

The Relationship Between E-WOM and Store Atmosphere on Repeat Purchase Decisions with Consumer Satisfaction as an Intervening Variable

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ABSTRACT

The relationship between E-WOM and store atmosphere on repeat purchase decisions at the CW Coffee & Eatery Pontianak outlet chain with consumer satisfaction as an intervening variable. In recent years, the cafe bussiness has become a favorite of bussiness people, especially in Pontianak City. With a unique and attractive cafe atmosphere, it will increase consumer interest to come and even make purchases. Currently, the number of cafes in Pontianak city and its surroundings has reached 800 cafes, one of which is CW Coffee which already has 14 branches spread across Pontianak. This study aims to determine the relationship between of E-WOM and store atmosphere on repurchase decisions through consumer satisfaction. The research technique for the number of samples used strata quota sampling, namely 126 respondents. The data collection method used questionnaires and interviews with data processing tabulation results using AMOS. The results of the study concluded that consumer satisfaction cannot mediate E-WOM and store atmosphere on repurchase decisions.

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1. Introduction

In recent years, the cafe business has become a favorite among entrepreneurs, especially in the city of Pontianak. Cafes are places to relax and gather while enjoying food and drinks. The unique and attractive atmosphere inside a cafe increases consumer interest in visiting and even making purchases. With 800 cafes currently operating in Pontianak and its surrounding areas, competition high. CW Coffee, with its 14 branches is a key player in this local market. This study aims to determine the effect of E-WOM and store atmosphere on repeat purchase decisions through customer satisfaction. E-WOM is a brief review through a platform that provides both positive and negative reviews about a product or service. Consumers will provide reviews after they have experienced the product or service. E-WOM is considered very important because it can influence purchasing decisions. The more positive the reviews given by consumers, the more they will motivate other consumers to make purchases of a product or service (Hasan et al., 2024; Hashifah & Nasution, 2024). E-WOM refers to expressions about experiences between consumers related to a product, service, or even a company through the internet. It turns out that E-WOM does not have a clear impact on purchasing decisions (Sari & Mubarak, 2024).

Store Atmosphere is the arrangement of the surrounding environment, both emotionally and physically, such as lighting, aroma, layout, music, temperature, and many more, which creates consumer interest to visit and even make purchases. This is what can encourage consumers to make repeat purchases or not. Good lighting and other supporting facilities such as air conditioning to help cool the room and additional music will provide comfort for visiting consumers, so that consumers decide to make a purchase (Mariya Ulfa et al., 2023). If the store atmosphere that has been created does not create a positive experience for consumers, it will actually reduce the likelihood of a purchase decision because each consumer's perception of the store atmosphere is different (Budiono & Siregar, 2023). Customer satisfaction is the result of consumers' assessment of whether a product meets their expectations or not. This means that if consumers feel satisfied, they will make repeat purchases and be willing to recommend the product to their close friends and family (Sulistia et al., 2025). Customer satisfaction can be seen from whether consumers make repeat purchases or not. Every increase in purchase decisions is due to an increase in customer satisfaction (Mukuan et al., 2023).

Repeat purchase decisions are actions taken when consumers make considered decisions to buy products that have been offered. These actions are usually influenced by several elements, such as location, price, promotion, and product, which shape consumers' attitudes to consider the information conveyed to sellers, thereby eliciting responses regarding which products to buy. This decision is made consciously by consumers to fulfill their needs and desires. Repurchase decisions mediated by consumer satisfaction do not have a significant effect because repurchase decisions mediated by consumer satisfaction are not interrelated and cannot be used as a reference for consumers to return and remain loyal (Dzikrulloh et al., 2022). Theoretically, the flow of the relationship between the variables in this study uses the S-O-R flow framework. Based on this flow, the stimulus variables (S) in the form of E-WOM and store atmosphere are stimuli that influence consumer feelings and experiences in the form of positive reviews, recommendations, reading online reviews, and confidence in purchasing after seeing online reviews, attractive store layouts, and aesthetic displays. The organism variable (O) is consumer satisfaction that arises due to the compatibility between expectations and information from E-WOM and store atmosphere, which is able to provide a comfortable experience. The response variable (R) is the decision to repurchase, which is the consumer's action to return to make a repeat purchase and become a loyal customer.

2. Literature Reviews

2.1. The Relationship Between E-WOM and Consumer Satisfaction

Consumers usually tend to try products recommended by people close to them or even strangers. Positive experiences will lead to consumer satisfaction, because consumer satisfaction is obtained through quality products or services (Nawastuti & Irmawati, 2023). The value of a business is seen from several positive responses given by consumers because these responses are a sign given by consumers when they feel satisfied after making a purchase (Kurniawan & Saputra, 2022).

H₁: E-WOM is expected to have a relationship with customer satisfaction

2.2. The Relationship Between Store Atmosphere and Consumer Satisfaction

Through a neat and unique store atmosphere, business owners can bring satisfaction to consumers as a result of the emotions and perceptions that arise from the comfort of a place (Putri et al., 2023). A comfortable store atmosphere is supported by various interior designs, such as a combination of physical elements including layout, color, lighting, architecture, temperature, music, and aroma, which are intended to create a positive impression and generate satisfaction in the minds of consumers when they visit or even make a purchase (Efendi & Hapsari Lubis, 2022).

H₂: Store atmosphere is expected to have a relationship with consumer satisfaction.

2.3. The Relationship Between Consumer Satisfaction and Repeat Purchase Decisions

Consumer satisfaction can be achieved if their expectations regarding a product are met or even exceeded. Satisfied consumers tend to be more loyal, visit more often, and even give positive recommendations to others (Go'o et al., 2025). Consumers will decide to make a purchase or even

a repeat purchase when they are satisfied. The level of customer satisfaction can be seen if the offer of a product can provide benefits that satisfy customers and is able to meet customer expectations (Muniroh & Althalets, 2024).

H₃: Consumer satisfaction is expected to have a relationship with purchase decisions.

2.4. The Relationship Between E-WOM and Repurchase Decisions

E-WOM is disseminated through positive reviews from consumers who have made purchases, so that other consumers who have never bought the product can obtain information about it (Taebenu et al., 2025). E-WOM is a statement containing brief reviews through a provided platform, whether positive or negative reviews about products or services. Consumers will provide reviews after they have had an experience with a product or service, so E-WOM is considered very important because it can influence repeat purchase decisions (Hashifah & Nasution, 2024).

H₄: E-WOM is expected to have a relationship with repeat purchase decisions.

2.5. The Relationship Between Store Atmosphere and Repeat Purchase Decisions

Store atmosphere is the overall emotional feeling that arises from the appearance of a cafe, which aims to satisfy both parties involved, such as the seller and the buyer (Muthoharoh & Praditya, 2024). Store atmosphere can influence emotional situations through the atmosphere of a place that can provide tranquility. In addition, the interior design and superior aesthetic value can increase consumer visits and influence purchasing decisions (Triono & Fourqoniah, 2024).

H₅: Store atmosphere is expected to have a relationship with repeat purchase decisions.

2.6. The Relationship Of Consumer Satisfaction In Mediating E-WOM On Repeat Purchase Decisions

Managing and utilizing E-WOM will have a positive impact on consumer satisfaction because it is an effective strategy to implement, which is why E-WOM plays an important role in shaping consumer satisfaction levels (Afaf Azizah et al., 2024). Consumers will look at other people's reviews to get an idea before buying a product because consumer trust when exchanging information about a place they have visited is very high. The better the E-WOM provided by consumers, the more it will encourage other consumers to buy (Wijaya, Law et al., 2024). The existence of e-wom makes it easier for consumers to obtain and share their experiences with CW coffee. The more positive the e-wom reviews are, the more satisfying consumers' perspectives on a product will be.

H₆: Consumer Satisfaction in Mediating the Relationship between E-WOM and Repurchase Decision

2.7. The Relationship Of Consumer Satisfaction In Mediating Store Atmosphere On Repurchase Decisions

A good store atmosphere can directly influence consumers' feelings and experiences during their visit. Consumers feel satisfied with the experience they get when they feel comfortable with the atmosphere they experience. High satisfaction will strengthen consumers' interest in buying because they feel valued and cared for, thereby increasing their desire to make repeat purchases (Khafifah Rahmasari et al., 2025). Store atmosphere can enhance the experience and create a good mood for consumers, causing them to respond positively, namely satisfaction. This store atmosphere can increase the attention of visiting consumers and even encourage them to make purchases, which will increase satisfaction and motivate consumers to make repeat purchases (Tresna Pradana Santana & Sri Astuti Pratminingsih, 2025). A store atmosphere that creates a comfortable shopping experience and feeling will make consumers more satisfied with the product, thereby encouraging them to make repeat purchases in the future.

H₇: Consumer satisfaction mediates store atmosphere and repeat purchase decisions

3. Methodology

The conceptual model developed in this study will be tested on consumers at 14 CW Coffee outlets spread across the city of Pontianak. The population in this study consists of all visitors to the 14 CW Coffee outlets in the city of Pontianak, and the exact number is unknown. The research technique for the sample size uses strata quota sampling, with 126 respondents selected using accidental sampling. Data collection methods include questionnaires and interviews. Data processing of the tabulation results uses the AMOS tool. Validity and reliability testing includes AVE and CR. Identifying structural models includes degrees of freedom. Testing goodness-of-fit criteria includes CMIN/DF, RMSEA, AGFI, GFI, CFI, and TLI. Hypothesis testing includes CR and probability values. The sample size was set at 100 respondents. If the results were not found from 100 respondents, the specified quota would not be met (Sahir, 2022). To determine the upper limit, the author added 20 per independent variable, resulting in a sample size of 135. From this number, 126 data passed the validity test.

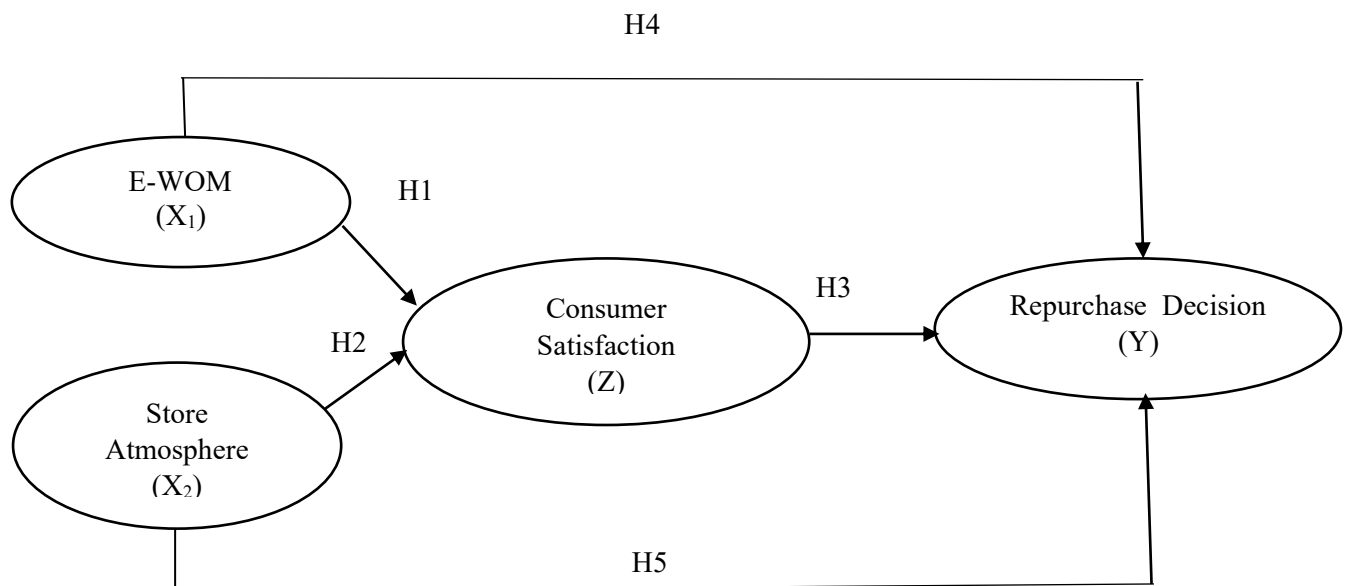


Figure 1. Conceptual Framework

Table 1. Variables and Indicators

Research Variables	Operational Definition	Indicators
E-WOM	E-WOM is a statement conveyed by consumers through the internet to other consumers, both positive and negative statements, and consumers who know each other or do not know each other to convey information.	1. Positive Reviews 2. Recommend 3. Reading online reviews 4. Confident about purchasing after reading reviews (Kintan Pratiwi et al., 2024)
Store Atmosphere	Store Atmosphere is the overall emotional effect created through various facilities that aim to provide satisfaction to consumers.	1. Exterior appeal 2. Interior appeal 3. Attractive store layout 4. Aesthetic and Instagram-worthy displays (Farikha & Samboro, 2024)
Customer Satisfaction	Customer satisfaction arises when consumers compare	1. Feeling of satisfaction 2. Repeat purchase

Research Variables	Operational Definition	Indicators
	their expectations with the reality they experience, such as feelings of joy or even disappointment. If it aligns with their expectations, they will feel happy and highly satisfied.	3. Expectation Alignment (Roynaldus A. K. Agung et al., 2023)
Repurchase Decision	Repurchase Decision is a process when consumers make a decision before purchasing a desired product and when consumers really want to buy a product with the aim of fulfilling what is needed or even desired by consumers.	1. Repurchase Confidence 2. Repurchase preference 3. Recommendations 4. Repeat Purchase (Wulandari Anna, 2024)

Source: Processed data, 2025

4.Results And Discussion

The composition of respondents based on gender is dominated by males by a certain percentage, which shows that the average population of Pontianak is male. The frequency of repeat purchases in a month is dominated by the answer option of 3-5 times a month, with the average respondent making repeat purchases by visiting once a week. In terms of age characteristics, the 18-30 age range is the most frequent visitor to CW Coffee Pontianak.

4.1. Testing the Validity and Reliability of Endogenous Constructs

Validity testing aims to determine whether the data input from the questionnaire used by the researcher is valid or not. The data in the questionnaire can be declared valid if the Average Variance Extract (AVE) value is above 0.5, and reliability testing aims to ensure that the questionnaire used has consistent results when used repeatedly. The questionnaire can be declared reliable if the CR (Construct Reliability) value is above 0.70. The table below shows the results of the reliability value calculations.

Tabel 2. Reliabilitas Konstruk dan Variance Extract Konstruk Endogen

Constr uct	E-WOM			Store Atmosphere			Kepuasan Pelanggan			Keputusan Pembelian Ulang		
	Std Loadi ng	(Std Loadin g) ²	Std.Err or	Std Loadi ng	(Std Loadin g) ²	Std.Err or	Std Loadi ng	(Std Loadin g) ²	Std.Err or	Std Loadi ng	(Std Loadin g) ²	Std.Err or
EW 1	0,725	0,526	0,474									
EW 2	0,852	0,726	0,274									
EW 3	0,773	0,598	0,402									
EW 4	0,595	0,354	0,646									
SA 1				0,807	0,651	0,349						
SA 2				0,776	0,602	0,398						
SA 3				0,689	0,475	0,525						
SA 4				0,694	0,482	0,518						
KK 1							0,802	0,643	0,357			
KK 2							0,752	0,566	0,434			
KK 3							0,688	0,473	0,527			
KP 1										0,628	0,394	0,606
KP 2										0,713	0,508	0,492
KP 3										0,788	0,621	0,379
KP 4										0,732	0,536	0,464
Σλ	2,945			2,966			2,242			2,861		
Σej	1,797			1,790			1,318			1,940		

$(\sum \lambda)^2$	8,673			8,797			5,027			8,185		
AVE	0,551			0,552			0,561			0,808		
CR	0,828			0,831			0,792			0,515		

Source: Processed data, 2025

With the output table above, if you want to know the validity of each research indicator, you can see the AVE (Average Variance Extract) value with a cut- -of-value of 0.5. The AVE values for each variable are as follows: E-WOM at 0.551, store atmosphere at 0.552, consumer satisfaction at 0.561, and repeat purchase decision at 0.808. Meanwhile, the CR (Construct Reliability) value, or what is usually referred to as the construct reliability calculation, has a cut-off value of 0.70. It can also be seen in the table that the CR values for the E-WOM, store atmosphere, consumer satisfaction, and repurchase decision variables are greater than or above 0.70.

4.2. Assessing Structural Model Identification

A model can be considered suitable for identification if the degrees of freedom value is positive.

Table 3. Calculation of Degrees of Freedom

Number of distinct sample moments:	120
Number of distinct parameters to be estimated:	36
Degrees of freedom (120-36)	84

Source: Processed data 2025

The results of the above study show that the degrees of freedom have a value of 84 and are positive, so it can be concluded that the model is feasible and can be continued to the next stage of research.

4.3. Goodness of Fit Test

The sample used for this study consisted of 126 samples obtained through the distribution of questionnaires to consumers who had visited or made purchases at CW Coffee, which was in accordance with SEM requirements of between 100 and 200 samples.

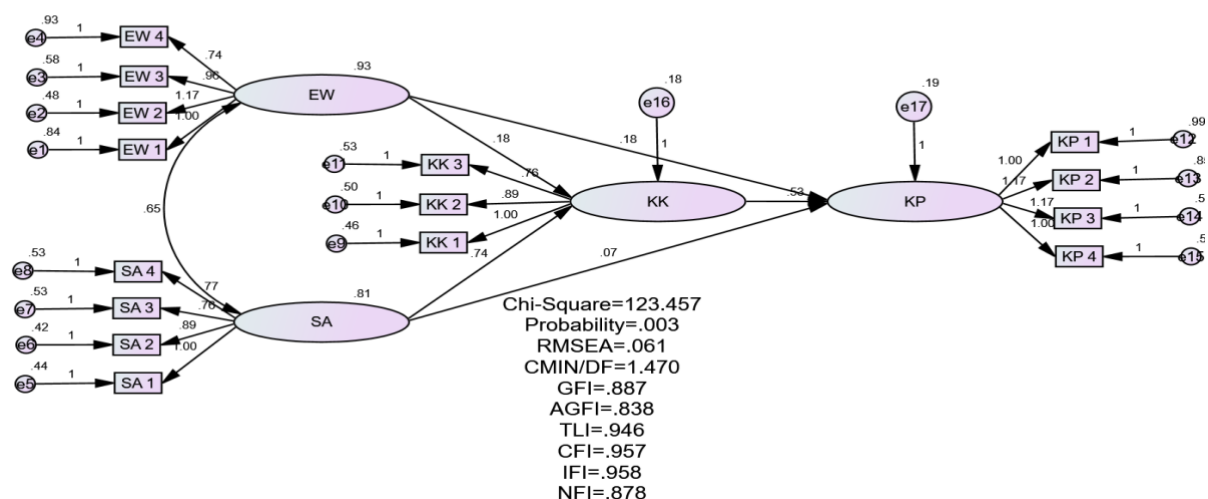


Figure 2. Full Model Path Analysis Results of E-WOM and Store Atmosphere Variables on Repeat Purchase Decisions with Consumer Satisfaction

Based on Figure 2, it can be concluded that the analysis results are fit, as seen in the following goodness of fit index test results:

Table 4. Goodness of Fit Index Test Results

Goodness of Fit Index	Research Results	Cut-off Value	Model Evaluation
CMIN/DF	1.470	≤ 2.00	Very Good
RMSEA	0.061	≤ 0.08	Very Good
AGFI	0.838	≥ 0.90	Good
GFI	0.887	≥ 0.90	Good
CFI	0.957	≥ 0.95	Very Good
TLI	0.958	≥ 0.95	Very Good

Source: Processed data 2025

Based on the output path diagram above, we can see that the CMIN/DF value is 1.470, which means that it meets the fit criteria because the value is smaller than the cut-off value of 2.00. The RMSEA has a value of 0.061, which means that it meets the fit criteria because the value is smaller than the cut-off value of 0.08. In addition, the AGFI value is 0.838, which is slightly below the criteria because it is close to the cut-off value of 0.90, so it can be considered good. Meanwhile, the GFI value is similar to AGFI because it is 0.887, which is close to the fit criteria, where the cut-off value is greater than or equal to 0.90. Then, it can be seen that the CFI value is 0.957, which means that this value has a fit criterion, which is greater than 0.95. The TLI value also has a fit criterion, which is greater than 0.95, because the TLI has a value of 0.958.

4.4. Hypothesis Testing

The hypothesis test used for this study is regression weight. If the critical ratio (CR) is greater than or even equal to 1.96 and the P value with a significance value is below 0.05, it can be said that the exogenous variable has a relationship with the endogenous variable. If the critical ratio (CR) is less than 1.96 and has a P-value with a significance level greater than 0.05, it can be said that the exogenous variable has no relationship with the endogenous variable.

Table 5. Hypothesis Test Results

Hypothesis	C.R.	Cut-off Value	P	Cut-off Value
H ₁ : <i>E-WOM</i> is expected to have a relationship with customer satisfaction	1.394	≥ 1.96	0.163	≤ 0.05
H ₂ : <i>Store atmosphere</i> is expected to have a relationship with customer satisfaction.	4.932	≥ 1.96	0.000	≤ 0.05
H ₃ : Consumer satisfaction is expected to have a relationship with repeat purchase decisions.	2.149	≥ 1.96	0.032	≤ 0.05
H ₄ : <i>E-WOM</i> is expected to have a relationship with repeat purchase decisions.	1.531	≥ 1.96	0.126	≤ 0.05
H ₅ : <i>Store atmosphere</i> is expected to have a relationship with repeat purchase decisions.	0.307	≥ 1.96	0.759	≤ 0.05

Source: Processed data 2025

This study states that based on the tests that have been carried out, it was found that the Critical Ratio value was 1.394 with a probability value of 0.163. Even though E-WOM is getting better, it does not significantly affect consumer satisfaction but only provides an overview or impression for consumers before buying or visiting a place. With E-WOM, consumers can consult with one another about a product through reviews, which may result in negative reviews from consumers. This proves that even though there are many reviews provided by consumers, they do not necessarily influence consumer satisfaction and the effectiveness of consumers in reviewing online media, as supported by the statements of (Valentina et al., 2022) and (Azhar et al., 2023).

Based on the research and testing that has been conducted, it was also found that the Critical Ratio value was 4.932 and the probability value was 0.000, which is "0.000" meaning that the better the store atmosphere, the better the relationship with customer satisfaction. If there is an improvement in the store atmosphere, it will also lead to customer satisfaction because it creates a comfortable atmosphere and makes customers feel at home. This can lead to satisfaction from the comfort felt by customers. This statement is supported by (Adhinda et al., 2022) and (Praditya & Kaihatu, 2023). Based on the tests that have been carried out, it was found that the Critical Ratio value was 2.149 with a probability value of 0.032, which means that if there is customer satisfaction, it will increase the decision to repurchase. If consumers feel satisfied, they will make repeat purchases. The more consumers buy, the more it can be said that they feel satisfied because their expectations match the reality they experience, leading them to decide to make repeat purchases. This statement is supported by (Hadiantini et al., 2023) and (Fiani & Novitasari, 2022).

Based on the tests that have been carried out, the results of the Critical Ratio value are 1.531 and the probability value is 0.126, which means that E-WOM has no relationship with purchasing decisions. This is because E-WOM is only used to provide an overview when consumers want to buy a product. It is an expression felt by consumers after gaining experience shared through the internet. E-WOM is also ineffective because it can provide information that is still lacking in detail and clarity, so it does not have a clear impact on repeat purchase decisions. This is supported by the statements of (Sari & Mubarak, 2024) and (Mazwar & Kuleh, 2023). Based on the tests that have been carried out, the Critical Ratio value is 0.307 with a probability value of 0.759, which means that store atmosphere has no relationship with purchasing decisions. This is because an aesthetic and unique store atmosphere alone does not enable consumers to make repeat purchases. There are other factors that can influence consumers when making a purchase, one of which is price. Even if the store atmosphere is good, if the price alone makes consumers feel hesitant, they will also think twice about making a purchase decision. Consumers sometimes prioritize their needs over the atmosphere when making repeat purchases. Repeat purchases may decrease if the store atmosphere does not create a pleasant experience for consumers. This statement is also supported by research (Sinta et al., 2024) and (Budiono & Siregar, 2023).

4.5. Mediation Testing

The role of E-WOM and store atmosphere on repurchase decisions with consumer satisfaction was tested using the Sobel test. Below are the Sobel test calculations regarding E-WOM on repurchase decisions with consumer satisfaction as the intervening variable:

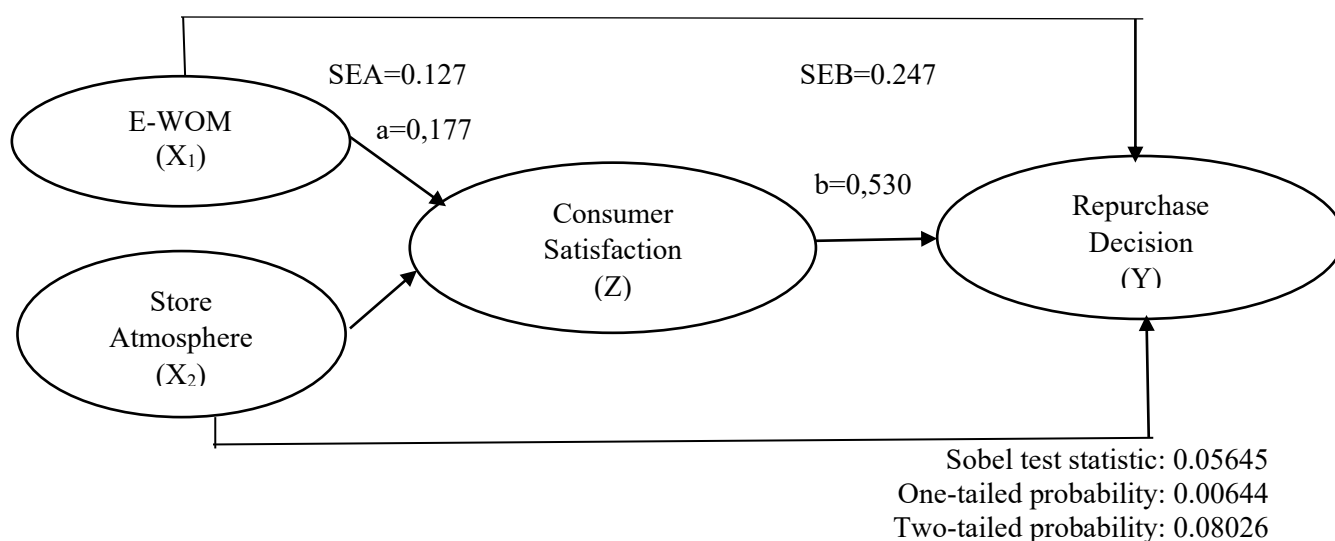


Figure 3. Results of the Sobel Test Calculation of the Effect of E-WOM on Repurchase Decisions Through Consumer Satisfaction

Testing the intervening variable using the Sobel test yielded a test result of 0.05654 with a significance value of 0.08026. Meanwhile, the criteria in the Sobel test are test results on variable Z above 1.90 and below a cut-off value of 0.05. Therefore, it is stated that there is no relationship between E-WOM and repurchase decisions with consumer satisfaction as an intervening variable. E-WOM is not always positive; there is also negative E-WOM. If consumers find negative reviews, they will be more hesitant to buy. E-WOM is also only used as a reference for consumers when they want to buy a product or visit a place. When there is positive information from reviews or feedback regarding the quality of consumers' experiences when visiting a place, it does not have a relationship with repeat purchase decisions and does not sufficiently mediate consumer satisfaction. This statement aligns with the research by (Ulhaq et al., 2024) and (Rizkyta et al., 2024).

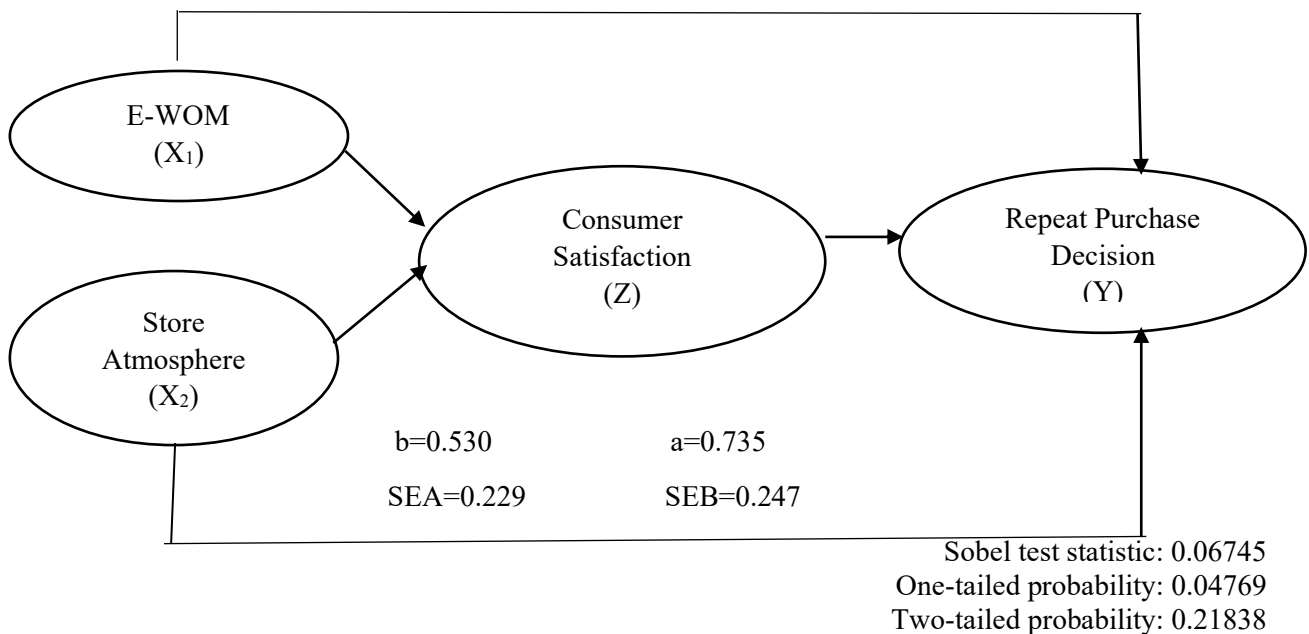


Figure 4. Results of the Sobel Test Calculation of the Effect of Store Atmosphere on Repeat Purchase Decisions Through Consumer Satisfaction

To prove the relationship between store atmosphere and repeat purchase decisions with consumer satisfaction, it is necessary to test the intervening variable using the Sobel test, with a test result of 0.06745 and a significance value of 0.21838. The criteria in the Sobel test are test results on the Z variable above 1.90 and below a cut-off value of 0.05. Therefore, it is stated that there is no relationship between store atmosphere and purchase decisions with consumer satisfaction as an intervening variable. An aesthetic store atmosphere and a unique are indeed capable of attracting consumers' interest in purchasing. However, if consumers visit and find the cafe crowded, they will not feel satisfied or comfortable while inside. The purpose of an aesthetic store atmosphere design is to evoke emotions in consumers, thereby increasing repeat purchase decisions. However, if consumers visit and find the cafe crowded, they will not feel satisfied or comfortable while inside, and it turns out that store atmosphere has no relationship with consumer satisfaction regarding the frequency of repeat purchases. This statement is supported by research by (Annaufal et al., 2023) and (Iana et al., 2023).

5. Conclusion

Based on the results of the analysis and discussion of E-WOM and store atmosphere on repeat purchase decisions at the CW Coffee & Eatery Pontianak outlet, with consumer satisfaction as an intervening variable, it can be concluded that E-WOM does not have a relationship with consumer satisfaction, but rather that store atmosphere has a relationship with consumer satisfaction. A Sobel test was conducted to determine the mediating role in this study, which showed that consumer satisfaction cannot mediate E-WOM and store atmosphere with repeat

purchase decisions. Customer satisfaction cannot mediate the relationship between E-WOM and store atmosphere with repeat purchase decisions because an important factor in creating satisfaction is whether the customer has visited and purchased products at CW Coffee Pontianak. The existence of positive reviews on social media (E-WOM) will only create an image in the minds of consumers and will not lead to satisfaction without consumption. Similarly, store atmosphere, where the perspective of the store atmosphere seen from promotional media will not encourage satisfaction without consumers actually experiencing the store atmosphere themselves.

Based on the conclusions that have been drawn, some suggestions that CW Coffee Pontianak can consider are that it should create a better store atmosphere so that consumers feel comfortable when they are in the cafe and will voluntarily promote CW Coffee Pontianak through reviews. If consumers buy or visit and are satisfied with their meal, they will not hesitate to make repeat purchases. Customer satisfaction can be seen by whether customers make repeat purchases or not if customers frequently make repeat purchases, it indicates they are satisfied with CW Coffee Pontianak.

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