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ANALYSIS OF SOCIAL MEDIA MARKETING, NEW CULTURAL MARKETING AND SERVICESCAPE ON REPURCHASE INTENTION AT LANGIT SOCIETY CAFE

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Abstract

This study was motivated by the fluctuating sales performance of Cafe Langit Society and the results of a preliminary survey indicating that consumers' repurchase intention had not yet been optimally established. This study aims to analyze the effects of Social Media Marketing, New Cultural Marketing, and Servicescape on consumers' Repurchase Intention at Cafe Langit Society, both partially and simultaneously. This study employed a quantitative approach with an associative research design. The sampling technique used was nonprobability sampling using purposive sampling, involving a total of 135 respondents. Data were collected through questionnaires using a Likert scale and processed using IBM SPSS Statistics version 27. The analytical techniques included multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination. The results showed that Social Media Marketing had a positive and significant effect on Repurchase Intention, with a t-value of 3.552 and a significance value of 0.001. New Cultural Marketing also had a positive and significant effect on Repurchase Intention, with a t-value of 3.363 and a significance value of 0.001. Servicescape had a positive and significant effect on Repurchase Intention, with a t-value of 4.380 and $p < 0.001$. Servicescape had the highest standardized beta coefficient of 0.349, indicating that it was the variable with the relatively strongest influence on Repurchase Intention. Simultaneously, Social Media Marketing, New Cultural Marketing, and Servicescape had a significant effect on Repurchase Intention, with an F-value of 56.334 and $p < 0.001$. The adjusted R-squared (R^2) value of 0.553 indicates that the three variables explained 55.3% of the variation in Repurchase Intention, while the remaining 44.7% was explained by other factors outside this study. Therefore, the better the implementation of Social Media Marketing, New Cultural Marketing, and Servicescape, the higher the consumers' Repurchase Intention at Cafe Langit Society.

Keywords: Social Media Marketing, New Cultural Marketing, Servicescape, Repurchase Intention

INTRODUCTION

Marketing focuses on creating value for customers, building enduring relationships, and fostering continued use of products or services. In this context, marketing success is also measured by a company's ability to drive repurchase intentions—the consumer's inclination to purchase again after experiencing the product or service (Chatzoglou et al., 2022). These conditions indicate significant opportunities for the coffee commodity, regarding both production and market demand. Furthermore, rising domestic coffee consumption is fueling the growth of coffee shop businesses across various regions. This phenomenon demonstrates that coffee has evolved beyond a mere consumption necessity into an integral part of the lifestyle for many, particularly Millennials and Gen Z. Consequently, consumers have become increasingly selective when choosing coffee shops, basing their decisions not only on the products offered but also on service quality, the overall experience, and interactions facilitated through social media.

Competition within the coffee shop industry is also evident in Medan City. Research by Sihombing (2025) indicates that coffee shops in Medan are widely distributed across various districts in significant numbers, reflecting a high level of business competition in the sector. The large number of operators offering diverse concepts provides consumers with numerous alternatives, thereby increasing the likelihood of them switching from one coffee shop to another. One area experiencing rapid development is the Medan Marelan District. This region holds significant market potential, driven by a large population and expanding economic activity. The proliferation of coffee shops in the area has intensified competition, requiring business operators to effectively attract and retain their customers.

Based on available data, sales at Langit Society café have shown fluctuations. Total sales were recorded at IDR 828,000,000 in 2022, rising to IDR 856,000,000 in 2023. Sales increased further to IDR 870,000,000 in 2024 but subsequently declined to IDR 850,000,000 in 2025. These fluctuations indicate inconsistent sales performance, potentially driven by factors such as reduced repeat purchase interest, heightened competition, and ineffective marketing strategies. Therefore, this situation requires further analysis to identify the specific factors causing these sales fluctuations.

According to Tjiptono (2022), repurchase intention reflects a consumer's tendency to purchase a product again in response to perceived satisfaction. Furthermore, repurchase intention indicates a consumer's desire to make a repeat purchase, a desire influenced by prior experiences and satisfaction levels (Prabowo, 2025). Pre-survey results indicate that repurchase intention at Cafe Langit Society is not yet optimal. This is evident from the percentage of respondents who expressed disagreement with the various indicators of repurchase intention. These findings suggest that a portion of consumers lack a strong desire to make repeat purchases, make Cafe Langit Society their primary choice, seek further information, or recommend the establishment to others. One factor likely to influence repurchase intention is social media marketing. In today's digital era, social media serves as a means to reach a wider consumer base and establish communication with customers. However, visitor numbers have not reached their full potential, indicating that the use of social media as a promotional tool has not yet been sufficiently effective in driving interest in visiting.

This situation relates to social media marketing—a marketing approach that utilizes digital platforms to foster relationships and interactions between companies and their customers. According to Chaffey and Ellis-Chadwick (2022), social media marketing involves using social media to interact with consumers and digitally promote products or services. In line with this, research indicates that social media marketing plays a role in fostering communication, connection, and consumer engagement with a brand (Dwivedi et al., 2021). However, pre-survey results reveal that social media marketing at Cafe Langit Society is not yet functioning optimally. This is evident from the significant number of respondents who expressed disagreement regarding the indicators of Communication, Connection, and Context. These findings suggest that Cafe Langit Society's use of social media has not yet fully succeeded in effectively conveying information, building customer relationships, or presenting content that is engaging and easy to understand.

In addition to social media marketing, "New Cultural Marketing" is another factor influencing repurchase intention. Nowadays, customers look beyond the menu; they also consider the café's concept, atmosphere, comfort, and the social interaction experience during their visit. According to Prabowo (2025), New Cultural Marketing is a modern marketing approach that aligns strategies with consumer behavior, culture, and needs. Pre-survey results indicate that the implementation of New Cultural Marketing at Cafe Langit Society has not been effective. This is evident from the significant percentage of respondents who expressed disagreement regarding the "Uniqueness" and "Personable" indicators. These findings suggest that there are still aspects of New Cultural Marketing implementation at Cafe Langit Society that require attention. In addition to marketing strategies rooted in "New Cultural Marketing," the servicescape also plays a crucial role, as the customer experience in a café relies heavily on the atmosphere, layout, comfort, and visual appearance of the venue.

In the coffee shop industry, customers consider not only the available menu offerings but also the venue's condition, comfort, layout, cleanliness, lighting, and additional amenities. However, the lack of sustained sales growth suggests that the physical environment of Cafe Langit Society may be failing to provide the level of comfort and experience that customers expect. This situation relates to the concept of "Servicescape"—the physical environment where a service is delivered, designed to influence consumer perceptions, emotions, and behaviors during the service encounter (Lovelock & Wirtz, 2021). Consistent with this, Ali et al. (2021) explain that a well-managed Servicescape can shape positive consumer experiences and evaluations of the service, thereby increasing the likelihood of repeat purchases. Pre-survey results indicate that the servicescape at Cafe Langit Society is not functioning effectively. This is evident from the significant number of respondents who expressed disagreement regarding indicators such as spatial layout and functionality, signs, symbols and artifacts, and ambient conditions. These findings suggest that the physical environment of Cafe Langit Society fails to provide the comfort, convenience, and visual appeal that consumers expect during their visits.

Based on an analysis of the observed phenomena, sales data, pre-survey results, and customer reviews, the suboptimal repurchase intention among Cafe Langit Society customers appears to be linked to three factors: Social Media Marketing, New Cultural Marketing, and Servicescape. Social Media Marketing concerns how the café conveys information and fosters interaction with customers via social media. New Cultural Marketing relates to the café's ability to establish a unique identity, appeal, and character recognizable to customers, while Servicescape

pertains to the physical environment and facilities experienced by customers during their visits. These three variables are interconnected with customers' experiences and perceptions of Cafe Langit Society, ultimately influencing their likelihood of making a repeat purchase. Based on the background that has been described, several problems can be identified as follows:

1. Cafe Langit Society's sales will fluctuate during the 2022–2025 period, with sales increasing from 2022 to 2024 and decreasing sales in 2025.
2. Competition for coffee shops in the Medan Marelan area and its surroundings is quite high, so Cafe Langit Society needs to have an advantage in attracting and retaining consumers.
3. Repurchase Intention of Cafe Langit Society consumers has not been formed optimally, especially in the aspects of Preferential Interest, Exploratory Interest and Referential Interest which are still considered low by consumers.
4. Social Media Marketing carried out by Cafe Langit Society is not fully optimal, especially in the Communication, Connection and Context aspects which are still considered low by consumers.
5. New Cultural Marketing at Langit Society Cafe has not been fully able to shape the cafe's appeal and characteristics, especially in the aspects of Uniqueness and Personality which are still considered low by consumers.
6. The Langit Society Cafe servicescape does not fully support consumer comfort, especially in the Spatial Layout and Functionality aspects related to the layout and functionality of the facilities.

LITERATURE REVIEW

Repurchase Intention

According to Prabowo et al (2025), repurchase intention refers to a consumer's consideration regarding the repurchase of a product or service, taking into account specific circumstances and conditions as well as their perceived level of satisfaction. This definition emphasizes that repurchase intention is not merely a matter of consumer desire but also involves deliberation prior to making a subsequent purchase decision. In other words, consumers may reconsider their choice of product or service based on the conditions they face and their prior assessments. Consistent with this view, Teo et al. (2025) explain that repurchase intention is linked to the consumer's post-purchase evaluation.

Social Media Marketing

According to Tuten & Solomon (2023), social media marketing is a marketing activity that utilizes social media to build relationships with consumers, foster engagement, and deliver value through relevant and compelling content. Aligning with this view, Kotler & Keller (2022) explain that social media marketing is a component of digital marketing that companies can use to establish communication, strengthen customer relationships, and enhance consumer engagement with products or services. Chaffey and Ellis-Chadwick (2022) explain that social media is a digital marketing tool that enables companies to promote products, increase brand awareness, and interact with consumers.

New Cultural Marketing

According to Kotler et al. (2022), consumer behavior is linked to various factors, including culture, the social environment, and lifestyles evolving within society. Furthermore, Prabowo (2025) explains that New Cultural Marketing is a broad, modern marketing approach that is not limited to a single type of marketing strategy. This approach prioritizes an understanding of the consumer as a foundation for tailoring strategies to the interests, culture, and needs of target customer groups. New Cultural Marketing can be implemented by establishing alignment between a brand's character and the lives of its consumers. This effort goes beyond mere promotion; it can be realized through compelling concepts, appropriate communication styles, and experiences that hold value for consumers.

Servicescape

According to Zeithaml et al. (2020), the physical environment is a tangible element in service marketing that helps support the service delivery process to consumers. Consistent with this view, Lovelock and Wirtz (2021) explain that the "servicescape" comprises several physical environment elements found within the service setting. These elements include ambient conditions, spatial layout and functionality, as well as signs, symbols, and artifacts.

Improper management of the servicescape can create unfavorable conditions for consumers. An overly cramped environment, disorganized layout, malfunctioning facilities, poor cleanliness, or unsupportive visual elements can diminish consumer comfort.

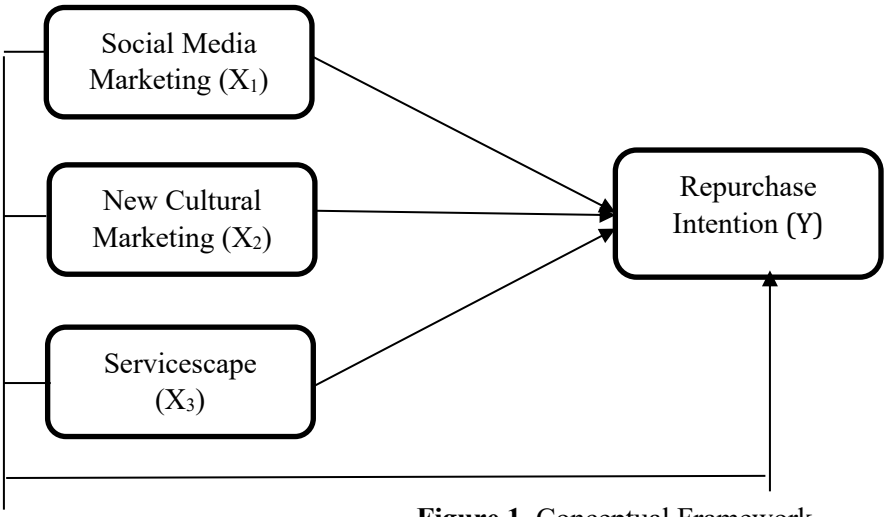


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Social Media Marketing has a positive and significant effect on Repurchase Intention at Cafe Langit Society.
2. H2: New Cultural Marketing has a positive and significant effect on Repurchase Intention at Cafe Langit Society.
3. H3: Servicescape has a positive and significant effect on Repurchase Intention at Cafe Langit Society.
4. H4: Social Media Marketing, New Cultural Marketing, and Servicescape simultaneously have a positive and significant effect on Repurchase Intention at Cafe Langit Society.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted at Cafe Langit Society, a coffee shop located at Jl. Marelan V No. 8, Rengas Pulau, Medan Marelan District, Medan City, North Sumatra 20255. The study was carried out from March to July 2026. The analysis tool used SPSS version 25 software. This population was selected because consumers who have made a purchase possess direct experience with the products and services provided by Cafe Langit Society, including experiences related to Social Media Marketing, New Cultural Marketing, and the servicescape. Such experience enables consumers to evaluate the "Repurchase Intention" variable based on their actual interactions with Cafe Langit Society. Consequently, consumers who have made a purchase are considered relevant to the research objectives and the characteristics of the variables under study.

The exact size of the population for this study cannot be determined, as there is no available data indicating the total number of consumers who have made purchases at Cafe Langit Society within a specific period. Thus, the population falls into the category of an "unknown population." This study employs a non-probability sampling technique, specifically purposive sampling. Non-probability sampling is a technique that does not afford every member of the population an equal chance of being selected as a sample. Meanwhile, purposive sampling is a technique wherein the sample is selected based on specific considerations or criteria established in alignment with the research objectives. The considerations or criteria for the sample in this study are as follows:

1. Respondents must be at least 17 years of age.
2. Respondents must have visited and made a purchase at Cafe Langit Society at least once.
3. Respondents must have viewed or accessed Cafe Langit Society's promotions via social media.
4. Respondents must have enjoyed the facilities and experienced the atmosphere of Cafe Langit Society during their visit.
5. Respondents must be willing to complete the entire questionnaire fully and accurately, based on their actual experiences.

Since the population size in this study is not precisely known (unknown population), the researcher uses the Lemeshow formula to determine the required sample size. The Lemeshow formula used in this study is as follows:

$$n = \frac{Z^2 \, P(1 - P)}{d^2}$$

$$n = \frac{(1,96)^2 (0,5)(1 - 0,5)}{(0,10)^2}$$

$$n = \frac{3,8416 (0,5)(0,5)}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Note:
n = Sample size
Z : Z-score for 95% confidence = 1.96
P : Maximum estimate = 0.5
d : Alpha (0.10) or sampling error of 10%

Based on the Lemeshow formula calculation above, the resulting value for *n* is 96.04; therefore, the study requires data from a minimum of 97 respondents. While the calculation yielded a minimum sample size of 96.04—rounded up to 97—the researcher increased the sample size to 135 respondents to ensure data adequacy and account for potentially unusable data, resulting in a total of 135 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Social Media Marketing, New Cultural Marketing, Servicescape, Repurchase Intention

Statement Items	r-count	r-table	Description
SCM1	0,722	0,361	Valid
SCM2	0,596	0,361	Valid
SCM3	0,711	0,361	Valid
SCM4	0,805	0,361	Valid
SCM5	0,678	0,361	Valid
SCM6	0,842	0,361	Valid
NCM1	0,802	0,361	Valid
NCM2	0,801	0,361	Valid
NCM3	0,678	0,361	Valid
NCM4	0,736	0,361	Valid
NCM5	0,789	0,361	Valid
NCM6	0,715	0,361	Valid
S1	0,762	0,361	Valid
S2	0,673	0,361	Valid
S3	0,768	0,361	Valid
S4	0,799	0,361	Valid
S5	0,657	0,361	Valid
S6	0,564	0,361	Valid
RI1	0,791	0,361	Valid

Statement Items	r-count	r-table	Description
RI2	0,803	0,361	Valid
RI3	0,661	0,361	Valid
RI4	0,877	0,361	Valid
RI5	0,849	0,361	Valid
RI6	0,832	0,361	Valid
RI7	0,874	0,361	Valid
RI8	0,766	0,361	Valid

Sources: SPSS version 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Social Media Marketing, New Cultural Marketing, Servicescape, Repurchase Intention

Variabel	Cronbach Alpha	Provision	Description
Social Media Marketing	0,822	0,60	Reliable
New Cultural Marketing	0,839	0,60	Reliable
Servicescape	0,794	0,60	Reliable
Repurchase Intention	0,924	0,60	Reliable

Sources: SPSS version 25 (2026)

It is known that the Cronbach's alpha value for all research variables of social media marketing, new cultural marketing, servicescape and repurchase intention is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	135
Mean	0.0000000
Std. Deviation	2.11251540
Absolute	0.073
Positive	0.073
Negative	-0.056
Test Statistic	0.073
Asymp. Sig. (2-tailed)	0.078

Sources: SPSS version 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.078 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	3.351	2.427		1.381	0.170		
Social Media Marketing	0.384	0.108	0.286	3.552	0.001	0.513	1.949
New Cultural Marketing	0.303	0.090	0.243	3.363	0.001	0.636	1.572
Servicescape	0.524	0.120	0.349	4.380	0.001	0.525	1.904

Sources: SPSS version 25 (2026)

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It is known that the results of the multicollinearity test for the social media marketing, new cultural marketing, servicescape variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 5. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	3.944	1.589		2.482	0.014
Social Media Marketing	-.046	0.071	-.079	-.653	0.515
New Cultural Marketing	-.065	0.059	-.120	-1.107	0.271
Servicescape	0.020	0.078	0.030	0.256	0.799

Sources: SPSS version 25 (2026)

Based on the heteroscedasticity test results in Table 5 above, it can be observed that:

1. The significance value for the Social Media Marketing variable is 0.515 (> 0.05), indicating the absence of heteroscedasticity.
2. The significance value for the New Cultural Marketing variable is 0.271 (> 0.05), indicating the absence of heteroscedasticity.
3. The significance value for the Servicescape variable is 0.799 (> 0.05), indicating the absence of heteroscedasticity.

Thus, it can be concluded that heteroscedasticity is not present in any of the variables.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	3.351	2.427		1.381	0.170		
Social Media Marketing	0.384	0.108	0.286	3.552	0.001	0.513	1.949
New Cultural Marketing	0.303	0.090	0.243	3.363	0.001	0.636	1.572
Servicescape	0.524	0.120	0.349	4.380	0.001	0.525	1.904

Sources: SPSS version 25 (2026)

Based on the results presented in Table 4.15 above, the multiple linear regression equation derived from the unstandardized coefficients column is as follows:

$$\mathbf{Y = 3.351 + 0.384X1 + 0.303X2 + 0.524X3 + e}$$

Based on this equation, the following interpretations can be made:

1. The constant value of 3.351 indicates that if Social Media Marketing (X1), New Cultural Marketing (X2), and Servicescape (X3) are zero, Repurchase Intention is estimated to be 3.351.
2. The regression coefficient for Social Media Marketing (X1) is 0.384 and is positive. This indicates that for every one-unit increase in Social Media Marketing—assuming the other independent variables remain constant—Repurchase Intention will increase by 0.384.
3. The regression coefficient for New Cultural Marketing (X2) is 0.303 and is positive. This indicates that for every one-unit increase in New Cultural Marketing—assuming the other independent variables remain constant—Repurchase Intention will increase by 0.303.
4. The regression coefficient for Servicescape (X3) is 0.524 and is positive. This indicates that for every one-unit increase in Servicescape—assuming the other independent variables remain constant—Repurchase Intention will increase by 0.524.

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Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	3.351	2.427		1.381	0.170
Social Media Marketing	0.384	0.108	0.286	3.552	0.001
New Cultural Marketing	0.303	0.090	0.243	3.363	0.001
Servicescape	0.524	0.120	0.349	4.380	0.001

Sources: SPSS version 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Social Media Marketing variable (X1) yielded a calculated t-value of 3.552, which is greater than the t-table value of 1.978 (3.552 > 1.978), with a significance value of 0.001 < 0.05. Furthermore, the regression coefficient for the Social Media Marketing variable is positive. Thus, H1 is accepted and H0 is rejected. This means that Social Media Marketing (X1) has a positive and significant effect on Repurchase Intention (Y).
2. The New Cultural Marketing variable (X2) yielded a calculated t-value of 3.363, which is greater than the t-table value of 1.978 (3.363 > 1.978), with a significance value of 0.001 < 0.05. Furthermore, the regression coefficient for the New Cultural Marketing variable is positive. Thus, H2 is accepted and H0 is rejected. This means that New Cultural Marketing (X2) has a positive and significant effect on Repurchase Intention (Y).
3. The Servicescape variable (X3) yielded a calculated t-value of 4.380, which is greater than the t-table value of 1.978 (4.380 > 1.978), with a significance value of 0.001 < 0.05. Furthermore, the regression coefficient for the Servicescape variable is positive. Thus, H3 is accepted and H0 is rejected. This means that Servicescape (X3) has a positive and significant effect on Repurchase Intention (Y).

Meanwhile, to determine the magnitude of the contribution of each independent variable to the dependent variable, calculations were performed using the formula: Beta × Zero-order. Beta represents the standardized regression coefficient, whereas the zero-order value represents the correlation between each independent variable and the dependent variable without controlling for the other independent variables. The following are the calculations regarding the contribution of each independent variable's influence on Repurchase Intention:

Social Media Marketing (X1)
= 0.286 × 0.650
= 0.185900 or 18.59%

New Cultural Marketing (X2)
= 0.243 × 0.591
= 0.143613 or 14.36%

Servicescape (X3)
= 0.349 × 0.668
= 0.233132 or 23.31%

Based on these calculations, it is evident that the variable contributing the greatest influence on Repurchase Intention is Servicescape (X3) at 23.31%, followed by Social Media Marketing (X1) at 18.59% and New Cultural Marketing (X2) at 14.36%. Thus, Servicescape is the variable that makes the largest contribution to the Repurchase Intention of Cafe Langit Society consumers compared to the other independent variables. Summing these three contributions yields a total value of:
18.59% + 14.36% + 23.31% = 56.26%

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	771.477	3	257.159	56.334	0.001[b]
Residual	598.005	131	4.565		
Total	1369.481	134			

Sources: SPSS version 25 (2026)

Based on the above, the calculated F-value is 56.334, while the F-table value at α = 0.05 with df2 = 131 is 2.67. Since 56.334 > 2.67, it can be concluded that the variables Social Media Marketing (X1), New Cultural Marketing (X2), and Servicescape (X3) collectively have a significant effect on Repurchase Intention (Y) at Cafe

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Langit Society. Furthermore, the F-probability value (Sig.) is 0.001; given that the previously established significance level (α) is 0.05, and since the Sig. value of 0.001 is less than 0.05, it can be concluded that Social Media Marketing (X1), New Cultural Marketing (X2), and Servicescape (X3) simultaneously have a significant effect on Repurchase Intention (Y) at Cafe Langit Society.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.751[a]	0.563	0.553	2.137

Sources: SPSS versi 25 (2025)

It is found that the Adjusted R-squared value is 0.553, or 55.3%. This indicates that the variables Social Media Marketing (X1), New Cultural Marketing (X2), and Servicescape (X3) account for 55.3% of the variation in Repurchase Intention (Y), while the remaining 44.7% is explained by other variables not examined in this study.

Discussion

The Analysis of Social Media Marketing on Repurchase Intention

Based on the t-test results, the Social Media Marketing variable (X1) yielded a calculated t-value of 3.552—exceeding the t-table value of 1.978—with a significance level of 0.001 (below the 0.05 threshold). The regression coefficient of 0.384 indicates a positive direction of influence. Consequently, H1 is accepted and H0 is rejected, signifying that Social Media Marketing has a partial, positive, and significant effect on the repurchase intention of Cafe Langit Society consumers. This coefficient indicates that for every one-unit increase in Social Media Marketing, repurchase intention is estimated to increase by 0.384 units, assuming the New Cultural Marketing and Servicescape variables remain constant. Calculations using Standardized Coefficients Beta and zero-order values reveal that Social Media Marketing contributes 18.59% to repurchase intention. These results demonstrate that the presence and management of social media marketing activities are factors that foster consumer interest in revisiting or making repeat purchases at Cafe Langit Society. These findings align with Dwivedi et al. (2021), who explain that social media marketing plays a role in enhancing consumer engagement, which in turn influences consumer attitudes, perceptions, and behaviors toward a brand. This supports the current study's results, as interaction and communication via social media can heighten consumer engagement with Cafe Langit Society. When consumers receive information and have opportunities to interact through social media, the relationship between the consumer and the café can be better maintained. Such engagement fosters a more positive perception of the café and serves as a factor-consumers consider when making future choices. Thus, effective use of social media can encourage a consumer tendency to revisit or make repeat purchases.

The Analysis of New Cultural Marketing on Repurchase Intention

Based on the t-test results, the New Cultural Marketing variable (X2) yielded a calculated t-value of 3.363—exceeding the t-table value of 1.978—with a significance level of 0.001 (below the 0.05 threshold). The regression coefficient of 0.303 indicates a positive direction of influence. Consequently, H2 is accepted and H0 is rejected, signifying that New Cultural Marketing has a partial, positive, and significant effect on the repurchase intention of Cafe Langit Society consumers. This coefficient indicates that for every one-unit increase in New Cultural Marketing, repurchase intention is estimated to increase by 0.303 units, assuming the Social Media Marketing and Servicescape variables remain constant. Calculations based on Standardized Coefficients Beta and zero-order values reveal that New Cultural Marketing contributes 14.36% to repurchase intention. These findings align with the study by Prabowo et al. (2025), which demonstrated that New Cultural Marketing positively influences the repurchase intention of coffee shop customers. Such findings support the current study, as strategies capable of establishing identity, uniqueness, and alignment with consumer lifestyles can create more memorable experiences. These factors can encourage consumers to reconsider Cafe Langit Society and make a subsequent purchase.

The Analysis of Servicescape on Repurchase Intention

Based on the t-test results, the Servicescape variable (X3) yielded a calculated t-value of 4.380—exceeding the t-table value of 1.978—with a significance level of 0.001 (less than 0.05). The regression coefficient of 0.524 indicates a positive direction of influence. Consequently, H3 is accepted and H0 is rejected, signifying that Servicescape has a partial, positive, and significant effect on the repurchase intention of Cafe Langit Society consumers. This

coefficient indicates that for every one-unit increase in Servicescape, repurchase intention is estimated to increase by 0.524 units, assuming the Social Media Marketing and New Cultural Marketing variables remain constant. Calculations using Standardized Coefficients Beta and zero-order values reveal that Servicescape contributes 23.31% to repurchase intention, representing the largest contribution among the three independent variables. These results align with the study by Al-Ghifari and Fachira (2021), which demonstrated a link between Servicescape, consumer satisfaction, and repurchase intention within the coffee shop context. Such findings support the current study, as a comfortable physical environment and a layout that facilitates consumer activities can foster a positive experience.

The Analysis of Social Media Marketing, New Cultural Marketing and Servicescape on Repurchase Intention
The results of the calculated F-value is 56.334, while the F-table value at α = 0.05 with df2 = 131 is 2.67. Since 56.334 > 2.67, it can be concluded that the variables Social Media Marketing (X1), New Cultural Marketing (X2), and Servicescape (X3) collectively have a significant effect on Repurchase Intention (Y) at Cafe Langit Society. Furthermore, the F-probability value (Sig.) is 0.001; given that the previously established significance level (α) is 0.05, and since the Sig. value of 0.001 is less than 0.05, it can be concluded that Social Media Marketing (X1), New Cultural Marketing (X2), and Servicescape (X3) simultaneously have a significant effect on Repurchase Intention (Y) at Cafe Langit Society. This indicates that all three factors play a role in consumers' decisions to make repeat purchases. Relevant social media content helps consumers recall the product and engage with the brand. "New Cultural Marketing" can generate interest when the values and experiences offered align with consumer preferences. Meanwhile, a comfortable, attractive, and well-organized *servicescape* fosters a positive visiting experience. These findings suggest that businesses need to manage digital communication, cultural elements, and the service environment in an integrated manner. However, a significant influence does not imply that these three factors are the sole determinants of repeat purchases.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Social Media Marketing has a positive and significant effect on Repurchase Intention; therefore, H1 is accepted.
2. New Cultural Marketing has a positive and significant effect on Repurchase Intention; therefore, H2 is accepted.
3. Servicescape has a positive and significant effect on Repurchase Intention; therefore, H3 is accepted.
4. Simultaneously, Social Media Marketing, New Cultural Marketing, and Servicescape have a significant effect on the Repurchase Intention of Cafe Langit Society consumers. therefore, H4 is accepted.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Cafe Langit Society needs to maintain the environmental conditions and spatial layout that have garnered positive feedback from customers.
2. Cafe Langit Society also needs to utilize engaging product photos and videos, post content consistently, keep information regarding the menu and cafe activities up to date, and respond promptly to customer comments and messages.
3. Cafe Langit Society needs to strengthen the distinctive characteristics and identity that set it apart from other cafes—for instance, through a consistent décor concept, unique product presentation, customer-engaging activities, and a service experience that aligns with its customers' needs and lifestyles.
4. Cafe Langit Society needs to enhance the positive consumption experience by ensuring consistent product quality, improving service standards, and creating a comfortable cafe atmosphere that meets customer expectations.

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