Research Article

The Influence of Service Quality on Revisit Intention through Customer Satisfaction as a Mediating Variable: A Study at Adiksi Coffee in Bandar Lampung

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Abstract: This research seeks to examine the effect of service quality on revisit intention, with customer satisfaction acting as a mediating variable, at Adiksi Coffee in Bandar Lampung. The study employed a survey method using questionnaires, gathering responses from 160 individuals who had previously visited Adiksi Coffee. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the relationships among service quality, customer satisfaction, and revisit intention. The analysis utilized the SERVQUAL dimensions for measuring service quality, alongside performance, expenses and overall expectation dimensions for customer satisfaction, and the Theory of Planned Behavior (TPB) dimensions for revisit intention. The findings revealed that service quality significantly and positively influences customer satisfaction; service quality also directly and positively impacts revisit intention. Additionally, customer satisfaction was found to have a significant positive effect on revisit intention and served as a mediator in the relationship between service quality and revisit intention. This study highlights the critical role of service quality in shaping customer satisfaction and revisit intention within the coffee shop sector, particularly at Adiksi Coffee. These insights offer valuable practical implications for coffee shop operators aiming to enhance customer satisfaction and encourage repeat visits by focusing on service quality improvements.

Keywords: Customer Satisfaction; Partial Least Squares (PLS-SEM); Revisit Intention; SERVQUAL; Service Quality; Theory of Planned Behavior (TPB)

1. Introduction

The rise of coffee shops is driven by shifting modern lifestyles, where coffee shops have evolved beyond serving coffee to becoming social hubs for gathering, working, and informal meetings [1]. This trend is fueled by the integration of coffee shops into the daily routines of urban communities. According to [2], Gen Z and millennials, the main target market, prioritize coffee taste quality and the social experience. Therefore, coffee shops must offer enjoyable yet affordable food and drinks, alongside a comfortable atmosphere and friendly service [3]. Coffee shops are no longer merely places to buy coffee, but spaces for relaxing, working, or socializing. The rapid growth of coffee shops, combined with changing consumer preferences, has intensified competition in the industry. Lampung Province, as Indonesia's second-largest coffee producer [4], holds significant economic potential for coffee-based businesses, including coffee shops. Adiksi Coffee, established in 2020 in Bandar Lampung, has gained popularity by offering quality products and satisfying customer service. Its name, derived from the English word "addict," reflects the hope of creating customer loyalty to both its coffee and ambience. Currently, Adiksi Coffee operates two strategically located branches in Bandar Lampung, on Jl. Purnawirawan Raya and Jl. Ryacudu, positioning it to attract more customers and strengthen its market presence.

Adiksi Coffee's success in building a customer base is not solely due to its strategic location but also its commitment to service quality. According to an interview with owner

Mr. Sutrisno, Adiksi Coffee maintains service quality through regular staff briefings to ensure excellent customer service. He also emphasized consistency in food taste by strictly adhering to standard recipes. Adiksi Coffee continues to innovate by adding new menu items to broaden customer choices. To retain customers, it implements a loyalty card program, where customers earn a sticker with each purchase; collecting 12 stickers rewards them with a free drink. The owner noted that this program significantly boosts customer loyalty and revisit intention, as evidenced by frequent redemptions. Despite its positive reputation, Adiksi Coffee faces challenges in sustaining service quality. Customer reviews on [5] praised its cozy atmosphere, tasty food, and facilities like Wi-Fi, prayer room, meeting room, billiards, game machines, and clean restrooms, reflected in an average 4.5-star rating. However, 10.7% of 1,031 total reviews were negative, indicating areas for improvement, particularly in service quality.

Branch-level analysis shows that both Adiksi Coffee locations received negative reviews. The Purnawirawan branch recorded 67 negative reviews (11%), mainly citing slow service and unfriendly staff. Meanwhile, the Korpri branch had 43 negative reviews (10.3%) with similar complaints, including delayed service, incorrect orders, and unresponsive staff [5]. These negative reviews highlight ongoing service quality challenges despite Adiksi Coffee's strong reputation. There is sample negative reviews illustrating customer dissatisfaction. These complaints can be analyzed using SERVQUAL dimensions [6]. The most frequent issue under reliability is slow service, while responsiveness concerns arise from unresponsive staff. Tangible challenges include complaints about inadequate restroom facilities. Criticism of unfriendly staff reflects issues with assurance, and reports of staff neglecting customer needs indicate gaps in empathy [5].

In addition to internal factors like service quality, external challenges also affect Adiksi Coffee's business sustainability. Since 2024, competition in Bandar Lampung's coffee shop industry has intensified with the emergence of new coffee shops offering attractive concepts and competitive prices. While Adiksi Coffee initially faced little competition, today's customers have more choices, leading to fluctuations in visitor numbers. This was confirmed by the owner, who noted that sales have risen and fallen due to increasing competition. The challenges faced by Adiksi Coffee highlight the crucial role of service quality in maintaining customer satisfaction amid fierce competition. It is essential to understand how gaps between customer expectations and experiences impact satisfaction. According to [7], customer satisfaction occurs when expectations align with actual experiences. At Adiksi Coffee, slow and unresponsive service creates a gap between expectations and reality, negatively affecting satisfaction. Unfriendly and passive staff also lower perceptions of service quality. [8] found that service quality significantly influences customer satisfaction, emphasizing that improvements in reliability, empathy, and assurance can enhance satisfaction levels.

Customer satisfaction is also key to increasing revisit intention in the coffee shop sector. Good service quality alone does not guarantee return visits; satisfaction must first be achieved. [9] stated that revisit intention is driven by satisfaction from prior experiences. At Adiksi Coffee, negative experiences, such as long wait times and unfriendly service, reduce revisit intention, while positive experiences, like fast, friendly service and a clean environment, strengthen it. Research by [10] in Penang Hill's tourism sector, using the Theory of Planned Behavior (TPB), further supports that customer satisfaction significantly influences revisit intention.

Previous research shows mixed results on the relationship between service quality and customer satisfaction. [11] found that service quality, through dimensions like tangibles and reliability, significantly improves customer satisfaction in Taiwan's exhibition industry, emphasizing the importance of maintaining high service standards. In contrast, [12] reported no significant effect of service quality on customer satisfaction in Pakistan's e-commerce sector, highlighting the role of industry-specific factors. Similarly, studies on revisit intention also show varied findings. [13] revealed that service quality significantly influences revisit intention in Malaysia's healthcare sector, using the SERVQUAL model. However, [14] found no significant relationship in a similar context, suggesting emotional experiences and trust may play a stronger role than service quality alone.

Despite extensive research on service quality, customer satisfaction, and revisit intention across sectors, few studies have focused on local coffee shops, particularly in Bandar Lampung. Most prior studies have centered on tourism, healthcare, and e-commerce. To address this gap and the inconsistent findings, this study aims to investigate "The Influence of Service Quality on Revisit Intention through Customer Satisfaction as a Mediating Variable: A Study at Adiksi Coffee in Bandar Lampung." This research seeks to contribute

academically by enriching the literature in the coffee shop context and practically by providing insights for Adiksi Coffee to improve service quality, enhance customer satisfaction, and increase revisit intention amid growing competition.

2. Preliminaries or Related Work or Literature Review

2.1. Service Quality

Service quality is a key element in businesses that directly impacts customer satisfaction. [6] define service quality as the extent to which a service meets or exceeds customer expectations. When a service fulfills or surpasses expectations, it is considered high quality; conversely, failing to meet expectations indicates low service quality. [7] explain that service quality encompasses all features and characteristics of a product or service that influence its ability to satisfy expressed or implied needs. This means service quality involves not only objectively measurable factors but also subjective aspects such as customer experiences, perceived value, and satisfaction levels. Therefore, good service quality must address both the explicit needs customers express and the implicit expectations they may hold.

2.2. Customer Satisfaction

Customer satisfaction is a crucial factor in evaluating a company's performance. [7] define customer satisfaction as an individual's assessment of a product's performance relative to their expectations. When a product meets or exceeds expectations, customers feel satisfied. [11] add that satisfaction is also influenced by perceived costs; customers are more likely to be satisfied if they believe the benefits received are worth the price paid. Conversely, if the cost feels too high for the quality received, satisfaction declines. [15] explain that customer satisfaction reflects how well a product or service meets expectations. This indicates that satisfaction is shaped not only by quality and features but also by how effectively the product or service fulfills or surpasses customers' prior expectations.

2.3. Revisit Intention

Revisit intention is defined as a component of behavioral intention, referring to a customer's tendency to return to the same place [16]. It reflects a customer's desire to repeat a previously positive experience and is often considered a key indicator of a destination's or service's success in delivering satisfaction. According to [9], revisit intention is the customer's willingness to return based on past experiences, emotional factors, and perceived switching barriers. [17] further describe revisit intention as the degree of desire to revisit a place or the strength of intention to make a future visit. Therefore, revisit intention not only reflects immediate satisfaction but also serves as a predictor of long-term customer loyalty.

2.4. Hypotheses

H1: Service quality has a positive and significant effect on customer satisfaction.
H2: Service quality has a positive and significant effect on revisit intention.
H3: Customer satisfaction has a positive and significant effect on revisit intention.
H4: Customer satisfaction mediates the relationship between service quality and revisit intention.

3. Proposed Method

3.1. Research Design

This study adopts a quantitative approach with a causal research design to examine the relationships between service quality, customer satisfaction, and revisit intention. The quantitative approach is selected as the data is numerical and analyzed statistically to test the relationships between variables. Causal research is used to determine whether one variable affects another, specifically exploring how service quality (independent variable) influences revisit intention (dependent variable), with customer satisfaction (mediating variable). Data is sourced from both primary and secondary categories. Primary data is collected through interviews with the owner of Adiksi Coffee and questionnaires distributed to customers, measuring their perceptions of service quality, satisfaction, and revisit intention using a 1-5 Likert scale. Secondary data is obtained from existing literature, such as journals, books, and articles, to build the theoretical framework. The population for this research consists of Adiksi Coffee customers in Bandar Lampung, with a sample size of 160 respondents, determined

using purposive sampling from individuals who have visited Adiksi Coffee at least once in the last three months.

3.2. Operational Definition of Variables

Table 1. Operational Definition of Variables

Variable	Definition	Dimention	Indicator	Scale
Service Quality (X)	Service quality is the degree to which the service provided by a provider meets or exceeds customer expectations. (Parasuraman et al., 1985).	Tangible	1. **Has well-maintained and modern equipment.** 2. **Physical facilities are visually appealing.** 3. **Staff are neat in appearance and dress.** 4. **Physical facilities are consistent with the services provided.**	Likert
		Reliability	5. **Serve customer orders on time.** 6. **Provide service promptly.** 7. **Provide service according to the promised time.**	
		Responsiveness	8. **Staff informs customers when orders will be served.** 9. **Staff meets customer needs promptly.** 10. **Staff is willing to help customers.** 11. **Staff is willing to respond to customer requests.**	
		Assurance	12. **Staff behavior fosters a sense of comfort for customers.** 13. **Customers feel confident in the quality and cleanliness of the services provided.** 14. **Staff treat customers politely.** 15. **Staff have the knowledge to answer customer questions.**	
		Emphaty (Parasuraman et al., 1988)	16. **The staff gives individual attention to each customer.** 17. **The staff gives personal attention to each customer.** 18. **The staff understands the specific needs of its customers.** **(Lai et al., 2020)**	
Customer satisfaction (M)	Customer satisfaction is the pleasure or disappointment that arises after a customer	Performance	19. **The customer experience provided can attract new customers.**	Likert

Variable	Definition	Dimention	Indicator	Scale
	compares the perceived performance or results of a product or service with the customer's expectations. (Kotler & Keller, 2016).		20. Experience makes existing customers make repeat purchases. 21. Able to attract new customers through the experiences offered.	
		Expenses	22. The charges for food and beverages are reasonable. 23. Additional charges such as taxes or service charges are considered reasonable.	
		Overall Expectation (Chien & Chi, 2019)	24. The service provided meets all customer expectations. 25. The level of service provided is almost in accordance with what customers imagined before visiting. (Chien & Chi, 2019)	
Revisit Intention (Y)	Revisit intention is a customer's desire to return to the same place based on previous experiences as well as emotional factors and barriers to moving to another place. (Han et al., 2009).	Attitude toward the behaviour	26. Customers feel that the experience of visiting this place is very good. 27. Visiting this place is very enjoyable for customers.	Likert
		Subjective norm	28. People recommend visiting this place. 29. People recommend visiting this place.	
		Perceived behavioural control (Ajzen, 1991)	30. Customers feel they will have enough time to visit again. 31. Customers feel they will have enough money to visit again. 32. Customers feel there is nothing stopping them from visiting again. (Abbasi et al., 2021)	

3.3. Data Analysis Techniques

3.3.1 Outer Model

In this stage, the focus is on testing the validity and reliability of the constructs. Validity includes convergent validity, which measures how well indicators of a latent construct correlate, assessed through loading factors (greater than 0.70) and Average Variance Extracted (AVE, greater than 0.50), and discriminant validity, which ensures constructs are distinct, measured by the square root of AVE being greater than correlations with other constructs. Reliability is tested through composite reliability and Cronbach's alpha, with values above 0.70 indicating optimal consistency. Composite reliability is preferred in PLS-SEM as it considers differences in indicator loading factors, unlike Cronbach's alpha which assumes equal weights for all indicators [18].

3.3.2 Inner Model

Hypothesis testing in PLS-SEM aims to determine the significance of relationships between latent variables using a non-parametric approach with bootstrapping to estimate the significance of path coefficients. If the t-statistic > 1.96 and p-value < 0.05, the relationship is considered significant. Mediation testing examines whether the mediator variable (customer satisfaction) explains the relationship between service quality and revisit intention, using bootstrapping to assess the specific indirect effect. If t-statistic > 1.96 and p-value < 0.05, mediation is confirmed. R^2 testing evaluates how much variance in the dependent variable is explained by independent variables, with R^2 values categorized as strong ($R^2 > 0.67$), moderate ($R^2 > 0.33$), or weak ($R^2 > 0.19$).

4. Results and Discussion

4.1. Research Instrument Test Results

4.1.1 Validity Test Results

Convergent validity is measured by examining the outer loadings, where a value of ≥ 0.7 indicates that the indicator is valid in measuring its construct. Additionally, the Average Variance Extracted (AVE) should be ≥ 0.5 to ensure that the latent construct explains more than 50% of the variance in its indicators [18].
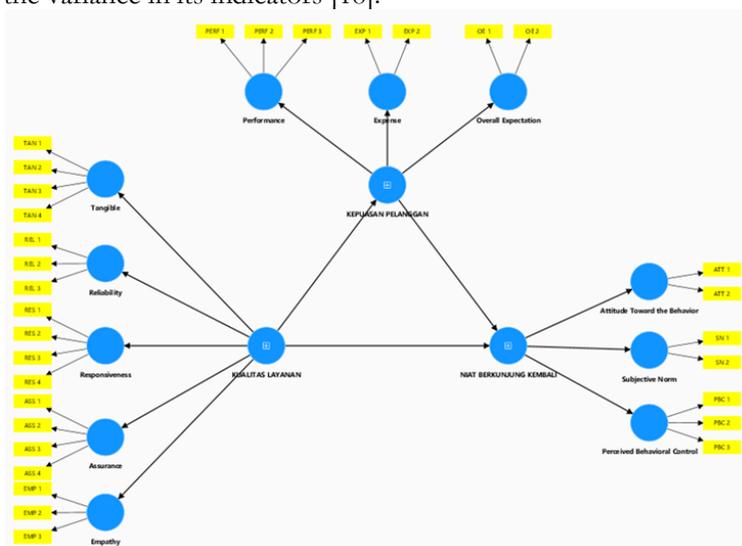

Figure 1. First Model (Outer Model)

Based on the Figure 1 above, it can be seen that all indicators meet the outer loading value of ≥ 0.7. Thus, convergent validity is met and all indicators can be used for the next stage.
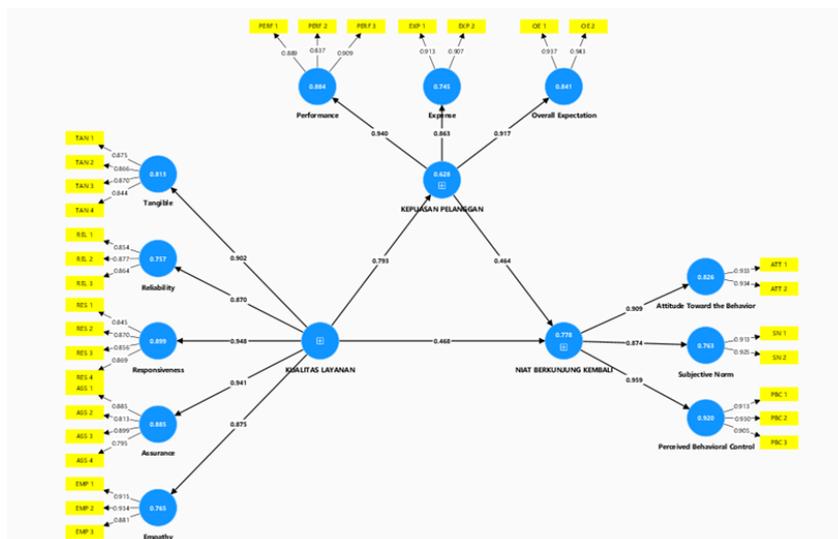

Figure 2. Valid Outer Loading Output

Table 2. Comparison of AVE & Square Root of AVE

Construct	AVE	Square Root of AVE
ASS	0.721	0.849
ATT	0.872	0.934
EMP	0.829	0.910
EXP	0.829	0.910
OE	0.883	0.940
PBC	0.839	0.916
PERF	0.773	0.879
REL	0.748	0.865
RES	0.740	0.860
SN	0.845	0.919
TAN	0.746	0.864

In discriminant validity, a construct is considered valid if the AVE value is lower than the square root of the AVE. This is because, for a construct to be valid, the cross-loading of the construct with itself must be higher than its cross-loading with other constructs, as shown in Table 2. The AVE reflects the average cross-loading with other constructs, while the square root of the AVE represents the cross-loading of the construct with itself. Therefore, it can be concluded that all constructs are valid since all AVE values are lower than the square root of the AVE [18].

4.1.2 Reliability Test Results

Table 3. Comparison Reliability

Dimention	Cronbach's Alpha	Composite Reliability	Result
ASS	0.870	0.912	Reliable
ATT	0.853	0.931	Reliable
EMP	0.896	0.935	Reliable
EXP	0.793	0.906	Reliable
OE	0.922	0.938	Reliable
PBC	0.964	0.940	Reliable
PERF	0.935	0.911	Reliable
REL	0.868	0.899	Reliable
RES	0.904	0.919	Reliable
SN	0.853	0.916	Reliable
TAN	0.832	0.921	Reliable

Based on table 3, all dimensions have composite reliability and Cronbach's alpha values above 0.7. This shows that all constructs in this study can be categorized as reliable, so that the indicators used are able to measure variables consistently.

4.2. Hyphotesis Test Results

Table 4. Total Effects

	Original	Mean	Standart Deviation	T-statistic	P Value
X – M	0.793	0.793	0.084	9.487	0.000
X – Y	0.836	0.833	0.069	12.173	0.000
M – Y	0.464	0.453	0.182	2.546	0.011

Based on the total effects table, it can be concluded that: (1) service quality has a positive and significant effect on customer satisfaction with a t-statistic of 9.487 > 1.96 and p-value of 0.000 < 0.05, thus H1 is accepted and ; (2) service quality has a positive and significant effect on revisit intention with a t-statistic of 12.173 > 1.96 and p-value of 0.000 < 0.05, thus H2 is accepted; (3) customer satisfaction has a positive and significant effect on revisit intention with a t-statistic of 2.546 > 1.96 and p-value of 0.011 < 0.05, thus H3 is accepted.

Table 5. Specific Indirect Effect

	Original	Mean	Standart Deviation	T-statistic	P Value
X – M – Z	0.368	0.357	0.146	2.523	0.012

Based on Table 5, the t-statistic for the relationship between service quality and revisit intention through customer satisfaction (X – M – Y) is 2.523 with a p-value of 0.012, indicating t-statistic > 1.96 and p-value < 0.05, thus customer satisfaction significantly mediates the relationship between service quality and revisit intention, meaning H4 is accepted and H0 is rejected; according to [18], since both the direct and indirect effects are significant, this indicates partial mediation.

Table 6. R Square

	R Square	**R Square Adjusted**
Customer Satisfaction (M)	0.628	0.626
Revisit Intention (Y)	0.778	0.775
Service Quality (X)		

Based on Table 6, the R^2 value for the relationship between service quality (X) and revisit intention (Y) is 0.778, meaning service quality explains 77.8% of revisit intention while the remaining 22.2% is explained by other variables outside the model; meanwhile, the R^2 for service quality (X) on customer satisfaction (M) is 0.628, indicating service quality explains 62.8% of customer satisfaction, with 37.2% explained by other factors.

4.3. Discussion

4.3.1 The Influence of Service Quality on Customer Satisfaction

This study found that service quality has a significant effect on customer satisfaction, indicating that the better the service quality provided, the higher the customer satisfaction; this finding aligns with [8], [11], who also reported a significant positive relationship between service quality and customer satisfaction. Among the service quality dimensions at Adiksi Coffee, responsiveness, assurance, and tangibles received the highest ratings, showing that customers value prompt service, staff trustworthiness, and physical facilities, while empathy and reliability were rated lower, suggesting that personalized attention and service consistency need improvement, portant factor since interpersonal communication also significantly impacts satisfaction, as noted by [19]. Overall, respondents were satisfied, with the performance dimension scoring highest, reflecting a positive and recommendable experience, while overall expectations were met and pricing was perceived as reasonable despite some concerns about additional charges, especially among students with limited income, supporting [20] who emphasized price fairness as a factor in satisfaction; thus, given the student-dominated customer base, Adiksi Coffee should maintain service quality, enhance interpersonal aspects, and adjust pricing strategies to match customer preferences.

4.3.2 The Influence of Service Quality on Revisit Intention

This study found that service quality significantly influences revisit intention, indicating that the better the service quality provided, the higher the likelihood that customers will return to Adiksi Coffee, aligning with [13], [21], who emphasized the role of service quality dimensions like reliability, tangibles, responsiveness, empathy, and assurance in shaping revisit intention through positive customer experiences. Dimensions such as responsiveness, assurance, and tangibles played a major role in creating positive perceptions at Adiksi Coffee, fostering enjoyable experiences and emotional attachment that encourage customers to return, while the relatively lower empathy score also influenced revisit intention, supporting [22] who highlighted empathy's strong effect. Additionally, psychological factors such as subjective norms, where recommendations from friends and family positively influence visits, along with positive attitudes toward the experience and perceived behavioral control, despite minor financial barriers, also contributed to revisit intention, particularly among low- to middle-income customers whose visit frequency and value-for-money perception remain key factors.

4.3.3 The Influence of Customer Satisfaction on Revisit Intention

This study found that customer satisfaction significantly influences revisit intention, indicating that the higher the level of satisfaction, the greater the likelihood of customers returning to Adiksi Coffee, consistent with [10], who showed that satisfaction plays a key role in encouraging revisit intention. Customers were generally satisfied, especially with the

Performance and Overall Expectation dimensions, suggesting positive experiences and fulfilled expectations that fostered their desire to return, though the lower rating on expenses reflected concerns about additional costs like taxes, particularly among lower-income customers such as students, aligning with [23] who found price fairness perception influences revisit intention. Moreover, subjective norm (recommendations from friends and family), positive attitudes toward the experience, and perceived behavioral control (despite financial constraints) also shaped revisit intention, reinforcing [24]'s finding that time and cost limitations affect return decisions.

4.3.4 The Influence of Service Quality on Revisit Intention Through Customer Satisfaction (Mediation Variable)

This study found that customer satisfaction serves as a mediating variable in the relationship between service quality and revisit intention, aligning with [25] who demonstrated similar mediation effects in hospitality and restaurant contexts. Service quality was built on five SERVQUAL dimensions, tangible, reliability, responsiveness, assurance, and empathy, which collectively shaped customers' perceptions and influenced satisfaction and revisit intention, consistent with [26], who highlighted responsiveness and assurance as key drivers for young customers. Customer satisfaction was measured through Performance, expenses, and Overall Expectation [11], while revisit intention was shaped by attitude toward the behaviour, subjective norm, and perceived behavioural control. Therefore, consistently enhancing all dimensions of service quality is crucial to foster customer satisfaction that ultimately strengthens revisit intention, even amid competitive alternatives..

5. Conclusions

Based on the findings from 160 respondents, this study concludes that the majority of Adiksi Coffee's customers are female, aged 18–25, mostly students with monthly incomes below Rp3,000,000, highlighting the brand's appeal to the youth market drawn to diverse menus, aesthetic ambiance, and strategic campus-adjacent locations. Most visitors frequent the coffe shop 2–3 times in three months, reflecting a moderately regular pattern influenced by income constraints and perceptions of pricing fairness. The results confirm that service quality has a significant positive effect on customer satisfaction and revisit intention, with responsiveness, assurance, and tangible dimensions receiving the highest ratings. Customer satisfaction also significantly influences revisit intention and mediates the relationship between service quality and revisit intention, emphasizing the role of perceived service quality in fostering customer loyalty. However, this study is limited by its focus on a single location, a predominantly student sample, and a cross-sectional design that may not capture long-term behavioral trends. Future research should explore broader demographics, include multiple outlets, and adopt longitudinal approaches to better understand changes in customer satisfaction and revisit intention over time. To sustain and enhance revisit intention, it is recommended that Adiksi Coffee consistently improves interpersonal aspects of service, maintains affordability, and innovates its offerings to match evolving preferences of its young customer base.

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