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The Role of Brand Image As A Mediating Variable in The Effects of Store Atmosphere and Social Media on Revisit Intention (A Study of Coffee Shops)

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ABSTRACT

This study aims to analyze the effects of store atmosphere and social media on revisit intention, with brand image as a mediating variable in Instagrammable coffee shops in Greater Malang. This study focuses on the role of store ambiance and social media activities in shaping brand image and encouraging consumers' intentions to revisit. The results indicate that store atmosphere and social media have significant positive effects on revisit intention. Furthermore, store atmosphere and social media have significant positive effects on brand image. In addition, brand image has a significant positive effect on revisit intention. However, the indirect effect of store atmosphere on revisit intention through brand image is negative and insignificant, indicating that brand image does not significantly mediate this relationship. Conversely, the indirect effect of social media on revisit intention through brand image is positive, suggesting that brand image may play a role in strengthening the relationship between social media activities and consumers' revisit intentions. These findings highlight the importance of managing store atmosphere and social media activities, as well as building a positive brand image, to increase consumers' revisit intentions toward Instagrammable coffee shops in Greater Malang.

INTRODUCTION

In the increasingly integrated digital era, Indonesia's coffee shop industry is projected to experience significant growth between 2020 and 2025, driven by changing urban lifestyles, particularly among Generation Z (born between 1997 and 2012) (Zamborita et al., 2024, pp. 102–121). Coffee shops have evolved beyond beverage consumption venues into aesthetically appealing spaces where consumers share experiences through social media content (Saputri et al., 2023, pp. 122–125).

The growing popularity of coffee shops in Greater Malang has encouraged the emergence of Instagrammable concepts featuring unique, aesthetic, and photogenic interiors. Businesses increasingly use Instagram to showcase their interiors and ambience, particularly to attract

Generation Z consumers. Consequently, competition extends beyond product quality to include spatial experiences, visual identity, and customer engagement. Similar concepts across coffee shops make switching easier, potentially reducing customer loyalty and revisit intention. Many establishments experience high initial visits driven by curiosity and social media exposure but struggle to maintain subsequent visits. This phenomenon aligns with Tirus and Nuralam (2024), who found that consumers in highly competitive coffee shop markets have numerous alternatives, resulting in lower loyalty and increased switching behavior.

The COVID-19 pandemic accelerated the adoption of hybrid online–offline business models, further emphasizing photogenic designs, natural lighting, minimalist decorations, and dedicated photo spots as competitive advantages. In this context, Instagram has become an important information source for Generation Z when making consumption decisions.

Store atmosphere is a key factor influencing customer interest in visiting coffee shops. It encompasses exterior features, interior elements such as lighting, colors, music, aroma, and decorations, as well as layout, cleanliness, and accessibility (Siregar, 2025, pp. 227–238). Ruminsyah (2022) found that store atmosphere positively influences Generation Z's behavioral intentions in Bandung during the New Normal period, as young consumers prioritize comfortable and aesthetically pleasing environments. Similarly, Fitriana et al. (2023) demonstrated that store atmosphere mediates repurchase intention through brand image at Kogu Café, Malang. However, practical limitations, including inadequate car parking and poor ventilation, can undermine the customer experience (Putri et al., 2023).

Beyond the physical environment, Instagram management has become increasingly important for Instagrammable coffee shops. However, social media strategies often emphasize visual content and short-term virality rather than sustained consumer engagement. Agnesya et al. (2024) found that social media marketing at Kanz Coffee and Eatery significantly influenced purchase intention, with posting frequency and engagement reportedly increasing Generation Z's visit intention by up to 60%. Lubis (2023) also confirmed that social media marketing and store atmosphere influence purchasing decisions at millennial-oriented coffee shops in Banda Aceh. User-generated content, including customer photographs, may further encourage revisit intention. Likewise, research at Rehat Coffee in Pekanbaru found that social media promotions featuring the coffee shop environment positively influenced purchase decisions (Dandi et al., 2023).

Greater Malang, as an educational hub with a substantial student and young adult population, provides a relevant context for examining these relationships. Generation Z is highly active in digital and social environments, with Instagram serving as an important platform for accessing information, forming opinions, and making decisions (Grigoreva et al., 2021). Beyond communication, social media enables self-expression and social identity formation. Consequently, Generation Z's intention to revisit coffee shops may depend not only on product quality but also on aesthetic store atmosphere and the brand image developed through social media exposure. Nevertheless, lifestyle factors may also play a stronger role than store atmosphere in coffee shop selection among Generation Z in Greater Malang.

Although previous studies have examined store atmosphere, lifestyle, and social media marketing in relation to purchase intention and coffee shop selection, these variables have generally been investigated separately, with greater emphasis on initial purchasing decisions. Research integrating store atmosphere and Instagram marketing to explain revisit intention, particularly among Generation Z visiting genuinely Instagrammable coffee shops in Greater Malang, remains limited. This represents an important research gap given the region's educational character and digitally active, visually oriented young population.

This study addresses the gap by integrating store atmosphere and Instagram social media activities within a single analytical framework, with revisit intention as the primary outcome rather than initial purchase decisions. It specifically examines Instagrammable coffee shops, emphasizing visual experiences and digital engagement. Despite their aesthetic concepts, not all coffee shops consistently meet consumer expectations, meaning that attractive environments do not necessarily encourage repeat visits. Similarly, social media strategies focused on visual appeal and short-term virality may fail to establish lasting consumer relationships. Discrepancies between the brand image communicated online and consumers' actual experiences may create perceptual gaps, resulting in low or unstable revisit intention. Therefore, this study investigates the effects of store atmosphere and Instagram social media on Generation Z's revisit intention toward Instagrammable coffee shops in Greater Malang.

RESEARCH METHOD

Research Location

This study was conducted at several Instagrammable coffee shops across Greater Malang, encompassing Malang City, Malang Regency, and Batu City. These research objects were selected due to the rapid growth of coffee shops featuring aesthetic visual concepts and the predominance of Generation Z visitors. Greater Malang has experienced substantial coffee shop growth, supported by a strong café-going culture, extensive social media influence, and the popularity of Instagrammable designs in attracting customers.

Research Design

This study employed a quantitative research design with a descriptive quantitative approach. According to Creswell (2018), descriptive quantitative research aims to describe the characteristics, trends, or patterns of a population or phenomenon numerically without attempting to establish causal relationships.

Types and Sources of Data

Types of Data

This study used qualitative responses that were subsequently quantified using a Likert scale.

1. Qualitative Data

According to Sugiyono (2019), qualitative data consist of words, sentences, diagrams, and images. In this study, qualitative data comprised the response options selected by respondents in the questionnaire.

2. Quantitative Data
   According to Creswell (2018), quantitative data consist of numerical values that can be measured, calculated, and analyzed using statistical procedures. These data are used to describe, compare, and objectively examine relationships between variables. In this study, quantitative data served as the primary data, including respondent characteristics and summarized questionnaire scores related to store atmosphere, social media, and revisit decisions.

Data Sources

This study used primary data collected directly by the researcher. According to Creswell and Creswell (2018), primary data are original data gathered specifically for the current research based on its research questions, objectives, and variables. The data were obtained directly from respondents through questionnaires.

Data Collection Method

Data were collected using a questionnaire. According to Creswell (2018), a questionnaire is a set of questions or items designed to collect information from respondents.

The questionnaire was administered online through Google Forms and distributed to Generation Z respondents who had previously visited the selected Instagrammable coffee shops in Greater Malang. Responses were measured using a Likert scale ranging from strongly agree to strongly disagree. The questionnaire covered the research variables: store atmosphere (X1), social media (X2), revisit intention (Y), and brand image (Z).

Population and Sample

Population

According to Creswell and Creswell (2018), a population is a group of individuals or units of interest to a researcher from which findings may be generalized. The population in this study consisted of visitors to Instagrammable coffee shops in Greater Malang who actively used Instagram. The population size was unknown because no official data were available regarding the total number of coffee shop visitors.

Sample

A sample is a subset of a population selected to represent the population under investigation. According to Creswell (2018), samples are selected to represent the broader population and support the analysis of the phenomenon being studied.

Because the population size was unknown, the sample size was determined using the rule of thumb proposed by Hair et al. According to Hair et al., sample size can be determined based

on the number of indicators or questionnaire items rather than population size. The recommended sample size is approximately five to ten times the number of indicators, with larger samples potentially improving the adequacy of the analysis.

The sample size was calculated using the following formula:

Sample Size x Number of Indicator

Based on 12 indicators, the minimum sample size was calculated as 10 x 12 = 120 respondents. To improve data adequacy, this study established a target sample of 150 respondents.

RESULT AND DISCUSSION

Respondent Characteristics

The respondent characteristics indicate that the study was dominated by females (71.67%) and respondents aged 21 and 22 (21.67% each). Most respondents (60.83%) had visited Instagrammable coffee shops in Greater Malang more than five times in the previous three months, indicating that these establishments have become part of Generation Z's lifestyle for socializing, working, relaxing, and sharing experiences on social media. Eden Table was the most frequently visited coffee shop, accounting for 25.83% of respondents. These findings suggest that attractive visual designs, comfortable atmospheres, and active social media engagement contribute to the appeal of Instagrammable coffee shops and may influence brand image and revisit intention. However, the data presented for Instagram usage frequency require clarification because the accompanying description repeats coffee shop visit frequency figures.

Measurement Model Assessment (Outer Model)

The measurement model assessment was conducted to evaluate the validity and reliability of the constructs.

Validity Test

The validity test was performed to determine whether the constructs met the requirements for further analysis. Several testing procedures were conducted, including the following:

Convergent Validity Test

Convergent validity is established when all variables have Average Variance Extracted (AVE) values greater than 0.50. The results of the validity assessment based on AVE values are presented in Table 1.

Table 1. Construct Validity Test Results

Variable	Average Variance Extracted (AVE)	Status
Store Atmosphere (X1)	0.753	Valid
Social Media (X2)	0.767	Valid
Brand Image (Z)	0.783	Valid
Revisit Intention (Y)	0.883	Valid

Source: SmartPLS output (2026)

Based on Table 1, all variables have AVE values greater than 0.50, indicating that all constructs meet the convergent validity criteria. These results also demonstrate that each construct explains at least 50% of the variance in its indicators.

Convergent validity can also be assessed using the outer loading values. Research indicators are generally considered valid when their respective outer loading values exceed 0.70. The outer model assessment results showing the outer loading values for each variable are presented in Figure 1.

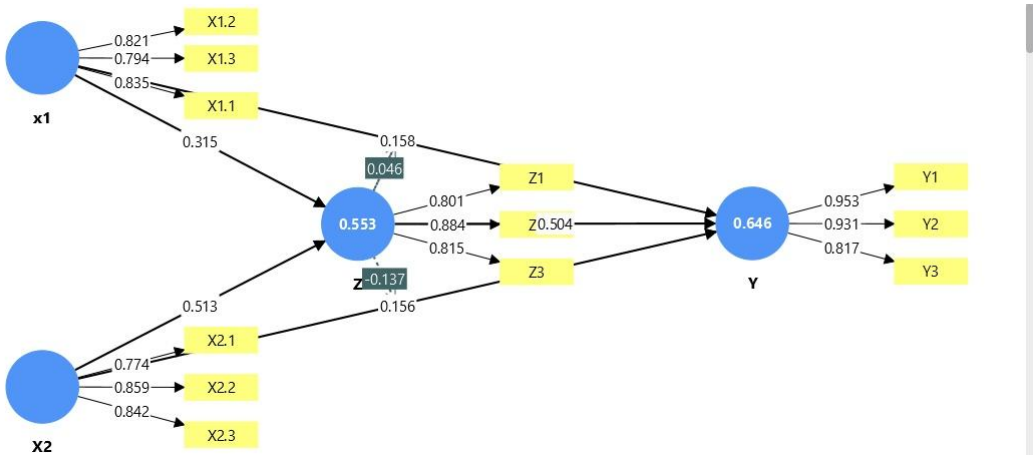


Figure 1. Structural Model Source: SmartPLS Output (2026)

The validity test results based on outer loading values greater than 0.70 are presented in Table 2.

Table 2. Validity Test Results

Indicator	Outer Loading	Status
Exterior ← Store Atmosphere (X1)	0.835	Valid
Interior ← Store Atmosphere (X1)	0.821	Valid
Layout ← Store Atmosphere (X1)	0.794	Valid
Trendiness ← Social Media (X2)	0.774	Valid
Customer Interaction ← Social Media (X2)	0.859	Valid
Entertainment ← Social Media (X2)	0.842	Valid
Uniqueness ← Brand Image (Z)	0.801	Valid
Positive Image ← Brand Image (Z)	0.884	Valid
Brand Strength ← Brand Image (Z)	0.815	Valid
Intention to Revisit ← Revisit Intention (Y)	0.953	Valid
Willingness to Recommend to Others ← Revisit Intention (Y)	0.931	Valid
Likelihood of Revisiting ← Revisit Intention (Y)	0.817	Valid

Source: SmartPLS Output (2026)

Based on Table 2, all indicators measuring store atmosphere, social media, brand image, and revisit intention have outer loading values greater than 0.70. Therefore, all indicators are considered valid because they meet the established convergent validity criteria.

Discriminant Validity Test

The discriminant validity test was conducted to determine whether the research constructs are empirically distinct from one another. Discriminant validity is assessed by comparing the loading values of each indicator across the constructs, where the loading on its intended construct should be higher than its loadings on other constructs. The results of the discriminant validity assessment are presented in Table 3.

Table 3. Discriminant Validity Test Results

Item Code	X1	X2	Z	Y
X1-1	0.835	0.545	0.596	0.562
X1-2	0.821	0.429	0.445	0.491
X1-3	0.794	0.457	0.452	0.465
X2-1	0.475	0.774	0.505	0.434
X2-2	0.485	0.859	0.653	0.575
X2-3	0.504	0.842	0.562	0.591
Z-1	0.846	0.531	0.801	0.501
Z-2	0.673	0.623	0.884	0.705
Z-3	0.365	0.589	0.815	0.680
Y-1	0.567	0.618	0.697	0.953
Y-2	0.533	0.568	0.672	0.931
Y-3	0.582	0.575	0.688	0.817

Source: SmartPLS Output (2026)

Table 3 presents the cross-loading values for each indicator across the four constructs. Most indicators have their highest loading values on their respective constructs. However, the Z-1 indicator has a loading of 0.846 on X1, which is higher than its loading of 0.801 on Z (brand image). This suggests a potential discriminant validity issue that should be examined further. Therefore, the statement that all indicators meet the discriminant validity criteria requires further verification.

Reliability Test

The reliability test aims to assess the consistency of the measurement instrument in measuring a particular concept and the consistency of respondents' answers to questionnaire items. Reliability was evaluated using composite reliability. A construct is generally considered reliable when its composite reliability value exceeds 0.70. The results of the reliability test are presented in Table 4.

Table 4. Reliability Test Results

Variable	Composite Reliability	Status
Store Atmosphere (X1)	0.852	Reliable
Social Media (X2)	0.865	Reliable
Brand Image (Z)	0.873	Reliable
Revisit Intention (Y)	0.929	Reliable

Source: SmartPLS Output (2026)

Based on Table 4, all research constructs have composite reliability values greater than 0.70. Therefore, store atmosphere, social media, brand image, and revisit intention meet the established reliability criteria.

Structural Model Assessment (Inner Model)

Coefficient of Determination (R^2) Test

The coefficient of determination (R^2) test is used to measure the extent to which independent variables explain the variation in dependent variables. An R^2 value of 0.75 indicates strong explanatory power, 0.50 indicates moderate explanatory power, and 0.25 indicates weak explanatory power. The results of the coefficient of determination test are presented in Table 5.

Table 5. Coefficient of Determination Test Results

Variable	R-Square	Adjusted R-Square
Revisit Intention (Y)	0.646	0.630

Source: SmartPLS Output (2026)

Based on Table 5, the independent variables demonstrate substantial explanatory power. The adjusted R^2 value of 0.630 indicates that the research model explains 63.0% of the variance in revisit intention, while the remaining 37.0% is explained by other variables not included in this study.

Goodness-of-Fit Index

The goodness of fit of the research model can be assessed using the Standardized Root Mean Square Residual (SRMR). An SRMR value below 0.10 indicates that the model meets the specified goodness-of-fit criterion. The results are presented in Table 6.

Table 6. Goodness-of-Fit Index

Measure	Saturated Model	Estimated Model
SRMR	0.084	0.083
d_ULS	0.552	0.542
d_G	0.362	0.386
Chi-square	236.873	241.669
NFI	0.752	0.747

Source: SmartPLS Output (2026)

Table 6 shows that the SRMR value for the estimated model is 0.083, which is below the threshold of 0.10. Therefore, the model meets the specified SRMR criterion for model fit.

Hypothesis Testing

Hypotheses were tested using path coefficients. A hypothesis is considered statistically significant when its p-value is below 0.05. The hypothesis testing results are presented in Table 7.

Table 7. Hypothesis Testing Results

Relationship	Original Sample (O)	T-Statistic (|O/STDEV|)	P-Value
Store Atmosphere (X1) → Revisit Intention (Y)	0.317	3.730	0.000

Store Atmosphere (X1) → Brand Image (Z)	0.315	3.556	0.000
Social Media (X2) → Revisit Intention (Y)	0.415	5.718	0.000
Social Media (X2) → Brand Image (Z)	0.513	6.166	0.000
Brand Image (Z) → Revisit Intention (Y)	0.504	5.656	0.000

Source: SmartPLS Output (2026)

Based on Table 7, the hypothesis testing results are as follows:

1. Store atmosphere (X1) has a positive and statistically significant effect on revisit intention (Y), with a p-value of 0.000, below 0.05, and a path coefficient of 0.317.
2. Store atmosphere (X1) has a positive and statistically significant effect on brand image (Z), with a p-value of 0.000, below 0.05, and a path coefficient of 0.315.
3. Social media (X2) has a positive and statistically significant effect on revisit intention (Y), with a p-value of 0.000, below 0.05, and a path coefficient of 0.415.
4. Social media (X2) has a positive and statistically significant effect on brand image (Z), with a p-value of 0.000, below 0.05, and a path coefficient of 0.513.
5. Brand image (Z) has a positive and statistically significant effect on revisit intention (Y), with a p-value of 0.000, below 0.05, and a path coefficient of 0.504.

Specific Indirect Effects

The results of the mediation analysis using specific indirect effects are presented in Table 8.

Table 8. Specific Indirect Effects Results

Relationship	Original Sample (O)	T-Statistic (|O/STDEV|)	P-Value
Store Atmosphere (X1) → Brand Image (Z) → Revisit Intention (Y)	0.046	0.655	0.257
Social Media (X2) → Brand Image (Z) → Revisit Intention (Y)	-0.137	1.841	0.034

Source: SmartPLS Output (2026)

Based on Table 8, the mediation analysis results are as follows:

1. The indirect effect of store atmosphere (X1) on revisit intention (Y) through brand image (Z) has a p-value of 0.257, which exceeds 0.05. Therefore, the indirect effect is not statistically significant, indicating that brand image does not significantly mediate the relationship between store atmosphere and revisit intention.
2. The indirect effect of social media (X2) on revisit intention (Y) through brand image (Z) is reported as statistically significant, with a p-value of 0.034, below 0.05. However, the reported path coefficient is negative (-0.137), while the individual paths from social media to brand image and from brand image to revisit intention are both positive and significant. These results appear inconsistent and should be verified against the original SmartPLS output before drawing a final conclusion about the direction and significance of the mediation effect.

Discussion

The Effect of Store Atmosphere on Revisit Intention

Table 7 shows that store atmosphere has a significant effect on revisit intention. This indicates that the better the store atmosphere perceived by consumers, the higher their intention to revisit Instagrammable coffee shops in Greater Malang.

These findings are consistent with Susilo et al. (2026), who concluded that store atmosphere influences revisit intention. Their study also indicated that store atmosphere affects revisit intention through customer satisfaction as a mediating variable. Similarly, Nabilla et al. (2020) found that an appealing store atmosphere increases visitors' willingness to return because it provides a positive experience and has a positive and significant effect on revisit intention.

The Effect of Social Media on Revisit Intention

Table 7 shows that social media has a significant effect on revisit intention. This indicates that the better a coffee shop manages its social media, the stronger consumers' intention to revisit Instagrammable coffee shops in Greater Malang.

Social media, particularly Instagram, serves as a primary platform for Generation Z to seek information, read reviews, and form perceptions of coffee shops. Attractive visual content, up-to-date information, active interaction with followers, and customer-generated posts can create emotional engagement that encourages repeat visits.

These findings are consistent with Hidayah and Astuti (2023), who reported that social media has a significant effect on revisit intention at coffee shops. Their study explained that digital marketing activities through social media can strengthen emotional connections and customer loyalty, thereby increasing consumers' tendency to revisit.

The findings also support Rustam et al. (2023), who found that social media has a positive effect on revisit intention at coffee shops in Indonesia. The more attractive the content and the stronger the digital interactions, the stronger consumers' intentions to revisit.

Furthermore, at Instagrammable coffee shops in Greater Malang, social media functions not only as a promotional tool but also as a means of shaping visual experiences and lifestyles among Generation Z. Consumers tend to revisit coffee shops that consistently present aesthetic, trendy content that aligns with their visual preferences. This demonstrates the important role of social media in maintaining consumers' revisit intention amid growing competition in the culinary industry, particularly in the coffee shop segment.

The Effect of Store Atmosphere on Brand Image

Table 7 shows that store atmosphere has a significant effect on brand image. This indicates that the better the atmosphere and physical environment of a coffee shop, the more positive the brand image formed in consumers' minds.

In this study, store atmosphere encompasses the exterior appearance, interior design, lighting, decoration, room fragrance, music, layout, cleanliness, and comfort of the coffee shop. An aesthetic and comfortable atmosphere can provide consumers with a positive experience,

shaping their perceptions of the coffee shop's quality, character, and identity. As the primary consumers of Instagrammable coffee shops, Generation Z tends to form brand perceptions not only based on the products offered but also on the visual experiences and atmosphere encountered during visits.

These findings are consistent with Ayu and Warmika (2021), who found that store atmosphere has a positive and significant effect on brand image. Their study explained that a comfortable and attractive store atmosphere can shape positive consumer perceptions of a brand.

This study is also supported by Wibowo and Bahrun (2024), who found that store atmosphere can create positive experiences that strengthen brand image in customers' minds. The more attractive the atmosphere presented by a coffee shop, the stronger the resulting brand image. Therefore, coffee shop managers should consistently pay attention to interior design and atmosphere to establish a strong and positive brand image among consumers.

The Effect of Social Media on Brand Image

Table 7 shows that social media has a significant effect on brand image. This indicates that social media has a positive and significant effect on the brand image of Instagrammable coffee shops in Greater Malang. In other words, the better these coffee shops manage their social media, the more positive the brand image formed in consumers' minds.

These findings are consistent with Vera and Wahyu (2022), who stated that using social media platforms such as Instagram can enhance the brand image of coffee shops. Social media enables coffee shops to develop engaging visual communication, thereby creating positive brand perceptions among consumers.

This study also supports Keller (2021), who explained that brand image is formed through consumers' associations with and experiences of a brand, including digital experiences through social media. Attractive and consistent content strengthens positive consumer associations with a brand, thereby enhancing its brand image. Therefore, creative and consistent social media management is essential for strengthening a coffee shop's brand image amid increasingly intense business competition.

The Effect of Brand Image on Revisit Intention

Table 7 shows that brand image has a significant effect on revisit intention. This indicates that the more positive a coffee shop's brand image, the stronger consumers' intention to revisit it.

These findings are consistent with Benamen et al. (2024), who found that brand image significantly affects revisit intention at coffee shops. Their study explained that a strong brand image can increase consumers' confidence and interest in returning because they perceive the coffee shop as offering quality and experiences that meet their expectations. Therefore, coffee shop managers should build and maintain a positive brand image through service quality, a

comfortable atmosphere, and consistent social media management to strengthen consumers' revisit intention.

The Effect of Store Atmosphere on Revisit Intention Mediated by Brand Image

Based on Table 8, brand image does not mediate the effect of store atmosphere on revisit intention. This means that store atmosphere does not indirectly affect revisit intention through brand image.

The findings indicate that consumers may place greater emphasis on their direct experiences at a coffee shop than on the brand image formed in their minds. This interpretation is supported by Bitner's (1992) servicescape theory, which explains that the physical environment, including comfort, spatial layout, lighting, and atmosphere, can directly influence consumer behavior, including their intention to revisit.

The Effect of Social Media on Revisit Intention Mediated by Brand Image

Based on Table 8, brand image mediates the effect of social media on revisit intention. This means that the more effectively a coffee shop manages its social media activities, the more positive the brand image formed in consumers' minds, which can subsequently increase their intention to revisit.

These findings are consistent with Ibrahim et al. (2021), who reported that social media activities positively influence coffee shop consumers' revisit intention by shaping positive brand perceptions. Their study explained that social media can strengthen consumers' emotional connections with a brand, thereby encouraging their intention to revisit. Thus, the findings indicate that social media influences revisit intention through brand image.

CONCLUSION

The conclusions drawn from the analysis and discussion are as follows:

1. The store atmosphere variable influences revisit intention. This finding confirms that consumers' positive perceptions of the store atmosphere are directly associated with increased intentions to revisit Instagrammable coffee shops in Greater Malang.
2. The social media variable has a positive and significant effect on revisit intention. This indicates that the better a coffee shop manages its social media, the stronger consumers' intentions to revisit Instagrammable coffee shops in Greater Malang.
3. The store atmosphere variable has a positive and significant effect on brand image. This indicates that the better the atmosphere and physical environment of a coffee shop, the more positive the brand image formed in consumers' minds.
4. The social media variable has a positive and significant effect on brand image. This indicates that the better Instagrammable coffee shops in Greater Malang manage their social media, the more positive the brand image formed in consumers' minds.

5. The brand image variable has a positive and significant effect on revisit intention. This indicates that the more positive a coffee shop's brand image, the stronger consumers' intentions to revisit it.
6. The indirect effect of store atmosphere on revisit intention through brand image is negative and not statistically significant. This indicates that brand image does not mediate the relationship between store atmosphere and revisit intention at coffee shops in Greater Malang.
7. The indirect effect of social media on revisit intention through brand image is positive. This indicates that the better a coffee shop manages its social media activities, the more positive the brand image formed in consumers' minds.

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