

## **Work From Coffee Shop Trend: The Effect of Customer Interest on Customer Satisfaction and E-WOM Based on AIDA MODEL**

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**Abstract.** In facing intense competition in the coffee shop industry in Bandung City, effective marketing strategies are crucial to capture attention and retain customers. This research aims to elucidate the impact of customer interest (using the AIDA approach) on customer satisfaction and e-WOM in the context of coffee shop selection for digital nomads in Bandung. The study uses a descriptive quantitative approach with 105 digital nomads in Bandung, and data processing is conducted using the SEM-PLS method. The research confirms that customer interest, specifically in the attention and action stages, significantly influences customer satisfaction. Furthermore, customer satisfaction proves to have a significant effect on e-WOM and serves as a partial mediator in the relationship between customer interest and e-WOM.

**Keywords.** customer interest, AIDA, customer satisfaction, e-WOM

### **Introduction**

The dynamic and expanding trend of digital nomads, notably the practice of working from coffee shops, has become a primary choice for individuals seeking to work outside the traditional office setting (Ferreira et al., 2021). Digital nomads (DNs) are professionals who work in a mobile manner, conducting work while traveling and traveling while working (Miguel et al., 2023). This lifestyle offers numerous advantages, including flexibility, opportunities to travel and experience diverse cultures, and the ability to save money on travel and office expenses (Verma, 2023).

Cafes and coffee shops, once considered recreational spaces or merely for enjoying beverages, have now become a primary focus as alternative workspaces appealing to various segments of society (Ferreira et al., 2021). Factors such as creative concepts and pleasant ambiance create a unique attraction for customers to engage in remote work at cafes, coffee shops, or co-working spaces (Trisna et al., 2020). This trend is not solely driven by the need for

a comfortable workspace but also by the desire to seek a unique experience that blends work and leisure (Miguel et al., 2023). Additionally, cafes and coffee shops are perceived to support work productivity and meet customer expectations through the provision of digital facilities and internet services (Verma, 2023).

The trend of working from coffee shops originated in the post-COVID-19 pandemic recovery phase (Alpianti et al., 2021; Saputra et al., 2021). Then, digital nomads have become a distinct and highly potential market segment (Mimoun & Gruen, 2021). Cafe and coffee shop businesses need to attract the interest of digital nomads (Trisna et al., 2020). This aligns with the AIDA concept (Attention, Interest, Desire, Action), where each stage plays a crucial role in shaping positive perceptions of the customer experience in a coffee shop (Hanafiah & Prasetya, 2021). Customer interest within the AIDA framework proves to be relevant in unraveling the consumer journey of those opting for digital nomadism in coffee shops.

Bandung, as one of the focal points for the development of the digital nomads' trend in Indonesia, stands out with its abundant and continually increasing number of coffee shops each year (Rahmawati et al., 2021). This growth has led to intense competition among coffee shops in the city (Rahmawati et al., 2021). Facing such fierce competition, employing effective marketing strategies becomes a crucial key to capturing market share and achieving a competitive edge (Susilawati & Hanifa, 2023). Moreover, companies in this industry need to continually review and develop their strategies to remain relevant and applicable, considering the rapidly evolving dynamics of the market (Salsabillah et al., 2024; Susilawati & Hanifa, 2023).

With a profound focus on each element within the AIDA model, this research aims to elucidate the impact of customer interest on customer satisfaction and e-WOM in the context of selecting a coffee shop as a place for digital nomads in Kota Bandung. The study seeks to provide a more detailed understanding of how customer interest can contribute to the level of customer satisfaction and influence the phenomenon of e-WOM. Consequently, the outcomes of this research are expected to offer valuable technical insights for relevant stakeholders, particularly coffee shop owners, to advance and enhance their business performance.

This study is divided into five parts. The first part is an introduction that discusses the background of research, the object of research, and the scope of research. The second part is a literature review that discusses the theory and the development of hypothesis. The third part contains the methodology of research and method of data analysis. The fourth part contains results of data analysis and discussion of results from this research. The last part is the conclusion of this research.

## **Literature Review**

### **Customer Interest and AIDA Model**

Customer Interest refers to the inclination of consumers to purchase a brand or take actions related to buying. Within the AIDA model framework, customer interest plays a central role in eliciting deeper customer engagement toward the "Work From Coffee Shop" concept (Gunawan & Jabar, 2018; Bangwool et al., 2018). Individuals become aware of the option to work as digital nomads in coffee shops, constituting the attention phase. Previous research has indicated that the initial impression created by a cafe can significantly influence whether customers will be interested in choosing the cafe as an alternative workspace (Aprilia & Suryani, 2020; Muhammad & Lee, 2019). The Interest stage in the AIDA model emphasizes the importance of cultivating active interest from customers toward a specific product or concept (Purbaningsih et al., 2022). At this stage, individuals become more deeply engaged

with the "Work From Coffee Shop" concept. Customers also experience emotional engagement during this phase (Purbaningsih et al., 2022). The aspect of desire in the context of the "Work From Coffee Shop" concept refers to customers' willingness to continue visiting the cafe as an alternative workspace, closely related to the satisfaction derived from the coffee shop's working experience. This positive experience creates a strong drive to maintain desire and foster customer attachment to the coffee shop (Hanafiah & Prasetya, 2021). In the action phase, technology can play a crucial role in encouraging customer actions (Verma, 2023). Additionally, customer actions, such as participating in events or promotional activities, can create a sense of ownership and stronger engagement (Sudjatmoko et al., 2022).

H1: Attention demonstrates a significantly positive influence on customer satisfaction.

H2: Interest demonstrates a significantly positive influence on customer satisfaction.

H3: Desire demonstrates a significantly positive influence on customer satisfaction.

H4: Action demonstrates a significantly positive influence on customer satisfaction.

### **Customer Satisfaction**

Customer satisfaction refers to customers' positive evaluations of a product or service based on their expectations (Tannady & Purnamaningsih, 2023; Rusti et al., 2021). High customer satisfaction significantly influences customer retention rates and the likelihood of recommending a brand or product through word-of-mouth (Ruiz-Alba et al., 2022). Customer satisfaction is not only crucial for improving business profitability but also plays a vital role in creating and maintaining a competitive advantage (Nona et al., 2021). Previous studies have highlighted the role of customer satisfaction as a key element in shaping positive e-WOM.

H5: Customer satisfaction demonstrates a significantly positive influence on e-WOM.

### **E-WOM**

E-WOM (Electronic Word-of-Mouth) is defined as information and opinions disseminated through online platforms that can influence customers' perceptions and purchasing decisions (Astuti & Rahmawati, 2023; Prasad et al., 2017). Positive reviews or recommendations from fellow online consumers can enhance trust and motivate purchases (Evgeniy et al., 2019).

H6: Customer satisfaction plays a partial mediating role in the relationship between customer interest and the influence on e-WOM.

### **The Relationship between Customer Interest, Customer Satisfaction, and E-WOM (Electronic Word of Mouth)**

Strong interest in a product or service can enhance the level of customer satisfaction after experiencing that product or service (Gunawan & Jabar, 2018). Customer satisfaction, in turn, directly correlates with the intensity and positivity of generated e-WOM (Sharma et al., 2020). The relationship between customer interest, customer satisfaction, and e-WOM forms a circular connection where strong e-WOM ultimately can sustain or even elevate consumer awareness and interest in a brand or product.

**Research and Methodology**

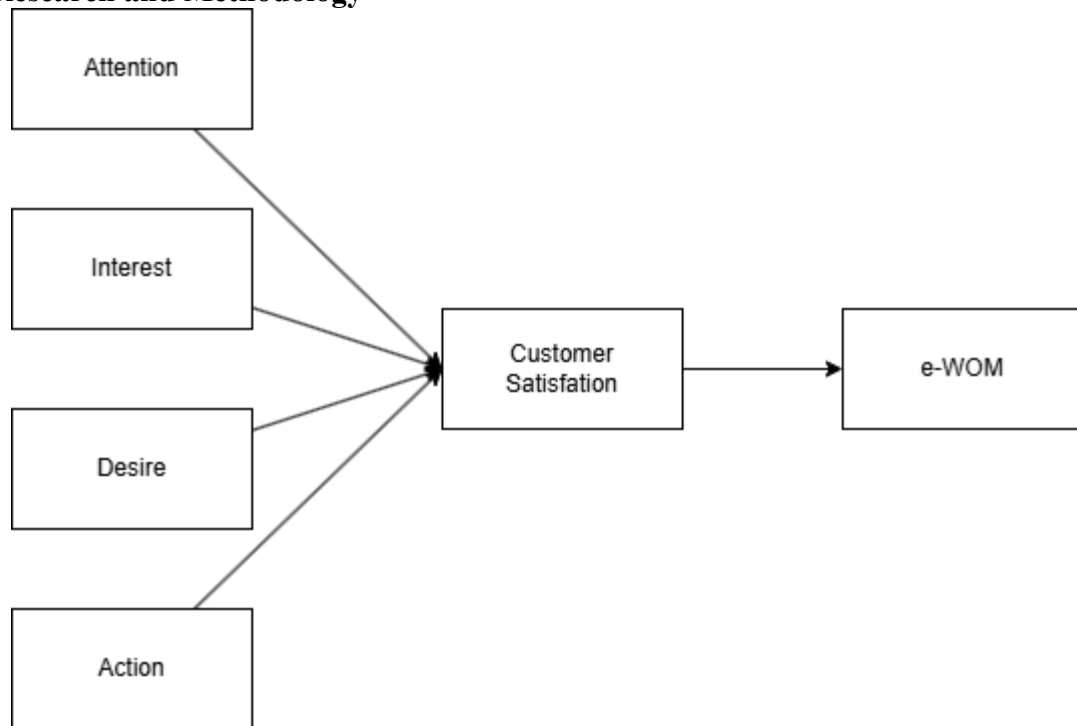


Figure 1: Conceptual Model of the Study; Source: Authors

This study used a descriptive quantitative approach, utilizing primary data collected through an online questionnaire that underwent validity and reliability testing. The sample selection was determined through purposive sampling technique. The respondents consisted of 105 workers and entrepreneurs who had experienced work from anywhere or digital nomads in coffee shops around the Bandung Raya area. Data analysis was conducted using SEM-PLS testing.

There are six variables in this study: attention, interest, desire, action, customer satisfaction, and e-WOM. Each variable was measured based on statement items developed from the indicators constructing the variables. These items are presented in Table 1.

Table 1: Summary of Literature Review

<b>Author (Date)</b>	<b>Variables</b>	<b>Item</b>
Hananto (2019)	Attention	1. Knowing coffee shops in the Greater Bandung area that are commonly used for work from anywhere 2. Having a favorite coffee shop in the Greater Bandung area to do work from anywhere
Hananto (2019)	Interest	1. Finding out information about favorite coffee shops in the Greater Bandung area to do work from anywhere 2. Feel happy when thinking about being able to do work from anywhere at a coffee shop in the Greater Bandung area

<b>Author (Date)</b>	<b>Variables</b>	<b>Item</b>
Hananto (2019)	Desire	1. Have a plan to do work from anywhere at a coffee shop in the Greater Bandung area 2. Feel enthusiastic about doing work from anywhere at a coffee shop in the Greater Bandung area 3. Have high expectations to be able to do work from anywhere in coffee shops in the Greater Bandung area
Hananto (2019)	Action	1. Willing to do work from anywhere in coffee shops in the Greater Bandung area 2. Prepare all the needs to do work from anywhere in coffee shops in the Greater Bandung area 3. Making efforts to be able to do work from anywhere in coffee shops in the Greater Bandung area 4. Willing to take the time to do work from anywhere in coffee shops in the Greater Bandung area
Ruoibah et al. (2021); Pangaribuan et al. (2020)	Customer Satisfaction	1. Feeling satisfied after doing work from anywhere at a coffee shop in the Greater Bandung area
Ruoibah et al. (2021)	e-WOM	2. Would recommend to others to do work from anywhere at a coffee shop in the Greater Bandung area through social media

**Source:** Authors

### **Convergent Validity Test Results**

The purpose of a convergent validity test is to ensure that different methods of measuring a particular concept yield consistent and converging results, thus supporting the reliability and validity of the measurement tools used in a study. The results of the convergent validity test are illustrated in Figure 1 and Table 2.

Figure 2: The results of The Convergent Validity Test; Source: Authors

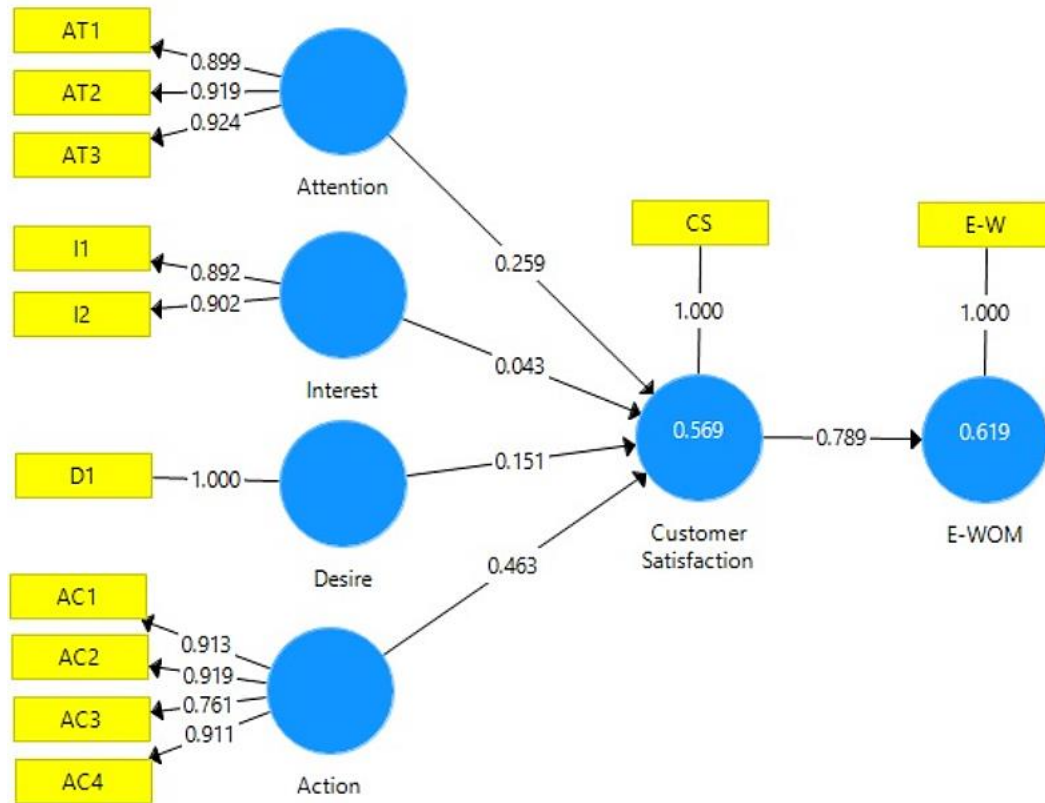


Table 2: The Results of The Convergent Validity Test

Item	Loading	Cronbach's Alpha	CR	AVE
<b>Attention</b>		0.902	0.938	0.835
AT1	0.899			
AT2	0.919			
AT3	0.924			
<b>Interest</b>		0.758	0.892	0.805
I1	0.892			
I2	0.902			
<b>Desire</b>		1.000	1.000	1.000
D1	1.000			
<b>Action</b>		0.900	0.931	0.771
AC1	0.913			
AC2	0.919			
AC3	0.761			
AC4	0.911			
<b>Customer Satisfaction</b>		1.000	1.000	1.000
CS	1.000			
<b>E-WOM</b>		1.000	1.000	1.000
E-W	1.000			

Source: Authors

In the validity testing, outer loading is considered valid if its value is >0.60 (Hair, et al., 2017), while AVE is deemed valid if it is >0.50 (Hair, et al., 2017). In this study, all items have passed the validity test as the outer loading values for each item are greater than 0.60, and the AVE for each respective variable is greater than 0.50.

For reliability testing, the values of composite reliability and Cronbach's alpha are considered. It is considered reliable if the composite reliability value is >0.7 (Henseler, et al., 2015), and Cronbach's alpha value is >0.6 (Hair, et al., 2017). Based on Table 2, each variable is considered reliable, acceptable, and can proceed to the next testing phase since all CR values are above 0.7, and Cronbach's alpha is above 0.6.

**Discriminant Validity Test Results**

The results of the discriminant validity test indicate that the measures employed are distinct and do not strongly correlate with each other, The first approach to assess discriminant validity is by using the cross-loading criterion that can be seen in Table 3.

Table 3: The Results of The Discriminant Validity Test

	Action	Desire	Customer Satisfaction	Attention	E-WOM	Interest
AC1	0.913	0.413	0.692	0.569	0.622	0.616
AC2	0.919	0.425	0.661	0.500	0.587	0.562
AC3	0.761	0.244	0.477	0.477	0.422	0.547
AC4	0.911	0.365	0.629	0.525	0.554	0.551
D1	0.420	1.000	0.458	0.365	0.399	0.409
CS	0.708	0.458	1.000	0.623	0.789	0.617
AT1	0.477	0.330	0.488	0.899	0.486	0.740
AT2	0.502	0.344	0.541	0.919	0.527	0.747
AT3	0.617	0.328	0.655	0.924	0.675	0.757
E-W	0.629	0.399	0.789	0.626	1.000	0.564
I1	0.628	0.379	0.540	0.661	0.439	0.892
I2	0.533	0.356	0.566	0.804	0.570	0.902

Source: Authors

Cross loading is the highest loading correlation in a construct compared to other constructs (Henseler et.al., 2015). For example, the value of cross loading for AC1 with Action construct is 0.913, for AC2 is 0.919, for AC3 is 0.761, and for AC4 is 0.911. The value of these 4 variable indicators are higher than other cross loading values of other dependent variables (Desire, Customer Satisfaction, Attention, E-WOM, and Interest). The same results are also shown in other constructs with each indicator.

**Results and Discussions  
 Characteristics of Respondents**

Table 4: Characteristics of Respondents

Description		Amount	Percentage
Gender	Man	24	22,9%
	Woman	81	77,1%
Age	17-25 Years	63	60%

	26-34 Years	21	20%
	35-42 Years	11	10,5%
	43-50 Years	9	8,5%
	>50 Years	1	1%
Profession	Entrepreneur	9	8,6%
	Freelancer	18	17,1%
	Worker	18	17,1%
	Creative Worker/Artist	51	48,6%
	Teacher	9	8,6%
Income	<Rp. 1.000.000	18	17,1%
	Rp. 1.000.000 - Rp. 1.999.000	25	23,8%
	Rp. 2.000.000 - Rp. 3.999.000	18	17,1%
	Rp. 4.000.000 - Rp. 6.000.000	18	17,1%
	> Rp. 6.000.000	26	24,8%
Place of Origin	Bandung Raya	89	84,8%
	Non Bandung Raya	16	15,2%
Source of Information	Social Media	85	81%
	Travel Review/ Youtube Vlog	15	14,2%
	Website	2	2%
	Others (Televisi, Radio, etcn)	3	2,8%

**Source:** Authors

### **R Testing**

Table 5: The Results of R Testing

<b>Construct</b>	<b>R Square</b>	<b>R Square Adjusted</b>
Customer Satisfaction	0.585	0.569
E-WOM	0.623	0.619

**Source:** Authors

Based on Table 5, Customer Satisfaction has an R square adjusted value of 0.569, meaning that attention, interest, desire, and action collectively influence 56.9% of customer satisfaction. This can be interpreted as customer satisfaction being influenced by 56.9% from attention, interest, desire, and action, with the remaining 43.1% influenced by other factors. Meanwhile, E-WOM has an R square adjusted value of 0.619, indicating that customer satisfaction influences 61.9% of E-WOM. In other words, E-WOM is influenced by 61.9% from customer satisfaction and 38.1% from other factors.

### **Fit Model Testing**

Goodness of fit tests are used to test the hypothesis that data come from a distribution that is either completely specified or specified up to some unknown parameters (Ross, 2021). According to Cohen in Ghozali (2014:83), there are three categories in calculating the Goodness of Fit value, namely small (0.10), medium (0.25), and large (0.36). In this research model, the Goodness of Fit results are obtained as shown in Table 6.

Table 6: Goodness of Fit Test

<b>Construct</b>	<b>AVE</b>	<b>R<sup>2</sup></b>
Attention	0,835	
Interest	0,805	
Desire	1,000	
Action	0,771	
Customer Satisfaction	1,000	0.585
E-WOM	1,000	0.623
Rata-rata	0,902	0,604
AVE x R <sup>2</sup>		0,544
<b>GoF = AVE x R<sup>2</sup></b>		<b>0,737</b>

**Source:** Authors

Based on Table 6, the value of Goodness of Fit (GoF) in this study is 0.737, which means it falls into the large category as it is greater than the value of 0.36. Thus, it can be concluded that the proposed model in this study has excellent quality and is usable.

### Hypothesis Testing

The hypothesis testing was conducted using the bootstrapping method to assess the significance of independent and dependent variables. With a 5% error rate, the hypothesis is accepted if the t-statistic > 1.96 or p-value < 0.05 (Hair, et al., 2017). The results of the hypothesis testing are presented in Table 7.

Table 7: Hypothesis Test

	<b>Path</b>	<b>β</b>	<b>T Statistic</b>	<b>P Value</b>	<b>Result</b>
<b>H<sub>1</sub></b>	AT -> CS	0.259	2.265	0.024	Accepted
<b>H<sub>2</sub></b>	I -> CS	0.043	0.278	0.781	Rejected
<b>H<sub>3</sub></b>	D -> CS	0.151	1.667	0.096	Rejected
<b>H<sub>4</sub></b>	AC -> CS	0.463	3.712	0.000	Accepted
<b>H<sub>5</sub></b>	CS -> E-W	0.789	14.860	0.000	Accepted

**Source:** Authors

From the hypothesis testing results, it is evident that attention and action have a significant influence on customer satisfaction as their p-values are below 0.05 ( $\beta = 0.259$ , p-value = 0.024;  $\beta = 0.463$ , p-value = 0.000), indicating acceptance of H1 and H4. Additionally, customer satisfaction also has a positive and significant impact on E-WOM, with a p-value below 0.05 ( $\beta = 0.789$ , p-value = 0.000), indicating acceptance of H5. However, H2 and H3 are rejected as their respective p-values are above 0.05 ( $\beta = 0.043$ , p-value = 0.781;  $\beta = 0.151$ , p-value = 0.096), suggesting that interest and desire do not significantly influence customer satisfaction.

### Indirect Effect Testing

Based on the results of the hypothesis testing with the direct path coefficients, it is evident that the direct effects are significant, allowing for the testing of indirect effects. The results of the indirect effects test are presented in Table 8.

Table 8: Indirect Effect Testing

Path	$\beta$	T Statistic	P Value	Result
AT -> E-W	0.204	2.237	0.026	Accepted
I -> E-W	0.034	0.278	0.781	Rejected
D -> E-W	0.120	1.678	0.094	Rejected
AC -> E-W	0.366	3.616	0.000	Accepted

**Source:** Authors

Based on Table 8, it can be observed that attention and action have a significant positive indirect influence on E-WOM because their p-values are below 0.05 ( $\beta = 0.204$ , p-value = 0.026;  $\beta = 0.366$ , p-value = 0.000). However, interest and desire do not have a significant indirect influence on E-WOM as their p-values are above 0.05 ( $\beta = 0.034$ , p-value = 0.781;  $\beta = 0.120$ , p-value = 0.094). The next step involves testing specific indirect effects by adding the mediating variable, customer satisfaction, between the independent and dependent variables. The results are displayed in Table 9.

Table 9 Specific Indirect Testing (Mediation Effects Test)

Path	$\beta$	T Statistic	P Value	Result
AT -> CS -> E-W	0.204	2.237	0.026	Accepted
I -> CS -> E-W	0.034	0.278	0.781	Rejected
D -> CS -> E-W	0.120	1.678	0.094	Rejected
AC -> CS -> E-W	0.366	3.616	0.000	Accepted

**Source:** Authors

To determine the mediating effect of the customer satisfaction variable on the relationship between attention, interest, desire, and action with E-WOM, testing was conducted using the Variance Accounted For (VAF) method. The results of the VAF test are presented in Table 10.

Table 10: Results of The Mediating Effect Test of Customer Satisfaction on The Relationship between Attention, Interest, Desire, Action, and E-WOM

Description	Results
<b>Indirect Effect</b>	
AT -> CS -> E-W	0.204
I -> CS -> E-W	0.034
D -> CS -> E-W	0.120
AC -> CS -> E-W	0.366
<b>Direct Effect</b>	
AT -> E-W	0.204
I -> E-W	0.034
D -> E-W	0.120
AC -> E-W	0.366
<b>Total Effect (indirect+direct)</b>	
Attention	0.408
Interest	0.068
Desire	0.240
Action	0.732
<b>VAF (indirect/total)</b>	

Attention	0.500
Interest	0.500
Desire	0.500
Action	0.500

**Source:** Authors

If the VAF value is above 80% then it indicates full mediation, if the VAF value ranges from 20% - 80% then it is categorized as partial mediation, if the VAF value is below 20% then it can be said that there is almost no mediation effect (Hair in Sholihin, 2014) . Based on testing Table 10, it can be concluded that the customer satisfaction variable has a partial mediating effect between the influence of attention towards E-WOM, interest towards E-WOM, desire towards E-WOM, and action towards E-WOM because each VAF value is 0.500 or 50 %.

### **Discussion**

Based on the results of the hypothesis testing, it is found that attention and action have proven to have a positive and significant influence on customer satisfaction. On the contrary, interest and desire have not been proven to have a positive and significant influence on customer satisfaction. These findings align with previous research that affirms customer interest directly influences customer satisfaction after customers have tried the product or service (Gunawan & Jabar, 2018; Armawan, 2022).

The attention stage has been proven to have a positive and significant impact on the level of customer satisfaction, consistent with previous research findings emphasizing its crucial role. During the attention stage, the initial impression created by the coffee shop significantly influences customers' decisions to consider it as an alternative workplace (Suhud et al., 2021). The research results indicate that initiatives to capture customers' attention in the early stage create a positive foundation that shapes their perception of the Work From Coffee Shop concept. In this context, previous studies highlight that customer interest begins to seep in during the attention stage and forms the basis for further evaluations regarding the suitability of the coffee shop concept as a workplace (Aprilia & Suryani, 2020). Thus, the attention stage not only leaves a positive first impression but also plays a crucial role in shaping customer interest and perceptions that ultimately influence their decision to use the coffee shop as an alternative working environment.

As for the action stage, customers truly experience a product or service, marking the moment when they begin to evaluate their overall experience while engaging in digital nomad activities at the coffee shop. They assess whether the experience is enjoyable and meets their expectations. The action stage has been proven to have a significant positive influence on customer satisfaction, aligning with previous research findings that emphasize when customers have direct experiences, business owners can ensure that customers are not only interested but also exhibit desired attitudes and actions, including satisfaction levels (Hanafiah & Prasetya, 2021). In the action stage, customers not only directly engage with the offered services but also begin to form their judgments on the cafe's success in meeting their expectations.

Meanwhile, the research results indicate that interest and desire have not been proven to have a significant influence on the level of customer satisfaction. This phenomenon can be explained by the focus on the early stages, where interest and desire are more likely to reflect customer preferences rather than directly impacting satisfaction levels. In this context, previous research emphasizes that customer actions in a coffee shop setting are more influenced by factors such as technology, particularly the availability of wifi (Verma, 2023). It was found that

customers are more inclined to make decisions and take actions based on practical elements that facilitate their activities, especially in the context of digital nomad customers utilizing coffee shops as remote workplaces. Therefore, a deeper understanding of customer preferences and practical needs in the early stages can assist businesses, such as coffee shops, in focusing on aspects that genuinely influence customer satisfaction and encourage positive actions in their consumer experience.

Furthermore, customer satisfaction has an Adjusted R square value of 0.569, indicating that attention and action collectively influence 56.9% of the level of customer satisfaction. In other words, customer satisfaction is influenced by 56.9% by the variables of attention, interest, desire, and action, while the remaining 43.1% can be attributed to other factors not covered in this study. This finding aligns with previous research results indicating that one of the determinants of customer satisfaction in a coffee shop is service quality (Pangaribuan et al., 2020). Other studies also confirm that, as food and beverage providers, the quality of the products sold and the pricing also play a crucial role in determining the level of customer satisfaction in a coffee shop (Rusti et al., 2021).

The analysis of Adjusted R square provides a deeper understanding of the extent to which the variables of attention and action can explain the variations in customer satisfaction. Although attention and action contribute significantly, previous research highlights that external factors, such as service quality, products, and pricing, also have a significant impact on shaping customer perceptions and satisfaction. Therefore, to enhance overall customer satisfaction, business owners need to carefully consider additional factors that play a crucial role in the customer experience in their coffee shops.

The next finding from the research is that customer satisfaction also proves to have a significant influence on e-wom. This aligns with previous research results indicating that customer satisfaction with an alternative workplace, such as a cafe or coffee shop, can positively impact Electronic Word-of-Mouth (e-WOM) (Pessoa et al., 2020). In the field, this is also related to the digital-savvy generations, especially millennials and Gen Z, who are accustomed to uploading various aspects of their lives online, including providing positive ratings and recommendations for things they find commendable. It is not uncommon for them to offer honest reviews stating when something does not meet their standards. As for e-WOM, it has an adjusted R square value of 0.619, meaning customer satisfaction influences 61.9% of e-WOM or, in other words, e-WOM is influenced by 61.9% from customer satisfaction, and 38.1% is influenced by other factors. In this context, customer satisfaction becomes the determinant of how customer interest can be converted into e-WOM. A strong interest in a product or service can enhance customer satisfaction levels after experiencing the product or service, leading to a desire to recommend it to others, including through e-WOM (Pessoa et al., 2020; Sharma et al., 2020). In a broader context, e-WOM is confirmed to be influenced not only by customer satisfaction but also by the propensity to trust, trust in the internet, perceived risk, and perceived value indirectly (Ruoibah et al., 2021).

Lastly, in this case, customer satisfaction is also confirmed as a partial mediator in the relationship between customer interest and e-wom. This reinforces previous research findings that customer satisfaction serves as a partial mediator in the relationship between factors influencing e-wom (Ruoibah et al., 2021). The importance of customer satisfaction as a partial mediator in the influence of e-WOM highlights the need to emphasize positive customer experiences as a strategic step. Therefore, companies need to focus their efforts on improving customer satisfaction as an initiative to strengthen brand image and support long-term business growth. In this regard, enhancing customer satisfaction not only fosters a closer relationship

between customers and the brand but also has the potential to trigger more positive e-WOM, expand market reach, and strengthen the brand's reputation in this digital era. Consequently, giving special attention to empowering customer satisfaction becomes an indispensable strategy in designing marketing campaigns and brand management efforts.

### **Conclusions**

This research found that only attention and action that proven to have a positive and significant influence on customer satisfaction. Customer satisfaction also proves to have a significant influence on e-wom. Lastly, in this case, customer satisfaction is also confirmed as a partial mediator in the relationship between customer interest and e-wom.

With a profound understanding of these dynamics, it is anticipated that business owners and similar service providers can take appropriate actions to enhance the customer experience. The implications suggest that viral content strategies, improved facilities, and a comfortable atmosphere can be effective measures in enhancing customer attention and action while engaging in digital nomad activities at their coffee shops. The enhancement of attention and action is, in turn, expected to have a positive impact on customer satisfaction, which plays a crucial role in building a positive image and supporting business growth in an increasingly decentralized working environment.

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