
The Influence of Product Quality and Brand Image on Repurchase Intention Through Customer Satisfaction as an Intervening Variable (A Study on Kopi Kenangan Customers in Surabaya)

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Abstract

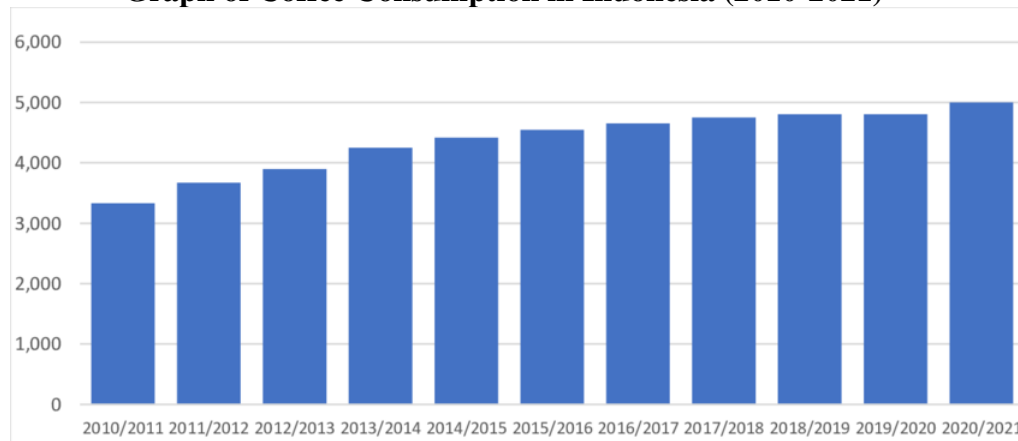
Currently, the food and beverage industry is growing rapidly in Indonesia, particularly the coffee beverage business. Kopi Kenangan is one of the fastest-growing retail coffee businesses in Indonesia. This study aims to analyze the influence of Product Quality and Brand Image on Repurchase Intention, with Customer Satisfaction as an intervening variable among Kopi Kenangan customers in Surabaya. The research employs a quantitative method, with data collected through questionnaires. The sampling technique used is purposive sampling, with a total of 150 respondents. The sample criteria include Kopi Kenangan customers residing in Surabaya, aged at least 17 years, and having purchased and consumed Kopi Kenangan products at least twice. Data analysis was conducted using SmartPLS 3.0 to examine the relationships between variables. The results show that Product Quality does not have a direct influence on Repurchase Intention, whereas Brand Image has a significant effect on Repurchase Intention. Furthermore, Product Quality significantly affects Customer Satisfaction, and Brand Image also has a significant impact on Customer Satisfaction. Customer Satisfaction is also proven to mediate the relationship between Product Quality and Brand Image with Repurchase Intention. In other words, although Product Quality does not directly increase Repurchase Intention, Customer Satisfaction can act as a bridge in this relationship. These findings have implications for Kopi Kenangan in enhancing customer loyalty by strengthening Brand Image and ensuring customer satisfaction after consuming the product.

Keywords: Product Quality, Brand Image, Customer Satisfaction, Repurchase Intention

INTRODUCTION

The food and beverage business in Indonesia has been growing rapidly in recent years. This phenomenon is evident from the increasing number of new food and beverage brands emerging over the past few years. One of the most popular business ventures among entrepreneurs today is the coffee business. This trend is driven by the fact that drinking coffee has long been a habit for many Indonesians. Initially, coffee consumption was mostly associated with adults who enjoyed it as a way to pass the time or boost their energy before heading to work (Tania & Hurdawaty, 2022). However, in the modern era, coffee consumption is no longer limited to adults; young people, women, and even the elderly now enjoy drinking coffee at any time of the day, morning, afternoon, or evening. The growing public interest in coffee is further evidenced by the steady increase in coffee consumption in Indonesia year after year

Figure 1.
Graph of Coffee Consumption in Indonesia (2010-2021)



Source: International Coffee Organization (ICO)

With the increasing number of coffee enthusiasts in Indonesia and the evolution of consumer habits, coffee is no longer enjoyed solely at home or in traditional coffee shops. Nowadays, modern coffee shops, commonly known as cafés, have proliferated everywhere. Coffee shop owners are competing to highlight their unique strengths to attract customers. Various coffee shops offer different ambience to cater to customer needs, each having its own appeal and targeting different market segments.

The increasing number of coffee shops has led to intense competition among them. This tight business competition requires entrepreneurs to emphasize their competitive advantages to sustain their businesses. The sustainability of a business can be seen from customer loyalty, particularly in terms of repeat purchases from the same brand, which reflects customer satisfaction.

Each coffee shop has a signature menu that serves as its hallmark, contributing to the intense competition, especially among retail coffee shops. Several well-known retail coffee brands in Indonesia include Starbucks, The Coffee Bean, and Excelso. Additionally, there are also several competitive local coffee retail brands, such as Janji Jiwa, Kopi Fore, Kopi Kulo, Kopi Tuku, and Kopi Kenangan.

Kopi Kenangan was founded in 2017 by Edward Tirtanata, James Prananto, and Cynthia Chaeruinssa. The company has experienced continuous growth since its establishment, now operating more than 900 outlets across 67 cities in Indonesia, as well as over 50 outlets in Singapore and Malaysia. Kopi Kenangan achieved the milestone of becoming Southeast Asia's first New Retail F&B Unicorn after securing investments that pushed its valuation beyond 1 billion USD. Additionally, Kopi Kenangan received the Top Brand Award in the Food & Beverage category under the Coffee Shop subcategory. The company continues to innovate with its flagship products, such as Kenangan Manis, Cerita Roti, Chigo, and Kenangan Heritage. Furthermore, Kopi Kenangan has expanded its product line with ready-to-drink beverages under the brand "Kopi Kenangan Hanya Untukmu," all of which are now part of the Kenangan Brands group. (Source: <https://kopikenangan.com/>)

Kopi Kenangan has a significant presence across Indonesia, including approximately 46 outlets in Surabaya (Source: Google Maps). Based on customer reviews on Google Maps for various Kopi Kenangan outlets in Surabaya, there are noticeable differences in ratings between locations. For example, a customer review for Kopi Kenangan the Avenue, which has a rating of 4.4, mentioned that the coffee tasted burnt and bitter. In contrast, a review for Kopi Kenangan Ruko Ketintang Surabaya, which has a rating of 4.9, stated that both the food and beverages were delicious. These varying reviews indicate inconsistencies in taste and product quality at Kopi Kenangan outlets in Surabaya.

This issue aligns with previous research conducted by Farez et al. (2024) on Converse shoes, which found that product quality and customer satisfaction have a direct, positive, and significant effect on repurchase intention. Meanwhile, brand image was found to have a positive but insignificant effect on customer satisfaction, whereas product quality had a positive and significant effect on customer satisfaction. Using different subjects, objects, and independent variables, Pratama and Nurmansyah (2023) concluded that brand image does not have a positive and significant effect on repurchase intention. Furthermore, Aprina and Hadi (2024) found that product quality, when mediated by customer satisfaction, does not directly influence repurchase intention.

REVIEW OF LITERATURE

Marketing

Marketing, according to Zainurossalamia (2020), is one of the main activities carried out by entrepreneurs to ensure business continuity, expand the company, and achieve maximum profit. A similar definition was conveyed by Shanton (1996) in Zusrony (2021:1), stating that marketing is a series of business activities aimed at planning, pricing, promoting, and distributing products or services to meet consumer needs and provide satisfaction to both current and potential customers.

From this explanation, it can be concluded that marketing is an activity carried out through a combination of strategies to identify consumer needs, determine which products to produce, set the right price, design promotional strategies, and manage product distribution and sales. All of these efforts are made to achieve the desired profit through transactions with customers.

Consumer Behavior

Consumer behavior, according to the American Marketing Association (AMA), is a dynamic interaction between influence and cognition, behavior, and surrounding events, where there is an aspect of exchange in human life (Andrian et al., 2022:2). A similar definition was conveyed by Shanton (1996) in Zusrony (2021:1), stating that marketing is a series of business activities aimed at planning, pricing, promoting, and distributing products or services to meet consumer needs and provide satisfaction to both current and potential customers.

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Product Quality

According to Kotler and Armstrong in Harjadi and Arraniri (2021:34), product quality refers to a product's ability to prove its usefulness, including durability, reliability, accuracy, and ease of use. Product quality refers to the characteristics of an item that make it suitable for its intended purpose (Tjiptono, 2017, in Ulitama and Prastyani, 2023).

From this explanation, it can be concluded that product quality encompasses all aspects related to a product and its alignment with its original purpose or function. A high-quality product will naturally generate a positive response from customers and lead to customer satisfaction.

Brand Image

Brand image, according to Ulitama and Prastyani (2023), refers to the perceptions and beliefs formed in consumers' minds, reflected through associations and connections stored in their memory. Generally, there are several criteria for a brand: it should be easy to remember, attractive, credible, meaningful, enjoyable, and legally protected (Bambang, 2021:114).

Based on the explanation above, it can be concluded that brand image plays an important role for a company. A strong and positive brand image will generate a favorable response from consumers, making them more likely to purchase products associated with a good brand reputation.

Customer Satisfaction

Customer satisfaction, according to Kotler (2000) in Rifa'I (2023:50), is an individual's evaluation after comparing the benefits or advantages obtained from using a product or service with their expectations. In other words, customer satisfaction or dissatisfaction is the result of the relationship between expectations and experiences after using a product or service. Armstrong and Kotler (2019), as cited in Hasan (2020:82), further explain that customers form expectations about the value and satisfaction they will receive from various products and services on the market. They then decide to make a purchase based on these expectations.

From this definition, it can be concluded that customer satisfaction is a positive response given by customers when the product they use meets or even exceeds their expectations. Satisfied customers tend to be loyal, make repeat purchases, and share positive experiences with others. This can also contribute to building a strong and positive brand image for the company.

Repurchase Intention

Repurchase intention, according to Ananda et al. (2021) in Sani and Muhyi (2023), is a consumer's positive evaluation of a previously conducted transaction, leading to an interest in making a repeat purchase. Muharam et al. (2018:56), as cited in Sani and Muhyi (2023), explain that repurchase intention refers to the action taken by consumers who like or actively respond positively to a product or service they have previously used, leading to an intention to repurchase within a certain period.

Based on this explanation, it can be concluded that repurchase intention is the act of consumers deciding to buy a product or service again after feeling satisfied or having a positive reaction during their first experience. It serves as a strong indicator of customer satisfaction with a product after initial use (Widodo and Utami, 2021, as cited in Farez et al., 2024).

Relationship Between Product Quality and Repurchase Intention

Consumers prefer high-quality products because the benefits they obtain are crucial in their purchasing decisions. A quality product provides real benefits to consumers after use. When consumers' expectations of a product are met, it encourages them to make repeat purchases (Wijayanthi & Goca, 2022).

H₁: Product Quality affects Repurchase Intention among Kopi Kenangan Surabaya customers.

Relationship Between Brand Image and Repurchase Intention

Brand image helps build trust, create a positive impression, establish an emotional connection, provide satisfying customer experiences, and differentiate a company from competitors. A strong brand image significantly influences repeat purchase intentions. Customers with positive brand experiences are more likely to remain loyal and repurchase products or services from the brand in the future (Aprina & Hadi, 2024).

H₂: Brand Image affects Repurchase Intention among Kopi Kenangan Surabaya customers.

Relationship Between Product Quality and Customer Satisfaction

Product quality fosters a strong relationship between customers and product or service providers, creating mutually beneficial long-term relationships. The better the product quality, the higher the customer satisfaction (Wydyanto & Ilhamalimy, 2021).

H₃: Product Quality affects Customer Satisfaction among Kopi Kenangan Surabaya customers.

Relationship Between Brand Image and Customer Satisfaction

Tjiptono and Fandy (2014) in Ramadhani (2022) stated that brand image enables customers to identify and assess product quality, reducing purchase risks. Even at higher prices, consumers tend to prefer well-known brands. By observing customer interactions with various sales personnel, Pramudyo (2012) and Ramadhani (2022) found a significant relationship between brand image and customer satisfaction.

H₄: Brand Image affects Customer Satisfaction among Kopi Kenangan Surabaya customers.

Relationship Between Customer Satisfaction and Repurchase Intention

Customers feel satisfied when a product or service exceeds their expectations. Armstrong and Kotler (2019) in Hasan (2020:82) stated that customers form expectations regarding the value and satisfaction they anticipate from various products and services on the market. They then make purchasing decisions based on these expectations. Customers who

experience satisfaction after a purchase are more likely to repurchase and share their positive experiences with others.

H5: Customer Satisfaction affects Repurchase Intention among Kopi Kenangan Surabaya customers.

Relationship Between Product Quality and Repurchase Intention Through Customer Satisfaction

High-quality products encourage customers to repurchase because of the satisfaction they experience when trying the product for the first time. Hoe & Mansori (2018) in Mirandi and Rimiyati (2023) stated that repurchase intention also occurs due to customer satisfaction.

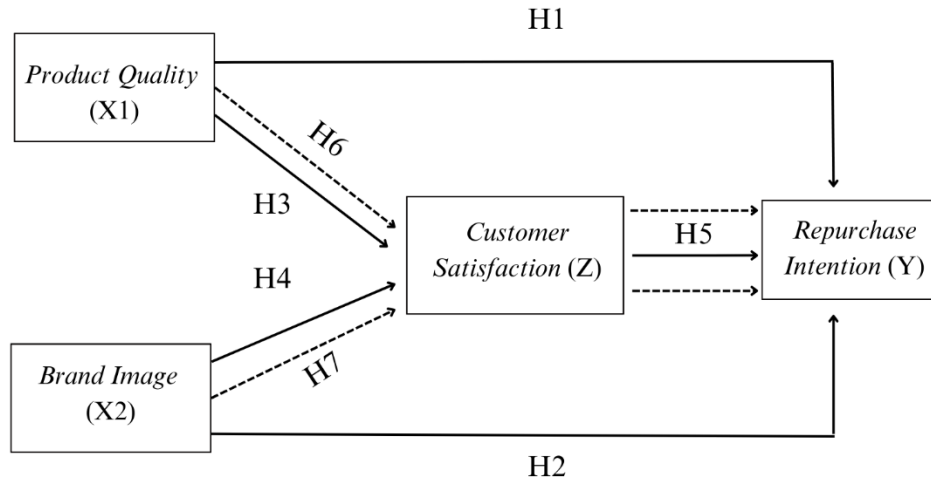
H6: Product Quality affects Repurchase Intention through Customer Satisfaction as an intervening variable among Kopi Kenangan Surabaya customers.

Relationship Between Brand Image and Repurchase Intention Through Customer Satisfaction

Brand image plays a crucial role in a company because a strong brand image generates positive consumer responses, leading to repeat purchases. Chen and Hseih (2014) in Riani et al. (2023) explained that when consumers perceive a high brand image, their repurchase intention also increases. Muharam et al. (2018:56) in Sani and Muhyi (2023) further explained that repurchase intention arises when consumers develop a liking or have a positive response to a previously used product or service, leading to an intention to repurchase within a specific period.

H7: Brand Image affects Repurchase Intention through Customer Satisfaction as an intervening variable among Kopi Kenangan Surabaya customers.

Figure 2.
Conceptual Framework



Source: Authors (2025)

RESEARCH METHOD

This study adopts a quantitative research approach, which involves collecting numerical data and conducting statistical analysis based on the formulated hypotheses. The sampling method used is purposive sampling, where participants are selected based on specific criteria. The sample consists of Kopi Kenangan customers in Surabaya who are at

least 17 years old and have purchased and consumed Kopi Kenangan products at least twice. Data collection is carried out through the distribution of questionnaires to 150 respondents who meet these criteria.

For data analysis, the study applies the Structural Equation Model approach using Partial Least Squares with the assistance of Smart-PLS 3.0 software. The analysis process consists of two main evaluation stages. The measurement model assesses the validity and reliability of the research instruments by examining convergent validity, validity tests, and reliability tests. Meanwhile, the structural model is used to evaluate research hypotheses through R-square values, path coefficients, and hypothesis testing.

RESULTS AND DISCUSSION

Measurement Model (Outer Model)

Convergent Validity Test

To assess convergent validity using SmartPLS analysis, results are obtained through outer loading values and the average variance extracted (AVE). The following are the outer loading values:

Table 1.
Results of Outer Loading Test Through PLS Algorithm Test

Variable	Indicator	Outer Loading	Result
Product Quality (X1)	X1.1	0,828	Valid
	X1.2	0,819	Valid
	X1.3	0,874	Valid
	X1.4	0,867	Valid
	X1.5	0,780	Valid
	X1.6	0,827	Valid
	X1.7	0,830	Valid
	X1.8	0,775	Valid
	X1.9	0,858	Valid
	X1.10	0,862	Valid
	X1.11	0,839	Valid
	X1.12	0,877	Valid
Brand Image (X2)	X2.1	0,890	Valid
	X2.2	0,874	Valid
	X2.3	0,843	Valid
	X2.4	0,845	Valid
	X2.5	0,860	Valid
	X2.6	0,859	Valid
Customer Satisfaction (Z)	Z1	0,843	Valid
	Z2	0,838	Valid

	Z3	0,897	Valid
	Z4	0,895	Valid
	Z5	0,898	Valid
	Z6	0,919	Valid
Repurchase Intention (Y)	Y1	0,820	Valid
	Y2	0,874	Valid
	Y3	0,896	Valid
	Y4	0,843	Valid
	Y5	0,866	Valid
	Y6	0,884	Valid
	Y7	0,816	Valid
	Y8	0,824	Valid

Source: Authors (2025)

Based on Table 1, each indicator in the reflective construct has an outer loading value greater than 0.70, indicating that every indicator is valid in reflecting the latent variable and can be used for further analysis.

Table. 2
Results of Average Variance Extracted (AVE)
Through the PLS Algorithm Test

Variable	Nilai AVE
Product Quality (X1)	0,701
Brand Image (X2)	0,743
Customer Satisfaction (Z)	0,778
Repurchase Intention (Y)	0,728

Source: Authors (2025)

The average variance extracted (AVE) is a value assigned to each variable or construct. Based on Table 2, the AVE values for all variables exceed 0.50. This confirms that each variable is valid in measuring the intended construct.

Discriminant Validity

Table 3.
Results of Cross-Loading Through PLS Algorithm Test

	Product Quality (X1)	Brand Image (X2)	Customer Satisfaction (Z)	Repurchase Intention (Y)
X1.1	0,828	0,783	0,811	0,779
X1.2	0,819	0,736	0,771	0,730
X1.3	0,874	0,855	0,858	0,775
X1.4	0,867	0,831	0,787	0,718
X1.5	0,780	0,741	0,698	0,648

X1.6	0,827	0,778	0,760	0,705
X1.7	0,83	0,796	0,763	0,717
X1.8	0,775	0,725	0,667	0,670
X1.9	0,858	0,818	0,777	0,732
X1.10	0,862	0,811	0,789	0,702
X1.11	0,839	0,785	0,752	0,702
X1.12	0,877	0,831	0,828	0,800
X2.1	0,835	0,890	0,821	0,743
X2.2	0,844	0,874	0,844	0,810
X2.3	0,786	0,843	0,733	0,695
X2.4	0,824	0,845	0,821	0,790
X2.5	0,812	0,860	0,800	0,746
X2.6	0,788	0,859	0,749	0,778
Z1	0,803	0,786	0,843	0,759
Z2	0,797	0,799	0,838	0,733
Z3	0,809	0,796	0,897	0,772
Z4	0,822	0,804	0,895	0,792
Z5	0,813	0,840	0,898	0,815
Z6	0,849	0,859	0,919	0,839
Y1	0,745	0,749	0,728	0,820
Y2	0,733	0,747	0,789	0,874
Y3	0,791	0,802	0,829	0,896
Y4	0,740	0,740	0,762	0,843
Y5	0,711	0,729	0,742	0,866
Y6	0,683	0,723	0,727	0,884
Y7	0,714	0,725	0,720	0,816
Y8	0,783	0,808	0,773	0,824

Source: Authors (2025)

Cross-loading is used to identify the relationship between indicators and variables in the study. This measurement process compares the correlation between an indicator and its construct against other constructs in different blocks. According to Table 3, all variables have values above 0.70, indicating that all indicators in this study demonstrate good discriminant validity.

Composite Reliability

Table 4.
Results of Composite Reliability Through PLS Algorithm Test

Variable	Cronbach's Alpha	Composite Reliability
Product Quality (X1)	0,961	0,966
Brand Image (X2)	0,931	0,945
Customer Satisfaction (Z)	0,943	0,955
Repurchase Intention (Y)	0,946	0,955

Source: Authors (2025)

The reliability test is conducted to measure the consistency of a construct. In SmartPLS, reliability testing is assessed through composite reliability values, which are obtained from the PLS algorithm output. Table 4 shows that the composite reliability values for each construct meet or exceed 0.70. Therefore, it can be concluded that all variables in this study are considered reliable.

Structural Model (Inner Model)

The structural model analysis tests the relationship between exogenous variables (X) and endogenous variables (Y). The evaluation of this model aims to assess the strength of relationships between variables by referring to the r-square value. In SmartPLS analysis, r-square values are obtained from the PLS algorithm output.

Table 5.
Results of R-Square Through PLS Algorithm Test

Variable	R Square
Customer Satisfaction (Z)	0.877
Repurchase Intention (Y)	0.819

Source: Authors (2025)

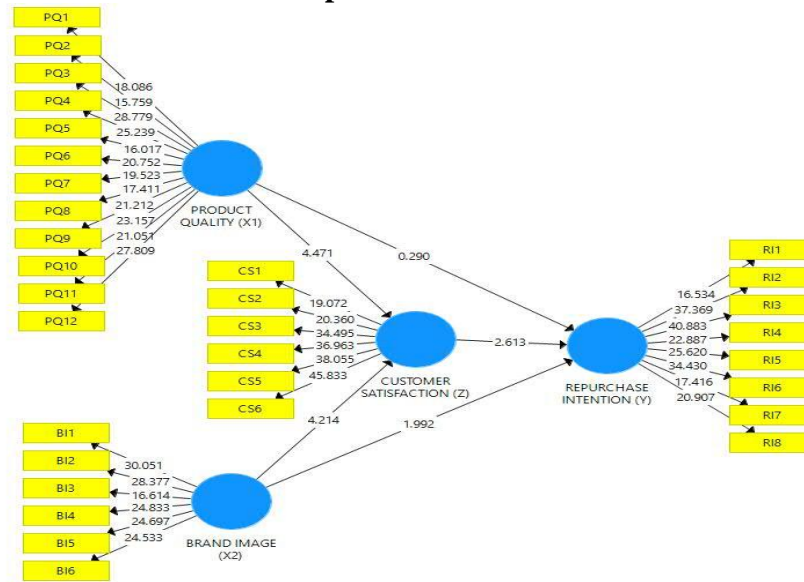
Based on Table 5, the r-square value for repurchase intention (Y) is recorded at 0.819. This indicates that product quality, brand image, and customer satisfaction collectively explain 81.9% of repurchase intention (Y), which falls into the strong category, while the remaining 18.1% is influenced by other variables outside the proposed model. Meanwhile, the r-square value for customer satisfaction (Z) is recorded at 0.877, meaning that product quality and brand image explain 87.7% of customer satisfaction (Z), also categorized as strong. The remaining 12.3% is affected by other variables not included in this study.

Hypothesis Testing

In this study, hypothesis testing is conducted by examining the path coefficient values, which determine the significance level of the relationships between variables. This is measured using the t-statistic and p-value, where a hypothesis is considered significant if the

t-statistic is greater than 1.96 and the p-value is less than 0.05. Additionally, mediation testing in this study is analyzed through the specific indirect effect test in SmartPLS 3.0, using the bootstrapping method to assess the influence of the intervening variable.

Figure 3.
Graph Inner Model



Source: Authors (2025)

Table 6.
Results of Direct Effect Hypothesis Testing Through Bootstrapping Test

	Path Coefficients	T-Statistics	P-Values	Result
Product Quality (X1) -> Repurchase Intention (Y)	0,044	0,290	0,772	Not Significant
Brand Image (X2) -> Repurchase Intention (Y)	0,388	1,992	0,047	Significant
Product Quality (X1) -> Customer Satisfaction (Z)	0,485	4,471	0,000	Significant
Brand Image (X2) -> Customer Satisfaction (Z)	0,464	4,214	0,000	Significant
Customer Satisfaction (Z) -> Repurchase Intention (Y)	0,492	2,613	0,009	Significant

Source: Authors (2025)

Table 7.
Results of Specific Indirect Effect Hypothesis Testing Through Bootstrapping Test

Path Coefficients	T-Statistics	P-Values	Result
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Product Quality (X1) -> Customer Satisfaction (Z) -> Repurchase Intention (Y)	0,239	2,051	0,041	Significant
Brand Image (X2) -> Customer Satisfaction (Z) -> Repurchase Intention (Y)	0,228	2,348	0,019	Significant

Source: Authors (2025)

H1: Product quality does not have a significant influence on repurchase intention, so the first hypothesis (H1) is rejected.

H2: Brand image has a positive and significant influence on repurchase intention, so the second hypothesis (H2) is accepted.

H3: Product quality has a positive and significant influence on customer satisfaction, so the third hypothesis (H3) is accepted.

H4: Brand image has a positive and significant influence on customer satisfaction, so the fourth hypothesis (H4) is accepted.

H5: Customer satisfaction has a positive and significant influence on repurchase intention, so the fifth hypothesis (H5) is accepted.

H6: Product quality has a positive and significant influence on repurchase intention through customer satisfaction, so the sixth hypothesis (H6) is accepted.

H7: Brand image has a positive and significant influence on repurchase intention through customer satisfaction, so the seventh hypothesis (H7) is accepted.

The Influence of Product Quality on Repurchase Intention

Based on the data analysis results, the effect of product quality on repurchase intention has a path coefficient value of 0.044, which is less than 0.1. The t-statistic value is 0.290, which is lower than 1.96 (t-table), and the p-value is 0.772, which is greater than 0.05. This indicates that product quality does not have a direct influence on repurchase intention. These findings align with the study conducted by Mutiah and Marliani (2024), which states that product quality does not affect repurchase intention.

The Influence of Brand Image on Repurchase Intention

The data analysis results indicate that the influence of brand image on repurchase intention has a path coefficient value of 0.388, which is greater than 0.1. The t-statistic value is 1.992, exceeding 1.96 (t-table), and the p-value is 0.047, which is less than 0.05. This suggests that brand image significantly influences repurchase intention. These findings are consistent with the study by Al Farez et al. (2024), which shows that brand image has a positive and significant effect on repurchase intention.

The Influence of Product Quality on Customer Satisfaction

The data analysis results show that the effect of product quality on customer satisfaction has a path coefficient value of 0.485, which is greater than 0.1. The t-statistic value is 4.471, exceeding 1.96 (t-table), and the p-value is 0.000, which is less than 0.05. This indicates that product quality has a significant influence on customer satisfaction. These findings align with the study conducted by Wydyanto and Ilhamalimy (2021), which states that product quality has a positive and significant impact on customer satisfaction.

The Influence of Brand Image on Customer Satisfaction

The data analysis results reveal that the influence of brand image on customer satisfaction has a path coefficient value of 0.464, which is greater than 0.1. The t-statistic value is 4.214, exceeding 1.96 (t-table), and the p-value is 0.000, which is less than 0.05. This suggests that brand image has a significant effect on customer satisfaction. These findings are in line with the research conducted by Lestari et al. (2024), which states that brand image has a positive and significant influence on customer satisfaction.

The Influence of Customer Satisfaction on Repurchase Intention

Based on the data analysis results, the effect of customer satisfaction on repurchase intention has a path coefficient value of 0.492, which is greater than 0.1. The t-statistic value is 2.613, exceeding 1.96 (t-table), and the p-value is 0.009, which is less than 0.05. This indicates that customer satisfaction has an influence on repurchase intention. The findings of this study are consistent with the research conducted by Aprilia and Andarini (2023), which states that customer satisfaction has a positive and significant effect on repurchase intention.

The Influence of Product Quality on Repurchase Intention Through Customer Satisfaction

The data analysis results indicate that the effect of product quality on repurchase intention through customer satisfaction has a path coefficient value of 0.239, which is greater than 0.1. The t-statistic value is 2.051, exceeding 1.96 (t-table), and the p-value is 0.041, which is less than 0.05. This suggests that product quality influences repurchase intention through customer satisfaction. These findings align with the study conducted by Mirandi and Rimiyati (2023), which states that product quality has a positive and significant impact on repurchase intention through customer satisfaction.

The Influence of Brand Image on Repurchase Intention Through Customer Satisfaction

The data analysis results reveal that the effect of brand image on repurchase intention through customer satisfaction has a path coefficient value of 0.228, which is greater than 0.1. The t-statistic value is 2.348, exceeding 1.96 (t-table), and the p-value is 0.019, which is less than 0.05. This indicates that brand image affects repurchase intention through customer satisfaction. These findings are consistent with the research conducted by Larasati and Baehaqi (2022), which states that brand image has a positive and significant influence on repurchase intention through customer satisfaction.

CONCLUSION

Based on the results of this study, it can be concluded that product quality does not directly influence the repurchase intention of Kopi Kenangan customers in Surabaya. The product quality of Kopi Kenangan in Surabaya is not necessarily a direct reason for customers to develop repurchase intention. On the other hand, it was found that brand image has an impact on the repurchase intention of Kopi Kenangan customers in Surabaya. The stronger the brand image of Kopi Kenangan in Surabaya, the higher the repurchase intention among customers.

Furthermore, the findings indicate that both product quality and brand image influence customer satisfaction at Kopi Kenangan in Surabaya. This demonstrates that the product quality of Kopi Kenangan in Surabaya meets customer expectations, leading to customer satisfaction. Additionally, Kopi Kenangan in Surabaya has already established a positive brand image in the eyes of its customers, contributing to customer satisfaction.

Moreover, customer satisfaction was found to affect repurchase intention among Kopi Kenangan customers in Surabaya. This suggests that Kopi Kenangan in Surabaya has successfully provided good customer satisfaction, which in turn fosters repurchase intention. Lastly, product quality and brand image also influence repurchase intention through customer satisfaction. Kopi Kenangan in Surabaya maintains high product quality and a strong brand image, which enhances customer satisfaction and further strengthens customer repurchase intention.

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