemporary urban settings, however, coffee shops have evolved into multifunctional spaces that support a wide range of activities, including remote work, studying, informal meetings, creative pursuits, and social interaction. This shift can be theoretically explained through the lens of experiential marketing, which emphasizes sensory, emotional, cognitive, and relational value creation beyond functional benefits (Schmitt, 1999). Consequently, coffee shops increasingly operate as experiential service environments, where consumers seek not only products but also atmosphere, comfort, emotional fulfillment, and social meaning characteristics that align closely with the concept of experiential service environments in service dominant logic (Setiawan et al., 2025; Shamsull Anuar et al., 2025).

Studies on coffee related businesses in West Java indicate that coffee shops increasingly rely on integrated business models that combine product quality, experience design, and sustainability considerations to remain competitive (Rezky et al., 2025; Wijaya et al., 2023). This transformation aligns with the broader shift toward experience oriented consumption, in which consumers derive value from the holistic experience rather than from the core product alone. Drawing on consumer experience theory, consumption is understood as a subjective, context dependent process shaped by interactions between consumers, service systems, and symbolic meanings (Lemon & Verhoef, 2016). Within this framework, coffee shops have become symbolic spaces where lifestyle, identity, and social belonging are enacted rather than merely consumed. Empirical studies demonstrate that coffee shops function as contemporary “third places,” where social interaction, self expression, and identity signaling occur simultaneously (Harva et al., 2024; Bismo et al., 2023). The physical design of the space, brand narratives, interactions with service employees, and the quality of food and beverages collectively shape consumer perceptions and evaluations, reinforcing the symbolic and social dimensions of consumption in dense urban contexts such as Jakarta. Prior research in Indonesian consumer markets demonstrates that customer experience functions as a key mechanism in building brand image and shaping evaluative perceptions, particularly in experience driven consumption contexts (Sudirman et al., 2025).

Against this backdrop, the transformation of coffee shop consumption cannot be separated from generational change, particularly the growing influence of Generation Z. As consumption increasingly shifts toward experience-based and symbolically charged environments, Generation Z emerges as a key actor in this transformation due to its distinct socio digital upbringing. Generation Z, typically defined as individuals born between the late 1990s and early 2010s, constitutes a significant portion of Indonesia’s productive population and plays a central role in shaping contemporary consumption patterns. Unlike previous generations, Generation Z has grown up in a fully digitalized environment characterized by constant connectivity, rapid information access, and continuous exposure to global trends through social media, which fundamentally shapes how this cohort interprets brands and experiences (Suryadi et al., 2025; Fahlevi et al., 2023).

A meta analytic study further confirms that emotional bonds such as brand love significantly mediate the relationship between brand perceptions and Revisit Intention across service contexts, highlighting the importance of affective mechanisms in repeat consumption behavior (Surya Wijaya et al., 2024).

In the specific context of urban Generation Z consumers in Jakarta, consumption behavior tends to emphasize experiential value over material ownership, authenticity over functional utility, and emotional resonance over purely transactional benefits. Empirical studies conducted in Indonesian metropolitan areas suggest that Generation Z consumers actively use coffee shop consumption as a medium for social visibility, lifestyle expression, and digital self presentation (Salmiah et al., 2024). In the coffee shop context, they do not merely consume coffee as a beverage but engage with brands as part of a broader lifestyle narrative. Coffee shop visits are frequently documented and shared through digital platforms, reinforcing the symbolic and social

dimensions of consumption and intensifying competition among brands to deliver meaningful, identity relevant, and shareable experiences (Satrio & Prihandoko, 2025).

Despite robust industry growth, the competitive landscape of Jakarta's coffee shop market has intensified considerably. Jakarta represents a highly saturated market characterized by low entry barriers, rapid brand proliferation, and strong competition between local and international coffee shop chains. The rapid entry of brands has expanded consumer choice while reducing differentiation based solely on functional attributes such as price or menu variety. Many coffee shops offer similar products at comparable price points, making brand switching relatively easy. For urban Generation Z consumers, who exhibit strong variety seeking tendencies and relatively low switching resistance, loyalty tends to be situational and experience dependent rather than stable over time (Royanow et al., 2023; Sahabu et al., 2025).

Although prior studies in Indonesian contexts have examined branding, service quality, and customer experience separately (Leonandri & Erpurini, 2025; Sudirman et al., 2025), integrated models that simultaneously capture attitudinal and satisfaction based mechanisms remain limited, particularly among Generation Z consumers in emerging urban markets.

In this context, customer retention has become a strategic challenge that is often more complex than customer acquisition. While attracting new customers can be driven by novelty, promotions, or social influence, long term business sustainability depends largely on the ability to encourage repeat patronage. Revisit intention defined as a customer's willingness or intention to return after prior consumption experiences thus emerges as a critical outcome variable. In experience oriented service industries such as coffee shops, revisit intention functions as an early indicator of customer retention, loyalty formation, and long term profitability (Pratama et al., 2023; Amroni et al., 2025).

Understanding revisit intention requires a comprehensive perspective that extends beyond surface level evaluations of products or prices. Prior research suggests that revisit intention is shaped by interrelated psychological mechanisms involving emotional responses, cognitive evaluations, and perceived fairness of exchange. These processes unfold before, during, and after consumption, influencing how consumers interpret their experiences and decide whether to repeat them. In coffee shop settings, revisit intention rarely results from a single factor but reflects the combined influence of brand perceptions, service encounters, physical environment, product quality, and overall satisfaction (Ginting et al., 2023).

From a theoretical standpoint, service marketing and consumer behavior literature increasingly conceptualizes revisit intention as the outcome of both attitudinal and satisfaction based mechanisms. Customer brand attitude reflects consumers' overall evaluative orientation toward a brand, which is formed through repeated interactions with brand attributes such as atmosphere, service interaction, and brand consistency elements that are particularly salient in coffee shop experiences. Customer satisfaction, in contrast, represents an evaluative judgment of whether perceived outcomes are fair relative to inputs. Both constructs play a central role in translating consumption experiences into behavioral intentions, particularly in experience oriented service contexts (Haifa et al., 2022; Pandey et al., 2023).

Service quality defined as the extent to which service performance meets or exceeds expectations remains one of the most widely examined antecedents of customer satisfaction in service research. Within coffee shop contexts, service quality is manifested through employee responsiveness, interaction quality, service consistency, and emotional engagement, all of which contribute to consumers' evaluations of exchange fairness as conceptualized in Equity Theory (Amroni et al., 2025; Pardede et al., 2024). From this perspective, satisfaction emerges when consumers perceive that the value received including product quality, service performance, and experiential benefits is equitable relative to the monetary and non monetary costs incurred.

Despite the extensive body of literature examining revisit intention within the food and beverage sector, existing research remains fragmented and reveals several conceptual and contextual limitations. Prior studies tend to examine branding related factors or service related factors in isolation, often focusing on single mediating mechanisms and predominantly conducted in developed market contexts. Research that simultaneously integrates branding dimensions and service experience dimensions within a unified model particularly using dual mediating mechanisms remains limited, especially in emerging markets and among

Generation Z consumers (Mahardika et al., 2025; Putra & Roostika, 2024). Accordingly, a clear research gap exists in understanding how brand based and service-based mechanisms jointly shape revisit intention through customer brand attitude and customer satisfaction in emerging market contexts.

Addressing these gaps requires an integrated theoretical approach that captures the complex psychological processes underlying revisit intention. In response, the present study adopts a conceptual framework grounded in Equity Theory and Theory of Planned Behavior (TPB). Equity Theory explains how consumers form satisfaction judgments based on perceived fairness of exchanges, while TPB explains how these evaluative judgments together with attitudes are translated into behavioral intentions such as revisit intention. By integrating these two theories, the study offers a coherent explanation of how experiential evaluations are converted into intentional behavior within coffee shop consumption contexts (Ajzen, 1985; Adams, 1963; Foroudi et al., 2021).

This study contributes to the service marketing and consumer behavior literature in several important ways. First, it integrates brand related mechanisms (brand attachment and brand characteristics) and service related mechanisms (service quality, servicescape, and food and beverage quality) within a single structural model, allowing a more comprehensive explanation of revisit intention through dual mediating paths of customer brand attitude and customer satisfaction. Second, by focusing on Generation Z consumers in Jakarta, this study extends prior revisit intention research that has largely concentrated on developed markets, thereby providing contextual evidence from an emerging urban economy. Third, the study offers novel empirical insight by demonstrating the limited and negative role of servicescape, suggesting that physical environment attributes may operate as hygiene factors rather than value adding elements in highly standardized coffee shop markets. These contributions collectively advance understanding of revisit intention formation in experience oriented service industries.

METHOD

This study adopts a quantitative, hypothesis testing design to examine the relationships between brand related factors, service experience dimensions, and revisit intention in the coffee shop industry. The research model was developed by adapting established frameworks from prior studies in service marketing and consumer behavior, particularly Foroudi et al. (2021), Haifa et al. (2022), Khoo et al. (2020), and Pandey et al. (2023). The study employs an inferential explanatory approach, in which theoretically grounded causal relationships are tested using statistical modeling. While the proposed relationships are causal in nature, it is important to note that the causal inferences drawn are theory driven and inferential, rather than definitive, given the use of cross-sectional data. Data were collected using a cross-sectional design, which is appropriate for capturing consumer perceptions, evaluations, and behavioral intentions at a specific point in time, but inherently limits the ability to establish temporal causality or dynamic behavioral changes.

Primary data were obtained through an online survey administered to Generation Z consumers who had purchased from selected coffee shop brands in Jakarta, Indonesia. The brands included Kopi Kenangan, Fore Coffee, Starbucks, Janji Jiwa, and Kopi Tuku. A purposive sampling technique was employed, with respondents required to belong to Generation Z, reside in the Jakarta metropolitan area, and have prior consumption experience with at least one of the selected brands. This sampling strategy was chosen to ensure the relevance of respondents to the research context and objectives. However, the use of purposive sampling also implies that the sample may not be fully representative of the broader population of coffee shop consumers in Indonesia, thereby limiting the generalizability of the findings beyond urban Generation Z consumers in Jakarta. Data collection was conducted between April 23 and April 30, 2025. Of the 511 responses received, 500 were retained as valid for analysis, exceeding recommended sample size thresholds for Structural Equation Modeling.

All constructs were measured using previously validated instruments adapted to the coffee shop context. Responses were recorded using a five point Likert scale ranging from strongly disagree to strongly agree. Brand Attachment and Brand Characteristics were measured using items adapted from Foroudi et al. (2021), capturing emotional connection, self identification, and brand related perceptions. Customer Brand Attitude was measured using evaluative items reflecting overall affective judgment toward the brand as formed through

repeated consumption and service encounters. Service Quality, Servicescape, and Food and Beverage Quality were measured using items adapted from Haifa et al. (2022) and Pandey et al. (2023), focusing on service performance, physical environment, and product quality, respectively. Customer Satisfaction and Revisit Intention were measured using established scales capturing overall satisfaction and intention to repurchase and recommend.

Measurement validity was assessed through confirmatory factor analysis, with all items demonstrating acceptable standardized factor loadings based on sample size criteria. Reliability was evaluated using Cronbach's alpha, with all constructs exceeding the recommended threshold of 0.70, indicating satisfactory internal consistency. Structural Equation Modeling using AMOS was employed to analyze the data, allowing simultaneous estimation of measurement and structural models while accounting for measurement error.

Model fit was evaluated using multiple goodness of fit indices. The results indicated acceptable model fit, with RMSEA meeting recommended thresholds and key incremental indices, including CFI and IFI, exceeding 0.90. Although some indices fell within the marginal range, the overall model was considered adequate for hypothesis testing. The structural results revealed significant positive effects of Brand Attachment and Brand Characteristics on Customer Brand Attitude, and significant positive effects of Service Quality and Food and Beverage Quality on Customer Satisfaction. Both Customer Brand Attitude and Customer Satisfaction were found to significantly influence Revisit Intention and mediate the effects of brand and service antecedents. In contrast, Servicescape did not exhibit a significant effect on Customer Satisfaction nor its indirect effect on Revisit Intention within the context of Generation Z coffee shop consumers in Jakarta.

RESULTS

The empirical analysis was conducted using data from 500 valid Generation Z respondents who had purchased products from selected coffee shop brands operating in Jakarta, namely Kopi Kenangan, Fore Coffee, Starbucks, Janji Jiwa, and Kopi Tuku. All respondents satisfied the predefined sampling criteria, ensuring the robustness of the dataset for multivariate analysis.

The demographic distribution indicates a relatively balanced gender composition, with 51.2% female and 48.8% male respondents. Most participants resided in West Jakarta (25.0%), followed by North Jakarta (22.4%) and Central and South Jakarta (each 19.2%). The majority held a bachelor's degree (58.8%), worked as private sector employees (38.6%), were unmarried (58.0%), and reported monthly incomes above IDR 5,000,000 (47.8%). In terms of behavioral patterns, most respondents visited coffee shops three to four times per week (42.2%), indicating frequent engagement with the studied brands.

Descriptive statistics show that all constructs were evaluated positively by respondents. Brand Attachment achieved an overall mean of 3.94, followed by Brand Characteristics (3.81) and Customer Brand Attitude (3.74). Service Quality and Food and Beverage Quality both recorded mean values of 3.90, while Servicescape obtained a mean of 3.77. Customer Satisfaction demonstrated an average mean score of 3.83, and Revisit Intention showed the highest mean value at 3.99, reflecting a strong tendency among respondents to revisit the coffee shops.

Structural Equation Modeling (SEM) was employed to examine the relationships among the variables. The structural model indicates that Brand Attachment and Brand Characteristics have significant positive effects on Customer Brand Attitude. Customer Brand Attitude, in turn, exerts a significant positive influence on Revisit Intention. Service Quality and Food and Beverage Quality significantly and positively affect Customer Satisfaction, while Servicescape shows a significant but negative relationship with Customer Satisfaction. Customer Satisfaction is found to have a significant positive effect on Revisit Intention.

The overall structural relationships, standardized factor loadings, and error terms are illustrated in the SEM path diagram presented below.

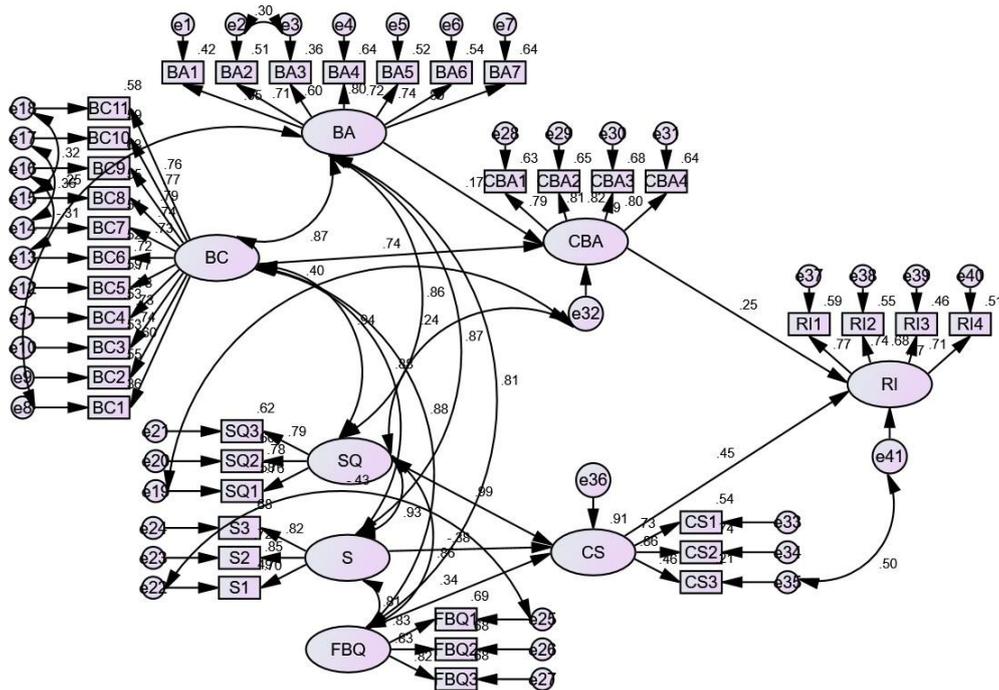


Figure 1. Model Standardized

The mediation analysis confirms that Customer Brand Attitude significantly mediates the relationships between Brand Attachment and Revisit Intention, as well as between Brand Characteristics and Revisit Intention. Similarly, Customer Satisfaction significantly mediates the effects of Service Quality and Food and Beverage Quality on Revisit Intention. However, the mediating role of Customer Satisfaction in the relationship between Servicescape and Revisit Intention is not supported, as the indirect effect remains negative.

Overall, the results demonstrate that revisit intention among Generation Z coffee shop consumers in Jakarta is primarily driven by brand related evaluations and quality based satisfaction mechanisms, as reflected in the estimated structural model.

Table 1. Significance Table

H	Structural Path	Estimate	p value	Result
H ₁	Brand Attachment → Customer Brand Attitude	0.168	0.004	Supported
H ₂	Brand Characteristics → Customer Brand Attitude	0.738	0.000	Supported
H ₃	Customer Brand Attitude → Revisit Intention	0.252	0.016	Supported
H ₄	Service Quality → Customer Satisfaction	0.988	0.000	Supported
H ₅	Servicescape → Customer Satisfaction	-0.378	0.002	Not Supported
H ₆	Food and Beverage Quality → Customer Satisfaction	0.34	0.000	Supported
H ₇	Customer Satisfaction → Revisit Intention	0.448	0.000	Supported
H ₈	Brand Attachment → Customer Brand Attitude → Revisit Intention	0.047	0.047	Supported
H ₉	Brand Characteristics → Customer Brand Attitude → Revisit Intention	0.2	0.018	Supported
H ₁₀	Service Quality → Customer Satisfaction → Revisit Intention	0.415	0.001	Supported
H ₁₁	Servicescape → Customer Satisfaction → Revisit Intention	-0.173	0.010	Not Supported
H ₁₂	Food and Beverage Quality → Customer Satisfaction → Revisit Intention	0.113	0.004	Supported

Table 1 reports the results of the structural model estimation and hypothesis testing. The findings show that Brand Attachment and Brand Characteristics have significant positive effects on Customer Brand Attitude, supporting H₁ and H₂. Customer Brand Attitude also exerts a significant positive influence on Revisit Intention, thereby supporting H₃.

With respect to service related factors, Service Quality and Food and Beverage Quality significantly and positively influence Customer Satisfaction, providing support for H₄ and H₆. Notably, the path coefficient from Service Quality to Customer Satisfaction (Estimate = 0.988) is substantially higher than those of other

antecedent variables, indicating that Service Quality represents the dominant determinant of Customer Satisfaction in the coffee shop context. This finding suggests that in high contact service environments such as coffee shops where service encounters involve frequent interpersonal interaction, speed of service, responsiveness, and consistency customers' overall satisfaction is highly sensitive to service performance. For Generation Z consumers, who tend to value efficiency, convenience, and seamless service experiences, service quality appears to outweigh environmental and product related attributes in shaping satisfaction.

In contrast, Servicescape exhibits a significant negative effect on Customer Satisfaction, leading to the rejection of H₅. This result indicates that, within the context of Generation Z coffee shop consumers in Jakarta, physical environment attributes alone do not necessarily enhance satisfaction and may even generate dissatisfaction when they fail to meet functional expectations or align with consumption motives such as efficiency and convenience. Customer Satisfaction is found to significantly influence Revisit Intention, supporting H₇.

The mediation analysis further indicates that Customer Brand Attitude significantly mediates the relationship between Brand Attachment and Revisit Intention (H₈), as well as between Brand Characteristics and Revisit Intention (H₉). Moreover, Customer Satisfaction significantly mediates the effects of Service Quality and Food and Beverage Quality on Revisit Intention, supporting H₁₀ and H₁₂. However, the mediating role of Customer Satisfaction in the relationship between Servicescape and Revisit Intention is not supported due to a significant negative indirect effect; therefore, H₁₁ is rejected.

DISCUSSION

The structural model illustrated in the SEM diagram provides more than a confirmation of the hypothesized relationships; it offers a clear analytical insight into the relative dominance of two complementary mechanisms shaping revisit intention in the coffee shop context. Specifically, the findings indicate that revisit intention among Generation Z consumers in Jakarta is primarily driven by a brand based attitudinal pathway, which operates alongside, and in some respects more strongly than, the service-based satisfaction pathway. This highlights the central role of brand related evaluations in experience oriented consumption settings, particularly for younger consumer cohorts.

The first and most salient mechanism is reflected in the path from Brand Attachment and Brand Characteristics to Customer Brand Attitude, which subsequently leads to Revisit Intention. As shown in the SEM model, Brand Attachment exerts a significant positive effect on Customer Brand Attitude. Beyond reaffirming established theory, this finding underscores how emotional bonds with coffee shop brands resonate strongly with Generation Z consumers, who tend to use brands as tools for self expression, identity construction, and social signaling. For this cohort, attachment to a coffee shop brand is not merely functional or habitual; it reflects alignment with lifestyle values, aesthetic preferences, and peer recognition. When a brand successfully embodies meanings that are personally and socially relevant, it fosters a favorable brand attitude that translates into stronger revisit intention. This contextual interpretation extends prior findings on emotional attachment by situating them within the identity driven and socially expressive consumption patterns characteristic of Generation Z (Ammari et al., 2016; Kim et al., 2018; Foroudi et al., 2021).

In parallel, Brand Characteristics display a strong positive influence on Customer Brand Attitude and emerge as the most dominant brand related path in the SEM model. This indicates that Generation Z consumers place substantial weight on evaluative cues such as brand authenticity, consistency of service delivery, employee competence, and perceived credibility. In the highly competitive coffee shop market, where product offerings are relatively homogeneous, these characteristics function as symbolic and experiential signals that help consumers differentiate among brands. For Generation Z, consistency between brand promises and actual service encounters is particularly critical, as inconsistencies are quickly amplified through digital platforms and peer communication. This finding reinforces prior research suggesting that coherent brand characteristics strengthen customer attitudes and sustain revisit behavior, while also highlighting their heightened relevance in digitally mediated, socially visible consumption contexts (Seo et al., 2015; Beuman et al., 2019).

The SEM model further shows that Customer Brand Attitude directly influences Revisit Intention, providing empirical support for the attitudinal mechanism proposed by the Theory of Planned Behavior. The structural results indicate that Customer Brand Attitude exerts a statistically significant positive effect on Revisit Intention ($\beta = 0.252$, $p < 0.05$), confirming that favorable brand evaluations meaningfully increase the likelihood that consumers will return, recommend the brand, and prioritize it over competing alternatives. The magnitude and significance of this coefficient highlight Customer Brand Attitude as a substantive predictor of revisit intention, rather than merely a supplementary attitudinal construct, within the coffee shop context. This finding reinforces earlier empirical evidence that positions brand attitude as a critical driver of behavioral intention in experiential consumption settings (Park et al., 2019; Foroudi et al., 2021).

The mediating role of Customer Brand Attitude is also clearly evident in the SEM diagram. Both Brand Attachment and Brand Characteristics indirectly affect Revisit Intention through Customer Brand Attitude, as indicated by statistically significant indirect effects ($\beta = 0.047$, $p < 0.05$; $\beta = 0.200$, $p < 0.05$, respectively). While this pattern confirms prior theoretical expectations, the present findings extend existing literature by demonstrating that attitudinal mediation operates robustly within the context of Generation Z consumers in an emerging market coffee shop industry. Unlike many previous studies conducted in developed economies or broader retail settings, this study shows that for urban Generation Z consumers in Indonesia, emotional and functional brand perceptions translate into revisit intention primarily through the formation of favorable brand attitudes, rather than through direct behavioral pathways. This contextual extension strengthens the external validity of earlier models and highlights the relevance of attitudinal mechanisms in culturally and demographically distinct markets (Foroudi et al., 2021).

The second mechanism highlighted in the SEM model is the service-based satisfaction pathway, in which Service Quality and Food and Beverage Quality influence Customer Satisfaction, which in turn drives Revisit Intention. Among these paths, Service Quality exhibits the strongest positive effect on Customer Satisfaction ($\beta = 0.988$, $p < 0.001$), underscoring its dominant role in shaping customer evaluations. This result emphasizes the critical importance of employee responsiveness, friendliness, and service efficiency in high contact service environments such as coffee shops. Even among experience oriented Generation Z consumers, consistent and efficient service performance remains a primary determinant of satisfaction, supporting prior studies that identify service quality as a core antecedent of satisfaction and repeat patronage (Khoo et al., 2020; Haifa et al., 2022).

Food and Beverage Quality also shows a significant positive effect on Customer Satisfaction, confirming that product quality remains a foundational element of the coffee shop experience. Taste, presentation, and portion size function as minimum expectations that must be fulfilled before experiential factors can generate additional value. The SEM results suggest that while branding and ambience matter, dissatisfaction with core product quality would undermine overall satisfaction and weaken revisit intention. This finding is consistent with earlier research emphasizing the enduring importance of food and beverage quality in driving satisfaction and revisit behavior (Namkung et al., 2007; Ha et al., 2010).

Customer Satisfaction, in turn, demonstrates a strong positive effect on Revisit Intention, validating its central role as a behavioral driver. The SEM diagram clearly illustrates satisfaction as a key transmission mechanism through which service related experiences are converted into repeat visitation. This result aligns with Equity Theory, which posits that consumers who perceive a fair exchange between their investments and received benefits are more likely to continue the relationship (Khoo et al., 2020; Haifa et al., 2022).

The mediating role of Customer Satisfaction is further substantiated by the significant indirect effects of Service Quality and Food and Beverage Quality on Revisit Intention. Importantly, these findings move beyond confirmatory evidence by reinforcing Customer Satisfaction as a central psychological mechanism that translates operational performance into behavioral loyalty. Consistent with satisfaction based loyalty models, improvements in service encounters and product attributes do not automatically induce revisit behavior; rather, they shape consumers' affective evaluations, which subsequently guide future behavioral intentions (Oliver, 1999; Haifa et al., 2022). This mechanism appears particularly salient among Generation Z consumers, who tend to rely on holistic experiential evaluations rather than isolated functional cues when forming revisit decisions (Khoo et al., 2020).

The absence of direct effects from Service Quality and Food and Beverage Quality on Revisit Intention can be theoretically explained through Equity Theory and affective evaluation frameworks. From an equity perspective, high service and product quality may be perceived as fair or expected exchanges rather than as differentiating benefits, especially in competitive urban coffee shop markets (Adams, 1965). Consequently, these attributes influence revisit intention only after being cognitively and emotionally processed into satisfaction. This finding aligns with customer satisfaction literature emphasizing that affective judgments function as a necessary precursor to loyalty related behaviors, rather than operational performance exerting an immediate behavioral impact (Oliver, 1999; Bigne et al., 2022).

A theoretically interesting deviation from prior studies emerges in the Servicescape pathway. Although Servicescape significantly affects Customer Satisfaction, the negative direction of this relationship and the absence of an indirect effect on Revisit Intention contradict earlier findings that highlight the positive role of physical environment in service evaluations (Pandey et al., 2023). This divergence can be attributed to contextual factors specific to Generation Z consumers and the Jakarta coffee shop market. The high degree of interior standardization across coffee shop brands may have shifted servicescape from a value adding attribute to a hygiene factor, reducing its ability to generate satisfaction or stimulate revisit intention when baseline expectations are met (Bigne et al., 2022).

Overall, these findings extend the service marketing literature by demonstrating that revisit intention among Generation Z coffee shop consumers is shaped by a dual path mechanism: an attitudinal route driven by brand related factors and a satisfaction based route driven by operational performance. The diminished role of servicescape highlights how contextual characteristics such as generational preferences, market saturation, and design standardization can alter the relevance of traditionally influential service attributes. By integrating branding and satisfaction perspectives within a single SEM framework, this study provides a more nuanced understanding of revisit intention formation in emerging urban markets such as Jakarta.

Theoretically, this study advances service marketing and consumer behavior literature by demonstrating that revisit intention among Generation Z consumers is shaped through a dual psychological mechanism integrating attitudinal and satisfaction-based pathways. By empirically validating Customer Brand Attitude as a key attitudinal construct within the Theory of Planned Behavior, the findings confirm that brand-related perceptions influence revisit intention primarily through evaluative attitudes rather than direct behavioral responses. At the same time, the study extends Equity Theory by showing that service quality and food and beverage quality affect revisit intention indirectly through customer satisfaction, reinforcing the role of perceived fairness of exchange as a necessary precursor to behavioral intention. Importantly, the negative role of servicescape challenges the assumption that physical environments universally enhance satisfaction, highlighting the need for greater contextual sensitivity in experiential service theories, particularly when applied to younger consumer cohorts in highly saturated urban markets.

CONCLUSION

This study examines the formation of revisit intention in the coffee shop industry by integrating brand related and service related factors within a unified structural model. Using data from Generation Z consumers in Jakarta and analyzing the relationships through Structural Equation Modeling, the findings provide a comprehensive explanation of how emotional, attitudinal, and satisfaction based mechanisms jointly shape revisit intention in an experiential consumption context.

The results demonstrate that brand based factors play a critical role through an attitudinal pathway. Brand Attachment and Brand Characteristics significantly enhance Customer Brand Attitude, which in turn positively influences Revisit Intention. These findings confirm that emotional connection and perceived brand quality are essential in shaping favorable brand evaluations that translate into repeat patronage. Customer Brand Attitude also serves as a significant mediating mechanism, indicating that brand related perceptions influence revisit intention primarily through consumers' evaluative attitudes toward the brand.

In parallel, service-based factors operate through a satisfaction pathway. Service Quality and Food and Beverage Quality significantly increase Customer Satisfaction, which subsequently exerts a strong positive effect on Revisit Intention. Customer Satisfaction mediates the effects of service quality and product quality on revisit intention, highlighting its central role in converting service experiences into behavioral loyalty. These findings reinforce the importance of operational excellence and core product performance in sustaining customer retention within the coffee shop sector.

A key and novel finding of this study is the limited role of Servicescape in enhancing Customer Satisfaction and Revisit Intention. Although statistically significant, the negative direction of the servicescape effect suggests that physical environment attributes may function as basic expectations rather than value adding elements for Generation Z consumers in Jakarta. This challenges conventional assumptions in service marketing literature and underscores the context dependent nature of experiential drivers in highly standardized urban coffee shop markets.

From a managerial perspective, the findings suggest that coffee shop operators should prioritize strategies that strengthen emotional brand attachment and positive customer brand attitudes, supported by consistent service quality and superior food and beverage performance. Investments in employee training, service responsiveness, and coherent brand storytelling are likely to yield higher returns in terms of revisit intention than excessive spending on physical ambience enhancements. For Generation Z consumers, reliable service encounters and meaningful brand experiences appear to outweigh aesthetic differentiation, indicating that operational excellence and brand meaning creation should be central to competitive strategy.

Despite its contributions, this study is subject to limitations, including its cross-sectional design and its focus on Generation Z consumers within a single metropolitan area, which may constrain causal inference and generalizability. Future research is encouraged to extend this model by examining generational differences through moderation analysis to compare Generation Z with older cohorts, as well as by conducting cross city or cross cultural studies to assess the robustness of the findings in different market settings. Longitudinal research designs are also recommended to capture dynamic changes in brand attitudes, satisfaction, and revisit intention over time, thereby providing stronger causal insights into customer retention processes in experience oriented service industries.

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