

ABSTRACT

In Indonesia, coffee is a popular beverage with a history dating back to the 17th century when it was first brought to the island of Java by the Dutch. Robusta coffee beans, known for their bitter and strong taste, are primarily used in the production of instant coffee and espresso blends. Quality local coffee and iced coffee drinks are now becoming popular trends. This study aims to investigate the relationship between product quality, service quality, price perception, customer satisfaction, and repurchase intention in the context of the coffee industry in Indonesia. The study used a survey to gather data from a sample of coffee shop customers name ACEPresso at Kawan Lama Building. The results of the analysis found that product quality and service quality have a positive and significant effect on customer satisfaction. On the other hand, price perception was found to have no significant effect on customer satisfaction. Furthermore, customer satisfaction was found to have a positive and significant effect on repurchase intention. The study also found that customer satisfaction mediates the relationship between product quality and repurchase intention, and the relationship between service quality and repurchase intention, but does not mediate the relationship between price perception and repurchase intention. This study provides valuable insights for coffee businesses in Indonesia on how to improve customer satisfaction and increase the likelihood of repeat purchases.

Key Word : Product Quality, Service Quality, and Price Perception, Customer Satisfaction, Repurchase Intentions)

ABSTRAK

Di Indonesia, kopi merupakan minuman populer yang sejarahnya berasal dari abad ke-17 ketika pertama kali dibawa ke pulau Jawa oleh Belanda. Biji kopi Robusta, dikenal karena rasanya yang pahit dan kuat, terutama digunakan dalam produksi kopi instan dan campuran espresso. Kopi lokal berkualitas dan minuman es kopi kini menjadi tren populer. Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas produk, kualitas layanan, persepsi harga, kepuasan pelanggan, dan niat beli ulang dalam konteks industri kopi di Indonesia. Penelitian ini menggunakan survei untuk mengumpulkan data dari sampel pelanggan salah satu kedai kopi ACEPresso di Gedung Kawan Lama. Hasil analisis menemukan bahwa kualitas produk dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Di sisi lain, persepsi harga ditemukan tidak berpengaruh signifikan terhadap kepuasan pelanggan. Selanjutnya, kepuasan pelanggan ditemukan memiliki pengaruh positif dan signifikan terhadap niat beli ulang. Studi ini juga menemukan bahwa kepuasan pelanggan memediasi hubungan antara kualitas produk dan niat beli ulang, dan hubungan antara kualitas layanan dan niat beli ulang, tetapi tidak memediasi hubungan antara persepsi harga dan niat beli ulang. Studi ini memberikan wawasan berharga bagi bisnis kopi di Indonesia tentang cara meningkatkan kepuasan pelanggan dan meningkatkan kemungkinan pembelian berulang.

Kata Kunci : Kualitas Produk, Kualitas Layanan, dan Persepsi Harga, Kepuasan Konsumen, Niat Membeli Kembali