

## **REPURCHASE INTENTION IN MID-SIZED CITY CAFES: A CASE STUDY OF CAFE BRUGE**

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### **Abstract**

This research is motivated by technological developments as a result of globalization, making entrepreneurs required to be able to innovate in creating interesting and creative ideas and set strategies so that companies can attract consumers and meet increasingly varied consumer needs. One of them is Cafe. Cafe has quite an important role in the culinary world. The culinary world is something that cannot be separated from the basic needs of every human being. Cafes also have a wide selection of food and beverage products to attract the attention of consumers. The purpose of this study was to determine the effect of perceived enjoyment, food quality, and hospitality on repurchase intention (Study on Cafe Bruge Consumers in Jepara, Indonesia) by taking a sample of respondents from cafe bruge consumers, as many as 96 consumers. The number of samples was taken using the non-probability sampling technique with the accidental sampling method. The results of this study indicate that perceived enjoyment, food quality, and hospitality have a positive and significant effect on repurchase intention. The coefficient of determination (adjusted R square) is 0.399, which means that perceived enjoyment, food quality, and hospitality can explain repurchase intention at Cafe Bruge Jepara by 39%. While the remaining 61% is explained by other factors not examined in this study.

*Keywords:* Repurchase intention, perceived enjoyment, food quality, hospitality

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### **1. Introduction**

In the era of globalization, Indonesia has experienced rapid development in various sectors, including the culinary industry. One prominent phenomenon is the significant growth of the cafe business, which is not only a place to enjoy food and drinks but also a social space and center of activity for various groups of people. This development reflects changes in lifestyle and consumer preferences while creating increasingly tight competition among culinary business actors.

In this context, the ability to retain customers and encourage repurchase intentions is a crucial factor for the sustainability and success of a cafe. Repurchase intention, or repurchase intention, is an important indicator that describes the level of consumer satisfaction and loyalty to a product or service. (Faradisa, Hasiholan, & Minarsih, 2016) emphasize that repurchase intention is formed from previous purchasing experiences and reflects consumer perceptions of the quality and value of the product. Furthermore, (Hendarsono, 2013) highlight that high repurchase intention has a positive impact on the success of the product in the market.

Data from the Central Java Statistics Agency shows consistent growth in the number of cafes and restaurants from 2012 to 2019, indicating the potential and attractiveness of this sector. However, behind this growth, there are major challenges for business actors to survive and excel in competition. This phenomenon is clearly visible in Jepara, where several cafes have been established and developed since 2016, each trying to create uniqueness and added value for consumers.

This study focuses on Cafe Bruge in Jepara, which has been operating since May 2016. Cafe Bruge is interesting to study because of its success in surviving for more than 6 years in a

competitive market. This cafe carries a modern concept with an instagrammable interior, offering a unique dining experience with the use of hot plates and grill or BBQ facilities. Cafe Bruge transaction data shows a fluctuating pattern from 2018 to 2021, with a significant decline in 2020 due to the COVID-19 pandemic, followed by a recovery in 2021. This phenomenon raises questions about the factors that influence consumer repurchase interest at Cafe Bruge.

In an effort to understand the dynamics of repurchase intention, several factors have been identified as potential determinants, including perceived enjoyment, food quality, and hospitality. Perceived enjoyment refers to the enjoyment felt by consumers during the dining experience, including aspects such as interior design, ambiance, and supporting facilities. Food quality includes various aspects such as taste, presentation, portion, and hygiene of food. Meanwhile, hospitality relates to the friendliness and quality of service provided by the cafe staff (KAMBERI, Jovanovski, & Tourism, 2023).

Several previous studies have examined the influence of these three factors on repurchase intention, but with varying and sometimes contradictory results. For example, (Putri, Sagita, & Research, 2021) study found a positive influence of perceived enjoyment on repurchase intention, while (Juniwati, 2015) found no significant influence. Regarding food quality, (Hidayat, Bismo, & Basri, 2020) found a positive influence on repurchase intention, but (Kusumaningrum, 2019) found no significant relationship. Likewise with hospitality, Mohammad Majeed (2022) reported a positive influence on repurchase intention, while (de Cássia Pinotti & do Amaral Moretti, 2018) found no significant relationship.

These differences in findings demonstrate the complexity of factors influencing repurchase intention and underscore the importance of further research in specific contexts, such as cafes in mid-sized cities like Jepara. In addition, the majority of previous studies were conducted before or at the beginning of the COVID-19 pandemic, so research incorporating changes in consumer behavior post-pandemic is highly relevant. Based on this background, this study aims to analyze the influence of perceived enjoyment, food quality, and hospitality on repurchase intention among Cafe Bruge consumers in Jepara. By focusing on the case of Cafe Bruge, this study is expected to provide in-depth and contextual insights into the dynamics of repurchase intention in the cafe industry in mid-sized cities in Indonesia.

## **2. Literature Review**

This study discusses the factors that influence consumer decisions to make repeat purchases at cafes. These factors include the enjoyment obtained, food quality, and service provided by the café.

**Repurchase Intention:** Repurchase intention refers to a consumer's intention to buy a product from the same brand again. It often indicates a positive impression of the product. In the context of restaurants and cafes, repurchase behavior suggests that the food and beverages offered have made a positive impact on consumers (Wijayanti & Almaidah, 2021). Factors influencing repurchase intention include consumer satisfaction, brand preference, customer experience, and price (Nurhayati, Minarsih, & Wulan, 2016).

**Perceived Enjoyment:** Perceived enjoyment is a subjective and experiential motivation that describes how consumers rely on a product or activity to fulfill their needs for excitement, self-confidence, or emotional response (Utami, 2010). It is considered a hedonic behavior towards a system or technology and has a strong, positive correlation with influencing consumers. In the context of cafes, perceived enjoyment can be a significant factor in repurchase decisions (Oktarini & Wardana, 2018).

**Food Quality:** Food quality is the primary product offered by a restaurant. It encompasses factors such as freshness, appropriate temperature, taste, and appealing presentation (Canny & Technology, 2014). Good food quality, combined with friendly service and an attractive

restaurant design, can lead to customer satisfaction and increase the likelihood of return visits (Ha & Jang, 2010).

Hospitality: In the context of the tourism industry, hospitality refers to the warmth and friendliness shown in service interactions. It encompasses various forms of accommodation services, restaurants, cafes, tourist attractions, and other service businesses that embody a welcoming attitude (Heri Kuswara, 2009).

### 3. Research Methodology

This study used a questionnaire method to collect data. The questionnaire used contained quantitative questions and was categorized using a Likert scale with a value of 1–5. The collected data was then analyzed using the SPSS program. The analysis used included validity testing, reliability testing, and t-statistic testing.

### 4. Results of research carried out and discussion

The results of the study indicate that perceived enjoyment has a positive and significant effect on repurchase intention at Cafe Bruge. This is evidenced by the calculated t value of  $2.999 > t$  table 1.6614 and a significance of  $0.003 < 0.05$ . Perceived enjoyment, which includes comfort, satisfaction, enjoyment, pleasure, and positive interactions with sellers and fellow buyers, has been proven to increase customer repurchase intentions. Cafe Bruge has succeeded in creating a pleasant experience for customers through comfortable facilities, service satisfaction, product enjoyment, a pleasant atmosphere, and positive interactions.

Food quality has also been shown to have a positive and significant effect on repurchase intention, with a calculated t value of  $2.178 > t$  table 1.6614 and a significance of  $0.032 < 0.05$ . Food quality, including good taste, price alignment with portions, menu variety, distinctive taste, and cleanliness and hygiene, are important factors that encourage customers to make repeat purchases at Cafe Bruge.

Hospitality has the strongest positive and significant influence on repurchase intention, with the highest t-count value of  $3.175 > t$  table 1.6614 and a significance of  $0.002 < 0.05$ . The friendliness of service, including honesty, gentleness, personality, smiles, seriousness, responsibility, politeness, and respect shown by Cafe Bruge employees, has proven to be very effective in increasing customer repurchase intentions.

**Table 1.** Multicollinearity Test Results

No	Independent Variable	Collinearity Statistics	
		Tolerance	VIF
1	<i>Perceived enjoyment (X1)</i>	0,598	1,673
2	<i>Food quality (X2)</i>	0,613	1,632
3	<i>Hospitality (X3)</i>	0,820	1,220

Source: own construction / calculation SPSS

**Table 2.** Results of Multiple Linear Regression Analysis

		<b>Coefficients<sup>a</sup></b>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.355	1.958		2.735	.007
	<i>Perceived enjoyment</i>	.287	.096	.309	2.999	.003
	<i>Food quality</i>	.182	.084	.221	2.178	.032
	<i>Hospitality</i>	.263	.083	.279	3.175	.002
a. Dependent Variable: <i>Repurchase intention</i>						

Source: own construction /calculation SPSS

**Table 3.** Results of Determination Coefficient

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 <sup>a</sup>	.418	.399	2.093
a. Predictors: (Constant), <i>Hospitality</i> , <i>Food quality</i> , <i>Perceived enjoyment</i>				
b. Dependent Variable: <i>Repurchase intention</i>				

Source: own construction /calculation SPSS

**Table 4.** T-Test Results

		<b>Coefficients<sup>a</sup></b>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.355	1.958		2.735	.007
	<i>Perceived enjoyment</i>	.287	.096	.309	2.999	.003
	<i>Food quality</i>	.182	.084	.221	2.178	.032
	<i>Hospitality</i>	.263	.083	.279	3.175	.002
a. Dependent Variable: <i>Repurchase intention</i>						

Source: own construction /calculation SPSS

## 4. Conclusions

This study revealed three key factors that play a significant role in driving repeat purchase intention at Cafe Bruge: perceived enjoyment, food quality, and hospitality. These findings highlight the importance of a holistic approach to food business management, where not only food quality is the focus but also the overall customer experience and service quality.

Hospitality emerged as the most influential factor, highlighting that in the foodservice industry, human interaction and service quality can be key differentiators. This suggests that investing in staff training and developing a strong service culture can provide a significant competitive advantage.

High perceived enjoyment suggests that Cafe Bruge has succeeded in creating a pleasant environment for its customers, an increasingly important aspect in an era where consumers are looking for experiences, not just products.

The importance of food quality in influencing repeat purchase intention confirms that, while other factors are important, core product quality remains a foundation that cannot be ignored in food businesses.

The implications of this study point to a balanced business strategy where improving product quality must go hand in hand with improving service quality and creating positive customer experiences. For future research, it is recommended to explore how these factors interact with each other and how their influence may vary across different market segments or types of culinary businesses.

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