



Determinants of Product Quality on Customer Loyalty through Repurchase Intention and Customer Satisfaction at Kopi Kenangan

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ABSTRACT: The Target of this academic inquiry is to identify how the linkage between product quality and customer loyalty by considering the mediating roles of repurchase intention and customer satisfaction among customers of Kopi Kenangan in Bekasi City where the challenges currently faced are tight competition in the retail coffee industry, product quality as the main differentiator and changes in consumer behavior post-pandemic. This research uses a quantitative approach with the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) and data was collected through structured questionnaires. The sample in this academic inquiry consisted of 250 respondents selected using purposive sampling, specifically consumers who had made purchases more than once. The study found that product quality showed a statistically significant impact on repurchase intention is 0.805 (positive), customer satisfaction is 0.430 (positive), and customer loyalty is 0.453 (positive). Moreover, repurchase intention and customer satisfaction were proven to act as mediating variables in the linkage between product quality and customer loyalty. These findings reinforce the importance of improving product quality as a strategic move to build customer satisfaction and customer loyalty in the coffee shop industry. This study strengthens the theory that repurchase intention and customer satisfaction are not only dependent variables between them, but also mutually reinforce the effect of product quality on customer loyalty and focus on local brands conducted in Bekasi City.

Keywords: Product Quality, Customer Loyalty, Repurchase Intention, Customer Satisfaction, Kopi Kenangan.



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INTRODUCTION

The F&B industry plays a crucial role in the economy post-COVID-19, facing rapid changes and challenges in consumer preferences. Coffee has become one of the most competitive segments.

Business competition in the era of Industry 4.0 is highly determined by technological capability, innovative management, regulatory support, and inclusive awareness. Competition is not just about economies of scale but also about adaptation speed, differentiation, and digital transformation, with both MSMEs and large companies benefiting from adopting these changes. The development of the food and beverage sector is currently significant, and coffee is one of the most popular drinks in Indonesia. Coffee is brewed from roasted and ground coffee beans, known for its unique aroma and flavor profile ([Paper and Access 2024](#)). Coffee is a legacy inherited from ancestors, adapted from the colonial era, and has become a staple of contemporary society.

The culinary business faces various challenges such as marketing, management, and product quality issues. Product quality demonstrates a substantial effect on increasing customer satisfaction at Kopi Kenangan Bekasi City. The current contemporary debate is whether repeat purchases always mean loyalty, or are simply the result of habit, promotion, or the lack of better alternatives. ([Hoang and Wyatt 2020](#)) states that product quality is the ability of a product or service to meet Consumer demands, both physically and non-physically. Product quality receives great attention from all culinary business players because it directly affects competitiveness and increases customer satisfaction and repurchase intention, which consequently impacts customer loyalty. Furthermore, ([Hoang and Wyatt 2020](#)) assert that prospective buyers consider various factors before making consumption decisions; hence entrepreneurs Should place importance on product quality to boost product sales.

The value of maintaining product quality in fulfilling consumer needs and building satisfaction and customer loyalty is widely acknowledged. ([Uzir et al. 2020a](#)) explain that product quality, when meeting consumer needs, increases perceived value and customer satisfaction. (Xue et al. 2021) highlights that high-quality products improve customers' positive experiences, which lead to repurchase intention and long-term loyalty. ([Utami and Handrito 2023](#)) Product quality has a significant improves customer satisfaction, thereby laying the foundation for customer loyalty. Additionally, customer satisfaction serves as a mediating factor in the linkage between product quality and customer loyalty, although product quality can directly influence loyalty without mediation. ([Aquinia and Soliha 2020](#)) found that product quality and repurchase intention positively affect customer loyalty, with repurchase intention fully mediating the relationship factor linking product quality and customer loyalty. Research by ([Mulyandi and Tjandra 2023](#)) and ([Mulyandi and Tjandra 2023](#)) supports that product quality shows a strong and favorable influence on repurchase intention among consumers.

Although numerous previous studies have explored the influence of product quality on customer loyalty, most have used only a single mediating variable or overlooked the specific context of the local coffee industry in Indonesia. This study fills this gap by examining the dual mediation role of repurchase intention and customer satisfaction at the Kopi Kenangan brand in Bekasi City amidst intense competition and changing consumer behavior post-pandemic.

Product Quality

Nowadays, coffee businesses tend to enhance the loyalty of their coffee brand image, making customers more loyal, more willing to make frequent purchases, enjoy the coffee products sold, attract new customers, and convey positive feelings about the taste of the coffee ([Bernard et al. n.d.](#)). High-quality products can increase customer loyalty, repurchase intention, and overall satisfaction. Product quality plays a major contribution in improving customer loyalty ([Aquinia and Soliha 2020](#)) ([Hoang and Wyatt 2020](#)).

([Xue et al. 2021](#)) define product quality as the proficiency of goods or services to respond to customer demands, both in visible and intangible aspects. Product quality provides memorable experiences that can attract customers in response to future purchases. As noted by ([Wahyuni et al. 2024](#)) coffee product quality has a positive effect on customer satisfaction, which in turn positively impacts repurchase intention. ([Paper and Access 2024](#)), ([Bravo-Moncayo, Reinoso-Carvalho, and Velasco 2020](#)), (Pramadanti et al. n.d.) mention the following indicators of coffee quality: a) Sweetness, b) Bitterness, c) Acidity, d) Flavor Intensity, e) Coffee Aroma, and f) Serving Temperature. This study uses all six of these indicators.

Although numerous previous studies have explored the influence of product quality on customer loyalty, most have used only a single mediating variable or overlooked the specific context of the local coffee industry in Indonesia. This study complements these by examining the dual mediation role of repurchase intention and customer satisfaction at the Kopi Kenangan brand in Bekasi City amidst intense competition and changing consumer behavior post-pandemic.

Repurchase Intention

Repurchase intention is crucial for the marketing and sustainability of a business. It reflects the consumer's willingness to continue using the same product or service, not just making a one-time purchase. Repurchase intention often arises from positive consumer experiences, such as satisfaction with product quality, good customer service, or perceived value in relation to price ([Ardianto et al. 2021](#)).

(Tiur Maida Hutasoit and Hendra Saputro 2024) found that positive shopping experiences enhance trust and encourage repurchase intention, which is vital for customer retention in business. ([Uzir et al. 2020b](#)) emphasize the importance of marketing strategies focused on improving product quality to encourage repurchase intention. Repurchase intention is a key indicator in business and marketing strategy.

Some studies indicate varying results. ([Sya'roni and Fikriah 2024](#)) found that product quality does not significantly influence repurchase intention, while ([Giovandhi and Adlina n.d.](#)) reported a significant and positive effect. ([Wicaksono and Setiawan n.d.](#)) and ([Mulyandi and Tjandra 2023](#)) similarly concluded that product quality has a significant Supportive contribution on repurchase intention.

H1: Product quality affects repurchase intention.

Customer Satisfaction

Customer satisfaction is not only taken from the product or service quality but also from how well these meet or exceed customer expectations. When performs at or above the expected standard, customers are satisfied. Conversely, if functionality disappoints, customers feel dissatisfied. Factors influencing customer satisfaction include product and service quality, which significantly impact business success, including customer loyalty, retention, and business growth. Satisfied customers tend to stay loyal, refer products or services to others, and provide positive feedback that enhances company reputation ([Mohamed Ebrahim et al. 2024](#)).

([Purwati et al. n.d.](#)) found that product quality does not significantly impact customer satisfaction, whereas ([Aji and R A Nurlinda 2024](#)) concluded both product and service quality affect customer satisfaction. ([Fanesa Azara Putri and Fitria Ridhaningsih 2025](#)) and ([Uzir et al. 2020b](#)) confirmed product quality positively determines customer satisfaction.

H2: Product quality affects customer satisfaction.

Customer Loyalty

Customer loyalty describes the rate of customer attachment to a brand, product, or service. It shows how strongly customers are attached and satisfied with their experience with a business. ([Malki et al. 2024](#)) Assert that customers are loyal not only make repeat purchases but are satisfied with their experiences and tend to recommend the brand to others. ([Uzer, Uzer, and Hidayad 2022](#)) highlight customer loyalty reflects a strong emotional bond formed through positive experiences. ([Syafarudin 2021](#)) describe loyal customers as valuable business assets, who can also become effective promoters through recommendations and positive reviews.

Some studies found no Immediate impact of product quality on customer loyalty ([Dwi Putra n.d.](#)) and ([Ernest Grace et al. 2021](#)). Others, such as ([Ario Negro et al. n.d.](#)) ([Mega and Sugiarto 2020](#)) found product quality, including aroma, taste, and serving methods, significantly shapes customer loyalty. ([Sugiharti and Cahyani 2025](#)) and ([Ding et al. 2022](#)) also confirm high product quality increases Customer commitment.

H3: Product quality affects customer loyalty.

([Mega and Sugiarto 2020](#)) in his study, indicated that repurchase intention does not directly contribute to customer loyalty. Similarly, ([Mega and Sugiarto 2020](#)) demonstrated that repurchase intention does not have a direct influence on customer loyalty. However, research conducted by ([Pramuditha et al. 2025](#)), ([Rahman et al. 2024](#)) and ([Tirtayasa 2022](#)) showed that a positive attitude towards repurchase

intention ultimately strengthens customer loyalty. Therefore, it can be concluded that a strong and superior repurchase intention is a crucial factor in enhancing customer loyalty, as it reflects satisfaction, trust, and a positive experience that motivates customers to remain loyal to a particular brand or product.

H4: Repurchase intention positively influences customer loyalty.

[\(Pritjahjono, Jahroh, and Saptono 2023\)](#) argued that customer satisfaction fails to exert a meaningful positive impact on customer loyalty. Conversely, [\(Ario Negoro et al. n.d.\)](#) stated that customer satisfaction contributes to the formation of customer loyalty. This view aligns with the research by [\(Apriliani Yulinda and Prabawani n.d.\)](#) which asserts that customer satisfaction has a positive effect on customer loyalty. [\(Aji and R A Nurlinda 2024\)](#) also argue that customer satisfaction is the primary foundation for building and maintaining consumer loyalty. Satisfied customers are likely to remain loyal and continue doing business with the seller over a longer period. High levels of customer satisfaction are key factors in establishing and sustaining customer loyalty.

H5: Customer satisfaction positively influences customer loyalty.

The tendency to develop interest in a product or service, as indicated by customer satisfaction, has a significant influence on repurchase intention. Satisfied customers are more likely to make repeat purchases and refer the product to others, which in turn strengthens customer loyalty. Research by [\(Pramuditha et al. 2025\)](#) demonstrates that a positive attitude toward repurchase intention consequently enhances customer loyalty. [\(Wicaksono and Setiawan n.d.\)](#) Discovered that product quality positively and significantly influences repurchase intention. [\(Khaula Fathia Humaira 2024\)](#) also emphasized that good product quality can improve customer loyalty through repurchase intention.

H6: Product quality affects customer loyalty, mediated by repurchase intention.

[\(Saputra, Mariam, and Ramli 2024\)](#) stated that superior coffee taste quality increases customer loyalty. [\(Ario Negoro et al. n.d.\)](#) and [\(Zardi, Wardi, and Evanita 2019\)](#) found the fact that customers are satisfied contributes to the development of customer loyalty. [\(Badaruz Zaman and I Made Wardana 2025\)](#) discovered that product reliability enhances customer satisfaction, which subsequently increases customer loyalty. [\(Lone and Bhat 2023\)](#) argued that the quality of goods and services positively influences customer satisfaction, which in turn contributes to customer loyalty. Additionally, [\(Rachmawati and Santika 2022\)](#) highlighted that product quality contributes significantly to improving customer satisfaction, which mediates its influence on customer loyalty.

H7: Product quality influences customer loyalty, mediated by customer satisfaction.

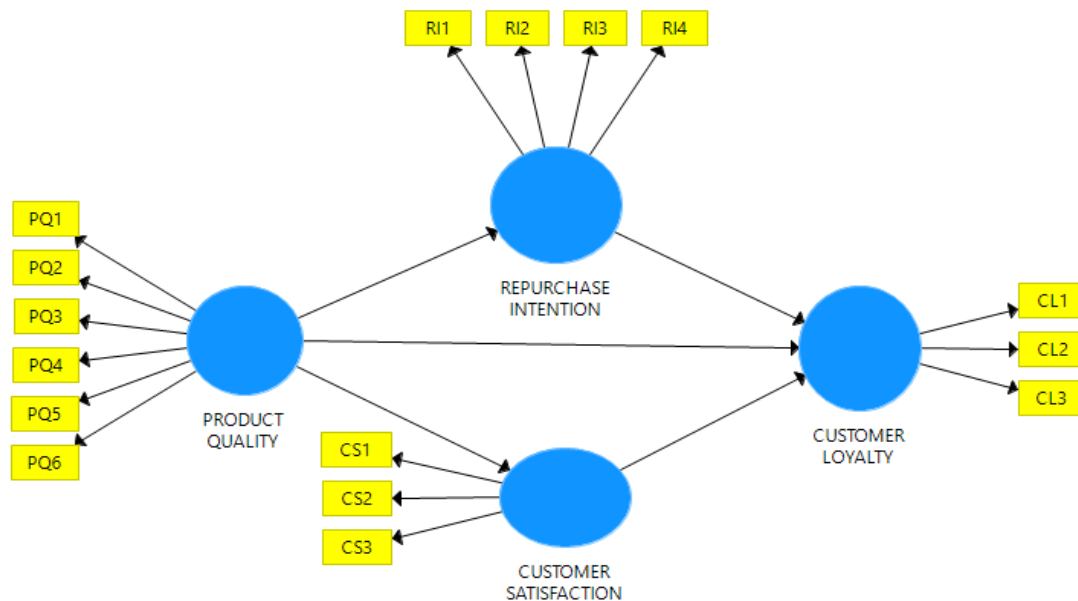


Figure 1. Theoretical Framework

METHOD

The population in this study comprises customers of Kopi Kenangan, with research conducted at multiple locations in Bekasi City. A purposive sampling method was adopted in this research, selecting respondents who had purchased coffee more than twice were chosen to ensure familiarity with the brand and increase response relevance, The sample consisted of both male and female customers aged 17–39 years. A total of 250 customers were surveyed using questionnaires designed to measure product quality, repurchase intention, customer satisfaction, and customer loyalty.

This research seeks to identify the size of each indicator using a Likert scale (1–7). There are 6 questions about Product Quality (X1), 4 questions about Repurchase Intention (M1), 3 statements about Customer Satisfaction (M2), and 3 statements about Customer Loyalty (Y1). Where the measurement has 7 answer categories, the choices are: Strongly disagree, Disagree, Somewhat disagree, Neutral, Somewhat agree, Agree, and Strongly agree. The data collection process is carried out online using a Google Form questionnaire.

This research applied Path Analysis, a development of multiple linear regression models that allows simultaneous estimation of direct and indirect effects (Okasa et al. 2021). The analytical approach used was The study employed Structural Equation Modeling (SEM) utilizing the Partial Least Squares (PLS) method to analyze quantitative data using SmartPLS 3.0.

The analytical procedures included: Convergent Validity Test using outer loading factor In SEM-PLS, an outer loading value ≥ 0.70 indicates that the indicator has a high correlation with its construct, so the instrument used is suitable for further analysis., Reliability Test using Cronbach's

Alpha to measure internal consistency between indicators in one construct, ensuring that the instrument provides stable results. and Composite Reliability provides a more accurate measure of reliability in the context of SEM-PLS because it takes into account the indicator weights (outer loadings) in the calculation. A value of ≥ 0.70 is considered adequate, Coefficient of Determination (R^2) to evaluate the influence level, Effect Size (f^2) to measure the strength of predictor variables, Predictive Relevance (Q^2) to assess the model's predictive accuracy, Goodness of Fit Test (SRMR) to determine model fit.

RESULTS AND DISCUSSION

Customer Profile

Table 1. Customer Profile

Customers Indicator	Quantity	(%)
Gender		
Male	185	74
Female	65	26
Age		
17 - 25	110	44
26-39	100	40
> 39	40	16
Occupation		
Lecture	20	8
Private Employees	85	34
Civil Servant	70	28
Entrepreneur	75	30
Purchase Frequency		
2 x	50	20
3-4 x	60	40
5-6 x	100	24
> 6 x	40	16
Total	250	100

Table 1. Shows the results of 250 respondents, with 65 female buyers (26.00%) and 185 male buyers (74.00%) where men, especially in the field or industrial worker segment, tend to consume coffee to increase stamina and focus while working. Furthermore, the majority of respondents who frequently purchase based on age are 17-25 years old, with 110 respondents (44.00%) where the 17–25 age group tends to be more adaptive to the grab-and-go coffee trend and views coffee as part of a lifestyle, not just a drink.. The most common occupational criteria are private employees (85 people or 34.00%) where the price of Kopi Kenangan products is relatively affordable for private

employees compared to international premium coffee brands. Regarding purchasing intensity, the most frequent purchasers are 100 people or 40.00%, indicating that buyer satisfaction is quite good.

Validity and Reliability Test

Convergent Validity

Tabel 2. Outer Loading Factor

Variabel	Indikator	Outer Loading	Kesimpulan
Product Quality X	PQ1	0.886	Valid
	KP2	0.832	
	KP3	0.904	
	KP4	0.834	
	KP5	0.904	
	KP6	0.841	
Repurchase Intention (M1)	RI1	0.729	Valid
	RI2	0.745	
	RI3	0.815	
	RI4	0.727	
Customer Satisfaction (M2)	CS1	0.949	Valid
	CS2	0.977	
	CS3	0.961	
Customer Loyalty (Y)	CL1	0.961	Valid
	CL2	0.977	
	CL3	0.948	

All indicator loadings exceeded 0.70, indicating all measurement criteria for product quality; repurchase intention, customer satisfaction, and customer loyalty are valid.

Composite Reliability and AVE

If the composite reliability or Cronbach's alpha value is > 0.70 , it is declared reliable. Table 3 shows that the latent variables show composite reliability results and Cronbach's alpha values > 0.70 . In the convergent validity analysis, the AVE output is obtained. A reliable convergent validity latent variable is obtained if the AVE value is > 0.50 . Furthermore, Table 3 shows that the results of the latent variable AVE > 0.50 . Thus, all latent variables can be declared reliable. All constructs had a Composite Reliability and Cronbach's Alpha value above 0.70 and AVE above 0.50, indicating good reliability and convergent validity.

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Table 3. Composite Reliability dan AVE

Variable	Cronbach's Alpha	Composite Reliability	AVE	Conclusion
Product Quality	0.960	0.974	0.926	Reliable
Repurchase Intention	0.960	0.974	0.926	Reliable
Customer Satisfaction	0.935	0.948	0.752	Reliable
Customer Loyalty	0.751	0.841	0.569	Reliable

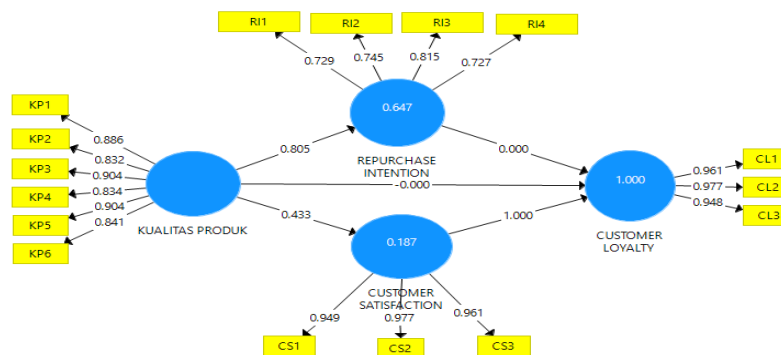


Figure 2. Loading Factor Modeling Output Results

Determination Coefficient (R^2)

Table 4. Determination Coefficient (R^2)

Variable	R Square	Interpretation
Customer Loyalty	1.000	Strong
Customer Satisfaction	0.187	Weak

From the R-square value in Table 4, Repurchase Intention is 64.7% influenced by its causal variables, namely Product Quality, and Customer Satisfaction is 18.7% influenced by its causal variables, namely Product Quality. Furthermore, Customer Loyalty is 100% affected by Product Quality, Repurchase Intention, and Customer Satisfaction. Furthermore, it is found that the R-square results of variables above 0.75 can produce a strong interpretation model (Hustić and Gregurec 2015). Product quality, repurchase intention, and customer satisfaction are three widely recognized pillars of customer loyalty theory. It can be concluded that these three represent the cognitive (perceived quality), affective (satisfaction), and behavioral (repeat purchases) dimensions that form the basis for loyalty formation. The study's respondents were consumers who had purchased more than once, so their perceptions of loyalty were already formed from real-life experiences. This minimized the contribution of variables outside the model.

Effect Size (f^2)

In the Effect Size (f^2) results, if the result is $f^2 = 0.02$ then it is said to be a small effect size, if $f^2 = 0.15$ then it is concluded to be a medium effect size and if $f^2 = 0.35$ then it is concluded to be a large effect size. The measurement values below are as follows.

Table 5. Effect Size (f^2)

	Original Sample (O)	Interpretasi Hasil
Customer Satisfaction -> Customer Loyalty	1.000	Large
Product Quality -> Customer Loyalty	0.432	Large
Product Quality -> Customer Satisfaction	0.433	Large
Product Quality -> Repurchase Intention	0.805	Large
Repurchase Intention -> Customer Loyalty	0.000	Small

Predictive Relevance (Q^2)

Table 6. Predictive Relevance

Variable	Q^2	Conclusion
Repurchase Intention	0.559	large
Customer Satisfaction	0.653	large
Customer Loyalty	0.583	large

In (Hustić and Gregurec 2015) it is stated that to determine the exact magnitude of the prediction value is if 0.02 (small), then 0.15 (medium), and 0.35 (large). Furthermore, in Table 6 above the results of the prediction accuracy of the Repurchase Intention variable are 0.55 then Customer Satisfaction is 0.65 and Customer Loyalty is 0.58 which is higher than 0.30. It can be concluded that all three determine the accuracy of the greater prediction.

Goodness of Fit (SRMR)

If the composite reliability or Cronbach's alpha value is > 0.70 , it is declared reliable. Table 3 shows that the latent variables show composite reliability results and Cronbach's alpha values > 0.70 . In the convergent validity analysis, the AVE output is obtained. A reliable convergent validity latent variable is obtained if the AVE value is > 0.50 . Furthermore, Table 3 shows that the results of the latent variable AVE > 0.50 . Thus, all latent criteria can be declared reliable.

Table 7. Standardized Root Mean Square Residual (SRMR)

	Saturated Model	Estimated Model
SRMR	0.150	0.182
d_ULS	3.066	4.520
d_G	n/a	n/a
Chi-Square	infinite	infinite
NFI	n/a	n/a

Hypothesis Testing

Table 8. Path Coefficient

Relationship				Path Coefficient	T-Statistics	p-value	Conclusion
Direct:							
Product Quality Intention	→	Repurchase		0.805	41.120	0.000	Significant
Product Quality Satisfaction	→	Customer		0.430	8.907	0.000	Significant
Product Quality → Customer Loyalty				0.453	26.703	0.000	Significant
Repurchase Intention → Customer Loyalty				0.666	18.594	0.000	Significant
Customer Satisfaction → Customer Loyalty				0.995	4,839.077	0.000	Significant
Indirect:							
Product Quality Intention → Customer Loyalty				0.432	8.902	0.000	Significant
Product Quality Satisfaction → Customer Loyalty				0.352	8.862	0.000	Significant

Looking at Table 8, all paths show positive coefficients between Product Quality and Repurchase Intention, Customer Satisfaction, and Customer Loyalty. Furthermore, positive coefficients for Repurchase Intention and Customer Satisfaction are also found, with Customer Loyalty also showing positive coefficients. All hypotheses tested in the structural model showed significant positive effects, with p-values < 0.05. The results show positive and significant coefficients across all paths, where product quality that consistently meets or exceeds consumer expectations will increase satisfaction, encourage repurchase intentions, and strengthen loyalty. These findings empirically confirm that repurchase intention and customer satisfaction serve as important mediators in the relationship between product quality and customer loyalty. This reinforces the literature suggesting that loyalty is not only shaped directly by product quality but also through the experience of satisfaction and repeat purchase behavior. Since all relationships are significant and positive, Kopi

Kenangan management needs to ensure the quality of taste, aroma, presentation, and product consistency is maintained to maintain and increase loyalty.

Direct Effect

The Relationship Between Product Quality and Repurchase Intention

The results of the first hypothesis test revealed a structural path estimate of 0.805 (positive), a T-statistic of 41.120, and since the p-value (0.000) is less than 0.05, the result is statistically significant. This is consistent with the findings of [\(Wicaksono and Setiawan n.d.\)](#) and [\(Khaula Fathia Humaira 2024\)](#) Which demonstrated a significant and positive relationship between product quality and repurchase intention. Therefore, the first hypothesis is accepted.

The Effect of Product Quality on Customer Satisfaction

The second hypothesis test revealed a structural path estimate of 0.430 (positive), a T-statistic of 8.907, and since the p-value (0.000) is less than 0.05, the result is statistically significant, indicating a positive association between location and patient satisfaction. These results align with studies by [\(Fanesa Azara Putri and Fitria Ridhaningsih 2025\)](#) and [\(Uzir et al. 2020b\)](#) which revealed a meaningful there is a positive effect of product quality on customer satisfaction. Therefore, the second hypothesis is accepted.

The Effect of Product Quality on Customer Loyalty

The third hypothesis test revealed a structural path estimate of 0.453 (positive), a T-statistic of 26.703, and since the p-value (0.000) is less than 0.05, the result is statistically significant. These empirical results are the same as those written by [\(Sugiharti and Cahyani 2025\)](#) and [\(Tirtayasa 2022\)](#) who found that Product Quality leads to positive outcomes on Customer Loyalty. Therefore, the third hypothesis is accepted.

The Effect of Repurchase Intention on Customer Loyalty

The fourth hypothesis test, using the structural path estimate, revealed a positive association between Repurchase Intention and Customer Loyalty, with a structural path estimate of 0.666, a T-statistic of 18.594, and since the p-value (0.000) is less than 0.05, the result is statistically significant. These findings are similar to those found by [\(Pramuditha et al. 2025\)](#) dan [\(Rahman et al. 2024\)](#) who found that Repurchase Intention had a positive effect on Customer Loyalty. Accordingly, the fourth hypothesis is confirmed.

The Effect of Customer Satisfaction on Customer Loyalty

The fifth hypothesis test, using the structural path estimate, showed a positive relationship between Customer Satisfaction and Customer Loyalty, with a structural path estimate of 0.995 (positive), a T-statistic of 4,839.077, and a since the p-value (0.000) is less than 0.05, the result is statistically significant. These results align with those of ([Khandra Yulisman and Kamener 2024](#)), ([Ario Negoro et al. n.d.](#)) dan ([Apriliani Yulinda and Prabawani n.d.](#)) who found that customer satisfaction has a positive effect on customer loyalty. Therefore, the fifth hypothesis is accepted.

Indirect Effect

The Effect of Product Quality on Customer Loyalty through Repurchase Intention

As indicated by the findings of this study, the indirect influence between Product Quality and Customer Loyalty, mediated by Repurchase Intention, was 0.432 (positive), with a T-statistic of 8.902, and a since the p-value (0.000) is less than 0.05, the result is statistically significant. This finding aligns with the findings of ([Xue et al. 2021](#)) and ([Khaula Fathia Humaira 2024](#)) whose research found that Product Quality influences Customer Loyalty, mediated by Repurchase Intention, which has an indirect effect. Therefore, the sixth hypothesis is accepted.

The Effect of Product Quality on Customer Loyalty through Customer Satisfaction

Based on the results of this study, the indirect influence between Product Quality and Customer Loyalty, mediated by Customer Satisfaction, was 0.352 (positive), with a T-statistic of 8.862, and since the p-value (0.000) is less than 0.05, the result is statistically significant. Thus, similar to the research conducted by ([Lone and Bhat 2023](#)) and ([Zardi, Wardi, and Evanita 2019](#)) their research found that product quality influences customer loyalty, mediated by customer satisfaction, which has an indirect influence. The seventh hypothesis is concluded as acceptable.

CONCLUSION

This study concludes that product quality significantly impacts on repurchase intention was 0.805 (positive), customer satisfaction was 0.430 (positive), and customer loyalty was 0.453 (positive) directly and indirectly through Repurchase Intention was 0.432 (positive), and through customer satisfaction was 0.352 (positive). High-quality products and services increase customers' willingness to repurchase and lead to greater satisfaction, which positively impacts customer loyalty. Using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS), all the proposed hypotheses were confirmed to be significant. The highest coefficient value on the Product Quality → Repurchase Intention path (0.805) indicates that improving product quality triggers repurchase

intention more quickly than directly increasing satisfaction or loyalty. This indicates that in the grab-and-go coffee industry, repurchase decisions are more influenced by direct perceptions of product taste and consistency than by emotional or relational factors. The mediation pathways through Repurchase Intention (0.432) and Customer Satisfaction (0.352) demonstrate that customer loyalty at Kopi Kenangan is formed gradually, not solely through direct product quality. This reinforces the concept that loyalty-building strategies should focus on a cycle of repeated positive experiences.

Furthermore, repurchase intention and customer satisfaction serve as important mediating variables in forming customer loyalty. Although repurchase intention was 0.666 (positive) has a smaller direct effect on loyalty compared to customer satisfaction was 0.995 (positive), both are proven to be significant pathways linking product quality to customer loyalty. This indicates the importance of building product experiences that not only satisfy functionally but also encourage repeat purchases. The practical significance of these findings is that management needs to build product experiences that not only meet expectations functionally to increase satisfaction, but also encourage consistent repeat purchases, as both channels have been shown to be key in building customer loyalty.

This study simultaneously examines repurchase intention and customer satisfaction as dual mediating variables in the relationship between product quality and customer loyalty, a practice rarely undertaken, particularly for local coffee brands like Kopi Kenangan. It provides clear coefficient estimates for each relationship path in the SEM-PLS model, thus serving as a benchmark for research and management strategies in similar industries. Providing data-based recommendations that can be directly implemented by Kopi Kenangan management to maintain and increase loyalty through improving product quality, optimizing satisfaction, and strengthening repeat purchase intentions.

It is recommended that future studies extend the research further scope to other areas or cities and include various coffee shop brands to see if the results are consistent in different contexts. Additionally, other variables such as brand image, pricing, or customer experience can be included to explore other factors influencing customer loyalty in the F&B industry. Furthermore, other potentially moderating variables such as service quality, price perception, or brand equity can be added, which future studies should incorporate. Involve other cities or compare several local and international coffee brands to see differences in loyalty behavior across markets. Combine quantitative surveys with qualitative interviews or focus group discussions to gain in-depth insights into consumer motivations.

For Kopi Kenangan management, it is recommended to continuously maintain and improve product quality consistently. Aspects such as taste, aroma, acidity, and serving temperature should be maintained according to high-quality standards, as they directly influence customer satisfaction and loyalty. Moreover, product innovation is essential to sustain customers' repurchase intentions.

To increase repurchase intention and customer satisfaction, management should create a holistic customer experience not only in product aspects but also through services, speed of service, outlet

cleanliness, and convenience of the ordering process both offline and online. Leveraging technology, such as mobile applications ordering apps, can be an added value in building customer engagement.

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