

ABSTRACT

Diamond Coffee experienced a problem related to customer revisit intention, as indicated by the continuously declining number of visitors, resulting in an inconsistent level of customer return visits. This study employed descriptive and verificative research methods with a sample of 100 pelanggants. The research instruments were tested using SmartPLS 4.0 through outer model and inner model analyses. The data analysis methods included validity testing, reliability testing, R-Square, F-Square, Goodness of Fit (GoF), and hypothesis testing.

The results showed that, simultaneously, Physical Evidence and People were able to explain 55.2% of Customer Satisfaction, while the remaining 44.8% was influenced by other variables not examined in this study. Furthermore, Physical Evidence, People, and Customer Satisfaction were able to explain 39.8% of Revisit Intention, while the remaining 60.2% was influenced by other variables not included in the research model. Partially, only the People variable had a positive and significant effect on Customer Satisfaction, whereas Physical Evidence had a positive but insignificant effect. In addition, Customer Satisfaction was found to mediate the effect of People on Revisit Intention, but it was unable to mediate the effect of Physical Evidence on Revisit Intention.

Keywords: *Physical Evidence, People, Customer Satisfaction, and Revisit Intention.*