THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER REPURCHASE INTENTION: THE MEDIATING ROLE OF CUSTOMER SATISFACTION AT CONFLUX COFFEE CLUB TOMOHON

PENGARUH KUALITAS PELAYANAN PADA NIAT BELI ULANG PEMBELI: PERAN MEDIASI DARI KEPUASAN PELANGGAN DI CONFLUX COFFEE CLUB TOMOHON

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Abstract: This study examines the influence of service quality on customer repurchase intention with customer satisfaction as a mediating variable at Conflux Coffee Club Tomohon. Using a quantitative approach, data were collected from 100 respondents through purposive sampling and analyzed using multiple linear regression, path analysis, and the Sobel test. The results show that service quality has a positive and significant effect on customer satisfaction, and customer satisfaction significantly influences repurchase intention. Furthermore, the Sobel test confirms that customer satisfaction mediates the relationship between service quality and repurchase intention. The findings suggest that higher service quality enhances customer satisfaction, which in turn strengthens the intention to repurchase.

Keywords: Service Quality, Customer Satisfaction, Repurchase Intention,

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan terhadap niat beli ulang dengan kepuasan pelanggan sebagai variabel mediasi pada Conflux Coffee Club Tomohon. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner kepada 100 responden menggunakan teknik purposive sampling. Analisis data dilakukan dengan regresi linier berganda, analisis jalur (path analysis), dan uji Sobel. Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, serta kepuasan pelanggan berpengaruh signifikan terhadap niat beli ulang. Selain itu, hasil uji Sobel membuktikan bahwa kepuasan pelanggan memediasi hubungan antara kualitas layanan dan niat beli ulang. Temuan ini menunjukkan bahwa semakin tinggi kualitas layanan yang diberikan, maka semakin tinggi pula kepuasan pelanggan yang pada akhirnya memperkuat niat mereka untuk melakukan pembelian ulang.

Kata kunci: Kualitas Layanan, Kepuasan Pelanggan, Niat Beli Ulang

INTRODUCTION

Research Background

Indonesia are one of the most coffee producer country in the world, known by the variety of coffee-growing regions and unique flavor profiles. With a history dating back to the 17th century when the Dutch introduced coffee cultivation, Indonesia has become a key player in the global coffee industry. The archipelago's rich soil that has been influence by the volcanic activity and tropical climate produce a ideal conditions for growing high-quality coffee beans, with famous origins such as Sumatra, Java, and Sulawesi. Coffee plays a vital role in Indonesia's economy, supporting millions of farmers and contributing to export revenues (Norsita & Hardiyanti, 2014).

Coffee is one of the leading commodities of the Republic of Indonesia, making it undeniable that coffee is a major attraction in the country's food sector. The habit of enjoying coffee can be found among various social groups in the country, from the upper class to the lower class, with a high level of interest in coffee consumption. There are various types of coffee that can be found in Indonesia, ranging from Arabica to Robusta beans, with a wide variety of options available. A supportive climate is also a important element for the development of coffee in Indonesia.

so that it becomes a reference to how the magnitude of the development of coffee in Indonesia, this has mushroomed and become a trend in the current business field because the craze in this field is very high. for that when consumers want to get an extraordinary experience in tasting coffee and its various menu variants, owner is required to create an excellent offering strategy to attract a larger market so that customer satisfaction becomes the main goal in building customer repurchase intentions

It create a reason why customer satisfaction is very important for a coffee shop is to support productivity and customer loyalty, as well as to sustain the coffee shop's revenue. For that, various elements are needed to achieve this goal, starting from the product, the service provided, and the ambience or environment of the coffee shop itself — all of which are essential elements in supporting customer satisfaction at a coffee shop. The use of marketing strategies is believed to be able to increase sales and revenue of a coffee shop. It is also expected to attract customers through the media used, enabling the shop to gain more customers (Achmad et al., 2024).

That makes connection between two indicators can drive customers to return for purchases is built due to the sense of connection that arises toward the product they enjoy. This connection emerges from the experience customers gain when enjoying the products and services provided when visiting the place. Moreover, when customers see or come across the marketing strategies offered by the coffee shop, a sense of enthusiasm arises, serving as the foundation for their interest in coming and enjoying the products promoted through the media used by the shop (Irwanto & Subroto, 2022).

Additionally, when customers see or come across the marketing strategies presented by the coffee shop, a sense of enthusiasm emerges, forming the basis of their interest in visiting and enjoying the products promoted through the media used by the shop. In the city of Tomohon, the number of coffee enthusiasts is very high, as reflected by the many coffee shops found throughout the area—ranging from traditional coffee houses to modern cafes. This illustrates the strong enthusiasm of the community, along with the growing demand for coffee culture. It shows that coffee is favored by people from various backgrounds in this region. As a response to this, Conflux Coffee Club emerged with a variety of coffee offerings available at their venue. From classic Italian coffee to palm sugar coffee, Conflux is here to meet market demand.

Research Objectives
1. To examine the influence service quality to the customer satisfaction at Conflux Coffee Club Tomohon
2. To examine the influence of Service quality to Customer Repurchase Intention at Conflux Coffee Club Tomohon
3. Customer satisfaction as the intervening variable between service quality to customer repurchase intetnion at Conflux Coffee Club

LITERATURE REVIEW

Marketing
Marketing is an action that company did to offer the products or services they provide. Marketing is not just about promoting, but it is also influenced by the habits, desires, and thoughts needed by the market. Therefore, the goal of marketing is to deliver the true value needed by the customers themselves. According to Kotler & Keller (2022), marketing are process that include the creation, identification, communication, and delivery from a company to the public as an exchange of value for a thing that company provide to society..

Consumer Satisfaction
Customer satisfaction are the indication of the assessment given by customers toward a product or service they purchase or use. The purpose of customer satisfaction is to seek the happiness and satisfaction of customers through the products and value offered. This aims to build a stronger bond between the business and its customers.

Service Quality
Service quality is the ability of a service provider to satisfy every customer who will be experiencing the offerings provided. This includes how well the service provider can deliver treatment that enhances the enthusiasm of the customer in enjoying each service offered. As a result, it can support various aspects needed by a business to generate profit (Ramya et al., 2019).

Customer Repurchase Intention

Customer repurchase intention refers to the consumer's willingness to buy a company's products or use its services again based on satisfaction and positive past experiences (Tufahati et al., 2021). This behavioral intention reflects the desire to relive favorable experiences with the product or service in the future.

Empirical Studies

Tufahati et al. (2021) determined whether customer satisfaction influences repurchase intentions from Bloomythings' customers and to implement strategies to increase consumer satisfaction and repurchase intention of Bloomythings. The samples in this study are customers from Bloomything who have made purchases on Bloomythings products. The results showed that customer satisfaction had a positive and significant impact on repurchase intention.

Kuswibowo (2022) aimed at analyzing the effect of both service quality and customer value towards customers' contentment at Celebrity Fitness Margo City. The customers who are members of Celebrity Fitness Margo City are chosen as the object of this research. There were 75 respondents chosen by employing a quantitative descriptive method. This study result shows that Service Quality owns a positive and crucial impact on Customer Contentment at Celebrity Fitness Margo City. In addition, the Customer Value performed a positive and significant effect towards Customer Contentment at Celebrity Fitness Margo City.

Suryawardana & Nurdeagraha (2020) aimed to determine the effect of price, service quality, product quality, product diversity, promotion, and location on customer satisfaction. This study uses a quantitative approach. The sample is the consumer "P" Coffe Gajahmada Semarang branch. Hypothesis test results show that price, service quality, product quality, product diversity, promotion, and location have a positive and significant effect.
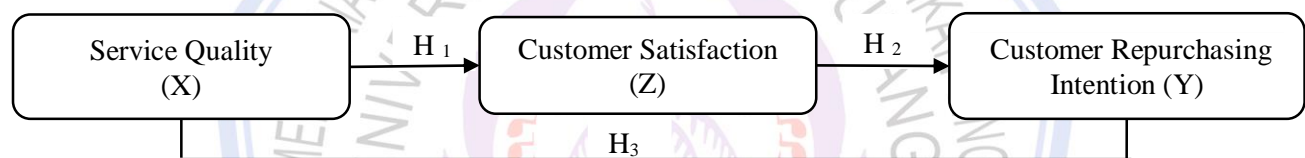
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H_1: Service Quality have a significant influence on Customer Satisfaction at Conflux Coffee Club Tomohon

H_2: Customer Satisfaction have influence on Customer Repurchasing Intention at Conflux Coffee Club Menu Variant

H_3: Customer Satisfaction can be intervening variable between Service Quality to Customer Repurchase Intention at Conflux Coffee Menu Variant

RESEARCH METHOD

Research Approach

This research is using a quantitative approach. According to Barella et al. (2024), Quantitative research is an approach used in research to study a hypothesis by collecting and analyzing data based on numbers to explain a certain phenomenon. Specifically, this method uses the population size involved with the related study object, making it easier for researchers to select factors to be examined through definite assumptions to explain a data assumption.

Population, Sample Size, and Sampling Technique

The population that involved is Conflux Coffee Club Tomohon customer. The sample itself is a part of the population. The sample that will be taken is from 100 total respondent. Purposive sampling is used with criteria such as: Customer at Conflux Coffee Club Tomohon, Customer that alreade visit Conflux Coffee Club at least 3X, and Coffee enthusiast.

Type of Data and Data Source

This research uses both primary data (collected via questionnaires) from Conflux Coffee Club Customer, Coffee Enthusiast and secondary data (from journals, books, and institutional reports).

Data Collection Method

Data were gathered using a 7 Likert-scale questionnaire with specific indicators distributed online. The instrument measured the three main variables and ensured consistency in response collection.

Operational Definition and Indicators of Research Variables

Table 1. Operational Definition and Indicators of Research Variables

Variable	Definition	Indicators
Service Quality (X)	Service Quality is ability of the service provider to enable customers to fully enjoy the services they use in an appropriate and accurate manner.	1. Building Condition 2. Service Attention 3. Accuracy Service 4. Service Ability 5. Timing
Customer Satisfaction (*Z*)	Customer satisfaction is an essential element of a business. When customer satisfaction is achieved, sales in a business can experience a significant	1. Coffee Taste 2. Price 3. Service Provide same expectation
Customer Repurchase Intention (Y)	Customer repurchase intention is an action that arises when customers are satisfied with their experience from a business, whether it is a product or a service	1. Time Span Visit 2. Frequently Order Menu

Research Instruments Testing

Validity and Reliability Tests

The validity test is a test conducted to support the effectiveness of a research instrument in constructing a research object. This test is carried out to ensure the accuracy of the research method used, in this case, using a questionnaire. The test of reliability is a important thing for a research instrument that can used as the first step needed to start a study.

Data Analysis Method

Classical Assumption Tests

1. Normality Test

   Normality test is one of the methods used to obtain statistical forms. This test is commonly performed on simulations where the data come from normal distributions, t-distributions, and exponential distributions. By using these methods, it can be stated that the selection of the normality test depends on the sample size and data distribution

2. Multicollinearity Test

   Multicollinearity occurs when multiple linear regression analysis includes several variables that do not have a significantly strong correlation with the existing dependent variable but rather with each other. This causes multicollinearity to make some significant variables in the study become statistically insignificant. In multiple regression analysis, multicollinearity has a relationship with the related variable.

3. Heteroscedasticity Test

   Heteroscedasticity is defined as a variation of "non-constant error," which means that when predictors are contain in the regression model, residual variability changes as a function of something that is not in the model.

Path Analysis

Path analysis is a statistical method used to examine and measure causal relationships between variables within a predetermined model. This method is an extension of multiple linear regression and aims to identify both direct and indirect effects of one variable on another. In path analysis, variables are categorized as exogenous (not influenced by other variables) and endogenous (influenced by other variables), which are connected through path coefficients that indicate the strength and direction of the relationships. This technique is typically visualized using a path diagram and is commonly applied in social, psychological, or educational research to understand the structure

of relationships among variables (Sarwono, 2011). To determine the indirect effect mediated by the intervening variable from the influence of the independent variable on the dependent variable, the steps are as follows:

$$(Z) = \alpha + H1X + e1$$
$$(Y) = \alpha + H2Z + e2$$

Coefficient Correlation (R) and Coefficient of Determination (R2)

The multiple correlation coefficient (R) is utilized to determine the strength of the relationship between the dependent variable (Y) and the independent variables (X). Meanwhile, the coefficient of determination (R²) indicates the percentage of variation in the dependent variable that can be explained by the regression model.

Hypothesis Testing
F Test and T-Test

The F-test aims to determine whether independent variables collectively (simultaneously) affect the dependent variable. The F-test is conducted to see the impact of all independent variables together on the dependent variable. The level of significance used is 0.05 or 5%. If the F significance value is < 0.05, it can be interpreted that the independent variables simultaneously affect the dependent variable, or vice versa.

The t-test is carried out to determine how far an independent variable partially varies the dependent variable. The t-test used to determine the significance of individual regression coefficients within a model, evaluating whether a specific predictor variable has a statistically significant relationship with the dependent variable while keeping other variables constant. The test is performed at a 95% confidence level with a significance level (α) of 0.05.

RESULT AND DISCUSSION

Research Results
Validity and Reliability Test
Table 2. Validity Test Results

Variable	Indicators	Validity			Result
		r-count	Table r	Sig	
Service Quality (X)	X.1	0.626	0.1966	0.000	Valid
	X.2	0.727	0.1966	0.000	Valid
	X.3	0.565	0.1966	0.000	Valid
	X.4	0.737	0.1966	0.000	Valid
Customer	X.5	0.758	0.1966	0.000	Valid
Satisfaction (Z)	Z.1	0.635	0.1966	0.000	Valid
	Z.2	0.638	0.1966	0.000	Valid
	Z.3	0.665	0.1966	0.000	Valid
	Z.4	0.635	0.1966	0.000	Valid
Customer	Z.5	0.605	0.1966	0.000	Valid
Repurchasing	Z.6	0.656	0.1966	0.000	Valid
Intention (Y)	Y.1	0.787	0.1966	0.000	Valid
	Y.2	0.721	0.1966	0.000	Valid
	Y.3	0.824	0.1966	0.000	Valid
	Y.4	0.797	0.1966	0.000	Valid

Source: Data Processed, 2025

From Table 2 it can be seen that the results of all variable questionnaire items are considered valid because the r count (Pearson Correlations) is greater than its r table (0.1966) with a significance value of 0.000 < 0.05.

Table 3. Reliability of Test Results

Variable	Alpha Cronbach	Status
Service Quality	0.716	Reliable
Customer Satisfaction	0.706	Reliable
Customer Repurchase Intention	0.788	Reliable

Source: Data Processed, 2025

Table 3 shows that the Cronbach's Alpha values for all variables X, Z, and Y are above 0.6. This result indicates that each variable in the study meets the reliability criteria.

Classical Assumption Testing
Normality Test
Table 4. One-Sample Kolmogorov-Smirnov (K-S)

			Unstandadized Residual
N	0.716		100
Normal Parameter	Mean		.0000000
	Standart Defiation		2.43389996
Most Extreme Differences	Absolute		.078
	Positive		.055
	Negative		-.079
Test Statistic			.678
Asymp. Sig.(2- Tailed)			.142
Monte Carlo Sig. (2- Tailed)	Sig.		.141
	99% Conffidence Interval	Lower Bound	.132
		Upper Bound	.150

Source: Data Processed, 2025

Table 4 presents the SPSS output, showing an Asymp. Sig. (2-tailed) value of 0.142, which exceeds the 0.05 significance value. This result indicates that the data follows a normal distribution and meets the assumption of normality.

Multicollinearity Test
Table 5. Multicollinearity Test

Model	Coefficients		Status
	Collinearity Statistics		
	Tolerance	VIF	
Service Quality (X)	0.516	1.937	No Multicollinearity
Customer Satisfaction (Z)	0.516	1.937	No Multicollinearity

a.Dependent Variable : Y
Source: Data Processed, 2025

The results show that the tolerance values for all independent variables are above 0.10, and the Variance Inflation Factor (VIF) values are below 10. This indicates that there is no multicollinearity among the independent variables. It show that the tolerance values for all independent variables is 0.516 or > 0.10, and the Variance Inflation Factor (VIF) values is 1.937 or < 10. This indicates that there is no multicollinearity among the independent variables.
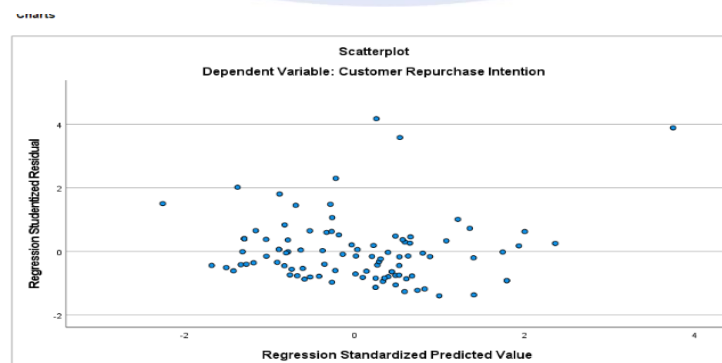
Heteroscedasticity Test

Figure 3 Heteroscedasticity Tests
Source: Data Processed, 2025

The scatterplot graph shows that the data points are randomly distributed and evenly spread above and below the zero line on the Y-axis. This indicates the absence of heteroscedasticity in the regression model, suggesting that the model is appropriate for predicting the dependent variable Y based on the independent variables X and Z.

Multiple Linear Regression Analysis
Table 6. Multiple Linear Regression Analysis

Variable	Result
Model 1	
Constant	14.441
Service Quality (X)	0.746
Model 2	
Constant	-0.651
Customer Satisfaction (Y)	0.670

Source: Data Processed, 2025

Model 1
Regression analysis shows that the regression model formed is:

$$Z = 14.441 + 0.746 \, X + e$$

The equation can be explained as follows: if the constant is 14.441, it means that when the Service Quality (X) variable is zero (0) or remains constant, the Customer Satisfaction (Z) variable has a value of 14.441. The regression coefficient of the Service Quality (X) variable is 0.746, which means that an increase of 1 unit in variable X will result in an increase of 0.746 units in the Customer Satisfaction (Z) variable. Since the coefficient value is positive, the direction of the relationship between variable X and variable Z is positive.

Model 2
Regression analysis shows that the regression model formed is:

$$Y = -0.651 + 0.670Z + e$$

The equation can be explained as follows: if the constant is -0.651, it means that when the Customer Satisfaction (Z) variable is zero (0) or remains constant, the Customer Repurchasing Intention (Y) variable has a value of -0.651. The regression coefficient of the Customer Satisfaction (Z) variable is 0.670, which means that an increase of 1 unit in variable Z will result in an increase of 0.670 units in the Customer Repurchasing Intention (Y) variable. Since the coefficient value is positive, the direction of the relationship between variable Z and variable Y is positive.

Correlation Coefficient (R) and Determination Coefficient) (R^2)
Table 7. Correlation Coefficient (R) and Determination Coefficient (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696[a]	.484	.479	2.63061
2	.684[a]	.468	.462	2.61633

Source: Data Processed, 2025

Table 7 shows that the correlation coefficient (R) is 0.696, indicating a very strong positive relationship between Service Quality (X) and Customer Satisfaction (Z) Since the R value is close to +1, it suggests a high level of correlation. Additionally, the coefficient of determination (R^2) is 0.484, which means that 48,4% of the variation in Customer Satisfaction can be explained by the other independent variables. The remaining 51,2% is influenced by other factors not included in this study's model.

Table 7 shows that the correlation coefficient (R) is 0.684, indicating a very strong positive relationship between Customer Satisfaction (Z) and Customer Repurchasing Intention (Z) Since the R value is close to +1, it suggests a high level of correlation. Additionally, the coefficient of determination (R^2) is 0.468, which means that 46,8% of the variation in Customer Repurchasing Intention can be explained by the other independent variables. The remaining 53,2% is influenced by other factors not included in this study's model.

Hypothesis Test
F-Test Results (Simultaneous Test)

Table 8. F-Test

ANOVA[a]

	Model	Number of Squares	Df	Square Average	F	Sig.
1	Regression	673.537	2	336.768	55.701	.000[b]
	Residual	586.463	97	6.046		
	Total	1260.000	99			

a. Dependent variables: Y

b. Predictor: (Constant), X, Z

Source: Data Processed, 2025

Based on the table the F-count value is 55,701, which exceeds the F-table value of 3.09. Furthermore, the significance value is less than 0.001, falling below the 0.05 (5%) significance level. These findings confirm that Service Quality and Customer Satisfaction together have a significant influence on Customer Repurchase Intention.

T-Test (Partial Test)

Table 9. T-Test

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.441	2.380		6.068	<.001
	Service Quality	.746	.078	.654	9.584	.<001
	(Constant)	-.651	2.691		-.242	.809
	Customer Satisfaction	.670	.072	.684	9.277	<.001

Source: Data Processed, 2025

The results of the t-test showed that:

a. The relationship between Service Quality and Customer Repurchasing Intention is significant, with a t-count of 9.584 > t-table 1.984, and a Sig. value of 0.000 < 0.05 (α = 5%). As a result, H1 is accepted

b. The relationship between Customer Satisfaction and Customer Repurchasing Intention is significant, with a t-count of 9.277 > t-table 1.984, and a Sig.value of 0.001 < 0.05 (α = 5%). H2 is Accept.

Sobel Test

Table 10. Sobel Test

		T Statistic	P- Value (Sig.)
A	0.695		
B	0.670	6.3502	<0.001
S_A	0.080		
S_B	0.072		

Source: Data Processed, 2025

Service Quality (X) $\rightarrow$ Customer Satisfaction (Z) $\rightarrow$ Customer Repurchasing Intention (Y)

The table 10 shows that the relation between Service Quality and Customer repurchasing Intention with customer satisfaction as intervening varible is significant using sobel test, with a t-count of 6.3502 < t-table 1.984, and a Sig. value of 0.001 < 0.05 (α = 5%). H3 is Accept

Discussion

The Influence of Service Quality on Customer Satisfaction

The results of the T-Test and Multiple Linear Regression confirm that both service quality and customer satisfaction significantly and positively influence customer decisions to choose Conflux Coffee Club. When customers receive helpful assistance, clear information, prompt responses, and friendly treatment, they feel more valued and satisfied with their overall experience. In lifestyle-based retail settings such as coffee shops, these service elements foster stronger customer loyalty. The findings emphasize that knowledgeable staff, consistent service, and a welcoming environment are crucial in enhancing satisfaction. As supported by Djunaedi & Rahman (2023), improved service quality increases consumer satisfaction, reinforcing the importance of managing both variables effectively to build trust and sustain customer loyalty at Conflux Coffee Club Tomohon.

The Influence of Customer Satisfaction on Customer Repurchasing Intention

Based on the results of the Sobel test, it can be concluded that customer satisfaction is able to mediate the relationship between service quality and customer repurchase intention. The better the service quality provided, the higher the customer's repurchase intention, mediated by customer satisfaction. The higher the service quality offered to customers, the greater the satisfaction they will feel, which in turn strongly builds their intention to repurchase, as they seek to relive the same positive experience they had before. This is consistent with the findings of Khoiriyah & Wulansari (2025) which reflect that high customer satisfaction, created through good service quality, leads to a stronger interest in repeatedly purchasing the same product. In the context of Conflux Coffee Club Tomohon, when baristas or staff deliver service quality that makes customers feel satisfied, it is undeniable that repurchase intention will lead to both loyal returning customers and new customers. This is in line with the hypotheses tested above, which show positive results due to the interdependence between these variables

The Role of Customer Satisfaction in Mediating Service Quality and Customer Repurchase Intention

Based on the results of the Sobel test, it can be concluded that customer satisfaction is able to mediate the relationship between service quality and customer repurchase intention. The better the service quality provided, the higher the customer's repurchase intention, mediated by customer satisfaction. The higher the service quality offered to customers, the greater the satisfaction they will feel, which in turn strongly builds their intention to repurchase, as they seek to relive the same positive experience they had before. This is consistent with the findings of Khoiriyah & Wulansari (2025) which reflect that high customer satisfaction, created through good service quality, leads to a stronger interest in repeatedly purchasing the same product. In the context of Conflux Coffee Club Tomohon, when baristas or staff deliver service quality that makes customers feel satisfied, it is undeniable that repurchase intention will lead to both loyal returning customers and new customers. This is in line with the hypotheses tested above, which show positive results due to the interdependence between these variables

CONCLUSION AND RECOMMENDATION

Conclusion
1. Service quality partially has a positive and significant influence on customer satisfaction at Conflux Coffee Club Tomohon. This indicate that service quality has an important role in increasing customer satisfaction. The better the quality of service provided, the more satisfied customers will be in enjoying what is offered.
2. Customer Satisfaction significantly influence on customer Repurchasing intention at Conflux Coffee Club Tomohon. This is shown by the fact that as customer satisfaction increases, repurchase intention also tends to rise.
3. Customer satisfaction is able to mediate the relationship between service quality and customer repurchase intention. This is shown by the fact that repurchase intention arises when customers feel satisfied through the good quality of service they experience.

Recommendation
1. Reflecting on the strong impact of service quality in creating customer satisfaction and generating repurchase intention, Conflux must continue to prioritize excellent service. Responsiveness, and product knowledge is essential. Minimizing waiting times, addressing complaints effectively, and maintaining a clean and welcoming environment will be a plus point if being execute well by the managment. As the quality of service improves, it will also open up broader market segmentation for Conflux Coffee Club. The focus should be on providing high-demand, quality products and taking customer feedback into consideration. Enhancing value through bundling packages or educational content, as well as building a strong and high-quality brand image on social media, will help establish a positive reputation and a strong branding position within the wider coffee business segment.
2. It is expected to broaden the elements and provide a wider perspective on other factors that may influence repurchase intention. This opens opportunities to identify various aspects that can affect customer satisfaction and repurchase value. Factors such as brand image, marketing quality, and company trust could serve as interesting areas of exploration in understanding how these variables influence the elements of the research that has already been conducted.

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