

## **Understanding Drivers of Coffee Shop Revisit Intentions: Assessing Roles of Perceived Luxuriousness, Quality, and Brand Trust**

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**Abstract.** The coffee shop industry in Indonesia is seeing substantial expansion. Customer retention is a crucial factor in guaranteeing the longevity of a commercial endeavor. Indonesia is experiencing a significant expansion of coffee shops, particularly in the city of Medan. Coffee enthusiasts are in want of a coffee shop that provides a high-end experience and ambiance. The primary aim of this study is to investigate the role of brand trust in moderating the relationship between perceived luxuriousness and perceived quality, and their impact on revisit intentions at coffee shops in Medan City. Utilizing structural equation modeling, the results indicate that brand trust does not act as a mediator for the impact of perceived luxuriousness. However, it does have a mediating influence on revisit intention. The findings of this study offer valuable insights for coffee shop organizations regarding the potential benefits of enhancing luxury aspects and service quality in order to enhance client retention.

**Keywords:** Luxury, Quality, Trust, Revisit Intention

## 1. Introduction

Indonesians frequently partake in coffee consumption due to its distinctive fragrance and taste (Nugroho, 2021). The use of coffee, hitherto predominantly favored by elderly individuals, is currently seeing a growing trend among younger generations (Yunus, 2022). The use of coffee is rising among all demographic groups, as coffee is now being chosen not just for its ability to combat tiredness or enhance alertness, but also as a lifestyle preference (Riana, 2021). Indonesia is generally recognized as one of the nations that produces Gayo Arabica coffee (Najib, 2021).



Fig.1: Indonesian Coffee Products 2017-2022

According to the data provided, coffee productivity in Indonesia demonstrates a consistent annual growth. The reason for this is that the practice of consuming coffee in Indonesia has ceased among adults. The transition of consumer lifestyle to the younger generation has necessitated the incorporation of coffee consumption into their work routines. Several major cities in Indonesia, particularly Medan, have a plethora of coffee shops catering to the younger generation. Medan City, as an expanding metropolis, has a significant potential to promote a diverse range of coffee goods. Over the years, there has been a substantial growth in the number of coffee merchants in Medan City in order to meet the growing demand from consumers. The rapid population expansion in Medan City is likely to result in an increase in the number of coffee aficionados, which presents promising commercial opportunities for establishing coffee shops.

Table 1. Distribution of the Number of Modern Coffee Stalls in Each Sub-District in Medan City

| No           | District         | Total of coffee shops |
|--------------|------------------|-----------------------|
| 1            | Medan Baru       | 26                    |
| 2            | Medan Area       | 15                    |
| 3            | Medan Timur      | 20                    |
| 4            | Medan Barat      | 25                    |
| 5            | Medan Polonia    | 26                    |
| 6            | Medan Sunggal    | 28                    |
| 7            | Medan Kota       | 30                    |
| 8            | Medan Marelan    | 5                     |
| 9            | Medan Petisah    | 43                    |
| 10           | Medan Johor      | 14                    |
| 11           | Medan Maimun     | 15                    |
| 12           | Medan Selayang   | 20                    |
| 13           | Medan Helvetia   | 7                     |
| 14           | Medan Deli       | 2                     |
| 15           | Medan Perjuangan | 1                     |
| 16           | Medan Denai      | 2                     |
| 17           | Medan Tuntungan  | 1                     |
| 18           | Medan Tembung    | 1                     |
| 19           | Medan Belawan    | 1                     |
| <b>Total</b> |                  | <b>282</b>            |

Source: Regional Tax and Retribution Management Agency of Medan City, 2023

An in-depth comprehension of consumer behavior in relation to revisit intention is crucial, particularly for coffee shop enterprises (J. L. Y. L. S. Kim, 2021a). Repeat clients have the chance to offer crucial input to coffee shop proprietors or coffee manufacturers (Ramayah, 2022). This feedback can facilitate the comprehension of consumer preferences and the implementation of crucial enhancements in their products or services (Hyun, 2022). Regular patrons who often patronize coffee establishments or consistently purchase certain coffee items will significantly contribute to the overall sales volume (Fajar, 2023). Greater customer inclination to return will lead to higher sales, thereby boosting firm income (Pontevia, 2022). Returning to a certain place strengthens the customer's commitment to a specific brand (Nguyen, 2022). Customers who are content with the caliber of the coffee and the whole encounter are inclined to go for the same brand in future instances. This promotes the development of a robust brand image and enhances customer loyalty (Al-Sulaiti, 2022).

Consumer loyalty is influenced by brand trust, which is seen as one of the factors (Sawaftah, 2021). Customers who have a high degree of confidence in a brand are typically more lenient when it comes to any faults or issues that may occur during their visit to a coffee shop (Lee, 2022). Customers trust the brand's competence in resolving issues and implementing strategies to enhance the situation, so ensuring their satisfaction and willingness to come back (Ko, 2021). Establishing brand trust might incentivize customers to participate more actively in loyalty programs offered by coffee shops (Pramono, 2024). Devoted consumers perceive the advantages of the program as enhancing the worth of their contacts with the business, so raising their probability of participating in and profiting from the program (Sirimongkol, 2022). Customers that have a strong level of confidence in a company are not easily influenced by competing firms or aggressive marketing tactics (Huo, 2022). Consumers have developed a robust emotional attachment to their favored coffee brand and are inclined to remain loyal to the brand, irrespective of any marketing endeavors by competing firms (Rasool, 2022).

The research findings indicate that brand trust has a direct and substantial impact on boosting the likelihood of coffee shop consumers revisiting (Pramono, 2024)(Han, 2022)(Dore & Crouch, 2009). As stated in reference (Althuwaini, 2022), the capacity to establish faith in the excellence of novel coffee goods and services ensures that clients feel confident in selecting a coffee shop for their job without any concerns. Furthermore, (Raza, 2022) elucidated that comprehending the failure of coffee shop enterprises in establishing brand trust is a crucial aspect that coffee shop managers should particularly grasp. Nevertheless, as stated in reference (Suttipun, 2021), brand trust remains a crucial element in enhancing revisit intention, but not to the same extent. The customer demographic in Generation Z seems to have a proclivity for selecting and experimenting with coffee shops in different locations.

Buyers' decisions to make recurrent purchases might be influenced by their perceptions of luxury (Japutra, 2023). Customers who regard their coffee shop experience as distinctive and special are more like to acquire a strong inclination to frequent the coffee shop on a regular basis (S. L. H. K. Kim, 2020). Customers who perceive a luxury experience at a coffee shop may experience an elevated feeling of self-esteem (Lin, 2022). Individuals have the ability to associate themselves with a lavish and superior way of living, which might enhance their own contentment and inspire them to come back (Hong, 2022). The opulent appearance of a coffee shop might foster the impression that its patrons possess elevated social status (Yim, 2020). Visiting luxurious facilities can evoke feelings of pride and gratitude in customers, so strengthening their connection with the coffee brand and fostering loyalty (Taylor, 2020).

Customers who are satisfied with the perceived level of opulence generally hold a positive opinion towards the coffee brand (B, 2022). Customers are inclined to provide assistance and guidance to a coffee shop, and also exhibit loyalty towards the brand (Guido, 2020). Enhancing the sense of luxury has the potential to enhance the whole consumer experience in a coffee shop (Devanathan, 2020). This encompasses not just the caliber of coffee and cuisine, but also elements such as customer service, ambiance, and engagements with staff (Lin, 2022). These several factors contribute to consumer satisfaction and their likelihood of returning (Sugitani, 2022).

The findings of studies on individuals' perceptions of luxury have a direct and substantial impact on their desire to revisit (Hong, 2022)(Vlašić, 2021)(Advertising, 2020). Customers are generally drawn to coffee shops that have a luxury ambiance, since it provides an appealing environment for socializing (B, 2022). The presence of opulent and private environments has the capacity to amplify the social interactions of customers, thereby raising the probability of their subsequent visits accompanied by friends or colleagues (Effendi, 2019). The client's total degree of satisfaction might be enhanced by

their perceptions of luxury (Vock, 2022). Customers who view coffee shops as refined and exclusive are more likely to provide higher evaluations. Having a pleasant experience encourages customers to return to the coffee shop (Sugitani, 2022).

Moreover, the perceived quality of coffee has a substantial impact on customers' propensity to revisit (RinaWulandari, 2024). Enhancing the brand reputation of a coffee business may be accomplished by cultivating a strong sense of excellence (Tjhin, 2023). When buyers believe the coffee to be of high quality, it fosters a positive association with the coffee brand (Saroso, 2023). This cultivates client confidence in the brand and encourages them to participate in recurring transactions (Bok, 2024). Customers who view a coffee shop as offering coffee of exceptional quality are more inclined to thoroughly examine the menu and try out the various coffee choices available (Khoah, 2023). This has the capacity to enhance client expenditure at the coffee shop and produce opportunities for cross-selling.

Pelanggan yang puas dengan kualitas kopi di kedai kopi cenderung mengungkapkan sentimen positif tentang pengalaman mereka kepada orang lain (Patwary, 2022). Promosi dari mulut ke mulut yang baik dapat menjadi faktor pendorong bagi orang-orang untuk mengunjungi kedai kopi dan meningkatkan keinginan mereka untuk berkunjung kembali (Konuk, 2021). Kualitas kopi secara signifikan mempengaruhi terciptanya pengalaman konsumen yang memuaskan. Pelanggan yang merasa bahwa mereka menerima kopi dengan kualitas yang luar biasa akan mengalami tingkat kepuasan yang lebih tinggi selama kunjungan mereka dan lebih cenderung untuk berkunjung kembali di masa depan (Johnson, 2021).

Customers who are content with the caliber of coffee at a coffee shop have a tendency to convey favorable thoughts about their experience to others (Patwary, 2022). Positive word of mouth can serve as a compelling incentive for individuals to patronize a coffee shop and enhance their inclination to revisit (Konuk, 2021). The quality of coffee has a substantial impact on the development of a gratifying customer experience. Customers who perceive the coffee they got as being of excellent quality are more likely to have a greater degree of pleasure during their visit and are also more inclined to come again in the future (Johnson, 2021).

The findings of the research done by (Anwar & Andrean, 2021)(F. R. S. M. M. R. B. R. L. Rizomyliotis, 2022)(Vocino, 2021) indicate that perceived value has a direct and significant impact on revisit intention. Furthermore, (Konuk, 2021) highlighted the importance of coffee shop owners' dedication to utilizing well chosen raw materials and implementing sustainable product innovation as the foundation for ensuring high-quality standards. In addition, fostering client loyalty and establishing business partnerships can help promote the sustainability of coffee shop entrepreneurs (Prihandono, 2022).

Conducting this research is crucial due to the ongoing growth of the coffee shop industry in Medan City. Empirical and practical research is necessary to assist coffee shop company operators in developing product and service innovations that align with market requirements and customer desires.

## **2. Theoretical Background**

### **2.1. Revisit Intention**

The assessment of coffee buyers' return intentions may be conducted through many ways, including customer satisfaction surveys, analysis of purchase data, or direct observation by coffee shop staff (Cheng, 2023). Customer loyalty to a coffee shop is evidenced by their regular and repeated visits, which signify their contentment with previous encounters and their inclination to return due to factors such as superior product quality, exceptional customer service, or a pleasing ambiance (Hsieh, 2023). A significant amount of consumer inclination to revisit may serve as a dependable evidence for coffee shop proprietors that they have successfully created robust interactions with their clientele (Xu, 2021)(Ngh, 2023). This suggests the possibility of expanding the business even further by keeping consumers and receiving favorable referrals from delighted customers (Fountain, 2021)(Rather, 2021). Conversely, if the desire to revisit is low, it might suggest an underlying issue that needs to be addressed, such as subpar product quality, insufficient customer service, or a lack of uniqueness compared to rivals (Eck, 2022)(Hatamifar, 2021). Hence, comprehending and managing the inclination of coffee purchasers to return is a crucial factor in the coffee industry (Hancer, 2021)(Ansari, 2021).

## 2.2. Brand Trust

The level of trust that customers have in a brand has a significant impact in influencing their likelihood of returning to purchase coffee (Rusiadi, 2023). It is crucial to recognize the significance of knowing consumer behavior, particularly for coffee shop owners (Sawaftah, 2021). The degree of customer satisfaction with a coffee brand can be impacted by the level of confidence that consumers place in that brand (Han, 2022). Consumers who possess a high level of confidence in coffee firms typically derive enjoyment from their purchases and consumption (Zhang, 2022). The level of consumer satisfaction has a substantial influence on the probability of consumers opting to patronize a specific brand again (Pramono, 2024). Brand trust is evaluated as a metric of how customers perceive the reputation of a brand (Patwary, 2022). If a coffee brand is known for its dependable reputation, consistent quality, and provision of extra advantages to clients (Suttipun, 2021)(Huo, 2022). This will enhance the customer's inclination to revisit the establishment (J. L. Y. L. S. Kim, 2021b)(Luan, 2023). Consumers who have a strong emotional connection to a coffee brand are more likely to return to that brand if they trust it (Le, 2022)(Althuwaini, 2022). Developing an emotional affinity for a brand will cultivate a stronger connection between the brand and the customer, hence influencing future buying decisions (Rasool, 2022)(Raza, 2022).

*H1: Brand trust has a significant effect on revisit intention*

## 2.3. Perceived Luxuriousness

The way customers perceive luxury can enhance their whole experience, resulting in higher satisfaction (Yim, 2020). Customers who experience a sense of luxury when consuming coffee at a commercial establishment generally exhibit greater levels of pleasure and are more motivated to return (Advertising, 2020). Some customers may choose to buy coffee at pricey locations as a way to demonstrate their desired social status or self-image (Guido, 2020). Customers might enhance their self-esteem and have a greater feeling of exclusivity by selecting a setting that radiates opulence (S. L. H. K. Kim, 2020). The notion of luxury is frequently linked to exceptional quality (B, 2022). Viewing a coffee shop as a sophisticated establishment might cause customers to link it with exceptional coffee or higher quality products (Devanathan, 2020). This may enhance the inclination to revisit as folks desire to once again experience exceptional items (Castro, 2024). Upscale coffee shops typically offer a comfortable and aesthetically pleasing environment for its customers. Enhanced amenities, cutting-edge decor, and a unique ambiance has the capacity to heighten client contentment and foster customer loyalty.

*H2: Perceived luxuriousness has a significant effect on brand trust*

*H3: Perceived luxuriousness has a significant effect on revisit intention*

*H4: Perceived luxuriousness has a significant effect on revisit intention through brand trust*

## 2.4. Perceived Quality

High perceived quality typically leads to increased consumer satisfaction (Konuk, 2021). Customers who view the coffee they purchase as being of superior quality, both in terms of flavor and appearance, are more inclined to be satisfied with their experience and have a greater probability of returning (Alok, 2022). Enhanced feelings of superiority heighten consumers' confidence in the coffee brand. Customers are more inclined to support coffee companies that they see as constantly offering reliable quality, rather than trying out unknown brands (Johnson, 2021). The presence of a high perceived quality frequently results in the establishment of client loyalty (Merani, 2021). Customers who are very satisfied with the quality of products and services offered by a certain coffee shop are more inclined to create loyalty, leading to frequent and recurring visits (F. R. S. M. M. R. B. R. I. Rizomyliotis, 2022). The perception of high quality might prompt consumers to submit favorable evaluations and recommend the coffee shop to others (Cobanoglu, 2021). The ratings and suggestions possess the capacity to impact the purchase choices of others and enhance consumer loyalty (Patwary, 2022). Perceiving a high level of quality results in a positive consumer experience. A positive experience, including elements such as the coffee's flavor, the level of service, and the general ambiance of the coffee shop, greatly enhances the probability of customers coming back and forming regular patronage habits (Prihandono, 2022).

*H5: Perceived quality has a significant effect on brand trust*

*H6: Perceived quality has a significant influence on revisit intention*

*H7: Perceived quality has a significant influence on revisit intention through brand trust*

### 3. Methodology

#### 3.1. The sample and Data Collection

The population for this study comprises 12 coffee establishments located in Medan City. Subsequently, the study sample was chosen using purposeful random sampling. The criteria utilized as specimens in this study are coffee patrons who make recurrent visits five days per week. The researcher selected these criteria to guarantee that the coffee shop served as a workplace for consumers to conduct their business. The sample size for this research was determined to be 385 respondents.

#### 3.2. Data collection

The study data is derived from primary sources, namely through the distribution of questionnaires to a targeted research sample consisting of 385 respondents. Subsequently, the research questionnaire is formulated by utilizing indicators for each study variable, which are derived from a thorough examination of relevant literature and the prevailing conditions in the field. Earlier, the survey was sent to the intended sample. The questionnaire has successfully undergone validity and reliability testing.

The study variable "revisit intention" may be assessed using seven indicators: customer satisfaction, quality of service, ambiance of the coffee shop, pricing and value, social status, loyalty program, and ease of location access. The brand trust variable is assessed using four indicators: consistency, information transparency, customer experience, and coffee brand reput. The perceived luxury variable is assessed using four indicators: presentation package, product look, coffee authenticity, and event. The variable of perceived quality is assessed by four indicators: coffee scent, coffee roasting process, coffee shop awards, and coffee shop certification.

#### 3.3. Data Analysis

The data for this study is derived from primary data obtained through the distribution of questionnaires that have passed thorough validity and reliability testing. Furthermore, this study employed Partial Least Squares (PLS) modeling to analyze the conceptual model put out by Ghazali (2013). Due to the widespread usage of PLS route modeling in management and related domains, we employed this technique. The objective of this study is to predict the outcome variable. Thus, PLS route modeling is regarded as an appropriate methodology for studying. PLS is widely regarded as the most comprehensive and all-encompassing method for variance-based structural equation modeling, according to experts. In order to confirm the suggested correlations, the data was subjected to further analysis using Smart-PLS 3.

### 4. Findings

#### Respondent Characteristics

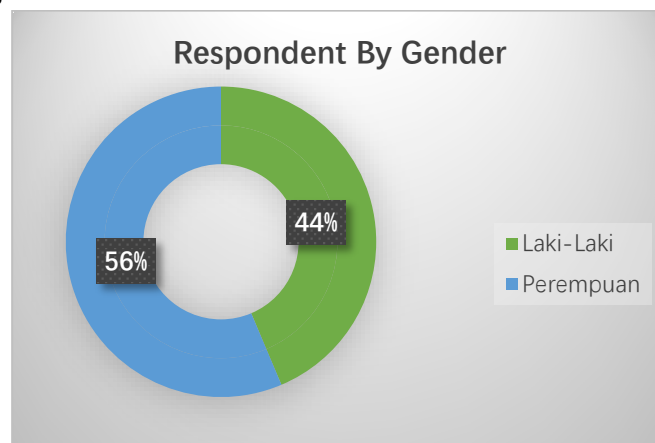


Figure 1. Characteristics of respondents based on gender

From the above image, it is evident that the study consisted of a larger proportion of female respondents, namely 217 (56%), compared to male respondents, which accounted for 168 (44%) of the total. It may be inferred that coffee shops in the city of Medan have a higher proportion of female clientele. These findings indicate that coffee shops are presently the top choice among female respondents for spending their leisure time and unwinding after work.

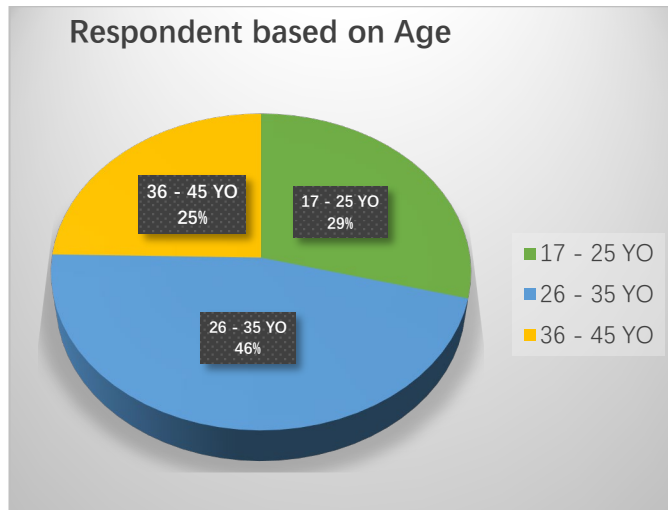


Figure 2. Characteristics of respondents based on age

The image above reveals the demographic characteristics of the respondents in this study, which were categorized by age. There were a total of 112 respondents, representing 29% of the sample, who fell within the age range of 17 to 25 years. Additionally, 178 respondents, accounting for 46% of the sample, were between the ages of 26 and 35. Lastly, there were 95 respondents, comprising 25% of the sample, who fell within the age range of 36 to 45 years.

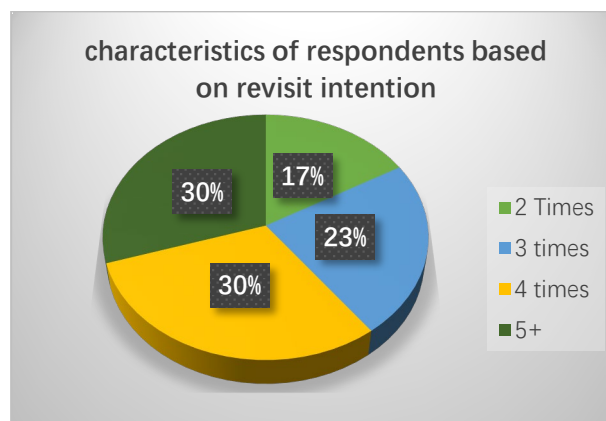


Figure 3. Characteristics of respondents based on revisit intention

From the image shown, it is evident that the respondents' attributes are determined by their desire to revisit. The survey found that 17% of respondents visited twice, 23% visited three times, 30% visited four times, and 30% visited more than five times.

#### Analysis of the Measurement Model (Outer Model)

Table 3. Convergent Validity Test Results

|     | Perceived Luxuriousness (X1) | Perceived Quality (X2) | Brand Trust (Z) | Revisit Intention (Y2) |
|-----|------------------------------|------------------------|-----------------|------------------------|
| PL1 | 0,836                        |                        |                 |                        |

|     |       |       |       |       |
|-----|-------|-------|-------|-------|
| PL2 | 0,896 |       |       |       |
| PL3 | 0,895 |       |       |       |
| PL4 | 0,857 |       |       |       |
| PQ1 |       | 0,736 |       |       |
| PQ2 |       | 0,771 |       |       |
| PQ3 |       | 0,752 |       |       |
| PQ4 |       | 0,716 |       |       |
| BT1 |       |       | 0,875 |       |
| BT2 |       |       | 0,881 |       |
| BT3 |       |       | 0,992 |       |
| BT4 |       |       | 0,801 |       |
| RT1 |       |       |       | 0,903 |
| RT2 |       |       |       | 0,926 |
| RT3 |       |       |       | 0,986 |
| RT4 |       |       |       | 0,964 |
| RT5 |       |       |       | 0,959 |
| RT6 |       |       |       | 0,936 |
| RT7 |       |       |       | 0,947 |

Source: Data processed by SEM PLS

Based on the image, it can be concluded that all indicators in the model have a value greater than 0.7, suggesting their reliability in assessing research variables. Therefore, it may be used for further investigation.

#### Construct Reliability and Average Variance Extracted (AVE)

The results of data processing show that:

Table 4. Average Variance Extracted (AVE)

| Variable                     | Average Variance Extracted (AVE) |
|------------------------------|----------------------------------|
| Perceived Luxuriousness (X1) | 0,733                            |
| Perceived Quality (X2)       | 0,864                            |
| Brand Trust (Z)              | 0,721                            |
| Revisit Intention (Y2)       | 0,894                            |

Source: Data processed by SEM PLS

Based on the presented table, the optimal AVE value is more than 0.5. All AVE values above 0.5, suggesting that they meet the validity standards set by AVE. Based on the given statistics, it is clear that the average value is greater than 0.5. Given the composite reliability value above 0.7, it can be concluded that the indicators utilized in this study have the potential to measure in the opposite direction.

#### Coefficient of Determination (R<sup>2</sup>)

Table 3 : R-Square

|                       | <i>R-Square</i> | <i>R-Square Adjust</i> |
|-----------------------|-----------------|------------------------|
| Brand Trust (Z)       | 0,647           | 0,639                  |
| Revisit Intention (Y) | 0,750           | 0,741                  |

Based on the provided table, it is evident that perceived luxuriousness and perceived quality have a significant impact on brand trust, with an r-square value of 0.647. This means that 64.7% of the variation in brand trust can be attributed to these factors, indicating a strong relationship. The remaining 35.3% is influenced by other variables. Similarly, for the revisit intention variable, the r-square value of 0.750 indicates that 75.0% of the variation can be explained by the model, suggesting a substantial relationship. The remaining 25.0% is influenced by other variables.

### Inner Model

This test aims to ascertain the path coefficients of the structural model. The objective is to evaluate and assess the statistical significance of all correlations or hypotheses. The three effects are specifically referred to as (a) Direct effect, (b) Indirect effect, and (c) Total effect.

Table 4. Hypothesis Test Results

|                                                                    | Original<br>Sampel<br>(O) | Sampel<br>Mean (M) | Standart<br>Deviation<br>(STDEV) | Statistik<br>(IO/STDEV) | P Values     |
|--------------------------------------------------------------------|---------------------------|--------------------|----------------------------------|-------------------------|--------------|
| Perceived<br>Luxuriousness (X1)<br>-> Brand Trust (Z)              | 0.165                     | 0.194              | 0.136                            | 2.214                   | 0.005        |
| Perceived<br>Luxuriousness (X1)<br>-> Revisit<br>Intention (Y)     | 0.037                     | 0.04               | 0.076                            | 2.487                   | 0.006        |
| Perceived Quality<br>(X2) -> Brand<br>Trust (Z)                    | 0.694                     | 0.680              | 0.141                            | 4.920                   | 0.000        |
| P Perceived Quality<br>(X2)-> Revisit<br>Intention (Y)             | 0.415                     | 0.390              | 0.166                            | 2.504                   | 0.013        |
| Brand Trust (Z) -><br>Revisit Intention<br>(Y)                     | 0.474                     | 0.494              | 0.143                            | 3.309                   | 0.001        |
| Perceived<br>Luxuriousness (X1)<br>-> Z > Revisit<br>Intention (Y) | 0.078                     | 0.089              | 0.065                            | 1.197                   | <b>0.232</b> |
| Perceived Quality<br>(X2)-> Z > Revisit<br>Intention (Y)           | 0.329                     | 0.344              | 0.149                            | 2.214                   | 0.027        |

### Discussion

#### The Influence of Perceived Luxuriousness on Brand Trust

The findings of the hypothesis test indicate that the perceived luxuriousness of Coffee Shop coffee has a direct and significant impact on the brand trust of customers in the city of Medan. The findings of this study align with previous research (B, 2022)(Hong, 2022)(Castro, 2024) that indicates perceived luxuriousness has a significant role in customer trust towards coffee product innovation. Furthermore, as stated by reference (Japutra, 2023), it is elucidated that the distinctive packaging and visual presentation of coffee beverages instill a sense of assurance, hence influencing the decision to revisit. Next (Sugitani, 2022), it was elucidated that establishing a solid trust in the coffee shop industry necessitates a resolute dedication to upholding product innovation and utilizing high-quality coffee. The findings of this research suggest that coffee shops in the city of Medan predominantly choose to source their Gayo Arabica coffee directly from agricultural groups in Central Aceh, which is the primary region for growing Gayo Arabica coffee beans.

#### The Influence of Perceived Quality on Brand Trust

The data analysis results indicate that there is a direct and considerable impact of perceived quality on the brand trust of coffee shop consumers in the city of Medan. The findings of this study align with previous research done by (Konuk, 2021)(Anwar & Andrean, 2021)(Merani, 2021), which asserts that perceived quality plays a crucial role in enhancing customer trust in their chosen items. Furthermore,

(Meeprom, 2021) elucidated that the perceived quality of a product is contingent upon its visually appealing design and the superior quality of the raw materials used, namely sourced from carefully chosen coffee beans. In addition, (F. R. S. M. M. R. B. R. I. Rizomyliotis, 2022) further highlighted that the coffee shop firm's failure stems from the insufficient dedication of business players in upholding the quality of the raw materials they supply to their consumers. The outcomes of this research indicate that clients of coffee shops view Gayo Arabica coffee beans to have a favorable impact on health. Customers advocate for coffee shops in the city of Medan to actively promote the integration of coffee and wellness. This campaign aims to enhance the trust of coffee buyers, instilling confidence in the positive impact of the coffee drinking lifestyle on their health.

### **The Influence of Perceived Luxuriousness on Revisit Intention**

The analysis results indicate that the perceived luxuriousness of the Coffee Shop in Medan City has a direct and significant impact on customers' desire to revisit. The findings of this study align with previous research (Vlašić, 2021)(Lin, 2022)(Hong, 2022) that indicates Coffee Shops that provide a perceived sense of luxury together with a modern service concept have a notable impact on a customer's propensity to repeat. (Vock, 2022) Additionally, it is mentioned that customers become cognizant of the possibility for personal development when they interact with organizations that provide novel perspectives, innovative assets, and a unique brand. Similarly, when customers' perception of the value of the advantages they obtain from coffee shops increases, it has a greater beneficial impact on their personal growth (Taylor, 2020). Then, it was underlined that coffee shops that offer premium and unique products and services to their clients will be more highly valued by their clientele. During the process of self-development, consumers often dedicate more time, effort, and resources to the object of their love. Additionally, (Devanathan, 2020) verified that there is a desire to pay a higher price for the brand. Thus, consumer self-enhancement might act as an intermediary between the perceived value of luxury and the customers' inclination to pay higher prices. Moreover, when consumers value the superior quality of a coffee shop, they are more likely to feel a strong impulse to reciprocate and be prepared to return. The research findings indicate that despite the rising price, people tend to see coffee as a luxury item that is associated with superior quality, satisfaction, and social standing. Customers are more inclined to sustain their coffee use if they see that the advantages they obtain are commensurate with the cost they incur.

### **The Influence of Perceived Quality on Revisit Intention**

The third hypothesis posits that the perceived quality of the Medan Coffee Shop has a favorable and substantial impact on customers' propensity to revisit. The findings of this study align with the findings of other comparable studies (Yusuf, 2022)(Cobanoglu, 2021)(Patwary, 2022), which indicate that perceived quality has a direct and substantial impact on raising return intention. Moreover, (Zheng, 2021) highlighted that the key to delivering excellent perceived quality to clients is in cultivating strong customer connections. Coffee shop owners do this by fostering mutually advantageous connections founded on partnerships and the advancement of coffee company. Furthermore, (Prihandono, 2022) emphasized that service innovation, in addition to coffee product innovation, plays a crucial role in enhancing the revisit intention of coffee shop consumers. The outcomes of this research indicate that the perceived quality of raw materials in coffee shops has a positive impact on consumers' desire to revisit coffee shops in the city of Medan. Presently, coffee industry participants mostly utilize Gayo Arabica coffee of the highest quality category as the primary raw material to generate profits via the exploration of advancements in processed coffee items. Furthermore, it is essential to maintain and enhance the standard of products or services. Possible management strategies encompass the allocation of resources to enhance product quality, the provision of people training to elevate service standards, and the continual monitoring of customer feedback to identify areas in need of improvement.

### **The Influence of Brand Trust on Revisit Intention**

The data analysis results indicate that brand trust has a direct and considerable impact on the revisit intention of coffee shop consumers in the city of Medan. The findings of this study align with previous research done by (Sawaftah, 2021)(Abror, 2022)(Rusiadi, 2023), which concluded that brand trust has a significant role in enhancing revisit intention. Furthermore, (Setiawan, 2022) highlighted the crucial

role of establishing brand trust with clients in ensuring the sustainability of coffee shop businesses. Furthermore, (Koay, 2021) highlights the significance of consumer confidence in coffee brands for establishing enduring relationships between businesses and customers. The findings in this research have significant significance for professionals in marketing and brand management. They highlight the need of emphasizing the establishment and improvement of brand trust in marketing tactics, offering useful insights. This highlights the need of upholding a consistent standard of product quality, delivering exceptional customer service, and fostering transparent and sincere communication in order to enhance customer confidence in coffee companies. Based on these findings, potential management strategies include devoting resources to enhance brand equity, reinforcing brand messaging that emphasize trust and integrity, and expanding customer interaction to cultivate stronger emotional connections with the organization.

### **The Influence of Perceived Luxuriousness on Revisit Intention through Brand Trust**

The data analysis results indicate that brand trust does not play a major role in moderating the perceived luxuriousness of coffee shop customers' return intention in Medan City. The findings of this study contradict the findings of previous research (Suh, 2020)(B, 2022)(Vlašić, 2021) that suggest a positive correlation between a brand's strong luxury perception and customer trust, which in turn influences their inclination to continue using the brand's products or services in the future. Moreover, as stated by (Castro, 2024), brand trusts possess the capability to concentrate their endeavors on cultivating remarkable and opulent customer experiences. Later, (Devanathan, 2020) proposed that improving the sense of luxury may be achieved by personalized customer service, refined product designs, or unique events exclusively available to loyal consumers. An opulent customer experience may enhance a company's perception of luxury and positively influence brand trust and the client's propensity to revisit. The outcomes of this research indicate that brand trust does not play a role in mediating the impression of luxury on receipt intention. However, it is important for companies to focus on establishing and enhancing a prestigious brand image as a strategy to boost customer loyalty. It is imperative for coffee shop company operators to do so. Coffee shop owners can invest resources towards the development of sophisticated product designs, the provision of unique customer experiences, and the implementation of marketing messaging that emphasize the features of a premium brand.

### **The Influence of Perceived Quality on Revisit Intention through Brand Trust**

The data analysis results indicate that brand trust has an indirect influence on the relationship between perceived quality and revisit intention among coffee shop consumers in the city of Medan. The findings of this study align with previous research conducted by (Vocino, 2021)(Rather, 2021)(Sultana, 2021), which indicates that perceiving a higher quality product or service enhances customer trust in the brand. As a result, customers are more likely to repurchase goods or services from that brand in the future. This aligns with marketing theory, which underscores the significance of brand trust in shaping customer behavior. According to reference (Konuk, 2021), it is stated that organizations should give importance not only to creating superior products or services, but also to establishing robust connections with consumers by means of truthful and consistent communication, exceptional customer service, and delivering on brand commitments. By implementing this approach, businesses may cultivate an environment in which customers feel secure and assured, therefore enhancing the probability of their future endorsement of the brand's products or services (Johnson, 2021). The findings of this research suggest that coffee shop owners in the city of Medan should give priority to enhancing the quality of their products or services and building consumer trust in their brands. This can be achieved via effective brand management and cultivating customer loyalty. Enhancing the perceived excellence and establishing confidence in a brand might augment a consumer's inclination to reutilize a product or service, resulting in heightened brand allegiance and overall economic prosperity.

The primary impediment of this research is in its concentration on a certain product/service category, potentially constraining its relevance in other domains. It is advisable to replicate these findings by conducting experiments with various product categories and brands. Furthermore, this study did not examine specific factors such as individual characteristics, brand participation, brand affinity, and brand character. There is a general requirement for further investigation and comprehension of the association between brand loyalty and other aspects associated with relationship marketing. To comprehend and

uphold the concepts of brand trust and loyalty, one must possess a comprehensive grasp of brand experience and achieving growth on a large scale. This study did not examine individual traits such as product engagement and impulsive need for diversity.

## 5. Conclusion

From the results of the research presented on the previous page, the author can draw conclusions from the research entitled "Understanding Drivers of Coffee Shop Revisit Intentions: Assessing the Roles of Perceived Luxuriousness, Quality, and Brand Trust," namely that the perception of luxury and the perception of quality have a significant influence on brand trust and revisit intention at Coffee Shop in Medan City. Furthermore, indirectly, brand trust has a significant role in mediating perceptions of quality towards revisit intention through brand trust, while brand trust does not have a significant role in mediating perceptions of luxury towards revisit intention. Managerial implications in the research show that coffee shop entrepreneurs must prioritize developing a luxurious and high-quality image when managing brands and fostering customer loyalty. Increasing the perception of luxury and superiority in a product or service can increase brand trust, thereby increasing the likelihood that customers will reuse the brand's goods or services in the future. The limitation of this research is that the population and sample selected were only based on the city of Medan. It is recommended that for further research, the samples used include large cities in Indonesia such as Jakarta, Surabaya, Bandung, Yogyakarta, and Makasar. So it is hoped that the research results will be able to reflect the conditions of coffee shops in Indonesia.

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