

***THE EFFECT OF PERCEIVED QUALITY AND PRIOR EXPERIENCE ON  
REVISIT INTENTION MEDIATED BY INVOLVEMENT IN STARBUCKS  
CONSUMERS (CASE STUDY AFTER THE BOYCOTT CALL BY THE MUI IN  
THE CITY OF BANDUNG)***

**PENGARUH KUALITAS YANG DIRASAKAN DAN PENGALAMAN  
SEBELUMNYA TERHADAP NIAT UNTUK KUNJUNGAN ULANG YANG  
DIMEDIASI OLEH KETERLIBATAN PADA KONSUMEN STARBUCKS  
(STUDI KASUS SETELAH SERUAN BOIKOT OLEH MUI DI KOTA  
BANDUNG)**

**Genya Hergina Syabania<sup>1</sup>, Hariyadi Triwahyu Putra<sup>2</sup>**

Faculty of Economics and Business, Universitas Jenderal Achmad Yani Cimahi<sup>1,2</sup>  
[genyahergina\\_21p186@mn.unjani.ac.id](mailto:genyahergina_21p186@mn.unjani.ac.id)<sup>1</sup>, [hariyaditriwahyu@mn.unjani.ac.id](mailto:hariyaditriwahyu@mn.unjani.ac.id)<sup>2</sup>

**ABSTRACT**

*Competition in the business world is increasing, and one of the fields in the food & beverage business industry sector that is growing rapidly and can compete until now is the coffee café business. One of the coffee café business industries is Starbucks which is a coffee shop brand that has been ranked 1st in a row for the last 5 (five) years. However, at the end of 2023 in the era of the Israel-Hamas war, the MUI issued the latest fatwa no. 83 of 2023 so that Starbucks has declined in all aspects. The purpose of this study is to determine the relationship between the variables of Perceived Quality and Prior Experience to Revisit Intention through Involvement in Starbucks Consumers after the call for Boycott by the MUI in the city of Bandung. Validity tests, reliability tests, classical assumption tests, and multiple regression are part of the data processing in this study. The questionnaire instrument was used as a means to collect data on Starbucks consumers and the number of respondents was 123 people. Testing was carried out with SPSS 25 software. The results of this finding classify perceived quality and prior experience have no effect on revisit intention, perceived quality and prior experience also have no effect on involvement, involvement has an influence on revisit intention, and involvement has a mediating role on perceived quality, Involvement does not mediate prior experience to revisit intention. The difference with the previous research is the object studied in the city of Bandung. The findings are expected to help future researchers and help Starbucks management with relevant plans.*

**Keywords:** *Perceived Quality, Prior Experience, Involvement, Revisit Intention*

**ABSTRAK**

Persaingan di dunia bisnis semakin ketat, dan salah satu bidang di sektor industri makanan dan minuman yang berkembang pesat dan mampu bersaing hingga saat ini adalah bisnis kafe kopi. Salah satu industri kafe kopi adalah Starbucks, merek kafe kopi yang telah menduduki peringkat pertama secara berturut-turut selama 5 (lima) tahun terakhir. Namun, pada akhir 2023 di era perang Israel-Hamas, MUI mengeluarkan fatwa terbaru nomor 83 tahun 2023 sehingga Starbucks mengalami penurunan di semua aspek. Tujuan penelitian ini adalah untuk menentukan hubungan antara variabel Kualitas yang Dirasakan dan Pengalaman Sebelumnya terhadap Niat untuk Mengunjungi Kembali melalui Keterlibatan Konsumen Starbucks setelah seruan boikot oleh MUI di kota Bandung. Uji validitas, uji reliabilitas, uji asumsi klasik, dan regresi berganda merupakan bagian dari pengolahan data dalam penelitian ini. Instrumen kuesioner digunakan sebagai sarana pengumpulan data konsumen Starbucks, dengan jumlah responden sebanyak 123 orang. Pengujian dilakukan menggunakan perangkat lunak SPSS 25. Hasil temuan ini menunjukkan bahwa kualitas yang dirasakan dan pengalaman sebelumnya tidak berpengaruh pada niat untuk kembali mengunjungi, kualitas yang dirasakan dan pengalaman sebelumnya juga tidak berpengaruh pada keterlibatan, keterlibatan memiliki pengaruh pada niat untuk kembali mengunjungi, dan keterlibatan memiliki peran mediasi pada kualitas yang dirasakan. Keterlibatan tidak berperan sebagai mediator antara pengalaman sebelumnya dan niat untuk kembali mengunjungi. Perbedaan dengan penelitian sebelumnya adalah objek studi di Kota Bandung. Temuan ini diharapkan dapat membantu peneliti masa depan dan membantu manajemen Starbucks dalam merencanakan strategi yang relevan.

**Kata Kunci:** *Kualitas Yang Dirasakan, Pengalaman Sebelumnya, Keterlibatan, Niat Untuk Mengunjungi Kembali*



response to sensitive political issues, but also has the potential to affect the company's financial performance. Declining sales, bad reputation, and pressure from various parties. The novelty of this research is a different object after the call for a boycott by the MUI and the respondents who were taken focused on the research location in the city of Bandung with a sample of individuals who had visited Starbucks outlets. The limitations of this research are in the selection of limited variables, the limited number of respondents and the location of the research which is only in the city of Bandung.

### **THEORETICAL FOUNDATION**

Perceived quality is the customer's perspective on the overall quality or superiority of a product or service compared to other products or services and in relation to the expected purpose (Suryani et al., 2018). According to Barusman (2023), service quality refers to how companies continue to improve the quality of their processes, products, and services. According to Lupiyoadi (2015) Product quality is the extent to which a product meets its specifications. Perceived quality is a positive perspective on the consumption of a product, where the quality achieved is part of the value understood by customers (Alamsyah et al., 2021). According to Lupiyoadi (2017) Perceived quality has 5 dimensions, namely Performance, Reliability, Features, Service Ability, Aesthetics. Then the definition of dimensional dimensions according to Lupiyoadi is that performance refers to the character of the core product which includes the brand, measurable attributes, and performance aspects. Reliability is related to the possibility that a product will experience a malfunction for a period. The reliability of a product that

indicates the level of quality means a lot to consumers in choosing a product. Features can be in the form of additional products from a core product that can add value to a product. Product diversity is usually measured subjectively by each individual (in this case, consumers) which indicates a difference in the quality of a product. Service ability is called speed, competence, usability and convenience. This dimension shows that consumers not only pay attention to the decline in product quality but also service, communication process with staff, and timely service. Aesthetics is the most subjective measurement dimension. The aesthetics of a product are seen from how a product sounds to consumers, how the external appearance of a product, taste and atmosphere. Thus, aesthetics is clearly a judgment and reflection felt by consumers. Next lupiyoadi (2015) The Perceived Quality variable can be measured by the following indicators: 1) Performance refers to how well products and services meet consumer expectations in terms of taste, quality, and presentation of coffee. 2) Reliability has to do with a café that is always reliable both in serving time, coffee quality that is always maintained, and friendly service. 3) Features are additional aspects or value offered by coffee cafes apart from coffee products such as free wifi facilities, electrical outlets, comfortable rooms to work and toilet cleanliness that can improve the customer experience. 4) Service ability refers to the ease with which customers receive services such as the availability of staff in responding to consumer complaints. 5) Aesthetics are concerned with the visual appearance and atmosphere created by the café, including interior design, cozy atmosphere, and attractive product presentation.

Involvement according to Zaichkowsky (1985) is the perceived personal relevance of the product, based on needs, values or interests. Consumers are heavily engaged in the search for more information about the product class. Consumer engagement is the recognition of a consumer's personal interest or interest in the purchase, consumption, or sale of a product or service. As engagement increases, consumers are more motivated to notice, understand, and decipher information about their purchases (Tsaanii & Ardini, 2016). Definition of involvement according to Islam et al. (2019) that is, as a level of motivation that encourages consumers to think and act when they make decisions. This engagement occurs when a product, service, or promotional message is considered to help meet a need, purpose, or value that is important to consumers. The involvement variable can be measured using the following indicators: 1) Customer perception of Starbucks' involvement in supporting the state of Israel in the conflict with the Palestinians. 2) The customer association of Starbucks with the state of Israel. 3) Customer perception of Starbucks' special relationship with the state of Israel. 4) Customer perception of Starbucks' direct involvement (Islam et al., 2019). According to Alfionita (2023) Perceived quality has a positive effect on involvement. This is supported by research conducted by Tsaanii et al. (2016) which states that the higher the perceived quality of a product, the higher the potential for consumers to be involved in the purchase process. Thus, the hypothesis can be formulated as follows:

**H1: Perceived Quality has an effect on Involvement in Starbucks Consumers after the call for a boycott by the MUI in the city of Bandung.**

Prior Experience can be considered as a form of consumer learning that reflects behavioral changes due to past experiences. These experiences include various brands of products that have been consumed by consumers (Koencoro & Marlien, 2009). Prior Experience refers to a consumer's previous experience of using a product, which can influence their purchase decision (Manuaba, 2014). Agnihotri & Chaturvedi (2018) revealed that restaurant users often make judgments about the overall experience based on perceived quality. Experience as a personal event that occurs in response to a stimulus, which comes from direct observation or participation in an event (Yacob et al., 2017). The importance of studying prior experience well, then prior experience can be a useful source of information about future behavior (Kim, 2014). Islam et al. (2019) Defines a prior experience as a consumer's prior experience related to a particular product or service, which can influence their behavior and decisions in the future. In the context of a coffee café, prior experience refers to the consumer's experience in visiting the café before, which can shape their expectations and perceptions of the quality and service offered by the café. The prior experience indicators used in this study: 1) Positive experiences felt by customers when visiting Starbucks outlets. 2) Positive experiences include customer satisfaction with the quality of the drinks served at Starbucks. 3) Positive experiences that include the cleanliness of the facilities at Starbucks. 4) The positive experience that customers feel towards the attractive interior atmosphere of Starbucks. 5) The positive experience that customers feel about the quality of service of Starbucks employees. 6) a positive experience that includes customer satisfaction with the

overall quality of the product at Starbucks (Islam et al., 2019). According to research Giroth (2021) stated that prior experience has a significant effect on involvement. Similar to research Islam et al. (2019) who stated that previous positive experiences can increase consumers' sense of attachment and interest in the café, so they are more likely to return. Thus, the hypothesis can be formulated as follows:

**H2: Prior Experience affects Involvement in Starbucks Consumers after the call for a boycott by the MUI in the city of Bandung.**

Revisit Intention according to Alvarez & Rubiyanti (2021) It is a concept derived from behavioral intention, which includes the desire to return, recommend products to others, and spread positive impressions. Revisit intention refers to the customer's intention to continue using goods/services or returning to the store, this reflects the level of customer satisfaction or dissatisfaction (Barusman et al, 2024). The variable of revisit intention is measured using indicators - 1) Customer willingness to visit Starbucks again. 2) The willingness of customers to spread a positive impression about Starbucks to others. 3) The customer's willingness to recommend to others. 4) Customer loyalty to Starbucks compared to other brands (Alvarez & Rubiyanti, 2021). According to Masithoh & Widiartanto (2020) Perceived quality has a positive effect on revisit intention. In line with research (Allameh et al., 2014) which states that perceived quality significantly affects consumers' intention to revisit, if expectations are met and consumers feel that quality service is appropriate, then consumers are likely to revisit. Thus, the hypothesis can be formulated as follows:

**H3: Perceived Quality has an effect on Revisit Intention on Starbucks Consumers after the call for a boycott by the MUI in the city of Bandung.**

Prior experience has a significant effect on revisit intention (Giroth, 2021). Backed by research Pham L et al (2016) and Baloglu et al (2019) which states that customers with a good experience will be more satisfied and feel nostalgic to return to the same place. Thus, the hypothesis can be formulated as follows:

**H4: Prior Experience affects Revisit Intention on Starbucks Consumers after the call for a boycott by MUI in the city of Bandung.**

Involvement has a positive effect on revisit intention at Café Authentic in Jombang (Rahmawati et al., 2023). The findings support the results of previous research by Islam et al., (2019) which states that the higher the engagement of consumers in their experience in the café, the more likely they are to want to return. Thus, the hypothesis can be formulated as follows:

**H5: Involvement affects Revisit Intention on Starbucks Consumers after the call for a boycott by the MUI in the city of Bandung.**

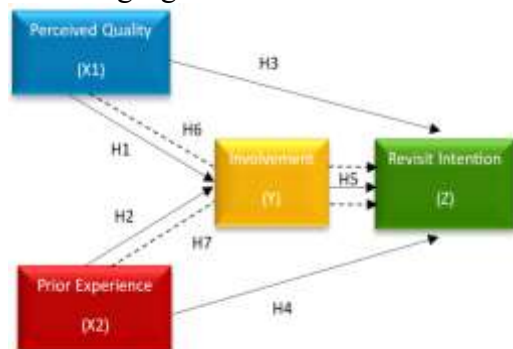
Perceived Quality has a positive and significant effect on Revisit Intention through Involvement (Barusman et al, 2024). In line with Agnihotri & Chaturvedi (2018) which states that the correlation between the intention to revisit and perceived quality can be predicted through engagement, since the perceived quality when the client shows greater emotional involvement with a product can influence their perspective on the quality of the product through the perception of various attributes. Thus, the hypothesis can be formulated as follows:

**H6: Perceived Quality has an effect on Revisit Intention through Involvement in Starbucks Consumers after the call for a boycott by the MUI in the city of Bandung.**

In research Barusman et al (2024) also stated that Prior Experience has a positive and significant effect on Revisit Intention through Involvement. Backed by research Islam et al. (2019) who stated that previous positive experiences can increase consumers' sense of attachment and interest in the café, so they are more likely to return. Conversely, negative experiences can reduce engagement rates and the intention to return. Thus, the hypothesis can be formulated as follows:

**H7: Prior Experience affects Revisit Intention through Involvement in Starbucks Consumers after the call for a boycott by the MUI in the city of Bandung.**

Based on the relationships between variables described in the theoretical framework above, it is a manifestation of the conceptual model shown in the following figure:



**Figure 3. Conceptual Model**

## RESEARCH METHODS

This research is a quantitative research and the transformation of qualitative data into measurable data, then the results obtained are in the form of numbers and use primary data. Then the questionnaire was distributed to 123

people who had visited Starbucks in the last 1 year in the city of Bandung. Convenience sampling is a research sampling technique and this technique is included in the nonprobability sampling technique. After obtaining the next response, a descriptive test was carried out through a multiple regression test with SPSS 25 software, then a sobel test was carried out with a sobel calculator.

## Profile Respond

**Table 1. Profile Respond**

INFORMATION	SUM	%
<b>Age (Years)</b>		
15-25	105	85.6%
25-35	16	12.8%
35-64	2	1.6%
<b>Gender</b>		
Men	36	29.8%
Woman	87	70.2%
<b>Domicile</b>		
Bandung	123	100%
<b>Work</b>		
Students	-	-
Student	74	59.2%
Entrepreneurial	4	3.2%
Employee	42	33,6%
Other	4	4%
<b>Have you visited a Starbucks outlet in the past year?</b>		
Already	123	100%
<b>Are you part of the Starbucks boycott?</b>		
Already	112	89.6%
No	13	10.4%

The respondents of this study are those who have visited Starbucks in the city of Bandung for the past 1 year, where this data is collected as follows. The number of respondents obtained was 123 people and was dominated by women (70.2%), with an age range of 15-25 years (85.6%), domiciled in the city of Bandung (100%) who had a job as a student (59.2%), and who participated in the boycott action

(89.6%), and had visited Starbucks in the past year (100%). This explanation is important to convey because it is the basis for the answers given by Starbucks consumers to all statements submitted in the questionnaire that reflect their demographic, geographic, and behavioral characteristics.

## RESULT

### Validity Test

**Table 2. Results of Recapitulation of Validity Test Scores**

Variable	Question Item	R Table	R Calculate	Information
Perceived Quality (X1)	X1.1	0,1771	0,662	Valid
	X1.2	0,1771	0,663	Valid
	X1.3	0,1771	0,667	Valid
	X1.4	0,1771	0,734	Valid
	X1.5	0,1771	0,670	Valid
	X1.6	0,1771	0,704	Valid
	X1.7	0,1771	0,713	Valid
	X1.8	0,1771	0,668	Valid
	X1.9	0,1771	0,667	Valid
	X1.10	0,1771	0,790	Valid
	X1.11	0,1771	0,694	Valid
	X1.12	0,1771	0,703	Valid
	X1.13	0,1771	0,749	Valid
	X1.14	0,1771	0,726	Valid
	X1.15	0,1771	0,611	Valid
	X1.16	0,1771	0,479	Valid
	X1.17	0,1771	0,670	Valid
	X1.18	0,1771	0,677	Valid
Prior Experience (X2)	X1.1	0,1771	0,741	Valid
	X2.1	0,1771	0,203	Valid
	X2.2	0,1771	0,814	Valid
	X2.3	0,1771	0,803	Valid
	X2.4	0,1771	0,682	Valid
	X2.5	0,1771	0,820	Valid
Involvement (Y)	X2.6	0,1771	0,822	Valid
	Y1	0,1771	0,782	Valid
	Y2	0,1771	0,799	Valid
	Y3	0,1771	0,830	Valid
Revisit Intention (Z)	Y4	0,1771	0,756	Valid
	Z1	0,1771	0,863	Valid
	Z2	0,1771	0,842	Valid
	Z3	0,1771	0,907	Valid
	Z4	0,1771	0,878	Valid

Source: processed by SPSS 25 researchers (2024)

It can be seen in table 2 where r counts more than the value of r table in each variable, so out of 33 questionnaire statements, it is said to be valid and research analysis can be done.

### Reliability Test

**Table 3. Results of Recapitulation of Reliability Test Scores**

Variable	Crobach's alpha	N Of Items	Information
Perceived Quality (X1)	0,935	19	Reliable
Prior Experience (X2)	0,817	6	Reliable

Variable	Crobach's alpha	N Of Items	Information
Involvement (Y)	0,801	4	Reliable
Revisit Intention (Z)	0,835	4	Reliable

Source: processed by SPSS 25 researchers (2024)

Table 3 shows that all research variables can be considered reliable because Crobach's alpha value of all variables > 0.60.

### Classic Assumption Test

#### Normality Test

**Table 4. Results of Recapitulation of Normality Test Values**

Variable	Significance Value	Information
The Influence of Perceived Quality and Prior Experience on Engagement	0.200	Normally distributed
The Influence of Perceived Quality and Prior Experience and Involvement on Revisit Intention	0.200	Normally distributed

Source: processed by SPSS 25 researchers (2024)

Table 4 shows the results of the Kolmogorov Smirnov test from the data normality test so that the first equation is obtained, namely the influence of Perceived Quality and Prior Experience has an influence on Involvement. While the second equation is the influence of Perceived Quality, Prior Experience, Involvement on Revisit Intention then the significance value is 0.200 and more than 0.05. So that the values in the data can be considered normally distributed.

### Multicollinearity Test

**Table 5. Results of Recapitulation of Multicollinearity Test Values**

Variable	Tolarence	VIF
Perceived Quality (X1)	0.234	4.277

Prior Experience (X2)	0.234	4.277
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Source: processed by SPSS 25 researchers (2024)

In table 5, it can be seen how perceived quality and prior experience affect esatisfaction and there is no multicollinearity because this first equation has a VIF < 10.00 and exceeds the tolerance value of 0.10.

**Table 6. Results of Recapitulation of Multicollinearity Test Values**

Variable	Tolarence	VIF
Perceived Quality (X1)	0.214	4.665
Prior Experience (X2)	0.232	4.311
Involvement (Y)	0.819	1.221

Source: processed by SPSS 25 researchers (2024)

By looking at table 6, it illustrates that perceived quality, prior experience and involvement affect revisit intention as the second equation. The results of the data processing are said to be non-multicollinearity because the VIF value < 10.00 and the tolerance value exceeds 0.10.

### Heteroscedasticity Test

**Table 7. Results of Recapitulation of Heteroscedasticity Test Values**

Variable	Unstandardized Coefficients		Standardized Coefficients		Sig
	B	Std. Error	B	t	
(Constant)	6.445	0.966		6.671	.000
Perceived Quality (X1)	-	0.026	-	-	0.177
Prior Experience (X2)	0.035		0.235	1.359	
	-	0.086	-	-	0.301
	0.089		0.180	1.040	

a. Dependent Variable: Abs\_RES

Source: processed by SPSS 25 researchers (2024)

According to table 7 above, it can be said that no heteroscedasticity occurs. Because each variable in the first

equation has a criterion greater than the significance of 0.05. Perceived quality with a significance of 0.177 and prior experience with a significance of 0.301.

**Table 8. Results of Recapitulation of Heteroscedasticity Test Values**

Variable	Unstandardized Coefficients		Standardized Coefficients		Sig
	B	Std. Error	B	t	
(Constant)	3.206	0.571		5.616	.000
Perceived Quality (X1)	-	0.025	-	-	0.083
Prior Experience (X2)	-	0.015	0.058	0.327	0.744
Involvement (Y)	-	0.035	0.119	-	0.214

a. Dependent Variable: Abs\_RES2

Source: processed by SPSS 25 researchers (2024)

Based on table 8, it is said that there is no heteroscedasticity because the significant value of the perceived quality variable is 0.083 and the prior experience is 0.774 and involvement is 0.214, the value exceeds 0.05 as a significance criterion.

### Multiple Regression Test

**Table 9. Results of Multiple Regression Test Recapitulation of the Effect of Perceived Quality, Prior Experience on Involvement**

Variable	Unstandardized Coefficients		Standardized Coefficients		Sig
	B	Std. Error	B	t	
(Constant)	9.079	1.656		5.484	0.000
Perceived Quality (X1)	0.147	0.044	0.563	3.297	0.001
Prior Experience (X2)	-	0.144	-	-	0.331

a. Dependent Variable: Involvement

Source: processed by SPSS 25 researchers (2024)

$$Y = 9,079 + 0,147X_1 - 0,144X_2$$

From the first multiple regression equation, it can be seen that the constant value of 9.079 indicates that if all variables are zero, then consumer satisfaction is worth 9.079 units. In addition, from the equation, it is known that perceived quality has an effect on



involvement, which can be seen from the coefficient ( $\beta_1$ ) of 0.147 and the tcal value of 3.297 which is greater than the table, which is 1.6575. Thus, Starbucks can prioritize improving quality, because this is expected to have a positive impact on involvement. Every increase of one unit in perceived quality can encourage an increase of 0.147 units in involvement. From the equation, it is also known that prior experience has no effect on involvement, which can be seen from the coefficient ( $\beta_2$ ) of -0.144 and the tcal value of -0.976 which is smaller than the ttable, which is 1.6575. Thus, Starbucks can improve for prior experience, because this is expected to have a negative impact on involvement.

**Table 10. Results of Multiple Regression Test Recapitulation of the Influence of Perceived Quality, Prior Experience, Involvement on Revisit Intention**

Variable	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	B	t	Sig.
(Constant)	9.125	2.559		3.566	0.001
Perceived Quality (X1)	0.096	0.064	0.267	1.495	0.138
Prior Experience (X2)	0.131	0.204	0.110	0.642	0.522
Involvement (Y)	-0.578	0.126	-0.419	-4.583	0.000

a. Dependent Variable: Revisit intention  
Source: processed by SPSS 25 researchers (2024)

$$Z = 9,125 + 0,096X_1 + 0,131X_2 - 0,578Y$$

Referring to the second multiple regression equation, it can be seen that a constant value of 9.125 indicates that if all variables are zero, then the repurchase rate is 9.125 units. In addition, from the equation, it is known that perceived quality has no effect on revisit intention, which can be seen from the coefficient ( $\beta_3$ ) of 0.096 and the tcal value of 1.495 which is smaller than the table, which is 1.6577. Thus, Starbucks can improve in the form of improving quality, because this is expected to have a negative impact on revisit intention. From the equation, it

is also known that prior experience has no effect on revisit intention, which can be seen from the coefficient ( $\beta_4$ ) of 0.131 and the tcal value of 0.642 which is smaller than the table, which is 1.6577. Thus, Starbucks can improve in the form of improving prior experience, because this is expected to have a negative impact on revisit intention. Furthermore, it was found that involvement had no effect on revisit intention, which can be seen from the coefficient ( $\beta_5$ ) of -0.578 and the tcal value of -4.583 which is smaller than the table, which is 1.6577.

### Sobel Test

Input:	Test statistic:	Std. Error:	p-value:
a 0.147	Sobel test: 2.70059983	0.0314619	0.00892146
b 0.578	Aczian test: 2.85962341	0.03194063	0.00782281
c 0.044	Goodman test: 2.7435305	0.03090958	0.00607024
d 0.126	Reset all	Calculate	

**Figure 4. Sobel Test Calculator for the Significance of Mediation**

The first Sobel test was carried out to see how involvement can have a mediating role in the perceived quality variable on revisit intention. The sobel test value of 2,701 exceeded the t table of 1,658. This means that involvement has a mediating role in perceived quality towards revisit intention.

Input:	Test statistic:	Std. Error:	p-value:
a 0.144	Sobel test: 0.95719255	0.0808168	0.32806652
b 0.578	Aczian test: 0.93893752	0.08083406	0.34879049
c 0.147	Goodman test: 0.96053352	0.0848544	0.32682283
d 0.126	Reset all	Calculate	

**Figure 5. Sobel Test Calculator for the Significance of Mediation**

The second sobel test looked at how involvement could mediate the influence of prior experience on revisit intention. The results of the sobel calculator show that the sobel test value is 0.958, then the t-value of the table is 1.658. So that perceived quality and prior experience do not have an influence through involvement as mediating variables.

### Hypothesis Test

**Table 11. Hypothesis Test Results**

Hypothesis	Entanglement between Variables	T count and Sig	Interpretation
H1	Perceived quality → Involvement	t count 3.297 and Sig 0,001	H <sub>0</sub> successfully rejected
H2	Prior experience → Involvement	t count - 0.976 and Sig 0,331	H <sub>0</sub> failed to be rejected
H3	Perceived quality → Revisit intention	t count 1.495 and Sig 0,138	H <sub>0</sub> failed to be rejected
H4	Prior experience → Revisit intention	t count 0,642 and Sig 0,522	H <sub>0</sub> failed to be rejected
H5	Involvement → Revisit intention	t count - 4.583 and Sig 0,000	H <sub>0</sub> successfully rejected
H6	Perceived quality → Involvement → Revisit intention	t count 2.701 and Sig 0.0069	H <sub>0</sub> successfully rejected
H7	Prior experience → Involvement → Revisit intention	t count 0.957 and Sig 0.3380	H <sub>0</sub> failed to be rejected

Source: processed by SPSS 25 researchers (2024)  
Information:

1. Rejection criteria H<sub>0</sub> if tcount > t<sub>table</sub>
2. t<sub>table</sub> (multiple regression 1) of 1.6575 for H1 and H2
3. t<sub>table</sub> (multiple regression 2) of 1.6577 for H3, H4, and H5
4. t<sub>table</sub> (Sobel test) by 1.6575 for H6 and H7

Table 11 shows the test of the known hypothesis that H1, H5 and H6 successfully reject H<sub>0</sub>, while H2, H3, H4 and H7 fail to reject H<sub>0</sub>.

## CONCLUSIONS AND SUGGESTIONS

According to the discussion above, the following conclusion from the research on the influence of perceived quality and prior experience on revisit intention through involvement in Starbucks consumers after the call for a boycott by the MUI in the city of Bandung:

1. Perceived Quality has an effect on Involvement
2. Prior Experience has no effect on Involvement
3. Perceived Quality has no effect on Revisit Intention
4. Prior Experience has no effect on Revisit Intention
5. Involvement affects Revisit Intention
6. Perceived Quality has an effect on Revisit Intention mediated by Involvement
7. Prior Experience has no effect on Revisit Intention mediated by Involvement

This study has a drawback, namely that respondents are limited only to the Bandung City area, meaning that it does not represent the intention to revisit Starbucks stores in other cities. Another drawback is that there are only 5 variable dimensions of perceived quality.

## 1. Scientific Implications

The limitations in this study include several aspects, including the locus of research that is only conducted in the city of Bandung with a limited research object on Starbucks. In addition, the number of samples used in this study was only 123 respondents, which may affect the application of the results of the study to a wider population. The results of this study show some differences with previous studies, especially related to the H2, H3, H4, and H7 hypotheses, which failed to reject H<sub>0</sub>. This indicates a discrepancy or contradiction with previous findings, suggesting that certain factors do not have a significant effect on Revisit Intention. Based on these results, the researcher is further advised to propose other concepts that may affect the Revisit Intention, such as Store Atmosphere and Facilities. Previous research by Putri Dwi et al. (2023) showed that Store Atmosphere had a positive effect on

Revisit Intention, while research Kurniawan & Hanifah (2023) found that the facility also had a positive influence on Revisit Intention. In addition, future studies may consider replacing the research locus and enlarging the sample size to obtain results that are more representative and applicable to a wider population.

## 2. Managerial Implications

For Starbucks management, pay more attention to quality in terms of taste and service provided. Make sure that the taste and quality of the product remain consistent, with if it is consistent, it will increase the perception of quality in the eyes of consumers and increase the positive previous experience which will affect the intention to visit again. Make sure every consumer who comes to Starbucks has a pleasant experience, from friendly service to maintained product quality. A satisfying experience will increase the likelihood of customers returning even if there are external issues that can affect their perception and be prompt in responding to consumer complaints and concerns related to issues. In a boycott situation, it is important for Starbucks management to clarify and convey openly to consumers that Starbucks is a company that focuses on product quality, sustainability and social responsibility without getting involved in international political conflicts. Hold loyalty programs or special discounts. Create a campaign to care for Palestine such as a partial percentage of every purchase of 1 product will be donated to Palestinians. In a boycott situation, management must maintain quality or improve the quality that will be provided to consumers.

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