The influence of service quality and product quality on repurchase intention at Northeast coffee shop with customer satisfaction as a mediating variable

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INFO ARTIKEL

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan dan kualitas produk terhadap minat beli ulang pelanggan pada *coffee shop* Northeast di Kota Padang, dengan kepuasan pelanggan sebagai variabel mediasi.. Populasi dalam penelitian ini adalah konsumen yang pernah berbelanja di coffee shop Northeast di Kota Padang yang jumlahnya belum diketahui, besar sampel dalam penelitian ini adalah 242 responden. Pengumpulan data dilakukan melalui kuesioner online dengan menggunakan media google form dan diolah dengan aplikasi SEM-PLS 4. Hasil penelitian menunjukkan bahwa; (1) kualitas layanan berpengaruh positif signifikan terhadap minat beli ulang (2) kualitas produk berpengaruh positif signifikan terhadap minat beli ulang (3) kualitas layanan berpengaruh positif signifikan terhadap kepuasan pelanggan (4) kualitas produk berpengaruh positif signifikan terhadap kepuasan pelanggan (5) kualitas layanan berpengaruh positif signifikan terhadap minat beli ulang dengan kepuasan pelanggan sebagai variabel mediasi (7) kualitas produk berpengaruh positif signifikan terhadap minat beli ulang dengan kepuasan pelanggan sebagai variabel mediasi.

ABSTRACT

This research aims to determine the influence of service quality and product quality on customer repurchase interest at the Northeast coffee shop in Padang City, with customer satisfaction as a mediating variable. The population in this study is consumers who have shopped at the Northeast coffee shop in Padang City. unknown, the sample size in this study was 242 respondents. Data collection was carried out through an online questionnaire using Google Form media and processed using the SEM-PLS 4 application. The research results showed that; (1) service quality has a significant positive effect on repurchase interest (2) product quality has a significant positive effect on repurchase interest (3) service quality has a significant positive effect on customer satisfaction (4) product quality has a significant positive effect on customer satisfaction (5) quality service has a significant positive effect on repurchase interest with customer satisfaction as a mediating variable (7) product quality has a significant positive effect on repurchase interest with customer satisfaction as a mediating variable.

INTRODUCTION

Current business developments have given rise to very tight competition between business actors. This phenomenon forces business actors to determine competitive strategies so that the business they run can survive in the market. One thing that companies really need to pay attention to is consumers' repurchase interest. Companies must know consumers' needs and desires so that consumers do not switch to other companies.

One of the businesses that currently has high repurchase interest is a coffee shop. A coffee shop is a restaurant that initially only provided a place to drink coffee and tea quickly, but because of developments and customer needs which are very complex and endless, the development of coffee shops is very rapid as it is today. The coffee shop is also equipped with facilities that can make people comfortable such as Wi-Fi, live music, television, charger plugs, reading books and is also equipped with a comfortable and relaxing interior design.

The number of coffee shops in Indonesia has tripled from 1,083 outlets in 2016 to more than 2,937 outlets in 2019 and this number continues to grow. With the current number of outlets, the estimated total profit for coffee shops in Indonesia is IDR. 4.8 Trillion. In the last 10 years, the Indonesian coffee industry has experienced quite significant growth, namely 2.75%. Currently Indonesia is the 4th largest coffee producer in the world after Brazil, Vietnam and Colombia. The area of coffee land in Indonesia reaches 1.25 million ha with total production of up to 761 thousand tons per year. Data from the International Coffee Organization shows that coffee consumption in Indonesia reached the largest record in the 2020/2021 period, becoming the fifth largest in the world.

Seeing the large number of coffee lovers and connoisseurs from various groups, this is a very good business opportunity. One of the coffee shops that is in great demand is Northeast. Northeast is a coffee shop in Padang that was established in December 2021. The initial aim of building this coffee shop was as a workspace for students, therefore Northeast is located in the Andalas University campus area on Jl. New Market No. 12, Pauh Padang City.

Currently, the coffee menu is not just that, of course coffee shops are competing to create unique blends so they are different from the others. The main coffee menu from the Northeast that is in great demand is the milk coffee variant, which is varied, such as regal milk coffee. Northeast is of course very concerned about the quality of the products they market, apart from quality materials, cleanliness will also be a main concern for customers. Northeast really applies how to communicate with customers, this aims to provide comfort for customers so that customers feel comfortable carrying out activities in Northeast, therefore creating an attraction so that customers always visit Northeast.

Table 1 Rate Coffee Shop in Padang City

No.	Coffee Shop Name	Rating Score
1	Bengras Kopi	4.7
2	Ottokopi	4.6
3	Velocity Burger & Coffee	4.5
4	Lamak Coffee & Shakes	4.4
5	Northeast Coffee	4.2
6	Pojok Coffee	4.1

Based on table 1 above, it shows that the rating for the northeast coffee shop has a rating score of 4.2, which means there is still a lack of customer satisfaction with the northeast coffee shop. Generally, customers will buy a product after seeing the rating score of the product or the shop that sells the product. When customers are satisfied with the product, they will give a good rating score to the product or shop that sells the product. So this raises the question whether Service Quality and Product Quality can influence Repurchase Intention either directly or indirectly through Customer Satisfaction? Based on this, the researcher wants to

examine the influence of service quality and product quality on repurchase intention with customer satisfaction as a mediating variable where the "Northeast" coffee shop is the research object.

LITERATURE REVIEW

Repurchase Intention

According to Wilson, Keni, & Tan (2019) repurchase intention is often perceived as a factor that can measure customer loyalty to a company. Therefore, it is important for companies to formulate and implement several strategies to ensure that customers engage in repurchase behavior. Consumer repurchase is considered an important aspect that generally determines the success of a company or organization in a business. According to Shin, Chung, Oh, & Lee, (2013), there are 3 indicators to measure repurchase interest, namely:
1) Want to buy this shop's products once again
2) Want to buy products continuously from this shop
3) Want to buy products from this shop another time

Customer satisfaction

Customer satisfaction can be understood through customer expectations before consuming and customer reactions after consuming a product or service. According to Kumar, Pozza, & Ganesh, (2013) customer satisfaction influences loyalty, word of mouth promotion and intention to repurchase or revisit, which influences the company's financial performance. According to Zhao, Yao, Liu, & Yang, (2021) there are several indicators of customer satisfaction, namely:
1) Ease of using the product
2) Product information
3) Personalization offered
4) Product experience
5) Product packaging
6) The product can meet needs
7) Information on the packaging

Service Quality

Service quality can be interpreted as a level of excellence that is expected to meet the needs and desires of customers. Service quality can consist of two main influencing factors, namely related to the service expected by consumers or expected service and perceived service Febrianti & Keni, (2021). Maharsi, Njotoprajitno, Hadianto, & Wiraatmaja, (2021) Suggest that service quality can be measured using indicators:
1) Tangibility (Real Nature)
2) Responsiveness (Responsiveness)
3) Reliability (Reliability)
4) Assurance (Guarantee)
5) Empathy (Empathy)

Product Quality

Product quality is a basic driver of buyer behavior in various categories in both goods and services markets, many consumers have considerable difficulty in assessing product quality and often rely on external cues such as third party endorsements, price and advertising. Product quality is largely a perceptual construct because many variables influence product performance, durability, fit and finish, reliability, and other related aspects. De Maeyer & Estelami, (2011). Product Quality Indicators according to Trentin, Perin, & Forza, (2012) are:
1) Performance
2) Features
3) Reliability

4) Conformity

5) Durability

6) Ease of service

7) Aesthetics

8) Perceived quality
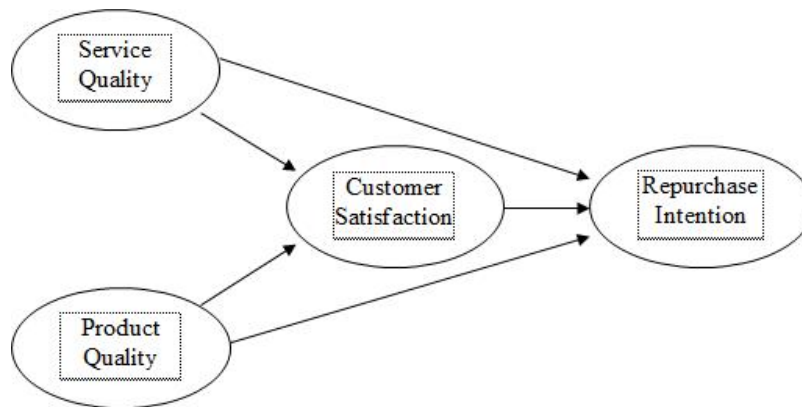
RESEARCH MODELS AND HYPOTHESES

Figure 1. Conceptual Framework

H1 : Service quality has a significant positive effect on customer repurchase intention at Northeast Coffee shop in Padang City.

H2 : Product quality has a significant positive effect on repurchase intention at Northeast Coffee shop in Padang City.

H3 : Service quality has a significant positive effect on customer satisfaction at Northeast Coffee shop in Padang City.

H4 : Product quality has a significant positive effect on customer satisfaction at Northeast Coffee shop in Padang City.

H5 : Customer Satisfaction has a significant positive effect on Repurchase Interest at Northeast Coffee shop in Padang City.

H6 : Service quality has a significant positive effect on repurchase intention through customer satisfaction as a mediating variable for Northeast Coffee shop customers in Padang City.

H7 : Product quality has a significant positive effect on repurchase intention through customer satisfaction as a mediating variable for Northeast Coffee shop customers in Padang City.

METHOD

This research method uses quantitative methods, the data source used in this research is primary data. This research analyzes the influence of service quality and product quality on repurchase interest in Northeast coffee shops in Padang City with customer satisfaction as a mediating variable. The population that will be taken in this research is respondents from Northeast coffee shop consumers in Padang City who have shopped at Northeast coffee shops. According to Sugiyono (2010), the sampling method uses the Purposive Sampling technique, which is a technique that determines the research sample with certain considerations so that the data obtained is more representative. In order for the samples taken to be representative, sampling was based on several considerations, namely consumers who had purchased products at the Northeast coffee shop in Padang City. Finally, all respondents' primary data was processed using the Smart PLS-SEM version 4 application.

There are four variables that will be examined in this research, namely: repurchase interest as variable Y, service quality as variable X1, product quality as variable X2, and customer satisfaction as the mediating

variable Z.

RESULTS AND DISCUSSION

Characteristics of Respondents

The questionnaire was distributed via Google form with a total of 242 respondents. Respondent characteristics can be seen in Table 2:

Table 2. Characteristic of Respondent

Characteristics	Category	Amount	Percentage
Gender	Male	116	48%
	Female	126	52%
Age	18-22 years old	182	75.2%
	23-26 years old	50	20.66%
	>26 years old	10	4.14%
Level of Education	SMA	57	24.8%
	Diploma	19	8.3%
	S1	154	67%
Job	Student	182	75.20%
	PNS/Private/BUMN	23	9.42%
	Self employee	21	8.60%
	Other	16	6.55%
Frequency of have or have never shopped	Have	242	100%
	Never	0	0%

Source: Primary Data (2023)

Validity Test

The characteristics of the respondents in this study were people who had shopped at the Northeast coffee shop in Padang City. This research questionnaire was distributed via Google Form media. Based on the results of distributing questionnaires, the number of respondents was 242 people. The data processed in this research was 242 respondent data which was then processed using PLS-SEM with SmartPLS3 software.

Tabel 3. Outer Loading

Indicator	Service Quality (X1)	Product Quality (X2)	Repurchase Intention (Y)	Customer Satisfaction (Z)
Service Quality 1	0.803			
Service Quality 2	0.867			
Service Quality 3	0.866			
Service Quality 4	0.864			
Service Quality 5	0.853			
Service Quality 6	0.858			
Service Quality 7	0.859			
Service Quality 8	0.816			
Service Quality 9	0.877			
Service Quality 10	0.863			
Service Quality 11	0.866			
Service Quality 12	0.862			
Service Quality 13	0.832			
Product Quality 1		0.842		
Product Quality 2		0.872		

Product Quality 3		0.806		
Product Quality 4		0.852		
Product Quality 5		0.811		
Product Quality 6		0.867		
Product Quality 7		0.879		
Repurchase Intention 1			0.927	
Repurchase Intention 2			0.910	
Repurchase Intention 3			0.931	
Customer Satisfaction 1				0.907
Customer Satisfaction 2				0.844
Customer Satisfaction 3				0.908
Customer Satisfaction 4				0.905
Customer Satisfaction 5				0.895
Customer Satisfaction 6				0.901
Customer Satisfaction 7				0.888

Source: Primary Data (2023)

From the data processing results in table 3, the outer loading value of all variable indicators is greater than 0.7, so the convergent validation of all indicators is said to be valid.

Table 4. Output Average Variage Extracted

Average Variage Extracted (AVE)	
Service Quality	0.728
Product Quality	0.718
Repurchase Intention	0.851
Customer Satisfaction	0.807

Source: Primary Data (2023)

Based on Table 4, the results show that the AVE values for all variables are above 0.5, so the validity of the convergence is said to be valid.

Table 5. Cross Loading Value

Indicator	Service Quality	Product Quality	Repurchase Intention	Customer Satisfaction
KL.1	**0.803**	0.135	0.374	0.351
KL.2	**0.867**	0.173	0.447	0.410
KL.3	**0.866**	0.156	0.380	0.356
KL.4	**0.864**	0.184	0.412	0.352

KL.5	**0.853**	0.136	0.347	0.332
KL.6	**0.858**	0.180	0.408	0.373
KL.7	**0.859**	0.227	0.425	0.450
KL.8	**0.816**	0.190	0.394	0.282
KL.9	**0.877**	0.226	0.448	0.407
KL.10	**0.863**	0.119	0.401	0.354
KL.11	**0.866**	0.150	0.412	0.380
KL.12	**0.862**	0.157	0.371	0.363
KL.13	**0.832**	0.153	0.375	0.350
KPR.1	0.240	**0.842**	0.415	0.464
KPR.2	0.208	**0.872**	0.459	0.452
KPR.3	0.123	**0.806**	0.405	0.304
KPR.4	0.110	**0.852**	0.442	0.390
KPR.5	0.092	**0.811**	0.474	0.338
KPR.6	0.230	**0.867**	0.446	0.453
KPR.7	0.160	**0.879**	0.425	0.436
MBU.1	0.424	0.497	**0.927**	0.492
MBU.2	0.391	0.467	**0.910**	0.478
MBU3	0.483	0.467	**0.931**	0.537
KPL.1	0.392	0.436	0.447	**0.907**
KPL.2	0.428	0.435	0.480	**0.884**
KPL.3	0.364	0.454	0.486	**0.908**
KPL.4	0.396	0.431	0.492	**0.905**
KPL.5	0.381	0.412	0.507	**0.895**
KPL.6	0.442	0.396	0.512	**0.901**
KPL.7	0.313	0.469	0.502	**0.888**

Source: Primary Data (2023)

Based on Table 5, it shows that the score value (correlation) of variables to indicators is higher than the score value (correlation) of variables to other indicators. It can be concluded that all indicators tested in the research are stated to have discriminant validity.

Reliability Test

Composite reliability values and Cronbachs alpha values show the reliability test that measures both indicator block constructs in the SmartPLS program. A variable is considered to have good variability if its composite reliability value is greater than 0.70 and Cronbachs alpha value is greater than 0.60. Cronbachs alpha and composite reliability values are shown in the table 6 below:

Table 6. Reliability Test

	Cronbach's Alpha	Composite Reliability
Service Quality	0.969	0.970
Product Quality	0.935	0.937
Repurchase Intention	0.913	0.915
Customer Satisfaction	0.960	0.960

Source: Primary Data (2023)

Based on Table 6, it shows that the variable has good reliability for measuring the construct.

Table 7. R Square Value

	R Square
Customer Satisfaction	0.350
Repurchase Intention	0.451

Source: Primary Data (2023)

Based on table 7, it shows that the r square result of the customer satisfaction variable is 0.350, meaning that the customer satisfaction variable can be explained by the service quality and product quality variables in this study at 35% while the remaining 75% is explained by other variables that are not in this study.

Table 8. Q Square Value

	Q Square
Customer Satisfaction	0.322
Repurchase Intention	0.388

Source: Primary Data (2023)

Based on Table 8, it shows that the Q square value of the customer satisfaction variable is 0.322 and repurchase interest is 0.388. It can be concluded that the model has predictive relevance, because customer satisfaction and repurchase interest have a Q square value greater than 0.

Hypothesis test

Hypothesis testing is done to find out whether the independent variable has any effect on the dependent variable. In this study the significance level was 5% or 0.05, with a t-statistic value >1.96. Table 9 below explains the direct and indirect effects:

Table 9. Path Coefficient

Interrelationships Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
Service Quality>Repurchase Intention	0.293	0.292	0.085	3.440	0.001	Accepted
Product Quality>Repurchase Intention	0.334	0.336	0.086	3.873	0.000	Accepted
Service Quality>Customer Satisfaction	0.350	0.351	0.075	4.654	0.000	Accepted
Product Quality>Customer Satisfaction	0.413	0.415	0.077	5.362	0.000	Accepted
Satisfaction>Repurchase Intention	0.257	0.256	0.103	2.503	0.012	Accepted

Source: Primary Data (2023)

Table 10. IndirectEffect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Keterangan
Service Quality>Customer Satisfaction>Repurchase Intention	0.090	0.090	0.042	2.163	0.031	Accepted
Product Quality>Customer Satisfaction>Repurchase Intention	0.166	0.106	0.047	2.246	0.025	Accepted

Source: Primary Data 2023

From table 9 and table 10, it can be seen statistical analysis using SmartPLS, it is concluded that:

Service quality (X1) has a significant positive effect on repurchase intention (Y)
Based on the table above, it can be seen that the results of hypothesis testing show that the relationship between the service quality variable and repurchase interest shows an original sample value of 0.293 (positive), meaning that the service quality variable has a positive influence of 0.334 on repurchase interest. Then the p-value is 0.001 and the t-statistic value is 3,440, so it can be concluded that the hypothesis is accepted, which means that service quality has a significant effect on repurchase intention.

Product quality (X2) has a significant positive effect on repurchase intention (Y)
Based on the table above, it can be seen that the results of hypothesis testing show that the relationship between product quality variables and repurchase interest shows an original sample value of 0.334 (positive), meaning that the product quality variable has a positive influence of 0.334 on repurchase interest. Then the p-values are 0.000 and the t-statistic value is 3,873 so it can be concluded that the hypothesis is accepted, which means product quality has a significant effect on repurchase interest.

Service quality (X1) has a significant positive effect on customer satisfaction (Z)
Based on the table above, it can be seen that the results of hypothesis testing show that the relationship between service quality variables and customer satisfaction shows an original sample value of 0.350 (positive), meaning that the service quality variable has a positive influence of 0.428 on customer satisfaction. Then the p-values are 0.000 and the t-statistic value is 4,654 so it can be concluded that the hypothesis is accepted, which means that service quality has a significant effect on customer satisfaction.

Product quality (X2) has a significant positive effect on customer satisfaction (Z)
Based on the table above, it can be seen that the results of hypothesis testing show that the relationship between service quality variables and customer satisfaction shows an original sample value of 0.413 (positive), meaning that the service quality variable has a positive influence of 0.413 on customer satisfaction. Then the p-values are 0.000 and the t-statistic value is 5,362 so it can be concluded that the hypothesis is accepted, which means product quality has a significant effect on customer satisfaction.

Customer satisfaction (Z) has a significant positive effect on repurchase intention (Y)
Based on the table above, it can be seen that the results of hypothesis testing show that the relationship between the customer satisfaction variable and repurchase interest shows an original sample value of 0.257 (positive), meaning that the service quality variable has a positive influence of 0.257 on customer satisfaction. Then the p-

values are 0.012 and the t-statistic value is 2,503 so it can be concluded that the hypothesis is accepted, which means customer satisfaction has a significant effect on repurchase intention.

Service Quality (X1) has a significant positive effect on Repurchase Intention (Y) through Customer Satisfaction (Z) as a mediating variable

Based on the table above, it can be seen that the results of hypothesis testing show that the relationship between service quality variables and repurchase interest through customer satisfaction as a mediating variable shows an original sample value of 0.090 (positive). Then the p-value is 0.031 and the t-statistic value is 2,163 so it can be concluded that the hypothesis is accepted, which means that service quality on repurchase intention through customer satisfaction as a mediating variable has a significant effect.

Product Quality (X2) has a significant positive effect on Repurchase Intention (Y) through Customer Satisfaction (Z) as a mediating variable

Based on the table above, it can be seen that the results of hypothesis testing show that the relationship between product quality variables and repurchase interest through customer satisfaction as a mediating variable shows an original sample value of 0.166 (positive). Then the p-value is 0.025 and the t-statistic value is 2,246 so it can be concluded that the hypothesis is accepted that product quality has a significant effect on repurchase intention through customer satisfaction as a mediating variable.

DISCUSSION

The Effect of Service Quality on Repurchase Intention

Based on the results of the path analysis carried out, the results of service quality have a positive and significant effect on repurchase interest, because the better the quality of service provided by Northeast coffee shop to customers, the customer's desire for repurchase will increase. This study proves that good service quality will increase customer desire for repurchase from Northeast coffee shop. Researchers suspect that good service quality tends to influence repurchase interest. Northeast coffee shop provides good service quality, it can be seen that if the waiter at Northeast coffee shop can serve his customers quickly, customers will feel satisfied with the service of Northeast coffee shop and they intend to make repeat purchases of Northeast coffee shop. The results of this study are supported by Komang, Natalia, & Suparna, (2023) service quality is described as an effort by service providers to meet the needs of their consumers in accordance with customer desires.

The Effect of Product Quality on Repurchase Intention

Based on the results of the path analysis carried out, the results of product quality have a positive and significant effect on repurchase interest, because the better the quality of the products provided by Northeast coffee shop to customers, the customer's desire for repeat purchases will increase. This study proves that because the better the product quality at Northeast coffee shop, the higher the level of customer satisfaction with the products at Northeast coffee shop. Researchers suspect that good product quality tends to influence repurchase interest. Coffee shop Northeast provides good product quality, it can be seen that if the products in the Northeast coffee shop have good product quality, customers will feel satisfied with the product quality of the Northeast coffee shop and they intend to make repeat purchases of the Northeast coffee shop. customers who are satisfied with the quality of the products in the Northeast coffee shop will have an impact on involvement in further interactions with the Northeast coffee shop. The results of this study are supported by Komang, Natalia, & Suparna, (2023) which reveal that product quality is something that can make consumers make repeat purchases. Which where the results of his research show positive results with a significant influence on customer repurchase intentions. This means that the better the quality presented by the X Samasta soul promise coffee shop, the interest in repurchasing customers of the X Samasta soul promise coffee shop will increase. Goods with decent quality will increase customer intention to make repeat

purchases.

The Effect of Service Quality on Customer Satisfaction

Based on the results of the path analysis carried out, the results of service quality have a positive and significant effect on customer satisfaction, because the better the quality of service provided by Northeast coffee shop to customers, the higher the level of satisfaction felt by customers.
Researchers suspect that good service quality tends to affect customer satisfaction. Northeast coffee shop provides good quality, it can be seen that if the waiter at Norheast coffee shop always puts the interests of customers first, customers will feel satisfied with the services provided by Northeast coffee shop. The results of this study are also supported by Hock et al (2021) which states that service quality has a positive effect on customer satisfaction. Which is where customer satisfaction is highly correlated with service quality, as a result of the evaluation process in which customers compare their expectations with the services they consider they have received.

Effect of Product Quality on Customer Satisfaction.

Based on the results of the path analysis carried out, the results of product quality have a positive and significant effect on customer satisfaction, because the better the product quality at Northeast coffee shop, the higher the level of customer satisfaction with the product at Northeast coffee shop. Researchers suspect that good product quality tends to influence repurchase interest. Coffee shop Northeast provides good product quality, it can be seen that if the product at the Northeast coffee shop remains suitable for consumption 2 days after the manufacturing process, then customers will feel safe to consume the product at the Northeast coffee shop. If customers already feel safe, customers will feel satisfied with the products sold by Northeast coffee shop. The results of this study are supported by Jahanshahi et al (2011) product and service quality has a positive effect on customer satisfaction and loyalty, if a product meets customer expectations, customers will be happy and consider that the product is acceptable or even of high quality.

The Effect of Customer Satisfaction on Repurchase Intention

Based on the results of the path analysis carried out, the results of customer satisfaction have a positive and significant effect on repurchase interest, because the higher the level of customer satisfaction at Northeast coffee shop, the customer's desire for repeat purchases will increase. Researchers suspect that if customers are satisfied with the quality of service or product quality at Northeast coffee shop, it tends to affect repurchase interest. Northeast coffee shop provides good product quality and good service quality, it can be seen that if the quality of service and product quality at Northeast coffee shop have good product quality, customers will feel satisfied with the quality of products from Northeast coffee shop and they intend to make repeat purchases of Northeast coffee shop. The results of this study are supported by zullaihah et al (2021) customer satisfaction has a significant effect on repurchase interest in customers. This means that the better customer satisfaction you have, the better the level of repurchase interest felt by consumers. Therefore, companies should also pay attention to the satisfaction of their customers so that they are willing to repurchase and not switch brands by improving product quality and improving service quality. The company can also update technology and features in an up to date manner that is more advanced. So that if the expectations and desires of its customers can be met and even satisfied, this will generate repurchase interest.

The Effect of Service Quality on Repurchase Interest with Customer Satisfaction as a Mediating Variable

Based on the results of the path analysis carried out, the results of service quality have a positive and significant effect on repurchase intention through customer satisfaction as a mediating variable,

because the better the quality of service provided by Northeast coffee shop to customers, the higher the level of satisfaction felt by customers, with a high level of satisfaction it will lead to the intention to repurchase Norheast coffee shop. The results of this study are supported by (Michael Daniel Clemes, Zurinawati Mohi, Xuedong Li, 2015) which reveals that customer satisfaction positively mediates the relationship between service quality and repurchase intentions. The mediating role of customer satisfaction has been shown to be statistically significant in predicting the impact of service quality on repurchase intentions. Although there has been an increased emphasis on customer satisfaction so that strategies are needed to identify the main needs and desires of customers specifically, to better develop offerings that provide optimal exchange value. This may require following up with customers after each service encounter to address their complaints, if any.

The Effect of Product Quality on Repurchase Interest with Customer Sati sfaction as a Mediating Variable

Based on the results of the path analysis carried out, the results of product quality have a positive and significant effect on repurchase intention through customer satisfaction as a mediating variable, because the better the product quality provided by Northeast coffee shop to customers, the higher the level of satisfaction felt by customers, with a high level of satisfaction it will lead to the intention to repurchase Norheast coffee shop. The results of this study are supported by Komang, Natalia, & Suparna, (2023) which reveal that product quality on repurchase intentions by mediating customer satisfaction shows positive results, where customer satisfaction partially mediates product quality on repurchase intentions of Janji Jiwa X Samasta coffee shop customers. Which means that if there is an increase in product quality, it can increase customer satisfaction by increasing customer satisfaction, making repurchase intentions increase.

CONCLUSION

Based on the results of research testing the hypothesis of the influence of service quality and product quality on repurchase interest among Northeast coffee shop customers in Padang City with customer satisfaction as a mediating variable, the researcher will put forward conclusions based on the research findings and descriptions in the previous chapters as follows: Service Quality has a significant effect on Repurchase Intention at Northeast coffee shops. These results were obtained after conducting path analysis using PLS, it can be explained that the better the quality of service provided by the Northeast coffee shop to customers, the greater the customer's desire for repeat purchases. Then product quality has a significant effect on repurchase interest in Northeast coffee shops. These results were obtained after carrying out path analysis using PLS, it can be explained that the better the product quality provided by the Nortehast coffee shop to customers, the greater the customer's desire to repurchase.

Service quality has a significant effect on customer satisfaction at Northeast coffee shops. These results were obtained after conducting path analysis using PLS, it can be explained that the higher the quality of service provided by the Northeast coffee shop to customers, the higher the level of satisfaction felt by customers. Product quality has a significant effect on customer satisfaction at Northeast coffee shops. These results were obtained after carrying out path analysis using PLS, it can be explained that the higher the product quality in the Northeast coffee shop, the higher the level of customer satisfaction with the product in the Northeast coffee shop.

Customer satisfaction has a significant effect on repurchase interest in Northeast coffee shops. These results were obtained after conducting path analysis using PLS, it can be explained that the higher the level of customer satisfaction in the Northeast coffee shop, the greater the customer's desire to repurchase. The influence of customer satisfaction on repurchase intention. Then service quality has a significant effect on Repurchase Intention with customer satisfaction as a mediating variable in Northeast coffee shops. These results were obtained after conducting path analysis using PLS, it can be explained that the better the quality of service at the Northeast coffee shop for customers, the higher the level of satisfaction felt by customers, with a

high level of satisfaction it will create an intention to repurchase the coffee shop. Northeast. The last product quality has a significant effect on repurchase intention with customer satisfaction as a mediating variable in Northeast coffee shops. These results were obtained after conducting path analysis using PLS, it can be explained that the better the product quality provided by the Northeast coffee shop to customers, the higher the level of satisfaction felt by customers, with a high level of satisfaction it will create an intention to repurchase the product. Northeast coffee shop.

SUGGESTION

Based on the research results, the following suggestions were obtained:

1. Improve the quality of service to customers at Northeast coffee shops by:
   a. Waiters at Northeast coffee shops are expected to always remind customers to pay more attention to the table when they want to sit down.
   b. Improve service to make it faster.
   c. Evaluate the food so that it is more similar to the menu listed.
2. Improve product quality for customers at Northeast coffee shops.

   a. Increase the shelf life of the product so that it is suitable for consumption for more than 2 days.
   b. Increase the shelf life of the product so that it lasts longer
   c. Improving the quality of the ingredients used so that they are suitable for consumption by all age groups.
3. Increase customer satisfaction at Northeast coffee shops
   a. Improve the information provided by servers regarding existing products
   b. Improve the products presented so that customers feel satisfied.
   c. Improve products to better meet customer needs until customers are satisfied.

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