

CHAPTER V

CONCLUSION AND IMPLICATIONS

A. Conclusion

This study examined the effect of Ambience, Social Environment, and Place Identity on Revisit Intention, mediated by Customer Experience, using the SOR framework. Based on the hypothesis testing, the following conclusions can be drawn:

1. Ambience has a positive effect on Revisit Intention.
2. Social Environment has a positive effect on Revisit Intention.
3. Place identity has a positive effect on Revisit Intention.
4. Ambience has a positive effect on Customer Experience.
5. Social Environment has a positive effect on Customer Experience.
6. Place Identity has a positive effect on Customer Experience.
7. Customer Experience has a positive effect on Revisit Intention.
8. Customer Experience mediates the relationship between Ambience and Revisit Intention.
9. Customer Experience mediates the relationship between Social Environment and Revisit Intention.
10. Customer Experience mediates the relationship between Place Identity and Revisit Intention.

In summary, the findings of this study emphasize that ambience, social setting, and place identity influence revisit intention both directly and indirectly through customer experience. This reinforces the importance of designing café

environments that offer not only functional comfort but also personal and emotional value for visitors.

B. Implication

1. Applicative Implications

This study contributes to the development of knowledge in the field of marketing and consumer behavior by reaffirming the applicability of the Stimulus-Organism-Response (SOR) framework in the context of café service environments. The findings demonstrate that environmental stimuli—in the form of ambience, social setting, and identity-related cues—can trigger internal psychological states (customer experience), which in turn influence behavioral outcomes (revisit intention).

In addition, the role of Customer Experience as a mediating variable provides further empirical support for its function as a key psychological bridge between environmental perception and behavioral intention. This finding enriches previous studies by confirming that customer revisit behavior is not only a result of external attributes, but also of how those attributes are internalized through emotional and experiential processes.

2. Practical Implication

From a managerial perspective, the findings of this study offer several strategic recommendations for café owners and managers to enhance revisit intention through experience-oriented approaches:

1) Enhancing Ambience

Ambience should be managed beyond mere aesthetics. Elements such as lighting, music, room temperature, seating arrangement, and interior details must be harmonized to create a comfortable and calming ambience. This environment not only facilitates customer relaxation but also strengthens their willingness to revisit.

2) Strengthening the Social Environment

Café management should prioritize staff friendliness, an inclusive service culture, and the facilitation of warm and welcoming social interactions. A social environment where customers feel valued and accepted directly influences their perception of visit quality and increases the likelihood of repeat visits.

3) Emphasizing Place Identity

Place identity should be deliberately constructed through consistent branding, thematic spatial design, and alignment with the target customers' lifestyle. When customers recognize their own values and identity reflected in the café, the venue transcends a commercial location and becomes personally meaningful, thereby reinforcing both the experience and revisit intention.

Furthermore, Customer Experience must be the central focus in service design. It is not enough to offer quality products; what matters is how customers feel during their time in the café. Every touchpoint—

physical, social, and symbolic—should be crafted to leave a meaningful and pleasant impression that customers want to relive.

In summary, this study suggests that experience-centered service strategies are essential for improving revisit intention in modern café businesses. By optimizing both environmental elements and experiential quality, businesses can more effectively foster sustainable customer relationships

3. Research Limitations

This study has several limitations, which present opportunities for further development. The scope of the research is limited to customers of Alas House Café located in Purwokerto, thereby restricting the generalizability of the findings. Customers in other regions may exhibit different demographic, cultural, or consumer behavior characteristics, so applying these results to broader contexts should be approached with caution. In addition, this study also has limitations in terms of model fit evaluation. Future studies are encouraged to expand the geographic scope beyond Purwokerto by including participants from different cities or regions. This would help capture more diverse consumer profiles and cultural contexts, enhancing the generalizability of the findings. Comparative studies across various locations could also reveal whether the influence of factors such as social environment or place identity varies depending on regional characteristics.

Although most goodness-of-fit indicators show acceptable levels, some indices fall into the marginal fit category, suggesting that the overall model structure may not be fully optimal from a statistical standpoint. While this condition does not directly undermine the validity of the findings, it should still be taken into consideration as it may affect the accuracy of parameter estimates and the generalizability of the results. Future researchers should consider refining the measurement and structural models to achieve a better model fit. This could involve reevaluating the indicators used, testing alternative model configurations, or applying more advanced analytical techniques such as second-order constructs or multi-group analysis. Improving model fit will strengthen the robustness of the findings and provide a more accurate representation of the underlying relationships.

