
THE INFLUENCE OF CUSTOMER EXPERIENCE AND BRAND IMAGE ON REPURCHASE INTENTION OF FORE COFFEE CONSUMERS IN SURABAYA

Izdihar Nisrina Hafizhah¹

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia
21012010485@student.upnjatim.ac.id

Wilma Cordelia Izaak^{2*}

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia
wilma.izaak.mnj@upnjatim.ac.id*



Abstract

Coffee today no longer serves merely as a beverage to overcome drowsiness but has become part of people's lifestyle. This study aims to analyze the influence of Customer Experience and Brand Image on the Repurchase Intention of Fore Coffee consumers in Surabaya. The research method used is a quantitative approach by distributing questionnaires to 120 respondents who are consumers of Fore Coffee in Surabaya. The sampling technique applied is non-probability sampling with a purposive sampling method. Data analysis was conducted using Partial Least Squares (PLS) based on Structural Equation Modeling (SEM) through the SmartPLS 4.0 application. The results show that the Customer Experience variable has a positive and significant effect on Repurchase Intention. Similarly, Brand Image also has a positive and significant effect on Repurchase Intention. These findings confirm that a good customer experience and a strong brand image can increase consumers' repurchase intention toward Fore Coffee.

Keywords: Customer Experience, Brand Image, Repurchase Intention, Fore Coffee

INTRODUCTION

Coffee is no longer just a sleep-inducing beverage, but has become an integral part of the lifestyle of urban Indonesians. The coffee shop industry in Indonesia is growing rapidly, driven by changing consumer behavior, which has turned coffee shops into places to socialize, work, and explore new experiences. This phenomenon is also evident in Surabaya, where various coffee brands compete to offer the best customer experience. One prominent player in this industry is Fore Coffee, a local coffee brand known for its "Grind the Essentials".

However, despite its strong brand image, Fore Coffee faces challenges in maintaining customer loyalty. According to Top Brand Award data (2025), Fore Coffee ranks third after Janji Jiwa and Kopi Kenangan with a 9.50% index, indicating fluctuations in consumer perception of the brand from year to year. Furthermore, after its official listing on the Indonesia Stock Exchange (2025), Fore Coffee's share price experienced a decline, which could impact investor confidence and public perception of the brand's stability.

Important factors that can influence customer repurchase decisions are customer experience and brand image. Customer experience reflects the overall impression customers experience during their interaction with a brand, from the outlet atmosphere, interactions with baristas, to the comfort of the environment. According to Yuliana & Hartono (2022), positive customer experiences can increase emotions and brand engagement, thus encouraging repeat purchase intentions. Meanwhile, according to Wijaya & Aminah (2024), brand image plays an important role in shaping customer perceptions and beliefs about the quality and value of a brand, because a brand's image is related to their attitudes, including their beliefs and preferences. Consumers who have a positive impression of the brand are more likely to make a purchase.

However, based on consumer reviews on social media, several Fore Coffee outlets in Surabaya have received criticism for their comfortable spaces and inconsistent service. This phenomenon indicates a gap between customer expectations and the actual service they receive. In other words, despite Fore Coffee's modern and innovative image, a suboptimal customer experience can reduce repeat purchase intentions. This gap is interesting to examine further, particularly in the context of how customer experience and brand image contribute to the repurchase intention of Fore Coffee consumers in Surabaya.

Customer Experience

Customer Experience is a customer's subjective response to direct or indirect interactions with a company, from purchasing to using a product or service. Direct contact occurs when a customer transacts with or uses a company's product, while indirect contact occurs through advertising, reviews, or information about the company, according to his book. *Understanding Customer Experience* (Meyer & Schwager, 2007). Consumers typically evaluate their experience using a product to determine whether they will use it again in the future. Consumer experiences, derived from their physical and emotional interactions with a company, have the ability to leave an impression and influence their perception of the company or brand (Ertemel et al., 2021) in Angelina & Supriyono (2024). Indicators Customer Experience according to Schmitt in Ningsih K. (2024), including: 1) Sense, 2) Feel, 3) Think, 4) Act, 5) Relate

Brand Image

Brand Image can be defined as a picture or description and explanation of what customers believe about a particular brand, based on various elements embedded in the customer's memory (Kotler & Keller, 2016). A good brand image significantly influences consumers' decisions to purchase a product. Customers with a good brand image are typically more emotionally engaged, more loyal, and more likely to recommend the brand to others (Urmili & Widagda, 2024). This can be interpreted as, brand image is the consumer's overall perception of a brand that is formed through previous experiences, information, and beliefs. Good brand image can influence consumer attitudes, foster trust and preference, and encourage them to choose and purchase products from that brand. Meanwhile, the indicators Brand Image, according to Jajang et al., in Maharani et al., (2024), these include: 1) Strength, 2) Excellence, 3) Uniqueness.

Repurchase Intention

According to Megantara (2016), repurchase intention is defined as the desire to repurchase the same goods or services that have been used previously and had a positive experience. According to Peter & Olson in Alrasyid, Purwanto, & Izaak (2023), repurchase intention is the act of purchasing repeatedly or more than once. Thus, if customers are satisfied with the product or service purchased, they are more likely to make subsequent purchases and remain loyal to the brand and recommend it to others. The indicators of Repurchase Intention, according to Ferdinand in Wardani & Purwanto (2024), include: 1) Transactional Interest, 2) Referential Interest, 3) Preferential Interest, 4) Exploratory Interest

The Influence of Customer Experience on Repurchase Intention

Customer Experience plays an important role in repurchase intention. When customers have a pleasant experience, such as a comfortable place, friendly service, and consistent product quality, they will feel satisfied and have positive emotions, which strengthens their attachment to the brand. This experience leaves a positive impression, which ultimately makes customers want to make a repeat purchase. In other words, customer experience not only produces momentary satisfaction but also fosters customer desire that leads them to repurchase the product. According to research conducted by Amelina et al. (2020), customer experience influences their desire to repurchase intention. If they had a good experience with a previous purchase, they will be more interested in making a repurchase intention.

The Influence of Brand Image on Repurchase Intention

Brand image influences repurchase intention because a positive and strong impression of the brand will increase customer confidence to continue purchasing goods from that brand. Brand image reflects the reputation, value, and differentiation of the brand in the minds of customers. When customers believe that Fore Coffee is a high-quality, innovative, and modern lifestyle coffee brand, they will consider the brand as a reliable, top choice. This fosters a positive impression of the brand, making customers confident in the consistency of the experience and the value of the product, encouraging them to repurchase. According to Lucky et al., (2023), a positive impression of the brand influences the tendency of customers to make a purchase. Repurchase intention with the same brand in the future.

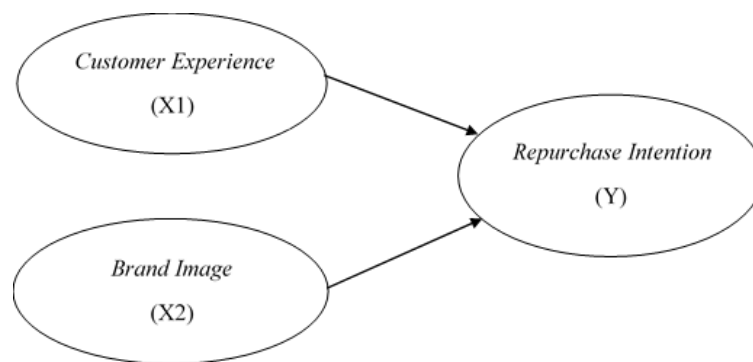


Figure 1
Conceptual Framework

Based on the conceptual framework above, the hypotheses of this study are as:

1. Hypothesis 1: It is suspected that there is a positive and significant influence between Customer Experience to Repurchase Intention of Fore Coffee consumers in Surabaya.
2. Hypothesis 2: It is suspected that there is a positive and significant influence between Brand Image to Repurchase Intention of Fore Coffee consumers in Surabaya.

RESEARCH METHOD

This study employs a quantitative approach targeting respondents who are Fore Coffee consumers in Surabaya that have made purchases more than twice. A total of 120 respondents were selected using a non-probability sampling technique with the purposive sampling method. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). Data were collected through a Likert-scale questionnaire. The collected data were then processed to perform validity tests, reliability tests, and hypothesis testing through Partial Least Squares (PLS) analysis, utilizing the SmartPLS 4.0 software.

RESULTS AND DISCUSSION

Data Analysis Results

Tabel 1.

Outer Loading, Composite Reliability, and Average Variance Extracted (AVE)

	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
X1.1 <- Customer Experience (X1)	0.876	0,922	0,702
X1.2 <- Customer Experience (X1)	0.874		
X1.3 <- Customer Experience (X1)	0.818		
X1.4 <- Customer Experience (X1)	0.804		
X1.5 <- Customer Experience (X1)	0.815		
X2.1 <- Brand Image (X2)	0.857	0,906	0,763
X2.2 <- Brand Image (X2)	0.857		
X2.3 <- Brand Image (X2)	0.906		
Y1.1 <- Repurchase Intention (Y)	0.851	0,907	0,710

Y1.2 <- Repurchase Intention (Y)	0.798		
Y1.3 <- Repurchase Intention (Y)	0.843		
Y1.4 <- Repurchase Intention (Y)	0.875		

Source: Data Processed, 2025

As shown in Table 1, which presents the Outer Loading, Composite Reliability, and Average Variance Extracted (AVE) values, the analysis of the Outer Loading indicates that all indicators related to the variables Customer Experience, Brand Image, and Repurchase Intention have values greater than 0.5, demonstrating that construct validity has been successfully established. Based on the reliability test results, the composite reliability values for Customer Experience reached 0.922, for Brand Image reached 0.906, and for Repurchase Intention reached 0.907, all of which are above 0.70. This indicates that all variables in this study are reliable, and the data are suitable for further analysis. Furthermore, the AVE values for all three variables exceed 0.5, indicating that all indicators in this study have met the required validity criteria.

Tabel 2.
R-Square

	R Square
Repurchase Intention (Y)	0,879

Source: Data Processed, 2025

Based on Table 2, the analysis results show that the repurchase intention variable (Y) has an R-Square value of 0.879. This indicates that customer experience (X1) and brand image (X2) can contribute 87,9% to the repurchase intention variable (Y), while the remaining 12,1% is influenced by other variables outside this study.

Tabel 3.
Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Customer Experience (X1) -> Repurchase Intention (Y)	0.748	0.748	0.075	9.928	0.000
Brand Image (X2) -> Repurchase Intention (Y)	0.203	0.203	0.076	2.684	0.007

Source: Data Processed, 2025

Based on Tabel 3, referring to the results of the analysis obtained, it can be concluded that the following hypothesis can be formulated:

1. H1: The hypothesis stating that **Customer Experience has a positive effect on Repurchase Intention** is accepted, with a path coefficient value of **0.748** and a **T-statistic value of 9.928 > 1.96** (T-table value at $Z_{\alpha} = 0.05$), or a **P-Value of 0.000 < 0.05**, indicating a positive and significant result.

2. H2: The hypothesis stating that **Brand Image has a positive effect on Repurchase Intention** is accepted, with a path coefficient value of **0.203** and a **T-statistic value of 2.684 > 1.96** (T-table value at $Z_{\alpha} = 0.05$), or a **P-Value of 0.007 < 0.05**, indicating a positive and significant result.

Discussion

The results of this study indicate that customer experience has a positive and significant effect on the repurchase intention of Fore Coffee consumers in Surabaya. This means that the better the experience customers have while interacting with Fore Coffee, the greater their tendency to make repeat purchases.

The sense indicator was found to be the most dominant aspect influencing repurchase intention, as it encompasses sensory experiences such as the modern and minimalist visual appearance of the outlets, the aroma of freshly brewed coffee beans and the scent of warm espresso and pastries, the gentle background music such as lo-fi and acoustic tunes, as well as the consistent and innovative taste of the menu. These sensory elements create a positive impression that encourages customers to return. This finding is consistent with the studies of Putri & Sarudin (2023) and Irsyadi & Putra (2024), which state that customer experience has a significant influence on repurchase intention.

In addition, the ease of digital transactions through the Fore Coffee application further enhances the overall customer experience. Thus, customer experience, particularly in sensory and emotional aspects, serves as a key factor in increasing the repurchase intention of Fore Coffee consumers in Surabaya.

The results also show that brand image has a positive and significant effect on the repurchase intention of Fore Coffee consumers in Surabaya. This means that the stronger the brand image of Fore Coffee, the higher the customers' tendency to make repeat purchases. In the context of Fore Coffee, brand image is formed through its modern and minimalist store design, the use of high-quality Indonesian coffee beans, its positioning as a lifestyle brand that reflects an urban way of life, and its consistency in product quality and brand communication.

The analysis further revealed that the uniqueness indicator is the most dominant aspect influencing repurchase intention. This uniqueness is reflected in the distinctive characteristics that differentiate Fore Coffee from its competitors, such as its innovative menu and unique store concept. These findings are in line with the research of Lucky et al. (2023) and Dewi (2021), which emphasize that a positive brand image can build customer trust, preference, and emotional attachment, thereby encouraging repeat purchases. Therefore, a strong, unique, and consistent brand image serves as a crucial factor in enhancing the repurchase intention of Fore Coffee consumers.

CONCLUSION

Based on the results of the study, it can be concluded that customer experience and brand image play an important role in influencing the repurchase intention of Fore Coffee consumers in Surabaya. This indicates that the better the customer experience and the stronger the brand image built, the higher the consumers' desire to make repeat purchases. The sense indicator in customer experience and the uniqueness indicator in brand image were found to be the dominant factors influencing repurchase intention, where pleasant sensory experiences and a distinctive brand identity successfully created strong consumer attachment

to Fore Coffee. Based on these findings, it is recommended that Fore Coffee continue to enhance the quality of customer experience through fast and friendly service as well as comfortable facilities at each outlet, while maintaining brand image consistency by emphasizing product innovation and brand communication that align with a modern lifestyle. These efforts will help strengthen customer loyalty and expand the market share in the future.

REFERENCES

- Amelina, W., Samsudin, A., & Ramdan, A. M. (2020). Minat beli ulang berdasarkan customer experience dan customer satisfaction. *Budgeting : journal of business, management and accounting*, 2(1), 325–334. <https://doi.org/10.31539/budgeting.v2i1.1759>
- Angelina, N., & Supriyono, S. (2024). Pengaruh Customer Experience dan Brand Trust terhadap Repurchase Intention pada Customer CGV di Surabaya. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(3), 1703-0715. <https://doi.org/10.31955/mea.v8i3.4639>
- Damayanti, Yulia Dwindi. (2023). Pengaruh Brand Image Terhadap Loyalitas Konsumen Produk Sari Roti Pada Mahasiswa Ekonomi Syariah Angkatan 2019 IAIN Kediri - Etheses UIN Syekh Wasil Kediri. [Iainkediri.ac.id. https://etheses.iainkediri.ac.id/10919/9/934113319_Prabab.pdf](https://etheses.iainkediri.ac.id/10919/9/934113319_Prabab.pdf)
- Data, G. (2024). Mayoritas Orang Indonesia Minum 2 Gelas Kopi Sehari – GoodStats Data. GoodStats Data. <https://data.goodstats.id/statistic/mayoritas-orang-indonesia-minum-2-gelas-kopi-sehari-DuGcj>
- Dewi, D.K.,. (2021). Pengaruh Consumer Trust, Brand Image, Dan Satisfaction Terhadap Repurchase Intention Pada Pengguna Kartu Telkomsel (Studi Kasus Pada Mahasiswa Stiesia Surabaya), Vol 10 No 8: *Jurnal Ilmu dan Riset Manajemen*. <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/4143>
- East Ventures. (2025). *East Ventures*. East Ventures. <https://east.vc/>
- Febriana, D. A., & Purwanto, S. . (2023). Pengaruh Kepercayaan Dan Daya Tarik Beauty Vlogger Terhadap Keputusan Pembelian Bedak Tabur Pixy. *Scientific Journal Of Reflection : Economic, Accounting, Management And Business*, 6(1), 151-160. <https://doi.org/10.37481/sjr.v6i1.629>
- Fernando, F., & Mulyono, F. (2023). Peranan sensory marketing sebagai prediktor revisit intention melalui customer emotions di Railway Coffee. *Jurnal Manajemen Maranatha*, 22(2), 227–236. <https://doi.org/10.28932/jmm.v22i2.6422>
- Fore. (2025). Tentang Kami - Fore Coffee. Fore Coffee. <https://fore.coffee/id/about-us/id/>
- Ghofur, Abdul. (2021). Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Merek Sejo Njamoer (Studi Pada Gerai Sejo Njamoer Foodcourt Royal Plaza Surabaya). Undergraduate thesis, UPN "Veteran" Jawa Timur.
- Handoko L. B. (2024). Model Formatif dan Reflektif Dalam SEM. [Accounting.binus.ac.id; Binus University. https://accounting.binus.ac.id/2024/11/03/model-formatif-dan-reflektif-dalam-sem/](https://accounting.binus.ac.id/)
- Jannah, M. (2023). Pengaruh Customer Experience Dan Kepuasan Terhadap Keputusan Pembelian Ulang di Foodbox Kota Bima. *Journal of Management and Social*

- Sciences (JIMAS) Vol.2, No.3, Agustus 2023 e-ISSN:2963-5497; p-ISSN:2963-5047, Page216-237. <https://doi.org/10.55606/jimas.v2i3.496>
- Jauwena, C. (2023). Pengaruh Perceived Quality Dan Value Terhadap Repurchase Intention Melalui Satisfaction Rosita Cookies . *Performa*, 8(6), 700–717. <https://doi.org/10.37715/jp.v8i6.3742>
- Maharani, O., Aqmal, D., Pakarti, P., & Hariyadi, G. (2024). Peran Brand Ambassador, Brand Image Dan Viral Marketing Pada Minat Beli Konsumen Produk Skincare Scarlett Whitening. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(2), 2161-2185. <https://doi.org/10.31955/mea.v8i2.4302>
- Miranda R, & Nurdasila. (2020). Pengaruh Kualitas Pelayanan, Kepercayaan, Dan Citra Merek Terhadap Niat Beli Ulang Jasa Transportasi P.O Simpati Star Di Kota Banda Aceh, 5(2). <https://jim.usk.ac.id/EKM/article/view/13275>
- Mohammad Naufal Vito, Muhammad Ridho, Handito Lava Daenova, & Christoper Dewa. (2024). Analisis Atmosfer Café dan Customer Experience terhadap Keputusan Pembelian di Coffee Shop Tangerang Selatan. *Jurnal Ilmiah Manajemen Ekonomi Dan Akuntansi (JIMEA)*, 1(2), 166-172. <https://doi.org/10.62017/jimea.v1i2.949>
- Muhammad Harun Alrasyid, Sugeng Purwanto, & Wilma Cordelia Izaak. (2023). The Effect of Trust and Product Quality on Repurchase Intention for Yamalube Oil Products in Gresik Regency. *International Journal of Economics (IJEC)*, 2(1), 143–150. <https://doi.org/10.55299/ijec.v2i1.432>
- Ni Putu Risma Permata Putri, Ni Made Wulandari Kusumadewi, & I Gusti Ayu Ketut Giantari. (2024). Peran Customer Satisfaction Memediasi Pengaruh Customer Experiences Terhadap Repurchase Intention Pada Pisto Coffee & Eatery. *Jurnal Ekonomi Bisnis Dan Akuntansi*, 4(2), 01–11. <https://doi.org/10.55606/jebaku.v4i2.5552>
- Ningsih, K., & Sutedjo, B. (2024). Pengaruh Customer Value Dan Customer Experience Terhadap Purchase Intention Dan Terhadap Customer Satisfaction. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(1), 339-352. <https://doi.org/10.31955/mea.v8i1.3680>
- Permana, Aditya (2021) Pengaruh Brand Image Dan Kualitas Produk Terhadap Brand Loyalty Di Restoran Sate Taichan Goreng Surabaya. Undergraduate thesis, UPN “Veteran”Jawa Timur.
- PT Bursa Efek Indonesia. (2024). Suit-Baze. <https://www.idx.co.id/id>
- Putri, D. A., & Sarudin, R. (2023). Pengaruh Customer Experience Terhadap Repurchase Intention Tamu Di Swiss-Cafe Restaurant Lampung. *Jurnal Ilmiah Global Education*, 4(3), 1845–1853. <https://doi.org/10.55681/jige.v4i3.1268>
- Rahamwati, Eka Putri (2024) Pengaruh Green Packaging Dan Store Atmosphere Terhadap Minat Beli Produk Fore Coffee Di Kota Surabaya. Undergraduate thesis, UPN Veteran Jawa Timur.
- Salmaa. (2023, June 9). Populasi dan Sampel: Pengertian, Perbedaan, dan Contoh. Penerbit Deepublish. https://penerbitdeepublish.com/populasi-dan-sampel/#Pengertian_Sampel_Menurut_Para_Ahli
- Saputri, T. M., & Putri, A. L. (2024). *The Influence of Customer Experience, Service Quality and Product Variations on Repurchase Intention in Mixue Ice Cream and Tea*

- Products in Batam City*. In The International Conference on Applied Economics and Social Science (ICAESS) (Vol. 7, Issue 4). Atlantis Press International BV.
- Syafrianita N., Asnawi M., & Al Firah A. (2022). Analisis Perilaku Konsumen Dalam Keputusan Pembelian Produk Pada Cv. Syabani Di Pusat Pasar Medan, 7(2). <https://doi.org/10.46576/jbc.v7i2.3348>
- Toha, Mohamad & Habibah, N.J. (2023). MSME Empowerment and Development Program to Increase Consumer Satisfaction. *Sahwahita: Community Engagement Journal*, 1(1), 26-39. <https://e-journal.bustanul-ulum.id/index.php/Sahwahita/article/view/24>
- Toha, M., & Elbi, M. (2026). Rural Small and Medium Enterprises' Access to Capital, Investment, and Long-Term Financial Health via the Green Economy. *Nayaka: Management World Journal*, 1(1), 33–51. Retrieved from <https://nayaka.taslimmadayana.id/index.php/i/article/view/3>
- Top Brand Index Beserta Kategori Lengkap | Top Brand Award. (n.d.). Wwww.topbrand-award.com. <https://www.topbrand-award.com/top-brand-index>
- Urmili, D., & Widagda, A. (2024). Peran Kepuasan Pelanggan Memediasi Pengaruh Citra Merek Terhadap Niat Beli Ulang Minuman Kopi Kenangan di Denpasar. *Journal of Business Finance and Economics (JBFE)*, 5(2), 184–213. <https://doi.org/10.32585/jbfe.v5i2.5720>
- Wijaya, A., & Siti Aminah. (2024). Pengaruh Brand Image dan Brand Awareness Terhadap Tingkat Keputusan Pembelian Produk Sabun Pembersih Wajah Biore. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(1), 54–60. <https://doi.org/10.37385/msej.v5i1.2255>
- Wikipedia Contributors. (2025, March 22). Fore Coffee. Wikipedia; Wikimedia Foundation. https://en.wikipedia.org/wiki/Fore_Coffee