

## The Influence of Servicescape, Customer Experience and Perceived Value on Revisit Intention among Consumers of Jiwan Coffee & Things in Cirebon Regency.

Fiyana Trijuni<sup>a</sup>, Ramlah Puji Astuti<sup>b\*</sup>

<sup>ab</sup>Universitas Swadaya Gunung Jati Cirebon, Indonesia

\* Corresponding author e-mail: [ramlah.puji.astuti@ugj.ac.id](mailto:ramlah.puji.astuti@ugj.ac.id)

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### ABSTRACT

*This research examines the effect of servicescape, customer experience, and perceived value on customers' intention to revisit Jiwan Coffee & Things in Cirebon Regency. Grounded in Customer Value Theory, which posits that consumer attitudes emerge from evaluations of benefits and sacrifices during consumption, the study employs a quantitative survey approach. A total of 160 respondents were selected through purposive sampling, with the criterion of having visited the café within the past six months. Employing SmartPLS 4 as the analytical engine within a PLS-SEM design, the study confirms that servicescape, customer experience, and perceived value function as pivotal determinants that positively and significantly foster revisit intention, whether assessed separately or in combination. The model demonstrates adequate explanatory power. These results highlight the importance of maintaining a comfortable physical environment, delivering positive customer experiences, and enhancing perceived value to foster satisfaction, loyalty, and consistent return visits, particularly for nature-themed cafés.*

## INTRODUCTION

Today's café patrons are not only looking for great coffee, but also seek a comfortable atmosphere and a memorable experience. This trend has fueled the growth of concept cafés in Indonesia, including nature-inspired cafés that feature biophilic design, open spaces, and environments that enhance well-being and encourage repeat visits (Quan et al., 2025; snapchat, 2023).

This phenomenon is clearly evident in Cirebon Regency, West Java. Data from the Central Statistics Agency (*Badan Pusat Statistik/BPS*) of Cirebon Regency (2024) shows that the region's economy grew by 4.85% in 2023. This growth is further supported by the rapidly expanding culinary sector, where the Cirebon City BPS (2024) recorded that the accommodation, food, and beverage sector grew by 8.63%, one of the highest growth rates in the Cirebon region. This situation creates both opportunities and increasingly fierce competition for café businesses, including nature-themed cafés that are now popping up more frequently in the regency.

One café that reflects this trend is Jiwan Coffee & Things, which has been operating in Cirebon Regency for quite some time. The café is known for its Balinese-inspired concept combined with a natural rice field setting, offering a different experience from conventional cafés through its fresh, cool, and comfortable atmosphere. Since its establishment, Jiwan Coffee & Things has consistently attracted a relatively high number of visitors, indicating that the café has a unique appeal that encourages customers to come back. Therefore, this café is considered a relevant object of study for examining the factors that influence consumers' revisit intention.

Customer value theory serves as the foundation for this study. Customer perceived value refers to consumers' overall evaluation of the benefits received compared to the sacrifices made, such as money, time, and effort during the consumption process (Blut et al., 2024; Zeithaml et al., 2020). This value is formed through customers' interactions with the service environment and their overall experience during consumption (Dhisasmito & Kumar, 2020). Therefore, a café's ability to encourage revisit intention depends not only on visual appeal, but also on how effectively it delivers meaningful value that meets customer expectations.

Equally important is the physical environment in which consumption takes place. In the F&B sector, servicescape refers to the physical surroundings perceived by customers, including lighting, layout, décor, cleanliness, and comfort, which influence customers' perceptions and emotional responses (Tela et al., 2022). When these elements are thoughtfully orchestrated, they leave lasting impressions. Research confirms that well-managed service environments significantly increase customers' likelihood of returning (Guntur & Indrawati, 2025a), as enjoyable experiences naturally translate into repeat visits.

Revisit intention is not formed by chance; it is shaped by experience. Customer experience refers to consumers' cognitive, emotional, and sensory responses that arise during interactions with products or services (Godovykh & Tasci, 2020). Each interaction with a product or service

leaves an imprint, positive or negative, that subtly guides future decisions (Mustika & Wulandari, 2023a). When the experience exceeds expectations, it nurtures trust and attachment, ultimately motivating customers to return (Baquero, 2025). Empirical findings by Nugrohanto et al. (2024a) reinforce this view, demonstrating that memorable experiences significantly enhance tourists' desire to revisit

Beyond experience, perceived value acts as a rational compass in decision-making. Perceived value reflects consumers' comparison between the benefits received and the sacrifices made during the consumption process (Scridon et al., 2019). Nugrohanto et al. (2024b) emphasize that customers mentally weigh benefits against time, cost, and effort invested. Echoing this, Damanik & Yusuf (2022) underline perceived value as a decisive element in repeat dining behavior. Ultimately, when customers feel the exchange is worthwhile, the intention to return naturally follows.

In the F&B landscape, the desire to return is born from how guests interpret their journey how the atmosphere felt, how the service flowed, and how the experience lingered after they left (Devi Khoiriyah, 2024). Revisit intention functions as a pulse check of business vitality, signaling loyalty and the potential for enduring success (Wati & Suriyanto, 2024a). Emerging research highlights that customers come back when memorable moments, meaningful value, and a fair exchange between benefits and sacrifices converge (Le et al., 2024; Liliani et al., 2025). In this sense, the intention to revisit is not a fleeting reaction, but the culmination of a holistic evaluation of the café encounter.

Previous research confirms that servicescape, experience, and perceived value influence return decisions; they often explore these elements in isolation and within hotels or tourism venues. The interplay of these three factors in nature-inspired cafés remains underexplored. Addressing this gap, the present study investigates both the individual and collective impact of servicescape, customer experience, and perceived value on revisit intention at Jiwan Coffee & Things in Cirebon Regency. The outcomes aim to advance scholarly understanding while offering actionable insights for café operators seeking to cultivate lasting customer relationships.

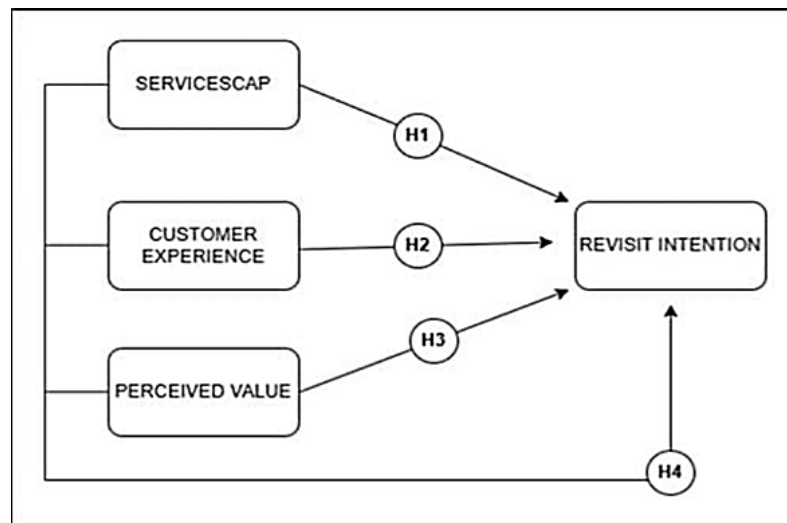
**Hypothesis.** Based on previous conceptual reviews and empirical evidence, this study aims to test whether the servicescape, customer experience, and perceived value influence the intention to revisit Jiwan Coffee & Things.

The physical environment of a café, such as interior design, lighting, aroma, and cleanliness, has been shown to influence customers' desire to return. Guntur & Indrawati (Guntur & Indrawati, 2025b) demonstrated that servicescape has a positive and significant effect on the intention to revisit fine dining restaurants in Malang. Similar findings were reported by Gülertekin & Genç (2021), who found that servicescape positively influences customers' revisit intention in restaurant settings. H1: The servicescape influences revisit intention.

Customers who are satisfied with their experience during a visit are more likely to want to return. Mohd Hanafi et al. (2025) demonstrated that experience dimensions such as sensory atmosphere, social interaction, and natural elements significantly shape the customer experience, which ultimately drives the intention to revisit urban specialty coffee shops. **H2:** Customer experience influences the intention to revisit.

Customers will return if they feel that the benefits they receive are commensurate with the sacrifices they make. Ting and Thursamy (2016) demonstrated that perceived value has a positive influence on the intention to revisit a coffee shop, with the quality of the experience being the most decisive factor compared to product and service quality. **H3:** Perceived value influences the intention to revisit.

Sarjana et al. (2022) demonstrated that servicescape and perceived value together have a positive and significant influence on the intention to repurchase in the food and beverage industry. This indicates that a positive visit experience, supported by a comfortable environment and the perceived value of the customer, will collectively encourage customers to return to Jiwan Coffee & Things. **H4:** Servicescape, customer experience, and perceived value simultaneously influence the intention to revisit.



**Figure 1. Research Framework**

## RESEARCH METHODS

This study employs a quantitative approach to examine the influence of servicescape, customer experience, and perceived value on the intention to revisit Jiwan Coffee & Things, a nature-themed café in Cirebon Regency. This research subject was selected because it is representative of the growing trend of nature-themed cafes currently developing in the area. A quantitative approach was chosen because this study aims to test hypotheses formulated based on statistical testing of relationships between variables (Sugiyono, 2023).

The population of this study was all customers who had visited Jiwan Coffee & Things in Cirebon Regency. This population was chosen because the study aims to analyze the effect of

servicescape, customer experience, and perceived value on revisit intention. These variables can only be assessed by people who have directly experienced visiting the café. Therefore, customers who had visited the café were the most suitable source of information for this study.

Participants were selected using purposive sampling, where respondents were chosen based on specific criteria. The criterion was that respondents must have visited Jiwan Coffee & Things at least once in the past six months. This time limit was set to ensure that respondents could still clearly remember the café's atmosphere, their experience during the visit, and the value they felt, so that their answers could reflect the actual conditions of the café. Based on Hair et al (2017), who recommend multiplying the number of indicators by five to ten, this study used 32 indicators, requiring a minimum sample of 160 respondents. Data were collected through questionnaires distributed online and in person via Google Forms, using a five-point Likert scale. This study examines three independent variables Servicescape (X1), Customer Experience (X2), and Perceived Value (X3) and their effect on Revisit Intention (Y).

Servicescape is operationalized using nine indicators: lighting, music, interior and exterior color schemes, ambient temperature, scent, furniture arrangement, spatial distance between service areas, restroom signage, and prayer facilities (Anggraini et al., 2025). Customer Experience is assessed through eleven indicators, including visual perception, auditory perception, emotional responses toward products and services, cognitive evaluations, behavioral actions, service encounters, lifestyle alignment, interpersonal relationships, and cross-cultural interactions (Khoirunnisa et al., 2024). Perceived Value is measured by eight indicators encompassing feelings of relaxation, happiness, pride, experience-sharing behavior, quality standards and consistency, price fairness, and price–quality congruence (Juwita et al., 2024). Revisit Intention is evaluated using four indicators: intention to return, likelihood of becoming a preferred future destination, and willingness to recommend to friends and individuals seeking advice (Laela, 2024).

Data analysis was conducted using PLS-SEM via SmartPLS 4. The choice of PLS-SEM was based on the consideration that the variables in this study namely, servicescape, customer experience, perceived value, and intention to revisit are latent constructs that cannot be measured directly but can only be observed through their indicators; thus, PLS-SEM is more appropriate because it accounts for measurement error and estimates all model paths simultaneously within a single predictive analytical framework (J. Hair et al., 2022). The measurement model evaluation included factor loadings ( $>0.70$ ), AVE ( $>0.50$ ), reliability ( $>0.70$ ), as well as the Fornell–Larcker and HTMT criteria ( $<0.90$ ). Structural model evaluation was conducted using  $R^2$ ,  $f^2$ , and SRMR, with hypothesis testing using 5,000 bootstrap subsamples at a significance level of  $t > 1.96$  or  $p < 0.05$ .

## **RESULTS & DISCUSSION**

**Respondent Characteristics.** This study involved 160 Jiwan & Things Coffee consumers

classified by gender, age, place of residence, and frequency of visits in the last six months.

**Table 1. Respondent Characteristics**

Characteristics	Category	Frequency (n)	(%)
Gender	Male	46	28,8 %
	Female	114	71,2 %
Usia	< 17 Years	12	7,5 %
	17 – 25 Years	122	76,3 %
	26 – 35 Years	18	11,2 %
	>35 Years	8	5,0 %
Residence	Cirebon Regency	160	100 %
Frequency of Visits (Last 6 Months)	1 times	22	13,8 %
	2 – 3 times	86	53,7 %
	4 – 5 times	32	20,0 %
	>5 times	20	12,5 %

*Source: Research Data (processed), 2026*

The data in Table 1 paints a clear portrait of Jiwan & Things Coffee's audience. Women dominate the customer base, representing over two-thirds of respondents (71.2%), while men account for less than one-third (28.8%), signaling a strong female appeal. Youth culture defines the café's atmosphere, as three-quarters of respondents fall within the 17–25 age range (76.3%). Smaller segments include those aged 26–35 (11.2%), under 17 (7.5%), and above 35 (5.0%). Evidently, the café resonates most strongly with young adults. Every respondent resides in Cirebon Regency, highlighting the café's firm local roots. Visit frequency data further reinforces its appeal: more than half visited 2–3 times in the past six months, while others returned even more frequently. Only a small proportion were first-time guests. Altogether, Jiwan & Things Coffee emerges as a youth-oriented, locally favored café with a predominantly female clientele and encouraging signs of repeat engagement.

**Measurement Model Test (Outer Model).** The measurement model evaluates the alignment of latent variables with their indicators by testing validity and reliability to uphold research integrity.

**Convergent Validity Test.** Convergent validity was examined using outer loadings and AVE to confirm indicator construct consistency. The results are shown in the table below.

**Table 2. Convergent Validity Test**

<b>Variable</b>	<b>Indicator</b>	<b>Outer Loading</b>	<b>Average Variance Extracted (AVE)</b>
Servicescape	Servicescape 1	0.828	0.571
	Servicescape 2	0.786	
	Servicescape 3	0.746	
	Servicescape 4	0.773	
	Servicescape 5	0.743	
	Servicescape 6	0.751	
	Servicescape 7	0.787	
	Servicescape 8	0.796	
	Servicescape 9	0.716	
Average		0.769	
Customer Experience	Customer Experience 1	0.769	0.574
	Customer Experience 2	0.704	
	Customer Experience 3	0.790	
	Customer Experience 4	0.774	
	Customer Experience 5	0.754	
	Customer Experience 6	0.758	
	Customer Experience 7	0.774	
	Customer Experience 8	0.706	
	Customer Experience 9	0.765	
	Customer Experience 10	0.766	
	Customer Experience 11	0.750	
Average		0.755	
Perceived Value	Perceived Value 1	0.755	0.660
	Perceived Value 2	0.774	
	Perceived Value 3	0.713	
	Perceived Value 4	0.732	
	Perceived Value 5	0.757	
	Perceived Value 6	0.791	
	Perceived Value 7	0.757	
	Perceived Value 8	0.781	
Average		0.757	
Revisit Intention	Revisit Intention 1	0.809	0.593
	Revisit Intention 2	0.786	
	Revisit Intention 3	0.819	
	Revisit Intention 4	0.836	
Average		0.812	

Source: Research Data (processed), 2026

As illustrated in Table 2, every indicator measuring Servicescape, Customer Experience,

Perceived Value, and Revisit Intention surpasses the required benchmarks, with outer loadings above 0.70 and AVE values beyond 0.50 (0.571; 0.574; 0.660; 0.593, respectively). These results affirm that the constructs strongly converge, validating the instrument and reinforcing its readiness for structural model evaluation.

**Discriminant Validity Test.** Discriminant validity was confirmed via Fornell–Larcker and HTMT (<0.90) criteria (J. F. Hair & Hult, G. T. M., Ringle, C. M., & Sarstedt, 2022), as shown in Tables 3 and 4.

**Table 3. Fornell – Larcker Test**

	Customer Experience	Perceived Value	Revisit Intention	Servicescape
Customer Experience	0.756			
Perceived Value	0.659	0.758		
Revisit Intention	0.678	0.693	0.813	
Servicescape	0.663	0.665	0.654	0.770

Source: Research Data (processed), 2026

Table 3 indicates that all constructs have AVE values greater than their correlations with others, meeting the Fornell–Larcker discriminant validity criterion. The discriminant validity was further assessed using the Heterotrait–Monotrait Ratio (HTMT), as presented in Table 4.

**Table 4. Heterotrait-Monotrait Test (HTMT)**

	Customer Experience	Perceived Value	Revisit Intention	Servicescape
Customer Experience				
Perceived Value	0.725			
Revisit Intention	0.770	0.738		
Servicescape	0.720	0.735	0.749	

Source: Research Data (processed), 2026

Referring to Table 4, all inter-construct HTMT indices fall beneath the 0.90 benchmark, indicating no critical overlap among variables. Hence, the constructs exhibit acceptable separation and comply with the discriminant validity condition established by HTMT.

**Reliability Test.** The reliability test using Consistency was tested using Cronbach’s Alpha and Composite Reliability  $\geq 0.70$  (J. F. Hair & Hult, G. T. M., Ringle, C. M., & Sarstedt, 2022), with results shown in Table 5.

**Table 5. Reliability Test**

Variable	Cronbach’s Alpha	Composite Reliability
Servicescape	0.914	0.886
Customer Experience	0.925	0.936
Perceived Value	0.894	0.915
Revisit Intention	0.829	0.886

Source: Research Data (processed), 2026

Table 5 confirms that all values exceed standards, rendering each construct reliable and fit for further analysis.

**Structural Model Test (Inner Model).** An inner structural analysis was undertaken to evaluate the model's explanatory precision regarding endogenous variance through R-square classification (strong > 0.75; moderate 0.50–0.74; weak 0.25–0.49), complemented by the f-square assessment (J. F. Hair & Hult, G. T. M., Ringle, C. M., & Sarstedt, 2022) to determine the relative impact magnitude of each predictor variable within the modeled system.

The structural model shows that Servicescape (X1), Customer Experience (X2), and Perceived Value (X3) work together in shaping customers' Revisit Intention (Y). With an R Square of 0.560, more than half of the variation in revisit intention (56%) can be traced back to these three factors, leaving 44% influenced by elements outside the framework. Even after adjusting for the number of predictors, the Adjusted R Square of 0.551 confirms that the model maintains moderate yet reliable explanatory power. To gain deeper insight into how strongly each factor drives revisit intention, the analysis advanced to the f-square evaluation, measuring the specific effect size of every independent variable. The detailed findings are provided in the following table.

**Table 6. F-Square Test**

Variable	Revisit Intention
Servicescape	0.078
Customer Experience	0.130
Perceived Value	0.057

*Research Data (processed), 2026*

Based on the test results in Table 6, it can be seen that Servicescape has an f-square value of 0.078, Customer Experience of 0.130, and Perceived Value of 0.057, with all variables categorized as having a small effect. This indicates that the intention to revisit is influenced by various factors, while the moderate R<sup>2</sup> value shows that the model remains sufficiently predictive. Thus, this study shows that the three variables still contribute to Revisit Intention individually, but their contribution is still relatively limited. Figure 2 further visualizes the comparative strength of these effects in a clearer and more engaging manner.



Figure 2. Output Path Analysis

**Model Fit Test Results.** The SRMR test was performed in the Fit Test Results model with a criterion of  $\leq 0.08$  to assess the level of model fit with the data.

The SRMR value of 0.052 indicates that the model meets the fit criteria ( $SRMR \leq 0.08$ ), demonstrating adequate model fit and suitability for further analysis.

**Hypothesis Testing.** Hypothesis testing aims to evaluate the direction and influence between variables in the model, with the results presented in the following table

Table 7. Summary of hypothesis testing results

Hypothesis	Variable	Path Coefficient	T Value	P Value
H1	Servicescape -> Revisit Intention	0.271	2.540	0.011
H2	Customer Experience -> Revisit Intention	0.347	3.515	0.000
H3	Perceived Value -> Revisit Intention	0.230	2.632	0.009
H4	Servicescape, Customer Experience, dan Perceived Value -> Revisit Intention	0.560	-	-

Source: Research Data (processed), 2026

Table 7 shows that both Servicescape, with a coefficient of 0.271, and Customer Experience, with a coefficient of 0.347, have a strong influence in encouraging the intention to return, thus becoming the main catalysts. Perceived Value, although still influential, plays a more moderate role with a coefficient of 0.230. Each relationship exceeds the statistical threshold ( $t > 1.966$ ;  $p$

< 0.05), confirming a meaningful and positive effect across the model. As a result, all proposed hypotheses are proven valid.

**The influence of Servicescape on Revisit Intention.** The analysis shows that servicescape has a positive and significant effect on revisit intention at Jiwan Coffee & Things ( $\beta = 0.271$ ;  $t = 2.540$ ;  $p = 0.011$ ), supporting H1. When the café provides a comfortable ambiance, good lighting, clean facilities, and an appealing environment, customers feel that their visit is worthwhile, which encourages them to return.

This finding is consistent with Kandampully et al. (2023), who found that a well-designed service environment influences customer emotions and shapes repeat visit behavior. Dewi & Nasution (2023) also note that well-managed physical settings improve customer experience and build loyalty. Agustina (2025) further confirms that both the physical environment and human interaction together drive customers to return. In the context of Jiwan Coffee & Things, the nature-inspired concept, including open spaces, bamboo architecture, and views of rice fields, serves as a key element that distinguishes the café from others in Cirebon Regency. By carefully managing elements such as spatial design, facility comfort, lighting, and overall atmosphere, the management can turn one-time visits into repeated ones.

Although all respondents were residents of Cirebon Regency and mostly Generation Z (76.3% aged 17–25 years), they still responded positively to the café's physical environment. Hermansyah et al. (2025) found that biophilic design elements in cafés such as open natural spaces significantly increase customers' sense of meaning and environmental awareness, which in turn encourages them to revisit. This suggests that an authentic nature concept can create strong emotional connections with local customers, even in a competitive market.

**The Influence of Customer Experience on Revisit Intention.** The analysis shows that customer experience has a positive and significant effect on revisit intention at Jiwan Coffee & Things ( $\beta = 0.347$ ;  $t = 3.515$ ;  $p < 0.001$ ), supporting H2. Customer experience was found to be the strongest predictor among the three variables. When customers feel comfortable and satisfied during their visit, their overall impression improves, making them more likely to return.

This finding supports Setyawan et al. (2023), who concluded that positive customer experiences encourage people to revisit. Wati & Suriyanto (2024b) also highlight that social interaction, sensory stimulation, and functional satisfaction together shape revisit intention. When service is delivered well, customers form good memories that influence their future decisions, particularly the decision to come back (Mustika & Wulandari, 2023b). For Jiwan Coffee & Things, this means that the overall experience from friendly staff interactions and comfortable seating to the natural atmosphere plays a strategic role in building customer loyalty.

The respondent data also reveal an interesting pattern: 53.7% had visited 2–3 times and 12.5% more than five times in the past six months, meaning 86.2% were repeat visitors. This shows

that the experience at Jiwan Coffee & Things was good enough to bring customers back in reality, not just in intention. Quan et al. (2025) found that customers of nature-based cafés who feel a sense of well-being during their visit are more likely to return, and that female customers tend to show higher revisit intention. This aligns with the profile of respondents in this study, where 71.2% were female, suggesting that this group is particularly responsive to nature-based café experiences.

**The influence of Perceived Value on Revisit Intention.** The analysis shows that perceived value has a positive and significant effect on revisit intention at Jiwan Coffee & Things ( $\beta = 0.230$ ;  $t = 2.632$ ;  $p = 0.009$ ), supporting H3. When customers feel that what they receive in terms of product quality, service, and atmosphere is worth the price and effort they spend, they are more motivated to return.

This is in line with Anggraini & Wulansari (2024), who found that perceived value significantly affects customers' intention to revisit. Rasoolimanesh et al. (2023) also describe perceived value as a customer's overall judgment of the benefits they receive compared to what they give up, and argue that this judgment plays an important role in building loyalty. For Jiwan Coffee & Things, perceived value is shaped by the balance between price, product quality, and the uniqueness of the experience, something that cannot easily be found at other cafés in Cirebon Regency. When this balance is well-maintained, customers are more likely to feel satisfied and choose to return.

An interesting finding is that although most respondents were Generation Z, a group often considered price-sensitive, they still felt that visiting Jiwan Coffee & Things was worth it. Chen et al. (2025) found that symbolic value has a stronger influence on Generation Z compared to older generations, alongside hedonic and functional values that also drive their consumption decisions. This suggests that a unique, nature-themed café concept can shift young customers' perception of value beyond price, toward a broader appreciation of the overall experience.

**The Influence of Servicescape, Customer Experience, and Perceived Value on Revisit Intention.** The analysis shows that servicescape, customer experience, and perceived value together have a positive and significant effect on revisit intention at Jiwan Coffee & Things ( $R^2 = 0.560$ ), supporting H4. Together, these three variables explain 56% of the variation in revisit intention, indicating that customers consider multiple aspects comfort, experience, and value when deciding whether to return.

This finding is consistent with previous studies (Krisnanto, 2025; Rohman et al., 2024; Setiawan et al., 2025), which found that physical atmosphere, experiential quality, and value perception collectively shape revisit intentions. For café management, this means that customer retention cannot rely on just one factor. Instead, it requires a consistent and combined effort to maintain a pleasant environment, deliver meaningful experiences, and offer fair value, all working together as a unified strategy.

The respondent data further support this finding. All respondents (100%) were from Cirebon Regency, yet 86.2% had visited more than once in the past six months. This confirms that Jiwan

Coffee & Things has successfully built a loyal local customer base. Hermansyah et al. (2025) affirm that cafés with biophilic design can create strong emotional connections with customers through the combined effect of environment, experience, and perceived value, which consistently encourages return visits. The remaining 44% of unexplained variance suggests that future studies could explore additional factors such as word-of-mouth, digital promotion, or brand loyalty in the context of nature-themed cafés in Indonesia.

## CONCLUSION & SUGGESTION

**Conclusion.** The findings reveal that Jiwan Coffee & Things draws customers back through a powerful blend of atmosphere, experience, and value. The servicescape its thoughtful layout, warm lighting, balanced temperature, inviting aroma, and touches of nature crafts a space where comfort meets aesthetic appeal. Beyond the setting, memorable and personal experiences create emotional resonance, turning casual visitors into connected guests. At the same time, perceived value emerges when customers feel that what they gain outweighs what they give. Together, these elements work in harmony, shaping a strong desire to return. To sustain this momentum, managers should orchestrate these three components cohesively, nurturing satisfaction, loyalty, and enduring customer relationships.

**Suggestion.** The findings indicate that the management of Jiwan Coffee & Things should continuously enhance the servicescape, customer experience, and perceived value in a coordinated and systematic manner to strengthen customers' intention to revisit. Although each variable demonstrates a statistically significant influence, the relatively modest effect size suggests the necessity for sustained and consistent improvements. These efforts may include preserving the café's cleanliness and comfort, reinforcing its natural ambience, elevating service quality and responsiveness, and aligning pricing structures with the value perceived by customers to foster loyalty and repeat patronage. Additionally, future studies are encouraged to incorporate variables such as customer satisfaction, brand image, and word of mouth as mediating or moderating factors, while broadening research scope and methodology to achieve more comprehensive and generalizable findings.

**Limitation.** This study has several limitations. First, all respondents were residents of Cirebon Regency, which limits the generalizability of the findings to other areas or café types. Second, the cross-sectional design only captures customer perceptions at one point in time. Third, 44% of the variance in revisit intention remains unexplained, suggesting that other factors not included in this study may also play a role.

**Future research.** Future studies are encouraged to expand the sample to include visitors from outside Cirebon Regency and to use longitudinal designs to better capture changes in customer behavior over time. Including additional variables such as customer satisfaction, brand image, or word-of-mouth as mediating or moderating factors may also help provide a more complete picture of what drives customers to return to nature-themed cafés in Indonesia.

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