

INFLUENCE OF MARKETING MIX MEDIATED BY CUSTOMER SATISFACTION ON REPURCHASE INTENTION (CASE STUDY: FUNDEMI COFFEE AND EATERY)



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Abstract

This study aims to examine the effect of the marketing mix, which includes product quality, price, place, promotion, and service quality (Servqual), on repurchase intention, with customer satisfaction as a mediating variable. The research was conducted at Fundemi Coffee and Eatery (FCE) Depok, with FCE customers as the study subjects. The sampling method used was probability sampling, with a total sample of 120 respondents. Data was collected through a questionnaire distributed via Google Forms. The analysis method in this study employed the Structural Equation Model (SEM) using Partial Least Squares (PLS). The results of this study indicate that product quality, price, place, and service quality significantly influence repurchase intention, while promotion does not affect repurchase intention. Customer satisfaction successfully mediates the relationship between product quality, place, and service quality on repurchase intention. However, customer satisfaction does not mediate the relationship between price and promotion on repurchase intention.

Keywords: Customer Satisfaction, Product Quality, Price, Place, Promotion, Repurchase Intention, Service Quality

INTRODUCTION

Global coffee demand has experienced significant growth in recent years, with total consumption reaching 175.6 million bags in 2021/2022. However, in 2022/2023, coffee consumption declined by 2% to 173.1 million bags due to economic challenges such as rising living costs and decreasing disposable income. Despite this decline, the outlook for 2023/2024 remains optimistic, with a projected consumption growth of 2.2% to 177 million bags. This growth is driven by the recovery of the global economy and increased consumption in non-coffee-producing countries, indicating an expanding market potential for the coffee industry (ICO, 2023; Servicoff Limited, 2023).

Coffee is a leading commodity in Indonesia's plantation industry, generating significant economic value each year. The growth of coffee consumption is influenced by modern lifestyle trends, particularly among young people who enjoy socializing in coffee shops. The popularity of coffee in Indonesia has spread significantly, attracting the attention of many café entrepreneurs. One of the most renowned types of coffee is kopi luwak, which has positioned Indonesia as one of the world's top producers of the most expensive coffee (Agustina, 2019). Coffee demand continues to rise in line with changing lifestyles, especially among younger generations. The coffee consumption culture is now seen not only as a necessity or preference but has also become an integral part of modern lifestyles (Solikatu, Kartono & Demartoto, 2015).

Fundemi Coffee & Eatery (FCE) is a coffee shop established in early 2020, precisely when the COVID-19 pandemic began. From its inception, FCE focused on online sales to adapt to restrictions on physical activities imposed during the pandemic. However, after the revocation of the Public Activity Restriction Policy (PPKM), competition in the coffee business in the Depok area has become increasingly intense. FCE's gross revenue in 2024 has yet to surpass its 2021 gross revenue, which was primarily generated through online sales (see Table 1).

Table 1
Gross Revenue per Year

Year	Total Gross Revenue Per Year
2021	Rp 93.894.600
2022	Rp 72.523.000
2023	Rp 87.580.500
2024	Rp 88.992.000

Source: FCE (2024)

The FCE revenue data (see Table 1) serves as the basis for the necessity of this study to identify the factors influencing repurchase intention in cafes. Numerous factors affect repurchase intention in cafes, which can be analysed through the elements of the marketing mix, namely product quality, price, place, promotion, plus service quality (ServQual) (Alfonsius, Depari, & Huang, 2021; Jasin & Firmansyah, 2022; Az-Zahra & Aprianingsih, 2023; Tarigan, Sibarani, & Silitonga, 2024; Zahra & Piartrini, 2024).

High product quality plays a crucial role not only in attracting new customers but also in increasing the likelihood of repurchase intention, especially in the café context. Product quality ensures customer satisfaction with the taste, presentation, and consistency of the products they consume, ultimately fostering a positive experience (Vashti & Antonio, 2021; Tarigan et.al., 2024; Zahra & Piartrini, 2024; Toha & Supriyanto, 2023).

Another key factor is price, which significantly influences repurchase intention. From the customer's perspective, price is not merely a number but also serves as a determinant of a product's value. The affordability or expensiveness of a product can have a substantial impact on a customer's decision to repurchase (Arif, 2019). A reasonable price can enhance customer satisfaction, which in turn contributes to repurchase intention (Razak et al., 2016; Zahra & Piartrini, 2024).

The place factor also plays a crucial role in driving repurchase intention. A strategic and easily accessible location, such as being near the city center or in a busy area, is one of

the main reasons customers choose a particular product or service (Hidayat & Trifiyanto, 2020; Tarigan et.al., 2024; Zahra & Piartrini, 2024).

The promotion factor helps strengthen customer awareness of the company. Promotion is not only about attracting initial attention but also aims to keep the product memorable for customers (Hidayat & Trifiyanto, 2020; Tarigan et.al., 2024; Zahra & Piartrini, 2024).

Apart from the marketing mix, servqual plays a fundamental role in creating a positive customer experience. When customers perceive the servqual they receive as excellent, they tend to be more satisfied and feel valued (Hidayat & Trifiyanto, 2020, Az-Zahra, & Aprianingsih, 2023). High customer satisfaction leaves a lasting impression that increases the likelihood of repurchase intention in the future. In other words, when servqual is achieved, customer satisfaction will also improve, ultimately leading to repurchase intention (Ibzan et al., 2016; Az-Zahra, A. D., & Aprianingsih, 2023; Zahra & Piartrini, 2024).

Previous studies have extensively discussed the impact of the marketing mix on repurchase intention, but several gaps still need to be addressed. Some studies found that price and promotion significantly influence repurchase intention (Razak et al., 2016; Sanam, 2019; Zahra & Piartrini, 2024). However, other studies indicate that these effects do not always apply to every industry context, especially in the café business, which emphasizes customer experience.

Therefore, this study aims to re-examine the impact of the marketing mix on repurchase intention, particularly in the cafe industry, and evaluate whether all these factors truly have an effect. Additionally, previous research has yet to explore the role of customer satisfaction as a mediator in the relationship between place and repurchase intention. While prior studies indicate that a strategic location can increase customer visits (Hidayat & Trifiyanto, 2020; Zahra & Piartrini, 2024), few have examined whether customer satisfaction plays a role in strengthening this relationship. Thus, this study introduces novelty by investigating the mediating role of customer satisfaction in the relationship between place and repurchase intention in the cafe industry.

Product quality is one of the key factors influencing customer perception and purchasing decisions (Razak et al., 2016; Sanam, 2019; Zahra & Piartrini, 2024). Product

quality that meets or exceeds customer expectations not only creates customer satisfaction but also drives repurchase intention (Tania et al., 2021; Werdiasturi & Agustiono, 2022; Tarigan et.al., 2024; Zahra & Piartrini, 2024). Previous studies, such as those by Sanam (2019), Vashti & Antonio (2021), and Werdiasturi & Agustiono (2022), found that high product quality has a significant impact on repurchase intention. Vashti & Antonio (2021) also identified that the right product features and benefits can enhance repurchase intention. Based on these studies, the hypothesis formulated is:

H1: Product quality influences repurchase intention.

Price is one of the essential elements in marketing that can increase customer purchases and serve as an indicator of a product's value. It can also shape customer perception of product quality (Razak et al., 2016). An appropriate pricing strategy can encourage customers to make purchases (Arif, 2019). Hidayat & Trifiyanto (2020) explain that customer perception of price is strongly influenced by its affordability and its alignment with product benefits. Tania et al. (2021) state that price significantly impacts repurchase intention. Based on these studies, the hypothesis formulated is:

H2: Price influences repurchase intention.

Place is a crucial element in marketing that can affect customers' repurchase intention. A strategic, easily accessible location that offers a comfortable environment can increase customer satisfaction, encouraging them to return. Research by Hidayat & Trifiyanto (2020) indicates that place has a significant and positive impact on repurchase intention. Jasin & Firmansyah (2022) emphasize the importance of accessibility and location comfort in encouraging repeat purchases. Based on the explanation above, this study proposes the hypothesis:

H3: Place influences repurchase intention.

Promotion carried out through various methods can attract customers to purchase the offered product. Research by Sanam (2019) demonstrates a positive relationship between sales promotion and repurchase intention, as most customers reported that promotional activities motivated them to repurchase. Based on the explanation above, this study proposes the hypothesis:

H4: Promotion influences repurchase intention.

Service quality (servqual), which encompasses all features and characteristics of a product or service, plays a vital role in customer satisfaction (Kotler & Keller, 2022). Izban et al. (2016) found a relationship between servqual and repurchase intention, where satisfied customers are more likely to remain engaged with a company compared to dissatisfied ones. Tania et al. (2021) and Az-Zahra & Aprianingsih (2023) emphasize that providing high-quality products and service quality is a key factor in repurchase intention. Based on the explanation above, this study proposes the hypothesis:

H5: Servqual influences repurchase intention.

Product quality is a crucial element in the marketing mix that can determine a company's success. Studies by Razak et al. (2016) and Hidayat & Trifiyanto (2020) suggest that product quality not only enhances customer satisfaction but also influences their decision to repurchase. Sanam (2019) and Vashti & Antonio (2021) emphasize the importance of product quality in building customer loyalty, leading to repurchase intention. Mustikasari et al. (2021); Werdiasturi & Agustiono (2022) and Az-Zahra & Aprianingsih (2023) found that customer satisfaction acts as a bridge between product quality and repurchase intention. Based on these findings, the hypothesis formulated is:

H6: Product quality influences repurchase intention, mediated by customer satisfaction

Price is a key factor in purchase decisions and can have a significant impact on customer experience. Studies by Razak et al. (2016) and Hidayat & Trifiyanto (2020) suggest that competitive pricing, aligned with product quality, can enhance customer satisfaction. Tania et al. (2021) highlight that when customers perceive the price they pay as justified by the benefits received, they are more satisfied and likely to repurchase. Research by Vashti et al. (2021); Jasin et al. (2022); Az-Zahra & Aprianingsih (2023), and Tarigan et al., (2024) indicates that high customer satisfaction serves as a bridge connecting price and repurchase intention. Therefore, the proposed hypothesis is:

H7: Price influences repurchase intention, mediated by customer satisfaction.

Place plays an essential role in customers' purchase decisions. Research by Hidayat & Trifiyanto (2020) and Hanifyanto, Djumarno, and Nurmahdi (2022) showed that accessibility and location comfort enhance customer satisfaction. Tania et al. (2021) add that a comfortable environment and good service at a location can improve customer satisfaction,

which in turn supports repurchase intention. Vashti & Antonio (2021) and Az-Zahra & Aprianingsih (2023) suggest that customer perception of place significantly affects their repurchase intention. Based on these findings, this study proposes the hypothesis:

H8: Place influences repurchase intention, mediated by customer satisfaction.

Promotion is a key element in marketing strategies aimed at attracting customer attention, encouraging them to try new products, and increasing unplanned purchases (Kotler & Keller, 2022). Razak et al. (2016) emphasize that when promotions align with customer needs and expectations, customer satisfaction increases, providing additional motivation for customers to repurchase. Jasin & Firmansyah (2022) and Az-Zahra & Aprianingsih (2023) indicate that customer satisfaction can mediate the relationship between promotion and repurchase intention. Based on these findings, this study proposes the hypothesis:

H9: Promotion influences repurchase intention, mediated by customer satisfaction.

Servqual is a key factor in creating a positive customer experience. Servqual includes dimensions such as reliability, responsiveness, assurance, empathy, and tangible evidence (Kotler and Keller, 2022). Razak et al. (2016) found that high service quality significantly contributes to customer satisfaction, which in turn enhances repurchase intention. Vashti & Antonio (2021) and Az-Zahra & Aprianingsih (2023) suggest that customer satisfaction resulting from high service quality can be a driving factor in increasing repurchase intention. Based on these findings, this study proposes the hypothesis:

H10: Servqual influences repurchase intention, mediated by customer satisfaction.

Referring to the basis of these hypotheses, a research model is compiled which is contained in Figure 1.

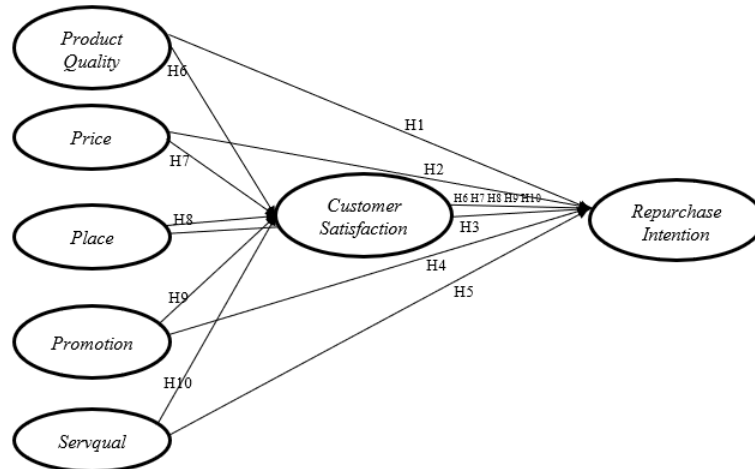


Figure 1.
Research Model

A proposed research model is developed (see Figure 1) based on previous research. Ten (10) research hypotheses are formulated as follows:

- H1: Product influences repurchase intention
- H2: Price influences repurchase intention
- H3: Place influences repurchase intention
- H4: Promotion influences repurchase intention
- H5: Servqual influences repurchase intention
- H6: Product influences repurchase intention, mediated by customer satisfaction.
- H7: Price influences repurchase intention, mediated by customer satisfaction
- H8: Place influences repurchase intention, mediated by customer satisfaction
- H9: Promotion influences repurchase intention mediated by customer satisfaction
- H10: Servqual influences repurchase intention mediated by customer satisfaction

RESEARCH METHOD

This study is quantitative research. It was conducted from October 2023 to March 2024 by distributing questionnaires online via Google Forms. The population in this study consists of FCE customers who have ever placed food and beverage orders. The sampling technique used is probability sampling (simple random sampling). The total number of

respondents in this study is 120. To ensure the reliability and validity of the questionnaire indicators, a pre-test was conducted on thirty (30) respondents.

The research variables, which consist of product quality, price, place, promotion, servqual, customer satisfaction, and repurchase intention, will first be tested to analyze whether the variable indicators used are reliable and valid. The testing process will go through two stages: reliability testing and validity testing using SPSS 25 software. All indicators achieved a Cronbach Alpha (CA) value of more than 0.70 (Hair et.al, 2021). The highest CA value is 0,963 and the lowest is 0,820. All indicator variables are affirmed valid based on the Pearson Correlation technique. The validation achieved a significance value of less than 0.05 (Hair et.al, 2021).

RESULTS AND DISCUSSION

Once the pre-test data were declared valid and reliable, the questionnaire was then distributed to 120 respondents who were already FCE customers. Based on the test results, each indicator was found to be reliable and valid for use in this study. The data analysis process utilizes Partial Least Squares (PLS), a variance-based Structural Equation Modelling (SEM) method. Data processing is carried out using SmartPLS 4.0 software. The analytical method consists of hypothesis testing, inner model analysis, and outer model analysis (including convergent and discriminant validity).

Table 2.
Profile of Respondents (n = 120)

Description	Number of Respondents	Percentage (%)
Gender		
Male	48	40.00%
Female	72	60.00%
Age		
<20 Year	15	12.50%
21-25 Years	73	60.83%
>25 Year	32	26.67%
Last Education		
High School	10	8.33%
Bachelor's	76	63.33%
Master's	34	28.34%

Description	Number of Respondents	Percentage (%)
Status		
Single	92	76.67%
Married	28	23.33%
Occupation		
Student	68	56.67%
Military/Police	4	3.33%
Private employee	18	15.00%
Civil Servant	10	8.33%
Nurse/Doctor	7	5.83%
Housewife	8	6.67%
Others	5	4.17%
How often do you purchase products from FCE?		
• 2-5 times per month	28	23.33%
• 5-10 times per month	44	36.67%
• >10 times per month	48	40.00%
Mention the factors that influence your decision to purchase products from FCE.		
The coffee menu is diverse	38	31.67%
• The prices are affordable	30	25.00%
• The baristas are friendly and attractive	28	23.33%
• The location is close to home	24	20.00%
What comes to your mind when you see an advertisement for FCE products?		
• Want to buy the product	14	11.67%
• The product is appetizing	88	73.33%
• The location is easily accessible.	18	15.00%

Source: Results of data analysis using SPSS Statistics Version 27

Most respondents in this study were female (72 individuals or 60%). The respondents were predominantly within the age range of 21-25 years, with 73 individuals, or 60.83%. Most respondents had a bachelor's degree as their highest level of education, totaling 76 individuals or 63.33%. A total of 92 respondents, or 76.7%, were unmarried. The respondents' occupations were dominated by students, with 68 individuals or 56.67%. Most respondents visited FCE more than 10 times per month (48 individuals = 40%). Most respondents visited FCE because of its diverse coffee menu (38 individuals = 31.67%). Additionally, 88 individuals, or 73.3%, found FCE products appetizing when they saw FCE advertisements.

The data in this study were analysed using SmartPLS 4 software, following a two-step process. The first step involved testing convergent validity using the PLS algorithm on statistical data, which included reliability and validity tests after filtering the indicators. Each indicator had to meet reliability criteria, where the CA and CR values must exceed 0.700, and the AVE value must be greater than 0.500 (see Table 3). Additionally, the outer loading values had to exceed 0.400 (see Table 3). Next, discriminant validity testing was conducted to measure how accurately the measurement tool performed its function. Discriminant validity was assessed using the cross-loading test (Ghozali, 2018) (see Table 4).

Inner model analysis is the stage where the relationships between latent variables or constructs are tested. This analysis includes evaluating VIF values, R-squared analysis, and model fit analysis using SRMR (Standardized Root Mean Square Residual). If the R-Square value is 0.67, the relationship is categorized as strong; a value of 0.33 is considered moderate, while a value of 0.19 is considered weak (Chin, 1998) (see Table 5). Meanwhile, SRMR is a model evaluation parameter that measures how well the PLS-SEM model fits the data. If the SRMR value is < 0.080, the model is considered a good fit (Hair Jr et al., 2021) (see Table 6). The path diagram and validity test results in this study are shown in Figure 2.

Table 3.
Convergent Validity Results

Variable	Outer Loading	AVE ≥5	Multicollinearity Test	Description	Reliability	
			VIF<10		CA (≥0,7)	CR (≥0,7)
CS1	0.793		2.007	Valid		
CS2	0.814		2.678	Valid		
CS3	0.846	0.655	2.544	Valid	0.868	0.904
CS4	0.798		1.894	Valid		
CS5	0.792		2.546	Valid		
PC1	0.943		1.576	Valid		
PC2	0.956		4.548	Valid		
PC3	0.954	0.865	5.957	Valid	0.968	0.975
PC4	0.938		6.587	Valid		
PC5	0.915		4.876	Valid		
PL1	0.791		1.941	Valid		
PL2	0.934	0.743	4.751	Valid	0.922	0.941
PL3	0.920		5.784	Valid		
PL4	0.860		5.095	Valid		

Variable	Outer Loading	AVE ≥ 5	Multicollinearity Test	Description	Reliability	
			VIF < 10		CA ($\geq 0,7$)	CR ($\geq 0,7$)
PL5	0.854		4.957	Valid		
PQ1	0.906		2.020	Valid		
PQ2	0.969		1.744	Valid		
PQ3	0.987	0.789	6.908	Valid	0.976	0.982
PQ4	0.942		4.448	Valid		
PQ5	0.975		1.500	Valid		
PT1	0.834		4.014	Valid		
PT2	0.923		7.656	Valid		
PT3	0.763	0.836	1.962	Valid	0.903	0.929
PT4	0.866		4.493	Valid		
PT5	0.858		5.659	Valid		
RI1	0.835		2.433	Valid		
RI2	0.837		5.650	Valid		
RI3	0.865	0.790	2.961	Valid	0.891	0.919
RI4	0.824		2.178	Valid		
RI5	0.805		5.318	Valid		
SQ1	0.909		6.378	Valid		
SQ2	0.878		6.264	Valid		
SQ3	0.924	0.726	1.016	Valid	0.942	0.956
SQ4	0.891		7.023	Valid		
SQ5	0.903		7.857	Valid		

Source: Results of data analysis using SmartPLS 4

Table 4.
Convergent Validity Results

Variable	Customer Satisfaction	Place	Price	Product Quality	Promotion	Repurchase Intention	Servqual
CS1	0.793	0.30	0.41	0.389	0.28	0.761	0.327
CS2	0.814	0.19	0.224	0.278	0.204	0.791	0.267
CS3	0.846	0.351	0.35	0.366	0.297	0.832	0.311
CS4	0.798	0.384	0.315	0.354	0.374	0.795	0.362
CS5	0.792	0.327	0.265	0.288	0.233	0.766	0.245
PC1	0.384	0.515	0.943	0.927	0.369	0.383	0.402
PC2	0.379	0.526	0.956	0.941	0.38	0.363	0.385
PC3	0.348	0.534	0.954	0.899	0.399	0.348	0.391
PC4	0.35	0.617	0.938	0.826	0.408	0.338	0.384

Variable	Customer Satisfaction	Place	Price	Product Quality	Promotion	Repurchase Intention	Servqual
PC5	0.376	0.701	0.915	0.895	0.469	0.428	0.336
PL1	0.306	0.791	0.531	0.512	0.414	0.339	0.321
PL2	0.376	0.934	0.558	0.548	0.473	0.432	0.368
PL3	0.376	0.92	0.567	0.552	0.471	0.432	0.365
PL4	0.318	0.86	0.531	0.509	0.429	0.344	0.327
PL5	0.315	0.854	0.506	0.482	0.456	0.347	0.349
PQ1	0.357	0.424	0.899	0.906	0.331	0.342	0.387
PQ2	0.386	0.558	0.913	0.969	0.409	0.433	0.359
PQ3	0.399	0.57	0.959	0.987	0.411	0.414	0.383
PQ4	0.443	0.623	0.875	0.942	0.391	0.485	0.33
PQ5	0.403	0.648	0.929	0.975	0.432	0.45	0.339
PT1	0.274	0.371	0.333	0.272	0.834	0.269	0.906
PT2	0.34	0.43	0.376	0.362	0.923	0.342	0.833
PT3	0.251	0.593	0.406	0.445	0.763	0.279	0.567
PT4	0.299	0.48	0.375	0.345	0.866	0.284	0.824
PT5	0.312	0.34	0.353	0.346	0.858	0.327	0.778
RI1	0.814	0.392	0.411	0.449	0.332	0.835	0.325
RI2	0.833	0.27	0.266	0.313	0.239	0.837	0.286
RI3	0.825	0.457	0.381	0.436	0.327	0.865	0.281
RI4	0.798	0.414	0.332	0.37	0.357	0.824	0.356
RI5	0.806	0.234	0.223	0.257	0.182	0.846	0.241
SQ1	0.364	0.322	0.358	0.362	0.757	0.353	0.909
SQ2	0.385	0.294	0.352	0.37	0.807	0.361	0.878
SQ3	0.315	0.464	0.398	0.343	0.873	0.311	0.924
SQ4	0.34	0.379	0.356	0.306	0.886	0.324	0.891
SQ5	0.274	0.340	0.348	0.287	0.832	0.256	0.903

Source: Results of data analysis using SmartPLS 4

Table 5.
R-Squared Test Results

Variable	R-Square (>0,500)	R-Square Adjusted (>0,500)
Customer Satisfaction	0.694	0.637
Repurchase Intention	0.612	0.682

Source: Results of data analysis using SmartPLS 4

Table 6.
SRMR Test Results

FIT Summary	Saturated Model	Estimated Model
SRMR	0,079	0,079

Source: Results of data analysis using SmartPLS 4

The CA (Cronbach's Alpha) and CR (Composite Reliability) values for all variables are ≥ 0.7 , indicating that the measurement instrument (questionnaire) has a good level of consistency (see Table 3). The outer loading value must exceed 0.400, and the AVE value must be greater than 0.500. In the analyzed data, the CA, CR, outer loading, and AVE values meet the criteria, meaning that the constructs used are valid and reliable. If the VIF value is > 10 , multicollinearity is present (Ghozali, 2016).

Based on empirical data analysis, the VIF test results for all variables show values < 10 , indicating that multicollinearity is not present (see Table 3). The cross-loading test results indicate that all indicators have higher cross-loading values for the constructs they are intended to measure (see Table 4). In other words, the indicators have a significant correlation with the measured constructs. Customer Satisfaction has an R-square value of 0.694, which falls into the strong category (see Table 5). This means that the Customer Satisfaction variable is influenced by the price, place, product quality, promotion, and service quality variables by 69.4%, while the remaining percentage is influenced by other variables outside the study. Repurchase Intention has an R-square value of 0.612, meaning that the Repurchase Intention variable is influenced by the price, place, product quality, promotion, and service quality variables by 61.2%, with the remaining percentage influenced by other variables outside the study.

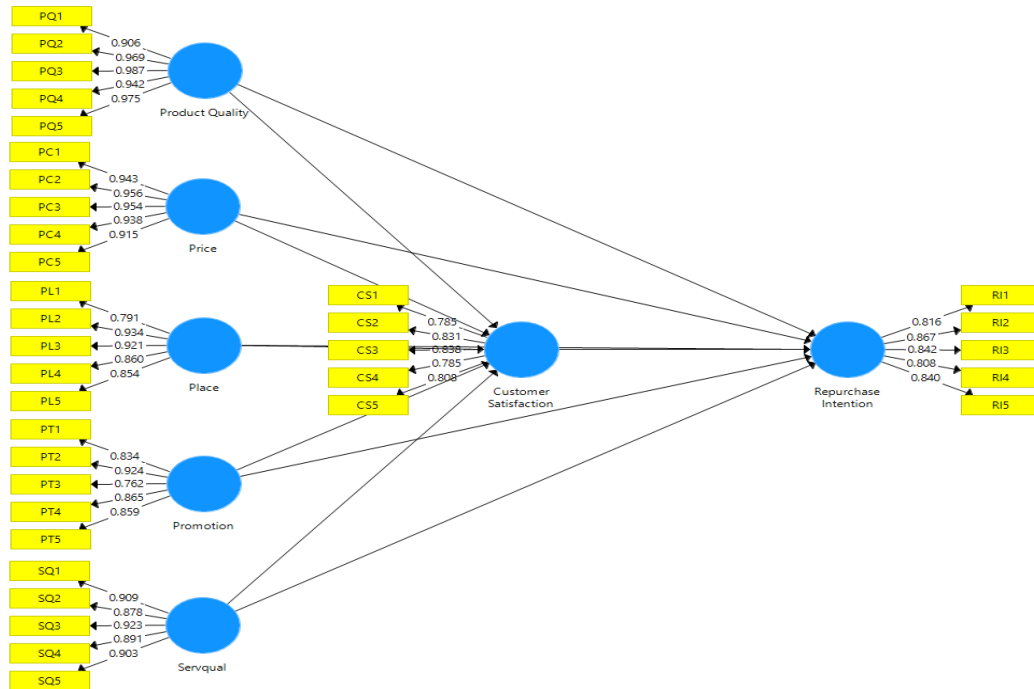


Figure 2.
Path Diagram and Validity Test Results
Source: Results of data analysis using SmartPLS 4

The SRMR value (0.079) is lower than 0.080, indicating that the model has an adequate fit (see Table 6). Next, hypothesis testing was conducted. In hypothesis testing, several criteria are used to assess the statistical test results. If the t-statistic value > 1.96 (t-table) or the p-value < 0.05 , it indicates a significant relationship between exogenous and endogenous variables (Hair Jr et al., 2021).

Table 7.
Hypothesized Results of Direct Effect

Hypothesis	Variable			Coefficient	t statistics	p values	Hypothesis Results
	Endogen	Mediation	Exogen				
H1	Product Quality			0.826	2.766	0.006	Accepted
H2	Price		Repurchase	0.640	2.103	0.036	Accepted
H3	Place		Intention	0.305	2.630	0.009	Accepted
H4	Promotion			0.275	1.213	0.226	Rejected
H5	Servqual			0.442	2.054	0.041	Accepted
H6	Product Quality	Customer Satisfaction	Repurchase Intention	0.546	2.189	0.029	Accepted

Hypo-thesis	Variable			Coefficient	t statistics	p values	Hypothesis Results
	Endogen	Mediation	Exogen				
H7	Price			0.358	1.342	0.180	Rejected
H8	Place			0.229	2.088	0.037	Accepted
H9	Promotion			0.335	1.732	0.084	Rejected
H10	Servqual			0.513	2.874	0.004	Accepted

Source: Results of data analysis using SmartPLS 4

H1: Product Quality Affects Repurchase Intention

The hypothesis testing results show that the t-statistic value for product quality (2.766) is greater than 1.96, and the p-value (0.006) is less than 0.05. Therefore, H1 is not rejected and is accepted. Product quality has a direct effect on repurchase intention based on the hypothesis test results (p-value = 0.006 < 0.05 and t-statistic = 2.766 > 1.960). These findings align with previous researcher expectations and support the research conducted by Sanam (2019), Vashti & Antonio (2021), Az-Zahra & Aprianingsih (2023), Tarigan et.al., (2024) and Zahra & Piartrini, (2024). Product quality has a significant influence on the intention to repurchase a product. Customers tend to be more interested in purchasing high-quality products rather than low-quality ones. Customer trust in a product quality increases if the product has good quality, thereby enhancing the intention to buy it. Therefore, companies must ensure that the products they offer maintain high quality to increase customer purchase intention.

H2: Price Affects Repurchase Intention

The hypothesis testing results show that the t-statistic value for price (2.103) is greater than 1.96, and the p-value (0.036) is less than 0.05. Therefore, H2 is not rejected and is accepted. Price has a direct effect on repurchase intention based on the hypothesis test results (p-value = 0.036 < 0.05 and t-statistic = 2.103 > 1.960). This research supports the findings of Wediasturi & Agustiono (2022), which state that price directly affects repurchase intention. However, it contradicts the findings of Arif (2019), who stated that price does not influence repurchase intention. Price often influences purchase intention, as many customers consider a product's price before deciding to buy it. A higher price may decrease repurchase intention, while a lower price can increase it.

H3: Place Affects Repurchase Intention

The hypothesis testing results show that the t-statistic value for place (2.630) is greater than 1.96, and the p-value (0.009) is less than 0.05. Therefore, H3 is not rejected and is accepted. Place has a direct effect on repurchase intention based on the hypothesis test results (p-value = 0.009 < 0.05 and t-statistic = 2.630 > 1.960). These findings align with previous research conducted by Hidayat & Trifiyanto (2020), Hanifyanto et.al. (2022) and Wediasturi & Agustiono (2022), which stated that place influences repurchase intention. However, this study does not support the findings of Arif (2019), who argued that place does not affect repurchase intention. Place or location can influence purchase intention due to factors such as availability, accessibility, and customer perception of the place. For instance, if a product is only available in certain locations that are difficult for customers to reach, their purchase intention may decrease. Conversely, if a location is strategic, customers are more likely to buy the product. Additionally, customer perceptions regarding cleanliness, safety, and comfort at the location can also impact repurchase intention.

H4: Promotion Affects Repurchase Intention

Hypothesis testing results show that the t-statistic value for promotion (1.213) is less than 1.96, and the p-value (0.226) is greater than 0.05. Therefore, H4 is not accepted and is rejected. Promotion does not have a direct effect on repurchase intention based on the hypothesis test results (p-value = 0.226 > 0.05 and t-statistic = 1.213 < 1.960). These findings align with previous researchers' expectations and support the research by Sanam (2019), which stated that promotion does not directly influence purchase intention. However, these results do not support the findings of Jasin & Firmansyah (2022) and Az-Zahra & Aprianingsih (2023), who stated that promotion directly affects repurchase intention.

For the FCE case, promotion may not directly influence customers' repurchase intention, which is supported by the research by Rasyid et.al 2023. Implementing the right promotional strategies is crucial in fostering customer loyalty and increasing the likelihood of repurchasing. Promotional strategies can be executed through various media, including social media. However, in this study, respondents did not seem particularly interested in FCE promotions on social media. The results indicate that promotion does not significantly affect repurchase intention. Therefore, the frequency of promotional activities does not necessarily

impact repurchase intention. Although promotions may be perceived as attractive, they do not directly lead to repurchase intention. Customers tend to consider other variables beyond promotion when deciding to repurchase the same product.

H5: Servqual Affects Repurchase Intention

Hypothesis testing results show that the t-statistic value for servqual (2.054) is greater than 1.96, and the p-value (0.041) is less than 0.05. Therefore, H5 is not rejected and is accepted. Servqual has a direct effect on repurchase intention based on the hypothesis test results (p-value = 0.041 < 0.05 and t-statistic = 2.054 > 1.960). These findings align with previous researchers' expectations and support the research conducted by Ibzan et al. (2016), Jasin & Firmansyah (2022), Az-Zahra & Aprianingsih (2023), Tarigan et.al. (2024), and Zahra & Piartrini, (2024), which state that servqual directly affects repurchase intention.

For FCE, servqual is an essential factor that must always be improved to achieve customer satisfaction. Good service is expected to encourage customers to return and use the products or services offered. However, this study indicates that an increase or decrease in SERVQUAL does not necessarily determine repurchase intention. This happens because not all customers prioritize servqual when making purchasing decisions, meaning that good service does not always guarantee repeat purchases.

H6: Customer Satisfaction Mediates the Relationship Between Product Quality and Repurchase Intention

This study finds that customer satisfaction mediates the direct relationship between product quality and repurchase intention, as indicated by a p-value of 0.029 (< 0.05) and a t-statistic of 2.189 (> 1.96). Therefore, H6 is accepted, with partial mediation observed. These findings support previous research conducted by Razak et al. (2016), Vashti & Antonio (2021), and Wediasturi & Agustiono (2022), which demonstrated that customer satisfaction positively and significantly mediates the effect of product quality on repurchase intention. Customer satisfaction serves as an intermediary between product quality and repurchase intention. It plays a crucial role in strengthening the relationship between these two variables. When customers are satisfied with the products or services they receive, they are more likely to repurchase the product in the future. Therefore, it is essential for companies to

continuously enhance their product quality to increase customer satisfaction and, in turn, reinforce repurchase intention.

H7: Customer Satisfaction Mediates the Relationship Between Price and Repurchase Intention

This study finds that customer satisfaction does not mediate the direct relationship between price and repurchase intention, as indicated by a p-value of 0.180 (> 0.05) and a t-statistic of 1.342 (< 1.96). Therefore, H7 is rejected. These findings do not support previous research conducted by Razak et al. (2016) and Wediasturi & Agustiono (2022), which stated that customer satisfaction significantly mediates the effect of price on repurchase intention. The result of this study is in line with Alfonsius et.al. (2021) and Rasyid et.al. (2023) research, which customer satisfaction does not mediate the relationship between price and repurchase intention. Customer satisfaction does not play a significant role in bridging the relationship between price and repurchase intention. In some cases, customers are more concerned with price than satisfaction. If the price is low or competitive, customers will repurchase regardless of their level of satisfaction. Customers may decide to repurchase based solely on price without considering satisfaction first.

H8: Customer Satisfaction Mediates the Relationship Between Place and Repurchase Intention

This study finds that customer satisfaction mediates the direct relationship between place and repurchase intention, as indicated by a p-value of 0.037 (< 0.05) and a t-statistic of 2.088 (> 1.96). Therefore, H8 is accepted, with partial mediation observed. These findings support previous research conducted by Hidayat & Trifiyanto (2020) and Jasin & Firmansyah (2022), which stated that customer satisfaction also mediates the relationship between place and repurchase intention. A well-planned business location strategy enhances customer satisfaction, which in turn increases repurchase intention. Based on these findings, businesses are encouraged to improve their place management strategies to enhance customer satisfaction and strengthen repurchase intention.

H9: Customer Satisfaction Mediates the Relationship Between Promotion and Repurchase Intention

This study finds that customer satisfaction does not significantly mediate the direct relationship between promotion and repurchase intention, as indicated by a p-value of 0.084 (> 0.05) and a t-statistic of 1.732 (< 1.96). Therefore, H9 is rejected. These findings do not support previous research conducted by Vashti & Antonio (2021), which stated that customer satisfaction mediates the effect of promotion on customer repurchase intention. According to this study, customer satisfaction does not mediate the relationship between promotion and repurchase intention because other factors play a more dominant role in influencing repurchase intention, such as product quality or price. Promotion may directly impact repurchase intention without necessarily going through customer satisfaction. Additionally, customer satisfaction can be influenced by multiple factors other than promotion, such as the purchasing process, servqual, or product quality itself. In this study, customer satisfaction may not mediate the relationship between promotion and repurchase intention because other factors have a more significant impact on customers' decisions to repurchase a product.

H10: Customer Satisfaction Mediates the Relationship Between Servqual and Repurchase Intention

This study finds that customer satisfaction mediates the direct relationship between servqual and repurchase intention, as indicated by a p-value of 0.004 (< 0.05) and a t-statistic of 2.874 (> 1.96). Therefore, H10 is accepted, with partial mediation observed. These findings support previous research conducted by Hidayat & Trifiyanto (2020) and Jasin & Firmansyah (2022). Customer satisfaction acts as a mediator in the relationship between SERVQUAL and repurchase intention. When customers are satisfied with the service provided, they tend to have a stronger intention to repurchase. High servqual enhances customer satisfaction, which in turn increases repurchase intention. Therefore, customer satisfaction plays a crucial role in linking SERVQUAL with repurchase intention.

CONCLUSION

The objective of this study is to analyze the effect of the marketing mix and servqual on repurchase intention, both directly and through the mediation of customer satisfaction at FCE. This study includes 10 hypotheses, of which 7 were accepted and 3 were rejected. Product quality, price, place, and servqual significantly influence repurchase intention

directly, whereas promotion does not have any impact. Customer satisfaction mediates the relationship between product quality, place, and servqual with repurchase intention. However, customer satisfaction does not mediate the relationship between price and promotion with repurchase intention.

The findings of this study demonstrate that product quality, place, price, and servqual play a crucial role in increasing the repurchase intention of FCE products. Customer satisfaction partially mediates the relationship between product quality, place, and servqual with repurchase intention. Meanwhile, promotion does not play any role, either directly or indirectly.

Based on these findings, FCE should enhance its advertising efforts, both through social media, in-house promotion, and other marketing channels to retain the current customers. FCE must keep the current customers satisfied with the marketing mix elements and ServQual. The more satisfied customers are, the more they promote by word of mouth (WoM). With intensive WoM, the savings in promotion costs can be given to loyal customers to keep coming to FCE. For other aspects of the marketing mix, FCE should maintain and further improve them to ensure business sustainability.

This research only examined 120 customers as the sample, and marketing mix elements and ServQual. So, the results are not as expected. In the future, research can be expanded by exploring additional factors that may influence repurchase intention, such as brand reputation, customer experience, trends and lifestyles, social influences, subjective norms, and other customers' internal factors. Moreover, broadening the scope of research by examining a larger and more diverse sample will provide more comprehensive and beneficial results for theoretical development. Future studies may also consider using different research subjects to obtain more varied findings and achieve better generalizability.

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