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Perceived Value, Service Quality, and Store Atmosphere as Determinants of Repurchase Intention: Evidence from Misoa SLO Restaurant in Surakarta, Indonesia

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Abstract

The urgency of this study lies in the need to understand how perceived value, service quality, and store atmosphere influence customers' repurchase intention at Misoa SLO Restaurant in Surakarta. This study aims to analyze the influence of perceived value, service quality, and store atmosphere on repurchase intention among customers of Misoa Slo Restaurant in Surakarta. This research employed a quantitative approach using primary data. The sampling technique used was non-probability sampling with a purposive sampling method. A total of 122 customers of Misoa Slo Restaurant in Surakarta were selected as respondents. Data were collected through questionnaires. The results of the validity and reliability tests indicated that all questionnaire items measuring perceived value, service quality, store atmosphere, and repurchase intention were valid and reliable. The classical assumption tests showed that the data were normally distributed and free from multicollinearity and heteroscedasticity. Multiple linear regression analysis produced the following regression equation: $Y = 3.733 + 0.443X1 + 0.245X2 + 0.082X3 + e$. The regression results indicated that perceived value (X1), service quality (X2), and store atmosphere (X3) had positive effects on repurchase intention. The t-test results revealed that perceived value and service quality had a positive and significant effect on repurchase intention, while store atmosphere had a positive but insignificant effect on repurchase intention. The F-test results indicated that perceived value, service quality, and store atmosphere simultaneously had a significant effect on repurchase intention. The coefficient of determination test showed an Adjusted R Square value of 0.445, indicating that perceived value, service quality, and store atmosphere explained 44.5% of the variance in repurchase intention, while the remaining 55.5% was explained by other variables not included in this study.

Keywords: *Perceived Value, Service Quality, Store Atmosphere, Repurchase Intention*

Introduction

The culinary sector has become an important component of Indonesia's creative economy and has continued to demonstrate sustainable development. As a subsector that is closely connected with cultural capital, culinary businesses generate added value by transforming local traditions, creativity, and cultural resources into commercially attractive products and consumption experiences. The diversity of Indonesian culture has consequently encouraged the development of increasingly varied culinary products, ranging from traditional dishes to offerings that combine local characteristics with modern concepts. This development has strengthened the role of culinary micro, small, and medium-sized enterprises (MSMEs) in generating income through product innovation, digital marketing, and creative business practices. Culinary businesses are therefore no longer concerned solely with providing food and beverages but increasingly compete by creating distinctive consumption experiences and

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delivering value that corresponds to changing consumer preferences. The expansion of restaurants, cafés, and other food-service businesses has also intensified competition, requiring business owners to differentiate their offerings through service, physical environments, product variety, and customer experience. Empirical research in Indonesian food-service settings demonstrates that service quality, store atmosphere, and customer experience can influence satisfaction and subsequent behavioral intentions, indicating that consumers evaluate restaurants through a combination of functional and experiential attributes rather than through food quality alone (Hidayat et al., 2020; Soebandhi et al., 2020).

This competitive development is particularly relevant when considering the rapid expansion of food and beverage businesses in Indonesia (Artika et al., 2026). According to the Badan Pusat Statistik (BPS) reports Statistics of Food and Beverage Providers 2023 and 2024, the total number of food and beverage provider businesses increased from 4.85 million units in 2023 to 4.99 million units in 2024. The structure of the sector also changed considerably. Restaurants and eating houses increased from 24.75% or approximately 1.20 million units in 2023 to 33.12% or approximately 1.65 million units in 2024, while catering and food-service businesses increased from 3.48% or approximately 0.17 million units to 5.56% or approximately 0.28 million units. In contrast, mobile food businesses declined slightly from 14.56% or approximately 0.71 million units to 13.73% or approximately 0.69 million units, while other types of businesses decreased from 57.21% or approximately 2.77 million units to 47.59% or approximately 2.37 million units.

At the local level, BPS data reported 546 restaurants in Surakarta in 2024, demonstrating that the expansion of the restaurant sector is also visible at the city level. This development creates broader market opportunities but simultaneously increases competitive pressure among restaurants seeking to retain customers. In such circumstances, repurchase intention becomes strategically important because retaining existing customers can support business continuity and revenue generation. Research in Indonesian retail and food-service environments confirms that store atmosphere, service-related attributes, and customer satisfaction are closely associated with customers' intentions to repurchase (Hermawan & Yasa, 2021; Yulius et al., 2023).

The competitive situation is particularly evident in Surakarta, a city with a strong cultural identity and a diverse culinary landscape. The city maintains traditional culinary heritage while simultaneously experiencing the emergence of restaurants, cafés, and food businesses that adopt modern, thematic, and innovative concepts. This combination of traditional and modern culinary practices creates a distinctive environment in which consumers have increasingly diverse alternatives when selecting places to eat. The emergence of Misoa Slo Restaurant represents an interesting phenomenon within this environment because it is identified in the original research context as the first restaurant in Surakarta to offer misoa as its main dish.

Misoa is generally recognized as a complementary or home-style dish rather than as the central product of a specialized restaurant. Misoa Slo differentiates itself by presenting several product alternatives, including dry and soup-based misoa, spicy and non-spicy variants, and various dim sum products. Such differentiation allows the restaurant to develop a distinctive market position while responding to consumers' increasing interest in novelty and variety. Previous empirical research in Indonesian culinary settings indicates that product and experiential attributes can contribute to repurchase intention, while perceived value is shaped by food quality, service quality, physical environment, price, and service speed (Yulius et al., 2023). The combination of product differentiation and consumption experience therefore

provides an important basis for examining why consumers continue to consider returning to a restaurant even after the initial novelty of its concept has diminished.

Repurchase intention refers to consumers' tendency or willingness to purchase the same product or service again after a previous consumption experience. In restaurant businesses, this behavioral intention is particularly important because repeated purchases contribute to customer retention, recurring revenue, and longer-term relationships between customers and businesses. Rather than representing merely a short-term response to satisfaction, repurchase intention reflects consumers' evaluation of their previous experiences and their expectations concerning future consumption. Research on Indonesian restaurants has shown that service quality and restaurant servicescape can positively influence repurchase intention, both directly and through customer satisfaction. For example, consumers of three restaurants in Semarang demonstrated positive evaluations of servicescape and service quality, and both variables were found to have positive and significant relationships with repurchase intention, while customer satisfaction also played a mediating role (Kundiarto & Suciarto, 2022).

Similar evidence was reported in research on Alami Restaurant & Catering Service, where service quality had a positive and significant effect on repurchase intention and customer satisfaction partially mediated the relationship between service-related factors and repurchase intention (Salsabila, 2023). These findings suggest that customers' decisions to return to restaurants are not determined exclusively by the products consumed but are also influenced by the quality of the interaction and the broader experience provided by the business. The role of service quality is further supported by research conducted in different Indonesian culinary contexts. A study of Fat-Fat Restaurant in Bekasi found that service quality significantly influenced customer repurchase intention, while store atmosphere also had a significant influence on the same outcome (Kezia et al., 2023).

Research on the Teras Atas Café in Surabaya similarly examined service quality, price perception, and store atmosphere as determinants of repurchase intention, although the findings indicated that service quality did not have a significant partial effect in that particular context, despite the three independent variables having a significant simultaneous effect (Pratiwi et al., 2020). These contrasting findings are important because they indicate that the influence of service quality may vary according to the characteristics of the business, consumers, and competitive environment. Research in thematic cafés has also demonstrated that café atmosphere and service quality contribute to customer satisfaction and subsequent repurchase intention, with atmosphere showing a particularly strong role in shaping customer satisfaction (Soebandhi et al., 2020). In addition, research examining digital marketing, promotion, and service quality at Hub22 Lounge & Bistro Surabaya found that service quality significantly influenced repurchase intention, both as an individual factor and as part of the broader model (Ardisa et al., 2022). Collectively, these studies establish service quality as an important explanatory factor while simultaneously demonstrating that its empirical effect is not entirely uniform across different culinary settings.

Store atmosphere constitutes another important dimension of the restaurant consumption experience. It encompasses the physical and sensory characteristics of a business environment, including spatial arrangement, cleanliness, lighting, color, scent, music, and overall comfort. In contemporary culinary consumption, these attributes can become part of the value delivered to customers because consumers increasingly evaluate restaurants as places for social interaction, recreation, and lifestyle expression rather than merely as locations for obtaining food. Empirical evidence from Indonesian businesses supports this

argument. Research on Indomaret customers in Denpasar found that store atmosphere, promotion, and retail service had positive and significant effects on customer satisfaction and repurchase intention (Hermawan & Yasa, 2021).

Similarly, a recent study of Delapan Belas Coffee and Beverages Eatery found that service quality and store atmosphere were relevant to repurchase intention, emphasizing the importance of comfortable environments combined with services that meet consumer expectations (Ummah & Oktavian, 2025). More recent evidence from Ob.Second Cirebon Outlet also indicates that both store atmosphere and service quality positively and significantly influence repurchase intention, demonstrating that environmental and interpersonal service factors can jointly shape consumers' willingness to make repeat purchases (Alqodri et al., 2026). These findings are especially relevant to restaurants such as Misoa Slo, where the physical environment can function as part of the restaurant's differentiation strategy and contribute to the overall experience remembered by customers.

Perceived value provides a further explanation for repurchase intention because consumers evaluate whether the benefits received from a consumption experience are commensurate with the costs and sacrifices incurred (Rahmah & Tamamudin, 2026). In a culinary context, perceived value may include functional benefits associated with food quality and portion size, economic considerations such as price, experiential benefits derived from comfort and enjoyment, and social benefits associated with the restaurant's image and suitability to consumers' lifestyles. Recent Indonesian research demonstrates the relevance of this construct. Research on the Pasar Lama Culinary Center in Tangerang identifies utilitarian and hedonic customer values as relevant to repurchase intention and emphasizes that perceived value can be influenced by food quality, service quality, physical environment, price, and service speed (Yulius et al., 2023).

Research on Fore Coffee consumers further shows that perceived value contributes to repurchase intention within a broader model involving brand experience and brand trust, indicating that consumers' evaluation of value can influence repeat-purchase behavior through relationship-related mechanisms (Christian et al., 2025). In fine-dining restaurants, perceived value and service quality were likewise found to have positive effects on repurchase intention, both directly and indirectly through electronic word of mouth (Sunarta et al., 2025). These findings indicate that perceived value is not simply an assessment of price relative to product quality but a broader evaluation of whether the entire consumption experience provides sufficient benefits to justify returning to the same restaurant.

Although previous studies provide substantial evidence concerning the determinants of repurchase intention, several limitations remain. First, the empirical findings concerning individual predictors are not entirely consistent. Service quality has been found to have a positive and significant effect on repurchase intention in some restaurant studies, whereas other research has identified an insignificant direct effect. The Teras Atas Café study, for example, found that service quality was not significant individually even though service quality, price perception, and store atmosphere were significant simultaneously (Pratiwi et al., 2020).

Other Indonesian studies have reported significant relationships between service quality and repurchase intention, demonstrating that the effect may depend on contextual characteristics such as restaurant concept, customer segment, service format, and competitive environment. Second, previous studies frequently incorporate customer satisfaction, trust, electronic word of mouth, or other variables as mediators. While such models are useful for explaining mechanisms, they may provide less direct evidence

concerning the independent contribution of perceived value, service quality, and store atmosphere to repurchase intention.

Research on quick-service restaurants, for example, found that perceived value operates as a mediator between customer experience, e-service quality, and repurchase intention, while research in fine dining similarly incorporated electronic word of mouth as a mediating mechanism (Mohhanto et al., 2025; Sunarta et al., 2025). Consequently, there remains a need for empirical research that examines the three focal determinants directly within a specific restaurant setting without introducing a mediating variable.

The gap is also apparent from differences in research settings. Existing studies have investigated coffee shops, supermarkets, retail outlets, fine-dining restaurants, quick-service restaurants, and other food-service businesses, each of which possesses different consumer expectations and consumption characteristics. Research on the Najmia Beauty Cosmetics Store, for instance, demonstrates significant effects of service quality and store atmosphere on repurchase intention, but its retail context differs fundamentally from a restaurant environment (Candy et al., 2026). Likewise, evidence from Indonesian coffee businesses cannot automatically be generalized to a restaurant specializing in a comparatively uncommon traditional food product.

Misoa Slo presents a distinctive case because its principal product, misoa, is positioned as the central restaurant offering and is supported by variations in preparation, flavor, and complementary dim sum products. Its continued customer visits after the initial opening period suggest that the restaurant's appeal may extend beyond novelty and involve consumers' accumulated evaluations of value, service, and atmosphere. International research reinforces the importance of contextual interpretation: service value dimensions significantly affected repurchase intention in Egyptian fast-food restaurants, with service quality, service equity, confidence benefits, and service reputation emerging as particularly influential factors (Doeim et al., 2022). While service quality and perceived value were also linked to repurchase intention in the Malaysian fast-food context (Fuzir & A Rahman, 2020). These differences demonstrate that findings from other markets should not simply be assumed to apply to Misoa Slo or the Surakarta restaurant market.

The study therefore aims to analyze the influence of perceived value on repurchase intention, examine the influence of service quality on repurchase intention, and determine the influence of store atmosphere on repurchase intention among consumers of Misoa Slo Restaurant. This direct analytical orientation is consistent with recent empirical research demonstrating that environmental and service characteristics can contribute to consumers' willingness to repurchase while also recognizing that the strength and significance of individual relationships may vary across contexts (Kezia et al., 2023; Alqodri et al., 2026).

The novelty of this study lies in integrating perceived value, service quality, and store atmosphere into a single direct model of repurchase intention within the specific context of Misoa Slo Restaurant in Surakarta. Unlike studies that focus primarily on coffee shops, supermarkets, online food services, retail businesses, or restaurants using satisfaction, trust, or electronic word of mouth as mediating mechanisms, this study evaluates the three focal determinants directly without a mediating variable. This approach is intended to provide a more focused explanation of the relative contribution of customers' value evaluations, service experiences, and environmental perceptions to their willingness to return to a restaurant with a distinctive and relatively uncommon main product.

The study also contributes contextually by examining a restaurant operating in Surakarta, a city characterized by strong culinary-cultural identity and increasingly diversified modern food-service businesses. International evidence shows that service quality and perceived value can influence repurchase intention through complex mechanisms, while Indonesian evidence indicates that store atmosphere, service quality, and customer value may produce different effects across business formats (Chen et al., 2019; Cordova et al., 2024). By concentrating on Misoa Slo and testing the three explanatory variables simultaneously and directly, this study seeks to extend existing empirical evidence and provide managerial insight into how a differentiated restaurant can strengthen repeat-purchase behavior. The findings are expected to assist Misoa Slo in identifying which dimensions of the customer experience should receive greater strategic attention to maintain consumer interest and strengthen business sustainability amid increasingly competitive restaurant conditions in Surakarta.

Method

Research Design, Setting, and Period

This study employed a quantitative survey design to examine the effects of perceived value, service quality, and store atmosphere on repurchase intention among consumers of Misoa Slo Restaurant. The research model included perceived value (X1), service quality (X2), and store atmosphere (X3) as independent variables and repurchase intention (Y) as the dependent variable. The study was conducted at Misoa Slo Restaurant in Surakarta, Central Java, Indonesia, from April to June 2026. The research focused on consumers with previous purchasing experience at the restaurant.

Population, Sample, and Sampling Technique

The population comprised consumers of Misoa Slo Restaurant whose exact number was unknown. The minimum sample size was determined using the Lemeshow approach with a 95% confidence level ($z = 1.96$), $p = 0.50$, and a 10% margin of error, producing a minimum requirement of 96.04 respondents. Although the initial target was 100 respondents, 122 consumers participated and were included in the final analysis. Respondents were selected using non-probability purposive sampling based on three criteria: having purchased at Misoa Slo Restaurant within the previous month, having purchasing authority, and being at least 17 years old.

Sampling Technique and Sampling Criteria

The study employed non-probability sampling using a purposive sampling technique. This technique was selected because the population size was not known precisely and the study required respondents with specific consumption experience relevant to the research variables. Respondents were selected according to predetermined eligibility criteria. First, respondents had to be consumers who had made at least one purchase at Misoa Slo Restaurant within the previous month. Second, respondents had to have the authority to make purchases at Misoa Slo Restaurant, ensuring that their responses reflected their own evaluation of the consumption experience and purchasing process. Third, respondents had to be at least 17 years old. Only respondents meeting all three criteria were included in the survey. This sampling procedure was intended to ensure that the respondents possessed sufficiently recent and relevant experience to evaluate perceived value, service quality, store atmosphere, and repurchase intention.

Data Collection and Research Instrument

Primary data were collected through a structured questionnaire administered directly to eligible consumers. Observation and direct interaction were used only to provide contextual information. The questionnaire used a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5) and consisted of 20 items measuring four constructs: repurchase intention (4 items), perceived value (4 items), service quality (5 items), and store atmosphere (7 items). The instrument was evaluated using Pearson product-moment correlation for validity ($p < 0.05$) and Cronbach's alpha for reliability ($\alpha \geq 0.60$).

Data Analysis Techniques

The collected data were analyzed using descriptive and inferential statistical techniques. Descriptive analysis was first conducted to summarize respondent characteristics and the distribution of responses for each research variable. Respondent characteristics included gender, age, highest educational attainment, occupation, income, and city of origin. Descriptive analysis was also used to summarize responses concerning perceived value, service quality, store atmosphere, and repurchase intention. The mean scores were interpreted using five categories: 1.00–1.80 = very low, 1.81–2.60 = low, 2.61–3.40 = moderate, 3.41–4.20 = high, and 4.21–5.00 = very high.

Before hypothesis testing, the regression model was evaluated through classical assumption tests, comprising normality, multicollinearity, and heteroscedasticity tests. Normality was assessed using the Kolmogorov–Smirnov test, with a p-value of ≥ 0.05 indicating normally distributed residuals. Multicollinearity was examined using tolerance and variance inflation factor (VIF) values. A tolerance value of > 0.10 and a VIF value of < 10 indicated the absence of multicollinearity. Heteroscedasticity was examined using the Glejser test, in which a p-value of ≥ 0.05 indicated no evidence of heteroscedasticity. Following these diagnostic procedures, multiple linear regression analysis was employed to examine the effects of perceived value (X1), service quality (X2), and store atmosphere (X3) on repurchase intention (Y).

Individual hypotheses were evaluated using the t-test at a significance level of 0.05. A p-value of < 0.05 indicated a statistically significant partial effect of an independent variable on repurchase intention, whereas a p-value of ≥ 0.05 indicated no statistically significant partial effect. The simultaneous significance of the regression model was evaluated using the F-test, with a p-value of < 0.05 indicating that the independent variables jointly provided a statistically significant explanation of repurchase intention. Finally, the coefficient of determination (R^2) was used to assess the proportion of variance in repurchase intention explained jointly by perceived value, service quality, and store atmosphere. A higher R^2 indicated greater explanatory power of the regression model.

Results

Overview of the Research Object

Misoa Slo Restaurant is a culinary business located at Jalan Slamet Riyadi No. 117, Kemlayan, Serengan, Surakarta. The restaurant operates in a strategic culinary area characterized by competition among restaurants, food establishments, and coffee shops. Misoa Slo Restaurant differentiates its offering by positioning misoa as its main menu. The restaurant serves dine-in and take-away customers and also collaborates with online food

delivery platforms. The restaurant offers several main dishes, including Original Chicken Misoa, Original Beef Misoa, Creamy Sesame Chicken Misoa, Creamy Sesame Beef Misoa, Creamy Mala Chicken Misoa, Creamy Mala Beef Misoa, Beef Pho, Chicken Curry, Prawn Laksa, and Dry Misoa. Steamed and fried dim sum are also available as complementary menu items. In addition to product offerings, the restaurant provides a modern interior, organized seating arrangements, cleanliness, and employee service characterized by neatness, friendliness, politeness, and responsiveness. A coffee shop operating under the same management is located adjacent to the restaurant.

Table 1. *Validity Test of Perceived Value (X1)*

Item	p-value	α	Validity Decision	r-count	r-table
X1.1	0.000	0.05	Valid	Not available	Not available
X1.2	0.000	0.05	Valid	Not available	Not available
X1.3	0.000	0.05	Valid	Not available	Not available
X1.4	0.000	0.05	Valid	Not available	Not available
X1.5	0.000	0.05	Valid	Not available	Not available

Respondent Characteristics

The study involved 122 respondents who had made at least one purchase at Misoa Slo Restaurant Surakarta within the previous month. Respondents were classified based on gender, age, highest educational attainment, occupation, monthly income, and city of origin. The distribution of respondents across these demographic characteristics is presented in Table 2.

Table 2. *Respondent Characteristics*

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	49	40.2
	Female	73	59.8
	Total	122	100
Age	17–25 years	98	80.3
	26–34 years	18	14.8
	35–43 years	4	3.3
	>43 years	2	1.6
	Total	122	100
Highest Education	Senior High School/Vocational School	51	41.8
	Diploma (D3)	22	18.0
	Bachelor's Degree (S1)	46	37.7
	Master's Degree (S2)	2	1.6
	Doctoral Degree (S3)	1	0.8
	Total	122	100
Occupation	Student	52	42.6
	Private-sector Employee	36	29.5
	Entrepreneur	12	9.8
	Civil Servant	3	2.5
	Others	19	15.6
	Total	122	100
Monthly Income	< IDR 2,500,000	57	46.7
	IDR 2,500,000–5,000,000	42	34.4
	> IDR 5,000,000	23	18.9
	Total	122	100
City of Origin	Surakarta	91	74.6
	Outside Surakarta	31	25.4
	Total	122	100

Based on Table 2, the respondents were predominantly female, accounting for 73 respondents (59.8%), while male respondents accounted for 49 (40.2%). Most respondents were aged 17–25 years, totaling 98 respondents (80.3%). In terms of education, the largest group had completed senior high school/vocational school, with 51 respondents (41.8%). Students represented the largest occupational group at 52 respondents (42.6%), while 57 respondents (46.7%) reported monthly income below IDR 2,500,000. Most respondents were from Surakarta, totaling 91 respondents (74.6%).

Descriptive Results of Research Variables

Descriptive analysis summarized respondents' responses across the four variables based on 22 questionnaire items. The mean scores for each item and variable are presented in Table 3.

Table 3. *Descriptive Statistics of Research Variables*

Variable	Item	Statement	Mean
Perceived Value (X1)	X1.1	The dining experience at Misoa Slo Restaurant provides a pleasant feeling.	4.09
	X1.2	I am proud to visit this restaurant and tell others about my experience.	4.13
	X1.3	The food quality meets expectations and is consistent.	4.06
	X1.4	The price is commensurate with the quality received.	4.06
	X1.5	I enjoy the food served at Misoa Slo Restaurant.	4.17
	Overall Mean		4.10
Service Quality (X2)	X2.1	Misoa Slo Restaurant has good facilities.	4.12
	X2.2	Employees are able to provide good service.	4.27
	X2.3	Employees immediately provide assistance when I need help.	4.23
	X2.4	Employees are friendly when providing service.	4.29
	X2.5	I feel safe when conducting transactions at the restaurant.	4.22
	Overall Mean		4.23
Store Atmosphere (X3)	X3.1	The cleanliness of the restaurant makes me comfortable.	4.32
	X3.2	Music helps create a relaxing atmosphere.	4.21
	X3.3	The restaurant's aroma creates a positive impression.	4.17
	X3.4	Appropriate room temperature makes me feel comfortable and want to stay longer.	4.17
	X3.5	The layout allows me to explore the restaurant comfortably.	4.04
	X3.6	Lighting enhances the restaurant's visual appeal.	4.19
	X3.7	The combination of room colors looks attractive and creates a positive impression.	4.43
	Overall Mean		4.22
Repurchase Intention (Y)	Y1.1	I intend to repurchase from Misoa Slo Restaurant in the future.	4.03
	Y1.2	I seek recent reviews or information about Misoa Slo Restaurant before making another purchase.	4.13
	Y1.3	I prefer this restaurant over other similar restaurants.	4.06
	Y1.4	I am confident in recommending Misoa Slo Restaurant to friends and family.	4.15
	Y1.5	I would continue choosing this restaurant despite the availability of many other alternatives.	4.05
	Overall Mean		4.08

Based on Table 3, Perceived Value recorded an overall mean of 4.10, with individual item means ranging from 4.06 to 4.17. Service Quality had an overall mean of 4.23, with scores ranging from 4.12 to 4.29. Store Atmosphere obtained an overall mean of 4.22, with item means between 4.04 and 4.43. Meanwhile, Repurchase Intention had an overall mean of 4.08, with item means ranging from 4.03 to 4.15. The highest individual mean across the variables was 4.43 for the Store Atmosphere item concerning room-color combination.

Validity Test Results

The instrument comprised 22 items measuring perceived value, service quality, store atmosphere, and repurchase intention. Validity was assessed using Pearson correlation, with items considered valid when $p < 0.05$. The available data do not report the *r*-count or *r*-table values.

Table 4. *Validity Test Results of the Research Instruments*

Variable	Item	p-value	α	Decision
Perceived Value (X1)	X1.1	0.000	0.05	Valid
	X1.2	0.000	0.05	Valid
	X1.3	0.000	0.05	Valid
	X1.4	0.000	0.05	Valid
	X1.5	0.000	0.05	Valid
Service Quality (X2)	X2.1	0.000	0.05	Valid
	X2.2	0.000	0.05	Valid
	X2.3	0.000	0.05	Valid
	X2.4	0.000	0.05	Valid
	X2.5	0.000	0.05	Valid
Store Atmosphere (X3)	X3.1	0.000	0.05	Valid
	X3.2	0.000	0.05	Valid
	X3.3	0.000	0.05	Valid
	X3.4	0.000	0.05	Valid
	X3.5	0.000	0.05	Valid
	X3.6	0.000	0.05	Valid
	X3.7	0.000	0.05	Valid
Repurchase Intention (Y)	Y1.1	0.000	0.05	Valid
	Y1.2	0.000	0.05	Valid
	Y1.3	0.000	0.05	Valid
	Y1.4	0.000	0.05	Valid
	Y1.5	0.000	0.05	Valid

Based on Table 4, all questionnaire items for the four research variables obtained a significance value of 0.000, which was lower than the significance criterion of 0.05. Specifically, all five items for Perceived Value, five items for Service Quality, seven items for Store Atmosphere, and five items for Repurchase Intention were classified as valid. Thus, all 22 questionnaire statements included in the research instrument met the reported validity criterion. The original draft does not provide the corresponding *r*-count and *r*-table values.

Reliability Test Results

The four variables were tested for reliability using Cronbach's Alpha, covering 22 items across perceived value, service quality, store atmosphere, and repurchase intention.

Table 5*. Reliability Test Results of the Research Instruments*

Variable	Cronbach's Alpha	Number of Items	Reliability
Perceived Value (X1)	0.731	5	Reliable
Service Quality (X2)	0.720	5	Reliable
Store Atmosphere (X3)	0.814	7	Reliable
Repurchase Intention (Y)	0.686	5	Reliable

Based on Table 5, the Cronbach's Alpha coefficient for Perceived Value was 0.731 based on five items, while Service Quality obtained a coefficient of 0.720 based on five items. Store Atmosphere recorded the highest Cronbach's Alpha value of 0.814 across seven items, whereas Repurchase Intention obtained a value of 0.686 based on five items. All four

Cronbach's Alpha values exceeded the reported criterion of 0.60, so all research variables were classified as reliable.

Classical Assumption Test Results

The classical assumption tests consisted of multicollinearity, heteroskedasticity, and normality tests. These tests were conducted before estimating the multiple linear regression model. The results of each test are presented in Tables 5–7.

Table 6. *Multicollinearity Test Results*

Variable	Tolerance	VIF
Perceived Value (X1)	0.673	1.487
Service Quality (X2)	0.745	1.342
Store Atmosphere (X3)	0.736	1.359

Dependent Variable: Repurchase Intention.

Based on Table 6, the tolerance value for Perceived Value was 0.673, while the values for Service Quality and Store Atmosphere were 0.745 and 0.736, respectively. The corresponding VIF values were 1.487 for Perceived Value, 1.342 for Service Quality, and 1.359 for Store Atmosphere. All tolerance values were above 0.10, and all VIF values were below 10. Therefore, the regression model did not indicate multicollinearity among the independent variables.

Table 7. *Heteroskedasticity Test Results*

Variable	B	Std. Error	Beta	t	Sig.
Constant	2.440	1.045	—	2.336	0.021
Perceived Value	-0.036	0.046	-0.089	-0.797	0.427
Service Quality	-0.036	0.047	-0.080	-0.756	0.451
Store Atmosphere	0.020	0.033	0.066	0.616	0.539

Dependent Variable: ABS_RES.

Based on Table 7, the Glejser test produced significance values of 0.427 for Perceived Value, 0.451 for Service Quality, and 0.539 for Store Atmosphere. The corresponding *t*-statistics were -0.797, -0.756, and 0.616, respectively. The unstandardized coefficients were -0.036 for both Perceived Value and Service Quality and 0.020 for Store Atmosphere. All three predictor significance values were above 0.05, indicating that the regression model passed the heteroskedasticity test.

Table 8. *Normality Test Results*

Statistic	Value
N	122
Mean	0.0000000
Std. Deviation	1.89458398
Absolute	0.078
Positive	0.052
Negative	-0.078
Test Statistic	0.078
Asymp. Sig. (2-tailed)	0.064

Based on Table 8, the One-Sample Kolmogorov–Smirnov test was conducted using 122 observations. The residuals had a mean of 0.0000000 and a standard deviation of 1.89458398. The absolute, positive, and negative extreme differences were 0.078, 0.052, and -0.078, respectively, while the test statistic was 0.078. The Asymp. Sig. (2-tailed) value was 0.064, which exceeded 0.05, indicating that the residuals met the reported normality criterion.

Multiple Linear Regression and Partial Hypothesis Testing

Multiple linear regression was employed to examine the effects of Perceived Value, Service Quality, and Store Atmosphere on Repurchase Intention. The regression coefficients and partial hypothesis test results are presented together in Table 8 because both analyses are derived from the same *Coefficients* output.

Table 9. *Multiple Linear Regression and Partial Hypothesis Test Results*

Variable	B	Std. Error	Beta	t	Sig.	Decision
Constant	3.733	1.807	—	2.066	0.041	—
Perceived Value (X1)	0.443	0.079	0.463	5.605	<0.001	H1 Supported
Service Quality (X2)	0.245	0.081	0.236	3.009	0.003	H2 Supported
Store Atmosphere (X3)	0.082	0.056	0.115	1.458	0.147	H3 Not Supported

Dependent Variable: Repurchase Intention.

Based on Table 9, the estimated regression equation is $Y = 3.733 + 0.443X1 + 0.245X2 + 0.082X3 + e$. The coefficient for Perceived Value was 0.443, with a standard error of 0.079, standardized beta of 0.463, $t = 5.605$, and significance of <0.001. Service Quality had a coefficient of 0.245, standard error of 0.081, beta of 0.236, $t = 3.009$, and significance of 0.003. Store Atmosphere had a coefficient of 0.082, standard error of 0.056, beta of 0.115, $t = 1.458$, and significance of 0.147. Based on the reported significance values, H1 and H2 were supported, whereas H3 was not supported.

The partial hypothesis results indicate that Perceived Value had a significant positive effect on Repurchase Intention because its significance value was <0.001. Service Quality also had a significant positive effect, with a significance value of 0.003. In contrast, Store Atmosphere had a positive regression coefficient but its significance value of 0.147 exceeded 0.05; therefore, its partial effect on Repurchase Intention was not statistically significant.

Simultaneous Hypothesis Testing

The simultaneous test was conducted to determine whether Perceived Value, Service Quality, and Store Atmosphere jointly affected Repurchase Intention. The ANOVA results obtained from the regression model are presented in Table 10.

Table 10. *Simultaneous F-Test Results*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	367.775	3	122.592	33.307	<0.001
Residual	434.323	118	3.681	—	—
Total	802.098	121	—	—	—

Dependent Variable: Repurchase Intention.
Predictors: Constant, Store Atmosphere, Service Quality, Perceived Value.

Based on Table 10, the regression model produced a Sum of Squares of 367.775 for the regression component and 434.323 for the residual component, resulting in a total Sum of Squares of 802.098. The regression component had 3 degrees of freedom and a Mean Square of 122.592, while the residual component had 118 degrees of freedom and a Mean Square of 3.681. The resulting F-statistic was 33.307 with a significance value of <0.001. Since the significance value was below 0.05, the three independent variables jointly had a significant effect on Repurchase Intention.

Coefficient of Determination

The coefficient of determination was examined using the Model Summary to identify the explanatory contribution of Perceived Value, Service Quality, and Store Atmosphere to

Repurchase Intention. The values of R, R Square, Adjusted R Square, and the Std. Error of the Estimate are presented in Table 11.

Table 11. *Coefficient of Determination*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.677	0.459	0.445	1.91852

Predictors: Constant, Store Atmosphere, Service Quality, Perceived Value.
Dependent Variable: Repurchase Intention.

Based on Table 11, the regression model obtained an R value of 0.677 and an R Square value of 0.459. The Adjusted R Square was 0.445, while the Std. Error of the Estimate was 1.91852. The Adjusted R Square value indicates that Perceived Value, Service Quality, and Store Atmosphere collectively accounted for 44.5% of the variation in Repurchase Intention. The remaining 55.5% was attributable to factors outside the explanatory contribution of the model. The original draft mentions examples of other variables, including brand image, customer experience, consumer satisfaction, and promotion, but these are not part of the tested model.

Discussion

The Effect of Perceived Value on Repurchase Intention

The results show that perceived value has a positive and significant effect on repurchase intention at Misoa Slo Restaurant in Surakarta. The regression coefficient of 0.443 indicates that an increase in consumers' perceived value is associated with an increase in their intention to repurchase. This finding is statistically supported by the p-value of 0.000, which is lower than the 0.05 significance level. Therefore, H0 is rejected and Ha is accepted, confirming that perceived value significantly influences repurchase intention. This finding indicates that consumers' willingness to repurchase is strongly associated with their overall evaluation of the benefits obtained relative to the sacrifices made during the consumption experience. When consumers perceive that the food, service, price, and dining experience provide worthwhile benefits, they are more likely to develop a favorable evaluation of the restaurant and consequently express an intention to return. Thus, perceived value does not merely reflect consumers' evaluation of monetary value but also encompasses the emotional and experiential benefits obtained from consumption. This interpretation is consistent with the Theory of Planned Behavior (TPB), in which behavioral intention is influenced by an individual's evaluation and attitude toward a particular behavior. A positive evaluation of a previous consumption experience can therefore contribute to a stronger intention to engage in the behavior again. The finding is also consistent with recent empirical evidence showing that perceived value has a positive effect on repurchase intention in the context of fine-dining restaurants, both directly and through electronic word-of-mouth as a mediating mechanism (Sunarta et al., 2025).

The descriptive findings provide further insight into how perceived value is formed among consumers of Misoa Slo Restaurant. The variable was measured through emotional value, social value, quality/performance value, and price/value for money. Overall, respondents reported relatively high evaluations of perceived value. The highest mean score was 4.17 for emotional value, specifically the statement, "I enjoy the food served at Misoa Slo Restaurant." Meanwhile, the lowest mean score of 4.06 was recorded for quality/performance value through the statement, "The food quality meets my expectations and is consistent," and for price/value for money through the statement, "The price is commensurate with the quality

received." Consumers perceived the strongest value through emotional benefits, while food consistency and price–quality congruence remained important. The positive and significant effect of perceived value on repurchase intention indicates that a stronger overall value perception increases consumers' willingness to repurchase. Managerially, Misoa Slo should maintain its positive dining experience while improving food consistency and ensuring prices remain aligned with product quality.

The Effect of Service Quality on Repurchase Intention

The results demonstrate that service quality has a positive and significant effect on repurchase intention at Misoa Slo Restaurant in Surakarta. The regression coefficient of 0.245 indicates that improvements in service quality are associated with an increase in consumers' repurchase intention. The hypothesis test produced a p-value of 0.003, which is below the 0.05 significance level. Accordingly, H0 is rejected and Ha is accepted, indicating that service quality significantly affects repurchase intention.

The positive relationship suggests that consumers who receive better service are more likely to develop an intention to return to the restaurant. In a restaurant context, service quality represents an important component of the consumption experience because consumers directly interact with employees while ordering, receiving, and consuming products. Friendly, responsive, accurate, and reliable service can create a favorable experience that strengthens consumers' willingness to revisit and repurchase. From the perspective of the Theory of Planned Behavior, such positive evaluations of the consumption experience can contribute to the formation of a favorable attitude toward subsequent behavior. Accordingly, a positive service experience can become an important basis for consumers' intention to repeat their purchasing behavior. This finding is supported by previous research conducted among customers of Alami Restaurant & Catering Service, which found that service quality has a positive and significant effect on consumers' repurchase intention (Salsabila, 2023).

Service quality was generally rated highly, with empathy receiving the highest mean score (4.29), particularly employee friendliness, while tangibles recorded the lowest score (4.12) for restaurant facilities. These findings highlight the importance of friendly employee interactions while indicating a need to improve physical facilities. Misoa Slo should maintain employee empathy and responsiveness while enhancing facilities, service consistency, order accuracy, and complaint handling to strengthen the overall service experience and repurchase intention.

The Effect of Store Atmosphere on Repurchase Intention

The results indicate that store atmosphere has a positive but not statistically significant effect on repurchase intention at Misoa Slo Restaurant in Surakarta. The regression coefficient of 0.082 shows a positive direction, meaning that better store atmosphere tends to be associated with higher repurchase intention. However, the p-value of 0.147 exceeds the 0.05 significance level. Therefore, H0 is accepted and Ha is rejected. These findings indicate that although store atmosphere has a positive relationship with repurchase intention, its effect is not sufficiently strong to produce a statistically significant increase in consumers' intention to repurchase. This result suggests that the physical atmosphere of the restaurant may contribute to the overall dining experience but is not necessarily a primary determinant of whether consumers intend to repurchase. From the perspective of the Theory of Planned Behavior, the atmosphere may generate favorable sensory impressions without necessarily becoming a sufficiently strong determinant of consumers' behavioral intention. Consumers may appreciate an attractive and comfortable restaurant environment while basing their

repurchase intention more strongly on other aspects of the consumption experience, particularly the value received, food quality, price, and service quality. This interpretation is consistent with previous evidence from Tyga Per Ampat Cafe, where store atmosphere was found not to have a direct significant effect on repurchase intention, despite having a positive effect on consumer satisfaction (Muryati & Sukardi, 2025).

The descriptive findings show that store atmosphere was assessed through cleanliness, music, scent, temperature, lighting, layout, and room color. Overall, respondents gave relatively high evaluations of the store atmosphere at Misoa Slo Restaurant. The highest mean score was 4.43 for room color, particularly the statement, "The combination of room colors looks attractive and gives a positive impression." Meanwhile, the lowest mean score of 4.04 was recorded for layout, specifically the statement, "The layout makes it easy for me to explore the restaurant comfortably."

The store atmosphere was positively perceived, particularly room color, which received the highest evaluation, while layout received the lowest. However, its non-significant effect on repurchase intention indicates that store atmosphere is not a primary determinant of customers' intention to repurchase. Misoa Slo should maintain a clean and attractive atmosphere while improving the layout and positioning store atmosphere as a supporting factor alongside perceived value and service quality.

Conclusion

This study concludes that perceived value and service quality have significant effects on repurchase intention among consumers of Misoa Slo Restaurant in Surakarta, whereas store atmosphere does not have a significant effect. Perceived value significantly influences repurchase intention, indicating that consumers' evaluations of the benefits received from the restaurant are associated with their intention to make repeat purchases. Service quality also significantly affects repurchase intention, highlighting the importance of maintaining friendly, empathetic, and responsive service in encouraging consumers to return. In contrast, store atmosphere does not significantly affect repurchase intention, although improvements to the restaurant layout remain relevant for enhancing consumers' comfort. These findings contribute empirical evidence on the roles of perceived value, service quality, and store atmosphere in repurchase intention at Misoa Slo Restaurant in Surakarta. Managerially, the restaurant should maintain consistent food quality and fair pricing while preserving employee friendliness and improving facilities, comfort, cleanliness, and overall neatness.

Although store atmosphere was not found to significantly influence repurchase intention, improving the layout, customer movement paths, table and chair arrangement, and spacing between dining areas may support a more comfortable experience. Regular customer satisfaction evaluations through feedback channels or customer surveys are also recommended to identify aspects requiring improvement. This study is limited by the restricted variables examined, its focus on a single restaurant in Surakarta, and the use of questionnaire-based quantitative data that may reflect subjective respondent perceptions. Future research should incorporate additional variables such as customer satisfaction, product quality, price, brand image, trust, customer experience, and electronic word of mouth, while expanding the research objects, geographical coverage, and sample size to improve comparability and representativeness across different culinary businesses.

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