

# THE INFLUENCE OF AUTHENTICITY, INTERPERSONAL JUSTICE, PRIOR EXPERIENCE, AND PERCEIVED QUALITY WITH INVOLVEMENT AS A MEDIATOR ON REVISIT INTENTION FOR STARBUCKS CUSTOMERS (STUDY CASE AFTER BOYCOTT CALL FROM MUI)

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## Abstract

The popularity of drinking coffee has made coffee shop competition more intense. It has created strategies and innovations to increase customer revisits. One of the biggest coffee shop brands is Starbucks. Starbucks is a preferred coffee shop brand in Indonesia, but following the Israeli-Palestinian conflict there has been a decline in sales due to the boycott. This research aims to find out whether students also enacted a revisiting boycott of Starbucks. This research also investigates the impact of authenticity, interpersonal justice, prior experience, and perceived quality on consumers' intention to revisit, with involvement as a mediating variable. The study used a quantitative approach and used non-probability samples with purposive sampling of 200 respondents. Data were collected through online questionnaires using a Likert scale. The testing in this research was conducted using partial least squares structural equation modeling (SEM-PLS 3.0). The results prove several factors that influence consumers' revisit intention and the boycott carried out by students.

**Keywords:** Authenticity, Interpersonal Justice, Prior Experience, Perceived Quality, Involvement, Revisit Intention.

## 1. INTRODUCTION

The popularity of coffee consumption has led to increased consumption of coffee worldwide. Bloomberg reports that the United States is currently seeing its highest coffee consumption due to new trends in coffee drinking by the millennial generation (Pangaribuan et al., 2020). This is followed by Asia and Oceania, with 36.5 million bags (1 bag equal to 60 kg), Europe with 12.2 million bags, and Mexico with 5.36 million bags. Indonesia, which is a coffee manufacturer, is experiencing the same issue of increased coffee consumption.

Data from the International Coffee Organization (ICO) indicates that during the year 2020–2021, Indonesia consumed 5 million bags of coffee. One aspect of the modern lifestyle is the habit of a particular individual or group to hang out at a coffee shop. This is reflected in the number of coffee shops that pop up in the mall or elsewhere in the capital.

Managers are therefore being forced to find cutting-edge strategies to raise their standards to improve customer impressions and their recurring consumption in coffee

shop. Along with reeling in fresh consumers, keeping current customers on board is essential for the extended sustainability of the business (Ting & Thurasamy, 2016). Despite the trending of coffee shop business prospects and the existence of literature on customer behavior in the food and drink industry, given the context of a developing market, surprisingly little research has investigated customers' perceptions and intentions to revisit coffee shop. The exciting trend for coffee consumption and increasing competition have made revisit intentions a challenge for coffee shop.

According to Barusman et al. (2022), revisit intention is an idea derived from behavioral intention in which there is a wish to return, to recommend the product to others, and to spread a positive impression. Revisit intention refers to the customer's intention to remain with the item/service or make a return to the store; it reflects customers' delight or misery. Thus, revisit intention is a key factor in assessing the effectiveness of relationship marketing since it helps determine the likelihood of a relationship continuing (Yoo et al., 2020). Customer retention is defined as customers' commitment to the company and its offer for a certain period through repeat purchases and a propensity to disseminate recommendations among their social circle (Barusman et al., 2019).

Destination management organizations should understand the revisit intention well because, according to Back et al. (2020), the revisit intention indicates the desire of visitors to repeat the encounter and shows that they have had an enjoyable encounter and are happy with what is offered. Given the importance of revisit intention, there are factors to attract customers to return, one of which is authenticity. Authenticity can increase tourists' revisit intention (Maarif et al., 2023). In a recent study, Islam et al. (2019) argued that greater understanding of authenticity produces good feelings that lead to behavioral intentions. The existence of authenticity encourages customers' intention to visit the café again.

In addition, interpersonal justice is among the elements that can boost revisit intention. Potipiroon and Faerman (2016) revealed interpersonal justice as a social aspect that relates to how people are treated with respect and social sensitivity by authorities to conduct or communicate procedures and results. Ortiz et al. (2017) found a positive correlation between interpersonal justice and emotions and a positive relationship between perceived justice and revisit intentions in their investigation of the influence of certain variables in the Taiwan food and beverage industry.

Prior experience, according to Hwang and Hyun (2013), can have a good impact on revisiting. Furthermore, studies on the cafeteria sector revealed that prior experience reviews can improve customer satisfaction (Ting et al., 2018). Other research has found a link between tourism constraints and past experiences (Zhang et al., 2016). It is acknowledged that there is a relationship between previous experience and the intention to revisit. Empirical data show that prior experience is a strong signal for consumers to make a return visit to the place.

In addition to the variable above, perceived quality is described as the total consumer assessment of variations in business or domination (Riva et al., 2022). Perceived quality

significantly affects a tourist's intention to visit again (revisit intention): if expectations are met and tourists see high quality services, then tourists are more likely to make repeated visits (Allameh et al., 2015). When food and services in restaurants are considered superior quality, customers are more likely to overcome their skepticism and plan to visit again (Riva et al., 2022).

In addition to the influence of these four variables, this study explores the mediating role of explanatory involvement in associations with return intention. The current concept of emotional product participation focuses on the perceived relevance of an object or product based on the needs, values, and interests of the customer (Dipietro & Campbell, 2014). In the tourism industry, Khazami and Lakner (2021) showed a significant mediating role for experiential involvement between the experience consumption and social environmental values and the revisit intention.

This audit of intention is necessary for a company to keep its sales stable, and this also applies to the coffee shop, as the coffee store is a fairly large business with global coffee consumption reaching 166.35 million bags in the period 2020/2021. One of the biggest coffee service providers is Starbucks. The Starbucks brand has become a market leader for coffee shops in Indonesia, but following the Israeli-Palestinian conflict, there have been some declines in sales. This situation is similar to that in the United States as a result of a boycott. According to CNBC Indonesia (2023), a TikTok user who claimed to work as a barista at a Starbucks in the United States said that the boycott movement was successful. "There was a significant decrease in orders. I can say about a third of the customers who usually come now don't show up again, and I'm talking about customers who used to actually come every day," he said, adding: "The boycott worked, so let's keep doing that" (CNBC Indonesia, 2023),

Analysis by Channel News Asia (CNA) compared the boycott of pro-Israeli products carried out in Malaysia and Indonesia, neighboring countries with a majority Muslim population. However, the success of the Boycott-Divestment-Sanctions (BDS) movement in Indonesia and Malaysia is quite different. In some McDonald's stores in the Klang Valley area of Malaysia, including in Shah Alam, there have been fewer customers than usual on working days. Other companies facing a boycott are Starbucks, Kentucky Fried Chicken (KFC), Pizza Hut, and Burger King. In contrast, although citizens in Indonesia have encouraged a boycott of products produced by allegedly pro-Israeli companies, the situation on the field is quite the opposite. The business is still running as usual at some Starbucks and McDonald's stores in Jakarta, as seen by CNA, and one expert notes that the BDS movement has not received much attention in the country. Similar anti-Israeli boycotts are taking place in other countries such as South Africa and Turkey. Meanwhile, several South American countries, including Bolivia and Chile, have broken their diplomatic relations with Israel and withdrawn their ambassadors (Risalah, 2023).

Toward the end of 2023, news of a boycott also appeared in the city of Bandar Lampung. According to Sormin's (2023) report for Lampungpro.co, the number of customers visiting McDonald's and Starbucks seemed to be declining. This could be seen from the number of parking spaces in front of the stores, only a third of the parking capacity being filled.

This was seen at McDonald's on HR Rasuna Said Street and Starbucks on Ahmad Yani Street, Bandar Lampung. Sormin tried to verify the information; however, a number of employees at both stores refused to comment, saying that the current conditions were unstable (Sormin, 2023).

As the next generation, students with intellectual capabilities and insights should be more aware of the information circulating, because this boycott is being carried out by the general public. However, there has been no previous study of whether the boycott has also been carried out by students. For that reason, this study was conducted at the University of Bandar Lampung. In addition, the research investigates the impact of authenticity, interpersonal justice, prior experience, and perceived quality on consumers' intention to revisit, with involvement as a mediating variable.

## **2. LITERATURE REVIEW**

### **2.1 Involvement as a mediator in the relationship between authenticity and revisit intention**

The concept of authenticity has been regarded as a precursor and a key motivator underlying visitor behavior (Dağ et al., 2023). A definition of authenticity that has been widely accepted by researchers in the field of tourism and hospitality is what is believed to be or accepted as real. Authenticity is usually characterized as a type of reality. Three types of authenticity can be sought by customers: objective, constructive, and existential. Objective authenticity is based on objects that can be scientifically validated (Kovács et al., 2017), while constructive authenticity is socially built. According to a person's beliefs, expectations, or social perceptions, customers may think differently about the authenticity of objects. Existential authenticity, meanwhile, relates to the customers' enjoyment rather than their perception of originality (Kovács et al., 2017). Authenticity perceived empirically has been studied in a variety of businesses, including the hotel, tourist, and broadcasting sectors, and it is generally acknowledged that customers plan to participate more when they feel that authenticity elicits favorable feelings and are more likely to visit a place again (Shen et al., 2014). Research has shown that the relationship between authenticity and the likelihood of customers returning can be forecasted by the level of engagement that authenticity elicits in customer behaviour. Therefore, it could be assumed about fact authenticity will have a positive effect on the revisit intention of coffee drinkers and will act as a mediator between revisit intention and authenticity. Therefore, the researchers formulated the following hypothesis:

H1: Involvement mediates the relationship between authenticity and revisit intention.

### **2.2 Involvement as a mediator in the relationship between interpersonal justice and revisit intention**

According to La and Choi (2019), interpersonal justice is a personal judgment based on a compromise between the losses caused by service failure and the benefits of service recovery. Accelerating the beneficial impact of interpersonal justice (Grégoire et al., 2018) suggests that the demand for justice can be lessened by recovery: customers respond by

reducing their bad emotions and encouraging customer involvement, which, in turn, promotes their re-purchase intentions. According to Migacz et al. (2018), however, while it is important to consider customer engagement in the recovery of services, there is not a lot of literature about client involvement in the food industry. One of the limited studies on online buyer behavior (Gohary et al., 2016) looked at the relationship between customer happiness, involvement, and service recovery, but also the connection between fairness, engagement, and revisit intention in the fast food industry. Research has been carried out on the link between perceptions of interpersonal justice, participation, and revisit intentions in the service industry: however, this review also emphasizes that research on this relationship in the food industry is rare, especially using data from coffee shops. Consequently, the goal here is to expand existing research on these variables using information from coffee shops. Therefore, the researchers formulated the following hypothesis:

H2: Involvement mediates the relationship between interpersonal justice and revisit intention.

### **2.3 Involvement as a mediator in the relationship between prior experience and revisit intention**

The significance of past experience is well studied, and past experience can be a useful resource for information about future behavior (Kim, 2014). Islam et al. (2019) discussed the theory of customer participation, from which they inferred that the conduct of customers is a result of prior experience and familiarity with products, services and organizations, also suggesting that earlier emotional encounters encourage clients to get more involved and eventually affect their plans to buy. Thus, previous experience is thought to have an impact on the level of customer involvement and revisit intention:

H3: Involvement mediates the relationship between prior experience and revisit intention.

### **2.4 Involvement as a mediator in the relationship between perceived quality and revisit intention**

Perceived quality is a positive perspective on consumption of a product, where the quality achieved is part of the value understood by the customer (Alamsyah et al., 2021). Agnihotri and Chaturvedi (2018) revealed that restaurants users often make judgments on the overall experience based on the perceived quality. People who believe that the standard of the eatery's food is good are most likely to go back to the restaurant. Furthermore, current studies assume that the correlation between revisit intention and perceived quality can be predicted through involvement, because the quality that is felt when clients exhibit greater emotional engagement with the product can affect their perspective of the quality of the product through the perception of different attributes. Therefore, the researchers formulated the following hypothesis:

H4: Involvement mediates the relationship between perceived quality and revisit intention.

## **2.5 The relationship between authenticity and revisit intention**

Authenticity is defined as what is considered or recognized as authentic or original (Kim et al., 2019). According to Lin and Liu (2018), perceived authenticity is important for cultural tourism and influences the desire of tourists to spend money. A new field of authenticity research defines the particular way that consumers react to different levels of authenticity as the mechanism of authentication, in (Kovács et al., 2017). Authentication is the process of validating that an activity, product, site, object, or event is authentic, legitimate, or reliable. With authenticity, the individual or group that has power is an essential factor (Kim et al., 2019). Authenticity has recently been identified as a measure of satisfaction (Domínguez-Quintero et al., 2020). However, Nguyen and Cheung (2016) found that high traveler satisfaction was also associated with a high perception of authenticity. Meng and Choi (2018) stated that more people would view something as authentic if it produces pleasant emotions that lead to behavioral intentions. According to another study, clients perceiving a high level of authenticity are much more likely to return (Daugstad & Kirchengast, 2013). Authenticity has a significant influence on the behavior of tourists who make a revisit intention (Shi et al., 2022). Therefore, the researchers Hypothesized as follows:

H5: Authenticity has a positive effect on customers' revisit intention.

## **2.6 The relationship between interpersonal justice and revisit intention**

Interpersonal justice, which involves the way data are shared and how the results are conveyed, pertains to civility and showing compassion for those who have received subpar service (La & Choi, 2019). According to the theory of perceived justice, customers judge the justice of restoration according to three criteria: justice of distribution in terms of how fair the compensation is perceived to be; justice of procedure, meaning the fairness of the process; and interactive justice, or how consumers are treated in the recovery process (Ali et al., 2023). According to Peristera and Eib (2020), we use the broader concept of interpersonal justice to determine our dimension of the concept. The social exchange relationships formed by employees under supervision of their organizations are used to measure interpersonal justice. Therefore, the results of this research not only enhance the literature on justice, but in a broader sense also help literature on leadership. These results support the idea that managers are representatives of organizations with significant roles for employees and could influence the company's overall rate of income. Most research has reached the general conclusion that the perception of justice in recovery is an important factor of satisfaction. Prior research has confirmed that interpersonal justice has a very beneficial impact on revisit intentions (Islam et al., 2019). Therefore, the researchers formulated the following hypothesis:

H6: Interpersonal justice has a positive effect on customers' revisit intention.

## **2.7 The relationship between prior experience and revisit intention**

According to Milman and Tasci (2018), their experience determines the tourist's desire to return. They prefer a good travel experience (Chen et al., 2021). The intention to revisit a

destination refers to the likelihood that a visitor visits the same destination repeatedly, which is a predictor for repeated visits (Maghrifani et al., 2022). According to Maghrifani et al. (2023), visitors' desired tourism experience is based on previous experience, or if a visitor had a positive previous experience at the destination. Aguilar-Rojas et al. (2015) argue that prior experience with services changes perceptions and predicts behavior that tends to benefit providers. The intention to revisit a destination is correlated with the probability that a tourist would make several visits to that location. This relationship is supported by various indicators that can predict the likelihood of repeat visits. The previously stated variables are linked to prior experience. Maghrifani et al (2023) argued that knowledge could be generated from prior experiences, so if the visitor had a good experience previously, they would expect the same experience or better on their return. Prior experience becomes part of the customer's permanent memory and senses, producing positive emotions (Hwang & Hyun, 2013). Previous studies of the lodging, travel, and recreation industries have emphasized the idea that these kinds of event positively influence customers' revisit intentions (Baloglu et al., 2019). Therefore, the researchers hypothesized the following:

H7: Prior experience has a positive effect on customers' revisit intention.

## **2.8 The relationship between perceived quality and revisit intention**

Perceived quality is the overall characteristics and properties of a product that influence its ability to satisfy needs (Fatikh Al & Widodo, 2019). From the point of view of the consumer, perceived quality may be different from actual quality (Zhao Jian & Yazdanifard, 2014), and it appears to have more impact than the actual quality of the product service. It is not possible for every consumer to explore a product's quality thoroughly and service varies. Furthermore, it may not be possible for a manufacturer, seller, or service provider to deliver a fully objective message of quality. According to Barusman (2023), service quality refers to how companies continually improve the quality of their process, products, and services. A study using data from five mid- to upper-scale American restaurants discovered a strong correlation between behavioral intentions and meal quality (Dipietro & Campbell, 2014). Later, Pham et al. (2016) revealed that perceived quality, perceived value, brand equity, and brand preference have an effect on customer repurchase intentions. In the field of fast food restaurants, the intention to repurchase will turn into the customer's revisit intention. Therefore, the researchers formulated the following hypothesis:

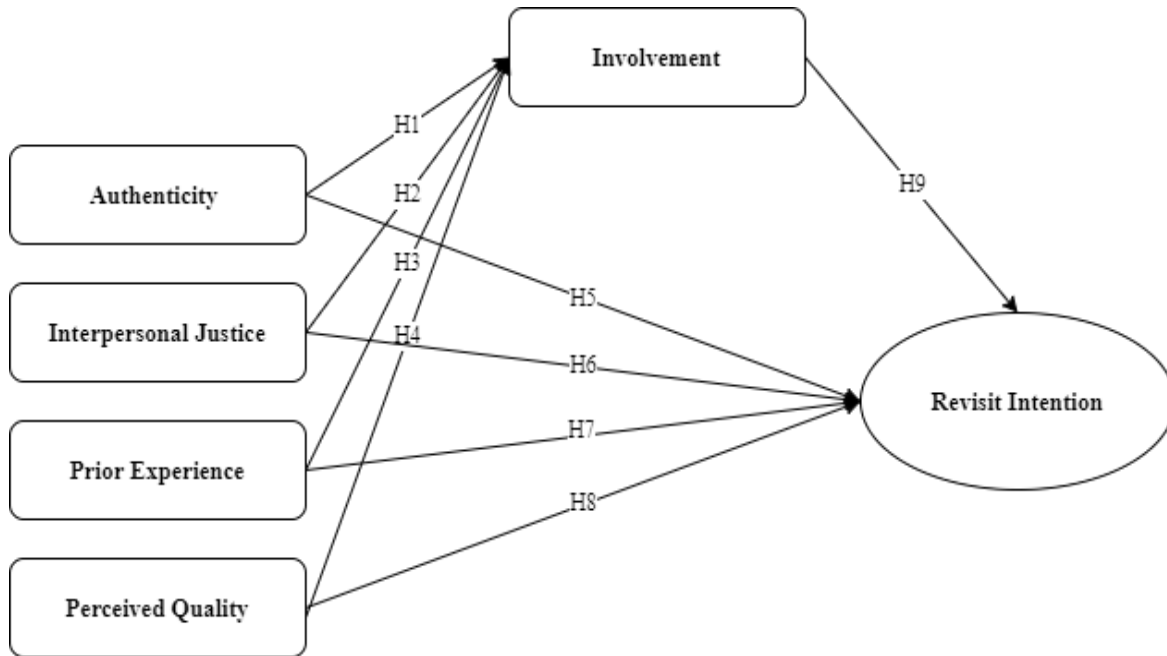
H8: Perceived quality has a positive effect on customers' revisit intention.

## **2.9 Role of involvement in mediating revisit intention**

Customer involvement is defined as the level of customer interest or personal relevance of an object (Rather et al., 2022). While customer involvement is often addressed (Vivek et al., 2014), its potential role as a mediator in a particular association, even if it has drawn some attention, remains far less recognized. Mathis et al., (2016) investigated how involvement mediates the relationship between visitors' co-creation associations and honesty. They proposed that customers who are highly (versus low) involved tend to take

more trips. But even with this realization, not much is known about the influential role of involvement as it is examined here in relation to customers' revisit intention. Therefore, the researchers formulated the following hypothesis:

H9: Involvement mediates revisit intention.



**Figure 2: Conceptual framework**

### 3. METHODOLOGY

#### 3.1 Population and sampling

The population in this study was students at the University of Bandar Lampung. According to Acharya et al. (2013), purposive sampling is implemented when researchers have individual targets with characteristics that match the research. The research model was developed through partial least squares structural equation modeling (SEM-PLS) and based on the theory of consumer involvement (Islam et al., 2019). The study used specific criteria with a total of 200 responding students. Data were collected using a Likert scale involving statements with possible alternative answers. Authenticity, interpersonal justice, prior experience, perceived quality, involvement, and revisit intention are the six variables used in the study.

#### 3.2 Data analysis

This study used a quantitative research design conducted using SEM-PLS 3.0 (Hair et al., 2019). To avoid the complexity of normality assumptions, partial least squares (PLS) is used to evaluate measurement and structural models, although survey research is rarely distributed normally. Therefore, PLS was used to test the effects of hypothetical moderation. In general, there are two methods to estimating SEM parameters: variance-



based (VB-SEM) and covariance-based (CB- SEM). SEM-PLS aims to maximize the variance of endogenous constructions described by exogenic and non-covariant constructions. SEM-PLS is a powerful estimator that applies to both theory/confirmation tests and theory development (Hair et al., 2019).

### 3.3 Measurement of variables

We customized the questionnaire from previous research on authenticity by using the item scale for each variable (Islam et al., 2019). Sample items include "Starbucks suits me" for authenticity and "Starbucks has a special relationship with the state of Israel" for involvement. To evaluate the revisit intention variable adjusted from the research (Meng & Choi, 2016), a sample item is "I'll probably visit Starbucks again". The items "I'm satisfied with Starbucks' service now and before" were adjusted from Aguilar-Rojas et al., (2015); Leineweber et al., 2020) and "Starbucks has its uniqueness" are sample items for the prior experience variable that were adopted from Islam et al., (2019); Mardikaningsih et al., (2023). The study by Pham et al. (2016), adopted for perceived quality questionnaire, such as "Staff serves the food ordered correctly". Overall, the questionnaire used a Likert scale throughout, with values ranging from one ("very much disagree") to five ("very much agree" (Harpe, 2015).

**Table 1. Research questionnaire**

Variable	Item	Description
Introduction	P1	Have you ever visited Starbucks?
	P2	Are you aware of the Starbucks boycott due to the Israeli-Palestinian war?
Authenticity (Islam et al., 2019)	A1	Starbucks is a product originally from the United States and is not related to the State of Israel.
	A2	Starbucks has its own uniqueness.
	A3	Starbucks suits me.
	A4	When visiting, I feel like I am visiting Starbucks in its native country.
Interpersonal justice (Aguilar-Rojas et al., 2015; Leineweber et al., 2020)	IJ1	I'm satisfied with the service provided by Starbucks.
	IJ2	The way Starbucks' employees communicate is in line with my expectations.
	IJ3	All consumers are served equally.
	IJ4	Starbucks' service was very good and fast.
Prior Experience (Islam et al., 2019; Mardikaningsih et al., 2023)	PE1	I'm a regular customer at Starbucks.
	PE2	My previous visit to Starbucks was great.
	PE3	The atmosphere inside Starbucks is great.
	PE4	I'm satisfied with Starbucks' service now and before.
Perceived quality (Pham et al., 2016)	PQ1	Starbucks' facilities (Wi-Fi, sofa, chair, table, toilet) are very good and visually attractive.
	PQ2	The room at Starbucks is clean.
	PQ3	Starbucks serves orders accurately.
	PQ4	Starbucks' operating hours are in line with my needs.
Involvement (Islam et al., 2019)	I1	Starbucks helps the state of Israel in the war with Palestine.
	I2	Starbucks is identical to the state of Israel.
	I3	Starbucks has a special relationship with the state of Israel.

	I4	Starbucks is directly involved in the war between Israel and Palestine.
Revisit intention (Meng & Choi, 2016)	RI1	I'll probably visit Starbucks again.
	RI2	Visiting Starbucks again within a certain period of time
	RI3	Recommend to a friend to come to Starbucks
	RI4	Pretending to be a loyal Starbucks consumer

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent description

Based on the data obtained from 200 respondents, characteristics concerning gender, age, and current year of study are summarized in Table 2 below.

**Table 2: Respondent demographic data**

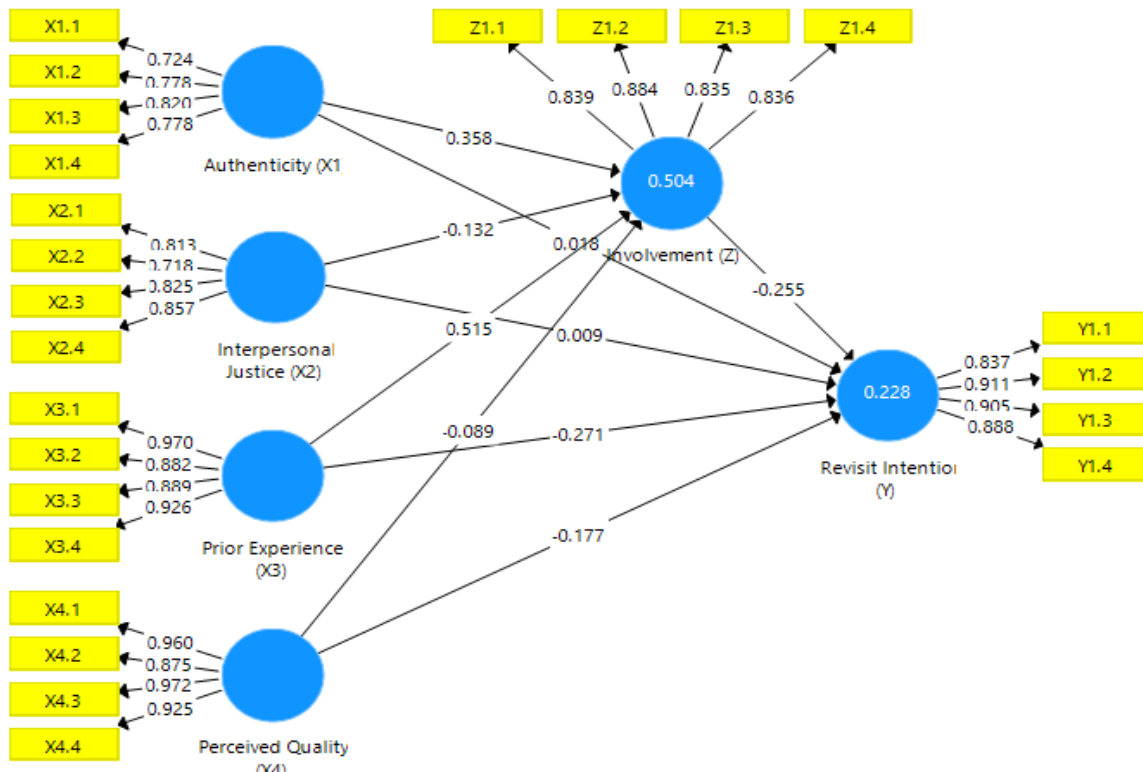
Characteristics	Description	Percentage
Gender	Male	38.5%
	Female	61.5%
Age	17 years	5.5%
	18–21 years	43%
	21–25 years	51.5%
Current year of study	Semester 1	13%
	Semester 3	8.5%
	Semester 5	10%
	Semester 7	68.5%

### 4.2 Outer model analysis

This model is employed to ascertain the connections among the variables and both convergent and discriminant validity.

#### A. Convergent validity

The convergent validity of a model is determined by the link between a reflecting indicator and the construction score, which serves as an evaluation of the model's accuracy. If an indicator's correlation value is greater than 0.70, it is deemed reliable; in large-scale development stage research, a loading of 0.50 to 0.60 is still acceptable. The result for outer loading indicates that all results are significant, with a loading factor below 0.60. The structural model in this study is shown in the following Figure 3.



**Figure 3: Outer model**

SmartPLS output gives the following results for outer loading.

**Table 3: Outer loading**

	X1	X2	X3	X4	Y	Z
X1.1	0.724					
X1.2	0.778					
X1.3	0.820					
X1.4	0.778					
X2.1		0.813				
X2.2		0.718				
X2.3		0.825				
X2.4		0.857				
X3.1			0.970			
X3.2			0.882			
X3.3			0.889			
X3.4			0.926			
X4.1				0.960		
X4.2				0.875		
X4.3				0.972		
X4.4				0.925		
Y1.1					0.837	
Y1.2					0.911	
Y1.3					0.905	

Y1.4					0.888	
Z1.1						0.839
Z1.2						0.884
Z1.3						0.835
Z1.4						0.836

In the diagrams and tables above, all indicators have a loading factor >0.70, which means that all the indicators are valid indicators to measure the structure.

### **B. Discriminant validity**

This section will describe the results of the discriminant validity test. A discriminant validity test uses cross-loading values. An indicator is declared to meet discriminant values when the cross-loading value of the indicator on the variable is larger than the other variable.

**Table 4: Cross loading**

	X1	X2	X3	X4	Y	Z
X1.1	<b>0.724</b>	0.135	0.212	-0.039	-0.134	0.323
X1.2	<b>0.778</b>	0.142	0.252	-0.038	-0.196	0.385
X1.3	<b>0.820</b>	0.125	0.367	-0.126	-0.169	0.491
X1.4	<b>0.778</b>	0.046	0.259	-0.008	0.121	0.422
X2.1	0.184	<b>0.813</b>	0.235	-0.005	-0.060	0.087
X2.2	0.205	<b>0.718</b>	0.196	0.009	-0.040	0.062
X2.3	0.046	<b>0.825</b>	0.281	0.085	-0.093	0.061
X2.4	0.078	<b>0.857</b>	0.289	0.121	-0.129	0.043
X3.1	0.335	0.315	<b>0.970</b>	-0.054	-0.377	0.585
X3.2	0.362	0.239	<b>0.882</b>	-0.021	-0.341	0.542
X3.3	0.289	0.298	<b>0.889</b>	-0.031	-0.404	0.535
X3.4	0.334	0.309	<b>0.926</b>	-0.049	-0.383	0.555
X4.1	-0.078	0.048	-0.022	<b>0.960</b>	-0.132	-0.152
X4.2	-0.045	0.064	-0.072	<b>0.875</b>	-0.044	-0.112
X4.3	-0.084	0.061	-0.022	<b>0.972</b>	-0.162	-0.142
X4.4	-0.056	0.118	-0.021	<b>0.925</b>	-0.126	-0.114
Y1.1	-0.258	0.105	-0.334	-0.134	<b>0.837</b>	-0.377
Y1.2	-0.178	0.146	-0.382	-0.093	<b>0.911</b>	-0.368
Y1.3	-0.158	0.083	-0.384	-0.012	<b>0.905</b>	-0.330
Y1.4	-0.112	0.042	-0.352	-0.134	<b>0.888</b>	-0.278
Z1.1	0.479	0.015	0.443	-0.046	-0.266	<b>0.839</b>
Z1.2	0.406	0.130	0.582	-0.208	-0.355	<b>0.884</b>
Z1.3	0.397	0.068	0.515	-0.120	0.365	<b>0.835</b>
Z1.4	0.522	0.037	0.504	-0.095	-0.312	<b>0.836</b>

Table 4 above shows that all constructs or latent variables demonstrate superior discriminant validity. An additional method to assess discriminant validity is to examine the extracted average variance square root value (AVE). For a good model, a value above 0.5 is advised.

### **C. Composite reliability and Cronbach's alpha**

Composite reliability test measures the internal consistency of the scale items. If a construct's composite reliability value is greater than 0.60, it is considered dependable.

Additionally, the validity of a construct or latent variable can be determined by examining Cronbach's alpha value. If a construct's Cronbach's alpha is greater than 0.7, then it is reliable. Table 5 shows the loading values for the research's construct variables obtained through the use of Smart PLS software.

**Table 5: Construct reliability and validity**

	Cronbach's alpha	Composite reliability	AVE
Authenticity (X1)	0.782	0.858	0.602
Interpersonal justice (X2)	0.824	0.880	0.648
Prior experience (X3)	0.937	0.955	0.842
Perceived quality (X4)	0.952	0.965	0.872
Revisit intention (Y)	0.908	0.911	0.784
Involvement (Z)	0.870	0.936	0.720

Table 5 demonstrates that each variable's AVE is greater than 0.50, meaning that all constructs are reliable. Consequently, each variable has high discriminant validity. It can also be seen in Table 5 that each variable's composite reliability value exceeds 0.60. These findings demonstrate that every variable satisfies the composite reliability requirements, leading to the conclusion that the variable has a significant degree of realism.

It can also be seen from the above table that every study variable satisfies the Cronbach's alpha criterion, indicating that all of the variables have a high degree of reliability. Each variable's construct value is greater than 0.70. Thus, it can be said that the research's indicators have a high degree of discriminant validity.

### 4.3 Inner model analysis

An inside model assessment is done to ensure that the structural model is reliable and precise. The following shows the steps of analysis undertaken in order to evaluate the structural model.

#### A. Determination coefficient ( $R^2$ )

There are three categories of grouping of  $R^2$  values: a value of 0.67 is considered strong; a value of 0.33 is moderate/medium; and a value of 0.19 is weak. Data processing using SmartPLS 3.0 produced the following  $R^2$  values.

**Table 6: R squared results**

	R squared
Revisit intention (Y)	0.228
Involvement (Z)	0.504

The  $R^2$  value of 0.228 is weak, while 0.504 is moderate/moderate. To find out how R square affects other variables, add its number to the percentage. Recurrence intention and engagement performance are shown to be 22.8% and 50.4%, respectively, with the remaining percentages being impacted by various factors.

### B. Goodness of fit (GoF)

If the test of goodness of fit has a normed fit index (NFI) value greater than 0.9, the model is considered to have a good fit. Based on data processing using SmartPLS 3.0, obtained the model fit values are as follows.

**Table 7: Goodness of fit model**

	Saturated model	Estimated model
SRMR	0.077	0.077
d_ULS	1.760	1.897
d_G	1.779	1.788
Chi-square	1682.562	1682.562
NFI	0.651	0.651

The result of the goodness test of fit model PLS in Table 7 above shows an NFI value  $0.651 < 0.9$ . NFI is a goodness-of-fit index used in structural equation modeling to assess how well the hypothesized model fits the observed data. It compares the discrepancy in fit between the proposed model and the null model (independence model). NFI values range from 0 to 1, with higher values indicating better fit. A value closer to 1 indicates a better fit of the model to the data. The model does not satisfy the requirements for model fit. On the other hand, the standardized root mean square (SRMR) value is  $0.077 < 0.08$ . SRMR is a measure of the discrepancy between the observed correlations among variables and the correlations reproduced by the model. It evaluates how well the model's reproduced correlations match the observed correlations, with lower values indicating better fit. It can therefore be concluded that the model can be used and is good at describing the relationships between variables.

### 4.4 Hypothesis testing

After evaluating the internal framework, it is necessary to assess the connection between the latent constructs proposed by this study. This study's hypotheses were tested by looking at t-statistics and P-values. A hypothesis is confirmed when t-statistics values are greater than 1.96 and P-values are less than 0.05. Table 8 shows the results of the path coefficients (direct effect).

**Table 8: Path coefficients (direct effect)**

	Direct effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P values	Description
H5	X1 → Y	0.018	0.021	0.072	0.242	0.405	Rejected
H6	X2 → Y	0.009	-0.011	0.075	0.114	0.455	Rejected
H7	X3 → Y	-0.271	-0.260	0.113	2.395	0.008	Accepted
H8	X4 → Y	-0.177	-0.175	0.080	2.215	0.014	Accepted
H9	Z → Y	-0.255	-0.268	0.100	2.554	0.005	Accepted

Table 8 indicates that of the five directly influential hypotheses, two hypotheses are rejected (H5 and H6) because of t-statistics values lower than 1.96 and P-values greater

0.05, while three other hypotheses are accepted because of t-statistic values greater than 1.96 and P-values lower than 0.05.

**Table 9: Path coefficients (indirect effect)**

	Indirect effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P values	Description
H1	X1 → Z → Y	0.358	0.362	0.076	4.714	0.000	Accepted
H2	X2 → Z → Y	-0.132	-0.111	0.053	2.506	0.006	Accepted
H3	X3 → Z → Y	0.515	0.496	0.080	6.461	0.000	Accepted
H4	X4 → Z → Y	-0.089	-0.090	0.062	1.423	0.078	Rejected

The table indicates that three of the hypotheses have been accepted due to t-statistics values greater than 1.96 and P-values lower than 0.05, while one hypothesis (H4) is rejected because of a t-statistics value lower than 1.96 and a P-value greater than 0.05.

- **Involvement mediates the influence of authenticity on revisit intention.** The results showed that the t-statistics value on this variable is 2.506 and the P-value is 0.006, showing the impact of authenticity on revisit intention. This analysis aligns with the research carried out by Meng and Choi (2018) which notes that authenticity is positively related to revisit intention and involvement acts as a mediator. Themes in hospitality have validated the relationship between authenticity and commitment. Customers are involved as a result of outside factors like risk implications, enjoyment value, and brand value (Chang, 2016).
- **Involvement mediates the influence of interpersonal justice on revisit intention.** The results showed that the t-statistics value on this variable is 4.714 and the P-value is 0.006, indicating that involvement mediates the influence of interpersonal justice on revisit intention. This is consistent with Meng and Choi (2018), who noted that personal aspects of employees encourage client sentiments, which ultimately impact the intention to return. On the same basis, This study highlights that clients' conceptions of justice and satisfactory therapy on an emotional level are closely linked, and they are inclined to support these notions.
- **Involvement mediates the influence of prior experience on revisit intention.** The results showed that the t-statistics value on this variable is 6.461 and the P-value is 0.000, indicating that involvement mediates the influence of prior experience on the revisit intention. Previous studies (Islam et al., 2019) have shown that a healthy relationship between service providers and customers has a positive impact on the intention to revisit.
- **Involvement does not mediate the influence of perceived quality on revisit intention.** The results showed that the t-statistics value on this variable is 1.423 and the P-value is 0.078, proving that involvement does not mediate the influence of perceived quality on the revisit intention. This is contrary to the research by Dipietro and Campbell (2014). The reason may be that the good or bad quality of a company's service is determined by the consumer's experience of a product. Enhancing the

consumer experience leads to consumers' high level of involvement in products within specific categories such as a smartphone company that consistently focuses on enhancing the consumer experience through innovative features, user-friendly interfaces, and exceptional customer service.

- **Authenticity has no significant influence on revisit intention.** The results showed that the t-statistics value on this variable is 0.242 and the P-value is 0.405, which means that authenticity does not have a significant influence on revisit intention. This contradicts research conducted by Daugstad and Kirchengast (2013), Islam et al. (2019), and Shi et al. (2022), which states that if the authenticity is high and significant, it can influence the tourist to return to a tourist destination: this statement says that authenticity has a significant influence on the behavior of tourists in relation to their revisit intention.
- **Interpersonal justice has no significant influence on revisit intention.** The results showed that the t-statistics value on this variable is 0.114 and the P-value is 0.455, indicating that interpersonal justice does not have a significant influence on the revisit intention. Rashid's (2014) study on recovery's contribution to satisfaction acknowledged the impact of customers' perception of justice in the formation of evaluative assessments on service situations involving conflict. The concept of justice based on social psychology is considered suitable to examine individual responses to service meetings involving failure and recovery. This research contradicts the research carried out by Islam et al. (2019), who found that interpersonal justice has a significant positive influence on revisit intention.
- **Prior experience has a positive and significant influence on revisit intention.** The results showed that the t-statistics value on this variable is 2.395 and the P-value is 0.008, meaning that prior experience has an influence on revisit intention. This study is in line with that conducted by Baloglu et al. (2019) which stated that customers with good experiences are more satisfied and feel nostalgic about returning to the same place.
- **Perceived quality has a positive and significant influence on revisit intention.** The results showed that the t-statistics value on this variable is 2.215 and the P-value is 0.014, indicating that perceived quality affects revisit intention. This is in line with Pham et al. (2016), who found a significant positive relationship between perceived quality and revisit intention.
- **Involvement has a positive and significant influence on the revisit intention.** The results showed that the t-statistics value on this variable is 2.554 and the P-value is 0.005, meaning that involvement influences revisit intention. This research is consistent with that by Islam et al. (2019), which states that in general, involvement indicates the level of relevance and perceived importance associated with an object that makes it valuable to a person.



## 6. CONCLUSION AND SUGGESTIONS

### 6.1 Conclusion

This research not only provides theoretical consequences but is helpful from a practical perspective. The findings reveal that revisit intentions among coffee shop consumers depend on many variables, such as involvement, prior experience, and perceived quality, but are not influenced by authenticity or interpersonal justice. Furthermore, revisit intention is mediated by customers' involvement, who are impacted by authenticity, interpersonal justice, and prior experience, but not by perceived quality.

The findings also address repeated visits to one of the market coffee shops in Indonesia affected by the boycott due to the conflict between Israel and Palestine. The study found that students at Bandar Lampung University participated in the boycott and did not make repeated visits to the boycotted coffee shops. This indicates students' level of concern and literacy as the generation with the intellectual ability to understand more of the information about what is happening.

### 6.2 SUGGESTION

Regardless of its theoretical and practical implications, this research is not free of limitations. The research is based on a millennial generation that is more focused on exploring the latest news. Given that this trait could impact the study's findings, it is recommended to conduct further research with respondents from different age categories. Finally, it is suggested that future researchers undertake qualitative research to gain a deeper understanding of the outcome's direction.

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