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THE EFFECT OF CAFE ATMOSPHERE AND MENU VARIETY ON REVISIT INTENTION AT TERRACE CURVA COFFEE IN MEDAN CITY

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Abstract

This study was motivated by the suboptimal Revisit Intention of Terrace Curva Coffee consumers, which is related to several aspects of Cafe Atmosphere and Menu Variety. This study aims to analyze the effect of Cafe Atmosphere and Menu Variety on Revisit Intention among consumers of Terrace Curva Coffee in Medan, both partially and simultaneously. This study employed a quantitative approach with a sample of 125 respondents selected using accidental sampling. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination with the assistance of IBM SPSS Statistics 27. The results show that Cafe Atmosphere has a positive and significant effect on Revisit Intention, with a regression coefficient of 0.173, t-value of 2.364, and significance value of 0.020. Menu Variety also has a positive and significant effect, with a regression coefficient of 0.353, t-value of 5.374, and significance value of <0.001, and is the relatively most dominant variable with a Standardized Beta value of 0.515. Simultaneously, both variables have a positive and significant effect on Revisit Intention, with an F-value of 58.454 and significance value of <0.001. The R Square value of 0.489 indicates that Cafe Atmosphere and Menu Variety explain 48.9% of the variation in Revisit Intention, while the remaining 51.1% is explained by other factors outside the scope of this study.

Keywords: Cafe Atmosphere, Menu Variety, Revisit Intention, Terrace Curva Coffee

INTRODUCTION

Marketing is a core business function that plays a vital role in creating value for consumers and determining a company's success. According to Kotler et al. (2022), marketing is the process of creating, communicating, and delivering value to customers, as well as building and managing mutually beneficial customer relationships. Consumers no longer consider only the functional aspects of a product; they also pay attention to other factors such as convenience, atmosphere, and the emotional value derived from the consumption experience. Consequently, companies are expected to manage all aspects related to the consumer experience to enhance satisfaction and loyalty. In line with the national growth of the food and beverage industry, the number of coffee shops in Medan—specifically in the Mabar area—is on the rise, as evidenced by the increasing emergence of cafes across various locations. This has led to heightened competition, providing consumers with a wide range of alternatives. As a result, business owners must understand consumer preferences and cultivate positive experiences to encourage repeat visits (revisit intention).

Terrace Curva Coffee is a coffee shop in Medan that has been in operation since 2019. It is located at Jln. Mangaan III Pasar 2 Mabar, No. 2, Mabar, Medan Deli District, Medan City, North Sumatra 20242. As a coffee shop in the Mabar area, it offers a wide variety of coffee options. Given the competitive landscape, Terrace Curva Coffee faces the challenge of retaining customers and encouraging them to return (revisit intention). Sales data for Terrace Curva Coffee has fluctuated between 2022 and 2025; while sales increased in 2023, they subsequently declined in 2024 and 2025. This indicates that the coffee shop's sales have lacked stability in recent years. Such fluctuations suggest that customer revisit intention is not yet optimal, necessitating an investigation into the factors that influence it. This study posits that "cafe atmosphere" and "menu variety" are key factors affecting customer revisit intention. A comfortable and pleasant cafe atmosphere can provide a positive experience for customers during their visit, while

a diverse menu can increase their interest in returning to enjoy the products offered. Consequently, the management of Terrace Curva Coffee should focus on these two factors as a means to enhance customer revisit intention.

According to Rajput and Gahfoor (2020), "revisit intention" refers to a consumer's desire to return to a particular place, based on their evaluation of the experience gained while consuming a product or service. A positive experience increases the likelihood that a consumer will return. Research by Haifa et al. (2022) demonstrates that a consumer's experience during a visit to a coffee shop plays a significant role in enhancing revisit intention; the more positive the experience, the greater the consumer's inclination to return to that coffee shop. Currently, consumer revisit intention toward Terrace Curva Coffee is not yet optimal. This is evidenced by the "willingness to revisit" indicator, which shows that the majority of respondents are not yet prepared to return to Terrace Curva Coffee, even if given the opportunity. These findings suggest that consumers lack a strong desire to return following their previous experience. Consequently, further analysis is required regarding the factors hypothesized to influence revisit intention—specifically, the café atmosphere and menu variety.

Furthermore, "cafe atmosphere" is considered a significant factor that may influence consumers' revisit intentions. According to Berman and Evans (2021), cafe atmosphere refers to the characteristics of the physical environment designed to evoke specific emotional responses, which in turn can influence consumer behavior. This physical environment encompasses the exterior, general interior, store layout, and interior displays—all of which contribute to creating comfort and leaving a positive impression on consumers. In the coffee shop industry, the cafe atmosphere serves not merely as an adjunct to the service provided, but as an integral part of the value offered to consumers, as it can provide a unique level of comfort and an experience distinct from other establishments. It has been observed that consumer perception of the cafe atmosphere at Terrace Curva Coffee is not yet optimal. This is evidenced by the "interior display" indicator, with a majority of respondents suggesting that the decor and interior presentation at Terrace Curva Coffee fail to effectively enhance the establishment's appeal. These findings indicate that the cafe atmosphere at Terrace Curva Coffee requires improvement to create a more engaging and comfortable experience for consumers. Consequently, further analysis is warranted regarding the impact of the cafe atmosphere on consumers' revisit intentions at Terrace Curva Coffee.

Menu variety is also considered a factor that influences consumers' revisit intention, particularly within the coffee shop industry, where the consumer experience is paramount. Menu variety reflects the diversity of product options offered to consumers—encompassing types, flavors, presentations, and innovations—that cater to their specific needs and preferences. According to Kotler et al. (2022), product variety refers to the range of offerings a company provides to satisfy the diverse needs and desires of its consumers. A broader selection of products increases a company's chances of attracting and retaining customers. This is supported by research from Fasius et al. (2025), which demonstrates that menu variety has a positive and significant impact on revisit intention in the coffee shop sector. The findings suggest that a more diverse menu enhances the likelihood of creating a positive experience, which in turn encourages consumers to return (revisit intention). Thus, menu variety serves as a factor that contributes to creating a positive consumption experience and enhancing consumers' revisit intention.

It is understood that consumer perception regarding the menu variety at Terrace Curva Coffee is not yet optimal. This is evident from the product differentiation indicator, with most respondents stating that the menu offerings lack the uniqueness required to distinguish them from other coffee shops. These findings suggest that the menu variety at Terrace Curva Coffee needs improvement—specifically by introducing more unique items that serve as a point of differentiation from competing coffee shops. Consequently, further analysis is required to examine the impact of menu variety on consumers' revisit intention at Terrace Curva Coffee. Based on the background of the problem as previously outlined, the issues identified in this study are as follows:

1. Consumer revisit intention toward Terrace Curva Coffee remains suboptimal, as indicated by the results of a pre-survey—specifically regarding the "willingness to revisit" indicator, which recorded the highest level of disagreement.
2. The café atmosphere at Terrace Curva Coffee fails to provide an optimal experience for consumers; in particular, the interior display—including the décor and overall interior presentation—lacks the appeal necessary to attract customers.
3. The menu variety offered by Terrace Curva Coffee lacks the uniqueness required to distinguish it from other coffee shops, particularly in terms of product differentiation.
4. Sales at Terrace Curva Coffee have fluctuated and shown a downward trend in recent years, which suggests that consumer revisit intention remains suboptimal.

Based on the identified problems, it is necessary to establish boundaries for this study to ensure the discussion remains focused and directed. Defining these limits helps clarify the scope of the research, ensuring that

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the discussion stays aligned with the study's objectives. Therefore, this research is limited to examining the influence of "Cafe Atmosphere" and "Menu Variety" on "Revisit Intention" at Terrace Curva Coffee in the city of Medan.

LITERATURE REVIEW

Revisit Intention

According to Rather et al (2021); Prabowo et al (2025), "revisit intention" refers to a consumer's behavioral tendency to return to use a product or visit a location, resulting from an experience that provides satisfaction and positive value. The better the experience, the greater the likelihood that a consumer will return. Furthermore, research by Haifa et al. (2022) explains that revisit intention represents a consumer's desire to return to a coffee shop following a satisfying experience during a previous visit. A positive experience shapes a favorable perception, thereby increasing the consumer's inclination to make a return visit.

Café Atmosphere

According to Berman and Evans (2021), a café atmosphere refers to the characteristics of the physical environment designed to create comfort and a specific experience for consumers while they are inside the café. This is supported by Gabriella (2024), who states that a café atmosphere influences consumer interest and the intention to revisit a coffee shop. Furthermore, Mais et al. (2024) explain that a comfortable and aesthetic café atmosphere can foster a positive emotional experience, thereby increasing consumers' intention to return.

Menu Variety

According to Kotler and Keller (2022), in the context of a café, "menu variety" can be defined as the diversity of food and beverage options provided to offer alternatives that align with consumers' tastes and preferences. This is reinforced by Hartati et al. (2023), who state that menu variety refers to an assortment of various types of food and beverages offered to optimally satisfy consumer tastes. Furthermore, Wulandari and Seprini (2025) explain that menu variety influences consumer satisfaction and revisit intention, as a diverse range of options can enhance consumer interest in a business establishment.

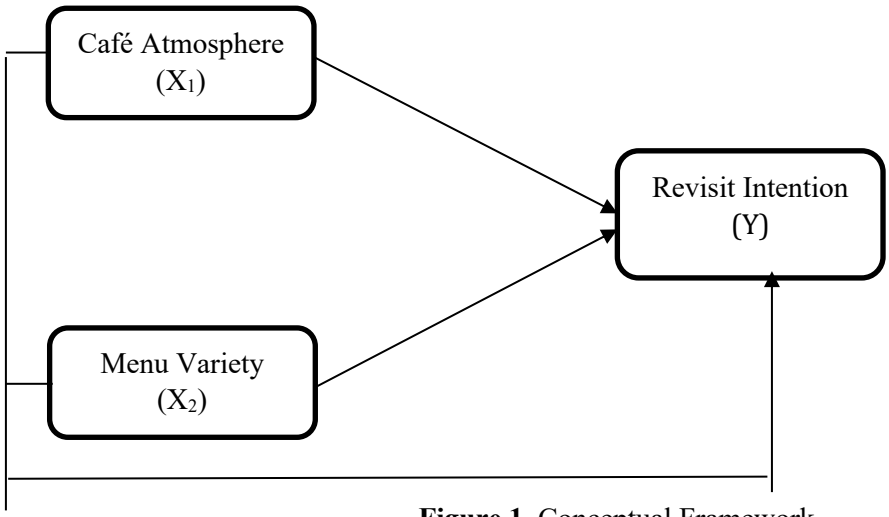


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Cafe atmosphere has a significant effect on revisit intention at Terrace Curva Coffee in Medan City.
2. H2: Menu variety has a significant effect on revisit intention at Terrace Curva Coffee in Medan City.
3. H3: Cafe atmosphere and menu variety simultaneously have a significant effect on revisit intention at Terrace Curva Coffee in Medan City.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted at Terrace Curva Coffee, located at Jl. Mangaan III Pasar 2 Mabar, No. 2 Mabar, Medan Deli District, Medan City, North Sumatra 20242, Indonesia. The study took place from March to August 2026. The population for this research consists of all consumers who visited and made purchases at Terrace Curva Coffee in Medan City. This population was selected because these consumers have had direct experience with the café's atmosphere and the variety of menu items offered, enabling them to provide an objective assessment regarding their intention to revisit. The sampling technique employed in this study is accidental sampling. As the total population size is unknown, the researcher used the Lemeshow formula to calculate the required sample size.

$$n = \frac{Z^2 \, P(1 - P)}{d^2}$$

$$n = \frac{(1,96)^2 (0,5)(1 - 0,5)}{(0,10)^2}$$

$$n = \frac{3,8416 (0,5)(0,5)}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Note:
n = Sample size
z = Standard value at a 95% confidence level = 1.96
p = Maximum estimated proportion = 0.5
d = Margin of error (sampling error) = 10% or 0.10

Based on these calculations, the minimum sample size is 96.04. Since the number of respondents must be a whole number, the minimum sample size is rounded up to 97 respondents. However, in this study, the researcher used 125 respondents as the actual sample size to obtain a more adequate amount of data for the research analysis process.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Café Atmosphere, Menu Variety, Purchase Decision

Statement Items	r-count	r-table	Description
CA1	0, 813	0,361	Valid
CA2	0, 894	0,361	Valid
CA3	0,793	0,361	Valid
CA4	0,692	0,361	Valid
CA5	0,747	0,361	Valid
CA6	0,723	0,361	Valid
CA7	0,684	0,361	Valid
CA8	0,783	0,361	Valid
MV1	0,748	0,361	Valid
MV2	0,723	0,361	Valid
MV3	0,671	0,361	Valid

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Statement Items	r-count	r-table	Description
MV4	0,793	0,361	Valid
MV5	0,828	0,361	Valid
MV6	0,751	0,361	Valid
MV7	0,788	0,361	Valid
MV8	0,897	0,361	Valid
RI1	0,717	0,361	Valid
RI2	0,792	0,361	Valid
RI3	0,824	0,361	Valid
RI4	0,862	0,361	Valid
RI5	0,679	0,361	Valid
RI6	0,810	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Café Atmosphere, Menu Variety, Purchase Decision

Variabel	Cronbach Alpha	Provision	Description
Café Atmosphere	0,897	0,60	Reliable
Menu Variety	0,905	0,60	Reliable
Purchase Decision	0,868	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of café atmosphere, menu variety and purchase decision is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	125
Mean	0.0000000
Std. Deviation	2.15227193
Absolute	0.078
Positive	0.052
Negative	-0.078
Test Statistic	0.078
Asymp. Sig. (2-tailed)	0.060

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.060 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	3.845	.930		4.133	.001
Café Atmosphere	-.035	.042	-.109	-.829	.409
Menu Variety	-.032	.038	-.111	-.843	.401

Sources: SPSS versi 25 (2026)

It is observed that the variable Cafe Atmosphere (X1) has a significance value of 0.409, while the variable Menu Variety (X2) has a significance value of 0.401. Both of these significance values are greater than the 0.05 significance level; therefore, each independent variable meets the criteria for the heteroscedasticity test.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	8.074	1.615		5.001	.000		
Café Atmosphere	.173	.073	.227	2.364	.020	.455	2.197
Menu Variety	.353	.066	.515	5.374	.000	.455	2.197

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the café atmosphere and menu variety variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	8.074	1.615		5.001	.000		
Café Atmosphere	.173	.073	.227	2.364	.020	.455	2.197
Menu Variety	.353	.066	.515	5.374	.000	.455	2.197

Sources: SPSS versi 25 (2026)

$$\mathbf{Y = 8.074 + 0.173X1 + 0.353X2 + \varepsilon}$$

The interpretation of the multiple linear regression equation above is as follows:

1. The constant value (α) of 8.074 indicates that if the variables Cafe Atmosphere (X_1) and Menu Variety (X_2) are assumed to be zero or remain unchanged, the Revisit Intention (Y) is predicted to be 8.074. This constant represents the baseline value of Revisit Intention before being influenced by the two independent variables used in the study.
2. Cafe Atmosphere (X_1) has a regression coefficient of 0.173. A positive regression coefficient indicates that Cafe Atmosphere has a positive influence on Revisit Intention. This means that for every one-unit increase in the Cafe Atmosphere score, the Revisit Intention score will increase by 0.173 units, assuming the Menu Variety (X_2) variable remains constant.
3. Menu Variety (X_2) has a regression coefficient of 0.353. A positive coefficient indicates that Menu Variety has a positive influence on Revisit Intention. This means that for every one-unit increase in the Menu Variety score, the Revisit Intention score will increase by 0.353 units, assuming the Cafe Atmosphere (X_1) variable remains constant.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**	Tolerance	VIF
(Constant)	8.074	1.615		5.001	.000		
Café Atmosphere	.173	.073	.227	2.364	.020	.455	2.197
Menu Variety	.353	.066	.515	5.374	.000	.455	2.197

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Cafe Atmosphere variable (X_1) has a calculated t-value of 2.364, which is greater than the t-table value of 1.979 (2.364 > 1.979), with a significance value of 0.020—a figure smaller than 0.05 (0.020 < 0.05). The Cafe Atmosphere variable also has a positive Standardized Beta coefficient of 0.227. Consequently, H_0 is rejected and H_1 is accepted, indicating that Cafe Atmosphere (X_1) has a positive and significant partial effect on Revisit Intention (Y). These results suggest that the better the cafe atmosphere perceived by consumers, the higher their inclination to revisit Terrace Curva Coffee.
2. The Menu Variety variable (X_2) has a calculated t-value of 5.374, which exceeds the t-table value of 1.979 (5.374 > 1.979), with a significance value of p < 0.001—well below the 0.05 significance threshold. The Menu Variety variable also shows a positive Standardized Beta coefficient of 0.515, indicating that, within the regression model, Menu Variety exerts a relatively greater influence than Cafe Atmosphere. Therefore, H_0 is rejected and H_2 is accepted, meaning that Menu Variety (X_2) has a positive and significant partial effect on Revisit Intention (Y). These findings imply that the greater the variety of menu items offered by Terrace Curva Coffee, the higher the likelihood that consumers will return.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	550.430	2	275.215	58.454	.000[b]
Residual	574.402	122	4.708		
Total	550.430	2	275.215	58.454	.000[b]

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value is 58.454, with a significance value of 0.000. This significance value is less than the 0.05 significance level (0.000 < 0.05). Furthermore, based on the F-table value with degrees of freedom $df_1 = k = 2$ and $df_2 = n - k - 1 = 125 - 2 - 1 = 122$ at a 5% significance level, the F-table value is 3.07. Since the calculated F-value is greater than the F-table value (58.454 > 3.07), H_0 is rejected and H_3 is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.700[a]	.489	.481	2.16984

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, The obtained Adjusted R-squared value of 0.481 indicates that, after adjusting for the number of independent variables and the sample size, the variables Cafe Atmosphere (X_1) and Menu Variety (X_2) account for 48.1% of the variation in Revisit Intention (Y). The Adjusted R-squared value is commonly used in multiple linear regression analysis because it provides a more accurate estimate of a model's ability to explain the dependent variable, accounting for the number of independent variables included in the study.%.

Discussion

The Effect Café Atmosphere on Revisit Intention

Based on the multiple linear regression analysis, the "Cafe Atmosphere" variable yielded a regression coefficient of 0.173, indicating a positive influence. The partial test results show a t-statistic of 2.364—exceeding the t-table value of 1.979—with a significance level of 0.020, which is below the 0.05 threshold. Consequently, H_0 is rejected and H_1 is accepted, leading to the conclusion that "Cafe Atmosphere" has a positive and significant effect on the "Revisit Intention" of Terrace Curva Coffee consumers. A regression coefficient of 0.173 suggests that for every one-unit increase in "Cafe Atmosphere," "Revisit Intention" is expected to increase by 0.173 units, assuming the "Menu Variety" variable remains constant. Conversely, a decline in the quality of the cafe's atmosphere would likely lead to a decrease in consumers' inclination to return. This indicates that the cafe's atmosphere is a key factor in shaping a positive consumer experience during their visit. These findings align with previous research, which also demonstrates that "Cafe Atmosphere" exerts a positive and significant influence on "Revisit Intention." This consistency underscores that the cafe's atmosphere is a crucial factor considered by consumers when deciding whether to return. Thus, the first hypothesis of this study is empirically supported. Given these results, Terrace Curva Coffee should maintain the quality of its "Cafe Atmosphere"—which consumers have already rated favorably—while continuously evaluating aspects that could be further improved. Such efforts could include enhancing interior comfort, optimizing the layout, ensuring adequate lighting, maintaining cleanliness, and incorporating decorative elements that strengthen the cafe's identity and appeal. By doing so, the positive experience enjoyed by consumers can be sustained, thereby fostering a greater "Revisit Intention."

The Effect Menu Variety on Revisit Intention

Based on the multiple linear regression analysis, the "Menu Variety" variable yielded a regression coefficient of 0.353, indicating a positive influence. The partial test results show a t-statistic of 5.374—exceeding the t-table value of 1.979—with a significance level of 0.000, which is below 0.05. Consequently, the null hypothesis (H_0) is rejected and the second hypothesis (H_2) is accepted; it can therefore be concluded that Menu Variety has a positive and significant effect on the "Revisit Intention" of Terrace Curva Coffee consumers. A regression coefficient of 0.353 suggests that for every one-unit increase in Menu Variety, Revisit Intention is expected to increase by 0.353 units, assuming the "Cafe Atmosphere" variable remains constant. These results indicate that a more diverse menu offering leads to a greater tendency among consumers to revisit Terrace Curva Coffee. This finding aligns with previous research, which also established that Menu Variety has a positive and significant impact on Revisit

Intention. This consistency suggests that menu diversity is a key factor considered by consumers when deciding whether to return to a coffee shop. Thus, the second hypothesis of this study is empirically supported. Given these findings, Terrace Curva Coffee should maintain the quality of its menu—which has already received positive feedback from consumers—while simultaneously pursuing product innovation to meet evolving market demands. Such efforts could include expanding the range of food and beverage options, developing seasonal menus, introducing signature items, and creating product innovations that differentiate the establishment from its competitors. By doing so, consumers will have more compelling reasons to return and explore the new offerings.

The Effect Café Atmosphere and Menu Variety on Revisit Intention

Based on the simultaneous test (F-test) results, it is found that the variables Cafe Atmosphere (X_1) and Menu Variety (X_2) collectively have a positive and significant effect on Revisit Intention (Y). This is evidenced by an F-calculated value of 58.454—which exceeds the F-table value of 3.07—and a significance level of 0.000, which is less than 0.05. Consequently, H_0 is rejected and H_3 is accepted, leading to the conclusion that Cafe Atmosphere and Menu Variety simultaneously exert a significant influence on the Revisit Intention of Terrace Curva Coffee consumers. These results indicate that the regression model employed in this study is appropriate for explaining the relationship between the independent variables and the dependent variable. The findings support the concept in consumer behavior which posits that the decision to revisit is influenced by the overall consumption experience. According to Kotler and Keller (2016), a consumer's decision to make a repeat purchase or revisit is shaped by the level of satisfaction formed after evaluating all the attributes of a product or service. Furthermore, Berman and Evans (2018) explain that a comfortable store or cafe atmosphere can foster a positive experience, while product variety offers consumers more alternatives to satisfy their needs and preferences. Therefore, when consumers encounter a comfortable atmosphere alongside menu options that align with their desires, their inclination to revisit the cafe increases. These research findings are also consistent with previous studies, which suggest that Cafe Atmosphere and Menu Variety are factors capable of enhancing consumer Revisit Intention. These results reinforce the idea that a coffee shop's success in retaining customers is not determined solely by product quality or atmosphere in isolation, but rather by the ability to manage both simultaneously, thereby creating an enjoyable experience for the consumer.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Cafe atmosphere has a positive and significant effect on the revisit intention of Terrace Curva Coffee consumers in Medan City. This is evidenced by a regression coefficient of 0.173, a calculated t-value of 2.364 (which is greater than the t-table value of 1.979), and a significance value of 0.020 (which is less than 0.05).
2. Menu variety has a positive and significant effect on the revisit intention of Terrace Curva Coffee consumers in Medan City. The test results show a regression coefficient of 0.353, a calculated t-value of 5.374 (which is greater than the t-table value of 1.979), and a significance value of < 0.001 (which is less than 0.05).
3. Cafe atmosphere and menu variety, when considered simultaneously, have a positive and significant effect on the revisit intention of Terrace Curva Coffee consumers in Medan City. This is demonstrated by the simultaneous test results, which yielded a calculated F-value of 58.454 (greater than the F-table value of 3.07) and a significance value of < 0.001 (less than 0.05). Consequently, the third hypothesis (H_3) is accepted.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Based on the respondents' answers regarding the "Cafe Atmosphere" variable, the statement "The level of cleanliness inside Terrace Curva Coffee makes me feel comfortable while at the cafe" received the lowest mean score, at 3.72. This indicates that although most consumers rated the cafe's cleanliness positively, some respondents do not fully perceive the cleanliness as a factor that contributes to their comfort. Therefore, it is recommended that Terrace Curva Coffee enhance its oversight and maintenance of cleanliness consistently across the entire cafe premises. Management should establish a regular cleaning schedule for tables, chairs, floors, restrooms, service areas, and other facilities frequently used by customers. Cleaning should not be limited to the times before opening or after closing; it should also be performed periodically during operational hours, especially during periods of high customer traffic. Furthermore, management should ensure that tables and seating areas are cleaned promptly after customers have finished using them. Trash bins should be placed in easily accessible locations and emptied regularly to prevent them from appearing full or detracting from customer comfort. The cleanliness of facilities such as restrooms and service areas

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also requires close monitoring, as customers form their impression of the cafe based on the entire environment they experience, not just the seating area. Interviews conducted during this study suggest that customer comfort may diminish when the cafe is crowded, and consumer reviews also highlight the importance of a comfortable cafe environment.

2. Based on the respondents' answers regarding the "Menu Variety" variable, the statement "The menu offered by Terrace Curva Coffee has distinct characteristics that set it apart from other cafes" received the lowest mean score, at 3.70. This indicates that while most respondents provided positive ratings, the aspect of product differentiation requires greater attention. This aligns with the research context discussed in Chapter I, which suggests that consumers do not yet perceive the menu at Terrace Curva Coffee as having a sufficiently strong, unique identity to distinguish it from other coffee shops. Therefore, it is recommended that Terrace Curva Coffee develop a menu with a stronger sense of character and identity. Management could create signature items that serve as a distinct hallmark, rather than simply replicating products commonly found in other coffee shops. This uniqueness can be cultivated through a combination of ingredients, flavors, presentation methods, product naming, or an overall serving concept that aligns with the character of Terrace Curva Coffee. Furthermore, management could periodically introduce innovations through seasonal or limited-edition menus. Such a strategy offers a varied experience, ensuring that returning customers always have a reason to try something new during their next visit.
3. Based on the respondents' answers regarding the "Revisit Intention" variable, the statement "I intend to visit Terrace Curva Coffee again in the future" received an average score of 3.90—the lowest score within this variable. This indicates that management needs to provide consumers with more compelling reasons to choose Terrace Curva Coffee when deciding to visit a coffee shop. This can be achieved by maintaining the positive experiences consumers have already enjoyed, while simultaneously addressing areas that require improvement. It is recommended that management focus on enhancing both the "Cafe Atmosphere" and the "Menu Variety." Regarding the atmosphere, management should consistently ensure cleanliness, comfort, proper lighting, an effective layout, and an appealing interior design. In terms of the menu, offering more attractive and distinctive options would prevent consumers from feeling that every visit is identical. Furthermore, Terrace Curva Coffee can encourage repeat visits through more active communication with its customers—for instance, by consistently sharing updates on social media regarding new offerings, signature items, cafe events, or other relevant developments.
4. It is also recommended that Terrace Curva Coffee continuously integrate improvements to both its "Cafe Atmosphere" and "Menu Variety." This recommendation is supported by research findings indicating that both variables have a simultaneous, positive, and significant impact on "Revisit Intention." The calculated F-value is 58.454—exceeding the critical F-table value of 3.07—with a significance level of < 0.001. Additionally, the R-square value of 0.489 suggests that "Cafe Atmosphere" and "Menu Variety" account for 48.9% of the variation in consumer "Revisit Intention," while the remaining 51.1% is attributed to factors outside the scope of this study. Such factors may include service quality, pricing, promotions, location, product quality, brand image, customer satisfaction, or other variables not examined in this research. Therefore, management should not focus solely on adding menu items or updating the atmosphere as separate, isolated efforts.

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