

# The Effect of Product Quality on Consumer Repurchase Intention of Contemporary Coffee Drinks in Bogor

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## ARTICLE INFO

### Article history:

Received 30 November 2025

Revised 08 December 2025

Accepted 13 December 2025

Available Online 20 December 2025

## ABSTRACT

The rapid expansion of contemporary coffee shops has intensified competition and increased the importance of understanding factors associated with consumers' willingness to repurchase. This study examines the relationship between perceived product quality and repurchase intention among consumers of contemporary coffee beverages in Bogor, Indonesia. A quantitative explanatory design with a cross-sectional survey was employed. Data were collected from 42 consumers selected through purposive sampling based on predefined consumption and demographic criteria. Product quality and repurchase intention were measured using 20 items on a five-point Likert scale, and the data were analyzed using descriptive statistics, reliability and validity assessments, classical assumption tests, and simple linear regression. The measurement scales demonstrated high internal consistency, with Cronbach's alpha values of 0.905 for product quality and 0.918 for repurchase intention. The regression results revealed a strong positive association between perceived product quality and repurchase intention ( $B = 0.851$ ;  $\beta = 0.922$ ;  $t = 16.057$ ;  $p < 0.001$ ), while the model explained 85.0% of the observed variance in repurchase intention ( $R^2 = 0.850$ ). These findings indicate that consumers reporting more favorable perceptions of product quality also tend to report stronger intentions to repurchase contemporary coffee beverages. For coffee-shop managers, maintaining consistent product quality across taste, aroma, presentation, menu variety, and product safety may therefore be important for encouraging repeat purchasing. Given the cross-sectional design, small purposively selected sample, and self-reported measures, the findings should be interpreted as evidence of statistical association rather than definitive causality.

### Keywords:

Product Quality

Repurchase Intention

Contemporary Coffee

Consumer Behavior

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<https://doi.org/10.55980/esber.v4i3.326>

## **1. Introduction**

Indonesia's beverage industry, particularly the coffee-shop segment, has experienced substantial growth in recent years, reflected in the rapid expansion of coffee outlets and increasing coffee consumption (Ashardiono & Trihartono, 2024). This growth has been particularly evident in contemporary coffee-shop culture, where Millennials and Generation Z constitute important consumer segments and increasingly associate coffee consumption with lifestyle, social interaction, and experiential consumption (Annisa et al., 2023; Maduretno & Junaedi, 2022; Muflikh et al., 2024; Ridaryanthi et al., 2022). As part of the Greater Jakarta metropolitan area, Bogor City has developed distinctive dynamics within the contemporary coffee industry, characterized by the continued proliferation of coffee shops and increasingly intense competition among both local and established brands (Abdurrahman et al., 2021; Ateta et al., 2021; Setiawan et al., 2021). Under conditions of intense competition, customer retention and repurchase intention become critical determinants of coffee-shop competitiveness and long-term business sustainability (Ferdian et al., 2023; Septiani et al., 2020).

Product quality is a fundamental element in the food and beverage industry that determines the long-term success of a business. Kotler et al. (2021) assert that product quality remains the main foundation in modern marketing, even in the highly connected digital era. In the context of contemporary coffee beverages, product quality encompasses taste, coffee aroma, flavor consistency, appealing presentation, selection of quality raw materials, menu innovation, and guaranteed product safety. Product quality can be conceptualized through eight dimensions—performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality—which collectively shape consumers' evaluations of product quality and are associated with customer satisfaction (De Giovanni, 2024; Mawaddah et al., 2024; Noor, 2019; Simbolon & Santoso, 2021). Contemporary coffee consumers have high expectations for product quality because they are not just buying a drink but also the accompanying experience (Branco & Kobakova, 2018; Samoggia et al., 2020). A deep understanding of these product quality dimensions is important for coffee shop business owners to be able to design and produce coffee that satisfies consumers and generates interest in making repeat purchases.

Repurchase intention is an important indicator of business success that reflects consumer satisfaction and loyalty towards a product or brand. In the coffee-shop context, repurchase intention can be viewed as an important behavioral consequence of customer satisfaction and a strategic outcome for building long-term customer relationships and loyalty (Artana et al., 2022; Hermansyah, 2024). Consumers who make repeat purchases tend to have high satisfaction with the previous product and service. Komari (2023) affirms that product quality is a fundamental factor that influences a customer's decision to repurchase.

Previous research has extensively studied the connection between product quality and repurchase intention across various industry contexts. Betari et al. (2022) found that product quality has a positive and significant effect on purchase intention at coffee shops, where coffee shop consumers highly consider product quality aspects such as taste, aroma, and presentation in determining their purchase interest. Research conducted at Coffee Shop Kawan Kopi Bandung showed that an increase in product quality is directly proportional to the increase in consumer purchase intention, indicating the importance of consistently maintaining product quality standards. Rohman (2022) asserted that product quality has a positive and significant effect on purchase intention, with positive word-of-mouth often derived from consumers' experience with satisfying product quality. These findings confirm the importance of product quality as a determining factor in shaping consumer repurchase intention, especially in the coffee shop industry, which is highly dependent on consumer experience (Prasetyo & Wibowo, 2023).

The relationship between product quality and repurchase intention is not always direct but can be mediated by other variables such as customer satisfaction. Mirandi and Rimiyati (2023) assert that product quality has a positive effect on repurchase intention, with customer satisfaction acting as an intervening variable, where consumers who are satisfied with product quality tend to have a higher intention to repurchase. Aunillah et al. (2022) explain that product quality influences customer satisfaction, which in turn impacts repurchase intention, with customer satisfaction being an important mediator in the relationship between product quality and repurchase intention.

Research at UD Lancar Jaya Situbondo confirmed that the path from product quality to repurchase intention becomes more significant when mediated by customer satisfaction, emphasizing the importance of focusing on quality to achieve long-term loyalty. Tordoya-Espinoza (2025) explained that there is a strong causal relationship between product quality, customer satisfaction, and loyalty, with repurchase intention as the initial manifestation of consumer loyalty to a product or brand. Understanding the mechanism of this relationship is important for business owners to develop appropriate strategies to increase customer repurchase intention.

The digital age has influenced how customers evaluate product quality and make consumption decisions. Kotler et al. (2021) explain that consumers in the Marketing 5.0 era have higher expectations for product quality and rely on technology to evaluate and compare quality before making a purchase decision. Technology has changed the way consumers evaluate product quality, with online reviews and ratings becoming factors that heavily influence quality perception and consumer repurchase intention (Kotler et al., 2021). Contemporary coffee consumers in Bogor, who are predominantly the younger generation, are very active in using social media and review platforms to seek information about coffee shop product quality before making their first visit and also to share their experiences with other consumers.

This research aims to: (1) Examine the product quality of contemporary coffee beverages in Bogor based on consumer perception; (2) Analyze the repurchase intention of contemporary coffee consumers in Bogor; (3) Examine the relationship of product quality on the repurchase intention of contemporary coffee consumers in Bogor. This research is expected to provide theoretical benefits in the form of a contribution to the literature on consumer behavior, specifically the link between product quality and repurchase intention in the context of the contemporary coffee beverage industry in Indonesia. This research can serve as a reference for subsequent studies related to marketing strategies and product quality management in the food and beverage industry. The practical benefits of this research are to provide strategic information for coffee shop business owners in Bogor in improving product quality to encourage consumer repurchase intention. The results of this study can be the basis for making decisions related to product development, menu innovation, raw material selection, standardization of production processes, and effective marketing strategies. For consumers, this research can contribute information regarding the factors that should be considered when choosing a coffee shop that offers quality products. For the Bogor regional government, the results of this research can serve as input for the development of the creative industry and local economy through the guidance of coffee shop business players.

This research has novelty in several aspects. First, this study focuses on the contemporary coffee industry in Bogor, which is a rapidly growing market and has unique consumer characteristics as a buffer city for Jakarta with high mobility. Second, the research was conducted in the current period, reflecting the condition of the contemporary coffee market post-COVID-19 pandemic, where consumer behavior has undergone significant changes. Third, this research comprehensively explores the dimensions of contemporary coffee product quality, which not only cover aspects of taste but also the aesthetics of presentation, menu innovation, and product consistency, which are typical characteristics of contemporary coffee. Fourth, this study provides a perspective on the consumer behavior of the younger generation in Bogor, who have high expectations for product quality and consumption experience. Fifth, the findings of this research can provide knowledge for the development of coffee shop promotional strategies based on improving product quality to build consumer loyalty in a highly competitive market.

## **2. Methods**

This study employed a quantitative approach with an explanatory research design using a cross-sectional survey to examine the relationship between product quality and consumers' repurchase intention for contemporary coffee beverages in Bogor. Data on product quality and repurchase intention were collected from respondents at a single point in time and analyzed statistically using simple linear regression. Product quality was specified as the independent variable (X), while repurchase intention was treated as the dependent variable (Y). This research design was adopted to assess the direction and statistical significance of the relationship between product quality and repurchase intention based on consumers' perceptions.

### Population and Sample

The study population comprised consumers who had previously purchased and consumed contemporary coffee beverages in the Bogor area. Respondents were selected using a purposive sampling technique based on the following inclusion criteria: (1) aged 18–40 years; (2) residing in or regularly engaging in activities within the Bogor area; and (3) having purchased and consumed contemporary coffee beverages at least twice within the previous three months. Following the data collection and screening process based on these criteria, 42 respondents were deemed eligible for inclusion in the analysis. The use of purposive sampling enabled the study to recruit respondents with relevant consumption experience related to the research context. However, as purposive sampling is a non-probability sampling technique, the findings should be interpreted within the characteristics and scope of the sample and are not intended to be statistically generalized to the entire population of contemporary coffee consumers in Bogor.

### Instruments and Variable Measurements

Primary data were collected using a structured questionnaire employing a five-point Likert scale, ranging from 1 = *strongly disagree*, 2 = *disagree*, 3 = *neutral*, 4 = *agree*, to 5 = *strongly agree*. The research instrument comprised 20 measurement items, including 10 items measuring product quality (X) and 10 items measuring repurchase intention (Y). The item scores for each variable were summed to generate composite scores, which were subsequently used in the statistical analysis.

Product quality (X) was defined as consumers' perceptions of the extent to which contemporary coffee beverages meet their expectations based on product attributes experienced during consumption. Product quality was measured across six dimensions relevant to the characteristics of contemporary coffee beverages: taste, aroma, product presentation and aesthetics, quality consistency, menu innovation or variety, and product quality and safety. Higher scores indicate more favorable consumer perceptions of the quality of contemporary coffee beverages.

Repurchase intention (Y) was defined as consumers' tendency or intention to repurchase contemporary coffee beverages based on their previous consumption experiences. The construct was measured across four dimensions: willingness to repurchase, tendency to choose previously consumed products again, intention to purchase on future occasions, and preference for repurchasing the same product. These dimensions were deliberately specified to ensure that the measurement focused specifically on repurchase intention and remained conceptually distinct from related constructs, such as word-of-mouth recommendations and customer loyalty. Higher scores indicate a stronger consumer intention to repurchase contemporary coffee beverages.

## 3. Result

### Respondent Characteristics

This study involved 42 respondents who met the predefined inclusion criteria and were selected using purposive sampling. The demographic characteristics of the respondents provide an overview of the composition of the study sample in terms of gender, age, occupation, and monthly purchase frequency. These characteristics are presented descriptively to describe the profile of respondents included in the analysis and are not intended to represent the demographic distribution of the entire population of contemporary coffee consumers in Bogor.

**Table 1.** Respondent Characteristics Based on Gender

| Gender | Frequency | Percentage (%) |
|--------|-----------|----------------|
| Male   | 16        | 38.1           |
| Female | 26        | 61.9           |
| Total  | 42        | 100.0          |

Based on Table 1, female respondents constituted the majority of the study sample, accounting for 61.9% (n = 26), while male respondents accounted for 38.1% (n = 16).

**Table 2.** Respondent Characteristics Based on Age

| Age             | Frequency | Percentage (%) |
|-----------------|-----------|----------------|
| 18-25 years old | 19        | 45.2           |
| 26-30 years old | 14        | 33.3           |
| 31-35 years old | 6         | 14.3           |
| 36-40 years old | 3         | 7.2            |
| Total           | 42        | 100.0          |

As presented in Table 2, respondents aged 18–25 years constituted the largest age group, accounting for 45.2% (n = 19), followed by those aged 26–30 years at 33.3% (n = 14), 31–35 years at 14.3% (n = 6), and 36–40 years at 7.2% (n = 3). Thus, most respondents in the study sample were aged 30 years or younger.

**Table 3.** Respondent Characteristics Based on Occupation

| Occupation              | Frequency | Percentage (%) |
|-------------------------|-----------|----------------|
| College Student         | 17        | 40.5           |
| Private Sector Employee | 15        | 35.7           |
| Entrepreneur            | 6         | 14.3           |
| Civil Servant           | 4         | 9.5            |
| Total                   | 42        | 100.0          |

Table 3 shows that college students constituted the largest occupational group, accounting for 40.5% (n = 17), followed by private-sector employees at 35.7% (n = 15), entrepreneurs at 14.3% (n = 6), and civil servants at 9.5% (n = 4). These findings describe the occupational composition of the respondents included in the study.

**Table 4.** Respondent Characteristics Based on Frequency of Purchase per Month

| Purchase Frequency | Frequency | Percentage (%) |
|--------------------|-----------|----------------|
| 2-3 times          | 18        | 42.5           |
| 4-6 times          | 16        | 38.1           |
| >6 times           | 8         | 19.0           |
| Total              | 42        | 100.0          |

As shown in Table 4, 42.9% of respondents (n = 18) reported purchasing contemporary coffee 2–3 times per month, 38.1% (n = 16) reported purchasing it 4–6 times per month, and 19.0% (n = 8) reported purchasing it more than six times per month. These results indicate that all respondents in the study sample reported purchasing contemporary coffee at least twice per month.

### Validity and Reliability Test Results

The item validity test was conducted to evaluate whether each measurement item was sufficiently correlated with the overall score of its respective variable. Item validity was assessed using the Pearson Product-Moment correlation by comparing the calculated correlation coefficient (r-count) with the critical r-value (r-table) at a significance level of 5%. With a sample size of 42 respondents, the critical r-value used in this study was 0.304.

**Table 5.** Results of the Validity Test for the Product Quality Variable (X)

| Item | r-count | r-table | Description |
|------|---------|---------|-------------|
| X1   | 0.758   | 0.304   | Valid       |
| X2   | 0.792   | 0.304   | Valid       |
| X3   | 0.814   | 0.304   | Valid       |
| X4   | 0.781   | 0.304   | Valid       |
| X5   | 0.806   | 0.304   | Valid       |
| X6   | 0.769   | 0.304   | Valid       |
| X7   | 0.795   | 0.304   | Valid       |
| X8   | 0.823   | 0.304   | Valid       |
| X9   | 0.777   | 0.304   | Valid       |
| X10  | 0.801   | 0.304   | Valid       |

**Table 6.** Results of the Validity Test for the Repurchase Intention Variable (Y)

| Item | r-count | r-table | Description |
|------|---------|---------|-------------|
| Y1   | 0.785   | 0.304   | Valid       |
| Y2   | 0.819   | 0.304   | Valid       |

| Item | r-count | r-table | Description |
|------|---------|---------|-------------|
| Y3   | 0.796   | 0.304   | Valid       |
| Y4   | 0.807   | 0.304   | Valid       |
| Y5   | 0.774   | 0.304   | Valid       |
| Y6   | 0.828   | 0.304   | Valid       |
| Y7   | 0.791   | 0.304   | Valid       |
| Y8   | 0.812   | 0.304   | Valid       |
| Y9   | 0.803   | 0.304   | Valid       |
| Y10  | 0.788   | 0.304   | Valid       |

As presented in Tables 5 and 6, all measurement items for Product Quality (X) and Repurchase Intention (Y) had correlation coefficients greater than the critical r-value of 0.304. For Product Quality, the item correlation coefficients ranged from 0.758 to 0.823, while those for Repurchase Intention ranged from 0.774 to 0.828. Based on the item-level validity criterion applied in this study, all 20 measurement items met the specified criterion and were therefore retained for subsequent analysis.

Reliability analysis was subsequently conducted to evaluate the internal consistency of the measurement items within each variable. Internal consistency was assessed using Cronbach's Alpha, with higher coefficient values indicating greater consistency among the items measuring the same construct.

**Table 7.** Reliability Test Results

| Variable             | Cronbach's Alpha | Standard | Description |
|----------------------|------------------|----------|-------------|
| Product Quality      | 0.905            | 0.60     | Reliable    |
| Repurchase Intention | 0.918            | 0.60     | Reliable    |

As shown in Table 7, Product Quality obtained a Cronbach's Alpha coefficient of 0.905, while Repurchase Intention obtained a coefficient of 0.918. Both coefficients exceeded the reliability criterion applied in this study and indicate high internal consistency among the measurement items. Accordingly, the measurement scales demonstrated adequate reliability for subsequent statistical analysis.

## Classical Assumption Test Results

### Normality Test

The normality test aims to determine whether the data is normally distributed. Testing is performed using the Kolmogorov-Smirnov test, where the data is considered normally distributed if the Asymp. Sig. (2-tailed) value is >0.05.

**Table 8.** Normality Test Results

| Variable                | Kolmogorov-Smirnov Z | Asymp. Sig. (2-tailed) | Description          |
|-------------------------|----------------------|------------------------|----------------------|
| Unstandardized Residual | 0.094                | 0.200                  | Normally Distributed |

Based on Table 8, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. Thus, the residual data is normally distributed and fulfills the normality assumption for linear regression analysis.

### Linearity Test

The linearity test is used to determine whether the relationship between the independent variable and the dependent variable is linear or not.

**Table 9.** Linearity Test Result

| Variable | F-count | p-value | Description |
|----------|---------|---------|-------------|
| X → Y    | 142,687 | 0.000   | Linear      |

Table 9 shows a Sig. Linearity value of 0.000, which is smaller than 0.05. This indicates a significant linear relationship between the Product Quality variable and the Repurchase Intention variable.

### Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the residual variance in the regression model differs between one observation and another. The testing is performed using the Glejser test, where if the significance value is greater than 0.05, then there is no heteroscedasticity.

**Table 10.** Heteroscedasticity Test Result

| Variable | F-count | p-value | Description                    |
|----------|---------|---------|--------------------------------|
| X        | -1,312  | 0.197   | No heteroscedasticity detected |

Based on Table 10, the significance value is 0.197, which is greater than 0.05 ( $0.197 > 0.05$ ). Therefore, this regression model does not experience heteroscedasticity.

### Descriptive Analysis of Research Variables

**Table 11.** Descriptive Statistics of Research Variables

| Variable             | N  | Minimum | Maximum | Mean  | Std. Deviation |
|----------------------|----|---------|---------|-------|----------------|
| Product Quality      | 42 | 31      | 50      | 40.86 | 4.287          |
| Repurchase Intention | 42 | 31      | 50      | 41.95 | 3.956          |

As presented in Table 11, the Product Quality variable had a mean score of 40.86 (SD = 4.287), with observed scores ranging from 31 to 50. Meanwhile, the Repurchase Intention variable had a mean score of 41.95 (SD = 3.956), with observed scores also ranging from 31 to 50. These descriptive statistics summarize the central tendency and variability of the two variables within the study sample. No categorical interpretation (e.g., low, moderate, or high) was applied because the study did not establish predetermined cut-off values for classifying the composite scores.

### Simple Linear Regression Analysis Test

Simple linear regression analysis is used to determine how the Product Quality variable (X) influences the Repurchase Intention variable (Y).

**Table 12.** Results of Simple Linear Regression Analysis

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|------------|-----------------------------|------------|---------------------------|--------|-------|
|            | B                           | Std. Error | Beta                      |        |       |
| (Constant) | 7.234                       | 2.187      | -                         | 3.308  | 0.002 |
| X          | 0.851                       | 0.053      | 0.922                     | 16.057 | 0.000 |

Based on Table 12, the simple linear regression equation is as follows:

$$Y = 7.234 + 0.851X$$

The interpretation of the regression equation is as follows:

- Constant (a) = 7.234 indicates that if Product Quality is zero, the Repurchase Intention is 7.234.
- Regression Coefficient (b) = 0.851 indicates that every one-unit increase in Product Quality increases the Repurchase Intention by 0.851 units, assuming other variables remain constant (*ceteris paribus*).

**Table 13.** Results of the t-Test (Partial Test)

| Variable | t-count | t-table | Sig.  | Description |
|----------|---------|---------|-------|-------------|
| X → Y    | 16.057  | 2.021   | 0.000 | Significant |

The t-test in Table 13 shows a calculated t-value (tcount) of 16.057, which is greater than the critical t-value (t-table) of 2.021, with a significance (p-value) of 0.000 ( $< 0.05$ ). This result proves that Product Quality has a positive and significant influence on the Repurchase Intention of

contemporary coffee drink consumers in Bogor. Thus, the hypothesis that product quality influences repurchase intention is accepted.

**Table 14.** Results of the Coefficient of Determination Test ( $R^2$ )

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | 0.922 | 0.850    | 0.846             | 1.553                      |

Table 14 shows an R Square value of 0.850 or 85.0%. This means that the Product Quality variable can explain 85.0% of the variation in Repurchase Intention. The remaining 15.0% is explained by attributable to other factors not included in the model and unexplained variation.

#### 4. Discussion

The findings indicate a strong, positive, and statistically significant relationship between perceived product quality and consumers repurchase intention for contemporary coffee beverages in Bogor. The regression analysis yielded a positive coefficient ( $B = 0.851$ ;  $\beta = 0.922$ ) with a t-value of 16.057 and  $p < 0.001$ , indicating that higher perceived product quality was associated with stronger repurchase intention among respondents in the study sample. This finding is generally consistent with Betari et al. (2022), who reported a positive relationship between product quality and consumers' purchase intention in the coffee-shop context, particularly in relation to product attributes such as taste, aroma, and presentation. Although Betari et al. (2022) focused on purchase intention rather than repurchase intention, the present study extends this evidence to consumers who had previous purchasing and consumption experience. The finding is also consistent with Rohman (2022), who demonstrated the relevance of product quality to consumers' intention to repurchase. Taken together, these findings suggest that consumers' favorable evaluations of product quality are closely associated with their willingness to choose and purchase contemporary coffee beverages again.

The coefficient of determination ( $R^2 = 0.850$ ) indicates that product quality accounted for a substantial proportion of the observed variance in repurchase intention within the study sample. This result highlights the relevance of consumers' evaluations of product quality in understanding their intention to repurchase contemporary coffee beverages. However, the relatively high  $R^2$  value should not be interpreted as evidence that product quality is the dominant determinant of repurchase intention, because the present model included only product quality as a predictor and did not statistically compare its contribution with other potential determinants. Previous studies have suggested that repurchase-related behavior may also be associated with factors such as customer satisfaction, service experience, and other consumer evaluations (Chandra & Chandra, 2021; Aunillah et al., 2022; Mirandi & Rimiyati, 2023). Therefore, the unexplained variance in the present model should be understood as variation that may be associated with factors not included in this study, rather than being attributed to any specific variable that was not empirically examined.

From a conceptual perspective, the findings support the relevance of product quality as a multidimensional consumer evaluation. Daga (2021) explains that product quality can be understood through various attributes that reflect a product's ability to meet consumer expectations, while Kotler et al. (2021) emphasize that consumers evaluate product offerings based on the value and quality perceived from their consumption experience. In the context of contemporary coffee beverages, the present study operationalized product quality through aspects related to taste, aroma, presentation and aesthetics, quality consistency, menu innovation and variety, and product quality and safety. These attributes collectively form consumers' overall perceptions of product quality, which may subsequently be associated with their intention to purchase the product again. This interpretation is also consistent with Sudirjo et al. (2024), who emphasize the relevance of consumers' product evaluations in shaping subsequent behavioral intentions. However, product quality was analyzed as a composite construct in the present study; therefore, the findings do not establish which individual quality aspect has the strongest

relationship with repurchase intention. Further research may examine these quality dimensions separately to determine their relative contributions to consumers' repurchase intention.

One potential mechanism that may help explain the relationship between product quality and repurchase intention is customer satisfaction. Previous studies have suggested that favorable evaluations of product quality can contribute to customer satisfaction, which may subsequently be associated with consumers' intention to repurchase. Chandra and Chandra (2021) highlight the role of customer satisfaction in linking consumers' evaluations of products and services with subsequent behavioral responses. Similarly, Aunillah et al. (2022) indicate that satisfaction may play an important role in shaping consumers' subsequent purchase-related intentions, while Mirandi and Rimiyati (2023) provide further evidence regarding the relevance of satisfaction in explaining post-purchase consumer behavior. These studies provide a plausible theoretical explanation for why consumers who perceive higher product quality may also report stronger repurchase intention. However, customer satisfaction was not measured in the present study and was not included in the statistical model. Therefore, the current findings cannot establish customer satisfaction as a mediating mechanism between product quality and repurchase intention. Future research could explicitly incorporate customer satisfaction as a mediating variable to examine the underlying mechanism through which perceived product quality may be associated with repurchase intention.

Although the findings indicate a strong relationship between product quality and repurchase intention ( $\beta = 0.922$ ;  $R^2 = 0.850$ ), the magnitude of this association should be interpreted with caution. The study employed a cross-sectional design in which product quality and repurchase intention were measured simultaneously using self-reported questionnaire data from the same respondents. Consequently, the observed relationship may partly reflect shared measurement characteristics, in addition to the substantive association between the two constructs. Furthermore, the study involved a relatively small sample of 42 respondents selected through purposive sampling. These methodological characteristics limit the extent to which the findings can be generalized to the broader population of contemporary coffee consumers in Bogor and do not allow definitive causal conclusions to be drawn. Therefore, the results should be interpreted as evidence of a strong statistical association within the study sample rather than as proof that product quality alone determines consumers' repurchase intention. Future studies are encouraged to employ larger and more diverse samples, probability-based sampling where feasible, and longitudinal or more comprehensive research designs incorporating additional relevant variables to assess the robustness of the observed relationship.

From a practical perspective, the findings suggest that maintaining favorable consumer perceptions of product quality is relevant for coffee shop managers seeking to encourage repurchase intention. Attention should therefore be given to the product attributes represented in this study, including taste, aroma, presentation and aesthetics, quality consistency, menu innovation and variety, and product quality and safety. Rather than focusing on a single attribute, coffee shop managers should manage these aspects collectively to provide a consistent product experience that meets consumer expectations. Maintaining product standards across repeated purchases may help strengthen consumers' favorable evaluations of the products and their willingness to purchase them again. At the same time, these implications should be interpreted within the scope of the present study, as the individual contribution of each product quality dimension was not examined separately. Therefore, the findings do not indicate that any particular attribute, such as taste, aroma, presentation, or menu innovation, is more influential than the others. Future research that evaluates these dimensions independently may provide more specific managerial insights regarding which aspects of product quality are most strongly associated with consumers' repurchase intention.

## **5. Conclusion**

This study examined the relationship between perceived product quality and repurchase intention among contemporary coffee consumers in Bogor. The findings indicate a strong, positive, and statistically significant relationship between product quality and repurchase intention ( $B = 0.851$ ;  $\beta = 0.922$ ;  $t = 16.057$ ;  $p < 0.001$ ). The model yielded an  $R^2$  value of 0.850, indicating that product

quality accounted for a substantial proportion of the observed variance in repurchase intention within the study sample. These findings suggest that respondents who reported more favorable perceptions of product quality also tended to report stronger intentions to purchase contemporary coffee beverages again.

The findings highlight the relevance of maintaining favorable perceptions of product quality in supporting consumers' repurchase intention. In the context of this study, product quality was represented by attributes related to taste, aroma, presentation and aesthetics, quality consistency, menu innovation and variety, and product quality and safety. However, these attributes were analyzed collectively as a composite product quality construct. Therefore, the findings do not establish which individual product quality dimension has the strongest relationship with repurchase intention. From a managerial perspective, coffee shop managers should consider these product attributes collectively when maintaining and improving the overall quality of contemporary coffee beverages rather than assuming that a particular attribute is more influential than others.

The findings should be interpreted within the methodological scope of the study. The research employed a cross-sectional design and involved 42 respondents selected through purposive sampling, with both product quality and repurchase intention measured through self-reported questionnaires at a single point in time. Consequently, the results represent a statistical association within the study sample and should not be interpreted as definitive evidence of a causal relationship or generalized probabilistically to all contemporary coffee consumers in Bogor. Future research is encouraged to involve larger and more diverse samples, employ probability-based sampling where feasible, and use longitudinal or other research designs that provide stronger evidence regarding the relationship between product quality and repurchase intention. Future studies may also examine individual product quality dimensions separately and incorporate other theoretically relevant variables, such as customer satisfaction, to provide a more comprehensive understanding of consumers' repurchase intention.

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