The Influence of Product Quality on Repurchase Intention Through Customer Satisfaction as A Mediating Variable at Utun Café Magelang

[1]Benedikta Frigida Bingarsari, [2]Setyo Prasiyono Nugroho, and [3]Budi Hermawan

[1]Sekolah Tinggi Pariwisata AMPTA, Yogyakarta, Indonesia
[2]Sekolah Tinggi Pariwisata AMPTA, Yogyakarta, Indonesia
[3]Sekolah Tinggi Pariwisata AMPTA, Yogyakarta, Indonesia
(g4n.tiyo@gmail.com)

Abstract. In a highly competitive business environment, product quality significantly influences customer satisfaction and repurchase intention. This study aims to analyze the effect of product quality on repurchase intention with customer satisfaction as a mediating variable at Utun Café Magelang. This research employed a descriptive quantitative approach with data collected from 100 respondents using questionnaires. The results indicate that product quality has a positive and significant effect on customer satisfaction, contributing 68.3%, and on repurchase intention with a contribution of 73.1%. Customer satisfaction also significantly affects repurchase intention (74.3%) and partially mediates the relationship between product quality and repurchase intention. These findings emphasize the importance of product quality in building customer loyalty and encouraging repeat purchases.

Keywords: Product Quality; Customer Satisfaction; Repurchase Intention; Mediating Variable

RESEARCH BACKGROUND

Competition in the culinary industry, particularly cafés, is becoming increasingly intense, encouraging business owners to continuously improve product quality to retain customers. Consumers now have many options, making product quality a key factor in influencing customer satisfaction and repurchase intention (Kotler, 2016). High-quality products not only meet customer expectations but also foster loyalty and repeat purchases (Umara et al., 2021).

Utun Café Magelang is one of the rapidly growing cafés amid this rising competition. In its efforts to retain customers, it is important for Utun Café to understand the factors that influence loyalty, particularly product quality and customer satisfaction. Several studies indicate that product quality has a significant effect on customer loyalty (Woen & Santoso, 2021), although some research also highlights the role of customer experience and marketing strategies.

Based on observations at Utun Café, although many customers like the products offered, there are still several complaints such as inconsistent beverage taste, average presentation, and unsuitable serving temperatures. These issues indicate challenges in maintaining product quality consistency, which could potentially affect customer satisfaction and repurchase intention.

Product quality encompasses various aspects such as taste, appearance, freshness, and consistency in presentation (Soleh & Mulyono, 2024). However, product quality alone is not sufficient without high customer satisfaction. Customer satisfaction serves as a mediating variable between product quality

and loyalty (Hoyer & MacInnis, 2020), as it results from the comparison between expectations and actual experiences (Setiyani & Maskur, 2022). If the product quality does not meet expectations, customers are less likely to return (Wijayanthi & Goca, 2022).

This study aims to analyze the effect of product quality on repurchase intention through customer satisfaction as a mediating variable. The findings of this research are expected to provide both theoretical and practical contributions for culinary business owners in designing strategies based on product quality and customer satisfaction to enhance competitiveness.

REVIEW OF RELATED LITERATURE
Product Quality

Product quality is a key factor in determining a company's success in maintaining its existence and

winning market competition. Products that align with customer needs and expectations not only increase satisfaction but also strengthen the company's reputation in the public eye. According to Kotler and Armstrong (2005), a product is anything that can be offered to satisfy consumer expectations, while product quality refers to the product's ability to meet or exceed those expectations (Kotler, 2005). Product quality consists of several dimensions, including performance, additional features, reliability, conformity to standards, durability, and visual appeal (Tjiptono, 2001). All these aspects must be maintained comprehensively to deliver sustainable added value to customers. With guaranteed product quality, companies can build customer loyalty that leads to increased sales and business sustainability.

Customer Satisfaction

Customer satisfaction is the outcome of the customer's evaluation of a product or service after a purchase. It arises from a comparison between initial expectations and the actual experience during the use of the product or service (Tjiptono, 2019). Factors influencing customer satisfaction are not limited to product quality alone but also include service quality provided by staff, price fairness, as well as comfort and atmosphere at the place of purchase or usage. Furthermore, product innovation and uniqueness also play a crucial role in enhancing satisfaction by offering customers a positive and novel experience. High customer satisfaction encourages repeat usage and turns customers into promoters who are likely to recommend the product to others.

Repurchase Intention
Repurchase intention is the tendency or willingness of consumers to buy the same product again after being satisfied with a previous purchase. This intention reflects not only satisfaction but also the consumer's commitment to a product that has successfully met their needs and expectations. According to Ferdinand (2022), repurchase intention is a form of consumer commitment that emerges after they feel satisfied with the consumed product. Repurchase intention can be measured through several indicators, such as the willingness to continue choosing the product as the primary option, the tendency to recommend it to others, and efforts to seek additional information about the product prior to making another purchase. A product's success in generating repurchase intention indicates that the company has built long-term customer relationships, ultimately resulting in sustainable competitive advantage.

RESEARCH METHOD

This study employed a quantitative approach, emphasizing the measurement of key variables, namely product quality, customer satisfaction, and repurchase intention. Through this approach, the research aimed to statistically analyze the relationships among these variables in order to gain a deeper understanding of their interconnections and mutual influence. The research design utilized was a correlational design, which seeks to identify and measure the relationships and reciprocal influences among product quality, customer satisfaction, and repurchase intention. The collected data were analyzed to assess the correlation between these variables. The subjects of this study were the customers of Utun Café Magelang, while the object of the research focused on consumer perceptions regarding product quality, satisfaction level, and their intention to repurchase. The population consisted of all customers who had purchased coffee products at Utun Café Magelang, with an average weekly customer count of 130 individuals. The sample was selected using purposive sampling, resulting in a total of 100 respondents, determined based on Slovin's formula with a 5% margin of error. Data were collected through questionnaires distributed to the respondents. The responses were converted into numerical data and processed using SPSS version 26 for further statistical analysis. To ensure data quality, a validity test was conducted to confirm that each statement in the questionnaire was relevant to the variables being measured. Irrelevant items were revised or removed. Furthermore, a reliability test using Cronbach's Alpha was carried out to measure the internal consistency of the research instrument. The data analysis involved simple linear regression to measure the effect of an independent variable on a dependent variable. Additionally, a coefficient of determination (R^2) test was used to evaluate how much of the variation in the dependent variable could be explained by the independent variable. In models involving a mediating variable, the R^2 value was used to illustrate the mediating role in strengthening the relationship between variables. Hypothesis testing was conducted to determine the direct and indirect effects among variables. Specifically, path analysis and the Sobel test were used to examine the mediating effect of customer satisfaction on the relationship between product quality and repurchase intention. The indirect effect was considered significant if the p-value was less than 0.05, indicating that the mediating variable played a substantial role in the relationship between the independent and dependent variables. rite a new paragraph here. Choose Normal text style for this section. Write a new paragraph here.

RESULTS AND DISCUSSION
Results
1. Validity Test

Tabel 1 Validity Test

Variabel	Item Pertanyaan	R Hitung	R Tabel	Ket
Product Quality (X)	Question Item X.1	0,770	0,198	Valid
	Question Item X.2	0,597	0,198	Valid
	Question Item X.3	0,658	0,198	valid
	Question Item X.4	0,732	0,198	Valid
	Question Item X.5	0,661	0,198	Valid
	Question Item X.6	0,477	0,198	valid
Customer satisfaction (Z)	Question Item Z.1	0,692	0,198	Valid
	Question Item Z.2	0,651	0,198	Valid
	Question Item Z.3	0,677	0,198	valid
	Question Item Z.4	0,732	0,198	Valid
	Question Item Z.5	0,613	0,198	Valid
Repurchase Intention (Y)	Question Item Y.1	0,667	0,198	valid
	Question Item Y.2	0,779	0,198	Valid
	Question Item Y.3	0,771	0,198	Valid
	Question Item Y.4	0,666	0,198	valid

[Source: Results of SPSS 2025 Data Analysis]

The results of the Pearson Product Moment validity test, conducted on a sample of 100 respondents with a validity threshold of 0.198, indicated that all questionnaire items were valid.

2. Reliability Test

Tabel 2 Reliability Test

No	Variabel	Jumlah item	Cronbach's Alpha Hitung	Cronbach's Alpha Standar	Keterangan
1	Product Quality	6	0,722	0,600	Reliable
2	Customer satisfaction	5	0.693	0,600	Reliable
3	Repurchase Intention	4	0,692	0,600	Reliable

[Source: Results of SPSS 2025 Data Analysis]

All variables obtained Cronbach's Alpha values greater than 0.600, thus confirming their reliability and suitability as measurement instruments in this study.

3. Simple Linear Regression

Tabel 3 Simple Linear Regression

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.280	.149		75.836	.000
Product Quality	.522	.108	.438	4.817	.000

a. Dependent Variable: Repurchase Intention

[Source: Results of SPSS 2025 Data Analysis]

$$Y = 11,280 + 0,438X$$

4. Coefficient of Determination Test

a. Coefficient of Determination Test x to z

Tabel 4.1 Coefficient of Determination Test x to z

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829a	.686	.683	.140

a. Predictors: (Constant), Product Quality

[Source: Results of SPSS 2025 Data Analysis]

An R square value of 0.731 indicates that the model in this study explains 73.1% of the influence of product quality, whereas the remaining 26.9% is attributed to other factors outside the scope of this research.

b. Coefficient of Determination Test x to y

Tabel 4.2 Coefficient of Determination Test x to y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855a	.731	.729	.130

a. Predictors: (Constant), Product Quality

[Source: Results of SPSS 2025 Data Analysis]

The R-squared value of 0.731 indicates that the regression model is able to explain 73.1% of the variation in the product quality variable, while the remaining 26.9% is influenced by factors outside the scope of this study.

c. Coefficient of Determination Test z to y

Tabel 4.3 Coefficient of Determination Test z to y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862a	.743	.740	.127

a. Predictors: (Constant), Customer satisfaction

[Source: Results of SPSS 2025 Data Analysis]

The R-squared value of 0.743 indicates that the model in this study is able to explain 74.3% of the variation in customer satisfaction, while the remaining 25.7% is affected by factors beyond the scope of this research.

5. Hypothesis Test

a. Hipotesis Test x to z

Tabel 5.1 Hipotesis Test x to z

Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	9.976	1.828		5.457	.000
kualitas produk	.305	.089	.327	3.425	.001

a. Dependent Variable: Customer satisfaction

[Source: Results of SPSS 2025 Data Analysis]

The first hypothesis indicates that product quality has a positive and significant effect on customer satisfaction at Utun Café Magelang. This is supported by a t-value of 3.425, which is greater than the critical t-value of 1.984, and a significance level of 0.001, which is less than the 0.05 threshold.

a. Hipotesis Test x to y

Tabel 5.1 Hipotesis Test x to y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.280	.149		75.836	.000
	Kualitas produkk	.522	.108	.438	4.817	.000

a. Dependent Variable: Repurchase Intention

[Source: Results of SPSS 2025 Data Analysis]

The second hypothesis indicates that product quality has a positive and significant effect on repurchase intention at Utun Café Magelang. This is demonstrated by a t-value of 4.817, which exceeds the critical t-value of 1.984, and a significance level of 0.000, which is below the 0.05 threshold.

b. Hipotesis Test z to y

Tabel 5.1 Hipotesis Test z to y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.280	.150		75.342	.000
	Kepuasan pelanggan	.506	.109	.425	4.651	.000

a. Dependent Variable: Repurchase Intention

[Source: Results of SPSS 2025 Data Analysis]

The third hypothesis indicates that customer satisfaction has a positive and significant effect on repurchase intention at Utun Café Magelang. This is evidenced by a t-value of 4.651, which is greater than the critical t-value of 1.984, and a significance level of 0.000, which is below the 0.05 threshold.

6. Path Analysis

Tabel 6 Path Analysis

No	Variabel	Standarized Coefficients	Unstandardized Coefficients (B)	Std. Error	Sig < 0,05	Ket
1	Z - Y	0,425	0,506 (b)	0,109 (Sb)	0,000 (sig)	
2	X - Y	0,438	0,522	0,438	0,000 (sig)	
3	X - Z	0,327	0,305 (a)	0,089 (Sa)	0,001 (sig)	

4	X – Z – Y	0,327 x 0,425 = 0,138	0.055	0,005 Sig (sobel test) partical mediated	L > TL

[Source: Results of SPSS 2025 Data Analysis]

Product quality (X) has a direct influence on repurchase intention (Y) through customer satisfaction (Z), with a direct effect of 0.438 and an indirect effect of 0.138. The significance value of 0.005, which is less than 0.05, indicates a statistically significant effect. These results suggest that product quality exerts a dominant influence on repurchase intention.

Discussion

Based on the analysis results, the positive and significant influence of product quality on customer satisfaction, with an R^2 value of 0.686, indicates that product quality accounts for approximately 68.6% of the variation in customer satisfaction. This finding suggests that aspects of product quality—such as coffee taste, packaging design, and product appearance—are key factors shaping customers' perceptions of Utun Café Magelang's products. The higher the perceived quality, the greater the level of satisfaction experienced by customers, which serves as a crucial foundation for maintaining long-term relationships between consumers and the café.

Moreover, the direct influence of product quality on repurchase intention, with an R^2 value of 0.731, reveals that product quality directly encourages consumers to make repeat purchases. This implies that product quality not only satisfies current customers but also motivates them to become loyal patrons in the future, thereby contributing to the business stability and growth of the café.

Customer satisfaction also plays a mediating role in strengthening the relationship between product quality and repurchase intention, as shown by the R^2 value of 0.743. This underscores that satisfaction is not merely an end result, but a critical process that links product quality with consumer purchasing behavior. Customer satisfaction enhances trust and emotional attachment, making customers more confident in repurchasing the product and more likely to recommend it to others.

These findings are consistent with previous studies by Afnina and Hastuti (2018) and Hayati (2020), which emphasized that product quality is a key factor in building satisfaction and increasing repurchase intention. Such research reinforces the importance of focusing on product quality as a primary strategy for maintaining customer loyalty. Therefore, to sustain and enhance customer loyalty, Utun Café Magelang must continuously optimize every element of its product quality and ensure a consistently positive customer experience, including improving staff service quality, which also influences overall customer perception.

CONCLUSION

Based on the results of this study at Utun Café Magelang, it can be concluded that product quality has a positive and significant effect on customer satisfaction. Better product quality leads to higher customer satisfaction, with product quality accounting for approximately 68.6% of the variation in satisfaction. Additionally, product quality plays a crucial role in encouraging repurchase intention, contributing 73.1%. High-quality products not only meet consumer expectations but also foster strong customer loyalty

Customer satisfaction also significantly influences repurchase intention, accounting for 74.3%, indicating that satisfied customers tend to make repeat purchases and develop long-term relationships with the product. Furthermore, customer satisfaction serves as a partial mediator, strengthening the relationship between product quality and repurchase intention. Although the direct effect of product quality on repurchase intention is more dominant, the mediating role of customer satisfaction remains significant in enhancing repurchase intentions. Therefore, maintaining and continuously improving product quality is essential for Utun Café to sustain high levels of customer satisfaction and encourage customer loyalty through repurchase intention. Additionally, enhancing overall customer experience, including service quality, ambiance, and customer interactions can further strengthen customer satisfaction and loyalty. These efforts will provide a strong foundation for long-term business growth.

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