The Mediation Effect of Corporate Image and Customer Satisfaction, towards Revisit Intention (Study on Starbucks Reserve Dewata, Bali)

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ABSTRACT: The purpose of this research is to find out the determine effect of service quality on revisit intention with corporate image and customer satisfaction as intervening variable. Business development, including the coffee shop business, grew significantly. One of the most popular coffee shops is Starbucks. To stay alive, Starbucks is innovating by creating different stores, including Starbucks Reserve his Dewata. The survey was disseminated using his Likert survey, which was distributed to 200 respondents aged 17 and over who had visited and traded at Starbucks Reserve Dewata at least twice. The type of research used is quantitative research and in conducting data analysis using SmartPLS 3.0. The research method used is non- probability sampling, namely purposive sampling to take samples. In the end, only 160 surveys were used as a sample. According to this survey, service quality affects corporate image, service quality affects customer satisfaction, corporate image affects revisit intention, customer satisfaction does not affect revisit intention, corporate image mediates the relationship between service quality and revisit intention, and customer satisfaction do not mediate the relationship between service quality and revisit intention. From this we can conclude that 4 hypotheses were accepted and 2 were rejected.

KEYWORDS: Service Quality, Corporate Image, Customer Satisfaction, Revisit Intention

I. INTRODUCTION

Competition in the business world is increasing and getting tougher, one of the business fields that is developing very quickly is the cafe business, this can be seen by the many cafe businesses spread across all cities in Indonesia. (Jabo Mare et al., 2022). Cafes have become a new lifestyle where many people like to hang out and do many other things in cafes. To win the competition and be able to make good sales, a cafe not only needs good products, but also the service provided to customers must be considered to make customers feel satisfied, and the image of the company is also able to influence these customers to be more loyal to the cafe, so that they can make customers intend to revisit the cafe. In general, cafes sell drinks made from coffee.

In 2021 coffee production in Indonesia will be 774.6 thousand tons. Meanwhile, in 2022 coffee production in Indonesia will be 793.2 thousand tons (Mutia Annur, 2022). Meanwhile, coffee consumption in Indonesia has increased every year, in 2016 it was about 249,800 tonnes and around 369,900 tonnes in 2021 (Ekarina, 2020). One cafe that is quite famous throughout the world is Starbucks. In order to continue to compete with its competitors, Starbucks innovated by creating an outlet, namely Starbucks Reserve Dewata, especially that located in Bali, Indonesia. The image of Starbucks was described by (Omoregie et al., 2019) through the term of corporate image that described as a collection of meanings from customers where customers remember, describe and connect the results of experiences into beliefs, memories, feelings and knowledge. The image that Starbucks Reserve Dewata is trying to build is that it has a coffee sanctuary concept, has a mini coffee garden, merchandise with Balinese cultural images, exclusive food and drinks, as well as Balinese ornaments and interior design (stepped tables, mural paintings and wooden decorations) (Arianty, 2020).

Starbucks revenue increased by 23.6% in 2021 with total revenue of IDR 415.6 trillion in 2021 (Rizaty, 2022). With those increasing income, it can be predicted that service quality is one of the supporting factors. (Indra & Siagian, 2021) states that

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service quality is the level of excellence expected by customers and control over the level of excellence possessed by the company with the aim of fulfilling customer desires. The service provided by Starbucks Reserve Dewata is providing explanations about coffee from upstream to downstream. Starbucks Reserve Dewata also provides coffee masters who help customers explain the drinks they have purchased, as well as offering seasonal drinks that are currently available.

(Sasongko, 2021) stated that customer satisfaction was a feeling of pleasure felt by customers, because their needs or desires have been fulfilled from the use of the product or service that has been offered, with results that match or even exceed the customer's expectations. Otherwise, (Arianty, 2020) stated that customer satisfaction at Starbucks Reserve Dewata provided several kinds of promos such as free up size and buy one get one promo every 3 months for customers who have BCA credit cards and Starbucks cards, Starbucks also has promotions such as providing vouchers, customer voice, and MAP vouchers. Starbucks Reserve Dewata also provides comfortable indoor and outdoor spaces for gathering, meeting, working, etc that makes consumers to always remember of Starbucks Reserve Dewata, thus they come back for another visit in the future. The intention to return according to (Yolanda & Rahmidani, 2020) was a desire or probability of consumers who have made an initial purchase and continue to use and buy from the same website or company at a later time by considering the current and possible situations. With various kinds of promotions provided, merchandise and special drink or food menus, a comfortable and exclusive atmosphere, typical Balinese building ornaments and concepts, as well as new experiences obtained such as explanations about coffee from upstream and downstream which is only available at Starbucks Reserve Dewata, you can afford attracting customers to make repeat visits to Starbucks Reserve Dewata (Arianty, 2020).

Seeing the phenomenon where Starbucks Reserve Dewata has been a company that experienced an increase in its outlets and sales, but specifically it is necessary to conduct research on Starbucks Reserve Dewata regarding to the quality of service provided by Starbucks Reserve Dewata, customer satisfaction with the products and services provided by Starbucks Reserve Dewata, the company image influences the level of repeat visits to Starbucks Reserve Dewata. Besides, the large number of new visitors, customers who make repeat visits are also able to increase the revenue of Starbucks Reserve Dewata itself.

II. LITERATURE REVIEW

(Syafarudin, 2020) stated that service quality is the totality of features and characteristics of a product or service that depends on its capabilities and has the aim of satisfying stated or implied needs. (Fauzi & Suryani, 2019) stated that service quality is a condition in which customers formulate comparison results between what is expected of a product or service and what is received by customers from the perception of the service performance provided by a company. The opinion expressed by Parasuratman et al in (Handoko & Kunto, 2022) states that service quality is an assessment and evaluation carried out by customers regarding the service they have experienced compared to the service expected by the customer. Kotler & Armstrong in (Aditiansyah et al., 2022) stated that service quality is all the features and characteristics of a product or service that influence its ability to meet customer needs, either directly or indirectly, in other words, good service quality is able to meet customer needs.

(Omoregie et al., 2019) argue that corporate image is an intangible asset owned by a company that is unique, namely something that is easy to identify, but difficult to imitate. (Kaur & Soch, 2018) defines that company image is an increase in the possibility of brand alternatives which is able to cause greater customer loyalty and is able to emphasize the level of vulnerability to competitive marketing activities. Kotler in (Maulyan et al., 2022) stated that company image is a consumer response to the offers made by a company, and is defined as beliefs, ideas and the public's impression of a company.

Kotler & Armstrong in (Khoo, 2022) describe customer satisfaction as a measure of how a product or service provided to customers is able to meet or even exceed customer expectations. (Sutrisno & Darmawan, 2022) stated that customer satisfaction is a feeling felt by consumers, both feelings of happiness and disappointment that are obtained after consumers compare the product or service they feel with what they expected.

Stylos *et al*. in (Satriawan et al., 2022) stated that Revisit Intention is a customer's desire to return to the same destination for the second time within a certain period of time. Abubakar et al in (Anggara, 2022) stated that the intention to revisit is a customer's willingness to visit a destination or an object that has previously been visited. (Wu et al., 2018) argue that a person's intention to revisit a place is based on the experiences that visitors/tourists have had in a certain period of time. The appearance of the place, as well as the promotions carried out, are able to create an impression about a destination and are able to influence the behavior and final decisions of visitors/customers when determining a return visit.

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A. Hypotheses

- **The Influence of Service Quality on Corporate Image**

     Service quality is an important aspect of the company image variable, if the quality of service provided by a company is good then the company's image will also be good, and vice versa if the quality of service provided is bad then it can have a negative impact on the image of a company. (Lestari & Rakhman, 2022) revealed that the good and bad image of a company depends on and is influenced by the quality of service provided by the company, if a company does not pay attention to the quality of the service provided it can have a bad impact and customers will think that the company is not trying well. to build good company values, indirectly if the company does not build good company values it will have a negative impact on the image of the company itself. It can be concluded that service quality has a significant effect on corporate image.

     H1: Service Quality has a significant effect on Corporate Image

- **The Influence of Service Quality on Customer Satisfaction**

     Service quality and customer satisfaction are very important things in a company, if customers are satisfied with the service provided by a company, it shows that a company has been successful in providing good quality service. Assessment of service quality can be seen from the perspective of the customer himself, not from the perspective of a company. (Razak & Prasevie, 2018) revealed that service quality has a positive influence on customer satisfaction.

     H2: Service Quality has a significant effect on Customer Satisfaction

- **The Influence of Corporate Image on Revisit Intention**

     (Absharina & Karmilasari, 2022) stated that company image has a significant influence on the return visit intention variable, because company image has a role in making customers want to make return visits. (Bawole et al., 2021) explains that a company's image is able to build a company's identity, identity is considered an important thing to use as a differentiator from competitors, and having a good image can make people want to make return visits.

     H3: Corporate Image has a significant effect on Revisit Intention

- **The Influence of Customer Satisfaction on Revisit Intention**

     (Li, 2020) revealed that customers' intention to revisit is a variable to verify whether customer satisfaction can be influenced by the satisfaction felt by the customer. Research conducted by (Bello et al., 2021) states that customer satisfaction is able to influence customers to make repeat visits to that place.

     H4: Customer Satisfaction has a significant effect on Revisit Intention

- **The Mediation Effect of Corporate Image between Service Quality and Revisit Intention**

     (Santikayasa & Santika, 2019) stated that company image is able to mediate the relationship between the quality of service provided by a company and the intention to revisit, which means that company image can influence service quality on repurchase intentions. (Suryantari & Respati, 2022) stated that Company image mediates the relationship between service quality and return visit intention, meaning that the better the quality of service provided, the company image also increases, as well as the customer's intention to make return visits.

     H5: Corporate Image mediated the relationship between Service Quality and Revisit Intention

- **The Mediation Effect of Customer Satisfaction between Service Quality and Revisit Intention**

     (An et al., 2019) revealed that good service quality can influence customer satisfaction, with customers feeling satisfied can influence customers to have the intention to make a return visit to the same destination. (Septianing & Farida, 2021) argue that there is an indirect influence between the quality of the service provided and the intention to visit again, so the important role of customer satisfaction is to mediate and influence service quality and intention to visit again. (Nyarmiati & Astuti, 2021) revealed in the results of their research that customer satisfaction mediates the relationship between the quality of service provided and the intention to visit again.

     H6: Customer Satisfaction mediates the relationship between Service Quality and Revisit Intention

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B. Research Model
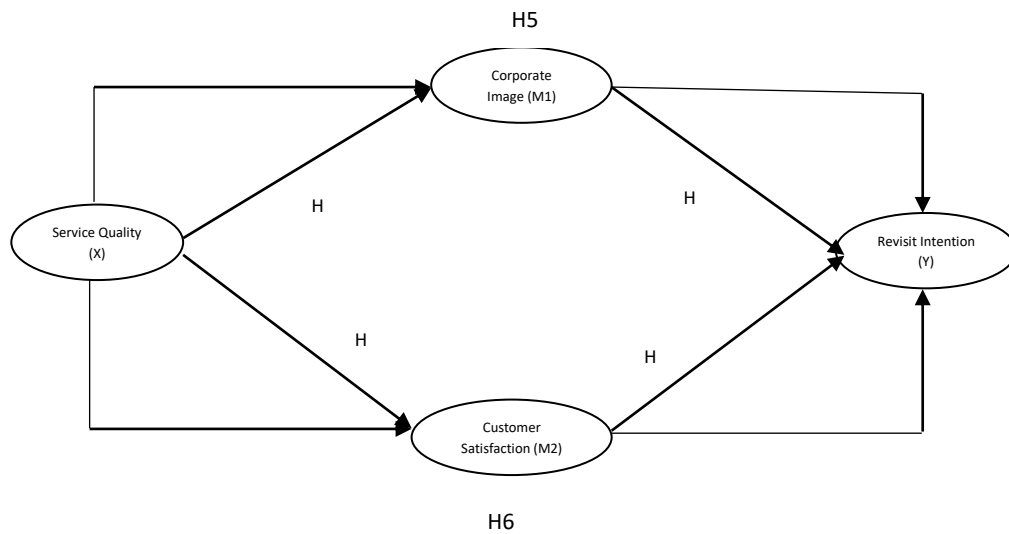
III. RESEARCH METHOD

This research is a quantitative research with the population of those who have visited or made transactions at Starbucks Reserve Dewata, Bali. The sample in this study amounted to 160 respondents, taken from a purposive sampling method. The criteria used in this research are those whose aged above 17 years old, have been visited Starbucks Reserve Dewata, and have made transactionsat Starbucks Reserve Dewata at least twice.

The primary data used in this research is data obtained from respondents by distributing questionnaires through Google Form and distributed based on predetermined criterias. Meanwhile, secondary data in this research was obtained from books, reports, papers, the internet, previous research data sources, and other literature.

The variables were measured using Likert scale. It is based Sugiyono in (Defitamila & Saleh, 2022) that stated that the Likert scale is used to measure the opinions, attitudes and perceptions of a person or group of people regarding an event or social phenomenon. The measurements used are: Strongly Agree (SA) 5, Agree (A):4, Neutral (N) 3, Disagree (D) 2, and Strongly Disagree (SD) 1.

IV. RESULT AND DISCUSSION

Table 1. Respondents Data

Characteristics		Amount	Precentage
Gender	Men	93	58,1%
	Women	67	41,9%
Age	17 – 20 tahun	16	10%
	20 – 23 tahun	128	80%
	> 23 tahun	16	10%
Spending	< Rp 100.000	16	10%
	Rp 100.000 – Rp 300.000	113	70,6%
	> Rp 300.000	31	19,4%

Table 1 shows the gender of the respondents, there were 93 respondents (58.1%) male and 67 respondents (41.9%) female. Based on age, respondents were divided into 3, including 16 respondents aged 17 - 20 years (10%), 128 respondents aged 20 - 23 years (80%), and 16 respondents aged > 23 years (10%).). In addition, data was obtained regarding the amount spent by respondents when making transactions at Starbucks Reserve Dewata, namely respondents who spent <Rp. 100,000 were 16 respondents (10%), spent Rp. 100,000 – Rp. 300,000 by 113 respondents (70.6%), and 31 respondents (19.4%) spent > IDR 300,000.

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Based on the validity test, there were some invalid incicators, they were, SQ4, SQ5, SQ7, SQ8, SQ9, SQ10, CI1, CI2, CI3, CI4, CI5, CI6, CI10, and CS6. Those indicators were invalid because the loading factors were lower than 0,7. Thus, table 2 showed the final result of the validity test without the invalid indicators.

Table 2. Fixed Loading Factors

Indicators	SQ	CI	CS	RI	Note
SQ1	0.879				Valid
SQ2	0.837				Valid
SQ3	0.903				Valid
SQ6	0.868				Valid
SQ11	0.850				Valid
CI7		0.931			Valid
CI8		0.863			Valid
CI9		0.925			Valid
CS1			0.759		Valid
CS2			0.859		Valid
CS3			0.830		Valid
CS4			0.761		Valid
CS5			0,770		Valid
CS7			0.740		Valid
RI1				0.874	Valid
RI2				0.876	Valid
RI3				0,911	Valid

According to (Suleiman & Abdulkadir, 2022) one conditions for data to be considered valid is if it has an AVE value > 0.5. After eliminating fourteen invalid indicators, the AVE value of each variable has met the requirements (AVE > 0.5) and it can be considered that the processed data is valid.

Table 3. AVE

Variables	Average Variance Extracted	Note
SQ	0.753	Valid
CI	0.822	Valid
CS	0.620	Valid
RI	0.787	Valid

Besides, to check the validity of the data Cross Loading have been checked in order to proce that the data running in this research are valid. Based on (Suleiman & Abdulkadir, 2022) which explains that data is considered valid if the cross loading value is > 0.7. After removing fourteen indicators and retesting, each indicator was valid and met the requirements for a cross loading value of > 0.7 as showed on Tabel 4.

Table 4. Cross Loading

Indicators	SQ	CI	CS	RI
SQ1	0.879	0,677	0,738	0,845
SQ2	0.837	0,833	0,827	0,829
SQ3	0.903	0,823	0,837	0,865
SQ6	0.868	0,777	0,767	0,843

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SQ11	0.850	0,666	0,704	0,787
CI7	0,806	0.931	0,878	0,876
CI8	0,846	0.863	0,844	0,851
CI9	0,764	0.925	0,840	0,786
CS1	0,757	0,672	0.759	0,753
CS2	0,756	0,852	0.859	0,801
CS3	0,764	0,776	0.830	0,764
CS4	0,660	0,757	0.761	0,660
CS5	0,625	0,748	0,770	0,692
CS7	0,678	0,640	0,740	0,669
RI1	0,859	0,687	0,752	0.874
RI2	0,806	0,881	0,868	0.876
RI3	0,901	0,841	0,839	0,911

The reliability data, showed by Composite Reliability on Tabel 5. Based on table 5, it can be concluded that there has been a change in the value of composite reliability. After deleting fourteen indicators and retesting, the composite reliability value of all variables was > 0.7 and it can be concluded that all variables are reliable.

Table 5. Composite Reliability

Variables	Composite Reliability	Note
SQ	0.753	Reliabel
CI	0.822	Reliabel
CS	0.620	Reliabel
RI	0.787	Reliabel

The path coefficient results showed that the relationship between the company image variable and the intention to revisit variable, the service quality variable and the company image variable, and the service quality variable and the customer satisfaction variable has a T statistic value > 1.96. With this, it can be concluded that all relationships between variables have a positive and significant influence, so that all hypotheses can be accepted. However, there is one relationship, namely the customer satisfaction variable and the intention to return visit variable which does not have a significant relationship, because it has a T statistic value of 1.800 < 1.96 and a P value of 0.072 > 0.05.

The result of service quality on the corporate image variable has a T-statistic of 34.171 where the T-statistic value is > 1.96 and the P value is 0.000 where the P value is < 0.05. So it can be concluded that the service quality variable has a significant effect on corporate image). This means, H1, is accepted. (Lestari & Rakhman, 2022) describe that whether a company's image is good or bad depends on and is influenced by the quality of service provided by the company, if a company does not pay attention to the quality of the service provided it can have a bad impact and customers will think that the company is not trying well. to build good company values, indirectly if the company does not build good company values it will have a negative impact on the image of the company itself. The good or bad image of a company depends on and is influenced by the quality of service provided by the company. If a company does not pay attention to the quality of the service provided, it can have a bad impact and customers will think that the company is not trying well to build good company value, indirectly Directly, if the company does not build good corporate values, it will have a negative impact on the image of the company itself. Starbucks Reserve Dewata provides good service to its customers, such as providing a media room and an interactive wall that provides explanations to customers about the coffee processing process from upstream to downstream, able to support the company image that has been built by Starbucks Reserve Dewata, namely Coffee Sanctuary which introduces customers to the coffee itself, there is even a mini coffee garden in it. So by providing an explanation about coffee itself, it can make customers understand more, as well as strengthen the image of coffee sanctuary as a concept used at Starbucks Reserve DewataT. hus, Starbucks Reserve Dewata is able to continue to maintain what is already good and improve the quality of service that is still lacking, in order to be able to maintain and even improve the company's image. Based on research conducted by (Maddinsyah &

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Zakaria, 2022) states that the most important indicator is empathy, one that shows empathy not only from explanations given directly but also in written form, therefore it is necessary to provide an explanation about coffee from upstream to downstream by using language that is easier to understand for beginners, and being able to provide written explanations in more detail so that customers can get clear information.

Table 6. Path Coefficients

Hypotheses	T *Statistic* (|O/STDEV|)	P *Values*	Note
H3: Corporate Image (M1)➡Revisit Intention(Y)	2,118	0,035	Supported
H4: Customer Satisfaction (M2) ➡Revisist Intention (Y)	1,800	0,072	Not Supported
H1: Service Quality (X)➡Corporate Image (M1)	34,171	0,000	Supported
H2: Service Quality (X) ➡ Customer Satisfaction (M2)	46,519	0,000	Supported

The path coefficient results show that the influence of service quality on customer satisfaction has a T-statistic of 46.519 where the T-statistic value is > 1.96 and the P value is 0.000 where the P value is < 0.05. So it can be concluded that service quality has a significant effect on customer satisfaction, H2 is accepted. (Syafarudin, 2020) states that service quality is the totality of features and characteristics of a product or service that depends on its capabilities and has the aim of satisfying stated or implied needs. Service quality and customer satisfaction are very important things in a company, if customers are satisfied with the service provided by a company, it shows that a company has been successful in providing good quality service. Starbucks Reserve Dewata itself provides coffee masters who have a level above that of baristas in general. These coffee masters are able to help customers provide explanations about the drinks (type of drink ordered, ingredients used, and many others) ordered by the customer. With this service, not only is it able to make customers gain additional knowledge, but it is also able to make customers feel satisfied because they are being served optimally. So it can be concluded that the excellent quality of service provided to Starbucks Reserve Dewata customers is able to make customers feel satisfied. Based on research conducted by (Sari et al., 2023) the coffee master provides explanations regarding the drinks ordered by customers, but it would be better if the coffee master should be able to provide explanations and information regarding seasonal drinks or those that are best sellers at Starbucks Reserve Dewata so that Customers can feel more cared for and satisfied with the services provided

In addition, the influence of corporate image on revisit intention has a T-statistic of 2.118 where the T-statistic value is > 1.96 and the P value is 0.035 where the P value is < 0.05. So it can be concluded that corporate image has a significant effect on revisit intention, or H3 is accepted. (Omoregie et al., 2019) argue that corporate image is an intangible asset owned by a company that is unique, namely something that is easy to identify, but difficult to imitate. Starbucks Reserve Dewata itself is a brand that is well known by many people and is also trusted by many people, so it is able to make people interested in continuing to visit Starbucks Reserve Dewata for various purposes. This shows that the image created by Starbucks Reserve Dewata which carries a coffee sanctuary theme and mixes it with Balinese culture which can be seen from the ornaments and interior design used has succeeded in attracting customers to intend to revisit Starbucks Reserve Dewata. However, Starbucks Reserve Dewata should not just be satisfied, there are several things that need to be improved, such as the opinion given in research conducted by (Sari et al., 2023) which revealed that they were able to provide interesting information or explanations on each ornament. which has elements of Balinese culture, so that customers understand the philosophy implied by the ornaments on display.

The path coefficient shows the influence of customer satisfaction on revisit intention has a T-statistic of 1.800 where the T-statistic value is <1.96 and the P value is 0.072 where the P value is > 0.05. So it can be concluded that customer satisfaction has no significant effect on revisit intention, H4 is not supported. In research conducted by (Kusumah et al., 2020) it is stated that customer satisfaction does not significantly influence the intention to visit again. Where the research explains that just having customers feel satisfied cannot be a strong reason to attract customers to make repeat visits/revisit a place. In this study, customer satisfaction did not influence the intention to visit again because customers were still not satisfied with Starbucks Reserve Dewata, it could be that the facilities were inadequate (power sockets, faster WiFi) or the promos provided

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were less attractive, because the promos provided were the same as the outlet. Other Starbucks, customers have more expectations with promotions that are different or more exclusive than other Starbucks outlets in general. Therefore, Starbucks Reserve Dewata is expected to be able to pay attention to things that make customers feel less satisfied, so that they are less interested in making repeat visits. Based on research conducted by (Al-Gifari & Fachira, 2021) it is stated that customers can feel satisfied not only from the service provided but also pay attention to other aspects that can make customers feel satisfied and interested in visiting again, what is meant namely a comfortable place and complete facilities to support meetings, work from cafes, and hanging out, such as adequate electrical outlets and also wifi that can be used well. Apart from that, the promotions given must be attractive.

Table 7. Mediating Effect

Hypotheses	T *Statistic* (|O/STDEV|)	P *Values*	Note
H5: Service Quality (X)➡ Corporate Omage (M1)➡ Revisit Intention (Y)	2,111	0,035	Supported
H6: Service Quality (X)➡Customer Satisfaction (M2)➡ Revisit Intention (Y)	1,785	0,075	Not Supported

Corporate image mediates the relationship between service quality and revisit intention. Based on the T-statistic indirect effect value of 2.111, the T-statistic value is > 1.96 and the P value is 0.035, which has a P value < 0.05. So that it is able to fulfill the requirements of the hypothesis, it can be accepted and it can be concluded that corporate image mediates the relationship between service quality and revisit intention, H5 is accepted. The results of this research are in accordance with research conducted by (Suryantari & Respati, 2022) who believes that company image mediates the relationship between service quality and intention to return, meaning that the better the quality of service provided, the company image also increases, and customer intention to make a return visit. It can be said that if a company is able to provide good service, is able to improve a good image in front of its customers, so that it can influence these customers to be interested in making repeat visits or carrying out transactions at that place or Starbucks Reserve Dewata which is used as the object in this research. At Starbucks Reserve Dewata, customers are satisfied with the comfortable indoor and outdoor atmosphere, but there are still several things that make customers uncomfortable, such as a lack of electrical sockets, which makes it a little difficult to hold meetings or work from the cafe, as well as promotions that make customers less interesting, because the promo provided by Starbucks Reserve Dewata is the same as other Starbucks outlets. Apart from paying attention to the excellent service provided to its customers, Starbucks Reserve Dewata must also continue to improve its company image, so that customers are increasingly interested in continuing to visit Starbucks Reserve Dewata. Several things that must be considered according to research conducted by (Sari et al., 2023), namely the need for an interactive explanation regarding the philosophy of the ornaments at Starbucks Reserve Dewata in order to be able to invite consumers to better understand the concept and meaning of the ornaments used. Starbucks Reserve Dewata is also able to create merchandise designs that are more attractive and more representative of Bali, so that consumers can easily remember when buying the merchandise.

On the other hand, another result showed that customer satisfaction does not mediate the relationship between service quality and revisit intention. This can be seen from the T-statistic indirect effect value of 1.7855, where the T-statistic value is < 1.96 and the P value is 0.075, which has a P value > 0.05. So H6 is not supported. The results of research conducted by (Septianing & Farida, 2021) describe that there is an indirect influence between the quality of the service provided on the intention to visit again, so that the role of customer satisfaction is important in mediating and influencing service quality and intention to visit again. However, in the research conducted, customers felt dissatisfied with the promotions provided and the facilities provided were inadequate, so that the feeling of dissatisfaction from customers resulted in customer satisfaction being unable to mediate the relationship between service quality and intention to visit again. If a customer is only satisfied with the service provided, this cannot be a benchmark for the customer to intend to revisit a place. Apart from paying attention to the quality of service provided, Starbucks Reserve Dewata also needs to pay attention to customer satisfaction, so that it can attract customers to make repeat visits to Starbucks Reserve Dewata. Based on research conducted by (Sari et al., 2023) Starbucks Reserve Dewata is able to provide special promotions for customers who visit Starbucks Reserve Dewata (buying specialty drinks gets additional discounts), the coffee master is able to provide explanations and additional information regarding seasonal

drinks, best sellers. As well as adding facilities that can support customers for meetings, WFC, or hanging out, such as electrical outlets.

CONCLUSIONS

Based on this research, it conclude that those 6 hypotheses have already tested. The result said, H1, H2, H3, and H5 were supported. In the other hand, H4 and H6 were not supported.

This research uses service quality variables on intention to revisit which are mediated by company image and customer satisfaction. First, Starbucks Reserve Dewata must pay attention to the quality of service provided to its customers, such as coffee masters who are able to provide explanations about the best-selling and seasonal drinks being sold and explain the promotions that are currently available to improve the company's image and customer satisfaction. Second, Starbucks Reserve Dewata must pay attention to and improve the image it already has. Currently, Starbucks Reserve Dewata has a coffee sanctuary concept and typical Balinese cultural ornaments, so that it can emphasize and explain the philosophy to its customers in more depth. Third, Starbucks Reserve Dewata must pay attention to customer satisfaction which requires adequate facilities to support comfort during meetings, working from cafes, and hanging out such as adequate WiFi facilities and power outlets, promos that can attract customers, as well as distinctive merchandise with cultural themes. Bali.

Suggestions for future researchers are to be able to consider the use of other dependent variables, namely e-WOM. As well as being able to pay attention to the criteria of respondents who have only visited Starbucks Reserve Dewata once or even people who have never visited Starbucks Reserve Dewata, in order to be able to get points of view from respondents with other criteria.

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