

THE INFLUENCES OF STORE ATMOSPHERE AND FOOD QUALITY ON REPURCHASE INTENTION AT TOUS LES JOURS, SUPERMALL KARAWACI

Julita¹, Christabella Viana²

Universitas Pelita Harapan, Tangerang, Indonesia¹⁻²

Corresponding author: julita.then@uph.edu

ABSTRACT

This study explores the influences of store atmosphere and food quality on repurchase intention at Tous Les Jours (TLJ) Supermall Karawaci. Utilizing a quantitative approach with 176 respondents, the research reveals a significant positive impact of both store atmosphere and food quality on repurchase intention. The findings suggest that a well-maintained store atmosphere, including cleanliness and attention-grabbing decorations, enhances customer satisfaction and encourages repeat purchases. Similarly, improving food quality in terms of size appropriateness and attractive presentation positively influences customers' repurchase intention. The adjusted R-Square value of 41.1% indicates that these factors a considerable portion of customers' repurchase intention. This study provides valuable insights for bakery business, offering strategies to enhance customer loyalty and satisfaction.

Keywords: store atmosphere, food quality, repurchase intention, bakery

INTRODUCTION

Bread is a food that ranks third after noodles and rice as a staple food for Indonesians, therefore there is an increase in the public's interest in buying bread for bread products (Elvana, 2018). Until 2020, the potential target for the bread and cake business in Indonesia can reach IDR 20.5 trillion, even now, 60% of the bakery and cake business in Indonesia is dominated SMEs, 20% by large producers, and 10% by production artisan bread (Bruce, 2017). According to Bakerpedia, artisan bread is a term that refers to a style of bread with a short shelf life that is usually offered unpackaged and consumed immediately after baking for maximum freshness (Evoniuk, 2019). Artisan bread is usually made in-store and sold there. One of the most popular artisan bakeries and cakes in Indonesia is Tous Les Jours. This bakery and cake shop is an Asian-French fusion that provides a variety of bread and cake offerings as well as drinks. Founded in 1996, Tous Les Jours, which will be shortened to TLJ, opened its first store in Guri, South Korea, and after that the concept developed into a café. In Indonesia, on December 16, 2011, TLJ opened its outlet in Jakarta and until now, there are 49 outlets spread across Jabodetabek, Bali, Surabaya and Bandung (Nuri, 2022).

In Indonesia, TLJ was built into a bakery and cake shop with Korean Style café concept. According to Jeng Soo Won, who is the President Director of PT CJ Foodville Bakery and Café Indonesia, TLJ has prepared a vintage café concept that is more contemporary than before. So, visitors can relax while enjoying fresh bread from the oven and also fresh drinks. According to Kathy R Syahrizal as Marketing Manager of PT CJ Foodville Bakery and Cafe, the concept at TLJ provides mint and green colors, brighter lights with the aim of making bread and cake variants easily visible to visitors (Dimiyati, 2022). In Tangerang, TLJ Supermall Karawaci has quite a lot of devotees compared to other bakeries. This can be seen from the results of a pre-survey conducted of bakery and cake shops in Supermall Karawaci for 110 visitors. Based on the distribution of the questionnaire, data were obtained on visitors who liked and had bought artisan bread and cakes at Supermall Karawaci, TLJ was ranked first as the most frequently

visited bakery and artisan cakes with a percentage of 86.4%.

TLJ is in first place as a bakery and artisan cake shop that is popular in Supermall Karawaci because it provides good atmosphere and follows a contemporary concept that carries a vintage concept. Using mint and green colors, as well as brighter lights, so that the bread variants on display at TLJ are more visible. TLJ is more towards a café so visitor can sit and enjoy bread in relaxed manner. According to Berman and Evan (2017), store atmosphere refers to the physical characteristics of the store that will be used to impress and attract customers. In addition, store atmosphere refers to the design of an area or environment that can be stimulated by the customer's five senses (Grewal, et al., 2014). In terms of products, TLJ also provides various kinds of breads, cakes and drinks that are unique, trending and have their own characteristics and delicious taste. For example, in August 2022, TLJ is collaborating with Twinings, the famous tea, and also in September 2022, TLJ is collaborating with the trending Kanzler sausage. In this case TLJ keeps trying to issue a special menu as an update on the quality of the food products they have. According to (Maros, 2016) food quality is how we present the food so that it can attract the attention of customers, then make various variations of the types of food that can be offered by the restaurant, then the freshness of the food leads to the crispness of the food and also the aroma and temperature of the food which can affect the customer's assessment of taste, smell, and sight of the food. By considering these things in the food consumed, customers can make a repurchase intention or it is called repurchase intention. According to Hellier in (2023), repurchase intention is the consideration of individuals in buying back selected services from the same company, then taking into account the current circumstances and situations that might occur. If repurchase intention generates a high value, it can reflect a high level of satisfaction with consumers when deciding to buy a product. Based on the description above, the researcher wants to conduct research on the effect of store atmosphere and food quality at Tous Les Jours (TLJ) Supermall Karawaci on repurchase intention.

LITERATURE REVIEW

Store Atmosphere

Berman et. al. (2017) explained that store atmosphere refers to the physical characteristics of the store that will be used to impress and attract customers. In this store atmosphere, it is necessary to examine the relationship between the application of the store atmosphere, and the behavior of purchases made by consumers. Then added from further research, Berman and Evan (2017) explained that store atmosphere refers to the physical characteristics of the store that will be used to give an impression and attract customers. There are several elements that include a store atmosphere, including general interior, store exterior, interior display and store layout: (a) General interior of store is expected to be designed in order to maximize attractive visuals that can make buyers interested and come to the store. Displays are attractive and can help customers to easily observe, select and inspect goods, then after that they will make a purchase. General Interior can be created through room lighting, shop walls, music playing, friendly service, neat arrangement of goods shelves, aroma/smell in the shop, air in the shop and cleanliness of the shop. (b) Store exterior or the front of the store is a reflection of the robustness and stability of the company's aura and the activities that take place within it, besides that it can gain the trust and hearts of consumers. The function of the store exterior is as an initial introduction, thus giving customers an idea of the characteristics of the store. Which includes the store exterior, namely; external building, entrance, store name, store design, building area, parking facilities, vehicle security and shop yard. (c) Interior display is a sign that is used to influence the atmosphere of the store to

consumers, the goal is to increase profits and sales at the store. Interior displays include location signs, posters, picture signs for special events and media packaging. And (d) Store layout is a store layout that starts from planning to determine the location and arrangement of the streets or aisles in the store so that customers can easily get around in it. Store layout includes the arrangement of goods, types of goods, store settings, store facilities, and groups of goods.

Food Quality

In the food and beverage industry, food quality is considered not just a form of food quantity, but is interpreted as the quality of a food that influences society in helping to determine the calorie content contained in the food and what the nutrition of the food is for the human body (Liu et al., 2015). Then based on research by West, Wood, & Harger (2019) explains that food quality can influence repurchase decisions by paying attention to the several things including: (a) Color that greatly affects the quality of food. The color of the food composition must be combined as well as possible so that it doesn't look pale or the color doesn't match. (b) Appearance on food has to both look good and be beautiful to be appetizing. The view of the food that will be served is the most important factor that will affect the appearance of the food. (d) Portion means determine the standard portion size in detail and clearly. The standard portion size is the quantity of servings that must be served each time and must remain consistent. (e) The form of food greatly affects the attractiveness of the food. To increase the attractiveness of food, this can be done by applying a unique cutting technique to make garnishes that serve as decorations for food. (f) Temperature can affect taste, for example the sweet taste of a food will be more pronounced when the food is still warm, while the salty taste of soup will be less pronounced when the soup is still hot. (g) Texture greatly affects appetite. If the food is too liquid or dense, too hard or soft than the standard it should be, it will affect the appetite. (h) The aroma of the food must match the theme of the food served. Consumers will lose their appetite if the food served emits an unpleasant aroma. (i) The degree of maturity can determine the texture of the food. For example, overcooked noodles will taste soggy while undercooked noodles will have a tough texture. This of course affects consumer buying interest. (j) The most influential important point is the taste. Sweet, sour, salty, bitter tastes must be combined and collaborated properly so that they become a unique and interesting taste to be enjoyed.

Repurchase Intention

According to Peter & Olson (2016) repurchase intention is a purchase activity carried out by customers more than once to several times. Then Kotler and Keller (2014), explains the following signs that can be used to determine customer repurchase interest: (a) Transactional intention is the desire of a consumer to buy back a product that has been consumed by consumers. (b) Referential intention is a consumer who has a habit of recommending goods that the consumer has purchased to others. (c) Preferential intention is the intention of a consumer who always has the first choice of goods to be purchased or consumed. (d) Exploratory intention is the intention of a consumer who wants to seek knowledge of a product which is to build a trust in the product and which will become a customer of the consumer.

METHOD

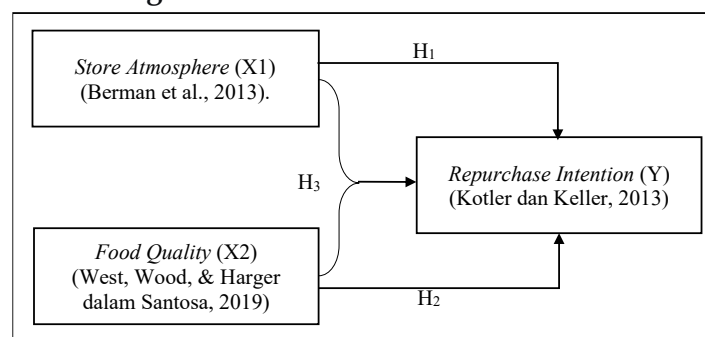
In this study, the object of research is store atmosphere and food quality on repurchase intention of consumers at the Tous Les Jours Supermall Karawaci bakery and cake shop. The type of research used in this research is quantitative research which is research conducted to test existing research hypotheses based on the variables studied (Sekaran & Bougie, 2016).

This study was designed to answer questions from the proposed hypothesis with cross-sectional studies were carried out, which is a study that can be carried out by collecting data once, perhaps over a period of days or weeks or months to answer research questions (Sekaran & Bougie, 2016). In this study there were 3 variables to be used, so the minimum sample size used the Hair (2010) formula is 5-10 times the indicator variable. Then the number of questions that are multiplied by 10 ($17 \times 10 = 170$). So through the calculation of this formula, a total sample of 170 respondents is obtained. In conducting this research, researchers used non-probability sampling with a purposive sampling technique. The sample in this study are consumers of food and beverage services at Tous Les Jours, Supermall Karawaci. The characteristics of the respondents to be used are: (1) Men and Women; (2) Age 17-65 years; (3) domiciled in Tangerang; and (4) Have bought and consumed food and drinks at Tous Les Jours, Supermall Karawaci more than 2 times in the last 6 months.

In terms of distributing questionnaires, researchers use dissemination via the internet or called internet surveys. Internet survey is a collection method using online questionnaires which are distributed to respondents via the internet (Lavidas, 2022). The researcher has provided a list of questions designed by dividing the questions into several parts including information on the respondent's demographic identity and also questions items related to variables with answer choices using a Likert Scale. The Likert scale used in this study is a 5-point Likert scale, starting from number 1 for Strongly Disagree (STS), to number 5 for Strongly Agree (SS). This study used quantitative research methods with a descriptive statistical analysis approach. This research uses data obtained from questionnaires that will be distributed by researchers to customers of Tous Les Jours bakery and cake shop, Supermall Karawaci which is then carried out regression analysis with the help of a statistical program, namely SPSS (Statistical Package for the Social Sciences). Regression is used to measure the influence of the independent variables on the dependent variable using the independent variables (Sugiyono, 2019).

This research was conducted to analyze the effect of store atmosphere and food quality on repurchase intention at Tous Les Jours Supermall Karawaci bakery and cake shop. The conceptual framework in this study is seen as follows:

Figure 1. Research Framework Model



Sources: Berman et al., 2013; West, Wood, & Harger dalam Santosa, 2019; Kotler dan Keller, 2013

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

1. Store atmosphere has an influence on repurchase intention at Tous Les Jours Supermall Karawaci bakery and cake shop.
2. Food quality has an influence on repurchase intention at Tous Les Jours Supermall Karawaci bakery and cake shop.
3. Store atmosphere and food quality have a significant influence on repurchase intention at Tous Les Jours Supermall Karawaci bakery and cake shop.

RESULTS AND DISCUSSION

This research resulted in 176 respondents who met the required sample size standard. The majority of respondents who visited the TLJ Supermall Karawaci came from domicile in Tangerang city totaling 123 (69,9%) and within a month, respondents answered 1-2 visits totaling 119 (67,6%) also usually visiting personally (alone) totaling 134 respondents (76,1%).

Table 1. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.952	.323		2.952	.004
X1	.347	.085	.324	4.078	<.001
X2	.448	.094	.380	4.786	<.001

Sources: Processed data (2022)

The results of the analysis on SPSS (Statistical Program for Social Science) the linear regression equation model is obtained as follows:

$$Y = a + bX_1 + bX_2$$

$$Y = 0.952 + 0.347 + 0.448$$

The interpretation of the equation is:

- a. The a means Constant coefficient: 0.952. This means that if the variables store atmosphere (X1) and food quality (X2) are 0, then the repurchase intention (Y) is 0.952
- b. The regression coefficient for the independent variable X1 (store atmosphere) is positive, indicating that there is a direct relationship between store atmosphere (X1) and repurchase intention (Y)
- c. The regression coefficient for the independent variable X2 (food quality) is positive, indicating that there is a direct relationship between food quality (X2) and repurchase intention (Y).

Table 2. T-test (Partial Hypothesis Test Results)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.952	.323		2.952	.004
X1	.347	.085	.324	4.078	<.001
X2	.448	.094	.380	4.786	<.001

Sources: Processed data (2022)

Based on table above, to be able to make conclusions regarding the acceptance or rejection the Null Hypothesis (H0), it must determine the t-table values used. This value will depend on the degree of freedom (df) and the level of significance used. By using a significance level 10%

and a df value of $n - k$ (176-3), a t-table value of 1.65371 is obtained. The result on testing the effect of each independent variable (store atmosphere and food quality) on the dependent variable (repurchase intention) at the TLJ bakery and cake shop, Supermal Karawaci are as follows:

- The effect of store atmosphere on repurchase intention at TLJ Supermall Karawaci. Based on the output, it is known that the t-statistics value is 4.078 more than ($>$) t-table 1.65371.
- The effect of food quality on repurchase intention at TLJ Supermall Karawaci. Based on the output, it is known that the t-statistics value is 4.786 more than ($>$) t-table 1.65371.

Table 3. Simultaneous Hypothesis (F-tes) Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.362	2	6.181	62.008	<.001 ^b
	Residual	17.245	173	.100		
	Total	29.608	175			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Sources: Processed data (2022)

Based on this output, it can be seen that the F-count value is 62,008. Then obtained the F-table of 2.66. From the test results it can be concluded that the F-count is 62.008 more than ($>$) the F-table is 2.66, then simultaneously the store atmosphere (X1) and food quality (X2) variables affect the repurchase intention variable (Y).

Table 4. Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.418	.411	.31573

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Sources: Processed data (2022)

From the SPSS test results, the adjusted R Square value was 0.411. this proves that the variable store atmosphere (X1) and food quality (X2) explains the variable repurchase intention (Y) of 41.1%. The remaining 58.9% is explained by other variables not examined in this study.

According to Berman et al. (2014) explains that store atmosphere refers to the physical characteristics of the store that will be used to impress and attract customers. There are several elements that include a store atmosphere, including general interior, store exterior, interior display and store layout. In the question section regarding the store atmosphere variable (X1), the highest average is in the second question, namely the music at Tous Les Jours provides comfort in getting an average of 4.55, which means it is included in the very good criteria. In the theory presented by Berman et al. regarding the general interior namely; room lighting, shop walls, music playing, friendly service, arrangement of neatly arranged shelves, aroma/smell in the store, air in the store and cleanliness of the store, then about the interior displays, namely; including location signs and posters, up to the store layout, namely; arrangement of goods, types of goods, store settings, store facilities, and groups of goods.

Based on the average results of the store atmosphere variable questionnaire (X1), it is found that the criteria are very good for each question, so the theory presented is in accordance with the results of the study.

According to research by West, Wood, and Harger in (2019) explained that food quality can influence repurchase decisions by paying attention to several things including color, appearance, portion, shape, temperature, texture, aroma, level of maturity and taste. In the food quality variable (X2), the highest average is in the fifth question, namely Tous Les Jours food and beverage products served at the appropriate temperature to get an average of 4.56, which means it is included in the very good criteria. From the presentation of the theory of West, Wood, & Harger (2019) researchers get the results of the average questionnaire is very good criteria for each question, then the theory presented is in accordance with the results of the study.

According to Peter & Olson (2016) Repurchase intention is a purchase activity carried out by a customer more than once or several times. According to Kotler dan Keller (2013), The following are signs that can be used to determine consumer repurchase interest, namely; transactional intention, referential intention, preferential intention. In the variable repurchase intention (Y), the highest average is in the third question, namely I would recommend Tous Les Jours to other people at 4.57, which means it is included in the very good criteria. From the presentation of the theory Kotler and Keller, the researcher obtained that the average result of the questionnaire was very good criteria for each question, so the theory presented was in accordance with the research results.

In the hypothesis test, the T test, F test and the coefficient of determination test were carried out. In the T test, using a significance level of 10% and a df value of n-k (176-3) a t-table value of 1.65371 is obtained. Then the results obtained are as follows:

Table 5. Hypothesis Test Results

Hypotheses		Statistics Value	Table Value	Results
H1	Store atmosphere has an influence on repurchase intention at Tous Les Jours Supermall Karawaci bakery and cake shop.	4.078	1.65371	Accepted
H2	Food quality has an influence on repurchase intention at Tous Les Jours Supermall Karawaci bakery and cake shop.	4.786	1.65371	Accepted
H3	Store atmosphere and food quality have a significant influence on repurchase intention at Tous Les Jours Supermall Karawaci bakery and cake shop.	62.008	2.66	Accepted

Sources: Processed data (2022)

It can be seen from Table 16 above that this study formulated three (3) hypotheses, each of which was tested both partially and simultaneously for the variables studied in this study. The first hypothesis (H1), namely regarding store atmosphere, has an influence on repurchase intention at Tous Les Jours bakery and cake shop, Supermall Karawaci. hypothesis. Store atmosphere that refers to the physical characteristics of the store has an influence on repurchase intention in the form of giving an impression and attracting customers. Based on the results of testing the hypothesis that the t-count value is 4.078 more

than ($>$) t-table 1.65371, it can be stated that the first hypothesis (H1) is accepted. The second hypothesis (H2), namely regarding food quality, has an influence on repurchase intention at Tous Les Jours bakery and cake shop, Supermall Karawaci. Food quality in the form of color, appearance, portion, shape, temperature, texture, aroma, level of maturity and taste can make customers make repurchase intentions. Based on the results of testing the hypothesis that the t-count value is 4,786 more than ($>$) t-table 4,786, it can be stated that the second hypothesis (H2) is accepted. The third hypothesis (H3), namely regarding simultaneous testing, regarding store atmosphere and food quality has a significant influence on repurchase intention at Tous Les Jours Supermall Karawaci bakery and cake shop. Based on the hypothesis testing on the F-test, it can be seen that the calculated F-value is 62.008, then for the F-table is 2.66. From the test results it can be concluded that the F-count is 62.008 more than ($>$) the F-table is 2.66, then simultaneously the store atmosphere (X1) and food quality (X2) variables affect the repurchase intention variable (Y).

Finally, on the test for the coefficient of determination from the test results in the SPSS (Statistical Program for Social Science) program, the adjusted R Square value is 0.411. This proves that the variable store atmosphere (X1) and food quality (X2) explains the variable repurchase intention (Y) of 41.1%. Then the remaining 58.9% which results from (100% -41.1%) is explained by other variables not examined in this study.

CONCLUSIONS AND SUGGESTIONS

Through the results of quantitative analysis research described in the previous chapter. So in this study, conclusions can be drawn including:

- a. At Tous Les Jours bakery and cake shop, store atmosphere has a positive and significant influence on repurchase intention. It is found that the better the store atmosphere is, the higher the customer's repurchase intention, because it has a positive coefficient.
- b. At Tous Les Jours bakery and cake shop, food quality has a positive and significant influence on repurchase intention. It is found that the better the quality of food and beverages (food quality) owned, the higher the customer will repurchase intention because it has a positive coefficient.
- c. At Tous Les Jours bakery and cake shop, store atmosphere and food quality have a simultaneous positive and significant influence on repurchase intention, which means that the better the store atmosphere and food quality, the higher the customer will do repurchase intention, because it has a positive coefficient.

Based on the findings of this study, several recommendations can be proposed for relevant stakeholders, particularly in relation to store atmosphere, food quality, and consumers' repurchase intention. Since store atmosphere was found to influence repurchase intention, food and beverage establishments should consistently maintain a clean, comfortable, and pleasant environment to enhance consumers' overall dining experience. In addition, attractive and distinctive interior decorations should be incorporated to create a more appealing atmosphere and capture consumers' attention. With regard to food quality, greater attention should be given to the appropriateness and consistency of portion sizes to ensure that the products meet consumers' expectations. Food and beverage establishments should also improve the visual presentation and overall appearance of their products to make them more attractive and appealing to consumers. Continuous improvements in service environment and product quality, accompanied by efforts to address existing shortcomings, may encourage consumers to make repeat purchases and increase their willingness to recommend

the establishment and its products to others.

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