

---

## THE EFFECT OF STORE ATMOSPHERE, COUNTRY OF ORIGIN, AND LIFESTYLE ON REPURCHASE INTENTION AT THE RAMEN STORE IN BANDUNG CITY

Rahmat Priyanto

STP Ars Internasional, Bandung, Indonesia, Email: [rahmat@ars.ac.id](mailto:rahmat@ars.ac.id)

\* corresponding author

---

### ABSTRACT

#### Article History

**Submitted:**

30 September 2022

**Reviewed:**

20 October 2022

**Accepted:**

25 October 2022

**Published:**

15 November 2022

*Culinary is one of the mainstay entrepreneurial sectors in the city of Bandung. Among the various culinary businesses that exist, one type of culinary business that is experiencing rapid development is ramen. The purpose of this study was to analyze the variables of Store Atmosphere, Country of Origin, Lifestyle, and Repurchase Intention at a ramen shop in Bandung. In addition, this study also aims to determine how the influence of Store Atmosphere, Country of Origin, and Lifestyle on Repurchase Intention at Ramen shops in Bandung. This type of research is quantitative research. The population in this study are consumers who have purchased ramen in the city of Bandung. The number of samples in this study was 100, with data collection carried out through observation, questionnaires, and documentation studies. The results of this study indicate that partially Store atmosphere, Country of Origin, and Lifestyle variables have a significant effect on the Repurchase Intention variable. Meanwhile, the Store Atmosphere, Country of Origin, and Lifestyle variables simultaneously have a significant effect on the Repurchase Intention variable.*

**Keywords:** *Store Atmosphere1; Country of Origin2; Lifestyle3; Intention of Repurchase4;*

---

### PENGARUH SUASANA TOKO, NEGARA ASAL, DAN GAYA HIDUP TERHADAP NIAT PEMBELIAN KEMBALI DI TOKO RAMEN DI KOTA BANDUNG

### ABSTRAK

Kuliner adalah salah satu sektor kewirausahaan andalan yang ada di Kota Bandung. Diantara beragam usaha kuliner yang ada, salah satu ujenis usaha kuliner yang mengalami perkembangan pesat adalah Ramen. Tujuan penelitian ini adalah untuk menganalisis variable *Store Atmosphere, Country of Origin, Lifestyle* dan *Repurchase Intention* di kedai ramen kota Bandung. Selain itu penelitian ini juga bertujuan untuk mengetahui bagaimana pengaruh *Store Atmosphere, Country of Origin, Lifestyle* terhadap *Repurchase Intention* di kedai Ramen kota Bandung. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen yang telah melakukan pembelian ramen di kota Bandung. Jumlah sampel dalam penelitian ini adalah 100 dengan pengambilan data dilakukan melalui observasi, kuesioner dan studi dokumentasi. Hasil penelitian ini menunjukkan bahwa secara parsial variable *Store Atmosphere, Country of Origin* dan *Lifestyle* berpengaruh secara signifikan terhadap variable *Repurchase Intention*. Sedangkan secara simultan variable *Store Atmosphere, Country of Origin* dan *Lifestyle* secara bersama-sama berpengaruh signifikan terhadap variabel *Repurchase Intention*.

**Kata Kunci :** *Store Atmosphere1; Country of Origin2; Lifestyle3; Repurchase Intention4;*

---



## INTRODUCTION

In the current era of globalization, the climate of business and business competition is increasingly competitive every time. These conditions make every company must be able to effectively use the various resources they have to improve company performance. The company's performance determines the company's existence in the future because good company performance will have an impact on the company's competitive advantage in various market conditions that change every time. (Maulana, 2018).

Culinary is one type of business proliferating currently, where increasingly competitive competition is an unavoidable condition for every business actor in this field. Competitive competition occurs due to the increasing number of new businesses that have sprung up and offer various unique concepts to attract consumers to buy (Angger & Nurafni, 2015). The increasingly competitive competition encourages culinary business actors to continue to develop sales and product marketing strategies to increase competitive advantage over other business actors (Irawan, 2016). Increasing the company's competitive advantage can be done by continuing to innovate in producing quality products and services. (Angger & Nurafni, 2015).

The culinary that is currently popular in Bandung is Ramen. Ramen is a typical Japanese noodle dish whose origin history is divided into two versions, the original Japanese noodles were born in the 20th century, and another version states that ramen originated in China. (Aditia et al., 2016). As time passed, the term ramen became better known by the public as a culinary originating from Japan. The phenomenon of the development of ramen cuisine in Bandung today is based on the increasing popularity of Japanese dramas, films, and anime in Indonesia. These various films and anime have succeeded in introducing ramen as a typical Japanese noodle dish to the Indonesian people, so the lifestyle of consuming ramen culinary in various dramas, films, and anime

has succeeded in influencing the interest of young people in Indonesia to experience it. (Ratnasari, 2015). In addition, ramen development in the city of Bandung is also influenced by young people who are more likely to like ethnic cuisine, which is considered more prestigious than Indonesian food (Soni & Syahputra, 2014). Preston stated that changes in consumer behavior are influenced by social norms and lifestyles as well as demographic shifts that have an impact on the emergence of specific trends. (Angger & Nurafni, 2015). Currently, there are several famous ramen restaurants and shops in Bandung, such as Mie Ramen, Udin Ramen, Jigoku Ramen, Nobu Ramen, Shifu Ramen, Kuma Ramen, Ramen Cemen, Yagami Ramen, and several Japanese restaurants such as Marugame Udon, Suki Soba Restaurant, and Gokkana Teppan (Aditia et al., 2016).

The number of shops and restaurants in Bandung that provide ramen as the main menu causes the business competition to be more competitive. This condition encourages every ramen business actor to be able to innovate in carrying out their business activities in order to be able to retain their customers. One effort that can be made is to understand consumer behavior well. Implementing marketing strategies can be done by analyzing consumer buying behavior in the right situation to influence consumer decisions to buy and increase the intention to make repeat purchases or Repurchase Intention. (Purnomo, 2018).

To increase repurchase intention in the ramen shop business, various steps can be taken to retain customers, including forming an atmosphere where the dining area is as attractive as possible so that consumers will feel at home when visiting. The atmosphere formed by the restaurant has an important role because the environment (physical objects in a cafe or restaurant) can affect consumer behavior. (Purnomo, 2018). Konsumen café atau restaurant saat ini tidak saja mencari makanan dengan rasa yang enak, tetapi juga

mencari suasana makan yang nyaman dan menyenangkan (Effendy, 2018).

The atmosphere formed in most ramen shops has a Japanese feel, such as the lighting artifacts used, the display of kanji writing, and various other Japanese things. In forming a comfortable and pleasant atmosphere, the culinary business manager can innovate and be creative through the formation of a unique layout and decoration, or it could be by providing interesting artifacts so that consumers will feel comfortable and feel at home for a long a café or restaurant. (Salsabilah & Sunarti, 2018). The atmosphere is an important component that must be owned by every place to eat because atmosphere is a characteristic that distinguishes a place to eat from other places (Putri et al., 2014). Levy and Weitz identified that the atmosphere in a cafe/restaurant could be formed through lighting arrangements, visual arrangements, aromas, and music that can form a pleasant buying environment that can influence consumer emotions and perceptions to make a purchase (Salsabilah & Sunarti, 2018).

The increasing popularity of Japanese culture in Indonesia plays a vital role in the development of the current ramen business, where various things related to Japan are easily accepted by today's society. So that this is a good moment for business actors to market ramen to the fullest. Consumers evaluating a product are not only based on appearance and characteristics but also based on the country of origin or the country of origin of the product. (Fitriyah & Iriani, 2014). Country of Origin becomes consumer preferences regarding product quality and product information preferences and consumer attitudes toward products (Hikmah et al., 2016). Country of Origin has a significant influence in influencing consumer buying behavior, where the stereotype of the country of origin of a product that is formed in the minds of consumers becomes a stimulus that influences consumer buying behavior (Fitriyah & Iriani, 2014).

Many factors affect consumer repurchase intention on a product, where consumer buying behavior can be influenced by the country of origin of a product (Umamah & Arif Wibowo, 2018). Consumers often associate Country of Origin with product quality, where consumers use Country of Origin in determining quality standards for a product before making a purchase (Yanthi & Jatra, 2015). Kotler & Keller explained that Country of Origin plays a vital role in influencing consumer decisions in choosing a product, where products offered to consumers automatically have a label from where the product comes from (Moksaoka & Rahyuda, 2016).

Another factor that impacts the development of the ramen business today is changes in the lifestyle of today's young people. Where young people spend more of their free time doing hangout activities at cafes or restaurants with their friends (Ajiwibawani, 2015). Along with the social development in the community, cafes and restaurants are currently experiencing an expansion of functions that initially only offered food and drinks. Now cafes and restaurants have functioned to support one's lifestyle. (Astari & aPramudana, 2016). So that a restaurant that has a representative place to gather is one of the considerations to be visited by consumers. Lifestyle shapes the perception of today's society that visiting a café or restaurant is not just for eating but also a comfortable place for social interaction (Suharto & Suryoko, 2017). Today's consumers change their wants and needs so that they are more interested in hedonistic gratifications in meeting emotional and social satisfaction (Astari & Pramudana, 2016).

## LITERATURE REVIEW

### Store Atmosphere

Cox and Brittain state that store atmosphere is a crucial component of a store and can provide a dominant sensory effect created from a shop or cafe design, so a cafe must form a planned atmosphere that is in

accordance with its target market and can attract consumers to buy in the store. (Putri et al., 2014).

Meanwhile, Berman and Evan define store atmosphere as a physical characteristic that is intended to become an image that is recorded in the minds of consumers (Purnomo, 2018). Furthermore, Utami stated that the store atmosphere is an environmental design through visual communication, lighting, color, music, and fragrances to design emotional responses and customer perceptions and to influence customers to buy goods." (Purnomo, 2018).

Levy and Weitz store atmosphere in a cafe can be determined through visuals, arrangement, light, music, and aroma, creating a comfortable buying environment that can influence consumer perceptions and emotions to make purchases. (Putri et al., 2014).

Turley & Milliman (Purnomo, 2018). divide the store atmosphere into 4 elements, namely:

a. *Exterior Variabel*

Exterior characteristics strongly influence the image of the store, so it must be planned as well as possible. The combination of these exteriors can make the outside of the store look unique and attractive, stand out, and invite people to enter the store. Examples of exterior variables include signage, entrance design, parking facilities, access to locations, easy to find locations, and the existence of similar cafes in the same environment.

b. *General Interior Variable*

General interior variables are associated with elements that are considered to attract consumer responses in terms of the arrangement in the cafe. General interior variables include lighting, room aroma, music played, comfortable air temperature, and cleanliness and feasibility of the facilities in the cafe.

c. *Store Layout*

Layout and design variables are associated with elements that support setting the distance to be passed, as well as the arrangement of equipment in the cafe. This arrangement is necessary because it will affect two things, namely, the comfort of passing by and the alleged price level by consumers. Variables included in the layout and design variables include the distance between tables and the arrangement of eating/drinking utensils.

d. *Interior Point-of-Purchase*

Point-of-Purchase and Decoration Variables associated with the arrangement of displays in the cafe is considered to increase consumer sensitivity to promotional programs and prices and can reduce the level of brand loyalty. Product displays will increase the opportunity for unplanned purchases, and this effect usually occurs in product categories that are purchased relatively often. Examples of point-of-purchase variables include posters and information signs for promotional programs, as well as the choice of decorating themes in cafes.

### **Country of Origin**

According to Kotler and Keller, a country of origin is a person's mental association and belief in a product that is triggered by the country of origin of the product. Meanwhile, according to Jaffe and Nebenzahl, a country of origin is a mental image or image of a product and country. So it can be concluded that the country of origin is a shadow or image of a product that is triggered by the country of origin of the product (Dinata et al., 2015).

Country of Origin provides various kinds of effects on the thoughts of a prospective customer and consumer. One of the effects of the country of origin proposed by Hong and Wyer, namely the stimulus effect on prospective consumers and consumers in evaluating a product and used to find other information about the product (Dinata et al., 2015).

Furthermore, Kotler and Keller state that country of origin is defined as a country's

mental relationship and consumer trust. Country of origin is a cue in product attributes that affect consumer evaluations in identifying the country of origin of a product. Consumers tend to have a certain impression of a product produced in a country. The "Made In" label is an important attribute for consumers in the product appraisal process. Where the product brand come from is a question for every consumer before buying a product (Sugianti et al., 2018)

To measure the country of origin, you can use the concept of country of origin image proposed by Laroche et al, which consists of 3 main components, namely:

- a. *Country Beliefs*, is a prospective consumer's belief about industrial development and technological progress in the country of origin of the product brand.
- b. *People Affect*, is an affective response of potential consumers to the people of the country of origin of the product brand.
- c. *Desired Interaction*, is the willingness or desire of potential consumers to build relationships with the country of origin of the product brand (Dinata et al., 2015)

### **Lifestyle**

Lifestyle describes a person's behavior about how he lives, how he uses his money, and uses the time he has (Maharani & Sevriana, 2015). Lifestyle is a newer and more quickly measured concept than personality (Listyorini, 2012).

Kotler and Keller stated that lifestyle is a person's pattern of living in the world, which is expressed in his activities, interests, and opinions. Lifestyle describes the whole person in interacting with his environment (Nurdin & Sulastri, 2018).

Lifestyle describes a person's entire pattern of reacting and interacting in the world. Assael in (Nurdin & Sulastri, 2018) Lifestyle is a pattern of life that is identified from how a person spends their time (activity), attaches importance to hobbies (interest) in existing activities, and what a person thinks about himself and the surrounding environment

(opinion). It can be concluded that lifestyle reflects a person's personality in fulfilling his needs and desires in the purchase of goods and services, both in the selection of clothing, and gadgets, to housing.

Kotler and Armstrong factors that influence lifestyle, namely, internal factors, namely attitudes, experiences, and observations, personality, self-concept, motives, and perceptions and external factors (Nurdin & Sulastri, 2018). According to Nugraheni in (Nurdin & Sulastri, 2018) namely reference groups, family, social class, and culture, where these two factors have a great influence on individuals to search for, choose, buy, use, and evaluate products in the form of goods or services that will later satisfy their needs and desires. Dimensions of Lifestyle, namely Activities, Interests, and Opinion (Nurdin & Sulastri, 2018).

(Ristiyanti & Ihalauw, 2005) states that several dimensions of lifestyle include:

#### a. *Activities*

Activities include what consumers do to spend their time. This dimension relates to the values held by a person, such as motives, values and preferences inventory.

#### b. *Interest*

Interest includes how consumers choose something that is considered important (preferences and priorities) for them, and this is related to motivation.

#### c. *Opinions*

The perception here includes the process of individuals organizing and interpreting the impressions captured by their sensors that have an impact on values, experiences, education, and others.

### **Repurchase Intention**

Anoraga (Devi & Sugiharto, 2017) Repurchase intentions are a decision-making process carried out by consumers after making purchases of products offered or needed by consumers. There are five stages in the decision-making process to buy, which are generally carried out by a person, namely:

need recognition, consumer information process, product/brand evaluation, purchase and post-purchase evaluation.

Repurchase Intention is a behaviour that appears in response to an object. Repurchase Intention is also a repeat purchase intention that shows the customer's desire to make a repeat purchase. Some meanings of intention (Setyawan & Ihwan, 2004) is as follows:

- a. Intention is considered a "trap" or intermediary between motivational factors that influence behaviour.
- b. Intention also indicates how far a person has the will to try.
- c. Intention shows the measurement of a person's will.
- d. Intention is related to continuous behaviour.

According to (Ferdinand, 2014) repurchase interest can be identified through the following indicators:

- a. Transactional interest, namely the tendency of a person to buy a product that has been consumed.
- b. Referential interest, namely the tendency of a person to refer to a product he has purchased so that others will also buy it, with reference to his consumption experience.
- c. Preferential interest, which is an interest that describes the behaviour of someone who has a main preference for the product. This preference can only be changed if something happens to the preferred product.
- d. Explorative interest, which is an interest that describes the behaviour of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the prioritized product.

## METHOD

The research method is "a scientific way to obtain valid data with the aim of being able to find, develop, and prove it on a certain knowledge so that in turn it can be used to

understand, solve, and anticipate problems"(Sugiyono, 2016). The method in this study is quantitative, according to Sugiyono (2014) "Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the purpose of testing the established hypothesis. Based on this opinion, the quantitative method in this study aims to determine how much influence store atmosphere, country of origin and lifestyle have on repurchase intention.

The population in this study are consumers who have purchased ramen in the city of Bandung, with a sample of 100 respondents. The data collection process carried out in this study used two ways, collecting data through primary sources and secondary sources. Primary sources were obtained through interviews, observation and questionnaires.

### a. Interview Method

Interviews were conducted with several visitors to the ramen shop to find out their opinion about the ramen shop in Bandung.

### b. Observation / Observation Method

Observations in this study were conducted to directly analyze the ramen business activities in the city of Bandung

### c. Questionnaire Method

Questionnaires were given directly to respondents who had purchased ramen in the city of Bandung, as many as 100 respondents.

Secondary data was obtained from existing sources. Such as company records, books (text books), regulations, magazines, articles, websites and previous studies related to research problems.

## RESULTS AND DISCUSSION

### Normality Test

Normality in this study can be determined by comparing the value of Asymp Sig. with a significance value of (0.05) on the results of

statistical calculations by SPSS 17 software for Windows. If the value of Asymp Sig. > (more than) the significance of (0.05), then the data is normally distributed, as shown in Table I following:

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.	.98473193
	Deviation	
Most Extreme Differences	Absolute	.139
	Positive	.045
	Negative	-.139
Kolmogorov-Smirnov Z		1.387
Asymp. Sig. (2-tailed)		.053
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Statistical Data Output Results

Based on the results of the analysis in Table I, Asymp. Sig. has a value of 0.53, so when compared with the data normality limit of 0.05, then Asymp. Sig. significance (0.05). It can be concluded that the normal distribution of the data in the study has been fulfilled.

### Heteroscedasticity Test

Heteroscedasticity in this study can be seen by looking at the Scatterplot graph on the results of statistical calculations by SPSS 17 for Windows software as shown below:

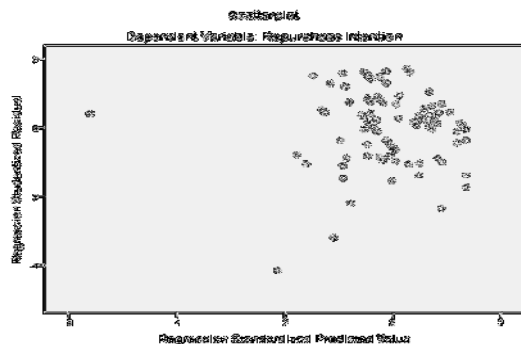


Image I. Scatterplot Test Results

Based on Image I, shows the results of the heteroscedasticity test. From the figure, it can be seen that the model is not heteroscedastic, that is, there are no points that form certain

patterns on a regular basis, both above and below the number 0 on the Y axis. Thus, it can be concluded that there is no heteroscedasticity in this model.

### Linierity Test

Table 2. Linierity Test

Variabel Independent	Deviation from Linierity
Store Atmosphere	0.322
Country of Origin	0.09
Lifestyle	0.12

Source: Statistical Data Output Results

For multiple linear regression, If the calculated probability F value is greater than alpha, then the regression model meets the assumption of linearity and vice versa. The calculated probability F value can be seen in row F statistics column probability. The table above shows that the calculated probability value of the Store Atmosphere variable is 0.322, which is greater than 0.05, meaning that the data meets the linear assumption, then the Country of Origin variable with a deviation from linearity value of 0.09 is greater than 0.05 and the Lifestyle variable with a value of 0.09. deviation from linearity is 0.12. So based on the results of the analysis, the three deviation linearity values in the independent variables are greater than 0.05. So it can be assumed that the Store Atmosphere, Country of Origin and Lifestyle variables meet linearity with the Repurchase Intention variable.

### Multiconierity Test

Multiconierity occurs when there is a linear relationship between independent variables. Multicollinearity must be done when linear regression uses more than one independent variable. If the tolerance value is > 0.10, then there is no Multiconierity the study, on the contrary, if the tolerance value is <0.10 then there is multicollinearity in the study. Meanwhile, in the VIF value, there is no Multiconierity if  $VIF < 10.00$ , and Multiconierity occurs if  $VIF > 10.00$ . The results of the Multiconierity test regression in this study are as follow.

Table 3. Multiconierity Test Result

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
	B	Std. Error	Beta	t	Sig.		
1 (Constant)	-3.213	2.372		-1.354	.179		
Store Atmosphere	.286	.127	.237	2.243	.027	.261	3.835
Country of Origin	.523	.176	.327	2.975	.004	.241	4.148
Lifestyle	.540	.185	.335	2.926	.004	.222	4.503

a. Dependent Variabel: Repurchase Intention

Source: Statistical Data Output Results

The results of the Multiconierity test listed in table IV.14, show that each tolerance on each variable has a tolerance rating of > 0.10 and a value of VIF VIF > 10.00. then based on the results of the analysis, there is no multikonierity in this study

#### A. T Test (Partial)

The partial test in this study can be seen by looking at the T value in the results of statistical calculations by SPSS 17 for Windows software as shown in the following table:

Table 4. T Test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-3.213	2.372		-1.354	.179
Store Atmosphere	.286	.127	.237	2.243	.027
Country of Origin	.523	.176	.327	2.975	.004
Lifestyle	.540	.185	.335	2.926	.004

a. Dependent Variabel: Repurchase Intention

Source: Statistical Data Output Results

From table IV it can be seen that the t-count value obtained is 2,243. By using the significance of (0.05) and degrees of freedom (df) n-k or 125-25 = 100 (n = number of respondents and k = number of independent and dependent variables), obtained t table of 1.66. From the values above, it can be seen that the t-count value obtained is 2.243 > t table 1.66 in accordance with the hypothesis testing criteria that Ho is rejected and Ha is accepted, meaning that the Store Atmosphere variable has an effect on Repurchase Intention

#### Hypothesis Testing 2

From table IV.14 it can be seen that the t-count value obtained is 2,975. By using the significance of (0.05) and degrees of freedom (df) n-k or 125-25 = 100 (n = number of respondents and k = number of independent and dependent variables), obtained t table of 1.66. From the values above, it can be seen that the t-count value obtained is 2.975 > t table 1.66 in accordance with the criteria for testing the hypothesis that Ho is rejected and Ha is accepted, meaning that the Country of Origin variable has an effect on Repurchase Intention.

#### Hypothesis Testing 3

From table IV.14 it can be seen that the t-count value obtained is 2,926. By using the significance of (0.05) and degrees of freedom (df) n-k or 125-25 = 100 (n = number of respondents and k = number of independent and dependent variables), obtained t table of

#### Hypothesis Testing 1



1.66. From the values above, it can be seen that the t-count value obtained is  $2,926 > t$  table 1.66 in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted, meaning that the Lifestyle variable has an effect on Repurchase Intention.

### F Test (Simultaneous)

The F-statistical test is used to determine how much influence Store Atmosphere, Country of Origin and Lifestyle have on Repurchase Intention at ramen shops in Bandung simultaneously or together.

Table 5. F Test (Simultaneous) ANOVA<sup>b</sup>

Model	Sum of Square	df	Mean Square		
			F	Sig.	
1 Regression	2234.745	3	744.915	82.447	.000 <sup>a</sup>
Residual	867.365	96	9.035		
Total	3102.110	99			

a. Predictors: (Constant), Lifestyle, Store Atmosphere, Country of Origin

b. Dependent Variabel: Repurchase Intention

Source: Statistical Data Output Results

The result of the F statistic test is  $82,447 > f$  table, F table is obtained by searching for F table, where f table can be determined by the following formula:  $F \text{ table} = F(k;n-k)$ . K = the number of independent variables in the study and n is the number of samples of respondents in the study. So based on this formula, the F table in this study is as follows:  $F(3;100-3) = F(3;97) = 2.70$ . For the calculated F of  $82,447 > 2.70$ , then the f table and the probability value of f statistic is  $0.00 < 0.05$  which means Store Atmosphere, Country of Origin and Lifestyle simultaneously have a significant influence on Repurchase Intention at ramen shops in Bandung.

### Coefficient of Determination

The R<sup>2</sup> test is used to measure how far the model's ability to explain the variation of the dependent variable is. In this study, the coefficient of determination uses the adjusted R<sup>2</sup> value.

Tabel 6. Coefficient of Determination

Model Summary <sup>b</sup>					
Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.849 <sup>a</sup>	.720	.712	3.0058	1.730

a. Predictors: (Constant), Lifestyle, Store Atmosphere, Country of Origin

b. Dependent Variabel: Repurchase Intention

Source: Statistical Data Output Results

In table VI above, the R Square number is 0.720 while the Adjust R Square value is 0.712. The value of R Square ranges from 0 to 1. The result of R Square which is close to 0, means that the independent variable has very weak power in explaining the dependent variable, while the result of R Square that is close to 1 means that the independent variable can be said to be strong in explaining the dependent variable. According to Nugroho, from the two results it is better to use Adjust R Square, because Adjust R Square is an R Square that has been adjusted to the number of independent variables used. Adjust R Square value of 0.712 indicates that the dependent variable Repurchase Intention can be explained by the independent variables consisting of Store Atmosphere, Country of Origin and Lifestyle of 71.2%. At the same time, the remaining 28.8% is influenced by other factors outside the regression model. From the value of 71.2%. it can be said that the three independent variables have a great influence on consumers' repurchase intentions at ramen shops in Bandung. The figure of 28.8% shows that other factors that have not been included in this study are able to influence the repurchase intention of consumers at ramen shops in Bandung

Based on the analysis described above, the results show that the variable (X1) Store Atmosphere has a significant effect on the variable (Y) Repurchase Intention of consumers at ramen shops in Bandung. It is shown from the results of the analysis that the t-count value obtained is equal to 2,243. At the same time, the t table is 1.66. From the values

above, it can be seen that the t-count value obtained is  $2.243 > t$  table 1.66 in accordance with the hypothesis testing criteria that  $H_0$  is rejected and  $H_a$  is accepted, meaning that the Store Atmosphere variable has an effect on Repurchase Intention. The results of this analysis indicate that the manager of a ramen shop in the city of Bandung must pay attention to the store atmosphere factor as an attraction for consumers to visit, where the store atmosphere can be considered by consumers to choose a location to eat or hang out.

Next is the result of a partial analysis of the Country of Origin variable (X2) on repurchase intention at a ramen shop in Bandung. Where based on the results of the analysis of the Country of Origin variable, the t-count value obtained is 2,975. From this value, it can be seen that the t-count value obtained is  $2.975 > t$  table 1.66 in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted, meaning that the Country of Origin variable has an effect on Repurchase Intention. Based on the results of this analysis, it becomes an input for every ramen shop manager in the city of Bandung to maintain the quality and taste of food for consumers because the main value in a shop or restaurant is the quality and taste of the food offered to consumers.

The results of the analysis on the effect of the Lifestyle variable on Repurchase Intention at a ramen shop in Bandung. Where based on the results of the analysis, it can be seen that the t-count value obtained from the analysis of Lifestyle on Repurchase intention is 2,926. From this value, it can be seen that the t-count value obtained is  $2,926 > t$  table 1.66 in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted, meaning that the Lifestyle variable has an effect on Repurchase Intention. Based on the results of the analysis, the manager of the ramen shop in the city of Bandung must be smart in utilizing the social shifts that occur in the community. Where eating and socializing in cafes or restaurants is one of the favorite activities of today's society, especially for young people.

For the results of the analysis of the effect of the variables Store Atmosphere, Country of Origin, and Lifestyle together (simultaneously) on Repurchase Intention, a value of 82,447 is obtained. From this value, it can be seen that the t-count value obtained is  $82,447 > t$  table in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted, meaning that the Store Atmosphere, Country of Origin and Lifestyle variables have a significant effect simultaneously on the variable. Repurchase Intention at a ramen shop in Bandung. Based on the results of this analysis, Store Atmosphere, Country of Origin, and Lifestyle have a significant influence on consumers' willingness to buy or return to ramen shops in Bandung. So that these three factors must be a concern for ramen entrepreneurs to increase their sales by developing these three factors.

The coefficient of determination in this study is shown by the results of the analysis of the three independent variables, namely Store Atmosphere, Country of Origin, and Lifestyle on Repurchase intention as the dependent variable with a coefficient of determination of 71.2%. These results show that the three independent variables have a positive effect on the dependent variable by 71.2%, meaning that every increase in the store atmosphere, country of origin, and lifestyle variables will be followed by an increase in repurchase intention at the ramen shop in Bandung by 71.2%. at the same time, the remaining 28.8% is influenced by other factors not examined in this study.

This study uses four research variables, including store atmosphere, country of origin, lifestyle variables, and their effect on repurchase intention variables at ramen shops in Bandung. The country of origin variable is the variable that distinguishes this study from previous studies, where in previous studies the Country of Origin variable was more widely applied to analyze various product-based research objects, while in this study the country of origin variable became the research variable used in the shop or a ramen restaurant. This shows that country of origin

is actually a variable that can be applied to various types of research objects, whether research objects are products, services or research objects in the form of a shop or restaurant.

## CONCLUSION

Based on the research results that have been described, the conclusions of this study are as follows.

The Store Atmosphere variable significantly affects Repurchase Intention at a ramen shop in Bandung. This means that the store atmosphere at a ramen shop is one of the considerations for consumers in choosing a place to eat ramen in the city of Bandung.

The Country of Origin variable has a significant effect on the Repurchase Intention variable at a ramen shop in Bandung. This means that positive consumer perceptions of the Country of Origin variable ramen as food originating from Japan are driven by the development of Japanese culture in Indonesia, especially in the entertainment industry.

Lifestyle variables have a significant effect on the Repurchase variable at a ramen shop in Bandung. This means that lifestyle has an impact on the development of ramen today, where ramen shops or restaurants in the city of Bandung have now become part of the lifestyle of young people in the city of Bandung.

Store Atmosphere, Country of Origin, and Lifestyle variables have a significant effect simultaneously (simultaneously) on the Repurchase Intention variable at a ramen shop in Bandung. This shows that there are many factors that can increase consumer interest in repeat visits to ramen shops in Bandung. Among them are caused by Store Atmosphere, Country of Origin, and Lifestyle.

## REFERENCES

- Aditia, P., Saleha, A., & Sutawikara, E. S. (2016). Hibriditas Dalam Kuliner Bandung : Citarasa Ramen. *Kalatanda*, 1, 177–182.
- Ajiwibawani, M. P. (2015). *Pengaruh Faktor Internal Dan Eksternal Gaya Hidup Terhadap Keputusan Pembelian*.
- Angger, S. P., & Nurafni, R. (2015). Pengaruh Store Atmosphere Terhadap Minat Pembelian Ulang Pada Jigoku Ramen Bandung. *Management*, 13(3), 1576–1580.
- Astari, W. F., & Pramudana, K. A. S. (2016). Peran Experiential Value Dalam Memediasi Pengaruh Experiential Marketing Terhadap Repurchase Intention. *Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 10 No. 16(1), 16–30.
- Devi, S., & Sugiharto, S. (2017). Pengaruh Product Quality Dan Retail Service Quality Terhadap Repurchase Intention Dengan Customer Familiarity Sebagai Variabel Intervening Pada Store Zara Di Surabaya. *Jurnal Strategi Pemasaran*, 2003.
- Dinata, J., Kumadji, S., & Hidayat, K. (2015). Country of Origin dan Pengaruhnya terhadap Persepsi Kualitas dan Minat Beli ( Survei Pada Calon Konsumen yang Berminat Membeli Ipad di Indonesia ). *Administrasi Bisnis*, 25(1), 1–8.
- Effendy, L. (2018). Pengaruh Restaurant Atmospher Terhadap Dining Satisfaction Dan Behavioral Intention Pada Tdi Cafe & Rooftop Gorontalo). *Agora*, 6(1), 1–6.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi Tesis Dan Desrtasi Ilmu Manajemen*.
- Fitriyah, R., & Iriani, S. S. (2014). Pengaruh Negara Asal Terhadap Persepsi Kualitas. *Ilmu Manajemen*, 2.
- Hikmah, L., Barokah, I., Manajemen, J., Ekonomi, F., Unej, U. J., & Kalimantan, J. (2016). Keputusan Pembelian Konsumen Pizza Hut Di Kabupaten Jember ( Analysis Of Effect Country Of Origin , Familiarity And Worldmindedness Consumer Buying Decisions Pizza Hut In The District

- Jember ). *Artikel Mahasiswa*.
- Irawan, R. (2016). *Pengaruh Inovasi Produk Dan Citra Merek Terhadap Keputusan Pembelian Makanan Ringan Yagi Yagi Di Easy Café Bandung. 1*.  
<https://doi.org/10.1190/Segam2013-0137.1>
- Maharani, N., & Sevriana, L. (2015). Analisis Sikap, Motivasi, Pengetahuan Dan Gaya Hidup Konsumen Factory Outlet Di Bandung. *Seminar Prosiding Nasional*, 139–146.
- Maulana, I. (2018). Pengaruh Audit Internal Terhadap Kualitas Produk Dan Penjualan Di Pt Gokana Ramen Dan Teppan Cabang Piset Square Bandung. *Akutansi, Audit Dan Sistem Informasi Akutansi*, 4.
- Moksaoka, I. M. W., & Rahyuda, I. K. (2016). Peran Brand Image Dalam Memediasi Country Of Origin Terhadap Purchase Intention. *E-Jurnal Manajemen Unud*, 5(3), 1690–1716.
- Nurdin, S., & Sulastri, A. (2018). Lifestyle, Perceived Value Dan Customer Value Terhadap Minat Beli. *Ekonomi Dan Keuangan*, 10(2).
- Purnomo, A. K. (2018). Pengaruh Cafe Atmosphere Terhadap Keputusan Pembelian Gen Y Pada Old Bens Cafe. *Jurnal Manajemen Maranatha*, 16(2), 133.  
<https://doi.org/10.28932/Jmm.V16i2.384>
- Putri, L. H., Kumadji, S., & Kusumawati, A. (2014). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Dan Kepuasan Pelanggan ( Studi Pada Monopoli Cafe And Resto Soekarno Hatta Malang ). *Jurnal Administrasi Bisnis*, 15(2), 1–9.
- Ratnasari, Y. (2015). *Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Pada Mie Reman*.
- Ristiyanti, P., & Ihalauw, J. (2005). Perilaku Konsumen. *Yogyakarta: Andi*.
- Salsabilah, T., & Sunarti. (2018). Pengaruh Food Quality, Dining Atmosphere Dan Kesesuaian Harga Terhadap Kepuasan Pelanggan Cafe Ria Djenaka Shining Batu. *Jurnal Administrasi Bisnis (Jab)*, 54(1), 140–148.
- Soni, M., & Syahputra. (2014). Pengaruh Makanan Jepang Di Kalangan Anak Muda Indonesia. *Fakultas Ilmu Komunikasi Dan Bisnis*.
- Sugianti, R., Saputra, M. H., & Utami, E. M. (2018). Pengaruh Brand, Country Of Origin, Trust In Company, Dan Price Terhadap Keputusan Pembelian Sepatu Nike Di Kota Magelang. *Manajemen*, 1–18.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*.
- Suharto, G. P., & Suryoko, D. S. (2017). Pengaruh Gaya Hidup, Suasana Toko Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Giggle Box Cafe & Resto Semarang. *Jurnal Ilmu Administrasi Bisnis*, 024.
- Umamah, B., & Arif Wibowo, M. (2018). The Effects Of Physical Environment , Country Of Origin And Sales. *Manajemen Bisnis Indonesia*, 4(3), 358–367.
- Yanthi, K. P., & Jatra, I. M. (2015). Pengaruh Country Of Origin , Brand Image , Dan Perceived Quality Terhadap Minat Beli Sepeda Motor Honda Beat Di Kota Denpasar. *Manajemen*, 4(11), 3852–3881.