THE INFLUENCE OF SERVICE QUALITY ON REPURCHASE DECISIONS WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (CASE STUDY OF COFFEE SHOP CUSTOMERS IN MATARAM CITY)

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Abstract

This research aims to determine the influence of service quality on repurchase decisions among coffee shop customers in the city of Mataram which is mediated by customer satisfaction, both direct and indirect influences. This type of research is explanatory research which explains the causal relationship between the variables. The data analysis technique used in this research is a quantitative data analysis technique using statistical methods. The data collection technique uses a questionnaire and the statistical method used is Partial Least Square (PLS) using SmartPLS 4 software. From the results of testing the four hypotheses that have been carried out, it can be concluded that service quality has a significant effect on customer satisfaction among coffee shop customers in the city of Mataram. Customer satisfaction has a significant influence on repurchase decisions for coffee shop customers in the city of Mataram, and service quality has a significant influence on repurchase decisions for coffee shop customers in the city of Mataram. Furthermore, service quality has a significant effect on repurchase decisions for coffee shop customers in the city of Mataram, with customer satisfaction as partial mediation.

Keywords: *Service Quality, Customer Satisfaction, and Repurchase Decision*

1. INTRODUCTION

Coffee is a drink that has a distinctive aroma and taste, coffee is known to everyone and is popular with various groups, both young and old people who come from various parts of the world, including Indonesia. The passion for consuming coffee has existed since ancient times and remains a culture today. The custom of people in Indonesia in general, and especially in the Lombok area, is that when someone visits or visits someone else's house, they will definitely be served coffee.

In the current era, coffee has become a popular drink of choice and an important part of the lifestyle of urban communities. According to data released by the International Coffee Organization (ICO), coffee consumption in Indonesia reached 5 million bags weighing 60 kilograms in the 2020/2021 period. This figure has increased by 4.04% compared to the previous period which reached 4.81 million bags measuring 60 kilograms. This phenomenon has certainly received a positive response from the public, especially business people in the coffee industry.

Competition in the coffee shop business industry, especially coffee products, is growing rapidly. These competitors are large companies or have previously been established and have a good image. With so many coffee shops offering similar products, customers have more and more alternatives to determine whether or not to make a purchase and give rise to the desire to switch to another brand. Some of the causes are due to the lack of customer tendency to always

repurchase, then customers are less likely to refer products to other people, and the lack of satisfaction received by customers.

Service quality can be determined by comparing consumers' perceptions of the service they actually receive or obtain with the service they actually expect or want regarding the service attributes of a company. The relationship between producers and consumers extends far beyond the time of purchase to after-sales service, lasting beyond the period of product ownership. The company considers consumers as kings who must be served well, considering that these consumers will provide profits for the company so that it can continue to survive.

Based on Tijaptono's explanation, increasing customer satisfaction has the potential to lead to long-term and short-term sales growth, as well as market share as a result of repeat purchases. Companies that have good quality will change consumer behavior, so that they can influence consumer satisfaction because companies that provide high quality services and can meet the level of consumer interest will be able to survive better. This is because the company is able to create value that is superior to its competitors. Consumer behavior is defined as the study of purchasing units and exchange processes involving the acquisition, consumption and disposal of goods or services as well as the experience of ideas.

The decision to repurchase is the consumer's right. Consumers have the right to choose where and when they will purchase the products they want to buy. Consumers will tend to buy products regularly if they try to buy them for the first time and get benefits from the results of their first purchase. Consumers who are satisfied tend to make repeat purchases. Customer satisfaction influences the emotional state of customers, which then encourages them to increase or decrease purchases. With the mushrooming of the coffee shop business in the city of Mataram, many people want to enjoy coffee or just chill out. This causes an increase in coffee lovers. Many people are confused about deciding where to use their destination. As in the picture below, it is proven that the coffee shop business is growing in the city of Mataram.

2. METHODOLOGY

Research is a process of solving problems regarding the object being researched. Research will provide a way to find and describe solutions to problems through data and supported by theories related to the problem being studied. In accordance with the problem formulation and research objectives, the type of research used is associative research, associative research is research that aims to determine the relationship between two or more variables to study, describe and see the influence between the variables formulated in the research hypothesis.

This research starts from the implementation of the research until all the necessary data has been obtained. This research was conducted in a coffee shop in the city of Mataram. This location was chosen because the city of Mataram is the capital of the province of West Nusa Tenggara and the distribution of business and economic centers in NTB, including the coffee shop business.

The population in this study were coffee shop visitors in the city of Mataram who had made purchases whose exact number was unknown. Then the research sample is part of a population that has characteristics and will be analyzed as a basis for generalization. In this research, survey sampling techniques and purposive sampling were used. Respondents were taken using a survey sample because the research population was unknown. As for using a

purposive sampling technique, this is done by taking subjects not based on strata, random, or area but based on a certain objective. Purposive sampling is a technique for determining samples with certain considerations.

The data source used in this research is primary data. In this research, researchers used a questionnaire method to obtain data. A questionnaire or questionnaire is an indirect data collection technique (researchers do not directly ask questions and answers to respondents). Instruments or data collection tools, also called questionnaires or questionnaires, contain a list of questions that have been prepared systematically that must be answered or responded to by respondents according to their perceptions.

The data analysis technique used is descriptive statistics. Descriptive statistics are statistics that are used to analyze data by describing or illustrating the data that has been collected with the intention of making conclusions that apply to the general public or generalizations. Research conducted on populations will clearly use descriptive statistics in their analysis. Researchers chose to use this software to make it easier to process data quickly and accurately, and to be able to analyze research with many variables, in accordance with the research conducted by the researcher.

3. RESULT AND DISCUSSION

This section provides the result of the study along with the discussion. Results can be presented in tables and figures when needed. The result(s) has to be clearly discussed with relevant theory and suitable literature. Captions for table are written above the table with sequenced numbering. Captions for image are placed below the picture with sequenced numbering too.

The exogenous variable in this research is service quality. The results of descriptive analysis of exogenous variables are shown in Table 1 below.

Table 1 Service Quality Variables

Code	Items	Mean	Standar Deviasi	Criteria
X1	Have physical facilities (such as toilets, prayer rooms, or rooms) that are clean.	2.840	0.771	High
X2	Has an attractive interior design.	2.940	0.676	High
X3	Employees have a neat appearance.	2.910	0.650	High
X4	The physical facilities owned are in accordance with the service provider (adequate).	2.910	0.680	High
X5	Employees provide services as promised.	2.900	0.686	High
X6	Waiters provide friendly service from when customers arrive until they leave.	2.860	0.693	High
X7	The cashier provides an accurate purchase receipt.	2.780	0.782	High

X8	Employees convey information about promotions, discounts and payments clearly.	2.830	0.749	High
X9	Employees respond to customer complaints promptly.	2.810	0.758	High
X10	Customers receive proper service from employees.	2.870	0.744	High
X11	Waiters are willing to help customers with difficulties in choosing the menu.	2.900	0.755	High
X12	Waiters respond to consumer requests about products immediately.	2.690	0.731	High
X13	According to customers, the taste of food and drinks is delicious.	2.870	0.757	High
X14	Customers don't worry about eating and drinking (clean raw materials)	2.890	0.733	High
X15	Guarantee security when making transactions.	2.750	0.753	High
X16	According to customers, employees are polite.	2.850	0.589	High
X17	Employees pay attention to customers.	2.810	0.744	High
X18	After the customer eats or drinks, the waiter asks the customer for comments about the food and drink ordered.	2.580	0.737	High
X19	Waiters pay attention to customer needs. (e.g. children are given baby chairs)	2.840	0.845	High
X20	Employees join in celebrating customers' birthdays if they celebrate it	2.940	0.810	High

Based on the results in table 1.0, it shows that the respondents' assessment of the service quality variable item is included in the high criteria. The highest assessment with a score of 2,940 is found in statement items with codes X2 and X20 which have a standard deviation of X2 of 0.676 and X20 is 0.810, namely "Having an attractive interior design" and "Employees celebrate customers' birthdays if they celebrate it." Meanwhile, the lowest assessment with a score of 2,580 was found in the statement item with code X18 which has a standard deviation of 0.737 "After the customer eats or drinks, the waiter asks the customer for comments about the food and drink ordered."

Based on the results above, it can be stated that service quality has a fairly good influence on coffee shop customers in the city of Mataram in making repurchase decisions.

Table 2. *Customer Satisfaction*

Kode	Item	Mean	Standar Deviasi	Kriteria
Z.1	Satisfied with the quality of the products sold	2.750	0.698	High

Z.2	Satisfied with the variety of food and beverages sold	2.700	0.781	High
Z.3	Satisfied with the service provided	2.700	0.794	High
Z.4	Satisfied with the speed and accuracy of menu serving	2.700	0.794	High
Z.5	Satisfied with the coffeeshops in Mataram city compared to coffeeshops in other cities	2.720	0.749	High
Z.6	Satisfied with the taste of food/drinks at coffeeshops in Mataram city compared to other coffeeshops	2.800	0.678	High
Z.7	Satisfied with the price-quality ratio	2.690	0.809	High
Z.8	Satisfied with the consistency of information between the menu and the bill	2.700	0.794	Tinggi

Based on the descriptive analysis results shown in Table 4.3, it indicates that the respondents' assessment of the customer satisfaction variable items falls into the high criteria category. The highest rating, with a score of 2.800, is found in the statement item with the code Z.6, which has a standard deviation of 0.678, namely "Satisfied with the taste of food/drinks at coffeeshops in Mataram city compared to other coffeeshops." Meanwhile, the lowest rating, with a score of 2.690, is found in the statement item with the code Z.7, which has a standard deviation of 0.809: "Satisfied with the price-quality ratio."

To further analyze the customer satisfaction variable, the following are the respondents' answers from the questionnaire distributed by the researcher.

Table 3. Questionnaire Scores for the Customer Satisfaction Variable (Z)

Code	Alternatif Jawaban									
	Strongly Agree		Agree		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%
Z.1	8	8	66	66	19	19	7	7	100	100
Z.2	8	8	66	66	14	14	12	12	100	100
Z.3	11	10	61	61	18	18	11	11	100	100
Z.4	9	9	64	64	15	15	12	12	100	100
Z.5	7	7	69	69	13	13	11	11	100	100
Z.6	7	7	74	74	11	11	8	8	100	100
Z.7	9	9	64	64	14	14	13	13	100	100
Z.8	9	9	64	64	15	15	12	12	100	100

Table 4. Repurchase Decision

Kode	Item	Mean	Standar Deviasi	Kriteria
Y.1	Visiting because of the variety of coffee products.	2.740	0.716	High
Y.2	Visiting because the prices are relatively affordable.	2.760	0.709	High

Y.3	Intending to make a repeat purchase.	2.780	0.756	High
Y.4	Referring the places I have visited so that others also visit them.	2.790	0.752	High
Y.5	Visiting because the place is easily accessible.	2.830	0.736	High
Y.6	Recommending or suggesting the purchased products to family, friends, or relatives.	2.760	0.723	High
Y.7	Searching for information independently about the coffeeshop I want to visit.	2.820	0.740	High
Y.8	Interested in making a purchase after searching for and obtaining information about the products I want to buy.	2.790	0.739	High

Convergent validity is a measurement model with items that have values based on the correlation between item scores and the construct value. The results of the AVE index, composite reliability, and Cronbach's alpha can be seen in Table 5.

Table 5. Covergent Validity

	AVE	*Composite Reliability*	*Cronbachs Alpha*
X	0.600	0.965	0.965
Z	0.723	0.949	0.945
Y	0.830	0.971	0.971

Validity and reliability criteria are assessed using composite reliability and Average Variance Extracted (AVE) values. A variable is considered reliable if composite reliability is above 0.7 and AVE is above 0.5. As shown in Table 1.1, all variables meet the composite reliability criteria, exceeding the recommended 0.7 threshold.

Convergent validity is tested using outer loading values; indicators are valid if their outer loading is greater than 0.7. Below are the outer loading values for each research variable indicator.

Table 6. Loading Factor Construct Service Quality

Construct	Code Item	Loading Factor
	X.1	0.708
	X.2	0.728
	X.3	0.801
	X.4	0.758
	X.5	0.800
	X.6	0.802
	X.7	0.734
	X.8	0.771
	X.9	0.811
	X.10	0.829
	X.11	0.829
	X.12	0.802

X.13	0.799
X.14	0.767
X.15	0.767
X.16	0.824
X.17	0.786
X.18	0.720
X.19	0.724
X.20	**0.714**

Based on the data presented in Table 1.2 above, it is known that each indicator of the research variables has an outer loading value greater than 0.7 and is declared feasible or valid to be used in the study.

The loading factor values for the intervening construct, customer satisfaction, can be seen in Table 7.

Table 7. Loading Factor Construct Customer Satisfaction

Construct	Code Item	*Loading Factor*
	Z.1	0.871
	Z.2	0.911
	Z.3	0.794
	Z.4	0.820
Customer Satisfaction	Z.5	0.869
	Z.6	0.812
	Z.7	0.888
	Z.8	0.832

The results of the analysis shown in Table 1.3 indicate that there are 8 variables with loading factor values above 0.7, and they are considered feasible or valid for use in the study.

The loading factor values for the endogenous construct Business Performance can be seen in Table 8.

Table 8. Loading Factor Construct Endogen Repurchase Decision

Construct	**Item Code**	***Loading Factor***
	Y.1	0.927
	Y.2	0.911
	Y.3	0.865
	Y.4	0.898
Repurchase Decision	Y.5	0.929
	Y.6	0.909
	Y.7	0.930
	Y.8	0.916

Discriminant validity is the extent to which a construct is truly distinct from other constructs. Discriminant validity can be determined by examining the cross-loading values. An indicator is considered to meet discriminant validity if its cross-loading value on its own variable is the highest compared to other variables. Below are the cross-loading values for each indicator:

Table 9. Cross Loading.

Statement	Service Quality(X)	Customer Satisfaction (Z)	Repurchase Decision (Y)
X.1	0.708	0.428	0.7
X.2	0.728	0.629	0.6
X.3	0.801	0.566	0.679
X.4	0.758	0.617	0.559
X.5	0.8	0.467	0.684
X.6	0.802	0.474	0.693
X.7	0.734	0.321	0.627
X.8	0.771	0.408	0.616
X.9	0.811	0.497	0.722
X.10	0.829	0.468	0.762
X.11	0.829	0.554	0.67
X.12	0.802	0.51	0.666
X.13	0.799	0.446	0.694
X.14	0.767	0.53	0.677
X.15	0.767	0.516	0.72
X.16	0.824	0.543	0.644
X.17	0.786	0.517	0.766
X.18	0.72	0.493	0.672
X.19	0.724	0.455	0.645
X.20	0.714	0.529	0.66
Z.1	0.636	0.871	0.621
Z.2	0.591	0.911	0.598
Z.3	0.566	0.794	0.53
Z.4	0.492	0.82	0.514
Z.5	0.576	0.869	0.563
Z.6	0.484	0.812	0.393
Z.7	0.523	0.888	0.621
Z.8	0.511	0.832	0.589
Y.1	0.77	0.636	0.927
Y.2	0.758	0.618	0.911
Y.3	0.751	0.587	0.865
Y.4	0.8	0.609	0.898
Y.5	0.828	0.595	0.929
Y.6	0.796	0.552	0.909
Y.7	0.827	0.601	0.93
Y.8	0.811	0.591	0.916

Based on the data presented in Table 9 above, it can be seen that each indicator in the research variables has the highest cross-loading value on the variable it forms, compared to the cross-loading values on other variables. Based on these results, it can be stated that all indicators used in this study have good discriminant validity in forming their respective variables.

Discriminant validity can also be assessed using another method by looking at the Average Variance Extracted (AVE) values for each indicator, with the requirement that the value must be greater than 0.5 for a good model.

Table 10. Average Variance Extracted (AVE)

Variable	Average Variance Extracted
Service Quality	0.6
Customer Satisfaction	0.723
Repurchase Decision	0.83

Based on the data presented in Table 1.6 above, it can be seen that each variable has an AVE value greater than 0.5; therefore, it can be stated that each variable has a good and valid model for research purposes.

Composite Reliability is used to test the reliability of indicators within a variable. A variable is considered to meet composite reliability if it has a composite reliability value greater than 0.6. Below are the composite reliability values for each variable used in this study.

Table 11. Composite Reliability

Variable	Composite Reliability
Service Quality	0.965
Customer Satisfaction	0.949
Repurchase Decision	0.971

The reliability test using composite reliability above can be strengthened by using the Cronbach's alpha value. A variable is considered reliable or meets the Cronbach's alpha criterion if it has a Cronbach's alpha value greater than 0.6. Below are the Cronbach's alpha values for each variable.

Table 12. Cronbach's Alpha

Variable	Cronbach's Alpha
Service Quality	0.965
Customer Satisfaction	0.945
Repurchase Decision	0.971

Based on Table 1.8, it can be seen that the Cronbach's alpha values for each research variable are greater than 0.6. Thus, the results indicate that each research variable meets the Cronbach's alpha requirement, and it can be concluded that all variables have a high level of reliability.

Table 13. R-Square

Variabel	R-Square	R-Square Adjusted
Customer Satisfaction	0.418	0.413
Repurchase Decision	0.773	0.769

The R-Square value for path model 1 is 0.418, meaning that the ability of the service quality variable to explain customer satisfaction is 41.8%, thus the model is considered weak.

The R-Square value for path model 2 is 0.773, meaning that the ability of the service quality and customer satisfaction variables to explain the repurchase decision variable is 77.3%, thus the model is considered strong.

Table 14. F-Square

Variable	X	Z	Y
Service Quality		0,720	1.508
Customer Satisfaction			0,067
Repurchase Decision			

The effect of the service quality variable on customer satisfaction has an F^2 value of 0.720, indicating a large effect of the exogenous variable on the endogenous variable.

The effect of the service quality variable on repurchase decision has an F^2 value of 1.508, also indicating a large effect of the exogenous variable on the endogenous variable. The effect of the customer satisfaction variable on repurchase decision has an F^2 value of 0.067, indicating a small effect of the exogenous variable on the endogenous variable.

Based on the calculations above, the Q-Square (Q^2) value in this study is 0.868 or 86.8%. Thus, it can be concluded that the model in this study has a relevant predictive value, meaning the model can explain 86.8% of the information in the research data.
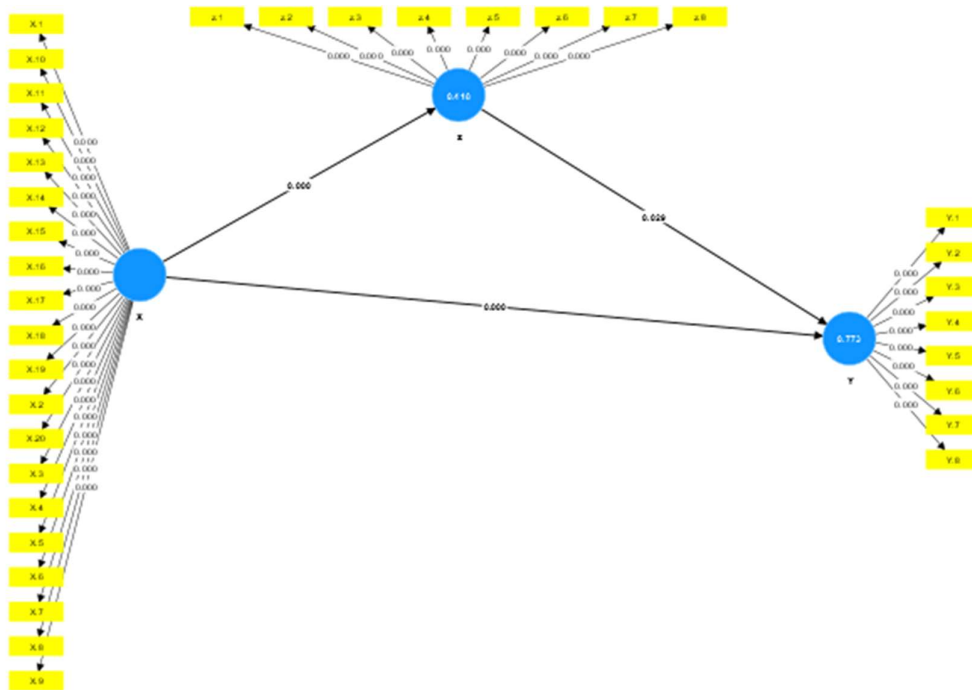
Picture 1. Bootstrapping Test Result

Table 15. Direct Effect Result

Variable	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T-Statistik	P-Values
Service Quality-Customer Satisfaction	0.647	0.648	0.107	6.04	0
Service Quality-Repurchase Decision	0.767	0.77	0.063	12.116	0
Customer Satisfaction - Repurchase Decision	0.161	0.159	0.074	2.185	0.029

The effect of service quality (X) on customer satisfaction (Z) has a path coefficient of 0.647 and a p-value of 0.000 (< 0.05), indicating a significant, direct, and positive effect of

service quality on customer satisfaction. The effect of service quality (X) on repurchase decision (Y) has a path coefficient of 0.767 and a p-value of 0.000 (< 0.05), indicating a significant, direct, and positive effect of service quality on repurchase decision. The effect of customer satisfaction (Z) on repurchase decision (Y) has a path coefficient of 0.161 and a p-value of 0.029 (< 0.05), indicating a significant, direct, and positive effect of customer satisfaction on repurchase decision.

Graphically, the summary of the direct effects described above can be seen in the figure below:
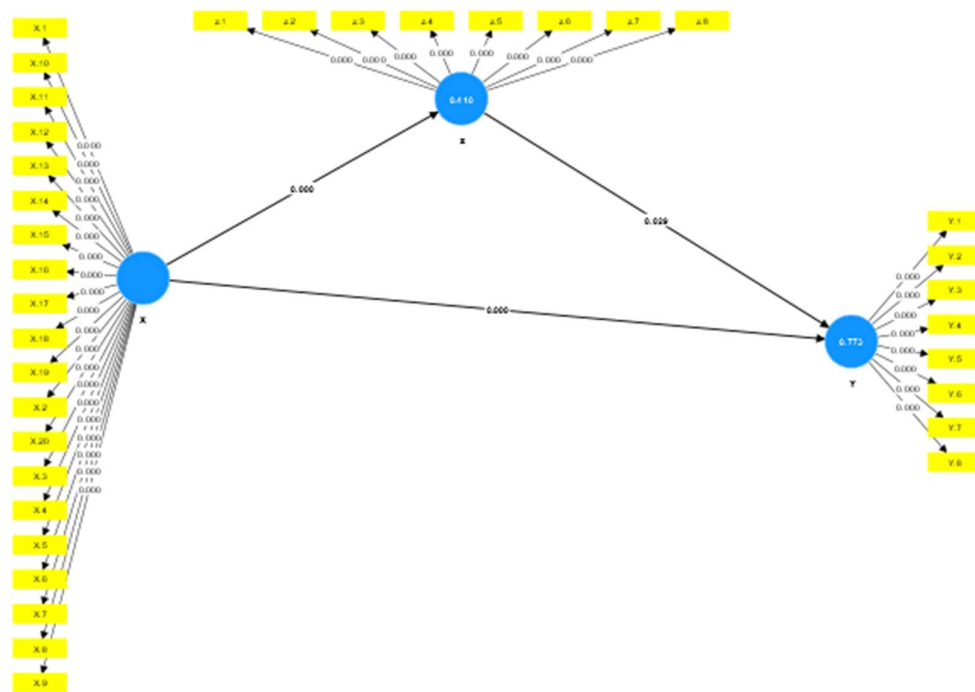
Picture 2. Direct Effect Test Result

Table 16. Calculation Results of Path Coefficients and T-Statistics for Direct Effects

Independent Variabel	Dependent Variable	Path Coefficient	P- Values	T- Statistik	Notes
X	Z	0,647	0,000	6.04	Signifikan
Z	Y	0,767	0,000	12.116	Signifikan
X	Y	0,161	0,029	2.185	Signifikan

Table 17. Calculation Results of Path Coefficients and T-Statistics for Indirect Effects

Variable	Path Coefficient	P-Values	T-Statistik	Notes
X - Z - Y	0,104	0,058	1.893	Tidak Signifikan

Based on the data in the table 16, it is known that the t-statistic value for the service quality variable (X) on customer satisfaction (Z) is 6.040. It can be stated that the t-statistic value of 6.040 > 1.96. The p-value for the service quality variable (X) on customer satisfaction

(Z) is 0.000 < 0.005. Overall, the hypothesis that the service quality variable (X) has a significant and positive effect on customer satisfaction (Z) is accepted. It can be concluded that the service quality variable (X) has a significant and positive direct effect on customer satisfaction (Z) of 0.647.

Based on the data in the table 16, it is known that the t-value for the customer satisfaction variable (Z) on repurchase decision (Y) is 12.116. It can be stated that the t-statistic value of 12.116 > 1.96. The significance value for the customer satisfaction variable (Z) on repurchase decision (Y) is 0.000 < 0.005. Overall, the hypothesis that the customer satisfaction variable (Z) has a significant and positive effect on repurchase decision (Y) is accepted. It can be concluded that the customer satisfaction variable (Z) has a significant and positive direct effect on repurchase decision (Y) of 0.767.

Based on the data in Table 17, it is known that the t-value for the service quality variable (X) on repurchase decision (Y) is 2.185. It can be stated that the t-statistic value of 2.185 > 1.96. The significance value for the service quality variable (X) on repurchase decision (Y) is 0.029 < 0.05. Overall, the hypothesis that the service quality variable (X) has a significant and positive effect on repurchase decision (Y) is accepted. It can be concluded that the service quality variable (X) has a significant and positive direct effect on repurchase decision (Y) of 0.161.

Based on the data in Table 17, the indirect effect of service quality (X) on repurchase decision (Y) through customer satisfaction is 0.104 or 10.4%. Based on the t-statistic value of 1.893 < 1.96 and p-value of 0.058 > 0.05, hypothesis H4, which proposes that there is a significant indirect effect of service quality (X) on repurchase decision (Y) through customer satisfaction (Z), is rejected.

Hypothesis 4 shows that in this study there is a mediating variable in the form of customer satisfaction. According to Baron and Kenny, partial mediation means that the independent variable can directly influence the dependent variable without involving the mediator variable. Service quality (X) in this study significantly affects customer satisfaction (Z), customer satisfaction (Z) significantly affects repurchase decision (Y), and service quality (X) significantly affects repurchase decision (Y). Therefore, the variable customer satisfaction acts as a partial mediation variable

4. CONCLUSION

Based on the results of the research and discussion explained in the previous chapter, the conclusions of this study are as follows: Service quality has a significant effect on customer satisfaction among coffee shop customers in Mataram City, as indicated by a path coefficient value of 6.040 and a p-value of 0.000 (< 0.05). Customer satisfaction has a significant effect on repurchase decision among coffee shop customers in Mataram City, as indicated by a path coefficient value of 2.185 and a p-value of 0.029 (< 0.05). Service quality has a significant effect on repurchase decision among coffee shop customers in Mataram City, as indicated by a path coefficient value of 12.116 and a p-value of 0.000 (< 0.05). Service quality does not have a significant indirect effect on repurchase decision through customer satisfaction among coffee shop customers in Mataram City. Therefore, customer satisfaction acts as a partial mediator. This is shown by the p-value > 0.05.

Based on the research findings, the researcher offers several suggestions as efforts to improve customer retention at coffee shops in Mataram City. The following recommendations can be considered by coffee shops in Mataram City, as well as suggestions for future researchers

interested in conducting studies related to coffee shops. Coffee shops in Mataram City should improve service quality to enhance customer satisfaction by improving coffee shop quality in terms of competitive pricing, venue concept, menu concept, service concept, and adding a more varied non-coffee menu at coffee shops in Mataram City according to consumer needs, in order to attract customers who are not coffee enthusiasts.

For future researchers, it is recommended to add variables related to other factors that influence repurchase decisions but were not included in this study. This is to address the limitations of the current research results.

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