The Effect of Store Atmosphere on Revisit Intention that is in Mediation by Customer Satisfaction
(Survey on Padang Bioderm Clinic Consumer)

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Abstract:- This study aims to: 1). How to Store Atmosphere affect customer satisfaction of consumers of Bioderm clinc Padang, 2). How to influence customer satisfaction to consumers Bioderm Clinic Revisit Intention Padang and 3) How does Store Atmosphere on Revisit Intention mediated by customer satisfaction to consumers clinc Bioderm Padang. The research object is clinc Padang Bioderm consumer customers. Data were obtained by a questionnaire survey. This analysis is tested using SmartPLS. From research conducted by known hypothesis test showed that the Store Atmosphere positive and significant impact on customer satisfaction. Customer satisfaction has a positive and significant impact on Revisit Intention. concluded that there is a partial mediating effect of customer satisfaction between the atmosphere on the intention to re-visit store.

Keywords:- *Store Atmosphere, Customer Satisfaction and Revisit Intention.*

I. INTRODUCTION

The growth of the beauty industry at the level of 10% per year, increasing interest in beauty clinics run business (Smith, 2017). Global Aesthetic Market, is expected to exceed 5.5 billion USD in 2020. The global aesthetic market is growing at a steady rate due to increased awareness among consumers of beauty and a shift in the preferences of procedures to minimally invasive or non-invasive (Technovio, 2016).

In modern times an attractive appearance is a matter of priority by everyone, especially for women who are synonymous with beauty and beauty. This condition is used by cosmetic manufacturers. Its population is about 250 million, making Indonesia a promising market for cosmetics company (Kemenprin, 2013). In the last 10 years, beauty and personal care industry in Indonesia has grown an average of 12% with a market value of 33 trillion at the end of 2016. Even in 2020, the beauty industry in Indonesia is predicted to experience the largest. growth compared to the country - other countries in Southeast Asia (Pramita, 2017).

According to the International Survey of Performance Procedures Cosmetic or Aesthetic in 2010 conducted by the International Society of AESTHETIC Pacific Surveyors (ISARS), acts of non-surgical most common are botox injections, followed by filler hyaluronic acid, laser hair removal, fat injections, and laser action Intense Pulse Light (IPL). American Society for Aesthetic Plastic Surveyor (ASARS), reported that the number of procedures, cosmetic procedures increased by more than 273% from 1997 to 2013 (Sachdev & Britto, 2014).

Beauty Clinic is a place that offers services in the field of health and beauty treatments, skin, hair, nails, and more. Some beauty clinics that combine beauty services and consulting facial and body skin health (Gohl, 2009). The high index of consumer confidence to make purchases and supported by a growing awareness of the beauty and personal-care trends via the Internet and other media, has made beauty care as an essential part of the daily routine of women and men (Pramita, 2017).

II. BACKGROUND STUDY

Bioderm Clinic is one of the beauty clinic that has been operating since 2016. Based on a preliminary survey conducted by the author, there is a 96.3% increase in patient visits from 2017 until 2018. care If a patient visits continues to increase, it is also expected to increase turnover in the clinic Bioderm. The interview with the Head of the Clinic Bioderm Padang, Dr. Ira Masykura, Kes, find some advantages and the advantages offered by the Clinic Bioderm to visitors, the atmosphere cozy treatment rooms, prices are very affordable care, and medical personnel who have received a certificate from the National Professional Certification Board (BNSP).

Based on the preliminary survey conducted at the Clinic Bioderm author, found that the role of the store's atmosphere is becoming increasingly important because today there is a tendency to change the motives for shopping, where shopping is not only functional activities to buy. beauty care products, but also getting some rest, relaxation, and the atmosphere is comfortable consultation and treatment. The interior design Bioderm Clinic made using materials and decorative elements as well as modern minimalist wallpaper. Music in the treatment room can give a positive stimulus for patients who had been treated.

Selection of music belonging to all ages, types of songs from ancient times until the modern with the kind of pop music and instrumental slow tempo. In each room there is also an aromatherapy which adds freshness and comfort when taking care of patients. In addition, there are also a number of CCTV cameras in every corner of the room from the entrance to the warehouse on the 3rd floor of the building so that adds a sense of security for every visitor.

Increased patient felt first visit since the renovation of the treatment room which is located on the 2nd floor at the end of 2017, in which the wall renovation started, with the installation of wallpaper, mounting platform, previously a ceiling on floor 2. floor exposing the solar heat stored in the daytime day and released at night, which made the room feel hot, and therefore the mounting plate that can handle the heat down from the ceiling down, and mounting the speakers for music to delight customers who do care, and also perform the installation of fragrances which may spoil consumers who do care. This is evidenced by the increase in patient visits hospitalization by 96.3% from 2017 to 2018

III. RESEARCH PURPOSES

The purpose of this study include*:*
➢ Store Atmosphere analyze the effect on consumer Customer Satisfaction Bioderm clinc Padang.
➢ Analyzing the effect of Customer Satisfaction on Revisit Intention consumers Bioderm Clinic Padang.
➢ Analyzing the influence of Store Atmosphere on Revisit Intention mediated by consumer Customer Satisfaction Bioderm clinc Padang.

IV. FORMULATION OF THE PROBLEM

This study focused on answering the following research questions:
➢ How to Store Atmosphere influence on consumer Customer Satisfaction Bioderm clinc Padang.
➢ How to influence customer satisfaction to consumers Bioderm Clinic Revisit Intention Padang.
➢ How to influence Store Atmosphere on Revisit Intention mediated by consumer Customer Satisfaction Bioderm Clinic Padang.

V. LITERATURE REVIEW

The atmosphere of the shop is one of the important elements of the retail mix that can affect consumer buying decision process, because the consumer buying decision process is not only responding to the goods and services offered by retailers, but also provide a response to the purchase of the environment created by the retailer, as proposed by Levy and Weitz (2001: 556): store atmosphere can also influence consumer purchase decisions. Understanding the atmosphere of the store by Lamb et al. (2001) "Atmosphere is the overall impression conveyed by the physical layout of the store, the decor, and the surrounding neighborhood. According Utami (2010) says that the atmosphere of the shop is the design environment

through visual communication, lighting, colors, music and fragrances to design an emotional response and customer perception and to influence customers into buying goods "

From the above definition, it can be concluded that the atmosphere of the shop is a physical characteristic and very important for any retail business, it served as the creation of a comfortable atmosphere for customers and make consumers want to linger in the store and indirectly stimulate the consumer to make a purchase. In addition, the store also can evoke the atmosphere of the emotional state of the consumer in the stores that may not fully recognized by consumers when shopping. The emotional state of indescribable by consumers, but it must be attached for a long time and affect people's emotions, which in turn leads to consumer behavior.

Satisfaction (satisfaction) is feeling happy or disappointed someone who emerged after comparing the performance (results) were well thought out product expected performance (or results). If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or happy (Kotler & Keller, 2016). Thus, satisfaction is a function of the perception or impression of performance and expectations. If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

According to Lovelock & Wirtz (2011) "Satisfaction is the attitude that is decided based on the experience gained. Satisfaction is an assessment of a feature or features of a product or service, or the product itself, which provides a degree of pleasure related consumer to meet the consumption needs of consumers. Consumer satisfaction can be created through quality, service and value. the key to generating customer loyalty is to provide high customer value.

According to Kotler & Armstrong (2012), customer value is the ratio between the customers all the benefits and all the costs to accept the offer given. Total cost of the customer is a group of the costs used to assess, acquire, and use a product or service. Because customer satisfaction is highly dependent on customer perceptions and expectations, then as a supplier of products need to determine the factors that influence it.

Tjiptono (2008) revealed that in evaluating satisfaction with the products, services, or specific companies, customers generally refers to a variety of factors or dimensions. Factors that are often used in evaluating satisfaction with the product include:
➢ The performance of the main operating characteristics of purchased core products, such as speed, fuel consumer, the number of passengers that can be transported, ease and comfort in driving, and so on.

- Characteristics of the added features are of secondary or complementary characteristics.
- Reliability (reliability) is a small possibility of damage or failure to use.
- Compliance with the specification (conformity to specifications), namely the extent to which the characteristics of the design and operations meet the standards - the standards previously set.
- The durability associated with how long a product can continue to be used. These dimensions include the technical age and the age of the economical use.
- Ease of service, including speed, competence, convenience, ease of repair, and the handling of complaints satisfactorily. These services are not only limited to sales, but also during the sales process to after-sales, which include the repair and the availability of the necessary components.
- Aesthetics, the product appeal to the senses, such as an attractive physical shape, model / design, color, and so on.
- The quality perception (perception of quality), the image and reputation of the product and corporate responsibility to it.

Revisit Intention, Barker & Crompton (2000) states that the intention to re-visit is the desire of visitors to re-visit in a year and they want to return to it as often as possible destinations. Therefore, the most important outcome for service providers is that the visitor was satisfied and willing to return to that purpose (Shonk, 2008).

Intention to re-visit is a form of behavior (behavioral intention) or the customer's desire to return, from the mouth of a positive consumer, stayed longer than expected, shop more than expected (Zeithaml et.al, 2009)

Some of the factors that shape consumer purchase interest is Kotler & Armstrong (2014), namely:
- The attitude of others, the extent to which the attitude of others reduces one's preferred alternative will depend on two things, namely, the intensity of the negative nature of others against the alternative preferred by consumers and consumer motivation to comply with the wishes of others.
- Factors unanticipated situations, these factors will be able to change the position of the customer in making a purchase. It depends on the customer's own thoughts, whether he believes in deciding whether to buy a product or not.

According to Schiffman & Kanuk (2007) purchases made by consumers consist of two types, namely the purchase of trial and repeat purchases. Purchase a trial occurs when consumers buy products with a particular brand for the first time, where consumers are trying to investigate and evaluate the product to give it a try soon. If the test purchase, consumers feel satisfied, and consumers want to buy back, the purchase of this type is called a repeat purchase. If customers are satisfied, then it will show

the number is likely to make repeat purchases, and even invite others.

VI. THEORETICAL FRAMEWORK

The increasingly fierce competition in the business world of aesthetic demands businesses to implement better marketing management. In describing the marketing and environmental stimuli become conscious consumer visits. Consumer characteristics and buying behavior resulted in the decision to repurchase. While the atmosphere of the store and customer satisfaction can positively influence consumer behavior make a return visit.

The conceptual framework developed in this study is expected to provide an overview of research that will be conducted by the authors as a whole, is to determine the atmosphere Store Relationship Analysis and Customer Satisfaction Against Revisit Intention (Consumer Survey Clinic Bioderm Padang). The framework of this study described paradigm comprehensively research methods, which can be explained in terms of the thinking process.

Description of the relationship between variables in this study are substantial, which explains the flow of the relationship between variables atmosphere of the shop with the intention of visiting again mediated by customer satisfaction (consumers surveyed in Padang Clinic Bioderm). Based on the conceptual framework, which has been described above and to address issues of this research, the conceptual framework described in the figure below :
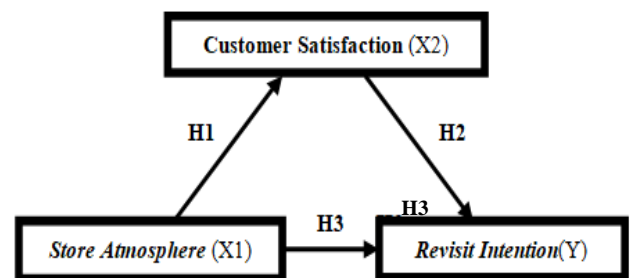

Fig 1

- *Effect of Atmosphere Store on Customer Satisfaction.*
  According to Levy and Weitz (2001: 556) In a purchase decision, consumers are not only responding to the goods and services offered, but also responds to a pleasant environment for consumer purchase. This makes consumers choose a store, restaurant, or cafe options and make a purchase.

- *Effect of Customer Satisfaction on Intention Back.*
  Customer satisfaction is accepted as an antecedent variables to the customer's decision to buy back (Kassim and Abdullah, 2010; Mahamad & Ramayah, 2010). Many researchers have raised this variable as the most influential customer wishes to revisit. So only if the resort manager tried to give satisfaction to enterprise customers so they will come back in the future (Chen & Funk, 2010; Raza et al., 2012).

> *Effect of Atmosphere Store on Intention Back who mediated by customer satisfaction.*

When a company manages to make its customers satisfied with the quality of the services it provides, the good quality of service will also provide a boost to the customers to make repeat purchases (goodwill visit back) into service. Adixio and Saleh (2013) states that service quality has a significant positive effect on repurchase intention through the mediation of customer satisfaction.

VII. METHODOLOGY

Design research done by cross-sectional study to assess the effect of the atmosphere on the intention to re-visit store mediated by customer satisfaction to the consumer at the Clinic Bioderm in Padang. The population in this study were all participants who do care at the Clinic Bioderm in Padang. Samples are required in this study according to Hair et al. (2006), in a study in which 5 times the number of questionnaire items. Total item questionnaire

in this study is 28, so 28 x 5 = 140. In this study measured inferential statistical data analysis using software Smart PLS ranging from the measurement model (Model Affairs), the structure of the model (Model In) and hypothesis testing (Ghozali, 2014).

VIII. PRESENTATION OF DATA, ANALYSIS AND DISCUSSION OF FINDINGS

Profile Characteristics of respondents who participated in this study based on the sex of the majority were women with a total of 130 respondents (93%), respondents were most dominant in this study is based on age is 24-30 years old with 37 respondents 26%. While the age of the respondents who are 14-18 years of at least 6 respondents (5%), respondents were most dominant in this study is based on the latest education is S1 as many as 58 respondents 41% of respondents who participated in the study based on the work are some Student / Students and Employees private with a total of 39 (28%).

No.	Statement	STS	%	TS	%	N	%	S	%	SS	%	mean	TCR
1	Appearance Clinic looks forward to the exciting Bioderm		0		0	8	5.71	107	76.43	25	17.86	4:12	82.4
2	Clinic Bioderm entrance wide enough, so that I can enter freely	0	1	0.71	16	11.43	94	67.14	29	20.71	4:06	81.2
3	Clinic nameplate clearly visible Bioderm	0		0,00	15	10.71	80	57,14	45	32.14	4:20	84
4	Clinic Bioderm fairly safe neighborhood	0		0,00	6	4.29	109	77.86	25	17.86	4:14	82.8
6	Outside the building cleanliness encouraged me to come to Bioderm Clinic	0		0,00	7	5.00	99	70,71	34	24.29	4:19	83.8
7	The floor design is quite good Clinic Bioderm	0		0,00	7	5.00	111	79.29	22	15.71	4:11	81.6
8	Bioderm room wall color in an interesting Clinic	0		0,00	15	10.71	82	58.57	43	30.71	4:20	84
9	The sound of music in Bioderm Clinic made me feel comfortable	0		0,00	6	4.29	105	75.00	29	20.71	4:16	83.2
10	Fragrances in Bioderm Clinic made me feel at home longer	0	2	1.43	18	12.86	94	67.14	26	18.57	4:03	80.6
11	The texture of the wall at pretty good Clinic Bioderm	0		0,00	16	11.43	83	59.29	41	29.29	4:18	83.6
12	Sites cashier easily accessible location really helped me	0		0,00	17	12.14	82	58.57	41	29.29	4:17	83.4
13	The temperature in the room Bioderm Clinic made me feel comfortable	0		0,00	6	4.29	55	39.29	79	56.43	4:52	90.4
14	Spacious rooms Bioderm adequate clinic	0	1	0.71	19	13.57	93	66.43	27	19,29	4:04	80.8
15	The placement of tables and chairs is quite good	0	1	0.71	16	11.43	84	60.00	39	27.86	4:15	83
16	Regularity division Clinic Bioderm make room on my traffic when shopping and do the treatment feels comfortable	0		0,00	17	12.14	83	59.29	40	28.57	4:16	83.2
17	Design directions and information clearly visible	0		0,00	6	4.29	105	75.00	29	20.71	4:16	83.2
18	The room decor matches the theme of the stretcher by Bioderm Clinic	0	2	1.43	18	12.86	94	67.14	26	18.57	4:03	80.6
19	Decorating the walls of the room in Bioderm Clinic looks interesting	0		0,00	16	11.43	83	59.29	41	29.29	4:18	83.6

Table 1:- Descriptive Analysis of Variable Store Atmosphere
Source: Frequency Distribution Analysis, using Smart PLS 3.0

Descriptive analysis Variable Atmosphere Store we can see Bioderm Clinic attractive appearance by the respondent, with an average score of 82.4%, while the entrance to the Clinic Bioderm quite extensive, so I could go in and out freely to obtain an average score of respondents 81, 2%, and a clear sign Bioderm Clinic, received responses from 84% of respondents, the temperature in the room Bioderm clinic made me feel comfortable, got a response from the respondents was 90.4%, can be concluded that the 19 questions on the most dominant of the atmosphere Store price -rata highest temperature in the room Bioderm clinic made me feel comfortable with the value of the level of achievement in 90.4% of respondents. While the answers of respondents is lowest in Clinical Bioderm perfumery, made me feel at home longer and decorate according to the theme that is stretched by the Clinic Bioderm value achievement level of 80.6% of respondents.

No.	Statement	STS	%	TS	%	N	%	S	%	SS	%	mean	TCR
1	*Bioderm Clinic* providing a wide range of products.		0	3	2,14	20	14.29	96	68.57	21	15,00	3.96	79.2
2	Products supplied by Bioderm Clinic has a quality and a good quality		0	4	2,86	10	7.14	115	82.14	11	7,86	3.95	79
3	Information about the product - the product is given Bioderm Clinic has been informed clearly		0	2	1.43	18	12.86	99	70,71	21	15,00	3.99	79.8
4	*Bioderm Clinic* provides a wide range of treatments (treatment)		0	23	16.43	39	27.86	68	48.57	10	7.14	3:46	69.2
5	Treatment - treatment (treatment) given in Bioderm Clinic has a quality or good quality		0	17	12.14	40	28.57	66	47.14	17	12.14	3:59	71.8
6	Information on treatment (treatment) given Bioderm Clinic has been informed clearly		0	16	11.43	40	28.57	66	47.14	18	12.86	3:59	71.8

Table 2:- Variable Descriptive Analysis of Customer Satisfaction
Source: Frequency Distribution Analysis, using Smart PLS 3.0

Satisfaction is highest dominant Information on products provided by the Clinic Bioderm has clearly informed by the value of the level of achievement of 79.8% of respondents. While the lowest was the respondents' answers care – care provided in clinics Bioderm have good quality or quality and information about the care provided by the clinic Bioderm been clearly informed by the level of achievement of 71.8% of respondents.

No.	Statement	STS	%	TS	%	N	%	S	%	SS	%	mean	TCR
1	If I want to buy products and treatments similar to before, I'll buy it at Bioderm Clinic		0		0,00	5	3.57	84	60.00	51	36.43	4:33	86.6
2	I would recommend to family and friends about products and treatments in Bioderm Clinic		0	1	0.71	11	7,86	89	63.57	39	27.86	4:19	83.8
3	I decided to perform maintenance and purchase of products in Bioderm Clinic after the selection of some nursing homes		0		0,00	12	8.57	89	63.57	39	27.86	4:19	83.8

Table 3:- Descriptive Analysis of Variable Revisit Intention
Source: Frequency Distribution Analysis, using Smart PLS 3.0

It can be concluded that out of 3 questions about Revisit average Intentiton highest dominant if I want to buy products and treatments that are similar to previously, I will buy it at the Clinic Bioderm value achievement level in 86.6% of respondents. While the respondent's answer is the lowest I would recommend to family and friends about products and treatments at the Clinic Bioderm with a value of 83.8% respondents' level of achievement.

	Store Atmosphere	Customer satisfaction	*Revisit Intention*
Store Atmosphere	0835		
Customer Satisfaction	0682	0786	
Revisit Intention	0811	0756	0671

Table 4:- Discriminant Validity
Source: Smart PLS 3.0

In the table above shows that each variable declaration kind of customer satisfaction, the intention of visiting again, the atmosphere of the shop, all declared invalid, because the result of discriminant validity value> 0.50.

	Cronbach's Alpha	**rho_A**	**composite Reliability**	**Average Variance Extracted (AVE)**
Customer Satisfaction	**0924**	**0929**	**0938**	**0658**
Revisit Intention	**0811**	**0826**	**0869**	**0572**
Store Atmosphere	**0847**	**0852**	**0880**	**0551**

Table 5:- composite Reliability
Source: Smart PLS 3.0

The above table shows that the expression of each variable, either atmospheric shops, customer satisfaction, and intention to revisit, all declared invalid, is caused by Cronbach's Alpha value> 0.60.

The above table shows the variables R-square value amounted to 0.732 Customer Satisfaction. means that the atmosphere of the store variables affect Customer Satisfaction by 0.732 or 73.2%, the remaining 26.8% influenced by other factors and variables R-square value Revisit Intention is 0.520. This means that the effect of variable store ambience and Customer Satisfaction on Revisit Intention is 0.520 or 52%, the remaining 48% are influenced by other factors.

	R Square	R Square Adjusted
Customer Satisfaction	0.732	0.719
Revisit Intention	.520	0.505

Table 6:- Godness of Fit Test - Inner Model (Structur Model) Source: Smart PLS 3.0

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (| O / STDEV |)**	**P Values**
Store Atmosphere -> Customer satisfaction	0565	0031	0050	2,435	0044
Store Atmosphere -> Revisit Intention	0835	0843	0033	25 069	0000
Customer satisfaction -> *Revisit Intention*	0786	0798	0040	19 604	0000

Table 7:- Hypothesis testing
Source: Smart PLS 3.0

From the table above it can be seen that significant test showed the influence of variables at a significant level (t-statistic = ± 1.96). The above table can be seen that the atmosphere of the store has a positive effect on customer satisfaction with statistical values (2.435)> t-statistic values (± 1.96) and statistically significant because the value of

the P-Value is 0,044 (under 0.05). then show that the variable customer satisfaction has a positive effect on Revisit Intention with statistical values (19.604)> statistical values (± 1.96) and statistically significant because the value of the P-Value is 0,000 (under 0.05).

No.	hypothesis	Information
1	*Store Atmosphere* positive effect on customer satisfaction in Bioderm Clinic Padang	Positives: t-statistic values (2435)> t-statistic values (± 1.96) Significant: statistical value of P-Value 0044 (under 0:05). (Positive and Significant)
2	Customer satisfaction has positive influence on intention to revisit the Clinic Bioderm Padang	Positives: t-statistic values (19 604)> t-statistic values (± 1.96) Significant: statistical value 0.000 P-Value (below 0:05). (Positive and Significant)

Table 8:- Direct Impact Test
Source: Smart PLS 3.0

Based on the results of hypothesis testing are found in Table 4.8, we can conclude the following:

➤ Atmosphere The store has a positive effect and significant impact on customer satisfaction, this is caused by statistical values T (2.435)> t-statistic (1.96). Then H1 accepted.

➤ Customer Satisfaction positive and significant impact on Revisit Intention, this is caused by statistical values T (19.604)> t-statistic (1.96). H2 then accepted.
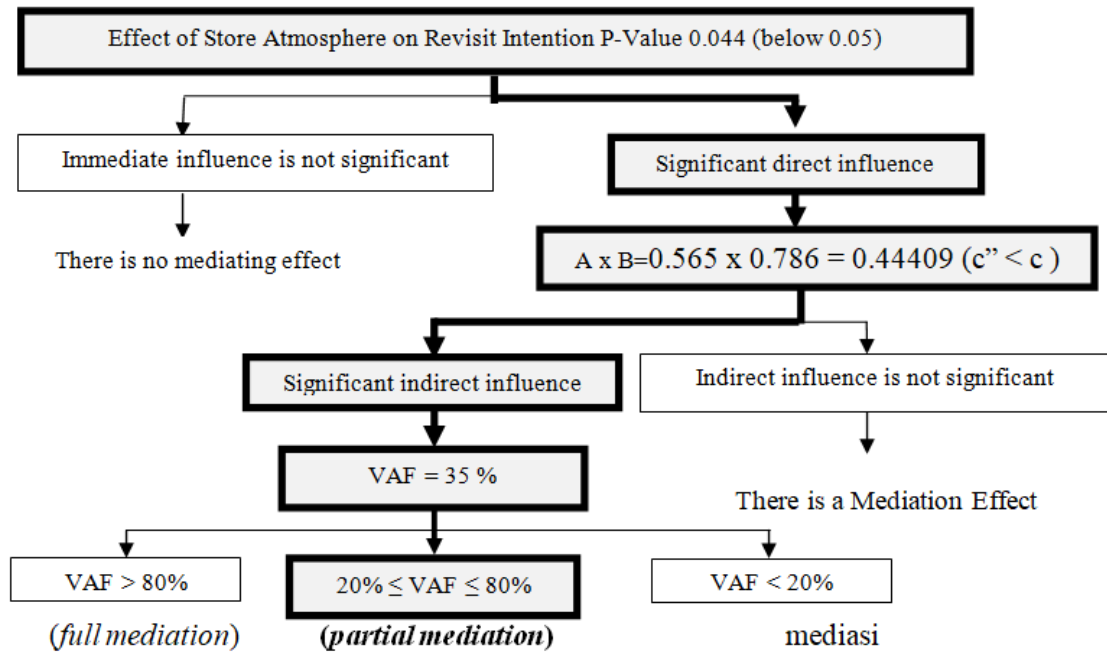
*) procedure that was passed ([____] ⟶)

➤ *Mediation Analysis Procedure in PLS SEM with VAF Method*

VAF value is 20% to 80% (35%). It can be concluded that there is a partial mediating effect of customer satisfaction among the store atmosphere and goodwill visit.

Based on the strength derived from testing the hypothesis, the immediate effect was tested from seeing the value of t-statistic using test nonpametrik to determine the level of significance of the coefficient of track and measure the impact of hypothetical indirectly through Test VAF, the conclusion of testing each hypothesis as a whole can be seen in the following table :

No.	Hypothesis	Information	Result
1	Effect of Store Atmosphere positive and significant impact on customer satisfaction variables in Bioderm Clinic Padang	Positives: Value T-statisitk (2435)> t-statistic values (± 1.96) Significant: statistical value of P-Value 0044 (under 0:05) (Positive and Significant)	H1 (Supported) Supported
2	Customer satisfaction positively and significantly variable Bioderm Clinic Revisit Intention in Padang.	Positives: Value T-statisitk (19 604)> t-statistic values (± 1.96) Significant: statistical value 0.000 P-Value (below 0:05) (Positive and Significant)	H2 (Supported) Supported
3	*Store Atmosphere* positive and significant effect on the variable Revisit Intention through variable Bioderm Clinic Customer Satisfaction in Padang	Positives: Value T-statisitk (25 069)> t-statistic values (± 1.96) Significant: statistical value 0.000 P-Value (below 0:05) (Positive and Significant)	H3 (Supported) Supported

Table 9:- Effect Hypothesis Testing Direct and Indirect Source: Smart PLS 3.0

IX. SUMMARY OF FINDINGS

Store Atmosphere has a positive and significant impact on customer satisfaction, this is caused by statistical values T (2.435)> t-statistic (1.96). Then H1 accepted. Research (Wijaya, 2013) indicates that the store image, store atmosphere and store theatrical proven effect on Revisit Intention in Clinical Bioderm in Padang. Consumers shop medial from a store based on their experience of the store and an important factor in influencing consumers to buy. Store Atmosphere is the appeal to affect consumer sentiment. Atmosphere stores are well designed and well will be able to encourage consumers to make purchases. In the theater shop, consumers Clinic Bioderm are those that rely heavily on visual power, so it is not surprising that more often we display the items for the show, then the consumer will be more interested and emerge feeling of wanting to buy.

The study by Mathur and Goswami (2014) showed that the atmosphere stores are important determinants of intention revisited in retail stores. Customers need a store layout that maximizes the number of products that are seen in the context of the needs of customers for the product. A good feeling leads to more purchases, especially if the product is presented in a display which shows the potential use of the product.

Customer satisfaction has a positive and significant impact on Revisit Intention, this is caused by statistical values T (19.604)> t-statistic (1.96). So the store atmospheric effects on customer satisfaction (H1) is accepted. The results of this study reinforce the theory Tjiptono (2004), namely that if consumers feel completely satisfied, they will buy again and recommend to others to buy in the same place. The results also reinforce the theory Tjiptono and Chandra (2012) which found widespread, customer satisfaction provides two benefits, namely loyalty. Loyalty in question is the repurchase and resale. This demonstrates the achievement of customer satisfaction in the Clinic Bioderm Padang about the availability of complete information, ordering that an easy availability of food available in the clinic so that consumers are not disappointed, dissatisfied with the presentation of the food to be satisfied with the taste of the food served, is able to increase consumers' desire to return to clinic recommends Bioderm clinics and clinics in Padang as a favorite.

Customer satisfaction is accepted as an antecedent variables to the customer's decision to buy back (Kassim and Abdullah, 2010; Mahamad & Ramayah, 2010). Many researchers have raised this variable as the most influential customer wishes to revisit. So it was only when the resort manager tried to give satisfaction to enterprise customers so they will come back in the future (N. Chen & Funk, 2010; Raza et al., 2012).

Based on the mediating effect shows that the value of VAF is 20% to 80% (35%), it can be concluded that there is a partial mediating effect on customer satisfaction between the atmosphere and the intention to re-visit the store. This means that the function of satisfaction will have an impact on the atmosphere of the store on the intention to re-visit.

When a company manages to make its customers satisfied with the quality of the services it provides, the good quality of service will also provide a boost to the customers to make repeat purchases (goodwill visit back) into service. Adixio and Saleh (2013) states that service quality has a significant positive influence on the intention to buy back through the mediation of customer satisfaction.

X. CONCLUSION

According to the research conducted by the researchers on the effect of the atmosphere on the intention to re-visit the store through the mediation of customer satisfaction in consumer Clinic Bioderm Padang, the conclusion can be drawn in accordance with the purpose of research problems. The conclusion is as follows:

➢ Store Atmosphere has a positive effect on customer satisfaction in Bioderm Clinic Padang. The results showed that the application of Store Atmosphere in Bioderm Clinic better and more effectively can be an attraction for consumers to care clinic Bioderm, which can be seen with the use of an interior look like mounting walpapaer, platform, using music to create a feeling of consumers in the maintenance, and the use of CCTV cameras for security, and monitor the condition of the room at the Clinic Bioderm. Stores better atmosphere can increase customer satisfaction in Padang Bioderm Clinic.

➢ Level of Customer Satisfaction based on research results, has a positive effect on Revisit Intention, Clinic Bioderm in Padang. When the indicator as Bioderm Clinic provides a variety of products, the products provided by the Clinic Bioderm have quality and good quality, care provided in clinics Bioderm good quality. This means that the better level of customer satisfaction that is formed, it tends to be able to make the intention of increasing consumer visits in the clinic Bioderm Padang. And of course it will have an impact on consumers' willingness to make the decision to return to the clinic Bioderm Padang.

➢ Effect of Store Atmosphere on Revisit Intention has a positive effect through customer satisfaction, in the Clinic Bioderm in Padang. The results show that if I want to buy products and treatments that are similar to previously, I will buy it at the Clinic Bioderm, and I would recommend it to family and friends about products and treatments at the Clinic Bioderm Padang, I decided to care for and buy products Bioderm Clinic in Padang, after selecting a treatment location, the atmospheric quality of the better shops, can have a positive influence on the intention to re-visit that are influenced by customer satisfaction in the transaction in Bioderm Clinic Padang.

XI. RECOMMENDATION

Based on the results of research and discussions described earlier, the researchers suggest that:

1. The author recommends that the management Bioderm Clinic maintaining and improving the quality of store amosphere, and customer satisfaction, because it proved that these factors could increase consumer intentions revisited in Clinical Bioderm in Padang.

2. Clinical Management Bioderm Padang to take advantage of the variables that affect WOM (word of mouth), and e-WOM (electronic word of mouth), to increase the arrival of new consumers to the Clinic Bioderm Padang. The growth of technology today, in which individuals are now more often see their gadgets, this is the right strategy and tactics to attract and capture new customers.

3. Today consumers and customers are more critical in deciding the purchase decision. This is because there are a lot of beauty clinic in the city of Padang. So, Clinics Bioderm must have certain characteristics. If you have managed to win the hearts of consumers, always do the evaluation and improvement and remain creative to develop existing offers.

4. Most customers cautious in Padang Bioderm Clinic for atmospheric stores, customer satisfaction, intention to re-visit, the clinic must maintain excellence Bioderm shop atmosphere, Customer Satisfaction, and revisit intentions you have, accept and build on the input from consumers or customers.

5. In a subsequent study is expected to examine other variables outside variables that have been studied to get more varied and seek out other variables that may have resulted from the influence of atmospheric shops, purchasing decisions, and customer satisfaction.

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