

## The Influence of Service Quality, Product Quality, And Price on Repurchase Intention Among Kopi Tuku Consumers in South Jakarta

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### ABSTRACT

This study aims to examine the influence of service quality, product quality, and price on repurchase intention among Kopi Tuku consumers in South Jakarta. The rapid growth of the local coffee industry in Indonesia has intensified competition among coffee shops, making it crucial for brands to understand the factors driving consumer repurchase behavior. This research adopted a quantitative causal design using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS version 4.0. Data were collected through online questionnaires distributed to 190 respondents selected using purposive sampling, with criteria including consumers aged 19 to 29 years who had repurchased Kopi Tuku products at least twice and resided in South Jakarta. The findings reveal that product quality and price have positive and significant effects on repurchase intention, while service quality does not exert a significant influence. Price emerged as the strongest predictor, followed by product quality. These results suggest that consumers in the affordable coffee segment prioritize value-for-money and product excellence over service dimensions. The study contributes theoretically by extending consumer behavior frameworks to the Indonesian local coffee context and provides practical implications for local coffee entrepreneurs seeking to enhance customer retention through targeted pricing and product quality strategies.

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## INTRODUCTION

The Indonesian coffee industry has undergone remarkable transformation during the past decade, shifting from a traditional agricultural commodity toward a lifestyle-driven business ecosystem that continues to expand across urban areas. This growth is particularly noticeable in the proliferation of coffee shops that have become integral parts of daily activities among younger generations. According to industry data compiled by Databoks (2023), Indonesian coffee shops generated approximately USD 947 million in revenue, positioning the country as the leading coffee shop market in Southeast Asia, ahead of Thailand at USD 807 million and Vietnam at USD 572 million. This upward trajectory is further reinforced by rising per capita weekly coffee consumption, which climbed steadily from 0.15 ounces during 2019–2020 to 0.18 ounces in 2023. The Indonesian Coffee and Cocoa Entrepreneurs Association (APKCI) has also reported that around 10,000 coffee outlets currently operate throughout the country, with domestic coffee consumption reaching 4.8 million bags, or approximately 288,000 tons, during the 2024/2025 period. Such expansion reflects a maturing coffee culture, particularly among Generation Z consumers who perceive coffee shops as more than mere beverage destinations, viewing them instead as social hubs for gathering, studying, working, and sharing experiences with peers or family members (Malini, 2021).

This behavioral shift has captured considerable scholarly attention, especially regarding how younger generations interpret and integrate coffee consumption into their everyday routines. Coffee drinking is now recognized as a multidimensional activity, functioning simultaneously as a means of social interaction, a supporting medium for various activities, and a form of leisure entertainment (Azzahra et al., 2023). Within this competitive landscape, several local brands have positioned themselves prominently in the affordable coffee segment, including Kopi Kenangan, Fore Coffee, and Kopi Tuku. Among these, Toko Kopi Tuku differentiates itself through a modern homebrew concept combined with strategic price positioning that undercuts competitors such as Starbucks (IDR 35,000–50,000 per cup) and Fore Coffee (IDR 20,000–30,000), by offering beverages in the IDR 18,000–25,000 range. Financial performance data from Detikfinance.com (2025) indicates that Kopi Tuku demonstrates robust operational metrics, with average daily sales reaching 830 cups per outlet, generating approximately IDR 16 million per outlet daily and an estimated annual revenue of IDR 365 billion during 2024. The rapid multiplication of coffee shops across major metropolitan areas such as Jakarta and Bekasi has intensified competition and made repeat purchasing a critical performance indicator for local brands seeking sustainable growth (Cynthia & Arifiansyah, 2023).

Given this highly competitive environment, understanding the psychological drivers behind consumer repurchase intention becomes essential for local coffee entrepreneurs aiming to retain customers over the long term. Repurchase intention reflects the psychological readiness of consumers to buy a product or service again based on their evaluation of previous consumption experiences (Nirmala et al., 2024). Several determinants are frequently cited as influential drivers of repurchase behavior, particularly service quality, product

quality, and pricing strategy. A preliminary survey conducted among 30 Kopi Tuku consumers revealed that these three dimensions received the highest agreement ratings, with 26 out of 30 respondents expressing favorable perceptions regarding staff friendliness, price fairness relative to quality, and interest in future purchases. Such preliminary findings suggest that these variables merit rigorous empirical examination within the specific setting of Indonesian local coffee shop patrons.

Although prior research has explored the relationships between service quality, product quality, price, and repurchase intention across various industries, empirical investigations focusing specifically on affordable local coffee brands in the Indonesian context remain relatively scarce. Most existing studies have concentrated on international coffee chains or broader food and beverage contexts, leaving a gap regarding how these constructs operate within culturally distinctive local brands that adopt homebrew concepts. Furthermore, few studies have simultaneously integrated all three predictors within the unique economic and cultural setting of Generation Z coffee shop consumers in South Jakarta, a demographic that represents both the primary market segment and the trendsetting audience for affordable coffee products in Indonesia.

This study offers three principal contributions to the marketing literature. First, it enriches theoretical understanding by simultaneously examining service quality, product quality, and price as predictors of repurchase intention within the Indonesian local coffee industry, thereby extending the applicability of established consumer behavior frameworks to an emerging market context. Second, this research captures a distinctive sample consisting of Generation Z consumers aged 19 to 29 residing in South Jakarta, who represent the target segment for affordable coffee brands and whose consumption patterns have been shaped by digital transformation, social media exposure, and evolving lifestyle preferences. Third, this study provides practical implications for local coffee shop entrepreneurs by identifying which factors most substantially influence customer retention, thereby enabling them to formulate more targeted marketing strategies that reinforce competitive positioning in a saturated market.

The overarching purpose of this research is to empirically investigate the influence of service quality, product quality, and price on repurchase intention among Kopi Tuku consumers in South Jakarta. Specifically, this study addresses three fundamental questions: whether service quality positively affects repurchase intention, whether product quality positively affects repurchase intention, and whether price positively affects repurchase intention. By addressing these research questions, the study aims to deliver both theoretical enrichment and actionable managerial insights that support the sustainable development of local coffee enterprises in Indonesia. The findings are expected to deepen scholarly understanding of consumer behavior within the affordable coffee segment and to serve as a valuable reference for subsequent researchers exploring similar phenomena in emerging market economies. Ultimately, this research seeks to bridge the gap between theoretical frameworks developed primarily in Western contexts and the practical realities faced by local coffee

entrepreneurs navigating rapidly evolving consumer preferences within the Indonesian retail landscape (Wanda & Susanto, 2024).

## LITERATURE REVIEW

### *Service Quality*

Service quality has long been recognized as a strategic construct that shapes consumer perceptions and behavioral outcomes in service-oriented industries. Wirtz and Lovelock (2022) define service quality as the capability of a service provider to consistently satisfy or surpass customer expectations, emphasizing that the measurement of quality is inherently relative to consumer perception rather than being solely determined by the provider. Their conceptualization highlights that customers evaluate services not only based on final outcomes but also on the entire process through which the service is delivered, including digital and interpersonal touchpoints.

Complementing this view, Susanto and Realize (2022) argue that service quality reflects an ongoing effort by organizations to align delivered services with customer expectations, suggesting that superior service performance operates as a competitive differentiator. Similarly, Nurbaity et al. (2024) emphasize that service quality is a fundamental determinant of customer satisfaction, particularly when service delivery consistently meets the specific needs and preferences of the target market. Within the coffee shop context, service quality is typically evaluated through the SERVQUAL framework, which encompasses five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions collectively capture both the physical environment and the interpersonal interactions that shape consumer experiences at coffee outlets.

### *Product Quality*

Product quality represents another critical construct that influences consumer preferences and long-term brand loyalty. According to Kotler et al. (2022), product quality refers to the overall characteristics and capabilities of a product that determine its durability, reliability, precision, ease of use, and other attributes essential for meeting consumer expectations. Their conceptualization implies that consumers evaluate product quality holistically, considering both functional performance and experiential dimensions. Building on this perspective, Putra (2022) posits that product quality is a strategic attribute that shapes brand perception, arguing that consumers tend to remain loyal to brands that consistently deliver high-quality products over time.

Alfajar et al. (2024) further elaborate on the operational dimensions of product quality, identifying performance, features, reliability, conformance to specifications, and durability as the key indicators that consumers use to assess whether a product meets their standards. In the specific context of coffee shops, product quality encompasses the taste, freshness, presentation, and consistency of beverages served, all of which contribute directly to consumer perceptions of overall value. High-quality products enable local brands such as Kopi Tuku to compete effectively against international chains despite offering more affordable price points.

### *Price*

Price serves as both an economic exchange mechanism and a psychological signal of product value. Zulkarnaen (2023) defines price as the monetary value that customers pay to sellers in exchange for goods, emphasizing that price reflects the seller's valuation of the product being offered. Extending this definition, Kotler et al. (2022) describe price as the sum of values that consumers exchange for the benefits derived from owning or using a product or service, noting that price may be determined through negotiation or fixed uniformly across all buyers. Mirella et al. (2022) further explain that pricing decisions are influenced by multiple factors, including demand levels, market share targets, competitive reactions, and production costs, all of which shape how consumers ultimately perceive price fairness.

Kallus and Zhou (2021) contribute the price transparency, relative price, and price-quality ratio dimensions, which have become widely used in marketing research to assess consumer perceptions of pricing effectiveness. In the coffee industry, price sensitivity is particularly pronounced among younger consumers who often compare offerings across brands before making purchasing decisions, making pricing strategy a decisive factor in influencing repurchase behavior.

### *Repurchase Intention*

Repurchase intention refers to the psychological state in which consumers demonstrate willingness, motivation, and desire to purchase a particular product or service again following prior consumption experiences. Nirmala et al. (2024) describe repurchase intention as emerging from a consumer's evaluation process that includes information searches and preference formation across competing brands. Pratiwi and Mahfudz (2021) conceptualize repurchase intention as a behavioral response reflecting the consumer's cognitive judgment about whether to proceed with future purchases. Wardhana (2024) identifies four key drivers of repurchase intention, namely brand awareness and image strength, individual feelings and impulsive situations, social environment influence, and contextual factors. Within the coffee shop industry, repurchase intention is influenced not only by product-related attributes but also by emotional experiences, social value, and perceived affordability, making it a comprehensive indicator of overall marketing effectiveness.

### *Hypothesis Development*

Service quality is widely acknowledged as a strong predictor of repurchase behavior, particularly in service-intensive industries such as coffee shops. Wanda and Susanto (2024) empirically demonstrated that service quality positively influences repurchase intention among consumers of retail stores, indicating that consistent and high-quality service encourages customers to return. Similarly, Siaputra (2024) found that service quality, food quality, and price perception jointly exert positive effects on repurchase intention in restaurant settings. Bakti et al. (2020) also confirmed that service quality significantly affects purchase intention in online retail contexts, reinforcing the notion that consumers reward superior service through repeat patronage. Based on these findings, the following hypothesis is proposed:

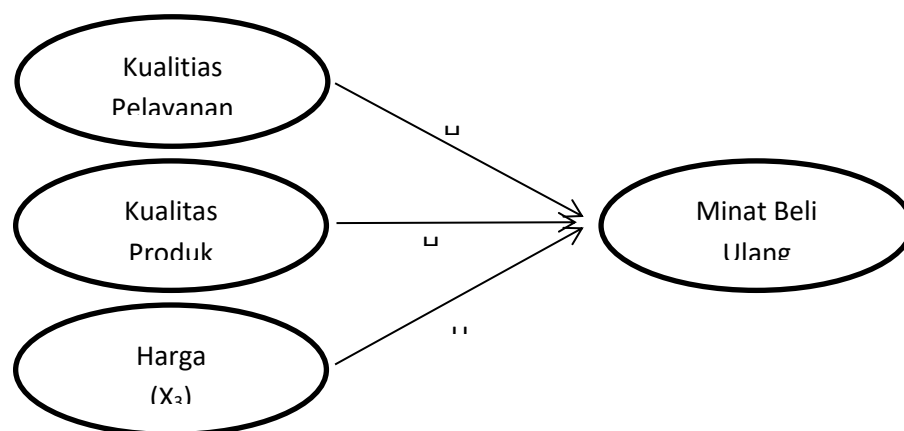
**H1:** Service quality has a positive effect on repurchase intention among Kopi Tuku consumers in South Jakarta.

Product quality plays a foundational role in shaping consumer repurchase decisions because it directly determines whether consumers perceive the product as satisfying their needs and expectations. Ramadhina and Mugiono (2022) reported that packaging design, product variation, and product quality significantly influence purchase intention, indicating that tangible product attributes drive consumer decision-making. Islamiyati et al. (2024) similarly found that product quality significantly affects consumer purchase intention, demonstrating that quality remains a fundamental competitive advantage across industries. Hasdiansa and Hasbiah (2025) further confirmed that product quality significantly influences purchase intention among millennial consumers, reinforcing the enduring relevance of quality as a purchase driver. Widiarti et al. (2022) additionally noted that product quality exerts a significant positive influence on purchase intention when evaluated jointly with price. Building on these findings, the following hypothesis is proposed:

**H2:** Product quality has a positive effect on repurchase intention among Kopi Tuku consumers in South Jakarta.

Price is consistently identified as a key determinant of consumer purchase behavior, particularly in price-sensitive market segments such as affordable coffee. Nurhakim (2023) demonstrated that price significantly influences purchase intention in online shopping contexts among Generation Y consumers. Nazara and Yunita (2023) similarly found that price and product quality significantly and positively affect purchase intention on the TikTok Shop platform. Ardheta and Shiratina (2024) further reported that price perception influences purchase intention within sustainable fashion contexts, indicating that price signals value beyond mere affordability. These findings collectively suggest that when consumers perceive prices as fair, competitive, and commensurate with product benefits, they are more likely to develop stronger repurchase intentions. Accordingly, the following hypothesis is proposed:

**H3:** Price has a positive effect on repurchase intention among Kopi Tuku consumers in South Jakarta.



**Figure 1.** Conceptual Framework

## METHODOLOGY

This study adopts a quantitative research approach with a causal-explanatory design intended to examine the influence relationships among the variables under investigation. The quantitative method was selected because it enables the systematic measurement of numerical data derived from respondents' perceptions, allowing objective testing of the hypothesized relationships between service quality, product quality, price, and repurchase intention. According to Sugiyono (2023), a quantitative causal design is appropriate when the researcher seeks to identify the direction and magnitude of influence exerted by independent variables upon dependent variables. In this investigation, service quality (X1), product quality (X2), and price (X3) are treated as exogenous constructs, while repurchase intention (Y) functions as the endogenous construct. The research was conducted over a one-year period, commencing with proposal development in June 2025 and concluding in July 2026. The geographical focus of the study is Cipete, located within South Jakarta, Special Capital Region of Jakarta, chosen because Toko Kopi Tuku Cipete represents a strategically relevant setting that reflects the phenomenon being examined.

The population in this study consists of consumers who have patronized Toko Kopi Tuku outlets in the Jakarta area, with the exact population size being unknown due to the absence of comprehensive customer registration data. Given the infinite nature of the population, the researcher applied a non-probability sampling approach, specifically employing the purposive sampling technique. This method is deemed appropriate when respondents must satisfy predetermined criteria that align with the objectives of the study (Sugiyono, 2023). The inclusion criteria applied in this research comprise being an active Kopi Tuku consumer in South Jakarta, having conducted at least two repeat purchases, residing in the South Jakarta area, and falling within the age range of 19 to 29 years. Additional demographic variables such as gender, educational background, and income level were also collected to enrich the descriptive profile of respondents. The sample size determination followed the guideline proposed by Hair et al. (2021), which recommends multiplying the total number of indicators by a factor ranging from five to ten. With 38 indicators identified across the four constructs, the minimum sample requirement was calculated at 190 respondents, which serves as the target sample for this investigation.

Data collection was performed through the distribution of structured questionnaires administered digitally via Google Form. This online distribution method was selected because it facilitates efficient outreach to respondents while minimizing time and cost constraints. The questionnaire consisted of closed-ended statements designed to capture respondent perceptions across the four research constructs, with each statement developed based on validated indicators drawn from previous literature. The measurement instrument employed an ordinal Likert scale ranging from one to five, where one indicates strong disagreement and five indicates strong agreement, following the scaling convention outlined by Sugiyono (2023). Only primary data were utilized in this research, obtained directly from respondents through their voluntary completion

of the questionnaire, thereby ensuring authenticity and relevance to the research context.

The collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS version 4.0 software. This variance-based technique was selected because it accommodates predictive modeling with complex construct relationships and does not require strict distributional assumptions (Hair et al., 2021). The analytical process consists of two primary stages, namely the outer model evaluation and the inner model evaluation. Outer model assessment involves testing convergent validity through loading factor values above 0.70 and Average Variance Extracted (AVE) values exceeding 0.50, followed by discriminant validity examination using the Fornell-Larcker criterion, and reliability testing through Cronbach's Alpha and Composite Reliability with a threshold of 0.70 (Ghozali & Latan, 2020). The inner model evaluation involves examining R-Square values to determine explanatory power, F-Square values to assess effect sizes, and Q-Square values to evaluate predictive relevance. Finally, hypothesis testing is conducted through the bootstrapping procedure, where relationships are considered statistically significant when the T-Statistic exceeds 1.96 at a 5% significance level, thereby providing empirical evidence for accepting or rejecting the proposed hypotheses (Sarstedt et al., 2021).

## **RESEARCH RESULT**

### ***Overview of Research Object***

Kopi Tuku is one of Indonesia's prominent local coffee brands, founded in 2015 by Andanu Prasetyo in the Cipete area of South Jakarta. The brand is widely recognized as a pioneer of the "neighborhood coffee" concept, emphasizing emotional closeness with consumers, affordable pricing, and consistent product quality. Since its establishment, Kopi Tuku has upheld the philosophy of delivering high-quality coffee at accessible prices, with its signature product, Es Kopi Susu Tetangga, becoming one of the most popular palm sugar milk coffee beverages that contributed significantly to the modern coffee trend in Indonesia. Within the highly competitive Indonesian coffee industry, Kopi Tuku can be categorized as both a market pioneer and a differentiated brand that leverages product quality and consumer proximity as its primary competitive advantages, making it a highly relevant research object for examining the influence of service quality, product quality, and price on repurchase intention.

### ***Descriptive Analysis of Respondents***

The research involved 190 respondents who had previously purchased and repurchased Kopi Tuku products in the South Jakarta area. Respondent characteristics were analyzed across several demographic categories, including gender, education level, income, domicile, and age. The majority of respondents were male, accounting for 120 individuals or 63.16%, while female respondents totaled 70 individuals or 36.84%. In terms of educational background, 83.68% of respondents held a senior high school qualification, followed by 7.89% with a diploma, 5.79% with an undergraduate degree, and 2.63% with postgraduate education. Regarding income distribution, 60.53% of respondents earned between IDR 1,000,000 and IDR 2,500,000 per month, indicating that most

respondents belonged to the lower-middle income segment. All respondents (100%) were domiciled in South Jakarta, ensuring geographical consistency of the research context. Regarding age distribution, the majority of respondents (63.2%) fell within the 22–24 age range, followed by 24.7% in the 19–21 range, 11.6% in the 25–27 range, and 0.5% in the 28–30 range, demonstrating that this study predominantly represents the perspectives of young adult consumers.

#### ***Descriptive Analysis of Research Variables***

The descriptive analysis of the research variables revealed generally high mean scores across all indicators, suggesting favorable consumer perceptions of Kopi Tuku. For the repurchase intention variable, the highest mean score was recorded on the indicator "I have a strong desire to repurchase this product" (mean = 4.700), reflecting consistent satisfaction from prior consumption experiences. Conversely, the lowest mean was found on the indicator regarding perceived friendliness and brand engagement (mean = 4.595), possibly due to the subjective and situational nature of such experiences. In terms of service quality, the highest mean was observed on the indicator concerning staff competence and friendliness in creating a sense of security (mean = 4.468), whereas the lowest mean was found on the indicator related to physical facilities and staff appearance (mean = 4.332). For product quality, the highest mean was recorded on the indicator "Kopi Tuku's programs provide added value compared to other products" (mean = 4.553), while the lowest mean was found on the indicator regarding product defect frequency (mean = 4.442). Regarding price, the highest mean was found on the indicator concerning consumer knowledge of purchase costs (mean = 4.558), and the lowest mean was recorded on the indicator regarding the clarity of price information (mean = 4.526).

#### ***Measurement Model Evaluation (Outer Model)***

##### ***Convergent Validity***

The initial evaluation of the measurement model revealed that several indicators failed to meet the minimum outer loading threshold of 0.70. Specifically, indicators KPL1 through KPL4 for service quality, as well as KPR1, KPR2, and KPR4 for product quality, were eliminated from the model due to insufficient loading values.

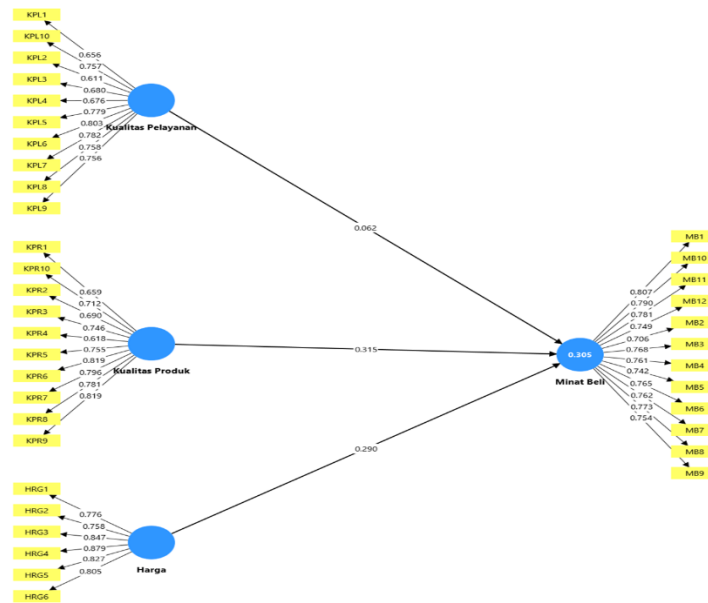


Figure 1. Initial PLS Results

After removing these invalid indicators, the modified measurement model demonstrated that all remaining indicators achieved outer loading values above 0.70, confirming that convergent validity was fully established. The Average Variance Extracted (AVE) values for all constructs also exceeded the minimum threshold of 0.50, with price at 0.666, service quality at 0.625, product quality at 0.668, and repurchase intention at 0.583, indicating that each construct explains more than 50% of the variance of its indicators.

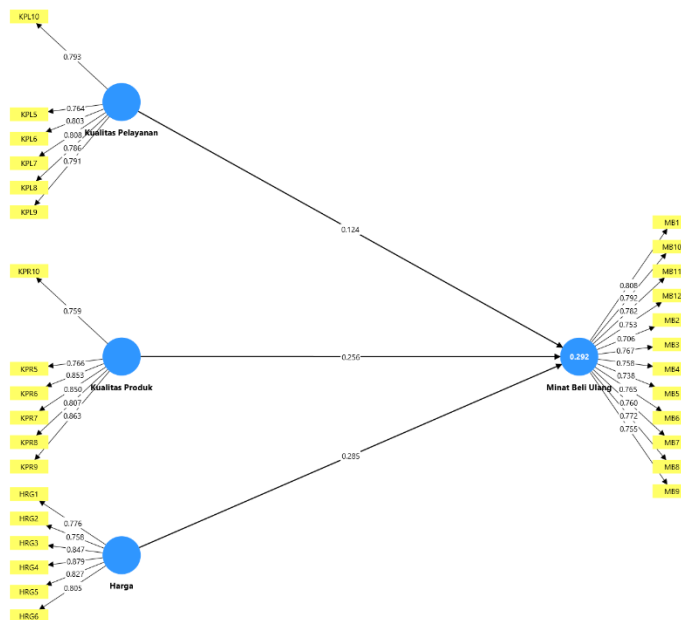


Figure 2. Modified PLS Results

Table 1. Modified Outer Loading Results

| Variable             | Indicator  | Outer Loading | Description |
|----------------------|------------|---------------|-------------|
| Repurchase Intention | MBU1-MBU12 | 0.706-0.807   | Valid       |
| Service Quality      | KPL5-KPL10 | 0.756-0.803   | Valid       |

|                 |                  |             |       |
|-----------------|------------------|-------------|-------|
| Product Quality | KPR3, KPR5-KPR10 | 0.712-0.819 | Valid |
| Price           | HRG1-HRG6        | 0.758-0.879 | Valid |

#### *Discriminant Validity*

Discriminant validity was assessed using both the cross-loading approach and the Fornell-Larcker criterion. The cross-loading analysis confirmed that each indicator produced its highest loading value on the construct it was intended to measure, compared to its loadings on other constructs. Furthermore, the Fornell-Larcker examination demonstrated that the square root of AVE for each construct exceeded its correlation values with other constructs in the model, with price at 0.816, service quality at 0.791, product quality at 0.817, and repurchase intention at 0.764, thereby confirming that discriminant validity was satisfied.

#### *Reliability Testing*

The reliability testing results demonstrated that all constructs achieved excellent internal consistency. The Cronbach's alpha values ranged from 0.881 to 0.935, while the composite reliability values ranged from 0.909 to 0.944, all substantially exceeding the recommended threshold of 0.70. These findings confirm that the research instrument reliably measured all constructs, making the data suitable for subsequent structural analysis.

**Table 2.** Reliability Testing Results

| Variable             | Cronbach's Alpha | Composite Reliability (rho_c) | Description |
|----------------------|------------------|-------------------------------|-------------|
| Price                | 0.900            | 0.923                         | Reliable    |
| Service Quality      | 0.881            | 0.909                         | Reliable    |
| Product Quality      | 0.900            | 0.923                         | Reliable    |
| Repurchase Intention | 0.935            | 0.944                         | Reliable    |

#### ***Structural Model Evaluation (Inner Model)***

##### *Coefficient of Determination (R-Square)*

The R-Square value for the repurchase intention variable was recorded at 0.292, indicating that the exogenous variables in this study explain approximately 29.2% of the variance in repurchase intention, while the remaining 70.8% is influenced by other factors outside the research model. This finding suggests that the predictive capability of the model falls within the weak to moderate category, implying that additional variables may contribute to explaining repurchase intention among Kopi Tuku consumers.

##### *Predictive Relevance (Q-Square)*

The Q<sup>2</sup> predict value for the repurchase intention variable was 0.249, exceeding zero, which indicates that the research model demonstrates adequate predictive relevance in estimating the endogenous variable. This finding confirms that the model constructed in this study possesses meaningful predictive capability regarding consumer repurchase intention.

##### *Effect Size (F-Square)*

The F-Square analysis revealed that the price variable produced the largest effect on repurchase intention with a value of 0.084, followed by product quality

at 0.062, and service quality at 0.016. Based on the effect size interpretation criteria, all exogenous variables demonstrated small effects on repurchase intention, with price and product quality exerting relatively stronger effects compared to service quality.

#### Model Fit

The model fit assessment produced an SRMR value of 0.064, which falls below the recommended threshold of 0.08, indicating good model fit. The d\_ULS value was 1.876 and d\_G was 0.974, suggesting acceptable alignment between the model and the observed data. The NFI value of 0.765 further indicates satisfactory model fit, although it has not yet approached the maximum value of 1.

#### Hypothesis Testing

Hypothesis testing was conducted through the bootstrapping procedure to evaluate the significance of relationships among constructs in the model. According to the established criteria, a hypothesis is accepted when the T-statistic exceeds 1.96 and the p-value is below 0.05.

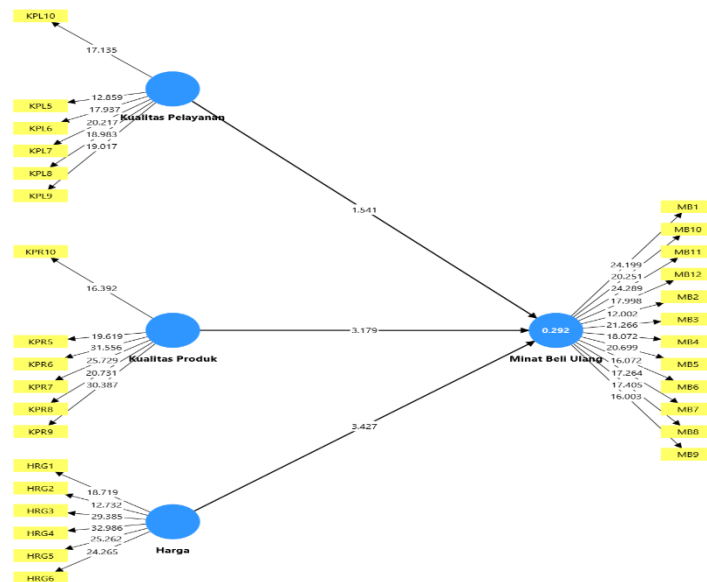


Figure 3. Bootstrapping Results

Table 3. Hypothesis Testing Results (Bootstrapping)

| Path                                   | Original Sample (O) | T-Statistics | P-Values | Result   |
|----------------------------------------|---------------------|--------------|----------|----------|
| Service Quality → Repurchase Intention | 0.124               | 1.541        | 0.123    | Rejected |
| Product Quality → Repurchase Intention | 0.256               | 3.179        | 0.001    | Accepted |
| Price → Repurchase Intention           | 0.285               | 3.427        | 0.001    | Accepted |

The bootstrapping results revealed that the price variable exerted the strongest positive and significant influence on repurchase intention, with a path coefficient of 0.285, a T-statistic of 3.427, and a p-value of 0.001, thereby confirming that H3 is accepted. The product quality variable also demonstrated a positive and significant effect on repurchase intention, with a path coefficient

of 0.256, a T-statistic of 3.179, and a p-value of 0.001, supporting the acceptance of H2. In contrast, the service quality variable did not demonstrate a statistically significant influence on repurchase intention, as evidenced by its path coefficient of 0.124, T-statistic of 1.541, and p-value of 0.123, leading to the rejection of H1.

## DISCUSSION

The empirical evidence obtained from this study reveals that service quality does not exert a statistically significant influence on repurchase intention among Kopi Tuku consumers in South Jakarta. This finding presents an intriguing departure from established marketing theories that traditionally position service quality as a fundamental determinant of customer loyalty and repeat patronage. Several contextual factors may explain this outcome. First, the operational model adopted by Kopi Tuku, which predominantly emphasizes coffee-to-go transactions, inherently limits the depth of interpersonal engagement between staff and customers. In such transactional environments, consumers spend minimal time interacting with service personnel, thereby reducing the impact of relational service dimensions on their subsequent purchasing decisions (Kusumawati & Rahayu, 2020). Second, the demographic composition of respondents, dominated by Generation Z consumers aged 22 to 24 years, suggests that this cohort prioritizes efficiency, digital convenience, and speed over traditional service quality dimensions such as empathy and personalized attention (Prasetyo et al., 2021). Third, the increasingly homogeneous service standards across competing local coffee shops in Jakarta may have diminished the differentiating power of service quality, as consumers now perceive baseline service excellence as an expected rather than exceptional attribute (Wijaya & Sirine, 2023). This finding diverges from the results reported by Wanda and Susanto (2024), yet aligns with the observations of Rahmawati and Sari (2022), who noted that in the affordable food and beverage segment, service quality often functions as a hygiene factor rather than a motivational driver of repeat purchases.

The findings confirm that product quality significantly and positively influences repurchase intention among Kopi Tuku consumers, thereby reinforcing the enduring theoretical proposition that product excellence remains central to fostering customer retention. This outcome suggests that consumers evaluate their repurchase decisions primarily based on tangible product attributes, including taste consistency, freshness, presentation, and the perceived added value offered through innovative product programs. In the context of the competitive Indonesian coffee shop industry, where numerous local brands compete for consumer attention, product quality serves as a critical differentiator that enables brands like Kopi Tuku to sustain competitive advantage despite pricing pressures from both premium international chains and lower-cost domestic competitors (Anggraeni & Yasa, 2022). This finding is consistent with recent empirical evidence provided by Islamiyati et al. (2024), who demonstrated that product quality significantly shapes consumer purchase intention across various industries, and by Hasdiansa and Hasbiah (2025), who reported similar effects in the millennial consumer segment. Furthermore, the palm sugar milk

coffee concept popularized by Kopi Tuku exemplifies how product innovation can strengthen consumer attachment when combined with consistent quality delivery. From a theoretical perspective, this result aligns with expectation-confirmation theory, wherein consumers who consistently experience products that meet or exceed their expectations develop stronger behavioral intentions toward repeat purchases (Setiawan & Achyar, 2023).

Among the three predictors examined, price emerged as the strongest and most significant determinant of repurchase intention among Kopi Tuku consumers. This finding underscores the pivotal role of pricing strategy in shaping consumer behavior within the affordable coffee segment. The result indicates that consumers who perceive Kopi Tuku's pricing as transparent, competitive, and commensurate with the benefits received are substantially more inclined to make repeat purchases. This outcome reflects the price-sensitive nature of the Generation Z consumer segment in Indonesia, particularly among those with lower-middle income levels who represent the majority of Kopi Tuku's clientele (Fitriani & Nugroho, 2021). The value-for-money proposition articulated by Kopi Tuku, which positions its beverages at IDR 18,000–25,000, evidently resonates with consumers who seek quality coffee experiences without incurring the premium costs associated with international chains. This result is consistent with the findings of Chairunnisa et al. (2022), who demonstrated that price significantly influences repurchase intention in online consumer contexts, and Nurhakim (2023), who reported similar effects in the digital shopping environment. Additionally, this finding supports the theoretical framework proposed by Kotler et al. (2022), which emphasizes that price functions not merely as an economic exchange mechanism but also as a psychological signal of product value and brand positioning, thereby influencing the cognitive evaluations that underpin consumer repurchase behavior.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study investigated the influence of service quality, product quality, and price on repurchase intention among Kopi Tuku consumers in South Jakarta. The empirical findings demonstrated that product quality and price exert positive and significant effects on repurchase intention, whereas service quality does not show a statistically significant influence. Among the three predictors, price emerged as the strongest determinant, followed by product quality, indicating that consumers within the affordable coffee segment prioritize value-for-money and product excellence over service dimensions when making repeat purchase decisions. These findings contribute to the marketing literature by extending existing consumer behavior frameworks to the context of local Indonesian coffee brands and by capturing the distinctive preferences of Generation Z consumers residing in South Jakarta.

Based on these findings, Kopi Tuku is recommended to maintain and strengthen its pricing strategy by preserving transparent and competitive pricing structures that reinforce the value-for-money perception among consumers. Additionally, the company should continue investing in product quality enhancement through innovation, consistency, and program development that provides added value to consumers. While service quality did not emerge as a

significant predictor in this study, it remains an essential hygiene factor that must be sustained to prevent negative consumer experiences. Future research is encouraged to explore additional variables such as brand image, social media engagement, and emotional attachment to capture a more comprehensive understanding of consumer repurchase behavior in the coffee shop industry. Longitudinal studies and cross-regional comparisons could also provide deeper insights into the evolving dynamics of consumer preferences across different geographical and demographic contexts.

### **ADVANCED RESEARCH**

This study acknowledges several limitations that provide opportunities for future scholarly exploration. First, the research scope was geographically confined to Kopi Tuku consumers residing in South Jakarta, which may restrict the generalizability of the findings to other regions with distinct cultural, economic, and consumer behavior characteristics. Second, the R-Square value of 0.292 indicates that the model explains only 29.2% of the variance in repurchase intention, suggesting that a substantial portion of the variance is attributable to variables beyond the scope of this investigation. Third, the study relied exclusively on a cross-sectional design, which captures consumer perceptions at a single point in time and does not account for the evolving dynamics of consumer preferences. Fourth, the use of purposive sampling, while methodologically appropriate, may introduce selection bias that limits the representativeness of the findings. Future research is therefore encouraged to expand the geographical scope by including consumers from multiple metropolitan areas across Indonesia, thereby enabling comparative analyses across regions. Additionally, subsequent studies could incorporate additional variables such as brand image, brand trust, customer experience, social media engagement, emotional attachment, and green marketing initiatives to enrich the explanatory power of the model. Adopting a longitudinal design would also provide deeper insights into how consumer repurchase behavior evolves over time, while mixed-method approaches combining quantitative and qualitative techniques could yield more nuanced understandings of the psychological and cultural drivers underlying consumer decisions in the local coffee industry.

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