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## Analysis of Factors Affecting Satisfaction and Repurchase Intent at Coffe Shops in Bogor Regency

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**Abstract:** This research aims to determine the factors that influence coffee shop consumers in Bogor Regency. This research was conducted using quantitative methods. The population is coffee shop consumers in Bogor Regency whose exact number is unknown. The sample in this study was 225 consumers of medicinal coffee shops. The questionnaire presents statements that respondents must choose from strongly agree to strongly disagree on a scale of 1-5 points. Hypothesis testing uses Structural Equation Model Wrap PLS. The results of hypothesis testing show that the relationship between variables is related and significant, both directly and through mediation.

**Keyword:** Product Quality, Service Quality, Price, Service Scape, Satisfaction, Repurchase Interest

### INTRODUCTION

Initially drinking coffee was a habit Indonesian people have been around for a long time, because Indonesia itself is a producing country the best coffee beans in the world. The development of coffee in Indonesia is taking place quite rapidly for some time now. More than just an activity, drinking coffee is an activity has developed into part of the lifestyle of almost all ages in society teenagers and adults. Even now coffee is no longer just a way to relieve sleepiness, but also a loyal friend when hanging out with friends or at work (Fauzan, 2021),

The initial wave began with the emergence of coffee consumption enjoyed by the public Indonesia in a small coffee shop or traditional coffee shop in the form of a coffee brewing place instant (ready to drink). Several brands are pioneers of instant coffee in sachet packaging in Indonesia there are Kapal Api, Nescafe, ABC, and Torabika. Then continued in 2001 the emergence of coffee shop franchises from abroad is starting to enter Indonesia, one of which is Kopi Nuts and Starbucks. The presence of this big brand has given rise to a wave of coffee consumption trends in Indonesia, it takes the form of a sense of prestige when sitting in a big brand coffee shop (Riyandi, 2022).

The coffee industry in Indonesia is increasingly fragrant, this potential is shown by the increasing level of coffee consumption among various social groups. The level of coffee

consumption in Indonesia always increases every year, this phenomenon means that the presence of coffee is no longer just a seasonal prestige but a daily necessity. The Coordinating Minister for Economic Affairs even stated that in the last 10 years, the Indonesian coffee industry has grown by 250%. The high level of coffee consumption is certainly supported by increasingly easy access to coffee shops (Riyandi, 2022). Seeing the potential of this industry, it is very natural for the spirit to want to do business to gain profits so that you can quickly achieve financial freedom. Both serve real brewed coffee, various coffee shop concepts to choose from. There are six types of favorite coffee shop outlets starting from the coffee to go concept, international coffee chain, local coffee chain, bakery and pastry outlets, individually owned coffee shops, to specialty coffee shop concept outlets (Riyandi, 2022).

Research results show that since 2013, coffee consumption has shifted from prestige to curiosity about how coffee is made, to the emergence of artisan coffee producers with sophisticated coffee machines. Jumping to 2016, a glass of iced coffee which is known to have an expensive price is now increasingly affordable thanks to the presence of various modern coffee shop business actors (Toffin, 2020). Coffee can easily be enjoyed in aesthetic coffee shops with trendy coffee brews such as palm sugar coffee and liter coffee. Then in 2001 the emergence of coffee shop franchises from abroad began to enter Indonesia, such as Coffee Bean and Starbucks. The presence of this big brand has given rise to a wave of coffee consumption trends in Indonesia in the form of a sense of prestige when sitting in a big brand coffee shop. Coffee shops themselves have become a promising business area, the growth of coffee shops in Indonesia has mushroomed in various big cities and even small towns have mushroomed coffee shops, although they still have different standards and markets (Toffin, 2020).

The number of coffee shops in Bogor Regency from 2017 to 2022 has experienced a very encouraging increase, where in 2017 and 2018 there were only 6 coffee shops and there was an increase in the number of coffee shops in 2019 to 34 cafes, in 2020 there was a surge in the number of coffee shops to 265 cafes. and again until July 2022 to 326 (BPJS West Jawa, 2022).

The prospects for coffee shops in Bogor Regency are very good and there are opportunities to continue developing other coffee shops, so the aim of this research is to find out the factors that influence coffee shop consumers in Bogor Regency. The specific objectives of this research are:

1. Know, analyze and test the effect of product quality on consumer satisfaction.
2. Know, analyze and test the influence of Service Quality on Consumer Satisfaction.
3. Know, analyze and test the effect of price on consumer satisfaction.
4. Know, analyze and test the influence of Servicescape on Consumer Satisfaction.
5. Know, analyze and test the influence of product quality on repurchase intentions
6. Know, analyze and test the influence of Service Quality on Repurchase Intention
7. Know, analyze and test the influence of price on repurchase intention
8. Know, analyze and test the influence of Servicescape on Repurchase Intention
9. Know, analyze and test consumer satisfaction with repurchase intentions

Product quality has an important role in shaping customer satisfaction, showing that product quality has significant influence on customer satisfaction at Kopi Gowo Lippo Karawaci (Sembiring, 2021). Customer satisfaction is influenced by food quality. Integrating food quality, waiting time into customer satisfaction (Poan and Wicaksono, 2023). Positive and significant relationship between product quality and satisfaction (Indrajaya *et al.*, 2020).

The service quality dimensions with other subscales, so that it can increase broader customer satisfaction in the banking sector (Pakurár, Haddad, Nagy, Popp and Oláh, 2019). Structural Equation Modeling (SEM) analysis, showing that service quality influences customer satisfaction (Sari and Hariyana, 2019). Found that usability, convenience, design, and

security/privacy have a significant and positive effect on customer satisfaction (Yum and Yoo, 2023). Research findings revealed that, among the six dimensions of the revised SERVPERF model have a significant effect on customer satisfaction (Wang, Masukujjaman, Alam, Ahmad, Lin and Ho, 2023). Service quality has a significant positive effect customer satisfaction (Ge, Yuan, Wang and Park, 2021).

The results of the analysis that has been carried out can be concluded that price has a significant and positive effect on customer satisfaction (Wantara and Tambrin, 2019). Confirming the significant influence of shipping prices on customer satisfaction (Zaato, Zainol, Khan, Rehman, Faridi and Khan, 2023). The cafe business in Indonesia continues to increase and is increasingly innovative, making competition increasingly fierce. This research shows that price has an effect on customer satisfaction (Pratikno & Hermawan, 2019). Since Starbucks Coffee first opened its outlets in Indonesia, it has been found that price fairness has a positive and significant effect on customer satisfaction (Lim, Hadranata and Rahim, 2022). Price have a significant and positive effect on customer satisfaction (Avianty and Waloejo, 2019).

Based on hypothesis testing, the results obtained show that servicescape has a significant simultaneous effect on customer satisfaction (Marie, 2019). The servicescape at The Coffee Crowd location at Plaza Matahari is profitable and has quite a large effect on customer satisfaction (Syahputra, Sanny and Ritonga, 2022). The research results show that Servicescape has a positive and significant effect on Customer Satisfaction (Siregar, Rini, Beby Sembiring, 2022). Due to very tight competition, it is necessary to have a positive and significant influence of servicescape on customer satisfaction (Nashfati, Farida, Agus (2022). In general, consumers want to enjoy cafes that suit their needs, this can be obtained from the servicescape of a cafe (Ananda, Hanny, García and Prasetya, 2022).

The AMOS ver.24 program shows that product quality in product diversity has a positive and significant effect on repurchase intentions (Desara and Hidayat, 2021). The quality of various products has a very important influence on their repeat visit habits (Lee, 2022). The dominant variable on consumer repurchase intentions is product quality (Rizki, Juliati and Praharjo (2021). This research found that there is an influence of product quality perceptions on customers' repurchase intentions in convenience store coffee shops in the Bangkok area (Ratasuk & Buranasompob, (2021) Research results also show that only perceived product quality can drive repeat purchase intentions in coffee shop chains (Ratasuk, A., & Gajesanand, S. (2020).

Coffee shops need to pay attention to service quality, which will have a significant and positive effect on repurchase intention (Daniswara, Bayu and Sunarti (2022). Warung Kopi Janji Jiwa in Tomohon found that service quality partially has a positive effect on repurchase intention (Saraun, Tumbuan & Tielung (2022). ). Explaining that customer perceived service quality influences repurchase intentions (Alex & Thomas, 2022). Confirming the relationship between the three variables that represent service quality has an influence on repurchase (Phuong & Trang, 2018). repurchase intention (Ekaprana & Giantari, 2020).

Starbucks also promotes prices for consumer repurchases (Ge, Yuan, Wang and Park, 2021). Proving that price influences repurchase intentions (Pratiwi, Soebandhi & Dharmani, 2020). Shows that price influences repurchase intentions (Annisha, 2019). The results of this research show that there is an influence between store prices and repurchase intentions (Lucky, Aisjah, Ningrum, 2023). Continue to provide reasonable prices to encourage repeat purchase intentions (Makkiyah & Andjarwati, 2023).

Revealing that servicescape has a positive impact on intention to revisit (Heo, Lee and Moon, 2023). A study conducted through a survey of coffee shops confirmed the important role of servicescape management in coffeeshop intention to return (Anh and Thao, 2020). The results of hypothesis testing found that servicescape (has a significant and positive influence on coffee shop customer satisfaction in Nakhon Ratchasima (Inthasang, Thiamjite and Thongchan (2022). The findings from this research are expected to show the relationship

between Servicescape (i.e., atmosphere and interior layout and design) influence on Repurchase Intention in detail (Al-ghifari, 2021). The strongest predictor is perceived online servicescape quality influencing customer repurchase intention (Ananda, Hanny, Hernández-García and Prasetya, 2022).

Confirms the existence of a relationship between customer satisfaction and repurchase intention (Mangirdas Morkunas and Elzė Rudienė (2020). The use of SEM and the results of customer satisfaction have a positive effect on repurchase intentions (Arlanda & Suroso, 2018). The customer sample was selected using a purposive sampling method. Customer satisfaction has a positive and significant effect on repurchase intentions (Rohwiyati & Praptiestrini, 2019). Shows that customer satisfaction has a positive and significant influence on repurchase intentions (Ellitan, Sindarto, Agung, 2023). Satisfaction influences online repurchase intentions (Subekti, Praningtyas, Anggraini, 2023).

Hypothesis development is obtained as below:

H1: Product quality influences consumer satisfaction

H2: Service Quality: Waiter quality influences consumer satisfaction.

H3: Price influences consumer satisfaction.

H4: Servicescape influences consumer satisfaction.

H5: Product quality influences repurchase intention.

H6: Service Quality influences Repurchase Intention

H7: Price influences Repurchase Intention

H8: Servicescape influences Repurchase Intention

H9: Consumer satisfaction influences repurchase intention

## **METHOD**

This research uses quantitative research, aiming to assess the causal relationship or direct impact of each variable or indirectly through mediation. This concerns the relationship between the variables Product Quality, Service Quality, Price, Servicescape, Satisfaction, Repurchase Intention. This research collects information data from questionnaire results obtained directly from coffee shop consumer respondents and continues with data processing using statistical analysis tools. This research variable is divided into two: Independent Variable and Dependent Variable. The sample in this study used coffee shop consumers in Bogor Regency totaling 225 respondents who would be tested and analyzed.

The data collection method is by distributing questionnaires. Overall questionnaire data was collected and data analysis was carried out on a 1-5 Likert scale. Research analysis was carried out descriptively quantitatively. Hypothesis testing was carried out using the Wrap PLS analysis tool regarding consumers in coffee shops in Bogor Regency. Descriptive analysis can provide a general overview of respondents and research variables. After testing validity and reliability, the next step is to test the hypothesis using the Structural Equation Model Wrap PLS through 7 steps.

## **RESULTS AND DISCUSSION**

### **Results**

#### **Descriptive Statistics Results**

The respondents in this research were coffee shop consumers in Bogor Regency, totaling 225 respondents. The characteristics of the respondents in this study can be seen from age, gender, highest level of education, occupation, average monthly expenses and number of times they ate and drank at coffee shops in Bogor Regency.

#### **Gender**

The characteristics of research respondents based on gender can be shown in table 1 below:

**Table 1. Gender of Respondents**

No.	Gender	Amount	Percentage (%)
1.	Male	95	42.22
2.	Woman	130	57.78
Total		225	100,0

*Source: Data Processing (2024)*

### Age

The characteristics of research respondents based on age can be shown in table 2 as follows:

**Table 2. Age of Respondents**

No.	Age Level	Amount	Percentage (%)
1.	> 56 year	15	6.66
2.	46-55,9 year	28	18.46
3.	36-45,9 year	47	20.88
4.	26-35,9 year	108	48.00
5.	18-25,9 year	27	12.00
Total		225	100,0

*Source: Data Processing (2024)*

### Last Education Level

The characteristics of research respondents based on their latest level of education can be shown in table 3 below:

**Table 3. Respondents Educational Level**

No.	Educational Level	Amount	Percentage (%)
1.	High School) / Equivalent	43	19.11
2.	Diploma I/II/III	20	8.89
3.	Bachelor Degree	140	62.23
4.	Postgraduate Masters / Doctoral	22	9.77
Total		225	100,0

*Source: Data Processing (2024)*

### Occupation

The characteristics of research respondents based on work can be shown in table 4 below:

**Table 4. Respondent's Occupation**

No.	Occupation	Amount	Percentage (%)
1.	Civil Servants	12	5.33
2.	Private Employees	90	40.00
3.	TNI/POLRI	2	0.88
4.	Doctor	1	0.44
5.	Teacher	18	8.00
6.	Self-Employed	40	17.77
7.	Housewife	16	7.11
8.	Student	46	20.47
Total		225	100,0

Source: Data Processing (2024)

### Average Income Per Month

The characteristics of research respondents based on monthly income are shown in Table 5 as follows:

**Table 5. Average Monthly Income of Respondents**

No.	Average Income Per Month	Amount	Percentage (%)
1	> Rp 5 Million	134	59.64
2	Rp 4 – Rp 4.9 Million	34	15.11
3	Rp 3 - Rp 3,9 Million	37	16.44
4	Rp 2 - Rp 2.9 Million	7	3.11
5	Rp 1 - Rp 1.9 Million	9	4.00
6	< Rp 1 Million	4	1.77
Total		225	100,0

Source: Data Processing (2024)

How many times have you had a date to eat and drink at this coffee shop. The characteristics of research respondents based on the number of times they have had a meal and drink at this coffee shop are shown in Table 6 as follows:

**Table 6. How many times have you had a date to eat and drink at this coffee shop**

No.	How many times have you come	Amount	Percentage (%)
1	1 times come	5	59.64
2	2 times come	30	15.11
3	3 times come	100	16.44
4	More than 3 times come	120	3.11
Total		225	100,0

Source: Data Processing (2024)

### Outer Model

#### Construct Reliability

Construct reliability testing, was carried out to test the reliability of the variables in the research model. Construct reliability, testing can be seen in the Cronbach's alpha and Composite Reliability values, with a cut-off value of more than 0.7. The results of the construct reliability test in this study are as follow:

**Table 6. Cronbach's Alpha**

Research Variables	Cronbach's Alpha
Product Quality	0,851
Service quality	0,831
Price	0,856
Servicescape	0,822
Consumen Satisfaction	0,867
Repurchase Intention	0,833

Source: Data Processing (2024)



**Tabel 7. Composite Reliability**

Research Variables	Composite Reliability
Product Quality	0,811
Service quality	0,823
Price	0,815
Servicescape	0,821
Consumen Satisfaction	0,817
Repurchase Intention	0,815

Source: Data Processing (2024)

### Inner Model

The goal is to evaluate the inner model to test causal hypotheses in research. Evaluation of the inner model is carried out by assessing several criteria.

#### *Coefficient $R^2$ (R Square)*

The criteria for the R Square coefficient value are substantial (0.75), moderate (0.5), and a value that is considered weak (0.25). The results of R Square in this research are as follows:

**Table 8. R Square**

Variable	R Square
Consumen Satisfaction	0,652
Repurchase Intention	0,661

Source: Data Processing (2024)

#### *Cross Validation Redundancy ( $Q^2$ )*

This assessment is intended to assess the level of relevance of the model used, if the  $Q^2$  value  $> 0$  then the model has relevant predictions. Based on the results of data processing, the  $Q^2$  values obtained are as follows:

**Table 9. Cross-Validated Redundancy**

Variable	$Q^2_{\text{predict}}$
Satisfaction	0,681
Repurchase Intention	0,776

Source: Data Processing (2024)

### Hypothesis test

Criteria for hypothesis testing are carried out by comparing TStatistics values with the minimum t-table limit in this study being 1.65 (t-statistics  $> 1.65$ ; P Values  $\leq 0.05$ ). The results of hypothesis testing in this research are as follows:

**Table 1. Test Results**

Original sample	t statistics	P values	Note
0,274	3,544	0,000	H1 Accepted
0,166	2,191	0,000	H2 Accepted
0,247	2,629	0,000	H3 Accepted

0,284	2.445	0.000	H4 Accepted
0.208	2.535	0.000	H5 Accepted
0.294	2.779	0.000	H6 Accepted
0.186	2.061	0.000	H7 Accepted
0.235	2.245	0.000	H8 Accepted
0.248	2.356	0.000	H9 Accepted

Source: Data Processing (2024)

Based on the results of hypothesis testing shown in Table 4.24, it can be explained as follows.

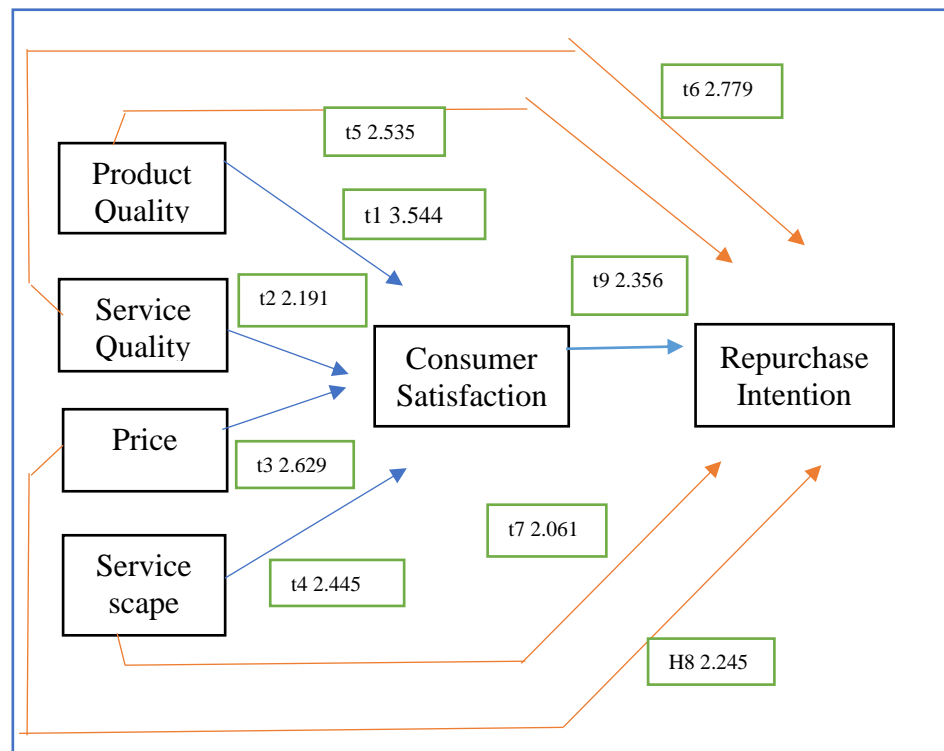
1. H1: Effect of Product Quality on Consumer Satisfaction.  
The effect of product quality on consumer satisfaction has a positive path coefficient of 0.274 with t statistics  $3.544 > 1.65$  and a significant  $0.000 < 0.05$ , so H1 Product quality has a significant and significant effect on consumer satisfaction.
2. H2: The Influence of Service Quality on Consumer Satisfaction  
The influence of Service Quality on Consumer Satisfaction has a positive path coefficient of 0.166 with t statistics  $2.191 > 1.65$  and significant  $0.000 < 0.05$ , so H2 Service Quality has a significant and significant influence on Consumer Satisfaction and can be accepted.
3. H3: The Effect of Price on Consumer Satisfaction  
The Influence of Price on Consumer Satisfaction has a positive path coefficient of 0.247 with t statistics  $2.629 > 1.65$  and a significant  $0.000 < 0.05$ , so H3 Price has a significant and significant effect on Consumer Satisfaction.
4. H4: The Influence of Servicescape on Consumer Satisfaction  
The influence of Servicescape on Consumer Satisfaction has a positive path coefficient of 0.284 with t statistics  $2,445 > 1.65$  and significant  $0.000 < 0.05$ , so H4 Servicescape has a significant and significant influence on Consumer Satisfaction which can be accepted.
5. H5: Effect of Product Quality on Repurchase Intention  
The influence of product quality on repurchase intention has a positive path coefficient of 0.208 with t statistics  $2,535 > 1.65$  and a significant  $0.000 < 0.05$ , so H5 Product quality has a significant and significant effect on repurchase intention and can be accepted.
6. H6: The influence of service quality on repurchase intention  
The influence of Service Quality on Repurchase Intention has a positive path coefficient of 0.294 with t statistics  $2.779 > 1.65$  and a significant  $0.000 < 0.05$ , so H6 Service Quality has a significant and significant effect on Repurchase Intention can be accepted.
7. H7: Effect of Price on Repurchase Intention  
The influence of price on repurchase intention has a positive path coefficient of 0.186 with T Statistics  $2.061 > 1.65$  and a significant  $0.000 < 0.05$ , so H7 Price has a significant and significant influence on repurchase intention and can be accepted.
8. H8: The influence of servicescape on repurchase intention  
The influence of Servicescape on Repurchase Intention has a positive path coefficient of 0.235 with t statistics  $2.245 > 1.65$  and a significant  $0.000 < 0.05$ , so H8 Servicescape has a significant and significant influence on Repurchase Intention can be accepted.



# 9. H9: The Influence of Consumer Satisfaction on Repurchase Intention

The influence of Consumer Satisfaction on Repurchase Intention has a positive path coefficient of 0.248 with t statistics  $2.356 > 1.65$  and a significant  $0.000 < 0.05$ , so H9 Consumer Satisfaction has a significant and significant influence on Repurchase Intention can be accepted.

**Figure 1. Measurement Model**



Source: Researcher (2024)

## Discussion

The results of this research will discuss hypothesis testing to determine the influence of each variable on other variables.

### 1. The Influence of Product Quality on Consumer Satisfaction

Based on the research results, it shows that Product Quality has a significant influence on Consumer Satisfaction, a positive path coefficient of 0.274 with a t statistic of  $3.544 > 1.65$  and a significant  $0.000 < 0.05$ , then H1 which states that Product Quality has a significant and significant influence on Consumer Satisfaction can be accepted, which means that the Product Quality variable is able to have a big influence on Consumer Satisfaction. The results of this research support previous research from Liu et al., (2021), Sembiring (2021), Poan and Wicaksono (2023), Indrajaya et al., (2020), Sari and Hariyana (2019) which stated that product quality is wrong. one factor that can cause consumer satisfaction.

### 2. The Influence of Service Quality on Consumer Satisfaction

Based on the research results, it shows that the influence of service quality on consumer satisfaction has a positive path coefficient of 0.166 with a t statistic of  $2.191 > 1.65$  and a significant  $0.000 < 0.05$ , so H2 which states that service quality has a significant and significant influence on consumer satisfaction can be accepted, where this means that the Service Quality variable is able to have a big influence on Consumer Satisfaction. The results of this research support previous research from Pakurár, Haddad, Nagy, Popp and Oláh (2019), Sari and Hariyana (2019), Yum and Yoo (2023), Wang, Masukujaman,

Alam, Ahmad, Lin and Ho (2023), Ge, Yuan, Wang and Park (2021) who stated that service quality is one of the factors that can cause consumer satisfaction.

3. Effect of Price on Consumer Satisfaction

Based on the research results, it shows that the effect of price on consumer satisfaction has a positive path coefficient of 0.247 with a t statistic of  $2.629 > 1.65$  and a significant  $0.000 < 0.05$ , so H3 Price has a significant and significant influence on consumer satisfaction which can be accepted, which means that the consumer experience variable able to have a big influence on Repurchase Intention. The results of this research support previous research from Wantara and Tambrin (2019), Zaato, Zainol, Khan, Rehman, Faridi and Khan (2023), Pratikno and Hermawan (2019), Avianty and Waloejo (2019), Subekti, Praningtyas, Anggraini (2023), which states that price is one of the factors that can cause consumer satisfaction.

4. Influence of Servicescape on Consumer Satisfaction

Based on the research results, it shows that the influence of Servicescape on Consumer Satisfaction has a positive path coefficient of 0.284 with a t statistic of  $2.445 > 1.65$  and a significant  $0.000 < 0.05$ , so H4 Servicescape has a significant and significant influence on Consumer Satisfaction which can be accepted. The results of this research support previous research from Marie (2019), Syahputra, Sanny and Ritonga (2022), Siregar, Rini, Beby Sembiring (2022), Nashfati, Farida, Agus (2022), Ananda, Hanny, García and Prasetya (2022), which states that Servicescape is one of the factors that can cause Consumer Satisfaction.

5. Effects of Product Quality on Repurchase Intentions

Based on the research results, it shows that the effect of product quality on repurchase intention has a positive path coefficient of 0.208 with a t statistic of  $2.535 > 1.65$  and a significant  $0.000 < 0.05$ , so H5 Product quality has a significant and significant effect on repurchase intention and can be accepted. The results of this research support previous research from Lee (2022), Ratasuk and Buranasompob (2021), Desara and Hidayat (2021), Ratasuk and Gajesanand (2020), Rizki, Juliati and Praharjo (2021), which stated that product quality is one of the factors that can cause Repurchase Intention to occur.

6. The Influence of Service Quality on Repurchase Intentions

Based on the research results, it shows that the influence of service quality on repurchase intention has a positive path coefficient of 0.294 with a t statistic of  $2.779 > 1.65$  and a significance of  $0.000 < 0.05$ , so H6 Service Quality has a significant and significant effect on repurchase intention can be accepted. The results of this research support previous research from Saraun, Tumbuan and Tielung (2022), Alex and Thomas (2022), Daniswara, Bayu and Sunarti (2022), Phuong and Trang (2018), Ekaprana and Giantari (2020), which stated that Service Quality is one of the factors that can cause Repurchase Intention to occur.

7. Influence of Price on Repurchase Intention

Based on the research results, it shows that the influence of price on repurchase intention has a positive path coefficient of 0.186 with t statistics  $2.061 > 1.65$  and a significant  $0.000 < 0.05$ , so H7 Price has a significant and significant influence on repurchase intention can be accepted. The results of this study support previous research from Ge, Yuan, Wang and. Park (2021), Annisha (2019), Pratiwi, Soebandhi and Dharmani (2020), Lucky, Aisjah and Ningrum (2023), Makkiyah and Andjarwati (2023), who state that price is one of the factors that can cause repurchase intentions.

8. The Influence of Servicescape on Repurchase Intention

Based on the research results, it shows that the influence of Servicescape on Repurchase Intention has a positive path coefficient of 0.235 with a t statistic of  $2.245 > 1.65$  and a significant  $0.000 < 0.05$ , so H8 Servicescape has a significant and significant influence on Repurchase Intention can be accepted. The results of this study support previous research

from Heo, Lee and Moon (2023), Anh and Thao (2020), Thiamjite and Thongchan (2022), Al-ghifari (2021), Ananda, Hanny, Hernández-García and Prasetya (2022), which states that Servicescape is one of the factors that can cause Repurchase Intention

#### 9. The Influence of Consumer Satisfaction on Repurchase Intentions

Based on the research results, it shows that the influence of consumer satisfaction on repurchase intention has a path coefficient positive of 0.248 with t statistics  $2.356 > 1.65$  and significant  $0.000 < 0.05$  then H9 Consumer Satisfaction has a significant and acceptable influence on Repurchase Intention. The results of this research support previous research from Morkunas and Elzė Rudienė (2020), R Subekti, E.R.V. Praningtyas, P.A. Anggraini (2023). Ohwiyati and Praptiestrini (2019), Arlanda and Suroso (2018), Ellitan, Sindarto, Agung (2023), who stated that consumer satisfaction is one of the factors that can cause repurchase intentions.

### CONCLUSION

Based on the introduction, discussion in the previous chapter and the results of the analysis of the discussion above regarding "Analysis of Factors that Influence Satisfaction and Repurchase Intentions at Coffee Shops in Bogor Regency", as follows:

1. The Effect of Product Quality on Consumer Satisfaction. In this research, the Product Quality variable has a significant influence and influences the Consumer Satisfaction variable
2. The Influence of Service Quality on Consumer Satisfaction. In this research, the Service Quality variable has a significant influence and influences the Consumer Satisfaction variable.
3. Effect of Price on Consumer Satisfaction. In this research, the Price variable has a significant influence and influences the Consumer Satisfaction variable
4. The Influence of Servicescape on Consumer Satisfaction. In this research, the Servicescape variable has a significant influence and influences the Consumer Satisfaction variable.
5. The Influence of Product Quality on Repurchase Intentions. In this research, the Product Quality variable has a significant influence and influences the Repurchase Intention variable.
6. The Influence of Service Quality on Repurchase Intentions. In this research, the Service Quality variable has a significant influence and influences the Repurchase Intention variable.
7. Effect of Price on Repurchase Intention. In this research, the Price variable has a significant influence and influences the Repurchase Intention variable.
8. The influence of servicescape on repurchase intention. In this research, the Servicescape variable has a significant effect and influences the Repurchase Intention variable.
9. The Influence of Consumer Satisfaction on Repurchase Intentions. In this research, the Consumer Satisfaction variable has a significant influence and influences the Repurchase Intention variable.

### Suggestions

This study, there are limitations to research regarding the characteristics of respondents from coffee shop consumers, it does not include more respondents and characteristics.

#### Practical Advice

1. This research shows that there is high consumer interest in coming and buying food and coffee in Bogor Regency. The results of this research can be used as consideration for cafe and shop business actors in terms of product quality, service quality, price, servicescape, consumer satisfaction and repurchase intentions so that they can better adapt to consumer conditions in Bogor Regency. Based on the research results, it was found that consumers have a goal of getting satisfaction and repurchase intentions.

2. For the Indonesian Government, especially the Ministry of Trade, as a regulator by issuing regulations and policies that encourage Consumer Satisfaction and Consumer Repurchase Intentions by further improving and controlling Product Quality, Service Quality, Price, Servicescape.

### Theoretical Aspect Suggestions

The variables used in this research are Product Quality, Service Quality, Price, Servicescape, Consumer Satisfaction and Purchase Intention. For further research, suggestions from researchers for further research include:

1. Suggestions for future researchers are that they can start research with qualitative research to get more detailed results and then continue with a quantitative approach.
2. Suggestions for further researchers are:
  - a. by adding other variables such as Innovation, Trust, Brand which can further influence Satisfaction and Repurchase Intention for pharmacies.
  - b. Expanding the respondent area, such as Jakarta, Tangerang, Bekasi, so that they can assess cafe and kecai buyers widely.

In this study, there are limitations to research regarding the characteristics of respondents from pharmacies, it does not include more respondents and characteristics.

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