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The Influence of Product Quality, Price, and Service Quality on Customer Satisfaction and Repurchase Intention at Jagar Coffee and Eatery Medan

David Pranata Pakpahan [a,*], Arlina Nurbaity Lubis [b], Beby Karina Fawzeea Sembiring [c]

[a] Faculty of Economics and Business University of North Sumatera, Indonesia
[b] Faculty of Economics and Business University of North Sumatera, Indonesia
[c] Faculty of Economics and Business University of North Sumatera, Indonesia

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A B S T R A C T

This study aims to determine and analyze the influence of product quality, price, and service quality on customer satisfaction and repurchase intention at Jagar Coffee and Eatery. This research is an associative study utilizing quantitative data. The population in this study consists of all customers of Jagar Coffee and Eatery, the exact number of whom is unknown. The sample size for this research is 151 respondents. The sampling technique employed is purposive sampling, with the criteria that respondents must have previously made a purchase at Jagar Coffee and Eatery and are at least 17 years old. Data analysis was conducted using Structural Equation Modeling-Partial Least Square (SEM-PLS). The results of this study indicate that product quality and service quality have a direct, positive, and significant effect on customer satisfaction, whereas price does not have a significant effect on customer satisfaction. Product quality, price, and service quality do not have a direct, significant effect on customer repurchase intention. Customer satisfaction has a positive and significant effect on customer repurchase intention. Indirectly, product quality and service quality have a positive and significant effect on repurchase intention through customer satisfaction. Meanwhile, price does not have a significant effect on repurchase intention through customer satisfaction.

* Corresponding author.
Email address: davidpakpahan24@gmail.com (D. P. Pakpahan)

Introduction

The coffee shop industry in Indonesia has experienced rapid growth in recent years. This growth is driven not only by the increase in national coffee consumption but also by shifts in urban lifestyles, where coffee consumption has become integral to social needs, lifestyle, and productivity. Today, coffee shops are no longer positioned merely as places to purchase beverages; instead, they have evolved into social spaces (third places) where people work, discuss, study, and build social relationships.

Figure 1 Coffee Commodity Base and Distribution in Various Regions Source: Central Statistics Agency Data 2025

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The development of the national coffee industry is supported by Indonesia's position as one of the largest coffee-producing countries in the world. As illustrated in Figure 1.1, data from the Central Bureau of Statistics (BPS) 2025 indicates that Indonesia possesses a substantial coffee production base, with coffee commodities distributed across various regions, including North Sumatra, which has long been recognized as one of the national coffee production hubs. This condition creates significant opportunities for the growth of the downstream coffee industry, including coffee shop businesses and the food and beverage (F&B) sector.

Within the operational vicinity of Jagar Coffee & Eatery, there are several coffee shops with similar market segmentation, ranging from established coffee shops with a strong customer base to newly emerging ones. These coffee shops offer modern concepts equipped with supporting facilities such as working spaces, Wi-Fi, live music, aesthetic interior designs, and diverse menu variations. The presence of establishments such as Waiting List Coffee & Tea, Epoch Coffee & Space, and various other newly emerging coffee shops has intensified the level of competition in the Medan Baru area, making it increasingly competitive.

Waiting List Coffee is recognized as a coffee shop with a modern urban concept, featuring robust working space facilities that make it a preferred choice for young consumers to work and socialize. Meanwhile, Epoch Coffee positions itself as a lifestyle café popular among university students and youths by offering an appealing and comfortable environment for social gatherings. Furthermore, the emergence of several newly developing coffee shops around the Medan Baru area further intensifies the competitive dynamics within the coffee shop industry.

These conditions provide consumers with numerous alternatives, leading to an increasing rate of consumer switching behavior. Consumers can easily switch to other coffee shops if they perceive that the product quality, price, service, or overall consumption experience does not meet their expectations. Consequently, companies are required to create a competitive advantage through product quality, pricing, and service quality that deliver positive experiences to consumers. The emergence of numerous new coffee shops provides consumers with increasingly diverse alternatives. This situation makes consumers more selective in choosing their consumption venues. In a highly competitive environment, companies are demanded to create a sustainable competitive advantage through product quality, appropriate pricing, and service quality capable of delivering positive experiences to consumers.

From a marketing management perspective, product quality, price, and service quality are critical factors influencing customer satisfaction and repurchase intention. Kotler and Keller (2016) state that product quality represents a product's ability to perform its functions to meet customer needs and expectations. High-quality products deliver a positive consumption experience and increase the likelihood of consumers making a repurchase.

Based on the company's internal data, the revenue performance of Jagar Coffee & Eatery during its first semester of operation indicates that the established revenue targets have not been fully achieved. In the early stages of operation, the company targeted an average daily revenue of IDR 4,000,000 to IDR 5,000,000. However, based on the researcher's preliminary observations, the revenue target achievement at Jagar Coffee & Eatery still exhibits month-to-month fluctuations and has not entirely met the company's established targets. This condition can be observed in Table 1 below:

Table 1. Jagar Coffee & Eatery Monthly Revenue Target Achievement Report

No	Operational Month	Monthly Income	Average /Day	Target / Day	Percentage
1	February	IDR 49.361.000	IDR 1.762.893	IDR 4.000.000	44%
2	March	IDR 85.559.000	IDR 2.759.968	IDR 4.000.000	69%
3	April	IDR 82.304.000	IDR 2.743.467	IDR 4.000.000	69%
4	May	IDR 114.701.000	IDR 3.823.367	IDR 4.000.000	96%
5	June	IDR 106.085.000	IDR 3.536.167	IDR 4.000.000	88%
6	July	IDR 116.975.000	IDR 3.773.387	IDR 4.000.000	94%
Semester 1 Evaluation					
7	August	IDR 119.801.000	IDR 3.864.548	IDR 5.000.000	77%
8	September	IDR 131.104.000	IDR 4.370.133	IDR 5.000.000	87%
9	October	IDR 144.051.000	IDR 4.646.806	IDR 5.000.000	93%
10	November	IDR 121.590.000	IDR 4.053.000	IDR 5.000.000	81%

Source: internal company

Based on Table 1, it can be observed that the revenue of Jagar Coffee & Eatery experienced an increase from February to October 2025. In February, the average daily revenue only reached IDR 1,762,893, or 44% of the daily target of IDR 4,000,000. Subsequently, an increase occurred in March and April, with achievement rates of 69% each.

The highest achievement in the first semester occurred in May, with an achievement rate of 96%. However, it declined to 88% in June before rising again to 94% in July. Following the first-semester evaluation, the company raised its daily revenue target from IDR 4,000,000 to IDR 5,000,000. In the second semester, despite a steady increase in revenue from August to October, the target achievement percentage remained within the range of 77% to 93%. In October, the average daily revenue reached IDR 4,646,806, which accounted for 93% of the company's established target.

In addition to the first-year target, the management has also established a more ambitious objective for the second year, which is to increase the average daily revenue to a range of IDR 6,000,000 to IDR 7,000,000. This target-setting reflects the company’s orientation toward growth and strengthening its competitive position within the coffee shop market in Medan.

However, to achieve this target, the company must ensure that the customer experience dimension meets or exceeds consumer expectations. In this context, product quality, price, and service quality become central variables that determine the successful formation of customer loyalty during the initial business period. Without reinforcement in these aspects, the expected revenue increase could potentially be difficult to achieve consistently.

These conditions indicate that the company still faces challenges in increasing transaction volume and building customer loyalty. The failure to achieve revenue targets may indicate a gap between consumer perceptions of product quality, price, and service quality, and their actual purchasing behavior.

Based on empirical phenomena, preliminary survey results, and the research gaps identified from previous studies, this research is crucial to undertake in order to determine the influence of product quality, price, and service quality on customer satisfaction and repurchase intention at Jagar Coffee & Eatery. Based on the description, phenomena, and explanations provided above, the researcher is interested in conducting further research titled: "The Influence Of Product Quality, Price, And Service Quality On Customer Satisfaction And Repurchase Intention At Jagar Coffee And Eatery Medan".

Literature Review

Marketing Management

According to Kotler & Keller (2012:5), the definition of marketing management is as follows: "Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering and communicating superior customer value," which means marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Repurchase Intention

Repurchase intention is the consumer's tendency to buy a product again after undergoing a previous purchase experience. Cobb-Walgren, Ruble, and Donthu (1995) define purchase intention as a consumer's mental statement that reflects the plan to purchase a specific product brand. Thus, an individual's desire to purchase is typically influenced by factors such as certain impulses and considerations (Dodds, Monroe, and Grewal, 1991). Purchase intention represents the stage of a respondent's tendency to act before the actual buying decision is executed. Repurchase intention, specifically, is a purchasing interest based on past purchase experiences.

Customer Satisfaction

According to Kotler and Armstrong (2012:9), customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. Meanwhile, Zeithaml and Bitner (2013:75) define satisfaction as the customer's evaluation of a product or service in terms of whether that product or service has met the customer's needs and expectations. Satisfaction is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment.

According to Tjiptono (2019), customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to the customer's expectations. If the perceived performance or outcome exceeds expectations, the customer will feel satisfied, or even highly satisfied. Conversely, if the outcome falls short of expectations, the customer will feel disappointed or dissatisfied. Tjiptono also emphasizes that customer satisfaction is influenced by numerous factors, including product or service quality, prior experiences, the price paid, and the relationship established between the company and the customer. Therefore, companies must continuously strive to meet or exceed customer expectations to foster sustainable satisfaction and loyalty.

Product Quality

According to Kotler and Keller (2016), product quality is the ability of a product to perform its functions, which includes durability, reliability, precision, ease of operation and repair, and other valued attributes. Product quality reflects the totality of characteristics and features of a product that bear on its ability to satisfy stated or implied consumer needs.

Price

Price is a flexible element of the marketing mix that can change at any time depending on time and place. According to Kotler and Armstrong (2012), price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service.

Service Quality

According to Kotler and Keller (2016), service quality is the expected level of excellence and the company's ability to consistently meet customer expectations. Service quality is formed through a comparison between the service expected by consumers and the service they actually perceive. If the service received matches or exceeds consumer expectations, consumers will perceive the service as high-quality and satisfying.

In the context of the restaurant and coffee shop industry, the measurement of service quality has evolved to be more specific through the DINESERV model developed by Stevens, Knutson, and Patton (1995). DINESERV is an adaptation of the SERVQUAL model designed specifically to measure service quality within the restaurant and food service industry. This model is considered more relevant for coffee shop research because it captures the consumer service experience more specifically within the food and beverage sector.

Drawing from the literature review and prior studies, a conceptual framework can be developed. Sugiyono (2016) defines the conceptual framework as a representation of the research variables and how theories connect to the variables being investigated, specifically the independent and dependent variables. The conceptual relationships between these variables will be described as follows:

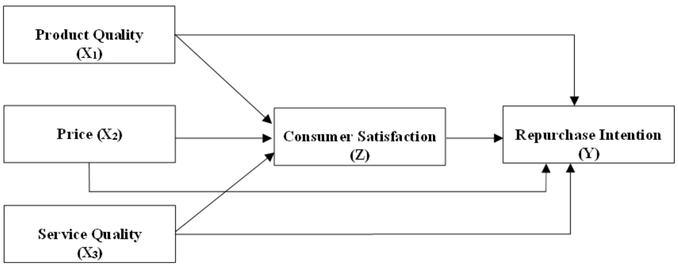

Figure 2 Conceptual Framework

Methodology

According to Sugiyono (2019), research methods are utilized to obtain valid data so that it can be used to discover, develop, and prove a certain body of knowledge. This study employs a quantitative method. The quantitative method is a research approach rooted in the philosophy of positivism, used to examine specific populations or samples through the use of research instruments, with statistical data analysis aimed at testing established hypotheses. According to Hair Jr. et al. (2021), quantitative research emphasizes the use of structured instruments, such as questionnaires with standardized questions and predetermined response options, thereby generating data in numeric form that can be analyzed statistically.

Research Population and Sample

According to Sugiyono (2019), population is a generalization area consisting of objects or subjects that possess specific quantities and characteristics determined by the researcher to be studied and subsequently drawn into conclusions. In this study, the population comprises customers who have visited Jagar Coffee & Eatery, the exact number of whom is unknown. A sample is a subset of the size and characteristics possessed by the population. If the population is large and it is impossible for the researcher to study everything within it for instance, due to constraints in funding, manpower, and time then the researcher will draw a sample from that population. Whatever is learned from the sample, the conclusions will be applied to the population. Therefore, the sample drawn from the population must be strictly representative (Sugiyono, 2021). The number of samples utilized in this study is 151 respondents.

Data analysis

Data analysis techniques use Structural Equation Modeling (SEM). According to Hair et al. (2019), Structural Equation Modeling (SEM) is a statistical model that seeks to explain the relationships among multiple variables. In doing so, it examines the structure of interrelationships expressed in a series of equations, similar to a series of multiple regression equations. These equations depict all of the relationships among constructs (the dependent and independent variables) involved in the analysis. Equally important, the theoretical structure defines which variables and constructs are likely not related to each other. Constructs are latent or unobservable factors represented by multiple variables.

Results and Discussion

Descriptive Analysis Results

Respondent Characteristics Based on Gender

The following are the characteristics of respondents based on gender, which can be seen below:

Table 2. Frequency and Percentage Distribution by Gender

Gender	Frequency	Percentage (%)
Man	72	47,7
Woman	79	52,3
Total	**151**	**100**

Source: Data processed (2026)

Based on Table 2, it is known that female respondents numbered 79 individuals, accounting for 52.3 percent, while male respondents numbered 72 individuals, accounting for 47.7 percent. This indicates that the consumers of Jagar Coffee & Eatery in this study are predominantly female. However, the margin between male and female respondents is relatively small, suggesting that Jagar Coffee & Eatery is appealing to both male and female consumers.

Respondent Characteristics Based on Age

Table 3. Frequency and Percentage Distribution by Age

Age	Frequency	Percentage (%)
17–20 Year	27	17,9
21–25 Year	74	49,0
26–30 Year	35	23,2
>31 Year	15	9,9
Total	**151**	**100**

Source: Data processed (2026)

Based on Table 3, it is known that the majority of respondents fall within the 21–25 age range, totaling 74 individuals or accounting for 49.0 percent. Respondents aged 26–30 years numbered 35 individuals or 23.2 percent, respondents aged 17–20 years numbered 27 individuals or 17.9 percent, and respondents over the age of 31 numbered 15 individuals or 9.9 percent. This indicates that the consumers of Jagar Coffee & Eatery are dominated by a young and productive age group. This age cohort generally has a tendency to visit coffee shops as venues for socializing, doing assignments, working, discussions, or simply enjoying the atmosphere.

Respondent Characteristics Based on Occupation

Table 4. Frequency and Percentage Distribution Based on Occupation

Work	Frequency	Percentage (%)
Students	23	15,2
College Students	79	52,3
Employees	36	23,8
Others	13	8,6
Total	**151**	**100**

Source: Data processed (2025)

Based on Table 4, it is known that the majority of respondents are university students, totaling 79 individuals or accounting for 52.3 percent. Respondents who work as employees numbered 36 individuals or 23.8 percent, high school students numbered 23 individuals or 15.2 percent, and respondents with other occupations numbered 13 individuals or 8.6 percent.

This indicates that Jagar Coffee & Eatery has a strong consumer segmentation among university students. This condition aligns with the location of Jagar Coffee & Eatery in the Medan Baru area, which is one of the regions characterized by highly vibrant educational activities, youth lifestyle, and community engagement.

Hypothesis Test Results

Direct Influence

Hypothesis testing was conducted by examining the original sample, t-statistics, and p-values. A hypothesis is considered accepted if the t-statistic value is greater than 1.96 and the p-value is less than 0.05:

Tabel 5. Path Coefficient Results of Direct Influence

Relationship Between Variables	Original Sample	T-Statistics	P-Values	Information
Product Quality → Consumer Satisfaction	0,388	3,599	0,000	Significant
Price → Customer Satisfaction	0,016	0,157	0,876	Not
Service Quality → Customer Satisfaction	0,445	4,261	0,000	Significant
Product Quality → Repurchase Intention	0,152	1,400	0,161	Significant
Price → Repurchase Interest	0,019	0,256	0,798	Not
Service Quality → Repurchase Intention	0,120	1,255	0,209	Significant
Consumer Satisfaction → Repurchase Intention	0,637	8,199	0,000	Not

Source: Research Results, 2026 (processed data)

Based on Table 5, product quality has a positive and significant effect on customer satisfaction, with a coefficient value of 0.388, a t-statistic of 3.599, and a p-value of 0.000. Price does not have a significant effect on customer satisfaction, as it has a t-statistic value of 0.157 and a p-value of 0.876.

Service quality has a positive and significant effect on customer satisfaction, with a coefficient value of 0.445, a t-statistic of 4.261, and a p-value of 0.000. Meanwhile, product quality, price, and service quality do not have a significant direct effect on repurchase intention, as their respective p-values are greater than 0.05.

Customer satisfaction has a positive and significant effect on repurchase intention, with a coefficient value of 0.637, a t-statistic of 8.199, and a p-value of 0.000. These results indicate that customer satisfaction is the strongest variable influencing the repurchase intention of customers at Jagar Coffee & Eatery.

Indirect Influence

Tabel 6. Path Coefficient Results of Direct Influence

Relationship Between Variables	Original Sample	T-Statistics	P-Values	Information
Product Quality → Consumer Satisfaction → Repurchase Intention	0,247	3,054	0,002	Significant
Price → Consumer Satisfaction → Repurchase Intention	0,010	0,155	0,877	Not
Service Quality → Consumer Satisfaction → Repurchase Intention	0,283	3,709	0,000	Significant

Source: Research Results, 2026 (processed data)

Based on Table 4.16, product quality has a significant indirect effect on repurchase intention through customer satisfaction. This is indicated by a t-statistic value of 3.054 and a p-value of 0.002. Price does not have a significant indirect effect on repurchase intention through customer satisfaction, as it has a t-statistic value of 0.155 and a p-value of 0.877.

Service quality has a significant indirect effect on repurchase intention through customer satisfaction, with a t-statistic value of 3.709 and a p-value of 0.000. This indicates that customer satisfaction acts as a mediating variable in the relationship between product quality and service quality and repurchase intention.

The Effect of Product Quality on Customer Satisfaction

The results of this study indicate that product quality has a positive and significant effect on customer satisfaction at Jagar Coffee & Eatery. This is evidenced by the path coefficient value of 0.388, a t-statistic value of 3.599, and a p-value of 0.000, which is lower than 0.05. Therefore, the hypothesis stating that product quality affects customer satisfaction is accepted. These findings suggest that the better the product quality perceived by customers, the higher the level of satisfaction experienced by customers of Jagar Coffee & Eatery.

From a theoretical perspective, product quality refers to a product's ability to perform its functions in meeting customer needs and desires. According to Kotler and Keller (2016), product quality encompasses various aspects, including performance, reliability, durability, conformance to specifications, features, aesthetics, and perceived quality. In the coffee shop industry, product quality is not only evaluated based on the taste of food and beverages but also includes consistency of taste, menu variety, portion size, and the presentation of products served to customers.

The Effect of Price on Customer Satisfaction

The results of this study indicate that price does not have a significant effect on customer satisfaction at Jagar Coffee & Eatery. This is evidenced by the path coefficient value of 0.016, a t-statistic value of 0.157, and a p-value of 0.876, which is greater than 0.05. Therefore, the hypothesis stating that price affects customer satisfaction is rejected.

These findings suggest that changes in customers' perceptions of price do not directly lead to changes in the level of customer satisfaction at Jagar Coffee & Eatery.

The insignificant effect of price on customer satisfaction can be explained by the characteristics of the coffee shop business, which places greater emphasis on the customer experience rather than solely on price considerations. Customers who visit a coffee shop generally do not only purchase food and beverages but also seek the atmosphere, comfort of the venue, social interactions, service quality, and the overall experience gained during their visit. Therefore, when product quality and service quality are able to meet customer expectations, the price factor becomes less dominant in determining customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

The results of this study indicate that service quality has a positive and significant effect on customer satisfaction at Jagar Coffee & Eatery. This is evidenced by the path coefficient value of 0.445, a t-statistic value of 4.144, and a p-value of 0.000, which is lower than 0.05. Therefore, the hypothesis stating that service quality affects customer satisfaction is accepted. These findings show that the better the service quality provided by Jagar Coffee & Eatery, the higher the level of customer satisfaction.

These findings are also in line with the DINESERV concept, which states that customer satisfaction in restaurants is strongly influenced by the quality of service received during the consumption experience. The results show that indicators related to service speed, accuracy of ordering and payment processes, employees' ability to assist customers, comfort during the service process, and responsiveness to customer needs received high evaluations from respondents.

The Effect of Product Quality on Repurchase Intention

The results of this study indicate that product quality does not have a significant effect on repurchase intention among customers of Jagar Coffee & Eatery. This is shown by a t-statistic value lower than 1.96 and a p-value greater than 0.05; therefore, the hypothesis stating that product quality affects repurchase intention is rejected. These findings suggest that good product quality does not directly encourage customers to repurchase at Jagar Coffee & Eatery.

From a theoretical perspective, product quality is one of the factors that can influence consumer purchasing behavior. According to Kotler and Keller (2016), product quality reflects a product's ability to meet customer needs and expectations. Products with good quality generally receive positive evaluations from consumers. However, good product quality does not always directly lead to repurchase intention if it is not accompanied by the formation of customer satisfaction.

The Effect of Price on Repurchase Intention

The results of this study indicate that price does not have a significant effect on repurchase intention among customers of Jagar Coffee & Eatery. This is shown by a t-statistic value lower than 1.96 and a p-value greater than 0.05; therefore, the hypothesis stating that price affects repurchase intention is rejected. These findings suggest that customers' perceptions of the price applied by Jagar Coffee & Eatery do not directly influence their decision to make repeat purchases.

From a theoretical perspective, price refers to the amount of value that consumers must sacrifice to obtain the benefits of a product or service. According to Kotler and Keller (2016), price is often considered in the purchasing decision-making process because it relates to consumers' ability to obtain a product. However, in the context of the modern coffee shop industry, price is not always the primary factor determining customers' repurchase decisions.

The Effect of Service Quality on Repurchase Intention

The results of this study indicate that service quality does not have a significant effect on repurchase intention among customers of Jagar Coffee & Eatery. This is shown by a t-statistic value lower than 1.96 and a p-value greater than 0.05; therefore, the hypothesis stating that service quality affects repurchase intention is rejected. These findings suggest that good service quality does not directly encourage customers to make repeat purchases at Jagar Coffee & Eatery.

From a theoretical perspective, service quality refers to a company's ability to deliver services that meet or even exceed customer expectations. According to Parasuraman (1988), service quality consists of five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. In the context of the restaurant and coffee shop business, Stevens et al. (1995) developed the DINESERV instrument, which emphasizes that restaurant service quality includes the quality of physical facilities, employee professionalism, service accuracy, environmental comfort, and the company's ability to create a pleasant consumption experience for customers.

The Effect of Customer Satisfaction on Repurchase Intention

The results of this study indicate that customer satisfaction has a positive and significant effect on repurchase intention among customers of Jagar Coffee & Eatery. This is evidenced by a path coefficient value of 0.637, a t-statistic value greater than 1.96, and a p-value lower than 0.05. Therefore, the hypothesis stating that customer satisfaction affects repurchase intention is accepted. These findings show that the higher the level of customer satisfaction, the higher the customers' intention to make repeat purchases at Jagar Coffee & Eatery.

From a theoretical perspective, customer satisfaction is defined as the feeling of pleasure or disappointment that arises after comparing pre-purchase expectations with the actual performance received after consuming a product or service. According to Kotler and Keller (2016), satisfied customers tend to maintain their relationship with the company, make repeat purchases, and provide positive recommendations to others. Conversely, dissatisfied customers are more likely to switch to competitors offering alternatives perceived as better.

The Role of Customer Satisfaction in Mediating the Effect of Product Quality on Repurchase Intention

The results of this study indicate that customer satisfaction is able to mediate the effect of product quality on repurchase intention. This is evidenced by a coefficient value of 0.247, a t-statistic value of 3.054, and a p-value of 0.002. The results of the indirect effect test show that the indirect effect of product quality on repurchase intention through customer satisfaction is significant. Therefore, the hypothesis stating that customer satisfaction mediates the effect of product quality on repurchase intention is accepted.

Based on previous findings, it is known that product quality has a positive and significant effect on customer satisfaction, while customer satisfaction also has a positive and significant effect on repurchase intention. However, the direct effect of product quality on repurchase intention is proven to be insignificant. This condition indicates that customer satisfaction acts as a full mediation variable that bridges the relationship between product quality and repurchase intention.

The Role of Customer Satisfaction in Mediating the Effect of Price on Repurchase Intention

The results of this study indicate that customer satisfaction is not able to mediate the effect of price on repurchase intention. This is shown by a coefficient value of 0.010, a t-statistic value of 0.155, and a p-value of 0.877. The results of the indirect effect test show that the indirect effect of price on repurchase intention through customer satisfaction is not significant. Therefore, the hypothesis stating that customer satisfaction mediates the effect of price on repurchase intention is rejected.

These findings indicate that price is not a factor that is able to shape either customer satisfaction or repurchase intention at Jagar Coffee & Eatery. The results of the direct effect analysis show that price has no significant effect on customer satisfaction and also has no significant effect on repurchase intention. This condition prevents customer satisfaction from functioning as a mediating variable in the relationship between price and repurchase intention.

The Role of Customer Satisfaction in Mediating the Effect of Service Quality on Repurchase Intention

The results of this study indicate that customer satisfaction is able to mediate the effect of service quality on repurchase intention. This is evidenced by a coefficient value of 0.283, a t-statistic value of 3.709, and a p-value of 0.000. The results of the indirect effect test show that the indirect effect of service quality on repurchase intention through customer satisfaction is significant. Therefore, the hypothesis stating that customer satisfaction mediates the effect of service quality on repurchase intention is accepted.

Based on previous findings, it is known that service quality has a positive and significant effect on customer satisfaction, and customer satisfaction also has a positive and significant effect on repurchase intention. However, the direct effect of service quality on repurchase intention is proven to be insignificant. This condition indicates that customer satisfaction acts as a full mediation variable that bridges the relationship between service quality and repurchase intention at Jagar Coffee & Eatery.

Conclusions

Based on the results of the study regarding the effect of product quality, price, and service quality on customer satisfaction and its impact on repurchase intention at Jagar Coffee & Eatery, several conclusions can be drawn as follows:

1. Product quality has a positive and significant effect on customer satisfaction at Jagar Coffee & Eatery. The results show that the better the product quality received by customers, the higher their level of satisfaction. Customers perceive that the products offered have good taste, consistent quality, attractive menu variety, and appropriate presentation, which are able to enhance customer satisfaction.
2. Price does not have a significant effect on customer satisfaction at Jagar Coffee & Eatery. Although customers have a positive perception of the pricing applied, price is not the main factor determining customer satisfaction. Customers tend to consider product quality, service quality, and the overall experience during their visit rather than price alone.
3. Service quality has a positive and significant effect on customer satisfaction at Jagar Coffee & Eatery. The results show that fast, responsive, professional service that provides a sense of safety and comfort to customers can increase customer satisfaction. This finding indicates that service quality is a very important factor in creating a positive customer experience.
4. Product quality does not have a significant effect on customers' repurchase intention at Jagar Coffee & Eatery. The results indicate that good product quality does not directly encourage customers to make repeat purchases. Customers first evaluate their overall consumption experience before deciding to return.
5. Price does not have a significant effect on repurchase intention at Jagar Coffee & Eatery. This finding shows that customers' repurchase decisions are not determined by price, but are more influenced by the consumption experience and satisfaction obtained after visiting Jagar Coffee & Eatery.
6. Service quality does not have a significant effect on repurchase intention at Jagar Coffee & Eatery. Although customers give good evaluations of service quality, good service does not directly encourage repurchase intention. Service quality must first create customer satisfaction before influencing repurchase decisions.

7. Customer satisfaction has a positive and significant effect on repurchase intention at Jagar Coffee & Eatery. The results show that the higher the level of customer satisfaction, the greater the customers' intention to return in the future. Customer satisfaction is the most dominant factor influencing repurchase intention.
8. Customer satisfaction is able to mediate the effect of product quality on repurchase intention at Jagar Coffee & Eatery. This finding indicates that good product quality will increase repurchase intention if it first generates customer satisfaction. Thus, customer satisfaction acts as an intervening variable that bridges the relationship between product quality and repurchase intention.
9. Customer satisfaction is not able to mediate the effect of price on repurchase intention at Jagar Coffee & Eatery. The results show that price does not have a strong enough influence in forming either customer satisfaction or repurchase intention; therefore, customer satisfaction cannot function as a mediator in this relationship.
10. Customer satisfaction is able to mediate the effect of service quality on repurchase intention at Jagar Coffee & Eatery. This finding indicates that good service quality will increase repurchase intention if it successfully creates customer satisfaction. Thus, customer satisfaction acts as a full mediation variable that links service quality and repurchase intention.

Future researchers are recommended to add other variables that have the potential to influence customer repurchase intention, such as customer experience, brand image, store atmosphere, digital promotion, and customer loyalty.

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