



Repurchase Interest Reviewed from Customer Experience and Service Quality with Consumer Satisfaction as an Intervening Variable

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ABSTRACT

Purpose: The research aims to determine the effect of customer experience, service quality, and cafe atmosphere on repurchase intention with consumer satisfaction as intervening variables for Bento Kopi.

Design/Method/Approach: The type of approach taken in this research is quantitative. Data analysis techniques using Structural Equation Modeling with the SmartPLS analysis tool version 3.0. The objects in this research are consumers who have made purchases at Bento Kopi. The sampling technique uses nonprobability sampling and determining the sample used purposive sampling with a total sample of 100 respondents. Data collection was carried out by distributing questionnaires online with Google Forms.

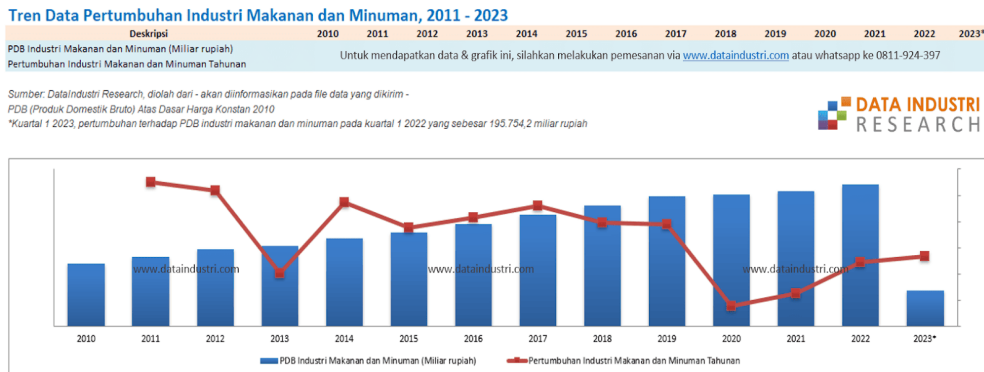
Findings: The findings of research results show that a direct customer experience has a positive and significant effect on repurchase interest. Meanwhile, service quality does not directly influence repurchase interest. Repurchase interest is influenced by customer experience and service quality through the use of consumer satisfaction as an intervening variable.

Originality/Values: This research is the first research to determine repurchase interest in Bento Kopi Kudus as reviewed by customer experience and service quality with consumer satisfaction as a variable intervention..

INTRODUCTION

In the current era, the business world is growing quickly, particularly in the food industry. Currently, the culinary business in Indonesia itself has experienced rapid growth. Based on BPS (Central Statistics Agency) data in **Figure 1**, the food and beverage industry until the second quarter of 2023 grew positively, namely experiencing a growth of 4.62%. Where from year to year it always increases. This is by the theory put forward by A. A Maslow that basic human needs such as clothing, food, and shelter will continue to increase. Demand for food will always increase, which will increase the food supply (supply and demand law).¹ So, many businesses in the culinary sector continue to emerge, such as restaurants, restaurants and cafes. The emerging culinary businesses are also very popular with Indonesian people, especially the millennial generation.² In this way, competition in the culinary sector will become increasingly fierce. Where intense competition between business actors will encourage the implementation of appropriate strategies and innovation to produce ideas for creating products that are different from other competitors.³

Figure 1. Food and Beverage Industry Growth Data



Source: Processed data 2023

Of the various culinary industry businesses, cafes are one business in the culinary sector that many entrepreneurs look at as a business opportunity and

¹ Lily Alia et al., “ANALISIS PERSEPSI KONSUMEN DALAM MENYUSUN STRATEGI MENINGKATKAN KUALITAS PRODUK DI CAFE FEELTER,” *Jurnal Ekonomi Bisnis* 20, no. 1 (2021): 71.

² Anissah Balqis Angraini and Saino Saino, “Pengaruh Harga, Physical Evidence, Dan Lokasi Terhadap Keputusan Pembelian Mie Gacoan Surabaya,” *Jurnal Pendidikan Tata Niaga (JPTN)* 10, no. 1 (2021): 1591.

³ Firda Nuraini and Ivo Novitaningtyas, “Pengaruh Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Mie Gacoan Cabang Magelang,” *Jurnal Nasional Manajemen Pemasaran & SDM* 3, no. 2 (2022): 50.

are popular with consumers due to various factors. Currently, cafes have become places to hang out for both teenagers and adults, especially for students. Apart from being intended to eat food, cafes are also places for family or friends to gather, a place to do assignments, have business meetings, and discussions, or even a place to relieve fatigue.⁴ This requires cafe entrepreneurs to always try to understand the needs and desires of their target market. Entrepreneurs must be able to compete with other similar business people and try to gain the interest of the audience (potential consumers). Thus, entrepreneurs need to think about how to win the competition.

The strategy for winning the competition is to understand consumer behavior and keep consumers coming back to make repeat purchases. Repurchase interest is usually related to consumer satisfaction. If we look at psychological research, satisfaction drives intention and intention drives behavior. If the consumer feels suitable and satisfied with the product or service, the consumer may come back to make a purchase. To generate interest in repurchasing, usually, business people can also calculate the price, and what menu the cafe will offer. However, in marketing, this already sounds normal. Therefore, marketers do not only carry out promotions but also provide unique advantages and experiences to consumers so that consumers will be impressed and addicted to returning to the cafe.

Consumer experience or known as customer experience What is felt when visiting a cafe will be a consideration for today's consumers when choosing a cafe. Therefore, customer experience Cafe marketers need to pay special attention to satisfying consumers so they can win the competition. It is hoped that consumers will be able to differentiate one product from another. Because consumers can feel and gain direct experience when consuming a product served by the cafe. The higher the customer experience, will influence consumer satisfaction it will influence consumers to come back.⁵

Business actors must also pay attention to service quality. Service quality is defined as the ability of a businessman to meet the needs and desires of consumers by the expectations of consumers. The quality of service will usually be a consideration for consumers to visit again. Good quality and fast service will certainly satisfy consumers so that in the future they will make repeat purchases. On the other hand, if the service quality is poor it will make

⁴ Wiwid Novitasari et al., "Pengaruh Harga, Lokasi, Wom Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Pada Cafe Senewen Time Surabaya," *Journal of Sustainability Business Research* 3, no. 2 (2022): 86–87.

⁵ Koko Safitri, "Analisis Pengaruh Customer Experience Dan Kepuasan Konsumen Terhadap Minta Beli Ulang Di Storia Caffè MMXVI," *Jurnal Terapan Manajemen Dan Bisnis* 3, no. 1 (2017): 67.

consumers feel uncomfortable so they will not be interested in coming back to the cafe.⁶

High and low repurchase interest can be seen from the frequency of consumer activity in buying the same product again and recommending the product to other consumers. High interest in repurchasing will of course increase the income turnover greatly and the rate of development and growth of the cafe will be even better. Vice versa, low repurchase interest will result in losses because over time you will lose consumers.⁷

Bento Coffee is one of the coffee shop cafe nuances that has recently become a trending topic in Kudus City. Bento Kopi can take market share among students and the lower middle class at an affordable price. Bento Kopi can survive amidst intense competition in the culinary business world.⁸ Because Bento Coffee has its characteristics. Apart from being a comfortable place, Bento Kopi always serves live music every night of the week, making the cafe atmosphere even more comfortable and interesting. However, until now there are still many consumers who complain after coming to Bento Kopi. The quality of service at Bento Kopi tends to be poor. Where consumers have to wait a long time to get food until the drinks ordered are finished before the food arrives at the table. When it's busy, consumers have to stand for hours in queues to order food.

The results of the research conducted by Ailudin & Sari (2019) stated that customer experience has a positive and significant influence on consumer repurchase interest. The influence of this variable is only 17.7%, so there are still other variables of at least 82.6% that have not been studied. When the consumer's experience is satisfactory, it will increase the intention to repurchase in the future.⁹ This is supported by research from Munwaroh & Riptiono (2021) and Safitri (2017) which shows that customer experience has a significant effect

⁶ Budi Lestari and Ivo Novitaningtyas, "Pengaruh Variasi Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen Pada Coffeerville-Oishi Pan Magelang," *Jurnal Nasional Manajemen Pemasaran & SDM* 2, no. 3 (2021): 151.

⁷ Aditya Farhan Purnawarman, Agus Hermani, and Ari Pradhanawati, "Pengaruh Kualitas Produk Dan Suasana Cafe Terhadap Minat Beli Ulang Konsumen (Studi Pada Cafe Portobello Sumurboto Semarang)," *Jurnal Ilmu Administrasi Bisnis* 11, no. 1 (2022): 110.

⁸ Bayu Aprilianto, Henny Welsa, and Ida Bagus Nyoman Udayana, "Pengaruh Commitment, Trust Terhadap Customer Satisfaction Dan Customer Loyalty," *Widya Manajemen* 4, no. 1 (2022): 2.

⁹ Mardian Ailudin and Devilia Sari, "Pengaruh Customer Experience Terhadap Minat Beli Ulang (Studi Pada Pelanggan One Eighty Coffee Bandung)," *E-Proceeding of Management P* 6, no. 1 (2019): 1056.

on repurchase interest and consumer satisfaction.¹⁰ However, this is different from the results of research conducted by Rahmawaty (2015) that customer experience does not affect repurchase decisions.¹¹ Based on research conducted by Indriati & Fitriana (2022), customer experience also has no significant effect on customer satisfaction at the Sate Klathak Pak Pong Bantul restaurant.¹²

Furthermore, the results of research conducted by Wulandari & Marlana (2020) state that service quality has a positive and significant effect on repurchase intention with consumer satisfaction as an intervening variable so that the influence value is greater.¹³ However, research conducted by Ramadhan & Santosa (2017) showed that service quality has a negative and insignificant influence on repurchase intention. However, service quality has a positive and significant effect on consumer satisfaction.¹⁴

These previous studies will be used as references by researchers as reference material and considerations. However, from several previous studies mentioned above, there are also differences and novelties in this research, both in terms of objects and variables that influence repurchase interest which is mediated by consumer satisfaction. This research seeks to reveal consumers' repurchase interest at Cafe Bento Kopi Kudus in terms of several aspects. So it is hoped that this research can measure consumer repurchase interest which will ultimately lead to customer loyalty.

Based on phenomena, problems, and several previous studies, the author will conduct research with the title **“Repurchase Interest Judging from Customer *Experience* and Service Quality with Consumer Satisfaction as an Intervening Variable”**.

¹⁰ Umul Latifatul Munwaroh and Sulis Riptiono, “Analisis Pengaruh Cafe Atmosphere, Kualitas Pelayanan Dan Customer Experience Terhadap Repurchase Intention Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi,” *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)* 3, no. 5 (2021): 1043.

¹¹ Penny Rahmawaty, “Pengaruh Variasi Produk, Harga, Dan Customer Experience Terhadap Keputusan Pembelian Ulang Roti Breatdalk Yogyakarta,” *Jurnal Ilmu Manajemen* 12, no. 1 (2015): 97.

¹² Ari Indriati and Nita Fitriana, “Pengaruh Kualitas Layanan, Persepsi Nilai, Customer Experience Terhadap Kepuasan Pelanggan Sate Klathak Pak Pong,” *Jurnal Menata* 1, no. 1 (2022): 5.

¹³ Septian Wulandari and Novi Marlana, “Pengaruh Kualitas Layanan Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Pengguna Transportasi Migo Di Surabaya,” *Jurnal Pendidikan Tata Niaga (JPTN)* 8, no. 2 (2020): 796.

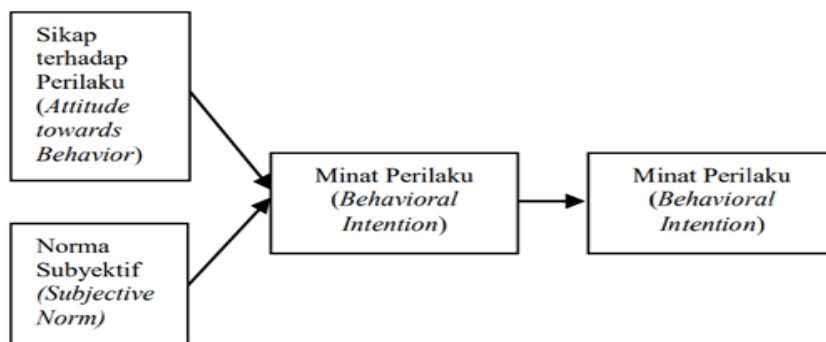
¹⁴ Afif Ghafar Ramadhan and Suryono Budi Santosa, “Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Citra Merek Terhadap Minat Beli Ulang Pada Sepatu Nike Running Di Semarang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening,” *Diponegoro Journal of Management* 6, no. 1 (2017): 9–10.

LITERATURE RESEARCH

Theory of Reason Action

This research is research in the field of marketing, where in this case the theory used to analyze the theory of reasoned action or TRA. TRA, developed by Ixek Ajzen and Martin in 1975, explains consumer purchasing intentions. It is assumed that intention is a predictor of human behavior to make rational decisions through the systematic use of available information. A person's intention to buy a product is influenced by his attitude towards the purchasing behavior or action and his subjective norms. The TRA model can be described as follows (Jogiyanto HM, 2007):

Figure 2. Reasoned Action Theory Model



Source: 1975 TRA theory

Based on the model above, two things give rise to behavioral intentions and emerge as behavior, namely attitudes and subjective norms. Attitude can be interpreted as a person's or individual's view of behavior, both positive and negative views.¹⁵ The better or more positive a person's view of a behavior is, the greater the person's intention to carry out that behavior. Meanwhile, subjective norms are a person's perception or view regarding other people's beliefs which influence their intention to explain or not carry out something in their development.¹⁶ In this case, customer experience, service quality, and cafe atmosphere are included in the subjective norms that influence consumer satisfaction so that it will generate interest in repeat purchases.

¹⁵ I Wayan Yeremia Natawibawa, Gugus Irianto, and Roekhudin, "Theory of Reasoned Action Sebagai Prediktor Whistleblowing Intention Pengelola Keuangan Di Institusi Pendidikan," *Jurnal Ilmiah Administrasi Publik* 4, no. 4 (2018): 313.

¹⁶ I Wayan Yeremia Natawibawa, Gugus Irianto, and Roekhudin, "Theory of Reasoned Action Sebagai Prediktor Whistleblowing Intention Pengelola Keuangan Di Institusi Pendidikan," *Jurnal Ilmiah Administrasi Publik* 4, no. 4 (2018): 314.

RESEARCH METHOD

Types of research

This research is quantitative in type. According to Sugiyono, research with a quantitative approach is research carried out by looking at the relationship between variables and the object to be studied. In this research, there are three variables, namely independent, dependent, and intervening variables. Next, from these variables, we look for how much influence the independent variable has on the dependent variable which is mediated by the intervening variable.¹⁷ Quantitative research in this study was conducted to determine how strong the influence of customer experience and service quality as independent variables is mediated by consumer satisfaction as an intervening variable on repurchase intention as the dependent variable.

Location and Research Focus

This research will be carried out at Cafe Bento Kopi Kudus whose address is Jl. Gondangmanis, Ngembal Rejo, District. Bae, Kab. Kudus, Central Java 59322. The reason the researcher chose this location was that the place was easy for the researcher to reach and was one of several cafes in Kudus that were trends at this time. The focus of this research is on the experiences experienced by consumers after visiting Bento Kopi Kudus.

Population and Sample

According to Sugiyono, the population is a general area consisting of objects or subjects that have special qualities and characteristics that are determined by researchers to be understood and then concluded. The population in this study was consumers who had visited Cafe Bento Kopi Kudus and lived in the Kudus area, either permanently or temporarily.¹⁸

According to Sugiyono, the sample is part of the population. A good sample can represent the population or representative.¹⁹ Sampling in this research used the method of probability sampling which is a method of obtaining samples whose chances of being selected as research subjects will not be known.²⁰ The sampling approach used is purposive sampling (conditional) or sampling with certain considerations. The requirements for this research are:

¹⁷ Sugiyono, *Metode Penelitian Kuantitatif Dan R&D* (Bandung: Alfabeta, 2013), 13.

¹⁸ Sugiyono, *Metode Penelitian Kuantitatif Dan R&D* (Bandung: Alfabeta, 2013), 72.

¹⁹ Sugiyono, *Metode Penelitian Kuantitatif Dan R&D* (Bandung: Alfabeta, 2013), 81.

²⁰ Aditya Farhan Purnawarman, Agus Hermani, and Ari Pradhanawati, "Pengaruh Kualitas Produk Dan Suasana Cafe Terhadap Minat Beli Ulang Konsumen (Studi Pada Cafe Portobello Sumurboto Semarang)," *Jurnal Ilmu Administrasi Bisnis* 11, no. 1 (2022): 112.

- a. A man or woman who is at least 15 years old.
- b. Have purchased Bento Kopi Kudus at least once.

Therefore, this research uses the Bernoulli formula. The use of the Bernoulli formula is because the population size is not known with certainty. Bernoulli's formulation is as follows:

$$n = \frac{(Z \frac{\alpha}{2})^2 \cdot p \cdot q}{e^2}$$

Information:

n = Number of samples

Z = Value obtained from the standard normal table

p = Probability of the population not taken as a sample

q = Probability of the population taken as a sample

α = Several scores in the Y distribution

E = It is an Error rate

In this study, the level of accuracy (α) 5%, 95% confidence level until the value is obtained 1.96. Error rate of 10%. Meanwhile, the probability of a questionnaire being accepted (correct) or rejected (wrong) is 0,5 respectively. Then put it into the formula equation above, we get:

$$n = \frac{(1,96)^2 \cdot (0,5) \cdot (0,5)}{(0,1)^2} = 96,04$$

Based on the sample calculation results, a lift of 96,04 was obtained for the minimum sample size, then the researchers rounded up to 100 respondents to reduce errors in filling out the questionnaire.

Data sources and data collection methods

The data source used in this research is primary data obtained by distributing questionnaires. Data collection techniques in this research use a questionnaire method, namely based on written questions that function to obtain the required information.²¹ Questionnaires will be distributed via Google Forms. Researchers used open and closed types of questionnaires. An open questionnaire is used to find out the respondent's identity such as name, gender, age, occupation, income, and place of residence. Meanwhile, a closed questionnaire means that respondents can only choose answers that already exist. The questionnaire tool used to measure this research variable is an

²¹ Sugiyono, *Metode Penelitian Kuantitatif Dan R&D* (Bandung: Alfabeta, 2013), 142.

ordinary scale Likert. Scale Likert is a scale that functions to measure a person's attitudes, opinions, or views on a problem.²²

Data analysis technique

Data analysis techniques use descriptive analysis techniques and inferential analysis. Before carrying out a hypothesis test, an inferential analysis must be carried out, namely a validity test and a reliability test. The validity test aims to determine whether the instruments used in the research are valid or not. It is said to be valid if the statement can show something that is measured by the instrument. The reliability test aims to obtain results regarding the accuracy of the data obtained.²³

The measurement technique uses a model Structural Equation Modeling (SEM) with the measurement tool, namely SmartPLS version 3.0. The data analysis method used is Partial Least Square namely a predictive technique that is an alternative to ordinary least squares regression (ordinary least square/PLS) canonical correlation.²⁴ The reason for choosing to use the PLS method is to test the existence of other variables from the dependent variable and independent variables, namely intervening variables.

RESULT AND DISCUSSION

Results

Data Description

The data used in this research is primary data obtained from randomly distributing questionnaires and obtaining 100 respondents with the characteristics of age, gender, and occupation. The research results obtained from the field are presented as follows:

Descriptive Characteristics of Respondents Based on Age

The results of research on the ages of the 100 respondents in this study are presented in **Table 1**:

Table 1. Characteristics by Age

Age	Frequency	Percentage
15 - 25 years old	95	95%

²² Sugiyono, *Metode Penelitian Kuantitatif Dan R&D* (Bandung: Alfabeta, 2013), 93.

²³ Imam Ghozali, *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19* (Semarang: Badan Penerbit Universitas Diponegoro, 2011), 52.

²⁴ Imam Ghozali and Hengky Latan, *Konsep, Teknik, Aplikasi Menggunakan Smart Pls 3.0 Untuk Penelitian Empiris*, Edisi ke-2 (Semarang: Badan Penerbit Universitas Diponegoro, 2014), 5.

26 - 35 years old	4	4%
36 - 45 years old	1	1%
Total	100	100%

Source: Processed primary data (2023)

Based on the results of the table above, it can be seen that the majority of visitors to the Bento Kopi Cafe are in the 15-25-year age range. This is because this age currently represents children from Generation Z who were born between 1995-2004. According to Basri Bado et al, they think that generation Z prefers to hang out in classy and upmarket restaurants. Visiting activities and coffee shops to hang out with friends has become a habit among Gen-Z. This habit originates from the prestige of the culture of being able to "I'm dead". Apart from that, they also feel that they need a place to unwind, relax, and so on to be able to relax and spend time together or alone (Bado et al., 2023).

Descriptive Characteristics of Respondents Based on Gender

The results of research on the gender of the 100 respondents in this study are presented in **Table 2** following:

Table 2. Characteristics by Gender

Gender	Frequency	Percentage
Man	38	38%
Woman	62	62%
Total	100	100%

Source: Processed primary data (2023)

Based on the results of the table above, it can be seen that out of 100 respondents, there were 38 men with a percentage of 38% and 62 women with a percentage of 62%. So, it is concluded that the majority of Cafe Bento Kopi consumers are women. This is supported by the opinion of Kusumowidagdo who stated that generally, women shop at a higher rate because their spending is personally hedonistic compared to men who shop based on utilitarianism.²⁵

Descriptive Characteristics of Respondents Based on Occupation

The results of research on the gender of the 100 respondents in this study are presented in **Table 3** following:

²⁵ Subagio, "Jurnal Ilmu Sosial Dan Pendidikan," *Ilmu Sosial Dan Pendidikan* 3, no. 3 (2019): 271.

Table 3. Characteristics by Job

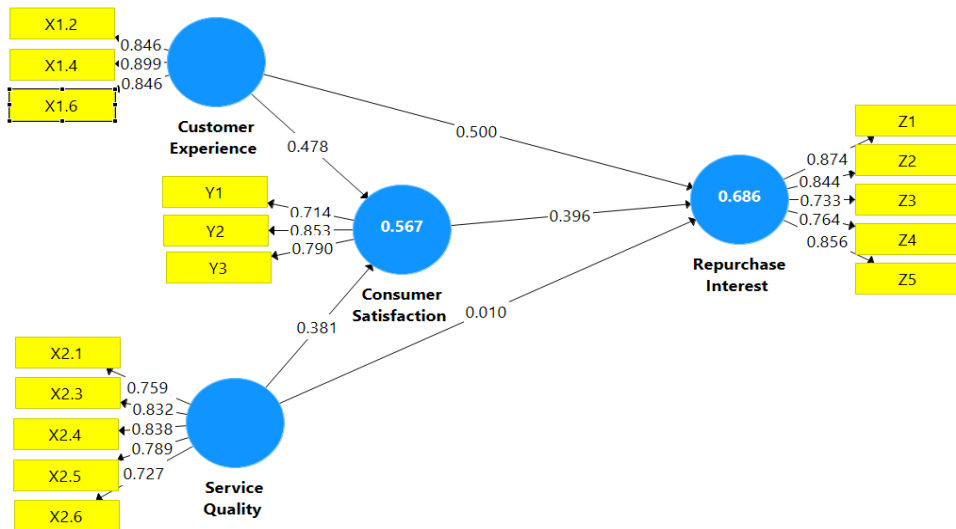
Work	Frequency	Percentage
Freelance	1	1%
Housewife	1	1%
Employee	12	12%
Student/learner	77	77%
Doesn't work	1	1%
Businessman	8	8%
Total	100	100%

Source: Processed primary data (2023)

Based on the results of the table above, it can be seen that the majority of visitors to the Bento Kopi Cafe are students who work as students. This is also what Farika Nikmah (2015) said that students are the target consumers for cafes and coffee shops in addition to office workers, mothers, and other segments of society. Where in their activities they need a place as a means to socialize, gather, and chat with friends together or just the two of them.²⁶

Results of Research Data Analysis

Figure 4. PLS Algorithm Results



Source: Processed Primary Data (2023)

²⁶ Farika Nikmah, “Keberadaan Kafe, Warung Kopi, Dan Pergeseran Gaya Hidup,” *Syariah Paper Accounting FEB UMS*, 2015, 637.

Validity test

Validity testing is a stage of testing the contents of an instrument to measure whether or not the instrument used in research is appropriate.²⁷ In this research, the validity test is divided into two, namely the convergent validity test and the discriminant validity test.

Convergent Validity Test

Convergent validity is a value quantity factor to the variables.²⁸ The convergent validity test aims to determine the validity of each relationship between the indicator and the construct or latent variable. An indicator is declared valid if the loading factor value reaches the SmartPLS criteria value >0.7 and Average Variance Extracted (AVE) >0.5 . The calculation results show that there are several indicators in the variables Customer Experience invalid ones include X1.1, X1.3, and X1.5, and Service Quality with invalid indicators including X2.2. So that the research carried out produces good values, the invalid indicators are deleted. Value results outer loading on research variables are presented in **Table 4** below:

Table 4. Convergent Validity Test

Variable	Indicator	Loading Factor	AVE	Information
	X1.2	0,846	0,747	Valid
	X1.4	0,899		Valid
	X1.6	0,846		Valid
Service Quality	X2.1	0,759	0,624	Valid
	X2.3	0,832		Valid
	X2.4	0,838		Valid
	X2.5	0,789		Valid
	X2.6	0,727		Valid
Consumer Satisfaction	Y1	0,714	0,621	Valid
	Y2	0,853		Valid
	Y3	0,790		Valid

²⁷ La Jaber, Ridwan Basalamah, and Budi Wahono, “Pengaruh Kualitas Pelayanan, Suasana Toko Dan Keragaman Produk Terhadap Niat Beli Ulang Melalui Kepuasan Sebagai Variabel Intervening,” *E – Jurnal Riset Manajemen* 10, no. 09 (2021): 64.

²⁸ Insan Sirnajaya, Arif Maulana Yusuf, and Yudiana Yudiana, “Analisis Tingkat Kepuasan Pengguna Aplikasi Manajemen SMAN 5 Karawang (AMS5K) Di SMAN 5 Karawang Menggunakan Webqual,” *Prosiding Seminar Nasional Inovasi Dan Adopsi Teknologi (INOTEK)* 2, no. 1 (2022): 62.

Repurchase Interest	Z1	0,874	0,666	Valid
	Z2	0,844		Valid
	Z3	0,733		Valid
	Z4	0,764		Valid
	Z5	0,856		Valid

Source: Processed primary data (2023)

Based on the test results above, it is known that all indicators from variables X, Y, and Z are declared to meet the convergent validity criteria because all indicators have values above the loading factor >0.7 and average variance extracted (AVE) >0.5 . Therefore, it is concluded that all indicators can be said to be valid and have good validity.

Discriminant Validity Test

Discriminant validity is a test of construct validity by predicting the size of the indicators from each block. The discriminant validity test was carried out to ensure that each indicator concept of each latent variable was different from other latent variables.²⁹ There are two discriminant validity values tested, namely the Franklin-Larcker Criterion and Cross-Loading. Measurement Fornell-Larcker Criterion using constructs or latent variables. Mark Fornell-Larcker Criterion is the square root value of AVE which is greater than the correlation value of the construct or with other variables.³⁰ If the AVE value is >0.50 , it means that discriminant validity has been achieved.³¹ The results of the AVE square root value on the research construct or latent variable are presented in **Table 5** below:

Table 5. Criteria Results *Fornell-Larcker Criterion*

Variable	Customer Experience	Service Quality	Consumer Satisfaction	Repurchase Interest
Customer Experience	0,864			

²⁹ Thomas Dolfinus Fanulene and Dwi Soediantono, "Manajemen Rantai Pasok Pada Industri Pertahanan Di Era Industri 4.0 Dan Digital," *Journal of Industrial Engineering & Management Research (JIEMAR)* 3, no. 4 (2013): 79.

³⁰ Khairul Hamdi and Mashur Fadli, "Pengaruh Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Kafe Dan Restoran Camperia Payakumbuh," *Journal of Engineering Research* 21, no. 02 (2023): 61.

³¹ Agus Purwanto et al., "Marketing Research Quantitative Analysis for Large Sample: Comparing of Lisrel, Etrud, GSCA, Amos, SmartPLS, WarpPLS, and SPSS," *Jurnal Ilmiah Ilmu Administrasi Publik: Jurnal Pemikiran Dan Penelitian Administrasi Publik* 9, no. 2 (2019): 79.

Service Quality	0,528	0,790		
Consumer Satisfaction	0,680	0,633	0,788	
Repurchase Interest	0,774	0,525	0,741	0,816

Source: Processed primary data (2023)

Based on the test results above, it is known that all constructs have a square root AVE value above the correlation value with other latent constructs and each construct has a value above AVE >0.50. So, it can be concluded that the construct has good discriminant validity.

Next, discriminant validity using cross-loading. An indicator is said to meet discriminant validity if the value cross-loading is >0.70 or more and has a construct value loading factor between variables, each indicator of the latent variable is greater than the indicator of the latent variable next to it.³² The results of discriminant validity testing using loading are presented in **Table 6** below:

Table 6. Value Results in Cross-Loading

Indicator	Customer Experience	Service Quality	Consumer Satisfaction	Repurchase Interest
X1.2	0,846	0,489	0,616	0,662
X1.4	0,899	0,477	0,588	0,660
X1.6	0,846	0,400	0,557	0,684
X2.1	0,318	0,759	0,464	0,437
X2.3	0,398	0,832	0,539	0,369
X2.4	0,482	0,838	0,568	0,460
X2.5	0,432	0,789	0,483	0,408
X2.6	0,453	0,727	0,439	0,395
Y1	0,489	0,501	0,714	0,627
Y2	0,563	0,515	0,853	0,581
Y3	0,552	0,477	0,790	0,539
Z1	0,682	0,379	0,659	0,874
Z2	0,659	0,412	0,634	0,844
Z3	0,555	0,513	0,616	0,733

³² Agus Purwanto et al., “Marketing Research Quantitative Analysis for Large Sample: Comparing of Lisrel, Etrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS,” *Jurnal Ilmiah Ilmu Administrasi Publik: Jurnal Pemikiran Dan Penelitian Administrasi Publik* 9, no. 2 (2019): 79–80.

Z4	0,611	0,349	0,445	0,764
Z5	0,647	0,491	0,651	0,856

Source: Processed primary data (2023)

Based on the test results above, it is known that the loading value of all items from one indicator is greater than the other indicators and each indicator has a value above >0.7 . So, it can be concluded that the discriminant validity value is declared valid.

Reliability Test

Reliability testing is to determine the quality of the research instrument and whether it can be accounted for. According to Ghazali & Latan (2015), reliability testing aims to prove the accuracy, consistency, and correctness of the instrument in measuring constructs or variables.³³ To test the reality of the construct, it can be measured using two criteria, namely Composite Reliability and Cronbach's Alpha. A variable is said to meet construct reality if it has value-composite reliability >0.7 and valuecronbach's alpha >0.6 .³⁴ Reliability testing results using Cronbach's alpha and composite reliability are presented in **Table 7** below:

Table 7. Results of Reliability Test Values

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
<i>Customer Experience</i>	0,830	0,898	Reliable
<i>Service Quality</i>	0,849	0,892	Reliable
<i>Consumer Satisfaction</i>	0,690	0,830	Reliable
<i>Repurchase intention</i>	0,873	0,908	Reliable

Source: Processed primary data (2023)

Based on the test results above, all constructs have a value composite reliability above >0.7 and a value Cronbach's alpha above >0.6 . Therefore, it can be concluded that all constructs are declared reliable or reliable.

Determinant Coefficient Test (R-Square)

The determinant coefficient test is part of the inner model test. This determinant coefficient uses the R-square (R^2) to see the causal relationship

³³ Dyah Lukita and Niko Sudibjo, "FAKTOR-FAKTOR YANG MEMPENGARUHI MOTIVASI BELAJAR SISWA DI ERA PANDEMI COVID-19," *Jurnal Teknologi Pendidikan* 10, no. 01 (2021): 153.

³⁴ Agus Purwanto et al., "Marketing Research Quantitative Analysis for Large Sample: Comparing of Lisrel, Etrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS," *Jurnal Ilmiah Ilmu Administrasi Publik: Jurnal Pemikiran Dan Penelitian Administrasi Publik* 9, no. 2 (2019): 62.

between variables and other variables contained in the hypothesis in the research. Test results of determinant coefficients using R-square (R^2) are presented in **Table 8** below:

Table 8. Results of R-square value

Variable	R Square	R Square Adjusted
Consumer Satisfaction	0,567	0,558
Repurchase intention	0,686	0,676

Source: Processed primary data (2023)

Based on the test results above, it can be concluded as follows:

1. The influence of the two independent variables on the dependent variable of consumer satisfaction is expressed by the value of the determinant coefficient R-square (R^2) of 0.567. This means that the variable customer experience and service quality has an effect of 56.7% on consumer satisfaction. Meanwhile, 43.3% were influenced by other variables outside this research. The magnitude of the influence of all independent or independent variables on consumer satisfaction as the dependent variable has a high or strong influence.
2. The influence of the two independent variables on the dependent variable repurchase interest is expressed by the value of the determinant coefficient R-square (R^2) of 0.686. This means that customer experience and service quality have an effect of 68.6% on repurchase interest. Meanwhile, 31.4% were influenced by other variables outside this research. The magnitude of the influence of all independent or independent variables on repurchase intention is that the dependent variable has a high or strong influence.

Model Test (F-square)

The F-square is part of the inner model evaluation which measures the strength of the relationship between variables. F-square values of 0.002, 0.15, and 0.35 are interpreted as meaning that the latent variable predictor has a small, medium/moderate, and large influence.³⁵ Inner model test results using the F-square are presented in **Table 9** below:

³⁵ Maulidya Sofiani, Sulhaini, and Junaidi Sagir, "Pengaruh Online Shopping Experience Terhadap Loyalitas Konsumen Menggunakan Shopee Dengan Customer Trust Sebagai Variabel Intervening," *Jmm Unram - Master of Management Journal* 11, no. 2 (2022): 128.

Table 9. F-square Test Results

Variable	Customer Experience	Service Quality	Consumer Satisfaction	Repurchase Interest
Customer Experience			0,381	0,416
Service Quality			0,242	0,000
Consumer Satisfaction				0,216
Repurchase Interest				

Source: Processed primary data (2023)

Based on the test results above, it can be concluded that the effect of customer *experience* on consumer satisfaction has an F value (0.381) which means it has a big influence, and the influence of service quality on consumer satisfaction has an F value (0.242) which means it has a medium/moderate influence. On the influence of variables customer *experience* on repurchase interest has a value of $F^2(0.416)$ which means it has a big influence, the influence of service quality on repurchase intention has an F value (0.000) which means it has no influence.

Hypothesis testing

Hypothesis testing aims to answer the problems in this research, namely the influence of the independent variable on the dependent variable either directly or indirectly through intervening variables. (influence of motivation) In testing the significance of the hypothesis, Smart-PLS is carried out through a bootstrapping procedure by looking at the T-statistic and P-value values. The T-statistic value corresponding to rules of thumb is >1.96 and the probability value is if the P-value is <0.05 .³⁶ The results of hypothesis testing on direct effects are presented in **Table 10** below:

Table 10. Direct Influence Path Coefficient Values

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Influence
Customer	0,478	5,154	0,000	Significant

³⁶ Maulidya Sofiani, Sulhaini, and Junaidi Sagir, "Pengaruh Online Shopping Experience Terhadap Loyalitas Konsumen Menggunakan Shopee Dengan Customer Trust Sebagai Variabel Intervening," *Jmm Unram - Master of Management Journal* 11, no. 2 (2022): 129.

Experience (X1) - > Consumer Satisfaction(Y)				
Service Quality(X2) - >Consumer Satisfaction (Y)	0,381	4,024	0,000	Significant
Customer Experience (X1) - >Repurchase Interest (Z)	0,500	6,340	0,000	Significant
Service Quality(X2) - >Repurchase Interest (Z)	0,010	0,106	0,915	Not significant
Consumer Satisfaction (Y) - >Repurchase Interest(Z)	0,396	3,600	0,000	Significant

Source: Processed primary data (2023)

Based on the test results above, it can be concluded that each hypothesis has a direct influence as follows:

1. Variable customer *experience* positive and significant effect on consumer satisfaction (*customer satisfaction*), with the original sample value of 0.478 being positive, T-statistic of 5.154>1.96, and P-value 0.000<0.05. It can be concluded **that this is acceptable**.
2. Service quality variables have a positive and significant effect on consumer satisfaction, with the original sample value of 0.381 being positive, the T-statistic of 4.024>1.96, and dam P-value 0.000<0.05. It can be concluded **is acceptable**.
3. Variable customer *experience* positive and significant effect on repurchase interest (*repurchase intention*), with the original sample value of 0.500 being positive, T-statistic of 6,340>1.96, and P-value 0.000<0.05. It can be concluded **is acceptable**.
4. Service quality variables do not affect repurchase interest, with an original sample value of 0.010 which is positive where the direction is by the proposed hypothesis, but a T-statistic of 0.106<1.96 and P-value equal to 0.915>0.05. It can be concluded **is rejected**.

5. The consumer satisfaction variable has a positive and significant effect on repurchase interest, with an original value of 0.396 which is positive, a T-statistic of 3,600 > 1.96, and a P-value of 0.000 < 0.05. It can be concluded **is acceptable**.

Next, the indirect influence hypothesis test is in the table 11 below:

Table 11. Indirect Influence Path Coefficient Values

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Influence
H6: Customer Experience -> Consumer Satisfaction -> Repurchase Interest	0,189	2,903	0,005	Significant
H7: Service Quality -> Consumer Satisfaction -> Repurchase Interest	0,151	2,656	0,009	Significant

Source: Processed primary data (2023)

Based on the test results above, it can be concluded that each hypothesis has an indirect effect as follows:

1. Variable customer experience positive and significant effect on repurchase interest through consumer satisfaction as an intervening variable, with an original sample value of 0.189 which is positive, T-statistic of 2.903 > 1.96, and P-value 0.005 < 0.05. It can be concluded **is acceptable**.
2. Service quality variables have a positive and significant effect on repurchase interest through consumer satisfaction as an intervening variable, with an original sample value of 0.151 which is positive, T-statistic of 2.656 > 1.96, and P-value equal to 0.009 < 0.05. It can be concluded **acceptable**.

DISCUSSION

The results and data analysis that researchers have carried out, can be described in the discussion below:

Influence Customer Experience towards Consumer Satisfaction

Based on the results obtained from the coefficient value test Table 10, shows the influence of customer experience on consumer satisfaction produces an original sample value or the estimated coefficient of 0.478 which means

positive where customer experience can affect increasing consumer satisfaction by 47.8%. Significance test results via bootstrapping value T-statistic 5.154 and P-value value 0.000, meaning variable customer experience positive and significant effect on consumer satisfaction. It can be concluded that the two variables are related to each other, because the better the customer experience perceived by consumers, the level of consumer satisfaction will also be better. This is due to the value of the indicator used to measure the variable customer experience the average is in the good category. In this variable there are 5 dimensions as measurements, namely sense experience, feel experience, think experience, act experience and relate experience. Of the five dimensions, only three dimensions were declared valid, namely feel experience, act experience and relate to experience.

The results of this research are supported by the results of previous research conducted by Munwaroh & Riptiono (2021) who conducted research at Cafe Malindo Corner Kebumen and found that there was an influence on customer experience on consumer satisfaction.³⁷ Likewise, the results of research conducted by Safitri (2017) who conducted research at Storia Caffe MMXVI proved that customer experience has a significant effect on consumer satisfaction.³⁸

The Influence of Service Quality on Consumer Satisfaction

Based on the results obtained from the coefficient value test **Table 10**, shows the influence of service quality on consumer satisfaction resulting in an original sample value or estimated coefficient of 0.381, which means positive where service quality can influence increasing consumer satisfaction by 38.1%. Significance test results via bootstrapping nilai T-statistic 4.024 and P-value 0.000, meaning that the service quality variable has a positive and significant effect on consumer satisfaction. it can be concluded that the two variables are related to each other because the better the quality of service, the consumer satisfaction will also increase. This is because the value of the indicators used to measure the average service quality variable is in the good category. With good service at Bento Coffee, consumers will feel satisfied. On average, visitors to Bento Kopi are satisfied with the food or drinks served at Bento Kopi which are

³⁷ Umul Latifatul Munwaroh and Sulis Riptiono, "Analisis Pengaruh Cafe Atmosphere, Kualitas Pelayanan Dan Customer Experience Terhadap Repurchase Intention Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi," *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)* 3, no. 5 (2021): 1030.

³⁸ Koko Safitri, "Analisis Pengaruh Customer Experience Dan Kepuasan Konsumen Terhadap Minta Beli Ulang Di Storia Caffe MMXVI," *Jurnal Terapan Manajemen Dan Bisnis* 3, no. 1 (2017): 74.

kept safe and clean. Apart from that, the services are also fast and responsive in serving consumers.

The results of this research are similar to the results of previous research conducted by Kumrotin & Susanti (2021) who conducted research at Cafe Ko.We.Cook in Solo, proving that service quality has a positive and significant effect on consumer satisfaction.³⁹ As is the case with research conducted by Wulandari & Marlana (2020) it is proven that service quality has a positive and significant effect on consumer satisfaction.⁴⁰

Influence Customer Experience Regarding Repurchase Interest

Based on the results obtained from the coefficient value test **Table 10**, shows the influence of customer experience on repurchase interest produces the original sample value or the estimated coefficient of 0.500, which means positive where customer experience can affect increasing repurchase interest by 50%. Significance test results via bootstrapping nilai T-statistic 6.340 and P-value 0.000, meaning variable customer experience positive and significant effect on repurchase interest. It can be concluded that the two variables have an interest in each other, because the better the customer experience perceived by consumers, the level of repurchase will be better. This is due to the value of the indicator used to measure the variable customer experience the average is in the good category. In this variable, there are 5 dimensions as measurements, namely sense experience, feel experience, act experience dan relate experience.

The results of this research, supported by the results of previous research conducted by Safitri (2017) who conducted research at Storia Caffe MMXVI stated that customer experience has a significant effect on repurchase interest.⁴¹ Other research that supports this statement is research conducted by Ailudin & Sari (2019) that customer experience has a positive and significant effect on repurchase interest in One Eighty Coffee Bandung.⁴²

³⁹ Evi Laili Kumrotin and Ari Susanti, "Pengaruh Kualitas Produk, Harga, Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Cafe Ko.We.Cok Di Solo," *J-MIND (Jurnal Manajemen Indonesia)* 6, no. 1 (2021): 11.

⁴⁰ Septian Wulandari and Novi Marlana, "Pengaruh Kualitas Layanan Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Pengguna Transportasi Migo Di Surabaya," *Jurnal Pendidikan Tata Niaga (JPTN)* 8, no. 2 (2020): 796.

⁴¹ Koko Safitri, "Analisis Pengaruh Customer Experience Dan Kepuasan Konsumen Terhadap Minat Beli Ulang Di Storia Caffe MMXVI," *Jurnal Terapan Manajemen Dan Bisnis* 3, no. 1 (2017): 74.

⁴² Mardian Ailudin and Devilia Sari, "Pengaruh Customer Experience Terhadap Minat Beli Ulang (Studi Pada Pelanggan One Eighty Coffee Bandung)," *E-Proceeding of ManagementP* 6, no. 1 (2019): 1056.

The Influence of Service Quality on Repurchase Intention

Based on the results obtained from the coefficient value test **Table 10**, shows the influence of service quality on repurchase interest, producing an original value of 0.010, which means positive, where service quality can influence increasing repurchase interest. However, the significance test results show the T-statistic 0.106 and P-value 0.000 means that the service quality variable does not affect repurchase interest. It can be concluded that the two are not related to each other. This is due to the operational system at Bento Kopi where consumers have to stand for a long time to queue to get drinks and take them to their seats themselves. Even though the food/drinks are delicious and consumers feel satisfied, the operational system like this makes consumers too lazy to queue and reduces their interest in making repeat purchases at Bento Kopi.

The results of this research, supported by the results of previous research conducted by Ramadhan & Santosa (2017) stated that service quality has a negative and insignificant effect on repurchase intention.⁴³ In contrast to the results of research conducted by Purnawarman (2022) at Portabello Cafe Semarang, it proves that service quality has quite a strong influence on repurchase intention.⁴⁴

The Influence of Consumer Satisfaction on Repurchase Intention

Based on the results obtained from the coefficient value test **Table 10**, shows the influence of consumer satisfaction on repurchase interest, resulting in an original sample value of 0.396, which means a positive value, where consumer satisfaction can have an effect in increasing repurchase interest by 39.6%. Significance test results via bootstrapping nilai T-statistic 3,600 and P-value 0.000, meaning that the consumer satisfaction variable has a positive and significant effect on repurchase interest. It can be concluded that the two variables are related to each other, because the better the consumer satisfaction the consumer feels, the better the level of interest in repurchasing. In this way, consumer satisfaction can be used as a basis for consideration for Cafe Bento Kopi to build interest in repurchasing to consumers. When consumers feel

⁴³ Afif Ghafar Ramadhan and Suryono Budi Santosa, "Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Citra Merek Terhadap Minat Beli Ulang Pada Sepatu Nike Running Di Semarang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening," *Diponegoro Journal of Management* 6, no. 1 (2017): 9–10.

⁴⁴ Aditya Farhan Purnawarman, Agus Hermani, and Ari Pradhanawati, "Pengaruh Kualitas Produk Dan Suasana Cafe Terhadap Minat Beli Ulang Konsumen (Studi Pada Cafe Portobello Sumurboto Semarang)," *Jurnal Ilmu Administrasi Bisnis* 11, no. 1 (2022): 110.

satisfied and what they hope for is achieved, they will be able to build the intention to repurchase in the future.

The results of this research, supported by research conducted by Munwaroh & Riptiono (2021) at Cafe Malindo Corner, prove that consumer satisfaction influences repurchase interest.⁴⁵ Other research conducted by Hamdi & Fadli (2023) at the Camperia Payakumbuh Cafe and Restaurant also stated that consumer satisfaction has a positive and significant effect on repurchase intention.⁴⁶

Influence Customer Experience On Repurchase Intention with Consumer Satisfaction as an Intervening Variable

Based on the results obtained from the coefficient value test **Table 11**, shows the influence of customer experience on intention to buy along with consumer satisfaction as an intervening variable produces an original sample value or estimated coefficient of 0.189, which means positive, where service quality can affect increasing repurchase interest through consumer satisfaction of 18.9%. Significance test results via bootstrapping nilai T-statistic 2.903 and P-value value 0.005, meaning variable customer experience has a positive and significant effect on repurchase interest through consumer satisfaction as an intervening variable in Bento Kopi Kudus. This is due to the value of the indicator used to measure the variable customer experience the average is in the good category. In this variable, there are 5 dimensions as measurements, namely sense experience, feel experience, act experience, and relate experience.

The results of this research are supported by the results of previous research conducted by Chandra (2022) which proves that customer experience has a positive and significant influence on repurchase intention with consumer satisfaction as an intervening variable.⁴⁷ In line with research conducted by Diyanti (2021) and Hasniati (2021) which revealed that customer experience has

⁴⁵ Umul Latifatul Munwaroh and Sulis Riptiono, "Analisis Pengaruh Cafe Atmosphere, Kualitas Pelayanan Dan Customer Experience Terhadap Repurchase Intention Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi," *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)* 3, no. 5 (2021): 1030.

⁴⁶ Khairul Hamdi and Mashur Fadli, "Pengaruh Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Kafe Dan Restoran Camperia Payakumbuh," *Journal of Engineering Research* 21, no. 02 (2023): 66.

⁴⁷ Surya Chandra, Mohamad Rizan, and Shandy Aditya, "Pengaruh E-Service Quality Dan Customer Experience Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Intervening," *Jurnal Bisnis, Manajemen, Dan Keuangan* 3, no. 3 (2022): 632.

a significant positive influence on repurchase intention through consumer satisfaction.⁴⁸

The Influence of Service Quality on Repurchase Intention with Consumer Satisfaction as an Intervening Variable

Based on the results obtained from the coefficient value testable **11**, show the influence of service quality on repurchase interest with consumer satisfaction as an intervening variable, producing an original sample value or estimated coefficient of 0.151, which means positive, where service quality can affect increasing repurchase interest through consumer satisfaction of 15.1%. Significance test results via bootstrapping nilai *T-statistic* 2.656 and P-value value 0.009, meaning that the service quality variable has a positive and significant effect on repurchase intention through consumer satisfaction as an intervening variable for Bento Kopi Kudus. Quality service and products will create a sense of satisfaction for consumers. a sense of satisfaction when consumers have a positive experience with the services and products they have consumed.

The results of this research are supported by the results of previous research conducted by Hamdi & Fadli (2023) who conducted research at Camperia Cafe and Resto Payakumbuh, proving that service quality has a positive and significant influence on repurchases interest with consumer satisfaction as an intervening variable.⁴⁹ This is also in line with the results of research conducted by Umam (2022) at LL Parfum Situbondo which found that service quality had a positive and significant effect on repurchase intention through satisfaction as an intervening variable.⁵⁰

CONCLUSION

Based on the results and data analysis carried out by researchers, it can be seen directly that the customer experience variable has a positive and significant effect on repurchase interest. Meanwhile, the service quality variable does not influence repurchase intention. Through consumer satisfaction as an intervening variable, the two independent variables, namely customer experience

⁴⁸ Hasniati, Dewi Pratiwi Indriasari, and Arief Sirajuddin, "Pengaruh Customer Experience Terhadap Repurchase Intention Produk Online Dengan Customer Satisfaction Sebagai Variabel Intervening," *MLARS Journal* 1, no. 2 (2021): 21.

⁴⁹ Khairul Hamdi and Mashur Fadli, "Pengaruh Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Kafe Dan Restoran Camperia Payakumbuh," *Journal of Engineering Research* 21, no. 02 (2023): 66.

⁵⁰ Rizal Umam, Karnadi, and Randika Fandiyanto, "PENGARUH LOKASI DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG MELALUI KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA LL PARFUM SITUBONDO," *Jurnal Mahasiswa Entrepreneur (JME) FEB* 1, no. 11 (2022): 2171.

and service quality, have a positive and significant effect on repurchase intention as the dependent variable. The results of this research show that together the three independent variables, namely customer experience (X1) and service quality (X2), have an effect on consumer satisfaction of 56.7% as a moderating variable, while an effect on repurchase interest is 68.6% as a dependent variable. This shows that there are still several other independent variables that can influence the dependent variable (repurchase interest) and the intervening variable (consumer satisfaction).

From the conclusions above, there are several suggestions for further research as follows. First, look for objects that are different, but still similar. Second, due to the limitations of this research, future researchers will need to review the independent variables whose results do not have an effect, such as service quality. Third, adding new variables such as perceived value, brand image, and others. ■

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