



## The Effect of Service Quality and Atmosphere on Revisit Intention to Klewer Market a Social Economic

Muhammad Ilham Masyary<sup>1</sup>, Darsono<sup>2</sup>, Kurniawati Darmaningrum<sup>3</sup>

Department of Management, Economics and Business, Tunas Pembangunan University, Indonesia

---

### Article Info

#### Article history:

Received Jan 26, 2026

Revised Feb 14, 2026

Accepted Mar 17, 2026

Online First Mar 26, 2026

---

#### Keywords:

Athnosphere

Revisit Intention

Service Quality

---

### ABSTRACT

**Purpose of the study:** This study aims to determine the effect of service quality and atmosphere on the intention to revisit Klewer Market in Surakarta City amidst digital competition with the ease of online fahion purchases that have changed consumer behavior and decreased visits to physical markets.

**Methodology:** This study used quantitative methods with 100 respondents who had visited in the last six months. Data collection techniques were conducted through surveys, while data analysis techniques used descriptive or inferential statistical analysis. All data were processed using SPSS version 25 software to ensure the accuracy of the test results.

**Main Findings:** The results show that service quality and atmosphere have a significant partial and simultaneous effect on the intention to revisit. As a social space, traditional markets facilitate community interaction activities. Service quality and atmosphere that support these activities are crucial for the sustainability of this social institution.

**Novelty/Originality of this study:** This study offers a new perspective by repositioning traditional markets not only as economic entities, but also as dynamic social spaces. Its novelty lies in the integration of service quality and atmosphere as stimulants for community social activities, which are key to the sustainability of social institutions amid modernisation.

*This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license*



---

### Corresponding Author:

Muhammad Ilham Masyary

Department of Management, Faculty of Economics and Business, Tunas Pembangunan University, Walanda Maramis Street No. 31, Nusukan, Banjarsari Distric, Surakarta City, Central Java 57135 Indonesia

Email: [masyarymuhammadilham@gmail.com](mailto:masyarymuhammadilham@gmail.com)

---

## 1. INTRODUCTION

The dynamics of digital technology have brought significant changes to the way consumers fulfill their fashion needs. Currently, many consumers are switching to online shopping channels due to the ease of navigation and accessibility offered by digital platforms. Based on a Statista survey conducted in January 2023 on 1,434 respondents over the age of 18, it was found that 70.13% of participants use e-commerce as a means to acquire fashion products, such as clothing and shoes [1]. Klewer Market has experienced a decline in visitors from 2020 to 2023. The decline in visitors has caused a drastic drop in turnover for traders [2], [3].

Service quality is all forms of activities carried out by a company to meet customer expectations [4]. Service quality begins with meeting customer needs and ends with the formation of positive customer decisions and perceptions of the service provided [5]. Furthermore, customer satisfaction increases when the service provided meets their needs, which ultimately strengthens customer loyalty [6].

The atmosphere or ambience of a shop can be used to describe a person's feelings or state of mind when visiting a shop [7]. The atmosphere greatly influences the feelings of consumers who come. The atmosphere or

physical environment of the market also influences consumers' emotions and experiences while shopping [8]. By creating an engaging atmosphere, consumers are more likely to develop a lasting memory of the unique experiences they find within the market.

The intention to revisit refers to a person's desire to return to a place or destination they have visited before. Customer satisfaction has been proven to mediate the relationship between price and consumers' intention to return [9]. explains that the image of the destination, the availability of facilities, and the impressions formed during the visit are determining factors that influence consumers' intention to return [10].

The location for this study was chosen based on Klewer Market in Surakarta, which has been established for decades and plays a crucial role as a centre for batik and textile trade, not only for the Greater Solo area but also as a national wholesale destination. The urgency of this study lies in the importance of identifying the factors that determine the intention to revisit Klewer Market, Surakarta City [11]. This market serves as a powerful space for social interaction where daily economic transactions take place, providing employment opportunities for the local community and acting as a hub for microeconomic mobility in the trade sector. A deep understanding of these consumer behaviour dynamics is expected to provide a foundation for management to optimise service quality and market atmosphere.

To objectively explore consumer behaviour dynamics, this study applies quantitative methods that enable statistical and measurable data processing and analysis [11]. Using questionnaires, this study aims to explore the driving factors behind the shift in preferences towards online fashion shopping and its impact on the frequency of visits to Klewer Market in Surakarta City [12]. The final results are expected to identify the determinants of revisit intention, with an emphasis on the role of service quality and store atmosphere in motivating customers to return to physical markets.

Although previous studies have extensively explored the influence of service quality and atmosphere in the context of modern retail and e-commerce, there is a significant gap in the literature regarding how these variables interact in traditional market ecosystems that are undergoing transition. Previous studies tend to focus on the efficiency of purely economic transactions, but often overlook the role of traditional markets as unique social spaces. There is an urgent need to understand whether physical (atmosphere) and interpersonal (service) elements are still capable of maintaining visitor loyalty amid the onslaught of digitalisation, which offers ease of access but minimal deep social interaction.

The main objective of this study is to analyse and empirically prove the effect of service quality and market atmosphere on revisit intention at Klewer Market in Surakarta. Through a quantitative approach, this study seeks to identify the main determinants that can be optimised by market managers to revitalise the appeal of physical markets as competitive social interaction spaces in the digital era. It also seeks to determine the extent to which the two variables of service quality and atmosphere influence revisit intention.

This study focuses on the repositioning of traditional markets not merely as economic entities, but as centres of socio-spatial dynamics that support the sustainability of social institutions. This study goes beyond standard consumer satisfaction analysis by integrating community social activities—such as bargaining interactions and social cohesion—as an integral part of the market atmosphere. The urgency of this research is based on the drastic decline in visitors and turnover at Klewer Market, where a deep understanding of consumer behaviour is crucial to prevent the degradation of traditional markets as cultural heritage and drivers of the national micro-economy.

Service quality plays an important role in increasing customer satisfaction and loyalty to a store or brand. Various studies show that service quality has a positive and significant effect on customer satisfaction, which ultimately impacts the formation of customer loyalty [13], [14]. In the retail ecosystem, human dimensions such as merchant friendliness, combined with service efficiency and product availability, are key factors in shaping perceptions of service quality and customer satisfaction levels [15].

The atmosphere of a shop is one of the important factors that influence customers' purchasing decisions and play a role in creating a positive shopping experience [16]. Research in various retail contexts also shows that the atmosphere of a shop not only influences initial purchasing decisions but also contributes to consumers' intentions to revisit a shopping venue or make repeat purchases in the future [17].

For the retail industry, creating a comfortable atmosphere and ensuring high-quality service interactions are not just additional amenities, but key strategies for strengthening customer relationships and increasing their loyalty to a destination. Perceptions of a place's identity and the quality of its facilities directly influence consumers' desire to return [10]. The combination of quality service and a pleasant atmosphere is believed to increase consumers' intention to return [18].

H1: Service quality is suspected to influence the intention to revisit Klewer Market in Surakarta City.

H2: Atmosphere is suspected to influence the intention to revisit Klewer Market in Surakarta City.

H3: Service quality and atmosphere are suspected to influence the intention to revisit Klewer Market in Surakarta City.

## 2. RESEARCH METHOD

### 2.1. Research Design

Quantitative research methods are systematic approaches that focus on collecting and analysing information through numerical representation. This approach allows researchers to map phenomena in a measurable way, producing objective conclusions based on accurate statistical data [11]. two independent variables, namely service quality and atmosphere, as well as the dependent variable of intention to revisit. The data sources in this study refer to the subjects who provided the data. In this study, the author used primary data sources.

### 2.2. Population and sampel

This study utilised primary data obtained from responses provided by respondents selected through purposive sampling [19]. The population is the entire research object that has certain characteristics [20]. The purpose of the population is to assist researchers in limiting generalisation and determining research conclusions. In this case, the population defined for this study is all visitors or consumers of Klewer Market in Surakarta City. A sample is a portion of a population that is selected to draw information or results from research etikan[21]. Sample selection must be done carefully to ensure that the selected sample accurately represents the characteristics of the population. The sample for this study consisted of consumers who had visited Klewer Market in Surakarta City in the last six months, with a total of 100 respondents.

### 2.3. Data Collection Technique

The questionnaire is a tool that helps simplify and measure behaviour, characteristics, or other entities sought by researchers using a checklist or rating scale [22]. The questionnaire was distributed via the Google Forms platform. Research using the Likert scale is useful for measuring the attitudes, views, and perceptions of individuals or groups towards social phenomena [23]. By using the Likert scale, respondents can provide answers that show gradations, ranging from very positive to very negative [24].

### 2.4. Operational Definitions

#### 2.4.1. Revisit Intention

The intention to revisit is a consumer's subjective desire to return to a destination in the future, triggered by a positive experience or satisfaction [25], [26]. In this study, there are several variables of revisit intention with three indicators: repurchase, recommending the product, and deciding to purchase the product at Klewer Market [26].

#### 2.4.2. Service Quality

Service quality is all forms of activities carried out by a company to meet customer expectations [27]. service quality variables consisting of four indicators namely equal service, awareness of assisting visitors, attention or actions that make visitors feel comfortable, and accuracy of service delivery [28].

#### 2.4.3. Atmosphere

Atmosphere is the mood created through the physical design of a shop, which is arranged in such a way as to elicit a certain emotional response from shoppers [29]. atmosphere variables have seven dimensions, including cleanliness, music, aroma, temperature, lighting, colour, and appearance [30], [31].

### 2.5. Data Analysis Techniques

The data analysis technique in this study uses validity and reliability tests to measure the research instruments [32]. Furthermore, there is a classical assumption test consisting of a normality test, multicollinearity test, and heteroscedasticity test [33]. Hypothesis testing uses the T-test to calculate the partial effect, the F-test to calculate the simultaneous effect, and the coefficient of determination test to explain the effect of the two independent variables on the dependent variable. Multiple linear regression techniques enable researchers to measure the extent to which independent variables contribute to or influence dependent variables. More fundamentally, if the analysis involves only one independent variable, the procedure is classified as simple linear regression [34].

$$Y = \alpha + \beta_1[\text{Service Quality}] + \beta_2[\text{Atmosphere}] + e \dots (1)$$

Y = Revisit Intention

$\beta_1, \beta_2$  = the regression coefficients of the independent variables

$\alpha$  = constanta

e = error

The research hypotheses are formulated as follows:

Individual Hypothesis

H1: Service quality is suspected to influence the intention to revisit Klewer Market in Surakarta City.

H2: Atmosphere is suspected to influence the intention to revisit Klewer Market in Surakarta City.

Simultaneous Hypothesis:

H3: Service quality and atmosphere are suspected to influence the intention to revisit Klewer Market in Surakarta City.

This hypothesis testing uses the t-test to find partial effects, followed by the F-test to find the simultaneous effects of both independent variables on the dependent variable [35].

### 3. RESULTS AND DISCUSSION

This section contains the results and discussion of this study. The results of this study aim to examine the effect of independent variables on dependent variables.

#### 3.1. Description of Responden

This study used 100 respondents, namely visitors to Klewer Market in Surakarta City in the last six months. Most were aged 18–24 years (78%), female (67%), visited 1–2 times in the last six months (66%), 61 respondents made offline purchases (61%) because it was faster to obtain goods (46%), customer service was better (6%), they could experience the market atmosphere (7%), and they could try the products first (2%).

#### 3.2. Validity Test and Reliability Test

Table 1. Validity Test Variable Service Quality, Atmosphere, and Revisit Intention

Question	r - count	r - table	Mark (Sig)	Inform ation
Klewer market traders have the ability to provide the same service to all customers.	0,722	0,195	0,000	Valid
Klewer market traders are aware of the need to help customers who require assistance.	0,755	0,195	0,000	Valid
Klewer market traders pay attention to providing service that makes customers feel comfortable.	0,714	0,195	0,000	Valid
Klewer market traders provide appropriate and good service to customers.	0,752	0,195	0,000	Valid
The cleanliness of the market floor encourages me to buy more.	0,550	0,195	0,000	Valid
The clean stalls in the market make me want to stay longer.	0,612	0,195	0,000	Valid
The cleanliness of the market attracts me to visit again.	0,549	0,195	0,000	Valid
Listening to music creates a relaxed atmosphere while shopping.	0,373	0,195	0,000	Valid
The music in the market motivates me to buy more.	0,504	0,195	0,000	Valid
The pleasant environment created by the music makes me spend more time in the market.	0,564	0,195	0,000	Valid
The appropriate background music rhythm makes me feel comfortable.	0,465	0,195	0,000	Valid
The adequate volume of the background music keeps me in the market longer.	0,477	0,195	0,000	Valid
The presence of background music enhances my well-being and comfort.	0,420	0,195	0,000	Valid
The aromas in the market encourage me to buy more.	0,510	0,195	0,000	Valid
The aromas in the market makes me want to visit again.	0,634	0,195	0,000	Valid
The market's fragrance makes me want to stay longer.	0,628	0,195	0,000	Valid
The air temperature in the market area is comfortable for shopping.	0,644	0,195	0,000	Valid
The air circulation in the market is quite good.	0,642	0,195	0,000	Valid
The comfortable air conditions increase the desire to visit again.	0,645	0,195	0,000	Valid
The lighting in the market is good.	0,562	0,195	0,000	Valid
The lighting in the market is pleasing to the eye and makes me want to stay longer.	0,620	0,195	0,000	Valid
The good lighting colours draw my attention to the products.	0,705	0,195	0,000	Valid

Question	r - count	r - table	Mark (Sig)	Information
The lighting in the market makes the goods look clearer and more attractive.	0,644	0,195	0,000	Valid
The lighting in the product area allows me to assess the quality of the products.	0,642	0,195	0,000	Valid
Variations in lighting in each area of the market are considered important.	0,526	0,195	0,000	Valid
The colour of the market building is good.	0,484	0,195	0,000	Valid
The colour of the market building creates a positive image in my mind.	0,529	0,195	0,000	Valid
The colour of the market building forms a positive perception in my mind.	0,572	0,195	0,000	Valid
I tend to buy more when I see attractive and impressive product displays.	0,401	0,195	0,000	Valid
Information in the market is displayed adequately.	0,654	0,195	0,000	Valid
Product displays motivate me to look at products more critically.	0,589	0,195	0,000	Valid
The booth display allows me to see the products clearly.	0,595	0,195	0,000	Valid
The creative and systematic arrangement of products in the market helps me in choosing products.	0,484	0,195	0,000	Valid
If I am going to buy fashion items or certain products, I will buy them at Klewer Market in Surakarta.	0,859	0,195	0,000	Valid
I will recommend products at Klewer Market in Surakarta to my family, relatives, and colleagues.	0,731	0,195	0,000	Valid
I will buy fashion items or other products at Klewer Market in Surakarta after comparing them with other shops.	0,819	0,195	0,000	Valid

Source: Primary Data Processing SPSS 25, 2026

Based on Table 1 above, it can be seen that all questions regarding service quality, atmosphere, and intention to return have an r-count value greater than the r-table value of 0.195. Furthermore, the significance value is less than 0.05 (5%). The social interpretation of these validity results shows that service quality is the foundation of trust between vendors and visitors. Meanwhile, a valid market atmosphere reflects social comfort in interactions. This proves that Klewer Market is not just a shopping place, but a public space that prioritizes friendliness and community relations.

Table 2. Reliability Test Variable Service Quality, Atmosphere, and Revisit Intention

No	Variable	N of Items	Cronbach's Alpha	Condition	Information
1	Service Quality (X1)	4	0,716	0,6	Reliabel
2	Atmosphere (X2)	29	0,921	0,6	Reliabel
3	Revisit Intention (Y)	3	0,726	0,6	Reliabel

Source: Primary Data Processing SPSS 25, 2026

Based on Table 2 above, it can be seen that Cronbach's alpha value is greater than the test threshold, which is 0.60, so all variables are considered reliable. These reliability results demonstrate that service quality is a pillar of stability in the relationship between vendors and visitors. Furthermore, the reliability of the market atmosphere variable demonstrates the consistency of social comfort experienced by visitors at Klewer Market.

### 3.3. Classical Assumption Tests

Table 3. Normality Test Variable Service Quality, Atmosphere, and Revisit Intention

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.51078008
Most Extreme Differences	Absolute		.101
	Positive		.058
	Negative		-.101
Test Statistic			.101
Asymp. Sig. (2-tailed)			.014 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.	95% Lower	.243 <sup>d</sup>
		Confidence Bound	
		Interval Upper	.252
		Bound	

Source: Primary Data Processing SPSS 25, 2026

Based on Table 3, it can be seen that the Asymp Sig (2-tailed) value is 0.014, which is smaller than 0.05, meaning that it does not meet the normality test criteria. Therefore, this study includes a Monte Carlo test to meet the normality criteria, with a Monte Carlo Sig (2-tailed) value of 0.243, which is greater than 0.05, meaning that the Monte Carlo test value meets the normality test criteria. This proves that the social comfort created by the market atmosphere is not just a random phenomenon, but rather part of the established interaction structure at Klewer Market.

### 3.4. Multicollinearity

Table 4. Multicollinearity Test Variable Service Quality, Atmosphere, and Revisit Intention

Coefficients <sup>a</sup>		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	TOTAL X1 Service Quality	0,626	1,598
	TOTAL X2 ATMOSPHERE	0,626	1,598

a. Dependent Variable: TOTAL Y Revisit Intention

Source: Primary Data Processing SPSS 25, 2026

Based on Table 4, it can be seen that the tolerance values of the service quality and atmosphere variables are greater than 0.10 and the Vif values of both variables are less than 10. The absence of multicollinearity proves that the social comfort of the physical environment makes a different and equally important contribution to the friendliness of service in maintaining the Klewer Market ecosystem.

**3.5. Heteroskedasticity Test**

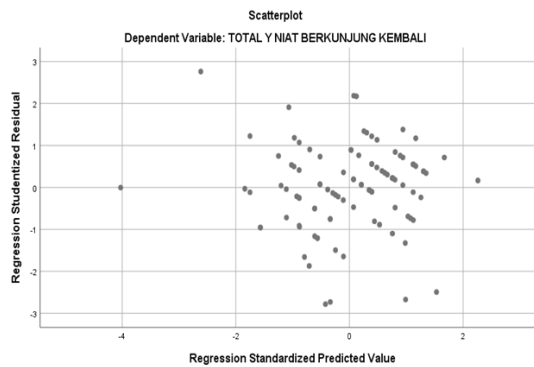


Figure 1. Heteroskedasticity  
Source: Primary Data Processing SPSS 25, 2026

Based on Figure 1, it can be seen that the points are scattered randomly without any regular pattern. Therefore, the regression model shows no signs of heteroscedasticity and the data meets the normality requirement. This randomly distributed data pattern indicates that the quality of service between vendors and visitors is consistently perceived by all levels of consumers. This demonstrates that the social comfort created by the market atmosphere is not an exclusive phenomenon, but rather a common standard of service across Klewer Market.

**3.6. Multiple Linear Regression Result**

The multiple linear regression analysis produces the following estimation model:

$$\text{Revisit Intention} = 0,484 + 0,255 \text{ Service Quality} + 0,063 \text{ Atmosphere}$$

The regression equation in this study shows a constant value of 0.484, which indicates that if the independent variable is zero, then the intention to revisit remains at that number. The service quality variable (X1) has a positive coefficient of 0.255, so that every one unit increase in service quality will be followed by an increase in intention to revisit. Similarly, the atmosphere variable (X2) shows a positive coefficient of 0.063, where improvements in the market atmosphere will linearly increase consumers' desire to come back to Klewer Market. This finding confirms that service quality is a major driver in strengthening the relationship between traders and visitors through positive interactions. In addition, the contribution of the market atmosphere variable proves that the social comfort felt by visitors is a supporting factor that strengthens the attractiveness of traditional markets amidst modern retail competition.

**3.7. Hypothesis Testing**

**1) Coefficient of Determination (R<sup>2</sup>)**

Table 5. Coefficient of Determination (R<sup>2</sup>) Variable Service Quality, Atmosphere, and Revisit Intention Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 <sup>a</sup>	0,459	0,448	1,526

a. Predictors: (Constant), TOTAL X2 ATMOSPHERE, TOTAL X1 SERVICE QUALITY  
b. Dependent Variable: TOTAL Y REVISIT INTENTION

Source: Primary Data Processing SPSS 25, 2026

Based on the table, it can be seen that the Adjusted R Square value is 0.448 or 44.8%, which means that the variable of intention to return is influenced by the variables of service quality and atmosphere by 44.8%. The quality of service and the market atmosphere are crucial factors in maintaining a stable relationship between vendors and visitors. This figure reflects that nearly half of visitors' reasons for returning to Klewer Market are driven by the social comfort and personal interactions they experience. This demonstrates that despite other external factors, the human touch in service and the comfort of the physical environment remain key attractions that are difficult to replace with modern shopping platforms.

## 2) Simultaneous Test (F-Test)

Table 6. Simultaneous Test (F-Test) Variable Service Quality, Atmosphere, and Revisit Intention

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191,827	2	95,913	41,173	.000 <sup>b</sup>
	Residual	225,963	97	2,330		
	Total	417,790	99			
a. Dependent Variable: TOTAL Y REVISIT INTENTION						
b. Predictors: (Constant), TOTAL X2 ATMOSPHERE, TOTAL X1 SERVICE QUALITY						

Source: Primary Data Processing SPSS 25, 2026

Based on the table, it can be seen that the calculated F value is 41.173 and the F table value from this study is 3.090, which means that the calculated F is greater than the F table. Meanwhile, the significance value of the F test is 0.000, which is less than 0.05. Therefore, the variables of service quality and atmosphere have a simultaneous effect on the variable of intention to revisit. This simultaneous influence confirms that service quality and market atmosphere are inseparable in building relationships between traders and visitors. The synergy between friendly interactions and the physical environment creates a comprehensive standard of social comfort for visitors at Klewer Market. These findings demonstrate that the attractiveness of traditional markets depends heavily on a harmonious blend of human aspects and spatial conditions that support collective community interaction.

## 3) Partial Test (t-Test)

Table 7. Partial Test (t-Test) Variable Service Quality, Atmosphere, and Revisit Intention

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0,484	1,237		0,391	0,696
	TOTAL X1 Service Quality	0,255	0,083	0,288	3,057	0,003
	TOTAL X2 ATMOSPHERE	0,063	0,013	0,462	4,890	0,000

a. Dependent Variable: TOTAL Y Revisit Intention

Source: Primary Data Processing SPSS 25, 2026

Based on Table 6 Test Results above, it can be concluded as follows, the significant value of the service quality variable (X1) is 0.003 (<0.05), so it can be concluded that the service quality variable has a significant effect on the intention to revisit variable. The value of the atmosphere variable (X2) is 0.000 (<0.05), so it can be concluded that the atmosphere variable has a significant effect on the intention to revisit variable. The significance of service quality demonstrates that vendor friendliness is a key foundation in maintaining vendor-visitor relationships. Meanwhile, the influence of market atmosphere confirms that a comfortable physical environment is crucial in creating social comfort for the market community.

The discussion is based on the hypothesis to determine the effect of service quality and atmosphere on the intention to revisit. This section contains empirical findings and theories that support the research. This study found that service quality has a significant effect on the intention to revisit Klewer Market in Surakarta, with a significance value of 0.003 (<0.05). The positive regression coefficient for the service quality variable indicates that optimising service quality and service standards directly increases visitors' intention to return in the future. In line with the research [36]-[38], it is confirmed that service quality is a fundamental factor in determining how consumers behave and make decisions. Through adequate service interactions, an emotional experience is created that significantly directs customer choices and loyalty in the future.

Based on the responses from respondents in this study, it is known that the intention to return is due to respondents feeling satisfied with the service provided by traders at Klewer Market. Klewer Market traders provide the same service to all visitors without discriminating between them. Klewer Market traders are quick to help visitors choose items and provide clear information about their merchandise. The attention and actions of Klewer Market traders, which encourage comfort during the transaction process, add to the positive impression of the visitors' shopping experience [5]. The traders' determination to provide service to visitors increases visitor satisfaction and builds visitor trust.

The quality of service provided by Klewer Market traders creates a positive and memorable experience for visitors [39]. This can foster loyalty, encouraging visitors to return to Klewer Market in Surakarta in the future [40]. These findings confirm that service quality at Klewer Market serves as a sociological determinant that strengthens place attachment through emotional interactions that go beyond mere economic transactions. Amid digital disruption, the professionalism of vendors in providing inclusive and transparent services represents the role of traditional markets as resilient physical public spaces, in line with market dynamics in various developing countries that rely on social capital as a comparative advantage. Systemically, optimizing these service standards has crucial implications for market sustainability; where maintaining the quality of interactions not only triggers return visits but also strengthens social cohesion and the market's function as an inclusive, cross-class meeting space amidst the expansion of impersonal modern commercial spaces.

In this study, it can be seen that atmosphere has a significant effect on the intention to revisit Klewer Market in Surakarta City, with a significant value of 0.000 ( $<0.05$ ). This positive and significant impact shows that the more attractive the physical environment or atmosphere created by the market, the stronger the desire of consumers to visit and make repeat purchases. This finding is in line with the view [41], [42], that the atmosphere of the environment plays an important role in triggering the intention to revisit. A comfortable and well-managed atmosphere not only provides a visual impression but also creates a deep sense of psychological well-being for customers.

Based on the responses from respondents in this study, it is known that the intention to return is due to wanting to experience the atmosphere of Klewer Market in Surakarta City. This is based on the cleanliness of the market area, which is continuously maintained, the music played by various stalls in the Klewer Market area, which creates a comfortable atmosphere, the pleasant aroma in the market area, and the air circulation in the market, which makes visitors feel comfortable staying and walking around the market area for a long time. Furthermore, the lighting conditions inside the market area are good, allowing visitors to clearly see the goods and information available at Klewer Market in Surakarta City. In addition, the colour of the market building impresses visitors because it combines classic and modern styles, making the market atmosphere more lively and attractive. Other factors, such as the neat arrangement of stalls, attractive product displays, and clear information boards, make for an enjoyable shopping experience and increase visitor loyalty [31], [43].

By creating an aesthetic and functional market atmosphere, Klewer Market has succeeded in providing a valuable shopping experience for visitors. This conducive environment effectively increases customer comfort and satisfaction, and contributes to an increase in the intention to revisit Klewer Market Surakarta in the future [44]. Sociological analysis shows that the market atmosphere at Klewer Market functions as a spatial determinant that strengthens place attachment, where sensory stimuli and spatial arrangement create emotional resonance that goes beyond mere economic transactions. Amidst massive digitalization that tends to reduce interactions to impersonal screens, the physical atmosphere of traditional markets offers an authentic experience as an inclusive social space, similar to the resilience of informal markets in developing countries like Thailand and Vietnam that rely on unique ambiance to compete with modern retail. Systemically, maintaining a conducive atmosphere has crucial implications for market sustainability; a comfortable and distinctive atmosphere not only triggers the intention to revisit but also strengthens the market's role as a catalyst for social cohesion that brings together various strata of society in a democratic public space.

In this study, it can be seen that service quality and atmosphere simultaneously influence the intention to revisit Klewer Market in Surakarta City, with a t-value of 41.713 ( $>3.090$ ) and a significance value of 0.000 ( $<0.05$ ). The combination of good service quality and a very comfortable market atmosphere has proven to be a major determinant in strengthening customers' desire to return in the future. In line with the research [45], [46], it emphasises that the synergy between superior service standards and a conducive physical environment is a key factor in increasing consumer loyalty, especially in the conventional retail sector.

The synergy between service quality and market atmosphere at Klewer Market is a manifestation of the market as a social space that builds place attachment through emotional resonance and sensory stimuli that cannot be replicated by impersonal digitalization. In the sociological landscape of developing countries, such as studies of traditional markets in Vietnam or Thailand, the combination of professional, inclusive service and an authentic atmosphere serves as a bulwark against the expansion of modern retail and digital platforms. Systemically, optimizing these two aspects has crucial implications for market sustainability; where the quality of interactions maintained and a comfortable atmosphere serve as catalysts for social cohesion that strengthen social capital across social strata, while ensuring the market remains relevant as an inclusive and sustainable democratic meeting space amidst the currents of modernity.

Simultaneous analysis of the influence of both independent variables on the dependent variable confirms that efforts to increase repeat purchase intention cannot be achieved separately, but require the implementation of an integrated strategy that synergises service quality and sustainable market environment management [41]. These findings contribute theoretically to studies of consumer behaviour in traditional market management, while also offering a practical foundation for market managers in formulating strategic policies to strengthen competitiveness amid the development of e-commerce [45], [46].

#### 4. CONCLUSION

This study aims to measure the effect of service quality on the intention to revisit Klewer Market in Surakarta City. The results of the study show that service quality has a significant and positive effect on the intention to revisit. These findings indicate that service quality plays an important role in increasing customer loyalty. Similarly, atmosphere also has a significant and positive effect on the intention to revisit. Atmosphere also plays a very important role in increasing customer loyalty.

Despite the results achieved, this study has limitations that need to be considered as material for future readers and researchers, namely that this study has a limited scope that focuses on the shopping experience dimension, particularly regarding the quality of merchant service and the market environment atmosphere. Further research into the relationship between merchants social capital (networks, trust, and norms) and market economic resilience could be conducted. This research could focus on how social cohesion among merchants contributes to collective service quality, which ultimately influences long-term customer loyalty.

#### ACKNOWLEDGEMENTS

The author would like to express his gratitude to Tunas Pembangunan University Surakarta, particularly the management study programme, for its academic support and facilities in completing this research. Furthermore, the author would like to express his deepest gratitude to his supervisor for his guidance, insights, and comments throughout the research process. In addition, the author would like to thank the individuals and institutions for their assistance and contributions in helping to collect data to complete this research.

#### REFERENCES

- [1] Kementerian Perdagangan, "Perdagangan digital (e-commerce) Indonesia periode 2023," 2024. [Online]. Available: <https://satudata.kemendag.go.id/ringkasan/produk/perdagangan-digital-e-commerce-indonesia-periode-2023> (accessed Oct. 15, 2025).
- [2] A. Pratama, "Pandemi corona belum berakhir, omset penjualan batik di Pasar Klewer turun drastis," *MerahPutih.com*, Oct. 3, 2020. [Online]. Available: <https://www.merahputih.com/post/read/pandemi-corona-belum-berakhir-omset-penjualan-batik-di-pasar-klewer-solo-turun-drastis> (accessed Oct. 15, 2025).
- [3] P. T. Agil, "Sambat pedagang batik di Pasar Klewer Solo: Omzet merosot sejak pandemi," *DetikJateng*, Oct. 2, 2023. [Online]. Available: <https://www.detik.com/jateng/bisnis/d-6960851/sambat-pedagang-batik-di-pasar-klewer-solo-omzet-merosot-sejak-pandemi/amp> (accessed Oct. 15, 2025).
- [4] M. Gulo et al., "The influence of service quality on customer satisfaction in CV. Golden Mart Gunungsitoli City," vol. 10, pp. 1290–1298, 2022.
- [5] S. Jubaidah, I. D. Binangkit, I. Ahmad, and B. Suropto, "Pengaruh kualitas produk, kualitas pelayanan dan harga terhadap keputusan pembelian di CV. Giat Plat Pekanbaru," *Economics Accounting and Business Journal*, vol. 1, pp. 93–108, 2021.
- [6] A. Parasuraman, V. A. Zeithaml, and L. L. Berry, "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality," *Journal of Retailing*, vol. 64, no. 1, pp. 12–40, 1988.
- [7] R. Novetania and B. Lestari, "Pengaruh store atmosphere dan lokasi terhadap keputusan pembelian," *Jurnal Aplikasi Bisnis*, vol. 8, 2022.
- [8] M. J. Bitner, "Servicescapes: The impact of physical surroundings on customers and employees," *Journal of Marketing*, vol. 56, no. 2, pp. 57–71, 1992, doi: 10.1177/002224299205600206.
- [9] N. Vardhani and R. Octafian, "Niat berkunjung kembali ditinjau dari harga dan kepuasan pelanggan," 2024.
- [10] S. Malikhah, M. Fadhilah, and H. Welsa, "Meningkatkan minat berkunjung kembali melalui kepuasan konsumen," *J-MAS (Jurnal Manajemen dan Sains)*, vol. 8, no. 2, p. 1814, 2023, doi: 10.33087/jmas.v8i2.1479.
- [11] Ardiansyah, Risnita, and M. S. Jailani, "Teknik pengumpulan data dan instrumen penelitian ilmiah," *Jurnal IHSAN*, vol. 1, no. 2, pp. 1–9, 2023, doi: 10.61104/ihsan.v1i2.57.
- [12] Hardani et al., *Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta: CV Pustaka Ilmu, 2020.
- [13] Y. I. Widiyanti and S. Safuan, "Pengaruh kualitas layanan terhadap kepuasan dan loyalitas pelanggan," *Jurnal Lentera Bisnis*, vol. 14, no. 3, pp. 3469–3483, 2025, doi: 10.34127/jrlab.v14i3.1746.
- [14] A. R. Rafi and D. A. Nugroho, "Pengaruh kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan sebagai mediator," *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, vol. 1, no. 3, pp. 376–382, 2022, doi: 10.21776/jmppk.2022.01.3.11.
- [15] M. F. Siswadi, "Pengaruh kualitas layanan terhadap kepuasan dan loyalitas pelanggan," *Jurnal Pustakawan Indonesia*, vol. 18, no. 1, pp. 42–53, 2020, doi: 10.29244/jpi.18.1.42-53.
- [16] G. A. Susanto and M. Adiwijaya, "The effect of visual merchandise and store atmosphere on purchase decision," *Petra International Journal of Business Studies*, vol. 6, no. 1, pp. 1–9, 2023, doi: 10.9744/petraijbs.6.1.1-9.
- [17] H. B. A. Alam and S. Purwanto, "The influence of store atmosphere, perceived price, and customer experience," *East Asian Journal of Multidisciplinary Research*, vol. 3, no. 8, 2024, doi: 10.55927/eajmr.v3i8.10312.
- [18] D. Grewal, J. Baker, M. Levy, and G. B. Voss, "The effects of wait expectations and store atmosphere," *Journal of Retailing*, vol. 79, no. 4, pp. 259–268, 2003, doi: 10.1016/j.jretai.2003.09.006.
- [19] I. Etikan, "Comparison of convenience sampling and purposive sampling," *American Journal of Theoretical and Applied Statistics*, vol. 5, no. 1, p. 1, 2016, doi: 10.11648/j.ajtas.20160501.11.

- [20] H. Taherdoost, "Sampling methods in research methodology," *SSRN Electronic Journal*, 2016, doi: 10.2139/ssrn.3205035.
- [21] I. Etikan, "Sampling and sampling methods," *Biometrics & Biostatistics International Journal*, vol. 5, no. 6, 2017, doi: 10.15406/bbij.2017.05.00149.
- [22] H. Taherdoost, "Designing a questionnaire for a research paper," *Asian Journal of Managerial Science*, vol. 11, no. 1, pp. 8–16, 2022, doi: 10.51983/ajms-2022.11.1.3087.
- [23] B. Simamora, "Skala Likert, bias penggunaan dan jalan keluarnya," *Jurnal Manajemen*, vol. 12, no. 1, pp. 84–93, 2022, doi: 10.46806/jman.v12i1.978.
- [24] M. Koo and S.-W. Yang, "Likert-type scale," *Encyclopedia*, vol. 5, no. 1, 2025, doi: 10.3390/encyclopedia5010018.
- [25] J. Karter et al., "Pengaruh destination personality terhadap revisit intention," *Jurnal Lentera Bisnis*, vol. 14, no. 2, pp. 2083–2100, 2025, doi: 10.34127/jrlab.v14i2.1577.
- [26] N. F. Sandy and A. Aquinia, "Pengaruh citra merek, kualitas pelayanan, dan persepsi harga terhadap niat beli ulang," *Jesyra*, vol. 5, no. 1, pp. 801–809, 2022, doi: 10.36778/jesyra.v5i1.648.
- [27] E. Cahyani et al., "The role of service quality in building customer satisfaction," *Journal of Management and Creative Business*, vol. 2, no. 4, pp. 192–205, 2024, doi: 10.30640/jmcbus.v2i4.3300.
- [28] M. Indrasari, *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press, 2019.
- [29] I. F. Faishal, "Pengaruh store atmosphere terhadap customer satisfaction dan impulse buying," *Inovasi*, vol. 12, no. 1, pp. 347–356, 2025, doi: 10.32493/Inovasi.v12i1.49311.
- [30] H. Hussain and M. Ali, "Effect of store atmosphere on consumer purchase intention," *International Journal of Marketing Studies*, vol. 7, no. 2, 2015, doi: 10.5539/ijms.v7n2p35.
- [31] M. A. Situmorang and S. Kumar, "The influence of store atmosphere and display layout," in *Proc. ICFBE*, 2022.
- [32] Z. Iba and A. Wardhana, *Riset Manajemen Menggunakan SPSS dan Smart-PLS*. Purbalingga: Eureka Media Aksara, 2024.
- [33] G. Mardiatmoko, "Pentingnya uji asumsi klasik pada analisis regresi linier berganda," *Barekeng*, vol. 14, no. 3, pp. 333–342, 2020, doi: 10.30598/barekengvol14iss3pp333-342.
- [34] N. Duli, *Metodologi Penelitian Kuantitatif*. Yogyakarta: Deepublish, 2020.
- [35] J. E. Bella, J. B. Maramis, and L. J. Rumokoy, "The effect of dividend payout ratio, debt to equity ratio, and firm size," *Jurnal EMBA*, vol. 12, no. 4, pp. 237–249, 2024.
- [36] Y. I. Widiandi and S. Safuan, "Pengaruh kualitas layanan terhadap kepuasan dan loyalitas pelanggan," *Jurnal Lentera Bisnis*, vol. 14, no. 3, pp. 3469–3483, 2025.
- [37] N. W. Setyaningsih et al., "Pengaruh customer experience terhadap revisit intention," *Jurnal IPTA*, vol. 8, no. 1, p. 119, 2020, doi: 10.24843/IPTA.2020.v08.i01.p15.
- [38] A. R. Rafi and D. A. Nugroho, "Pengaruh kualitas pelayanan terhadap loyalitas pelanggan," *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, vol. 1, no. 3, pp. 376–382, 2022.
- [39] F. Fadillah, R. Lubis, and P. Patisina, "Service quality and customer satisfaction," *Psikoborneo*, vol. 13, no. 4, p. 724, 2025, doi: 10.30872/psikoborneo.v13i4.22164.
- [40] E. Japarianto, "Pengaruh retail service quality terhadap minat berkunjung ulang," *Jurnal Manajemen Pemasaran*, vol. 13, no. 1, pp. 17–26, 2019, doi: 10.9744/pemasaran.13.1.17-26.
- [41] T. Oktaviani and S. Herawati, "Pengaruh store atmosphere dan kualitas pelayanan terhadap minat berkunjung kembali," *Costing Journal*, vol. 7, no. 5, pp. 230–245, 2024.
- [42] A. Qoirullah et al., "Pengaruh store atmosphere dan accessibility terhadap revisit intention," *El-Mal*, vol. 6, no. 9, 2025, doi: 10.47467/elmal.v6i9.9330.
- [43] R. S. Salbiah et al., "Peningkatan kepuasan pelanggan melalui strategi store atmosphere," *Karimah Tauhid*, vol. 3, no. 7, pp. 7578–7593, 2024, doi: 10.30997/karimahtauhid.v3i7.14128.
- [44] R. M. Muttaqin, "Pengaruh physical environment terhadap revisit intention," *Jurnal Lentera Bisnis*, vol. 13, no. 2, 2024, doi: 10.34127/jrlab.v13i2.1080.
- [45] N. K. Ummah and R. F. Oktavian, "Repurchase intention as the impact of service quality and store atmosphere," *Almana*, vol. 9, no. 2, pp. 434–443, 2025, doi: 10.36555/almana.v9i2.2912.
- [46] M. Sifa, E. Rusnendar, and B. Foster, "Pengaruh store atmosphere dan service quality terhadap revisit intention," *In Search*, vol. 22, no. 2, pp. 320–331, 2023, doi: 10.37278/insearch.v22i2.760.