Repurchase Intention among Millennial Coffee Shop Customers: Exploring Key Determinants.

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Abstract

This study examines the direct and indirect effects of social media marketing, customer-perceived value, and servicescape on repurchase intention through new cultural marketing and customer experience among millennial coffee shop consumers. An associative quantitative research design was employed with 310 millennial consumers from 60 coffee shops across Medan, Indonesia. Data were collected using structured questionnaires and analyzed using Structural Equation Modeling (SEM) with Smart-PLS 3.0. Social media marketing significantly influences new cultural marketing but does not directly affect repurchase intention, indicating full mediation through cultural pathways. Customer experience emerges as the strongest predictor of repurchase intention, mediating the effects of both customer perceived value and servicescape. The model explains 67.5% of the variance in repurchase intention. The study employs non-probability sampling in one Indonesian city, limiting generalizability. The cross-sectional design prevents causal inference. The research introduces new cultural marketing as a novel theoretical construct, extending service-dominant logic to encompass cultural value co-creation processes. Coffee shop managers should prioritize culturally relevant social media content over direct promotional messages and focus on holistic customer experience management. The indirect-only effect of social media marketing suggests digital strategies must create authentic cultural connections rather than pursue immediate sales conversion. This research introduces new cultural marketing as a mediating construct and provides empirical evidence of its role in service marketing contexts. The study offers novel insights into millennial coffee consumption behavior in emerging markets, demonstrating that social media marketing effectiveness operates through cultural pathways rather than direct persuasion mechanisms.

Keywords: *Social Media Marketing; Customer Perceived Value; Servicescape; New Cultural Marketing; Customer Experience; Repurchase Intention.*

1. Introduction

The marketing landscape has undergone a substantial transformation driven by technological advancement and shifting consumer behaviors (Lemon and Verhoef, 2016). This evolution demands sophisticated strategies that engage consumers across multiple touchpoints while addressing cultural and experiential dimensions (Buhalis et al., 2023). The coffee shop industry exemplifies this shift, representing a rapidly growing sector that merges product consumption with experiential service delivery (Schmitt, 2011).

Indonesia's status as the world's third-largest coffee producer has catalyzed the proliferation of coffee establishments, particularly in urban centers where consumers seek venues for relaxation, socialization, and productivity. Millennials, characterized by digital fluency and experience-oriented consumption patterns, constitute a critical segment for coffee shops (Jamil et al., 2022). This demographic favors authentically branded experiences aligned with their cultural values and lifestyle aspirations, particularly seeking "Instagrammable" environments that facilitate social media sharing and cultural expression (Salhab et al., 2023).

Research indicates that social media marketing activities substantially influence millennial consumer behavior, with platforms such as Instagram, Facebook, and TikTok serving as primary channels for brand discovery and engagement (Titiloye et al., 2025; Evans et al., 2021). However, the relationship between social media marketing and repurchase behavior proves more complex than direct promotional effects, suggesting mediating factors that translate digital engagement into customer loyalty (Chu et al., 2020).

Customer experience encompasses the totality of cognitive, emotional, behavioral, and sensorial responses during service interactions (Lemon and Verhoef, 2016). In coffee shop contexts, customer experience significantly influences satisfaction, advocacy, and repurchase intentions, with distinct experiential dimensions contributing uniquely to these outcomes (Boonlertvanich, 2019). The servicescape plays a crucial role in shaping these experiences, with meta-analytical evidence confirming significant relationships between servicescape dimensions and consumer satisfaction across service contexts (Wang et al., 2025; Sweeney et al., 2023).

Despite extensive research on factors affecting repurchase intention, limited attention is given to emerging concepts such as new cultural marketing and their mediating effects in contemporary service contexts. New cultural marketing represents an inclusive approach that

integrates cultural values, trends, and consumer interests into brand communications (Holt and Cameron, 2010). This approach resonates particularly with millennials who value authentic brand experiences reflecting their cultural identity and social values, with research indicating that millennial brand affinity stems from cultural engagement rather than traditional promotional approaches (Mason et al., 2021). The coffee shop industry provides a compelling context for examining these relationships, given its experiential nature and the importance of repeat visitation for business sustainability. Research demonstrates that store atmosphere, employee service, product quality, and physical environment significantly impact customer experience and loyalty (Boonlertvanich, 2019; Gülertekin and Genc, 2021). However, existing studies largely examine these factors in isolation or through traditional marketing lenses, overlooking how digital marketing activities create cultural connections that drive repeat purchase behavior.

This study addresses this gap by examining relationships between social media marketing, customer perceived value, servicescape, new cultural marketing, customer experience, and repurchase intention within the millennial coffee shop market. The research contributes by introducing new cultural marketing as a mediating variable and providing empirical evidence of its effectiveness in driving repeat purchase behaviors. By integrating insights from service-dominant logic (Vargo and Lusch, 2016) and the theory of planned behavior (Ajzen, 1991), this study offers a comprehensive framework for understanding how contemporary marketing activities translate into customer loyalty in experiential service contexts.

2. Literature Review

2.1. Theoretical foundation

This research is grounded in the Service-Dominant Logic (SDL) framework proposed by Vargo and Lusch (2008, 2014, 2016), which has emerged as one of the most influential theoretical developments in marketing. SDL emphasizes value co-creation between service providers and customers through interactive experiences, providing a comprehensive lens for examining how service elements contribute to customer value perception and behavioral intentions.

SDL rests on eleven foundational premises that challenge traditional goods-dominant logic. The framework's core axioms include: (1) service is the fundamental basis of exchange, (2) value is co-created by multiple actors, always including the beneficiary, and (3) all social and economic actors are resource integrators (Lusch and Vargo, 2014). These axioms establish how contemporary marketing activities create value through collaborative processes with customers, partners, and stakeholders.

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) complements this framework by explaining how attitudes, subjective norms, and perceived behavioral control influence repurchase intentions. TPB has become widely applied in behavioral prediction research, with meta-analytical evidence supporting its effectiveness across various domains (Ajzen, 2020; Hagger et al., 2022). Its robustness makes it particularly relevant for examining how marketing stimuli translate into customer behavioral outcomes through cognitive and affective processes.

2.2. Repurchase intention

Repurchase intention represents a critical metric in relationship marketing, defined as an individual's judgment about buying a designated service from the same company again, taking into account the current situation and likely circumstances (Hellier et al., 2003). Research demonstrates that this construct extends beyond mere satisfaction, encompassing emotional attachment, perceived value, and experiential factors that collectively influence loyalty (Nazir et al., 2023; Chatzoglou et al., 2022).

Evidence confirms that repurchase intention predicts actual behavior across various service settings (Sheeran, 2002). For coffee shops specifically, this intention reflects customers' likelihood to return based on cumulative experiences with offerings, atmosphere, and service quality, making it a crucial outcome variable for understanding retention (Doeim et al., 2022).

2.3. New cultural marketing

New cultural marketing integrates cultural elements, values, and trends into marketing strategies to create deeper audience connections (Sinha, 2023). Unlike traditional marketing focused on product features and benefits, this approach emphasizes cultural resonance, authentic storytelling, and value alignment (Hurst et al., 2021). It proves particularly effective with millennials who prioritize brand authenticity and cultural relevance (Mason et al., 2021).

In contemporary service marketing, new cultural marketing serves as a mediating mechanism that transforms marketing communications into behavioral intentions. McCracken's (1986) cultural meaning transfer theory explains this process: marketing communications disseminate cultural meanings, but these meanings influence behavior only after consumers internalize them as personally relevant. This explains why social media marketing's influence on repurchase intention operates indirectly through cultural marketing rather than directly. Millennial consumers require authentic cultural resonance and brand-self connection—not merely message exposure—to develop sustained repurchase intentions (Holt and Cameron, 2010). New cultural marketing represents the critical intermediate stage where digital content becomes cultural identity alignment.

Successful implementation requires integrating cultural narratives with brand identity to create stories that resonate with audience values and social identities (Merrilees et al., 2007). In digital environments, this manifests through social media content reflecting cultural trends, community values, and generational preferences. Effectiveness increases when brands demonstrate cultural sensitivity and authentic engagement with diverse communities. In tourism and hospitality, particularly, cultural authenticity influences customer satisfaction and loyalty (Hurst et al., 2021), with effectiveness varying across cultural contexts.

2.4. Customer experience

Customer experience encompasses the totality of interactions between customers and service providers, including cognitive, emotional, behavioral, and sensorial responses throughout the customer journey (Lemon and Verhoef, 2016). This conceptualization evolves from traditional service quality perspectives by acknowledging that experience extends beyond individual touchpoints to encompass the entire journey, from pre-purchase awareness through post-purchase evaluation and advocacy (De Keyser et al., 2020).

Research identifies four key dimensions: cognitive (thinking and mental processing), emotional (feelings), behavioral (actions and interactions), and sensorial (sensory perceptions and physical experiences) (Brakus et al., 2009). Meta-analytical evidence establishes consistent positive relationships between experience quality and behavioral outcomes across service sectors (Keiningham et al., 2020).

In restaurant settings, customer experience influences place attachment and brand loyalty, with its moderating role particularly pronounced in creating emotional connections between customers and service environments (Nyamekye et al., 2023). Technology integration, including customer-robot interactions, represents an emerging area where experience quality impacts satisfaction and behavioral intentions (Huang et al., 2021). For coffee shops, experience includes coffee quality, service efficiency, ambiance, convenience, social atmosphere, and the emotional connection customers develop with the establishment.

2.5. Social media marketing

Social media marketing leverages social platforms to engage customers, build brand awareness, and influence purchase behaviors through interactive, user-generated, and brand-generated content (Tuten, 2023; Mason et al., 2021). These platforms have fundamentally transformed brand-consumer communication, enabling more direct, interactive, and personalized engagement than traditional mass media approaches (Tsai and Men, 2013).

Research demonstrates that effective social media marketing influences brand perception, customer engagement, and purchase intention through entertainment, interaction, trendiness, and word-of-mouth facilitation (Kim and Ko, 2012; Godey et al., 2016). However, meta-analytical evidence suggests the relationship with repurchase intention operates through mediating factors such as cultural resonance, brand trust, and customer experience rather than direct persuasion (Salhab et al., 2023). This highlights how social media marketing creates value through cultural connections and experiential enhancement rather than traditional promotional approaches.

Augmented reality and immersive technologies have further transformed customer engagement, as demonstrated in the restaurant sector, where interactive experiences enhance satisfaction and brand loyalty (Batat, 2021). As digital environments evolve toward metaverse applications, social media marketing plays an increasingly important role in creating virtual-physical experience integration for value co-creation (Buhalis et al., 2023).

2.6. Customer perceived value

Customer perceived value reflects customers' overall assessment of utility based on perceptions of benefits received relative to costs incurred, encompassing functional, emotional, social, and economic dimensions (Wilson et al., 2016; Sweeney and Soutar, 2001). This multidimensional conceptualization recognizes that value extends beyond price-quality ratios to include experiential and emotional benefits, particularly important for millennials.

Research emphasizes that perceived value in service contexts often includes identity expression, social status, and cultural alignment benefits that traditional measures fail to capture (Kumar and Kaushal, 2023; Jiang and Hong, 2023). For millennial coffee shop customers, perceived value encompasses not only coffee quality and price fairness but also social and cultural benefits derived from the experience, including expressing personal identity, connecting with like-minded individuals, and participating in cultural trends (Alshreef et al., 2023).

2.7. Servicescape

Servicescape refers to the physical environment where service encounters occur, encompassing design elements, ambiance factors, and spatial layout that influence customer perceptions and behaviors (Bitner, 1992; Lovelock and Wirtz, 2017). Bitner's framework establishes servicescape as comprising three main dimensions: ambient conditions (temperature, lighting, music, scent), spatial layout and functionality (equipment, furnishings, arrangement), and signs, symbols, and artifacts (signage, décor, style).

Research has extended servicescape theory to include digital elements and their integration with physical environments, recognizing that modern service experiences blend physical and digital touchpoints (Nilsson and Ballantyne, 2014; Hamzah and Waqas, 2023). Meta-analytical evidence confirms significant relationships between servicescape dimensions and consumer satisfaction across service contexts, with effect sizes varying by service type and cultural context (Wang et al., 2025).

In hospitality settings, servicescape design impacts both customer and employee well-being, with environmental elements inspiring satisfaction and emotional responses (Liang et al., 2024; Sweeney et al., 2023). For millennials who use coffee shops as workspaces and social venues, servicescape design becomes particularly critical in creating environments that support multiple usage occasions and facilitate social media sharing through "Instagrammable" design elements. Research in ethnic restaurant contexts demonstrates that servicescape elements supporting exoticism and authenticity enhance place attachment and experience evaluation (Kim and Lee, 2022).

2.8. Hypotheses development

Based on the literature review and theoretical framework, this study proposes seventeen hypotheses examining direct and indirect relationships between constructs. The hypotheses are organized into three categories reflecting the theoretical model's structure.

The first set examines how marketing and service factors influence new cultural marketing. Social media marketing, through its ability to facilitate cultural expression and trend dissemination among millennials (Chu et al., 2020), is expected to enhance cultural marketing effectiveness. Customer perceived value may contribute by providing the foundation for authentic brand-customer cultural connections (Kumar and Kaushal, 2023). Similarly, servicescape elements that reflect cultural authenticity and support expression are anticipated to strengthen new cultural marketing outcomes (Kim and Lee, 2022). Therefore:

H1: Social media marketing positively influences new cultural marketing

H2: Customer perceived value positively influences new cultural marketing

H3: Servicescape positively influences new cultural marketing

The second group addresses the antecedents of customer experience. Social media marketing is expected to enhance experience by creating engaging, interactive digital touchpoints that complement physical service encounters (Mason et al., 2021). Customer perceived value has been demonstrated to drive positive experiences across service contexts (Wilson et al., 2016). Servicescape design is anticipated to shape experience through environmental psychology mechanisms that influence cognitive, emotional, and behavioral responses (Bitner, 1992; Wang et al., 2025). Hence:

H4: Social media marketing positively influences customer experience

H5: Customer perceived value positively influences customer experience

H6: Servicescape positively influences customer experience

The third category examines direct effects on repurchase intention. While social media marketing may have direct persuasive effects on behavioral intentions (Kim and Ko, 2012), its effectiveness in driving actual repurchase behavior requires empirical verification in coffee shop contexts. Customer perceived value has demonstrated strong relationships with repurchase intention across service industries (Sweeney and Soutar, 2001). Servicescape quality is expected to influence customer retention through its impact on satisfaction and loyalty formation (Lovelock and Wirtz, 2017). New cultural marketing, by creating authentic cultural connections, should enhance customer commitment and repeat purchase likelihood (Holt and Cameron, 2010). Customer experience, as the totality of customer-brand interactions, represents a primary determinant of repurchase intention (Lemon and Verhoef, 2016). Accordingly:

H7: Social media marketing positively influences repurchase intention

H8: Customer perceived value positively influences repurchase intention

H9: Servicescape positively influences repurchase intention

H10: New cultural marketing positively influences repurchase intention

H11: Customer experience positively influences repurchase intention

Finally, the model proposes indirect effects through mediating mechanisms. Social media marketing may influence repurchase intention indirectly through its ability to create cultural resonance (new cultural marketing pathway) and enhance overall experience. Customer perceived value and servicescape may similarly operate through both cultural and experiential pathways to influence behavioral outcomes. These mediation relationships reflect the complexity of contemporary service marketing, where multiple value creation processes simultaneously influence customer loyalty:

H12: Social media marketing indirectly influences repurchase intention through new cultural marketing

H13: Customer perceived value indirectly influences repurchase intention through new cultural marketing

H14: Servicescape indirectly influences repurchase intention through new cultural marketing

H15: Social media marketing indirectly influences repurchase intention through customer experience

H16: Customer perceived value indirectly influences repurchase intention through customer experience

H17: Servicescape indirectly influences repurchase intention through customer experience

3. Methods

3.1. Research design and context

This study employs a quantitative cross-sectional design to examine causal relationships between variables. Data were collected in Medan, North Sumatra, Indonesia—the country's third-largest coffee-producing province. Preliminary observations identified 60 modern coffee shops across 20 sub-districts, serving approximately 1,200 regular millennial customers. The local industry faces challenges, including ineffective marketing strategies, limited loyalty programs, and insufficient attention to creating culturally relevant experiences that appeal to millennials.

3.2. Population and sampling

The target population consists of millennial consumers (ages 20-42) who have visited coffee shops more than once. Using non-probability accidental sampling, 310 respondents were recruited across the 60 coffee shops—substantially exceeding the minimum sample size requirements for PLS-SEM analysis with 6 constructs and 17 hypothesized relationships. Respondents were approached during visits across different times and days to enhance representativeness.

3.3. Data collection

Data were collected through structured questionnaires administered from August 2023 to March 2024. The questionnaire employed a seven-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (7). All constructs were measured using established scales adapted from previous research and validated through expert review and pilot testing. Before the main data collection, a pilot study was conducted with 30 respondents to test the questionnaire's clarity, face validity, and preliminary reliability. The pilot study results indicated satisfactory internal consistency (Cronbach's alpha > 0.7 for all constructs) and confirmed the questionnaire's appropriateness for the target population. Training of data collectors was conducted to ensure research assistants were competent in sampling procedures, questionnaire administration, and ethical considerations. A multi-location approach was implemented where data collection occurred across all 20 sub-districts to ensure geographical diversity within the metropolitan area. Time variation was incorporated by spanning the collection across different times of day and days of the week to capture diverse customer segments and usage patterns. Quality control measures included regular supervision and questionnaire checks to ensure data quality and completeness throughout the collection period.

3.4. Measurement scales

All constructs employed multi-item scales from established research. Social Media Marketing (12 items) was adapted from Kim and Ko (2012), capturing entertainment, interaction, trendiness, and word-of-mouth dimensions. Customer Perceived Value (12 items) drew from Sweeney and Soutar (2001), encompassing functional, emotional, social, and economic value. Servicescape (12 items) was adapted from Lovelock and Wirtz (2017), assessing ambient conditions, spatial layout, and signs and symbols. New Cultural Marketing (12 items) was developed based on Sinha (2023) and Holt and Cameron (2010), capturing cultural relevance, authenticity, community connection, and value alignment. Customer Experience (12 items) was adapted from Meyer and Schwager (2007), addressing cognitive, emotional, behavioral, and sensorial dimensions. Repurchase Intention (12 items) drew from Hellier et al. (2003), encompassing behavioral intention, recommendation intention, and loyalty behaviors.

3.5. Data analysis

PLS-SEM with Smart-PLS 3.0 was employed due to its suitability for prediction-oriented exploratory research, ability to handle formatively measured constructs, and robustness with complex models (Hair et al., 2019; Sarstedt et al., 2021). Analysis followed a two-step

approach: (1) measurement model evaluation assessing reliability and validity, and (2) structural model evaluation testing hypotheses through bootstrapping (5,000 resamples). Measurement model evaluation examined factor loadings (>0.7), AVE (>0.5), Cronbach's Alpha (>0.7), Composite Reliability (>0.7), and discriminant validity via the Fornell-Larcker criterion. Structural model evaluation assessed path coefficients, R², and effect sizes (f²).

4. Results

4.1. Respondent characteristics

The demographic profile of the 310 respondents is presented in Table 1. The majority of participants were male (63.5%), aged between 31-41 years (50.6%), and held bachelor's degrees (48.1%). Most respondents worked in the private sector (37.7%) with monthly incomes between 2,000,001-4,000,000 IDR (54.8%), and visited coffee shops 5-6 times per month (47.1%).

Table 1: Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage
Gender	Male	197	63.5
	Female	113	36.5
	Total	310	100.0
Age	20-30 years	83	26.8
	31-41 years	157	50.6
	>41 years	70	22.6
	Total	310	100.0
Education	High school	68	21.9
	Diploma	19	6.1
	Bachelor	149	48.1
	Master	64	20.6
	Doctoral	10	3.2
	Total	310	100.0
Occupation	Private employee	117	37.7
	State-owned enterprise	39	12.6
	Teacher/lecturer	38	12.3
	Students	32	10.3
	Civil servant	15	4.8
	Others	58	18.7
	Not working	11	3.5
	Total	310	100.0
Monthly income (IDR)	<1,000,000	5	1.6
	1,000,000-2,000,000	49	15.8
	2,000,001-4,000,000	170	54.8
	>4,000,001	86	27.7
	Total	310	100.0
Coffee shop visits/month	1-2 times	17	5.5
	3-4 times	38	12.3
	5-6 times	146	47.1
	>6 times	109	35.2
	Total	310	100.0

4.2. Measurement model assessment

The measurement model assessment results are shown in Table 2. After removing items with factor loadings below 0.6, all remaining indicators demonstrated adequate convergent validity. Factor loadings ranged from 0.676 to 0.918, exceeding the recommended threshold of 0.6 (Hair et al., 2019). Average Variance Extracted (AVE) values for all constructs surpassed 0.5, ranging from 0.731 to 0.780, confirming convergent validity. Cronbach's alpha coefficients ranged from 0.906 to 0.959, and composite reliability values ranged from 0.927 to 0.964, both exceeding the 0.7 threshold, thereby confirming internal consistency reliability.

Table 2: Measurement Model Assessment

Construct	Items	Loading range	CA	CR	AVE
Repurchase intention	12	0.697-0.882	0.949	0.956	0.743
New cultural marketing	7	0.679-0.866	0.906	0.927	0.779
Customer experience	9	0.676-0.882	0.939	0.947	0.765
Social media marketing	12	0.682-0.818	0.934	0.943	0.780
Customer perceived value	11	0.737-0.864	0.949	0.946	0.762
Servicescape	10	0.793-0.912	0.959	0.964	0.731
Notes: AVE = Average variance extracted. All factor loadings are significant at $p < 0.001$					

Discriminant validity was assessed using the Fornell–Larcker criterion, as presented in Table 3. The square root of the average variance extracted (AVE) for each construct exceeded the inter-construct correlations, confirming adequate discriminant validity.

Table 3: Discriminant Validity Assessment

Variable	1	2	3	4	5	6
1. Customer experience	0.875					
2. Customer perceived value	0.371	0.873				
3. New cultural marketing	0.230	0.274	0.883			
4. Repurchase intention	0.639	0.549	0.497	0.862		
5. Servicescape	0.404	0.353	0.254	0.589	0.855	
6. Social media marketing	0.251	0.315	0.833	0.502	0.280	0.883

Notes: Diagonal elements (bold) represent the square root of AVE. Off-diagonal elements are inter-construct correlations.

4.3. Structural model results

The structural model demonstrated substantial explanatory power, as shown in Table 4. The R^2 values indicate that the model explains 69.4% of the variance in new cultural marketing, 43.1% of the variance in customer experience, and 67.5% of the variance in repurchase intention. According to Cohen's (2013) guidelines, these represent large, moderate, and small effect sizes, respectively.

Table 4: Explained Variance (R^2) of Endogenous Constructs

Endogenous construct	R^2	R^2 adjusted	Effect size
New cultural marketing	0.694	0.691	Large
Customer experience	0.431	0.425	Moderate
Repurchase intention	0.675	0.669	Large

The results of hypothesis testing are presented in Table 5. The structural model analysis revealed significant direct effects for seven of the eleven direct effect hypotheses and three of the six indirect effect hypotheses.

Table 5: Results of Hypothesis Testing

Hypotheses	Path	β	SE	t-value	p-value	95% CI	Decision
Direct							
H1	SMM → NCM	0.825***	0.032	25.790	0.000	[0.763, 0.887]	Supported
H2	CPV → NCM	0.006	0.029	0.215	0.830	[-0.050, 0.062]	Not supported
H3	SER → NCM	0.021	0.028	0.769	0.442	[-0.033, 0.075]	Not supported
H4	SMM → CE	0.093	0.071	1.314	0.189	[-0.046, 0.232]	Not supported
H5	CPV → CE	0.238**	0.084	2.833	0.005	[0.073, 0.403]	Supported
H6	SER → CE	0.294***	0.077	3.806	0.000	[0.143, 0.445]	Supported
H7	SMM → RI	0.089	0.067	1.321	0.187	[-0.042, 0.220]	Not supported
H8	CPV → RI	0.228***	0.059	3.863	0.000	[0.112, 0.344]	Supported
H9	SER → RI	0.282***	0.059	4.758	0.000	[0.166, 0.398]	Supported
H10	NCM → RI	0.203***	0.054	3.774	0.000	[0.097, 0.309]	Supported
H11	CE → RI	0.371***	0.049	7.530	0.000	[0.275, 0.467]	Supported
Indirect							
H12	SMM → NCM → RI	0.168***	0.044	3.798	0.000	[0.082, 0.254]	Supported
H13	CPV → NCM → RI	0.001	0.006	0.211	0.833	[-0.010, 0.012]	Not supported
H14	SER → NCM → RI	0.004	0.006	0.768	0.443	[-0.007, 0.015]	Not supported
H15	SMM → CE → RI	0.035	0.027	1.272	0.204	[-0.018, 0.088]	Not supported
H16	CPV → CE → RI	0.088**	0.033	2.680	0.008	[0.023, 0.153]	Supported
H17	SER → CE → RI	0.109***	0.033	3.338	0.001	[0.045, 0.173]	Supported

Notes: SMM = Social media marketing; CPV = Customer perceived value; SER = Servicescape; NCM = New cultural marketing; CE = Customer experience; RI = Repurchase intention; β = standardized path coefficient; SE = standard error; CI = confidence interval. ***p < 0.001, **p < 0.01, *p < 0.05.

5. Discussion

The results reveal several important patterns in millennial coffee shop consumer behavior. Social media marketing demonstrates a robust positive effect on new cultural marketing (β=0.825, p<0.001), supporting H1. This is consistent with Chu et al. (2020) and Jamil et al. (2022), who found that social media platforms serve as primary channels for cultural expression among millennial consumers. The effect size observed here exceeds those typically reported in hospitality research, potentially reflecting coffee shops' role as culturally-embedded social spaces. This pattern also extends Kim and Ko's (2012) findings on social media marketing and customer equity by identifying cultural resonance as a key mechanism through which equity is built.

Customer perceived value and servicescape do not significantly influence new cultural marketing (H2 and H3 rejected). This challenges conventional assumptions that tangible service attributes drive cultural engagement. Instead, the results suggest that cultural marketing operates through distinct mechanisms. McCracken's (1986) theory of cultural meaning transfer offers insight here: cultural resonance emerges from symbolic meaning rather than functional benefits or physical aesthetics. Holt and Cameron (2010) similarly argue that authentic cultural connections resist transactional framings. For millennials, cultural marketing authenticity may be perceived as independent of—or even compromised by—overt commercial value propositions. Consistent with Sinha's (2023) conceptualization, these findings suggest coffee shops cannot "buy" cultural relevance through superior value or ambiance; rather, cultural marketing requires authentic narrative-building through digital channels.

Both customer perceived value (β=0.238, p<0.01) and servicescape (β=0.294, p<0.001) significantly influence customer experience, supporting H5 and H6. These effects are well-established in service marketing literature (Bitner, 1992; Sweeney and Soutar, 2001; Wang et al., 2025) and replicate across diverse contexts, including hospitality settings (Alshreef et al., 2023; Jiang and Hong, 2023; Kim and Lee, 2022). However, social media marketing does not directly affect customer experience (H4 rejected). This contrasts with studies of immersive technologies like augmented reality (Batat, 2021) and metaverse environments (Buhalis et al., 2023), which create holistic sensory encounters. The distinction appears to lie in the medium: social media marketing, being primarily cognitive and visual, creates expectations but cannot substitute for multisensory servicescape encounters. As Lemon and Verhoef (2016) emphasize, customer experience encompasses sensorial and interpersonal dimensions that require physical validation.

Four factors significantly influence repurchase intention: customer perceived value (β=0.228, p<0.001), servicescape (β=0.282, p<0.001), new cultural marketing (β=0.203, p<0.001), and customer experience (β=0.371, p<0.001), supporting H8, H9, H10, and H11. These findings are consistent with prior research (Doeim et al., 2022; Gülertekin and Genc, 2021; Hellier et al., 2003). Customer experience emerges as the strongest predictor, which accords with Lemon and Verhoef's (2016) positioning of experience as central to relationship outcomes, and with evidence from Brakus et al. (2009) and Keiningham et al. (2020) linking experience to loyalty and business performance. The dominance of experience effects may reflect millennial preferences for experiential over transactional consumption. Social media marketing does not directly influence repurchase intention (H7 rejected), indicating that its effects operate entirely through mediators—a pattern more consistent with service-dominant logic than with traditional linear marketing models.

The mediation analysis provides insight into how these factors work together. Social media marketing influences repurchase intention through new cultural marketing ($\beta=0.168$, $p<0.001$), supporting H12. This suggests that social media's effectiveness depends on creating cultural connections rather than direct promotion—a pattern that supports Sinha's (2023) framework and extends Mason et al.'s (2021) observations about social media's evolving role. Customer perceived value and servicescape both influence repurchase intention through customer experience ($\beta=0.088$, $p<0.01$ and $\beta=0.109$, $p<0.001$ respectively), supporting H16 and H17. These mediation patterns are consistent with De Keyser et al.'s (2020) touchpoints-context-qualities framework, showing how contextual factors influence outcomes through experiential qualities.

5.1. Theoretical and practical implications

This research makes several important theoretical contributions. The introduction of new cultural marketing as a mediating construct in service contexts demonstrates its unique role in connecting social media marketing with repurchase intention. This extends existing literature by highlighting cultural dimensions of marketing effectiveness that traditional approaches may overlook. The findings support Service-Dominant Logic by demonstrating how various service elements contribute to value co-creation through complex resource integration rather than linear value delivery. The absence of direct effects from social media marketing to repurchase intention, combined with significant indirect effects through cultural and experiential mediators, illustrates that operant resources must be integrated with contextual resources to generate value-in-use. This multi-stage co-creation process contrasts with goods-dominant logic assumptions of direct marketing-to-purchase effects.

The research extends servicescape theory by examining relationships with both customer experience and cultural marketing constructs. The findings suggest physical environments influence customer outcomes through multiple pathways, including direct effects on experience and indirect effects through repurchase intention. This responds to calls for servicescape reexamination through service-dominant logic perspectives, demonstrating that servicescapes function as resource integration platforms rather than mere atmospheric stimuli. From a Theory of Planned Behavior perspective, customer experience's dominance as the strongest predictor of repurchase intention reflects how attitudes formed through direct behavioral engagement outweigh external marketing influences. Social media marketing, while shaping subjective norms and cultural expectations, requires experiential validation to crystallize into behavioral intentions. This explains the indirect-only paths from social media marketing to repurchase intention and confirms theoretical predictions about experience-based attitude formation.

The findings offer several actionable insights for coffee shop managers seeking to enhance customer retention and business performance. Social media marketing should prioritize culturally relevant content that resonates with millennial values and aspirations rather than purely promotional messages. This requires understanding local cultural trends, community values, and generational preferences to create authentic brand narratives. The strong indirect effect through cultural marketing suggests that digital content must build cultural connections to drive repeat visits. Investment in servicescape design and customer experience enhancement yields direct returns on repurchase intention. Coffee shops should prioritize creating comfortable, aesthetically pleasing environments that support diverse customer activities—from casual socializing to productive work sessions. This includes careful attention to furniture selection, lighting design, acoustic management, and technology integration.

Customer perceived value emerges as a critical factor requiring ongoing attention to quality-price relationships, service efficiency, and overall value proposition. Coffee shops should regularly assess customer perceptions of value and adjust offerings to ensure competitive positioning while maintaining quality standards. The mediating role of customer experience emphasizes the importance of holistic experience design that considers all customer touchpoints. This includes staff training, service process optimization, and technology integration to create seamless, enjoyable experiences that encourage repeat visits. Since experience demonstrates the strongest effect on repurchase intention, efforts to enhance experiential quality should be prioritized in resource allocation decisions. The finding that social media marketing influences repurchase intention only indirectly has important implications for marketing resource allocation. Rather than expecting immediate conversion from social media campaigns, managers should view social media as a tool for building cultural relevance and shaping expectations that must be validated through actual service experiences.

5.2. Limitations and future research

This study acknowledges several limitations that should be considered when interpreting the findings. The cross-sectional research design prevents the establishment of true causal relationships and limits understanding of how these relationships evolve. The study captures relationships at a single point in time, which may not reflect the dynamic nature of customer-brand relationships in the service sector. The research is geographically constrained to Medan, North Sumatra, Indonesia, which may limit the generalizability of findings to other urban contexts with different cultural characteristics, economic conditions, or coffee consumption patterns. The focus exclusively on millennial consumers (ages 20-42) may not capture generational differences in coffee shop preferences and behaviors. Other generations may demonstrate different patterns of social media engagement, cultural marketing responsiveness, and repurchase behaviors.

The non-probability accidental sampling approach introduces significant limitations. The convenience sampling across 60 coffee shops may have created selection bias toward accessible locations and frequent customers during specific time periods, while potentially excluding diverse consumer segments. This prevents statistical inference to the broader population and limits external validity. While appropriate for exploratory research, the absence of probability sampling means findings should be interpreted cautiously. Sample size, though exceeding analysis requirements, was not determined via formal power analysis, potentially limiting the detection of smaller effects. The study relies solely on self-reported questionnaire data, which may be subject to common method bias, social desirability bias, and recall errors. Actual behavioral data or observational methods could provide complementary validation of the findings. The new cultural marketing construct represents a relatively novel concept that may require further validation across different cultural contexts and industry settings to establish its robustness and universal applicability.

Based on the findings and limitations identified, several promising avenues for future research emerge. Replication studies using probability sampling methods in different geographical and cultural contexts would help establish the external validity of the findings. Comparative studies across different cities, countries, or cultures could reveal contextual boundary conditions for the proposed relationships while enabling stronger statistical inference. Longitudinal research designs would provide valuable insights into how customer relationships and cultural connections evolve. Panel studies or repeated cross-sectional surveys could examine whether new cultural marketing effectiveness changes as cultural trends evolve and as customers develop deeper relationships with coffee shop brands.

Multi-generational studies could investigate whether the identified relationships differ across age cohorts. Understanding how Generation Z, millennials, Generation X, and baby boomers respond differently to social media marketing, cultural marketing, and servicescape

elements would provide more nuanced insights for segmented marketing strategies. Experimental research designs could establish stronger causal relationships and test the effectiveness of specific new cultural marketing interventions. Field experiments or laboratory studies could manipulate cultural marketing elements to examine their direct impact on customer experience and repurchase intention while controlling for confounding variables.

Expansion to other service industries would help determine whether new cultural marketing effects are coffee-shop-specific or generalizable to broader experiential service contexts such as restaurants, retail stores, hotels, or entertainment venues. Investigation of digital servicescape integration with physical environments represents a particularly timely research direction. As technology continues to reshape customer experiences through mobile applications, digital ordering systems, and augmented reality, understanding how digital and physical servicescapes interact to influence customer outcomes becomes increasingly important. Examination of cultural marketing authenticity and its impact on customer trust and loyalty could illuminate sustainable cultural marketing strategies. Research investigating when cultural marketing is perceived as authentic versus exploitative would help brands navigate cultural marketing more responsibly and ethically.

Mixed-methods approaches combining quantitative surveys with qualitative interviews, focus groups, or ethnographic studies could provide deeper insights into the mechanisms through which new cultural marketing influences customer behavior and the cultural meaning-making processes that millennials employ. Investigation of moderating factors such as cultural values, personality traits, technology adoption readiness, or coffee involvement levels could help identify when and for whom the proposed relationships are strongest, enabling more targeted and effective marketing strategies tailored to specific customer segments.

6. Conclusion

This study examined how social media marketing, customer perceived value, and servicescape influence repurchase intention among millennial coffee shop customers through new cultural marketing and customer experience. The findings reveal three critical insights that advance service marketing and customer loyalty research.

Social media marketing influences repurchase intention entirely through cultural mediation rather than direct effects. This challenges conventional assumptions about digital marketing's persuasive power and demonstrates that authentic cultural resonance, not promotional messaging, drives millennial repeat purchase behavior. Customer experience emerges as the dominant predictor of repurchase intention, serving as the crucial mechanism through which both perceived value and servicescape translate into loyalty. This underscores the centrality of holistic experience design in contemporary service contexts.

The research makes important theoretical contributions by introducing new cultural marketing as a mediating construct that bridges digital communications with behavioral outcomes. This extends service-dominant logic to encompass cultural value co-creation and advances servicescape theory by revealing multiple influence pathways—direct experiential effects and indirect cultural mechanisms. For practitioners, the findings provide clear guidance: prioritize culturally authentic social media content over promotional messaging, invest in comprehensive customer experience design, and create environments that support both functional needs and cultural expression.

This research contributes to understanding how cultural factors mediate marketing effectiveness in experiential service contexts. The findings have implications beyond coffee shops for any service business seeking to build lasting relationships with culturally conscious millennial consumers in digital marketplaces.

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