THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AND REPURCHASE INTENTION

(Study on HARDI Coffee and Workspace, Tangerang Selatan)

UNDERGRADUATE THESIS

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MOTTO

"I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times."

– Bruce Lee

APPROVAL SHEET

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ORIGINALITY STATEMENT

I state truthfully that to the best of my knowledge, in the thesis manuscript

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Repurchase Intention (Study on HARDI Coffee and Workspace)" no scientific

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Tangerang, 18 November 2022

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ABSTRACT

Bayu Daniswara. 2022. **The Influence of Service Quality towards Customers Satisfaction and Repurchase Intention (Study on Hardi Coffee and Workspace, Tangerang Selatan**). Sunarti, Dr., S.Sos., MAB. 155 Pages

The era of globalization is a global change that has hit the whole world. The state of the world today is certainly different from the state of the past. These changes also occur with the lifestyle of the people in the future. The very rapid development of the *Coffee Shop* business is currently supported by changes in the lifestyle of the Indonesian people. The increasingly fierce business competition, especially in the trade sector, has provided opportunities and benefits for the development of the business world, especially *Food & Beverages*.

The price factor which is relatively the same between *Coffee Shop*s, some are even cheaper, as well as product factors, convenience and facilities in visiting have encouraged competition between *Coffee Shop* business people to become increasingly tight. *Coffee Shop*s that have high skills in providing services to their customers will be able to compete in the market. Facing increasingly fierce competition, Coffee Shops need to pay attention to many things, especially the ability to compete not only determined by the competitiveness of the products price, but also influenced by the company's ability to produce services that suit customers' needs and wants.

The previous research used in this study is the research of Selvi & Risca (2021), I Wayan (2020), Wahid & Kabul (2020). This type of research is explanatory research with a quantitative approach. The independent variable used in this study is Service Quality, the intermediary variable used in this study is Customer Satisfaction and the dependent variable in this study is Repurchase Intention. The number of samples used was 116 respondents who matched the population and sample criteria, namely, Hardi Coffee and Workspace Customers who were 17 years old, at least had 2 transactions at Hardi Coffee and Workspace and lived in South Tangerang.

The data analysis used is descriptive analysis and path analysis, it can be seen that (1) Service Quality has a significant and positive effect on Customer Satisfaction, (2) Service Quality has a significant and positive effect on Repurchase Intention, (3) Customer Satisfaction has a significant and positive effect on Repurchase Intention, (4) Service Quality has a significant and positive effect on Repurchase Intention through Customer Satisfaction.

Keywords: Coffee Shop, Service Quality, Customer Satisfaction, Repurchase Intention

PREFACE

The author is thankful to Allah SWT the almighty because of its grace and blessing the researcher is able can finish the undergraduate thesis in time with the title "The Influence of Service Quality Towards Customer Satisfaction and Repurchase Intention". This undergraduate thesis is carried out to fulfill one of the programs in Business Administrative Science at the University of Brawijaya. Aside from being one of the requirements for researcher graduation, this undergraduate thesis turned out to provide many benefits for the researcher itself. During the process of this research, various parties provided facilities, assisted, and guided the researcher to write this undergraduate thesis. The author would like to specifically say thank you to:

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9. All parties who cannot be mentioned one by one who has provided input to the researcher to the research. May life grans you with nothing but the best.

Tangerang, 26 December 2022

The Author

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CHAPTER I

INTRODUCTION

1.1   Background

The era of globalization is a global change that has hit the whole world. The state of the world today is certainly different from the state of the past. These changes also occur with the lifestyle of the people in the future. Modernization has changed a lot of life in this era, the development of human needs triggered by advances in science and technology continues to change from time to time. Advances in science and technology also have a considerable influence on social, economic, and socio-cultural changes in society.

The more the needs of human life, the more demanding an increase in lifestyle. Lifestyle is related to how a person spends his time, what is important to consider in his interests and environment, and what people think about themselves and the environment (Donni Juni Priansa, 2017). The pattern of life that is considered worrying is a consumptive lifestyle that leaves a productive lifestyle. As is well known consumptive behavior has both positive and negative sides, the positive side of consumerism can increase the dynamics in society. However, consumptive behavior also has several negative sides, namely an extravagant lifestyle and tends to have a sense of social jealousy.

In addition to changes regarding consumptive individuals, the very rapid development of the *Coffee Shop* business is currently supported by changes in the lifestyle of the Indonesian people. Currently, there is a shift in public interest towards modern *Coffee Shop*s represented by the existence of *Coffee Shop*s, coffee

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and Eatery, co-working Spaces, and so on. This tendency is also caused by a shift in the quality and lifestyle of the growing community. The increasingly fierce business competition, especially in the trade sector, has provided opportunities and benefits for the development of the business world, especially *Food & Beverages*.

Cafes are still a mainstay for young people, especially in South Tangerang City, This can be seen from the phenomenon of the proliferation of cafes in South Tangerang City. In the city of South Tangerang, the existence of cafes is starting to be taken into account for young people, especially students and college students. Generally, the cafe here is a place to meet face to face, be it with family, friends, or business associates. In addition to a place to enjoy coffee, many visitors use the *Coffee Shop* as a place to do classwork, meetings, or discussions because drinking coffee can increase one's concentration and focus.

The importance of the strategies implemented by coffeeshop business owners through the provision of services that satisfy consumers, make consumers repurchase and as a differentiation between competitors, such as an easy-to-reach location, adequate parking space, besides that internal factors also influence such as friendliness & expertise employees, store atmosphere, taste of the products sold and the convenience of the coffeeshop.

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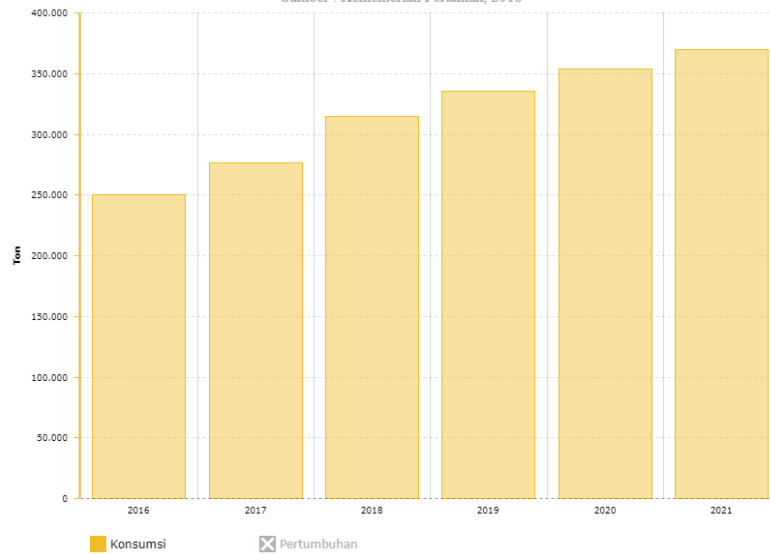
Figure 1.1 National Coffee Consumption 2016 - 2021
Source: www.databook.katadata.co.id 2021

Figure 1.1 shows that national coffee consumption has increased from 2016 to 2021, so it is not surprising that entrepreneurs see this as a good business opportunity and this has resulted in the proliferation of *coffee shop*s in various regions. The number of new companies that have sprung up in similar business fields and produce the same product, this condition directly exposes business people to increasingly fierce business competition. To be able to identify the form of competition that will be faced, set various performance standards, and recognize its competitors well (Hurriyati, 2010).

This research focuses on the competition in the *Food & Beverages* business in South Tangerang, Banten. This city is a newly formed area in the province of Banten and has developers, the majority of whom are private developers, so that development in this city is happening very rapidly, one of which is the development of various *coffee shop* segments from cheap to premium ones.

South Tangerang City is an autonomous region that was formed at the end of 2008 based on Law Number 51 of 2008 concerning the Establishment of South Tangerang City in Banten Province dated 26 November 2008. The establishment of the new autonomous region, which is the development of Tangerang Regency, was carried out with the aim of services in the fields of government, development, and society and can provide capabilities in the utilization of regional potential. With 36 sub-districts, the area is ±1,159.05 km² and the population is more than three million people.

As a city that has just separated from Tangerang Regency, South Tangerang is experiencing very rapid economic and population growth. For the last two decades, South Tangerang has become a residential area for various types of businesses, then from 2010 to 2018, it became an era of intensive development of new business places. As a result, some existing *coffee Shop*s have to compete with newly exist *coffee Shop*s.

The price factor which is relatively the same between *coffee shop*s, some are even cheaper, as well as product factors, convenience and facilities in visiting have encouraged competition between *coffee shop* business people to become increasingly tight. This competition is also shown by the increasing number of

advertisements in various media, as well as other promotional activities. This condition of the development of the *coffee shop* business also occurs in South Tangerang. In addition to the above factors and the high number of coffee enthusiasts in Indonesia, *coffee shop* franchise formats originating from abroad have long and recently emerged, which means increasing the rampant competition in this business. This is not surprising because these business owners view *Food & Beverages* as a feasible business venture and promise profits for the perpetrators. If this opportunity is not prepared and managed professionally, it will be in vain.

Coupled with the COVID-19 pandemic that hit all over the world causing a domino effect for all business sectors, one of the sectors that were affected was the *Food & Beverages* business sector, some of which had to close their outlets because operational costs were greater than revenues.

Quoted from Kontan.co.id, Chairman of the Association of Indonesian Cafe and Restaurant Entrepreneurs (Apkrindo) Eddy Sutanto admitted that the number of visitors at Café and Restaurant had decreased by more than 50%. "So what is called social distancing has an impact on the community, they only buy what they need, such as food needs." Customers prefer to use raw materials and cook them at home, with this quote reinforcing the statement indirectly that competition between *Coffee Shop*s is getting tougher.

Therefore, *food & beverages* businesses must periodically innovate in creating good relationships with consumers. Business people carry out marketing activities so that their companies can continue to play a role in the market and at the same time be able to compete in the market. *Coffee Shop*s compete to pamper

their customers by providing the best service, customers will look for products in the form of goods or services from *Coffee Shop*s that can provide the best service to them. With conditions like this, the *Coffee Shop* must be able to improve its skills in providing service or customer service to its customers. *Coffee Shop*s that have high skills in providing services to their customers will be able to compete in the market.

The definition of service quality or service quality according to Wyckof (Tjiptono, 2002) is as follows: Service quality is the level of excellence expected and control over the level of excellence to meet customer desires, the discussion that will be described in this paper emphasizes how the *Coffee Shop*'s efforts to increase customer satisfaction and the intensity of repeat purchases through providing the best service to its customers. to improve service delivery, it must first emphasize its vision to be customer-oriented, especially in activities to fulfill the needs and desires of these customers.

With this orientation, of course, the *coffee shop* strives to design the best service for its customers. This is done because customer satisfaction can only be achieved through the best performance results in service delivery. The best service delivery can be created, if the *coffee shop* can maintain or improve the quality of services or services provided.

With the emphasis on the *coffee shop*'s attention to customers, of course, what they will be satisfied with is the customer's needs & wants. A customer's need is something that a customer can look for or expect can be fulfilled by consuming a particular good or service, *coffee shop*s must strive to be able to find out what will

be satisfied for their customers, in this case, of course, customer needs. And the *coffee shop* will be able to satisfy the minimal level of customer needs, while with customer wants it is related to expectations for desires to be fulfilled such as product and service quality.

According to M. Taufiq Amir (2004), the problem that *coffee shop*s must continue to pay attention to as a follow-up action in the company's strategy, especially in the field of marketing is how the customer needs and wants can be satisfied. For this, they must always be ready with their commitment to focus on the customer. Focus on the customer is the starting point of the quality view for customer satisfaction. Therefore, HARDI Coffee and Workspace must always be ready with its commitment to quality, with *Coffee Shop*'s success in managing quality, such as with *Total Quality Management* is a reflection of product quality. In this case, product quality assurance is an illustration of a focus on customers, especially to ensure customer satisfaction.

Focus on the customer is the basis of the implementation of the marketing function, where marketing always strives to be in close contact with its customers, this picture is reflected in the *Coffee Shop*'s efforts to always correctly identify what its customers need and want, trying to minimize the differences in what is offered from the product. What the company produces with what the customer receives, this is one of the most important aspects of focusing on the customer.

Facing increasingly fierce competition, *coffee shop*s need to pay attention to many things, especially the ability to compete not only determined by the copetitiveness of the products price, but also influenced by the company's ability to

produce products/services that suit customers' needs. Competition can be viewed as managing resources in such a way that it outperforms competitors. For this reason, it is necessary to have a competitive advantage which is the focus of the company's performance. A competitive advantage is something a company can do better than its competitors, or something that results in superior performance that can be based on a combination of differentiation strategies, cost superiority, or operating in a niche.

By continuing to pay attention to consumer behavior and the best service that can be provided by *coffee shop* compared to its competitors, it is hoped that it can attract more customers because of the marketing strategy that its competitors do not have, with the best service quality provided by the *coffee shop*, it is expected to satisfy consumer expectations, customer satisfaction is a measure that defines how satisfied consumers are with services and products, in other words, customer satisfaction is a person's feeling of pleasure or disappointment due to comparing a product or service with that person's expectations.

According to Kotler et al (2009), Customer satisfaction is an extremely well-known idea in every place just like client behavior, promotion, human resources as well as economics. Customer satisfaction will be the competition among customer expectations as well as product or service observed performance, when a product or a service is going a lot more than it is expected to function then it is said customer is satisfied (Binter and Zeithaml, 2003). When customer satisfaction and retention boosts, then it will go to build additional earnings,

positive person to person and it will also decrease this advertising and marketing costs (McDougall and Levesque, 2000).

Some of the marketing strategies carried out by HARDI Coffee and Workspace to improve the quality of service that distinguishes them from their competitors include:

- Strategic location, HARDI Coffee and Workspace can be easily reached because it is located near the entrance gate of the Villa Ilhami Tangerang Selatan housing estate, making it a place for people to pass by and easy to find this café.

- Service through complete facilities, one form of service from HARDI Coffee and Workspace is to offer various practical facilities for customers. For example, the Working space functions to make it easier for visitors to do tasks or work because there are outlets at every table and wifi, large parking facilities for motorbikes and cars, a smoking area so as not to disturb non-smoking visitors, a mini stage for live music every week.

The higher the level of quality, the higher the level of customer satisfaction generated (Kotler and Keller, 2009). These strategies are implemented by HARDI Coffee and Workspace to show the added value of their service quality that is not available in competitors so that consumers are satisfied with the services provided, so it is hoped that it can encourage consumers to come back and increase their repurchase intention.

According to Choi and Kim (2013); Candan, et al. (2013); Conin, et al. (2000) in Anwar and Gulzar (2011) that repurchase intention is influenced by the level of satisfaction with previous visits. This can explain that when a consumer

gets a positive response to past actions, there will be reinforcement, with having positive thoughts on whatever he received allows individuals to make repeated purchases.

When consumers have the goal of repurchasing a product with a certain brand, then at that time also indirectly the consumer also has loyal behavior and a sense of satisfaction with the brand, so that when consumers make repeat purchases of products with the same brand. In fact, from the consumer's point of view, the brand already has a buying value for the brand, or in other words, there is *perceived value* received by consumers.

HARDI Coffee and Workspace must always be responsive to consumer desires and the existing competitive situation, currently is the era of smart consumers where consumers are increasingly selective and rational in making choices to achieve the level of satisfaction of their needs and desires. The service factor in a company engaged in *Food & Beverages* is a critical factor. If the service is bad, such as a narrow parking space, lack of comfort, and a location that is difficult to reach, it will reduce consumer interest in visiting.

With the quality of service provided to consumers so far, companies must ensure whether customers are satisfied and can increase their repurchase intentions so that they become loyal customers or companies must re-evaluate the quality of their services.

Based on the background above, this study aims to determine the effect of service quality on customer satisfaction, determine the effect of service quality on repurchase intention, and examine the effect of customer satisfaction on repurchase

intention. The researcher proposed an undergraduate thesis entitled **"The Influence of Service Quality towards Repurchase Intention and Customer Satisfaction."**

1.2 Research Problem

Based on the background described above, the research problems of this research are:

1. Does Service Quality Influence Customer Satisfaction?

2. Does Service Quality Influence Repurchase Intention?

3. Does Customer Satisfaction Influence Repurchase Intention?

1.3 Research Objective

Based on the problem described above, the research objectives of this research are:

1. To explain the influence of Service Quality on Customer Satisfaction.

2. To explain the influence of Service Quality on Repurchase Intention.

3. To explain the influence of Customer Satisfaction on Repurchase Intention.

I.4 Research Contribution

1. Theoretical Contribution

This research was expected to provide information and consideration to develop business and other further research related to Service Quality, Repurchase Intention, and Customer Satisfaction.

2. Practical Research

This research was expected to Professional companies in making decisions related to Service Quality, Repurchase Intention, and Customer Satisfaction. To help professional companies become aware of alternative strategy for promotion.

I.5 Systematic Discussion

CHAPTER I   :   INTRODUCTION

This chapter describes the background of the research, the problem formulations, the objectives of the research, systematic discussion of the research, and the research contribution including the theoretical and the practical contribution.

CHAPTER II   :   LITERATURE REVIEW

This chapter describes the previous research and theories related to the implementation of the research. This chapter also explained the framework and research hypothesis.

CHAPTER III   :   RESEARCH METHOD

This chapter describes the method and type used in the research, research location, population and samples, sampling techniques, types and source of data, research variables, instrument test, and data analysis.

CHAPTER IV   :   RESULT AND DISCUSSION

This chapter contains the result and discussion of the research that has been done in detail, describes a general description of the research, research variables, and discussion result of the research.

CHAPTER V : CONCLUSION AND RECOMMENDATION

This chapter contains the conclusion of the research and suggestion in accordance found on the research given by the researcher.

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CHAPTER II

THEORETICAL REVIEW

2.1 Empirical Review

To give an empirical review of this research, there are several studies discussed in this chapter.

2.1.1 Selvi Marcelya Pertiwi & Risca Fitri Ayu (2021)

The title of this study is "**The Effect of Service Quality on Customer Satisfaction on Restaurants (Case Study on Restaurant Customers Latar Ijen Malang)**". This study aims to test the effect of service quality from variable reliability, assurance, tangibles, empathy and responsiveness to customer satisfaction variables. This study used a sample of 150 respondents through online questionnaires, namely consumers from Latar Ijen Malang Restaurant who had visited and had bought and tasted food and drinks at the restaurant with a minimum criteria of 17 years old. The study was conducted in January 2021 for 2 weeks to get respondents data. This type of research is classified as explanatory research, which aims to study causality between variables that explain a particular phenomenon. This study uses quantitative methods with sample determination using non probability sampling techniques.

The results showed that reliability, assurance, empathy, and responsiveness have a significant effect on customer satisfaction, because when restaurants are able to provide something that is appropriate and guaranteed with what is presented, it will effect on consumer satisfaction, where consumer perception has been fulfilled or in accordance with reality. This is also because when restaurant employees are

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able to show empathy and fast service to the needs of consumers, it will be able to cause the consumer satisfaction. However, tangibles did not have a significant effect on consumer satisfaction because respondents felt less interested with the appearance of the physical environment and employees from Latar Ijen Malang Restaurant.

2.1.2 Jimmy Sugianto & Sugiono Sugiharto (2013)

This study is titled "**Analysis of the Influence of Service Quality, Food Quality, and Price on Customer Satisfaction of Yung Ho Surabaya Restaurant**". This study aims to analyze the influence of Service Quality, Food Quality, and Price on Customer Satisfaction at Yung Ho Restaurant Surabaya and find out which factors are dominant in Customer Satisfaction in the restaurant. This study required 100 consumer respondents from Yung Ho Restaurant Surabaya. This type of research is a causal research design with a quantitative approach. This research is carried out for 3 months with the sample selection method is non probability sampling with purposive sampling.

Based on the results of research that has been done, service quality, food quality, and price have a significant influence on consumer satisfaction of Yung Ho Restaurant Surabaya, where service quality has the most influence. This means that if the quality of service and food can be improved, then consumer satisfaction will also increase, and if the price of the restaurant is more affordable and in accordance with consumer expectations, then consumer satisfaction will increase.

2.1.3   I Wayan Angga Wiradarma & Ni Nyoman Rsi Respati (2020)

The title of the research is "**The Role of Customer Satisfaction Mediating the Effect of Service Quality on Repurchase Intention to Lazada Users in Denpasar**". This study aims to explain the effect of service quality on repurchase intention, customer satisfaction, and explain the influence and role of customer satisfaction on repurchase intention and service quality of Lazada users. This research was conducted in Denpasar City, where the city was chosen because it has the highest population density in Bali to provide greater opportunities for online shopping behavior. This study uses associative research methods, namely to determine the causes and effects of the variables that influence the affected variables, where the variables to be analyzed include service quality, customer satisfaction, and repurchase intention. This study will produce qualitative and quantitative data in the form of respondents' opinions based on questionnaires and questionnaire processing using 10 indicators, so that the respondents required for the sample range from 50-100 respondents. The sample selection in this study used a non-probability sampling technique with purposive sampling.

The results of the study based on the opinions of respondents in the questionnaire showed that the online service quality provided by Lazada in Denpasar City was considered good. The service quality provided has a positive influence on repurchase intention, because if the service quality in online shopping is considered good, it will increase repurchase intention and customer satisfaction on the Lazada site. Likewise with other interrelated variables, where customer satisfaction can have a positive effect on repurchase intention.

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2.1.4 Briandy Hong & Ritzky Karina Brahmana (2015)

This study entitled "**The Effect of Service Quality, Perceived Value, Customer Satisfaction on Customer Repurchase Intention at Resto Buro Bar Surabaya**" aims to explain the effect of service quality on perceived value, the effect of perceived value on customer satisfaction, and the effect of customer satisfaction on repurchase intention. This study uses an assessment of customer satisfaction through a questionnaire using the Buro Bar restaurant as the object of research located on Jalan Sumatra, Surabaya. This research will also be input in a competitive strategy with a focus on customer behavior. This study consists of 4 variables, namely service quality as an independent variable (X) and related variables consisting of perceived value (Y1), customer satisfaction (Y2), and repurchase intention (Y3). Measurement of research variables using five Likert scales with the number of samples used as many as 115 respondents. The characteristics of the respondents used as samples are between the ages of 21-50 years, who are generally domiciled in East Surabaya and West Surabaya. The analysis technique used is in the form of structural equation model data with partial least squares program.

Based on the results of the study, it can be said that the respondent's assessment shows the influence of service quality at Resto Buro Bar on perceived value and customer satisfaction is also influenced by perceived value. The results of hypothesis testing indicate that customer satisfaction at the Buro Bar Restaurant has a significant effect on repurchase intention, so that the higher customer satisfaction during visiting the restaurant, the higher the customer's intention to revisit the restaurant, as well as other variables that influence each other.

2.1.5 R. Ferry Bakti Atmaja, Rivaldo & Putri Sundari (2021)

The research entitled "**The Effect of E-Service Quality on Customer Satisfaction and Repurchase Intention in E-Commerce Culinary Sector**" aims to determine the effect of e-service quality which consists of the dimensions of website design, security, and reliability dimensions on customer satisfaction and its effect on repurchase. intention. The research location is in Pangkalpinang City, Bangka Belitung Islands Province. This study uses an online questionnaire with a purposive sampling method to 120 respondents who have done online shopping activities for culinary products. The data obtained will be analyzed quantitatively using SmartPLS 3 software. The results show that customer satisfaction affects repurchase intention, while the e-service quality variable shows that reliability has a significant effect on customer satisfaction. This is because the reliability dimension includes the performance of a company to maintain customer trust. Reliability is also a consideration that will affect the satisfaction of e-commerce users in the culinary field, such as timeliness is one of the important things in culinary e-commerce.

2.1.6 Evan Faizal Anhar (2018)

The title of this research is "The Influence of Service Quality on Repurchase Intention with Customer Satisfaction as a Mediation Variable on Citilink Airlines". This study aims to determine the effect of service quality and customer satisfaction on the repurchase intention of Citilink airline passengers. This type of research is explanatory research that explains the causal relationship between variables through hypothesis testing. This study used a sample of 130 respondents. Sampling using non-probability sampling technique with purposing sampling technique consisting

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of several characteristics of respondents, such as the age of the respondent at least 18 years and having used Citilink airline services at least 1 time. The data obtained will be analyzed using path analysis to determine and analyze the direct and indirect effects between variables, with the help of SPSS 21 software.

The results of the study indicate that the variables influence each other. The higher the service quality provided, the higher the customer satisfaction felt by passengers. This is because service quality is very important in ensuring customer satisfaction. After all, the frequency of good or bad experiences will affect customer perceptions of the company. Customer satisfaction also affects repurchase intention, which is also related to the satisfaction of services provided by Citilink airlines, such as the check-in process, baggage handling, airline crew friendliness, and the price offered is considered good and by the service. Therefore, these two variables will also affect repurchase intention.

2.1.7   Rohwiyati & Praptiestrini (2019)

This research is entitled "**The Effect of Shopee e-Service Quality and Price Perception on Repurchase Intention: Customer Satisfaction as Meditation Variable**". This study aims to analyze the effect of e-service quality and price perception on repurchase intention in using Shopee products located in Solo City, with customer satisfaction as a mediating variable. The type of this research is a survey with a quantitative approach method, namely the data obtained will be analyzed using statistical calculations. This study will explain the relationship between variables through hypothesis testing. The sampling used was a purposive sampling method with a total of 100 respondents, with the characteristics of having purchased Shopee products at least twice. The results

showed that e-service, price perception, and customer satisfaction had a positive and significant influence on repurchase intention. Based on the results of this study, marketing managers must be able to provide good services, especially in determining prices because online transactions can directly affect repurchase intention through price compared to other factors.

2.1.8 Moh. Awaludin Khamid & Dani Rizana (2021)

This research is entitled "**The Influence of Service Quality and Customer Value on Repurchase Intention with Customer Satisfaction as Intervening Variable**". The purpose of this study is to examine and analyze the effect of service quality and customer value on repurchase intention through customer satisfaction as an intervening variable for customers at Honda AHASS repair shops in Kebumen. The sample used in this study was 100 respondents who had used the services of an AHASS workshop at least once a month. Determination of the number of samples using a non-probability sampling technique, namely purposive sampling which will produce data using a questionnaire collected with a Likert scale. Several data collection techniques were carried out, including questionnaires, interviews, and literature studies. Data analysis was carried out with the help of SPSS software with two analytical techniques, namely descriptive analysis, and statistical analysis which included validity and reliability tests, classical assumption tests, hypothesis testing, correlation analysis, and path analysis.

Based on the results of the study, it is shown that the independent variables consisting of service quality and customer value have a significant effect on the dependent variable, namely customer satisfaction. The service quality variable also affects repurchase intention, where the better service quality from the Honda

AHASS Kebumen workshop can increase customer repurchase intention. This is also related to customer value, where the customer will intend to return to the workshop if the customer's assessment of the workshop is said to be good. However, due to the limitations of the research conducted, the researcher provides suggestions for further research to be expected to be able to add or replace one of the independent variables, such as customer value creation and customer experience variables and choose more relevant indicators to obtain the expected research results.

2.1.9 Riswanto Budiono Jimanto & Yohanes Sondang Kunto (2014)

The title of this research is "**The Influence of Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable at The Premiere Surabaya Cinema Retail**". This study aims to determine the relationship between service quality which consists of several dimensions such as reliability, responsiveness, assurance, empathy, and tangible with customer satisfaction at The Premiere Surabaya cinema. In addition, this study also wants to know whether service quality and customer satisfaction have an effect on consumer loyalty at The Premiere Surabaya cinema. The sample used in this study were all customers who had visited the Cinema XXI cinema and had watched at The Premiere cinema at Lenmarc Mall, Grand City, and Ciputra World. Sampling uses a non-probability sampling technique, where all populations do not have the same opportunity to become respondents and take samples. The number of samples set as many as 120 respondents. In the data analysis technique using path analysis or path analysis using Smart PLS 2.0 software.

The results showed that the customer satisfaction variable did not affect customer loyalty, because the loyalty of the customers of The Premiere Surabaya cinema was not influenced by customer satisfaction. This is also because most consumers who are satisfied with the services provided do not necessarily have loyalty to The Premiere cinema and t several other factors, such as The Premiere's products or services are not unique enough so that similar products or services can be obtained in other theaters with more affordable prices. While the service quality variable has a positive effect on customer satisfaction and has a significant effect on customer loyalty.

2.1.10 Yohan (2019)

The title of this research is "**The Effect of Service Quality on Repurchase Intention with Customer Satisfaction as Intervening Variable for PT Bank Central Asia Tbk customers. Case Study of KCU Darmo in Surabaya**". The purpose of this study is to analyze the effect of service quality (reliability, responsiveness, assurance, empathy, tangible) on repurchase intention (social factors, psychological factors) with customer satisfaction (attributes related to the product, attributes related to service, attributes related to purchase) as an intervening variable. This research was conducted at PT Bank Central Asia Tbk. at KCU Darmo, Surabaya using a sample of 120 respondents who have criteria one of which has made transactions using BCA in the last 6 months. This research uses WarpPLS which is the development of PLS (Partial Least Square) analysis.

Based on the results of the study indicate that there is an effect of service quality on customer satisfaction, where this is seen from technological advances that can increase consumer needs. With good and smooth service quality, BCA can

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have characteristics that other banks do not have. The customer satisfaction variable also affects repurchase intention, whereas in this study, service is a factor that causes customer satisfaction to be formed. So, with high consumer satisfaction, the emergence of customer intention to repurchase will also be higher. Based on the research that has been done, suggestions that can be given to further research to be able to develop research are by adding variables such as brand image and trust. These are also factors that can improve the company's performance.

2.1.11 Nauffal Navarone & Susi Evanita (2019)

The title of this research is "**The Influence of Service Quality and Brand Trust on Repurchase Intention through Customer Satisfaction as Mediation on Samsung Smartphone Products in Padang City Students**". This study aims to analyze the effect of service quality on customer satisfaction and repurchase intention of Samsung customers, as well as analyze the effect of brand trust on customer satisfaction and repurchase intention. This research was conducted in January 2019 located in Padang City. The sampling technique used was the purposive sampling technique, where a large number of samples used was 100 samples to avoid errors. Data collection methods are used in the form of questionnaires and literature studies to find information related to research.

Research shows that service quality has a positive and significant impact on customer satisfaction for Samsung customers in Padang City. The better the service quality provided, the more customer satisfaction with Samsung will increase. The implication is that companies must improve service quality by listening to customer needs and improving employee performance so that they can create good customer satisfaction and will lead to repurchase intention. The brand trust variable also has

a positive and significant effect on customer satisfaction, because customer trust in the Samsung brand can occur due to good service quality.

2.1.12 Wahid Nur Hidayat & Kabul Trifiyanto (2020)

This research is entitled "**The Effect of Service Quality and Marketing Mix on Customer Satisfaction and Its Impact on Repurchase Intention on Banana Bread**". The purpose of this study is to determine the effect of service quality and marketing mix on customer satisfaction and repurchase intention. This study uses Banana Bread shop consumers in Kebumen who have made purchases at least 2 times in the last 3 months or regularly. The selection of the sample population using non-probability sampling method with purposive sampling technique, namely the technique of selecting sample members by considering the conditions that have been previously determined. The object of this research is the service quality and marketing mix variables as independent variables (independent) and repurchase intention as the dependent variable and customer satisfaction as an intervening variable.

The results showed that the respondents were dominated by women with a total of 75 respondents aged 17-25 years. The service quality variable has a significant influence on customer satisfaction, because the better the service quality at Kebumen Banana Bread, the more customer satisfaction will be. This is also related to repurchase intention in consumers, because if customers are more satisfied with the services provided, then consumers will tend to repurchase the product. Meanwhile, the marketing mix variable shows a significant influence on customer satisfaction, because if more marketing mix strategies are carried out, it can increase customer satisfaction. The marketing mix also affects repurchase

intention through customer satisfaction, because the marketing mix of Roti Banana

Kebumen to increase repurchase can be mediated by customer satisfaction.

No.	Author	Title	Purpose	Research Method	Variable	Sample/Population	Result
1.	Pertiwi & Risca (2021)	The Effect of Service Quality on Customer Satisfaction on Restaurants (Case Study on Restaurant Customers Latar Ijen Malang)	This study aims to examine the effect of service quality on the variable reliability, assurance, tangibles, empathy, and responsiveness to the variable customer satisfaction	Quantitative approach	Dependent: 1. Customer Satisfaction Independent: 1. Service Quality	The study used a sample of 150 respondents who had visited and had bought and tasted food and drinks at the restaurant with a minimum criteria of 17 years old. This research is carried out for 3 months using non probability sampling techniques.	The results showed that reliability, assurance, empathy, and responsiveness have a significant effect on customer satisfaction. However, tangibles did not have a significant effect on consumer

							satisfaction because respondents felt less interested with the appearance of the physical environment and employees from Latar Ijen Malang Restaurant.
2.	Sugianto & Sugiharto (2013)	Analysis of the Influence of Service	This study aims to analyze the influence of	Quantitative approach	Dependent: 1. Customer Satisfaction	This study required 100 consumer	The result showed that service

		Quality, Food Quality, and Price on Customer Satisfaction of Yung Ho Surabaya Restaurant	Service Quality, Food Quality, and Price on Customer Satisfaction at Yung Ho Restaurant Surabaya and find out which factors are dominant in Customer Satisfaction in the restaurant		Independent: 1. Service Quality 2. Food Quality 3. Price	respondents from Yung Ho Restaurant Surabaya. This research is carried out for 3 months with the sample selection method is non probability sampling with purposive sampling.	quality, food quality, and price have a significant influence on consumer satisfaction of Yung Ho Restaurant Surabaya, where service quality has the most influence.
3.	Wiradarma & Ni (2020)	The Role of Customer Satisfaction	This study aims to explain the influence of	Quantitative approach	Dependent: 1. Service Quality Independent:	The sample used in this research were customers	The result of the research based on the

| | | Mediates the Influence of Service Quality on Repurchase Intention on Lazada Users in Denpasar | service quality on repurchase intention and the role of customer satisfaction on repurchase intention and service quality on Lazada users. | 1. Repurchase Intention Mediator: 1. Customer Satisfaction | as a respondent who has made online purchases using Lazada in the last 3 months with 80 respondents to be sampled in Denpasar. | respondents' opinion showed that the online service quality by Lazada was good. It also has a positive influence on repurchase intention because customer satisfaction can have a positive effect on |

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						repurchase intention.
4.	Hong & Ritzky (2015)	The Effect of Service Quality, Perceived Value, Customer Satisfaction on Customer Repurchase at Resto Buro Bar Surabaya	This research aims to explain the influence of service quality on perceived value and its influence on customer satisfaction and the influence of customer satisfaction on repurchase intention.	Causal research method with a quantitative approach	Dependent: 1. Service Quality Independent: 1. Perceived Value 2. Customer Satisfaction 3. Repurchase Intention	The sample used in this study was 100 respondents who visited Resto Buro Bar in Surabaya more than once by incidental sampling method.	Based on the result of this study, it can be said that service quality influenced perceived value, so that customer satisfaction is also influenced by perceived value. The hypothesis shows that

							the higher customer satisfaction during visiting the restaurant led to an increase in customer intentions to revisit the resto.
5.	Atmaja, et al. (2021)	The Effect of E-Service Quality on Customer Satisfaction and Repurchase Intention	The purpose of this study is to analyze the influence of e-service quality consisting of the dimensions of	Quantitative approach	Dependent: 1. Service Quality Independent: 1. Customer Satisfaction 2. Repurchase Intention	The sample used in the research was 120 respondents who have made online purchases of culinary products	The results showed that customer satisfaction affects repurchase intention,

| Culinary E-Commerce | website design, security, and reliability on customer satisfaction and its effect on repurchase intention. | | | in Pangkalpinang, Bangka Belitung. | while in e-service quality variable shows that reliability has a significant effect on customer satisfaction. This is because all variables are important things in culinary e-commerce. |

| 6. | Anhar (2018) | The Influence of Service Quality on Repurchase Intention with Customer Satisfaction as a Mediation Variable on Citilink Airlines" | The purpose of this research is to analyze the influence of service quality and customer satisfaction on repurchase intention. | Quantitative approach with Explanatory Research by causal the method | Dependent: 1. Service Quality Independent: 1. Customer Satisfaction 2. Repurchase Intention | The study used a sample of 130 respondents who have used Citilink Airlines services at least once with a minimum age of 18 years using a non-probability sampling technique. | The result of the research showed that service quality does have an impact on customer satisfaction. It also influenced the repurchase intention, where it also related to the satisfaction of services provided by |

						Citilink, such as a good consideration in the check-in process, prices offered, baggage handling.
7.	Rohwiyati & Praptiestrini (2019)	The Effect of Shopee e-Service Quality and Price Perception on Repurchase Intention: Customer Satisfaction as	This study aims to analyze the influence of e-service quality and price perception on repurchase intention using Shopee products in Solo based on	Quantitative approach	Dependent: 1. E-Service Quality 2. Price Perception Independent: 1. Repurchase Intention Mediator: 1. Customer Satisfaction	The sample used in this research was 100 respondents who have online purchased Shopee's product at least twice with the	The results showed that e-service, price perception, and customer satisfaction had a positive and significant

	Meditation Variable	customer satisfaction.			purposive sampling method.	influence on repurchase intentions. Based on the results of this study, marketing managers must be able to provide good services, especially on pricing because online transactions can directly affect the

						repurchase of intention through price compared to other factors.
8.	Khamid & Dani (2021)	The Effect of Service Quality and Customer Value on Repurchase Intention with Customer Satisfaction as Intervening Variable	This study aims to test and analyze the effect of service quality and customer value on repurchase intention through customer satisfaction as an intervening variable of Honda AHASS	Quantitative approach	Dependent: 1. Service Quality 2. Customer Value Independent: 1. Repurchase Intention Mediator: 1. Customer Satisfaction	The sample used in this research was 100 customers that have used Honda AHASS services a minimum of once a month.	The result of this study showed that service quality and customer value significantly influenced customer satisfaction. It also has a positive relationship

			workshop's customers in Kebumen.			with repurchase intention.
9.	Jimanto & Kunto (2014)	The Effect of Service Quality on Customer Loyalty with Customer Satisfaction as An Intervening Variable at Retail Cinema The Premiere Surabaya	This study aims to find out the relationship between service quality with customer satisfaction at The Premiere Surabaya cinema and to analyze the influence of service quality on customer loyalty.	Quantitative approach	Dependent: 1. Service Quality Independent: 1. Customer Loyalty Mediator: 1. Customer Satisfaction	The sample used in this study were 120 respondents who have visited and watched The Premiere Cinema at Lenmarc Mall, Grand City, and Ciputra World using the non-probability sampling method.	The results showed that customer satisfaction did not affect customer loyalty, because most customers are satisfied with service quality, especially at affordable prices. While service

							quality has a positive effect on customer satisfaction and customer loyalty.
10.	Yohan (2019)	The Effect of Service Quality on Repurchase Intention with Customer Satisfaction as Variable Intervening on Customers of PT Bank Central Asia Tbk. KCU	The purpose of this study is to analyze the influence of service quality on repurchase intention with customer satisfaction as intervening variables.	Quantitative approach	Dependent: 1. Service Quality Independent: 1. Repurchase Intention Mediator: 1. Customer Satisfaction	This study was conducted at PT Bank Central Asia Tbk. in KCU Darmo, Surabaya using a sample of 120 respondents who had transactions using BCA in the last 6 months.	Based on the results of research shows there is an influence of service quality on customer satisfaction. Customer satisfaction

		Darmo Case Study in Surabaya					also affects the repurchase intention.
11.	Navarone & Susi (2019)	The Influence of Service Quality and Brand Trust on Repurchase Intention through Customer Satisfaction as Mediation on Samsung Smartphone Products Among Padang City Students	This research aims to analyze the effect of quality of service on customer satisfaction and repurchase intentions of Samsung customers, as well as analyze the influence of brand trust on customer	Quantitative approach	Dependent: 1. Service Quality Independent: 1. Repurchase Intention Mediator: 1. Customer Satisfaction	This research was conducted in Padang City. The number of samples used in this research was 100 respondents with the purposive sampling technique.	This research shows that service quality and brand trust have a positive and significant effect on customer satisfaction. The better service quality provided, the

			satisfaction and repurchase intention.			more customer satisfaction with Samsung.
12.	Hidayat & Kabul (2020)	The Influence of Service Quality and Marketing Mix on Customer Satisfaction and Its Impact on Repurchase Intention on Banana Bread	The purpose of this research is to find out the influence of service quality and marketing mix on customer satisfaction and repurchase intention.	Quantitative approach	Dependent: 1. Service Quality 2. Marketing Mix Independent: 1. Customer Satisfaction Mediator: 1. Repurchase Intention	This study uses banana bakery consumers in Kebumen who have made purchases at least 2 times in the last 3 months or regularly with non-probability sampling technique.	The result of this study showed that the respondents were domesticated by women with a total of 75 respondents aged 17-25 years. Based on the

				analysis, service quality has a significant influence on customer satisfaction. It also has a relationship to repurchase intention. While the marketing mix variable shows a significant influence on customer satisfaction.

Table 1.1 Mapping of Previous Research

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2.2 Theoretical Review

2.2.1 Marketing

According to Kotler & Armstrong (2008), "Marketing is a process by which companies create value for customers and build strong relationships with customers, to capture value from customers in return" (p.6). Then according to According to Laksana (2019) marketing is the meeting of sellers and buyers to carry out transaction activities of goods or services. So understanding the market no longer refers to a place but rather to an activity or activities meetings between sellers and buyers in offering a product to consumers (p.1).

Later on, The two main objectives of marketing are to attract new customers by promising superior value and retaining current customers by providing satisfaction (Kotler and Armstrong, 2001, p.416). Based on the three opinions above, it can be concluded that marketing is a management process in which a person or company is responsible for creating an exchange of value that is beneficial to the parties involved.

2.2.2 Service Marketing

According to Payne quoted by Hurriyati (2010) that service marketing is a process of perceiving, understanding, stimulating and meeting the needs of a specially selected target market by channeling an organization's resources to meet these needs. Thus, service marketing management is the process of aligning an organization's resources with market needs.

Marketing is concerned with the dynamic interrelationships between a firm's products and services, customer wants and needs and the activities of competitors.

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According to Lupiyoadi (2006) service marketing is every action offered by one party to another that is essentially intangible and does not result in any transfer of ownership.

2.2.3 Customer Behaviour

According to Novidiantoko (2018), consumer behavior is a process that is closely related to the existence of a purchasing process, at that time consumers carry out activities such as conducting disbursement, research, and evaluating products and services (products and services). There are two important elements of the meaning of consumer behavior: (1) the decision-making process, and (2) physical activity, all of which involve individuals in assessing, obtaining and using economic goods and services.

According to Assael (1992) quoted by Sutisna (2003), there are four consumer behaviors, namely:

1. Consumers who make purchases by making decisions (arising a need, seeking information and evaluating brands and making purchase decisions), and in their purchases require high involvement. These two interactions produce a complex type of buying behavior (complex decision making).

2. The behavior of consumers who make purchases of a particular brand repeatedly and consumers have a high involvement in the buying process. Such consumer behavior produces the type of consumer behavior that is loyal to the brand (brand loyalty).

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3. The behavior of consumers who make purchases by making decisions, and in the buying process consumers feel less involved. Such buying behavior produces a limited type of consumer behavior decision making.

4. Consumer behavior in purchasing a product brand based on habits, and when making a purchase, consumers feel less involved. Such consumer behavior produces inertia-type consumer behavior.

Consumer behavior is an important element that needs to be investigated by marketers, because by understanding and understanding consumer behavior, marketers will get useful inputs for their products, how to communicate their products, and also other marketing aspects. In addition, by studying buyer behavior, managers will find out new opportunities that come from unmet needs, and then identify them to conduct market segmentation (Dharmesta and Irawan, 1983).

Some important implications of consumer behavior for the direction of marketing policy are as follows: (Sutisna, 2003)

1. Define and segment the market.

2. Determine the needs and wants of the market segment.

3. Develop a strategy based on the needs, attitudes and perceptions of consumers.

4. Evaluate the marketing strategy.

5. Assessing consumer behavior in the future.

2.2.4 Service Quality

a. Definition of Service Quality

Every business that is engaged in selling products or services in addition to having to maintain the quality of the products/services they offer, the company has a goal to satisfy consumers and increase repurchase intentions, the company should not only focus on aspects of customer satisfaction and repurchase on consumers caused by activities promotion but should also try to persuade consumers about the increased commitment by the company to consumers.

Kasmir (2017) argues that service quality is the ability of a company in terms of providing services that have a direct impact on customer satisfaction according to their needs and desires (p. 64).

Sasongko and Subagio (2013) explain that service quality is a customer assessment of the service provision process.

According to Kotler and Keller (2018), Service Quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs (p. 155).

Based on the three definitions above, it can be concluded that Service Quality is HARDI Coffee's ability to provide services that can be judged by customers whether they have a direct impact to meet consumer needs.

b. The Benefit of Service Quality

Good service will certainly provide good things for the company. The benefits and objectives of service quality according to Kottler et.al. (2016) are as follows:

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1. Consumers will be loyal to the company. Because consumers feel that the company's services are very good, consumers may become permanent customers of the company.

2. Consumers can become free advertising media. With consumer satisfaction with the company's services, consumers can spread this information to their friends or neighbors so that the company can become better known.

3. Guaranteed long-term business continuity With the increasing number of regular customers of the company, the company does not have to worry about not getting consumers, because there are already these regular customers.

4. Consumers will not have a problem with the price Because of the consumer's sense of trust in the company, consumers will not have a problem with the price of a product offered by the company.

5. Consumers are satisfied because their needs are met. Consumer needs are not only in terms of product quality, but also in terms of company service quality. With good service, consumers will feel that all their needs have been met by the company.

6. The company's good name increases This is because more and more consumers are satisfied and become loyal consumers so that the company's good name increases in the eyes of all consumers.

7. Superior in business competition It means to excel here, namely the company can be said to be one step ahead of other companies in competing because consumers have trusted both in terms of service and quality of the company's products.

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c. Dimension of Service Quality

According to A. Parasuraman et al. (1988), they then developed SERVQUAL (Service Quality), along with the five dimensions of service quality:

1. Physical Evidence (Tangible), With regard to the attractiveness of physical facilities, complete equipment/equipment, and clean materials used by the company, as well as the appearance of neat employees.

2. Reliability, Related to the company's ability to provide accurate service from the first time without making any mistakes and deliver its services in accordance with the agreed time.

3. Responsiveness, Related to the willingness and ability of employees to help customers and respond to their requests, as well as inform when services will be provided and then provide services quickly.

4. Assurance, Employee behavior that is able to foster consumer confidence in the company and the company can create a sense of security for its consumers. Assurance also means that employees are always courteous and possess the knowledge and skills required to deal with any customer inquiries or concerns.

5. Empathy, Stating that the company understands the problems of its customers and acts in the interests of consumers, and gives personal attention to consumers and has comfortable operating hours.

d. Service Quality Characteristic

Tjiptono (2011) suggests that services have four main characteristics, namely:

a. Intangibility Services are intangible, not the same as physical products (goods). Services cannot be seen, felt, smelled, or heard before they are purchased. To reduce uncertainty, service buyers will look for signs or evidence of service quality, namely from the places, people, equipment, communication tools, symbols, and prices they see. Therefore, the service provider's job is to manage the evidence that manifests the intangible.

b. Inseparability In general, services that are produced (generated) and felt at the same time, henceforth, if one person wishes to be handed over to another party, then he or she will remain part of the service.

c. Variability Services vary widely because they depend on who, when, and where the service is provided.

d. Perishability Services cannot be stored. The durability of service will not be a problem if the demand is always there and certain, because it is easy to produce the service in advance. When demand fluctuates up and down, then difficult problems will soon arise.

2.2.5 Customer Satisfaction

a. Definition of Customer Satisfaction

According to Kottler and Keller in Priansah (2017), customer satisfaction is a person's feeling of pleasure or disappointment after comparing the performance or results of a product or service with their expectations. If performance is below

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expectations, the customer is dissatisfied. If it matches expectations, the customer will be satisfied. If it exceeds expectations, the customer will feel very satisfied and happy (p. 196).

According to Kotler and Keller in Adithya Fajar Yufizar (2017) Consumer satisfaction is the level of pleasure or disappointment someone who derived from comparing the performance (results) of the product that is thought of against the expected performance.

Meanwhile, according to Richard Oliver in Zeithaml., et al. (2018) customer satisfaction is the fulfillment response from customers to a product or service itself that has met customer needs and expectations.

Based on the three definitions above, it shows that customer satisfaction is a person's feeling to compare customer needs and expectations after HARDI Coffee provides the performance or results of a product or service.

b.   Factors Influencing Customer Satisfaction

According to Lupiyoadi (2001), five main factors need to be considered about customer satisfaction (p. 158), namely:

a. Product quality

Customers will be satisfied if the results of their evaluation show that the products they use are of high quality.

b. Service quality

Customers will feel satisfied if they get good service or by expectations

c. Emotional

Customers will feel proud and gain confidence that others will be amazed if someone uses a branded product and tends to have higher satisfaction. The satisfaction obtained is not due to the quality of the product but the social value that makes customers satisfied with a particular brand.

d. Price

Products that have the same quality but set a relatively low price will provide higher value to their customers.

e. Cost

Customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

According to Lupiyoadi (2001:158), the most complete theory to review customer satisfaction factors is product quality, service quality, emotional, price, and cost.

c. Customer Satisfaction Indicators

Measurement of customer satisfaction is carried out to measure and monitor customer satisfaction and competitors. According to Zeithalm et al (2017), there are three factors of customer satisfaction, as follows:

a) Satisfaction as fulfilment is customers feel satisfied when all their needs and desires are fulfilled.

1. Consumers feel that Hardi Coffee and Workspace can meet their needs.

2. Overall, consumer feels Hardi Coffee and Workspace meets consumer expectations.

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b) Satisfaction as pleasure is customers feel happy and satisfied when they can easily transact with the company.

    1.   I feel happy when I visit Hardi Coffee and Workspace.

    2.   I feel satisfied when transacting at Hardi Coffee and Workspace.

2.2.6 Repurchase Intention
a. The Definition of Repurchase Intention

Repurchase intention is a post-purchase consumer action. The occurrence of post-purchase consumer satisfaction and dissatisfaction with a product will affect subsequent behavior. If consumers are satisfied, they will show a higher probability of repurchasing the product (Kotler & Keller, 2012).

The definition of repurchase intention according to Ali Hasan (2018) that repurchase intention is an intention to purchase based on past purchasing experience. High repurchase interest reflects a high level of satisfaction from consumers. (p. 131)

According to Thamrin and Francis (2016) repurchase intention is an interest in buying, based on buying experiences that have been made in the past (p. 212).

Based on the explanation above, we can conclude that repurchase intention is An individual assessment of determining how the customer acts post-purchase, whether or not the customer considers repurchasing the product in the future, this assessment is based on previous purchase experience.

b. Factors Influencing Repurchase Intention

The following are several factors in repurchase intention according to Nurhayati (2016), namely:

1. Consumer satisfaction: consumers are satisfied with the services provided will cause the company to increase its image, reduce costs to get customers, reduce failure costs, increase profits and reduce trial and error purchases, so that it will increase repurchase intentions.

2. Brand preference: is a constituent of the differentiation attribute that influences consumer perceptions, then the brand can affect consumer purchasing perceptions.

3. Customer experience: a positive experience with a product will lead to high repurchase intention

4. Price: is an attribute that is easy to use in making comparisons so that it will more easily have a sensitive influence on repurchase intentions.

c. Repurchase Intention Indicators

According to (Keller, 2012) he concluded that repurchase intention was measured through the following indicators:

1. Transactional intention: The intention of someone who always wants to repurchase a product that he or she has consumed.

2. Referential intention: Intention that describes a person who tends to recommend the product he has purchased to others.

3. Preferential intentions: Intentions that describe the behavior of someone who always has the main choice on the product that has been consumed.

4. Exploratory intentions: Intentions that describe the behavior of someone who will seek information from a product that he intends to support product trust from the product he has subscribed to.

2.3 Relationship among Variables

2.3.1 Relationship between Service Quality and Customer Satisfaction

According to Lupiyoadi (2001) there are five main factors that need to be considered in relation to customer satisfaction, (p. 158) namely:

1. Product Quality. Consumers will be satisfied if the results of their evaluation show that the quality of the services they use is of high quality.

2. Service Quality. Consumers will feel satisfied if they get good service or what is expected.

3. Emotional. Consumers will feel proud and have confidence that other people will be amazed by him when using the quality of services or services with certain brands which tend to have a higher level of satisfaction.

4. Price. Service quality or services that have the same quality but set a relatively cheap price will provide higher value to consumers.

5. Cost. Consumers who do not need to incur additional costs or do not need to waste time to get a quality service and services tend to be satisfied with the quality of the service or service.

Tjiptono (2007) reveals that service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations. Service quality can be measured by five dimensions of service quality, namely Reliability, Assurance, Physical Evidence, Empathy, and Responsiveness.

Good service quality will affect customer satisfaction both simultaneously and partially. Kotler and Keller (2009) reveal that customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (or results) of a product and his expectations (p. 138-139).

From the statement above, it can be concluded that customer satisfaction is a specific evaluation of the overall service provided, where the measurement or customer response is carried out directly on the services that have been provided by the service provider, so that customer satisfaction can only be assessed based on experience experienced during the service delivery process.

2.3.2 Relationship between Service Quality and Repurchase Intention

Research conducted by Rini Kartika Sari et.al. (2019) stated that the results of the study show that service has a significant effect on repurchase intention with a positive relationship direction. Respondents admitted that in making a purchase, the first consideration in deciding to purchase a product is the quality of service, if the company serves well and provides fast information, it will increase repeat purchases in the future. This is because the convenience in communicating and the company's facilities can make potential consumers feel happy to shop again at the company.

2.3.3 Relationship between Customer Satisfaction and Repurchase Intention

Wijayanti (2008) states that the satisfaction felt by customers can increase the repurchase intention from these customers. The creation of an optimal level of customer satisfaction encourages the creation of loyalty in the minds of satisfied

customers. Customer loyalty is seen as the strength of the relationship between a person's relative attitude and repeat business.

According to Choi and Kim (2013), the level of satisfaction causes customers to have a stronger desire to repeat purchases. The purpose of the repeat purchase is the desire to continue to feel satisfied. Repeat purchases are made when consumers feel that all expectations are met so that consumers tend to make the next purchase of the product or service. For this reason, the high and low level of customer satisfaction determines the strength and weakness of the intention to make repeat purchases (p. 242).

2.4   Conceptual Model and Research Hypothesis

2.4.1   Conceptual Model

Based on the theory between each variable explained above, it can be described through a framework as shown below. This framework describes "The Influence of Service Quality towards Customer Satisfaction and Repurchase Intention" a study on HARDI Coffee and Workspace.
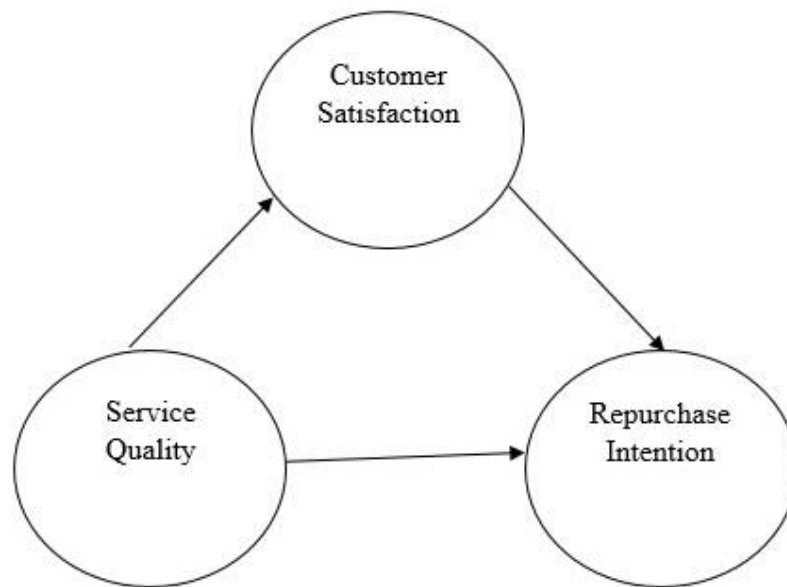
Figure 2 1. Research Conceptual Model

2.4.2 Research Hypothesis

A hypothesis is a tentative conclusion that is not final; a provisional answer; a provisional conjecture; which is the researcher's construct of the research problem, which states the relationship between two or more variables. The truth of these allegations must be proven through scientific investigation (A Muri Yusuf 2005, p. 163). By testing hypotheses and confirming relationship estimates, it is hoped that solutions could be found to overcome research problems. Therefore, the researcher formulates the research hypothesis as shown in Figure 2.1 Research Concept Model.
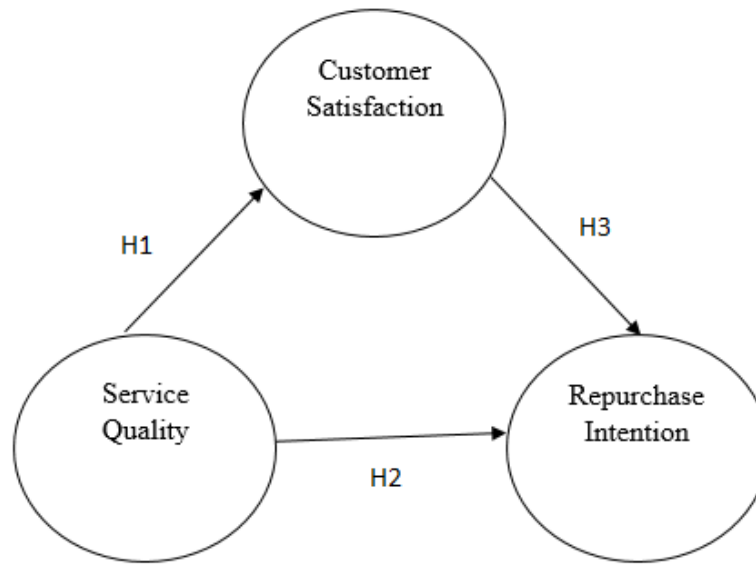
Figure 2 2. Research Hypothesis Model
Source: Data Processed by Author (2021)

H1: Service Quality influences Customer Satisfaction.

H2: Service Quality influences Repurchase Intention.

H3: Customer Satisfaction influences Repurchase Intention.

CHAPTER III

RESEARCH METHOD

3.1 Type of Research

Based on the formulation of the problem, the objectives, and the theories in this research, the type of research that was suitable for this research was explanatory research. According to Sugiyono (2017), explanatory research is a research method that intends to explain the position of the variables studied and the influence between one variable and another (p. 6). This research aims to test the influence of Service Quality on Customer Satisfaction and Repurchase Intention.

In this research, the researcher needs to determine the hypothesis and to test the hypothesis, because one of the main purposes of this research is to find a causal relationship of the variables studied. The approach that this research used was quantitative research which according to Sugiyono (2017) quantitative approach is a research method based on the philosophy of positivism and is used to research specific samples and populations, statistical data analysis, data collection using instruments in a study that aims to test a hypothesis that has been previously established (p. 8).

3.2 Research Location

A research location is a place where researchers research to collect data from respondents as real evidence in writing this research. The location taken in this research is in South Tangerang. The reason for choosing this location is because HARDI Coffee and Workspace is one of the largest *Coffee Shops* in this area. Built by merging 2 shophouses with a strategic location in the Villa Ilhami area,

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Tangerang Selatan. Has a modern minimalist building design consisting of 2 floors with indoor and outdoor concepts with the availability of various foods and beverages.

3.3 Variable, Definition of Operation Variable and Measurement Scale

3.3.1 Variables

According to Sugiono (2010) Research Variable is an attribute or value characteristic of people, objects, or activities that have certain variations determined by researchers to be studied and then drawn conclusions. The research variables used in this study are:

a. Independent Variables

According to Sugiyono (2010), independent variables are variables that affect or be on changes or the emergence of the dependent variable. The independent variable on this research was Service Quality (X).

b. Dependent Variables

According to Sugiyono (2010), the dependent variable is a variable affected by the result, because of the independent variable. The dependent variable on this research was Customer Satisfaction (Y1) and Repurchase Intention (Y2).

3.3.2 Operational Variable Definition

This research contains 3 variables, namely Service Quality (X), Customer Satisfaction (Y1), and Repurchase Intention (Y2). The operational definition of research variables according to Sugiyono (2015) is an attribute or nature or value of objects or activities that have certain variations that have been determined by researchers to be studied and then drawn conclusions (p. 38). Operational study on this study namely:

A. Service Quality (X)

Based on the conclusions of each theory in chapter 2, it can be concluded that Service Quality is HARDI Coffee's ability to provide services that can be judged by customers whether they have a direct impact to meet consumer needs.

According to A. Parasuraman et al. (1988), they then developed SERVQUAL (Service Quality), along with the five dimensions of service quality:

1. Tangible, The appearance of physical facilities, equipment, and personel.

   a) Cleanliness of the place to visit.

   b) Comfort of the place to visit.

   c) Completeness of furniture offered by HARDI Coffee and Workspace.

   d) Availability of a large parking area for the convenience of customers.

   e) Adequete number of employees, so that visitors can be served evenly.

2. Reliability, The ability to carry out the promised services accurately and reliably.

   a) Employees details in delivering products to each customer, so there is no mistake in delivery the order.

   b) Employees give change in accordance with the stated amount.

3. Responsiveness, Willingness to help customers and provide services quickly or responsively.

   a) The availability of employees to maintain cleanliness after the table is used so that the next customer feels comfortable.

   b) Speed of service after the customers comes to the place.

4. Assurance, is Knowledge and courtesy of employees and their ability to generate trust and confidence.

    a) Availability of several baristas with adequate product knowledge to make it easier for customers to ask questions regarding the desired product.

    b) Politeness employees at all times.

5. Empathy , Conditions for caring, giving personal attention to customers.

    a) Availability of employees who are willing to direct smokers visitor to smoking area so as not to disturb non-smokers.

    b) Barista's concern to advise consumers regarding suitable products based on the tastes of each consumer.

B. Customer Satisfaction (Y1)

Based on the conclusions of each theory in chapter 2, it shows that customer satisfaction is a person's feeling to compare customer needs and expectations after HARDI Coffee provides the performance or results of a product or service.

Zeithalm et al., there are three factors of customer satisfaction, as follows:

a) Satisfaction as fulfilment is customers feel satisfied when all their needs and desires are fulfilled.

    1. Consumers feel that Hardi Coffee and Workspace can meet their needs.

    2. Overall, consumers feel Hardi Coffee and Workspace meets consumer expectations.

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b) Satisfaction as pleasure is customers feel happy and satisfied when they can easily transact with the company.

1. I feel happy when I visit Hardi Coffee and Workspace.

2. I feel satisfied when transacting at Hardi Coffee and Workspace.

C. Repurchase Intention (Y2)

Based on the conclusions of each theory in chapter 2, we can conclude that repurchase intention is An individual assessment of determining how the customer acts post-purchase, whether or not the customer considers repurchasing the product in the future, this assessment is based on previous purchase experience.

According to (Keller, 2012) he concluded that repurchase intention was measured through the following indicators:

1. Transactional intention: The intention of someone who always wants to repurchase a product that he or she has consumed.

a) Customers intend to re-purchase the products they have purchased at HARDI Coffee and Workspace in the future.

b) Customers intend to increase the intensity of their hangout and purchase at HARDI Coffee and Workspace.

2. Referential intention: Intention that describes a person who tends to recommend the product he has purchased to others.

a) Customers gives positive recommendation to the others about HARDI Coffee and Workspace.

b) Customers intend to write positive messages about HARDI Coffee and Workspace on internet forums.

3. Preferential intentions: Intentions that describe the behavior of someone who always has the main choice on the product that has been consumed.

a) HARDI Coffee and Workspace is my first choice in choosing a Coffeeshop.

b) HARDI Coffee and Workspace is my first choice in referring Coffeeshop to friends.

4. Exploratory intentions: Intentions that describe the behavior of someone who will seek information from a product that he intends to support product trust from the product he has subscribed to.

a) Finding benefit while hanging out at HARDI Coffee and Workspace is a pleasure for me.

b) Customers want easy access to information about products to support product trust from those they have subscribed to.

Table 3. 1 Operational Variable Definition

Variable	Indicator	Item
Service Quality (X) (Parasuraman, 2011)	Tangible (X.1)	1. Cleanliness of the place to visit. 2. Comfort of the place to visit. 3. Completeness of furniture offered by HARDI Coffee and Workspace. 4. Availability of a large parking area for the convenience of customers. 5. Adequete number of employees, so that visitors can be served evenly.
	Reliability (X.2)	1. Employees details in delivering products to each customer, so there is no mistake in delivery the order. 2. Employees give change in accordance with the stated amount.
	Responsiveness (X.3)	1. The availability of employees to maintain cleanliness after the table is used so that the next customer feels comfortable. 2. Speed of service after the customers comes to the place.
	Assurance (X.4)	1. Availability of several baristas with adequate product knowledge to make it easier for customers to ask questions regarding the desired product. 2. Politeness employees at all times.
	Emphaty (X.5)	1. Availability of employees who are willing to direct smokers visitor to smoking area so as not to disturb non-smokers.

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		2. Barista's concern to advise consumers regarding suitable products based on the tastes of each consumer.
Customer Satisfaction (Y1) (Zeithaml et al.)	Satisfaction as fullfilment (Y1.1)	1. Consumers feel that Hardi Coffee and Workspace can meet their needs. 2. Overall, consumers feel Hardi Coffee and Workspace meets consumer expectations.
	Satisfaction as pleasure (Y1.2)	1. I feel happy when I visit Hardi Coffee and Workspace. 2. I feel satisfied when transacting at Hardi Coffee and Workspace.
Repurchase Intention (Y2) (Keller, 2012)	Transactional Intention (Y2.1)	1. Customers intend to re-purchase the products they have purchased at HARDI Coffee and Workspace in the future. 2. Customers intend to increase the intensity of their hangout and purchase at HARDI Coffee and Workspace.
	Referential Intention (Y2.2)	1. Customers gives positive recommendation to the others about HARDI Coffee and Workspace. 2. Customers intend to write positive messages about HARDI Coffee and Workspace on internet forums.
	Preferential Intentions (Y2.3)	1. HARDI Coffee and Workspace is my first choice in choosing a Coffeeshop.

		2. HARDI Coffee and Workspace is my first choice in referring Coffeeshop to friends.
	Exploratory Intentions (Y2.4)	1. Finding benefit while hanging out at HARDI Coffee and Workspace is a pleasure for me.
		2. Customers want easy access to information about products to support product trust from those they have subscribed to.

3.3.3 Measurement Scale

Sugiyono (2013) states that measurement is an agreement used as a reference to determine the length or shortness of the intervals in the measuring instrument in order the measuring tool can be used in measurement to produce quantitative data (p. 93).

The measurement scale used in this study is a Likert scale. According to Sugiyono (2013), the Likert scale is used to measure the attitudes, opinions, perceptions of a person or group of people regarding social phenomena that occur (p. 94).

Table 3. 2 Likert Scale Indicator

No.	Code	Answer	Score
1.	SA	Strongly Agree	5
2.	A	Agree	4
3.	N	Neutral	3
4.	D	Disagree	2
5.	SD	Strongly Disagree	1

Likert Scale Indicator Source: Sugiyono (2014)

3.4 Population and Sample

3.4.1 Population

The population is a generalization area that consists of objects or subjects with specific qualities and characteristics determined by the researcher to be studied (Sugiyono, 2013, p.38). The population in this research were customers of HARDI Coffee and Workspace in Tangerang Selatan who have at least made two purchases because its accordance with the variables studied in this research. The population criteria used in this research are as follows:

a. Customers of HARDI Coffee and Workspace City with a minimum age of 17 Years old and is Indonesian citizen with the assumption that respondents are responsible for legal actions and can understand the content of the questionnaire.

b. Customers who have purchased at HARDI Coffee and Workspace has offered for at least twice.

c. Live in South Tangerang city.

3.4.2 Sample

The sample is a part of numbers and characteristics of which are owned by the population. The sample is a set of elements that are selected to be studied (Sarwono, 2006, p. 111). As the number of the sample in this research is still unknown, the researcher determines using the formula from Machin and Campbell (1987) which is as follows:

$$\mathrm{U}'\boldsymbol{\rho} = \frac{1}{2} In\left(\frac{1+\boldsymbol{\rho}}{1-\boldsymbol{\rho}}\right)$$

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a. First stage iteration formula

$$n = \frac{(Z_\alpha + Z_\beta)^2}{U'\rho^2} + 3$$

b. Iterating the second stage, first calculating:

$$U^2\rho = \frac{1}{2} In\left(\frac{1+\rho}{1-\rho}\right) + \frac{\rho}{2(n-1)}$$

c. Second-stage iteration formula

$$n = \frac{(Z_\alpha + Z_\beta)^2}{U^2\rho^2} + 3$$

Source: Sardin, 2014

Information:

$U'\rho$ = *initial estimate of up*

Z_α = Value obtained through the standard normal distribution table with alpha (α) set

Z_β = The value obtained through the standard normal distribution table with a predetermined Betha (β)

In = log-e

ρ = The smallest correlation coefficient is expected to be detected significantly

α = type I fallacy, i.e. rejecting Ho which should have been accepted

β = type II cliqueness, i.e. processing H1 that should be accepted

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n = sample size

Based on the above formula, it is also explained that the confidence level is 95%, then α = 0.05. The magnitude of Zα is 1.645 of the linear interpolation result (α = 0.05) and the magnitude of Zβ is 1.645 the result of linear interpolation (β = 0.05). Calculation of the number of samples in the study using the above formula as follows:

$$U'\rho = \frac{1}{2}In\left(\frac{1+0,3}{1-0,3}\right) = 0,309$$

a. First iteration

$$n = \frac{(1,645+1,645)^2}{(0,309)^2} + 3 = 116,36$$

Calculate the formula below first before calculating the second iteration:

$$U^2\rho = \frac{1}{2}In\left(\frac{1+0,3}{1+0,3}\right) + \frac{0,3}{2(116,36-1)} = 0,310$$

b. Second iteration

$$n = \frac{(1,645+1,645)^2}{(0,310)^2} + 3 = 115,63$$

Based on the calculation of the determination of the number of samples above, the results of the first iteration and the second iteration have not shown the same result, so the third iteration is required as follows:

Calculate the formula below first before calculating the third iteration:

$$U^2\rho = \frac{1}{2}In\left(\frac{1+0,3}{1-0,3}\right) + \frac{0,3}{2(115,63-1)} = 0,310$$

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c. Third Iteration

$$n = \frac{(1{,}645 + 1{,}645)^2}{(0{,}310)^2} + 3 = 115{,}63$$

The calculation of the second iteration and the third iteration showed the same result of 115.63 or rounded to 116. It is known that the minimum number of samples is 116 respondents according to the above calculations. The reason why the researchers took a sample of 116 respondents, because not necessarily the people of south Tangerang, know HARDI Coffee and Workspace.

3.4.3 Sampling Techniques

This research is using a non-probability sampling method, because the probability of the population is still unknown. Furthermore, the sample is chosen where the target population is selected based on the researcher's consideration and based on particular criteria. The purposive sampling technique is carried out based on the characteristics or traits that exist in a known population. According to Sugiyono (2013) Probability sampling provides equal opportunities for each element or member of the population to be selected as a sample member. by selecting a sample from a population based on the information available, the population's representation can be accounted for (p. 82).

3.5 Data Collection Technique

3.5.1 Data Source

This research is using primary data as a source of data needed. According to Sarwono (2006), Primary data is data that comes from the original or first source. Primary data was not accessible in the compiled form or as files. Primary

data can only be found only through first sources or respondents, namely the person as the object of research or the person who obtained information or data. The primer data is collected by the researcher to answer the research questions which will be distributed through a questionnaire to respondents regarding "The Influence of Service Quality Towards Customer Satisfaction and Repurchase Intention, Study on HARDI Coffee and Workspace."

3.5.2   Data Collection Method

The research method used in this research is a survey method by distributing questionnaires to respondents who fit the criteria for this research to obtain the information needed. According to Sugiyono (2013) questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to the respondent to be answered. The questionnaire is an efficient data collection technique if the researcher knows what variables to measure precisely and what to expect from the respondent.

The questionnaire will be distributed to HARDI Coffee and Workspace consumers containing written questions related to the research. Which will be answered by respondents who meet the criteria and characteristics. The respondents' answers stated in the questionnaire will be analyzed and processed into data in the study. In this research, the questionnaire will be distributed online via social media such as Instagram, Twitter, and Whatsapp. Researchers will do several ways to get respondents in this research, following as:

a. Respondents who met the criteria can fill out the questionnaire

b. This research uses an online questionnaire to get the sample data more effectively. A service provider that was chosen for this research is Google Form.

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Google form is a service provider made by google to create forms for data collection purposes. The form is website-based and can be shared easily with respondents and collected for convenience purposes.

c. This research uses an online questionnaire where respondents can participate directly with google form that the researcher has already distributed (https://forms.gle/9HDKvqMsG5fDh4DY9)

d. The questionnaire is designed in structured questions starting from the introductions to obtain the respondents' identity, the requirement to be a respondent, and research needs.

e. The result of questionnaire will be used to measure The Influence of Service Quality Towards Customer Satisfaction and Repurchase Intention.

3.5.3 Research Instrument

According to Sugiyono (2013), Measuring instruments in research is generally called research instrument. A research instrument is a tool used to measure observed natural and social phenomena. Specifically, this phenomenon is referred to as a research variable (p. 102). In this research, the research instrument used was a questionnaire. Based on the stated principles above, this research was using the research instrument as follows:

a. This research uses an online questionnaire to gather information effectively

b. The questionnaire will be distributed in Bahasa Indonesia in consideration to make the respondent easier to understand the point and main idea of the question.

c. The question is designed in two parts. The first section of the questionnaire is the respondents' necessary information for instance gender, age, job,

sallary and the main reasons to visiting HARDI Coffee and Workspace. This section also contains requirements and criteria for the research. The second section of the questionnaire was systematically arranged to measure the variables of the research: Service Quality, Customer Satisfaction, and Repurchase Intention.

3.6 Validity and Reliability Testing

3.6.1 Validity Test

According to Sugiyono (2013), a measurement scale is used to measure study results that are valid and reliable when using the right, accurate, and reliable instruments (p. 125). The research results are valid if there is a similarity between the data collected and the data that occurs on the object under study. There are 3 types of validity measurement that must be known, namely:

a. Content Validity

Content validity is done by comparing the instrument's content currently studied with the subject matter that has been previously learned.

b. Construct Validity

Construction validity involves the aspects to be measured based on specific theories that have already consulted with experts and continued with instrument testing.

c. External Validity testing

The instrument's external validity is tested by comparing it to find similarities between the instrument's existing criteria and the empirical facts that occur in the real work field.

Arikunto (2019) also stated that validity is to measure the levels of the validity and accuracy of an instrument. An instrument can be said valid if it can reveal data from the variables that have been studied. The instrument's level of validity indicates the extent to which the collected data does not differ from the description of the intended validity (p. 211). The validity test was carried out with the correlation formula, namely:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{N\sum X^2 - (\sum X^2)\}\{N\sum Y^2 - (\sum Y^2)\}}}$$

Description:

r : Correlation coefficient

n : Number of samples

x : Item of the variable being tested

y : Total score of all item

After the value of the R, the count is known, it is necessary to compare the r due account with the APHA set at 3% (0.3). The validity test using this correlation has a condition that the minimum requirement for an instrument item can be said to be valid is if the validity index value is positively more than 0.30 (r> 0.30).

Table 3. 3 Instrument Validity Test Results

Item	r Hitung	Sig.	r Tabel	Keterangan
X1.1.1	0.799	0.000	0.182	Valid
X1.1.2	0.560	0.000	0.182	Valid
X1.1.3	0.467	0.000	0.182	Valid
X1.1.4	0.758	0.000	0.182	Valid
X1.1.5	0.538	0.000	0.182	Valid
X1.2.1	0.592	0.000	0.182	Valid
X1.2.2	0.664	0.000	0.182	Valid
X1.3.1	0.701	0.000	0.182	Valid
X1.3.2	0.695	0.000	0.182	Valid

X1.4.1	0.573	0.000	0.182	Valid
X1.4.2	0.733	0.000	0.182	Valid
X1.5.1	0.720	0.000	0.182	Valid
X1.5.2	0.743	0.000	0.182	Valid
Y1.1.1	0.748	0.000	0.182	Valid
Y1.1.2	0.729	0.000	0.182	Valid
Y1.2.1	0.693	0.000	0.182	Valid
Y1.2.2	0.862	0.000	0.182	Valid
Y2.1.1	0.707	0.000	0.182	Valid
Y2.1.2	0.628	0.000	0.182	Valid
Y2.2.1	0.779	0.000	0.182	Valid
Y2.2.2	0.800	0.000	0.182	Valid
Y2.3.1	0.719	0.000	0.182	Valid
Y2.3.2	0.659	0.000	0.182	Valid
Y2.4.1	0.746	0.000	0.182	Valid
Y2.4.2	0.676	0.000	0.182	Valid

Sumber: Data Primer Diolah, 2022

From Table 3.3 above it can be seen that the value of sig. r question items smaller than 0.05 ($\alpha = 0.05$). Therefore, it can be concluded that all items for the variables of influence of Service Quality (X), Customer Satisfaction (Y1) and Repurchase Intention (Y2) are valid can be used to measure research variables.

3.6.2. Reliability Test

The definition of Reliability Test according to Siregar (2017) is to find out the extent to which the measurement results remain consistent, if two or more measurements are taken against the same symptoms using the same measuring instrument. Instruments that are not (tendentious) to direct respondents to choose a particular answer are well-behaved instruments. Instruments that are reliable or already trustworthy will produce trusted data as well. If the data is correct according to reality, then if several times the data is used, the results will also be the same. The criteria of an instrument are said to be reliable if the reliability coefficient > 0.6 (Siregar, 2017, p. 57). Siregar (2017) also explains how reliability calculations for

the whole item, one of which can be done using the Alpha Cronbach coefficient formulated as follows:

$$r_{11} = (\frac{k}{(k-1)}) + (1\frac{\sum \sigma b^2}{\sigma^2 t})$$

Sumber : Siregar (2017)

Description:

r_{11} : Correlation coefficient

k. : Number of test items

$\sum \sigma_b^2$: Total variance items

σ_t^2 : Variance total

Table 3. 4 Realiability Test Results

No.	Variable	Alpha Cronbach's	Information
1	X	0.887	Reliable
2	Y1	0.754	Reliable
3	Y2	0.856	Reliable

Sumber: Data primer diolah, 2022

Based on Table 3.4 it is known that the value of alpha cronbach for the variables Service Quality (X), Customer Satisfaction (Y1) and Repurchase Intention (Y2) is greater than 0.6. From the previously mentioned provisions, all variables used for research are reliable.

3.7 Data Analysis

3.7.1 Descriptive Analysis

According to Sugiyono (2013) research conducted on the population will most likely use descriptive statistics in the analysis. Descriptive statistics are used to analyze data by describing or describing the collected data without generalized conclusions or generalizations (p. 147). And according to Sarwono (2006), descriptive statistics refer to the transformation of raw data into a form that will make it easier for readers to understand and interpret the purpose of the data or device displayed. The primary use of descriptive statistics was not to describe observational answers, including frequency distribution, percent distribution, and mean. From both of the studies, it's concluded that descriptive statistics are used to transform and describe raw data into a more comfortable form for readers to understand.

3.7.2 Test Classical Assumptions

The classical assumption test in this study was used to determine the presence or absence of residual normality, multicholinearity, and heteroskedesis in the regression model. A linear regression model can be called a good model if it meets some of the conditions of classical assumptions i.e. normally distributed residual data, no multicholinearity, and heteroskedasticity. Fulfill the classical assumption test to obtain a regression model with unbiased estimates, so that the test can be trusted.

3.7.2.1 Normality Test

The nomality test in this study was used to determine the normal or not of distribution which is a condition for determining the type of statistics used in subsequent analysis (Hidayati et al., 2019). The normality test can be performed

using the Kolmogorov-Smirnov (K-S) nonparametric statistical test with a significance level (α) of 0.05. Data can be declared normally distributed if α > 0.05 otherwise α < 0.05 it can be concluded that the data is not normally distributed.

The normality test aims to find out the data distribution of each variable whether it is normally distributed or not. The technique used in this study was the Kolmogorov Smirnov Test. The result of the calculation if the value of Asymp. Sig. (2-tailed) greater than 0.05 then concludes the data is normally distributed. Based on the normality testing that has been carried out, the following results are obtained:

Table 4. 1 Normality Test Results

No.	Equation Model	Sig.	Information
1	Structural Equation 1	0.572	Normally Distributed
2	Structural Equation 2	0.495	Normally Distributed

Sumber: Data diolah, 2022

Table 4.10 is the result of the normality test calculation. Based on the results of these calculations, it can be known that the value of Asymp. Sig. (2-tailed) obtained from model 1 equation of 0.572 and model 2 equation of 0.495. The value can be interpreted that the data is normally distributed because the significant value is greater than 0.05.

3.7.2.2 Multicholinearity Test

A good regression model should not have a perfect or near-perfect correlation between free variables (Purnomo, 2016). The way to make decisions on multicholinearity test results is to look at the Tolerance and Variance Inflation Factor (VIF) values in the regression model. Ways to find out whether or not there

are symptoms of multicoliniearity include looking at the Variance Inflation Factor (VIF) and Tolerance values, if the VIF value < 10.00 and Tolerance > 0.100 then it is stated that multicoliniearity does not occur.

The multicholinearity test is used to test whether in regression models there is a correlation between free variables or independent variables. To find out whether there is multicholinearity in the regression model, it can be done by looking at the Tolerance and VIF (Variance Inflation Factor) values. The criteria used are if the VIF value < 10.00 and Tolerance > 0.100 then indicates no multicholinearity. The results of the multicholinearity test can be seen as follows:

Table 4. 2 Multicholinearity Test Results

No.	Model	Tolerance	VIF	Information
1	Model 1	1,000	1,000	No Multicholinearity occurs
2	Model 2	0,524	1,909	No Multicholinearity occurs

Sumber: Data diolah, 2022

Table 4.11 shows the results of the calculation of the multicholinearity test. Based on the table above, model 1 and model 2 have Tolerance values of 1,000 and 0,524 or these values are more than >0.100 and the VIF values in model 1 and model 2 are 1,000 and 1,909 which state <10.00. The calculation of the table above can be concluded that model 1 and model 2 do not occur Multicholinearity.

3.7.2.3 Heteroskedasticity Test

The heteroskedasticity test in research is useful for testing whether in the regression model there is a variant dissimilarity from the residual of one observation to another. This stage of the test, if the variance from the residual of one observation

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to another observation remains, then it can be called homoskedasticity then if different it can be called heteroskedasticity. The heteroskedasticity test was performed using the glesjer test. This test needs to be interpreted by regressing the residual absolute value against a free or independent variable. If the value of sig. > 0.05 then there is no heteroskedasticity and vice versa, if it is less than 0.05 then heteroskedasticity occurs.

The Heteroskedasticity test is performed to test whether in a regression model there is a variance inequality from one observation residual to another. Ghozali (2016:134) revealed that the basis for determining whether in a model there are symptoms of Heteroskedasticity or not is one of them by looking at the presence or absence of certain patterns on the scatterplot chart around the X and Y values. The heteroskedasticity test is used to test whether in the regression model there is a variant inequality from the residual of an observation to another observation. If the variance from the residual of an observation to another observation remains, then it is called homoskedasticity and if it is different it is called heteroskedasticity. The heteroskedasticity test was performed with the Glesjer Test. This test needs to be interpreted by regressing the residual absolute value against the free variable. If the value of sig. > 0.05 then there is no heteroskedasticity and vice versa, if it is less than 0.05 then heteroskedasticity occurs.

Table 4. 3 Heterochedasticity Test Results Equation 1

No.	Variable	Sig.	Information
1	Service Quality	0,210	Symptom-Free Heteroskedaticity

Sumber: Data diolah, 2022

Table 4. 4 Heterochedasticity Test Results Equation 2

No.	Variable	Sig.	Information
1	Service Quality	0,240	Symptom-Free Heteroskedaticity
2	Repurchase Intention	0,861	Symptom-Free Heteroskedaticity

Sumber: Data diolah, 2022

Based on Table 4.12 and Table 4.13, it is known that the value of Sig. each equation is greater than 0.05. The first equation has a significant value of 0.210 and the signific values of the second equation of 0.240 and 0.861, it can be concluded that there is no heteroskedasticity in every structural equation used in this study. Those structural equations also qualify heteroskedasticity.

3.7.2 Path Analysis

According to Sarwono (2012) Path analysis is an analysis technique used to analyze causal relationships which are aligned between variables arranged based on temporary order by using the path coefficient as a value in determining the influence of the independent variable on the dependent variable. Path analysis is used to find the magnitude of the independent variable's impact on the dependent variable directly or indirectly (p. 17). One of the models contained in this path analysis is the intervening or intermediary variables. Sarwono (2012) also stated that several conditions must be met in using path analysis (p. 30), namely:

a. Interval scale metrics

b. There are independent variables, namely exogenous, and dependent variables, namely endogenous. If the model used is multiple regression, mediation models, combined mediation models, multiple regression models, and complex models that must use intermediate variables.

c. Adequate sample size should be more than 100

d. Have a unidirectional pattern of variable relationships, and no reciprocal relationship

e. The causal relationship must be based on existing theories assuming that there is indeed a causal relationship in the variables studied.

Consider all the basic assumptions and principles on path analysis.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Overview of Research Objects

4.1.1 History of the Object of Research

The profile of HARDI Coffee and Workspace itself is a Café which was previously called Sheila And The Trees and has changed its name and changed the concept and design of this café. Built by merging 2 shophouses at Villa Ilhami area, Tangerang Selatan. With a modern minimalist design, the building consists of 2 floors with an indoor and outdoor concept that is focused on being a smoking area so it doesn't disturb non-smoking customers, and on the 1st-floor building, there is a Working Space for customers to hold meetings or do assignments or work and there is also a stage featuring live music every week. The definition of a restaurant is a place or building that is organized commercially, which provides good service to all guests, both in the form of eating and drinking activities (Marsum, 2005).
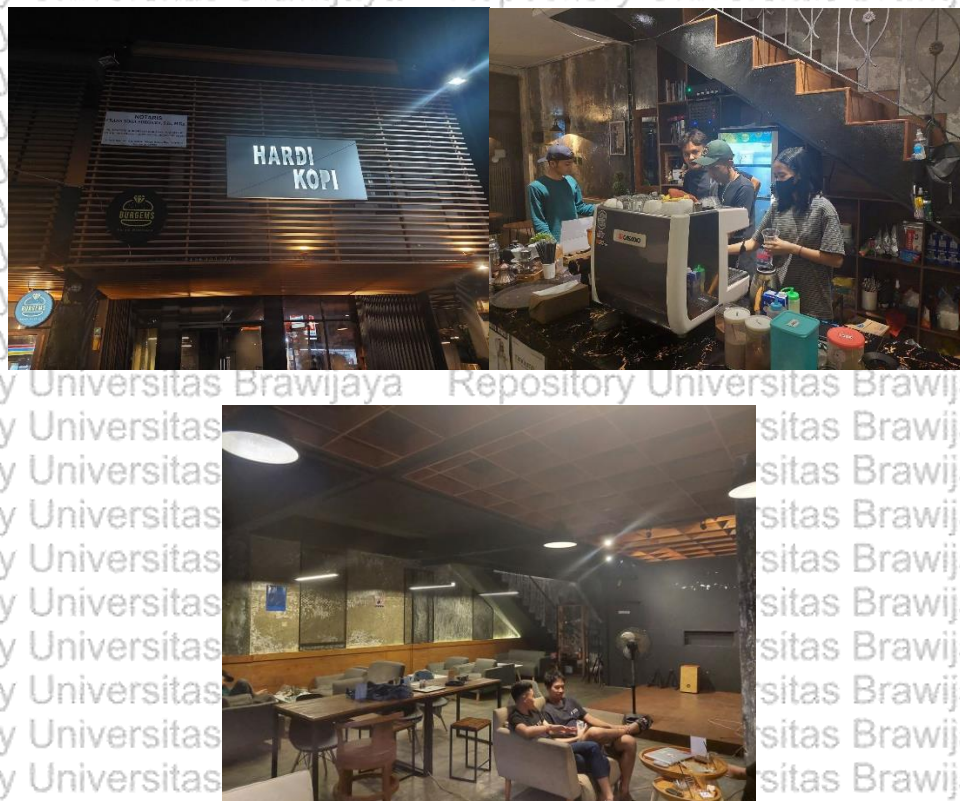
Figure 4. 1 Exterior and Interior of HARDI Coffee and Workspace

This business, which is owned by an individual, has been established since 2019, has made several renovations to continue to improve the Interior and Exterior for the convenience of visitors, not forgetting to also continue to conduct research on new products consisting of Coffee based and non-coffee drinks so that customers have many choices according to their respective tastes.

Some of the facilities owned by HARDI Coffee and Workspace include:

- Strategic location, HARDI Coffee and Workspace can be easily reached because it is located near the entrance gate of the Villa Ilhami Tangerang Selatan housing estate, making it a place for people to pass by and easy to find this café.

- Service through complete facilities, one form of service from HARDI Coffee and Workspace is to offer various practical facilities for customers. For example,

the Working space functions to make it easier for visitors to do tasks or work because there are outlets at every table and wifi, large parking facilities for motorbikes and cars, a smoking area so as not to disturb non-smoking visitors, a mini stage for live music every week.

4.1.2 Vision dan Mision of HARDI Coffee

a. Vision

Become the number 1 Coffee Shop and Working Space in South Tangerang.

b. Mission

Providing the best coffee and non-coffee processed services and products to customers.

4.1.3 Segment

The target market of HARDI Coffee and Workspace are young coffee connoisseurs and non-coffee who want to do tasks or just meet with friends, this can be seen from the location of HARDI Coffee and Workspace itself adjacent to 2 educational institutions, namely the Islamic Village School and the College of Islamic Tarbiyah Village. This causes HARDI Coffee and Workspace consumers to be dominated by the age group of 17-25 years.

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4.2 Respondents Overview

4.2.1 General Description of Respondents by Gender

Table 4. 5 Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	85	73.28
Female	31	26.72
Total	116	100

Sumber : Data Primer diolah, 2022

Table 4.1 shows that, the number of respondents in the male was, 85 people or 73.28%, and the number of respondents in the female was, 31 people or 26.72%. From the table it can be concluded that the majority of respondents of this data that are likes visiting coffee shop are male.

4.2.2 Description of Respondents by Occupation

Table 4. 6 Distribution of Respondents Jobs

Occupation	Frequency	Percentage
Employee	2	1.72
University Student	103	88.79
Student	8	6.90
Pilot	1	0.86
Entrepreneur	2	1.72
Total	116	100

Table 4.2 shows that, respondents who have jobs as employees are 2 people or 1.72%, respondents who have student jobs are 103 people or 88.79%, respondents who have student jobs are 8 people or 6.9%, respondents who have a pilot job as many as 1 person or 0.86%, and respondents who have a self-employed job as many as 2 people or 1.72%. %. From the table it can be concluded that the respondent's job are majority a university student. Because Hardi Coffee and workspace is close to several educational institutions.

4.2.3 Description of Respondents by Age

Table 4. 7 Distribution of Respondents Ages

Age	Frequency	Percentage
18	8	6.90
19	34	29.31
20	37	31.90
21	21	18.10
22	11	9.48
23	2	1.72
24	1	0.86
25	2	1.72
Total	116	100

Table 4.3 shows that, the number of respondents at the age of 18 years as many as 8 people or 6.9%, the number of respondents at the age of 19 years, namely 34 people or 6.9%, the number of respondents at the age of 20 years, namely 37 people or 31 ,90%, the number of respondents at the age of 21 years, namely as many as 21 people or 18.10%, the number of respondents at the age of 22 years, namely as many as 11 people or 9.48%, the number of respondents at the age of 23 years, namely as many as 2 people or 1.72%, the number of respondents at the age of 24 years, as many as 1 person or 0.86%, and the number of respondents at the age of 25 years, as many as 2 people or 1.72%. From the table it can be concluded that the respondents are aged between 18-25 years old. This indicates that those young people have various motivations visiting coffee shop. (Sahlatul, N., 2018)

4.2.4 Description of Respondents Based on Income

Income is a person's source of earnings to meet daily needs and is very important for the survival and livelihood of a person directly or indirectly (Suroto, 2000).

The following is the distribution of respondents based on income in table 4.4:

Highest Value = Rp. 5,000,000

Lowest Value = Rp. 100,000

Reach = Highest Value-Lowest Score

= Rp. 4,900,000

Number of Classes = 1+3.3(log n) = 1+3.3 (log 116) = 7,812 =8

Class Length = Reach : Many Classes

= Rp. 4.900.000 : 8 = Rp. 612,500 be rounded to Rp. 625,000

*Remarks: N = Total data

Table 4. 8 Distribution on Respondent Income

Income	Frequency	Percentage
Rp.100.000 – Rp. 725.000	82	70.7
Rp. >725.000 - Rp. 1.250.000	18	16.4
Rp. >1.250.000 - Rp. 1.875.000	5	4.3
Rp. >1.875.000 - Rp. 2.500.000	5	4.3
Rp. >2.500.000 – Rp 3.125.000	2	1.7
Rp. >3.125.000 – Rp. 3.750.000	0	0
Rp. >3.750.000 – Rp. 4.375.000	1	0.9
Rp. >4.375.000 – Rp. 5.000.000	2	1.7
Jumlah	116	100

Table 4.4 shows that respondents who make purchases at Hardi Coffee and Workspace have an income of Rp. 100,000 – 725,000 as many as 82 people (70,69%), respondents who have an income of >Rp. 725.000 - Rp. 1.250.000 as many as 18 people (16.4%), respondents who have an income of >Rp. 1.250.000- Rp. 1,875,000 as many as 5 people (4.3%), respondents who have an income of >Rp. 1,875,000 - Rp. 2,500,000 as many as 5 people (4.3%), respondents who have an income of >Rp. 2,500,000 - 3,125,000 as many as 2 people (1.7%), respondents who have an income of > Rp. 3,750,000 - 4,375,000 as many as 1 person (0.9%)

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and respondents who have an income of >Rp. 4,375,000 - 5,000,000 as many as 2 people (1.7%). From the table it can be concluded that the respondent's income between Rp. 100.000 – Rp. 725.000. This is because the average visitor is a student.

4.2.5 Description on Respondents based on Intention

Table 4. 9 Distribution on Respondent Intention

Intention	Frequency	Percentage
Just to drink coffee	40	34,4
Meeting a friend	46	39,6
Working on task	28	24,1
Talk about business	2	1,9
Total	116	100

Sumber: Data diolah, 2022

Table 4.5 shows that respondents who make purchases at Hardi Coffee and Workspace have an Intention of Sekedar minum kopi as many as 40 people (34,4%), respondents who have an intention of Bertemu dengan teman as many as 46 people (39,6%), respondents who have an intention of Mengerjakan tugas as many as 28 people (24,1%), respondents who have an intention of Membicarakan bisnis as many as 2 people (1,9%). From the table it can be concluded that the majority respondent's motivation is Meeting a friend (39,6%). This indicates that the function of the coffee shop experiences a shift from use value to sign value. (Sartika, R., 2017).

4.3 Descriptive Analysis Statistic

This descriptive statistical analysis was carried out on 116 respondents so that it could be processed further. This analysis is made to draw conclusions from the research, with the conclusion it can be seen the picture related to the sample in general. The results of this analysis are sourced from the answers that have been filled in by the respondents in each of the proposed variables. This questionnaire consists of two variables, namely brand activation and purchase decisions. According to Supranto (2008:74) the magnitude of the interval from the Likert scale score can be calculated by the following formula:

Interval Kelas (c) = $(X_n - X_1) : k$

dimana c = Estimated size

k = Many classes

X_n = Higest score

X_1 = Lower score

$c = (5-1) : 5$

$c = 4 : 5 = 0,8$

After knowing the size of the interval, the following statement is concluded:

Table 4. 10 Average value

Interval rata-rata	Pernyataan
1,0 – 1,79	Very bad
1,8 – 2,59	Bad
2,6 – 3,39	Neutral
3,4 – 4,19	Good

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4,2 – 5,00	Very good

Sumber: Supranto (2008:145)

Supported from the calculation of the determination of the clarification of the mean value, the description of the research results is as follows:

4.3.1 Frequency Distribution of Service Quality Variable (X)

In the Service Quality variable, there are thirteen items of questions that are given to respondents to be answered. Respondents' answers can be seen in Table 4.7

Table 4. 11 Frequency Distribution of Service Quality (X)

Item	SS		S		N		TS		STS		Jumlah		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Jumlah	%	
X1.1.1	69	59.48	38	32.76	6	5.17	2	1.72	1	0.86	116	100	4.48
X1.1.2	43	37.07	51	43.97	16	13.79	5	4.31	1	0.86	116	100	4.12
X1.1.3	42	36.21	51	43.97	20	17.24	2	1.72	1	0.86	116	100	4.13
X1.1.4	58	50.00	46	39.66	8	6.90	3	2.59	1	0.86	116	100	4.35
X1.1.5	43	37.07	33	28.45	30	25.86	8	6.90	2	1.72	116	100	3.92
X1.2.1	48	41.38	45	38.79	20	17.24	2	1.72	1	0.86	116	100	4.18
X1.2.2	67	57.76	32	27.59	14	12.07	3	2.59	0	0.00	116	100	4.41
X1.3.1	55	47.41	44	37.93	12	10.34	5	4.31	0	0.00	116	100	4.28
X1.3.2	76	65.52	27	23.28	9	7.76	4	3.45	0	0.00	116	100	4.51
X.1.4.1	66	56.90	38	32.76	11	9.48	1	0.86	0	0.00	116	100	4.46
X1.4.2	52	44.83	55	47.41	5	4.31	2	1.72	2	1.72	116	100	4.32
X1.5.1	52	44.83	48	41.38	12	10.34	4	3.45	0	0.00	116	100	4.28
X1.5.2	61	52.59	38	32.76	11	9.48	5	4.31	1	0.86	116	100	4.32
Grand Mean													4.29

Sumber : data primer diolah, 2022

X1.1.1 : Hardi Coffee and Workspace has a clean place.

X1.1.2 : Hardi Coffee and Workspace has a cozy place.

X1.1.3 : Hardi Coffee and Workspace has complete furniture.

X1.1.4 : Spacious parking space is available for the convenience of customers.

X1.1.5 : Adequate number of employees, so that visitors can be served equally.

X1.2.1 : Employees who are meticulous in delivering orders to each customer, so that there are no mistakes when delivering orders.

X1.2.2 : The employee gives a certain amount of change as it should be.

X1.3.1 : The availability of employees to maintain the cleanliness of the table after use, so that the next customer feels comfortable.

X1.3.2 : The speed of service after the customer comes to the location.

X1.4.1 : The availability of several baristas with adequate knowledge of the product, making it easier for consumers to ask about the desired product.

X1.4.2 : Employee courtesy all the time.

X1.5.1 : The availability of employees who are willing to direct visitors who smoke to the smoking area, so as not to disturb consumers who do not smoke.

X1.5.2 : The barista's concern is to provide advice on products that may be suitable for consumer tastes.

Based on the respondent's research on the Service Quality (X) variable question item, it can be seen in Table 4.6 for the Hardi Coffee and Workspace item has a clean place X1.1.1, respondents who answered strongly agreed were 69 respondents (59.48%), respondents who answered agree as many as 38 respondents (32.67%), respondents who answered doubtfully as many as 6 respondents (5.17%), respondents who answered disagreed as many as 2 respondents (1.72%) and respondents who answered strongly disagreed as many as 1 respondent (0.86%). Thus, it is concluded that most of the respondents agree that Hardi Coffee and Workspace has a clean place. This is supported by the mean item value of 4.48, meaning that Hardi Coffee and Workspace has a clean place which has been perceived as very good by the respondents.

The question *items* for the Service Quality (X) variable can be seen in Table 4.6 for the *item* Hardi Coffee and Workspace has a comfortable place X1.1.2, respondents who answered strongly agreed were 43 respondents (37.7%), respondents who answered agreed were 51 respondents (43.97%), respondents who answered doubtfully as many as 16 respondents (13.79%), respondents who answered disagreed as many as 5 respondents (4.31%) and respondents who answered strongly disagreed as many as 1 respondent (0.86%). Thus, it is concluded that most of the respondents agree that Hardi Coffee and Workspace has a comfortable place. This is supported by the *mean item* value of 4.12, meaning that Hardi Coffee and Workspace has a comfortable place that has been perceived in good intervals by the respondents.

The question items for the Service Quality (X) variable can be seen in Table 4.6 for the item Hardi Coffee and Workspace has complete furniture X1.1.3, respondents who answered strongly agreed were 42 respondents (36.21%), respondents who answered agreed were 51 respondents (43.97%), respondents who answered doubtfully as many as 20 respondents (17.24%), respondents who answered disagreed as many as 2 respondents (1.72%) and respondents who answered strongly disagreed as many as 1 respondent (0.86%). Thus, it is concluded that most of the respondents agree that Hardi Coffee and Workspace has complete furniture. This is supported by the mean item value of 4.13, meaning that Hardi Coffee and Workspace has complete furniture which has been perceived in good intervals by the respondents.

The question items for the Service Quality (X) variable can be seen in Table 4.6 for the item Availability of a large parking lot for customer convenience X1.1.4, respondents who answered strongly agreed were 58 respondents (50%), respondents who answered agreed were 46 respondents (39.66%), respondents who answered doubtfully as many as 20 respondents (17.24%), respondents who answered disagreed as many as 3 respondents (2.59%) and respondents who answered strongly disagreed as many as 1 respondent (0.86%). Thus, it is concluded that most respondents agree that Hardi Coffee and Workspace has a large parking area for consumer convenience. This is supported by the mean item value of 4.35, meaning that the availability of a large parking space for customer convenience has been perceived as very good by the respondents.

The question items for the Service Quality (X) variable can be seen in Table 4.6 for the item The number of employees is adequate, so that visitors can be served evenly X1.1.5, respondents who answered strongly agreed were 43 respondents (37.7%), respondents who answered agreed were 33 respondents (28.45%), respondents who answered doubtfully as many as 30 respondents (25.86%), respondents who answered disagreed as many as 8 respondents (6.90%) and respondents who answered strongly disagreed as many as 2 respondents (1.72%) . Thus it was concluded that most of the respondents agreed that the number of employees was adequate, so that visitors could be served evenly. This is supported by the mean item value of 3.92, meaning that the number of employees is adequate, so that visitors can be served evenly which has been perceived in good intervals by the respondents.

Service Quality (X) variable question items can be seen in Table 4.6 for employees who are careful in delivering orders to each customer, so that there are no errors when delivering orders. X1.2.1, respondents who answered strongly agreed as many as 48 respondents (41.38%), respondents who answered agreed as many as 45 respondents (88.79%), respondents who answered doubtfully as many as 20 respondents (17.24%), respondents who answered disagreed as many as 2 respondents (1.72%) and respondents who answered strongly disagreed as many as 1 respondent (0.86%). Thus it was concluded that most of the respondents agreed that employees were careful in delivering orders to each customer, so that there were no errors when delivering orders. This is supported by the mean item value of 4.18, meaning that employees are careful in delivering orders to each customer, so

that there are no errors when delivering orders, which has been perceived in good intervals by the respondents.

The question item for the Service Quality (X) variable can be seen in Table 4.6 for the employee item giving a certain amount of change as it should. X1.2.2, respondents who answered strongly agreed were 67 respondents (57.76%), respondents who answered agreed were 32 respondents (27.59%), respondents who answered doubtfully were 14 respondents (12.07%), respondents who answered no agree as many as 3 respondents (2.59%) and respondents who answered strongly disagree as many as 0 respondents. Thus it was concluded that most of the respondents agreed that the employee gave a certain amount of change with the amount that should be. This is supported by the mean item value of 4.41, meaning that employees provide a certain amount of change as they should, which has been perceived in very good intervals by the respondents.

The question item for the Service Quality (X) variable can be seen in Table 4.6 for the item Availability of employees to keep the table clean after use, so that the next customer feels comfortable. X1.3.1, respondents who answered strongly agree as many as 55 respondents (47.41%), respondents who answered agreed were 44 respondents (37.93%), respondents who answered doubtfully as many as 12 respondents (10.34%), respondents who answered no agree as many as 5 respondents (4.31%) and respondents who answered strongly disagree as many as 0 respondents. Thus it was concluded that most of the respondents agreed that the availability of employees to keep the table clean after use, so that the next customer felt comfortable. This is supported by the mean item value of 4.28, meaning the

availability of employees to keep the table clean after use, so that the next customer feels comfortable. which has been perceived in very good intervals by the respondents.

The question item for the Service Quality (X) variable can be seen in Table 4.6 for the item Speed of service after the customer comes to the location. X1.3.2, respondents who answered strongly agreed were 76 respondents (65.52%), respondents who answered agreed were 27 respondents (23.28%), respondents who answered doubtful were 9 respondents (7.76%), respondents who answered no agree as many as 4 respondents (3.45%) and respondents who answered strongly disagree as many as 0 respondents. Thus it was concluded that most of the respondents agreed that the speed of employees after the customer came to the location. This is supported by the mean item value of 4.51, meaning the speed of service after the customer comes to the location. which has been perceived in very good intervals by the respondents.

The question item for the Service Quality (X) variable can be seen in Table 4.6 for the item Availability of several baristas with adequate product knowledge, making it easier for consumers to ask for the desired product. X1.4.1, respondents who answered strongly agreed were 66 respondents (56.90%), respondents who answered agreed were 38 respondents (32.76%), respondents who answered doubtful were 11 respondents (9.48%), respondents who answered no agree as much as 1 respondent (0.86%) and respondents who answered strongly disagree as many as 0 respondents. Thus it was concluded that most of the respondents agreed that the availability of several baristas with adequate product knowledge, making it

easier for consumers to ask for the desired product. This is supported by the mean

item value of 4.46, meaning the availability of several baristas with adequate

product knowledge, making it easier for consumers to ask for the desired product.

which has been perceived in very good intervals by the respondents.

The question item for the Service Quality (X) variable can be seen in Table

4.6 for the item courtesy of employees all the time. X1.4.2, respondents who

answered strongly agreed were 52 respondents (44.83%), respondents who

answered agreed were 55 respondents (47.41%), respondents who answered

doubtful were 5 respondents (4.31%), respondents who answered no agree as much

as 2 respondents (1.72%) and respondents who answered strongly disagree as many

as 2 respondents (1.72%). Thus it was concluded that most of the respondents

agreed that the courtesy of employees all the time. This is supported by the mean

item value of 4.32, meaning that the politeness of employees all the time which has

been perceived in the interval is very good by the respondents.

The question item for the Service Quality (X) variable can be seen in Table

4.6 for the item Availability of employees who are willing to direct visitors who

smoke to smoking areas, so as not to disturb consumers who do not smoke. X1.5.1,

respondents who answered strongly agreed were 52 respondents (44.83%),

respondents who answered agreed were 48 respondents (41.38%), respondents who

answered doubtful were 12 respondents (10.34%), respondents who answered no

agree as many as 4 respondents (3.45%) and respondents who answered strongly

disagree as many as 0 respondents. Thus, it was concluded that most of the

respondents agreed with the availability of employees who are willing to direct

visitors who smoke to smoking areas, so as not to disturb consumers who do not smoke. This is supported by the mean item value of 4.28, meaning the availability of employees who are willing to direct visitors who smoke to smoking areas, so as not to disturb consumers who do not smoke which have been perceived as very good by the respondents.

The question items for the Service Quality (X) variable can be seen in Table 4.6 for the item Concern for the barista to provide advice on products that may be suitable according to consumer tastes. X1.5.2, respondents who answered strongly agree were 61 respondents (52.59%), respondents who answered agreed were 38 respondents (32.76%), respondents who answered doubtfully were 11 respondents (9.48%), respondents who answered no agree as many as 5 respondents (4.31%) and respondents who answered strongly disagree as many as 1 respondent (0.86).

Thus, it was concluded that most of the respondents agreed with the barista's concern to provide advice on products that might be suitable according to consumer tastes. This is supported by the mean item value of 4.28, meaning that the barista cares to provide advice on products that may be suitable according to consumer tastes. which has been perceived in very good intervals by the respondents.

4.3.2 Frequency Distribution of Customer Satisfaction Variable (Y1)

The distribution of respondents' answers to the Customer Satisfaction variable can be seen in Table 4.7 as follows:

Table 4. 12 Frequency Distribution of Customer Satisfaction Variable (Y1)

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Item	SS		S		N		TS		STS		Jumlah		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Jumlah	%	
Y1.1.1	75	64.66	29	25.00	9	7.76	3	2.59	0	0.00	116	100	4.52
Y1.1.2	46	39.66	45	38.79	22	18.97	3	2.59	0	0.00	116	100	4.16
Y1.2.1	79	68.10	32	27.59	3	2.59	2	1.72	0	0.00	116	100	4.62
Y1.2.2	50	43.10	44	37.93	14	12.07	8	6.90	0	0.00	116	100	4.17
Grand Mean													4.37

Sumber: Data primer diolah,2022

Keterangan:

F   : Frequency

%   : Percentage

Y1.1.1 : Consumers feel that Hardi Coffee and Workspace can meet their needs.

Y1.1.2 : Overall, consumers feel Hardi Coffee and Workspace meets consumer

    expectations.

Y1.2.1 : Consumers are happy when they visit Hardi Coffee and Workspace.

Y1.2.2 : Consumers are satisfied when transacting at Hardi Coffee and

    Workspace.

Based on the respondent's assessment of the variable statement item
Customer Satisfaction (Y1) can be seen in Table 4.7 for the item Consumers feel
Hardi Coffee and Workspace can meet their needs Y1.1.1, respondents who
answered strongly agreed were 75 respondents (64.66%), respondents who

answered agreed as many as 29 respondents (25.00%), respondents who answered doubtfully as many as 9 respondents (7.76%), respondents who answered disagreed as many as 3 respondents (2.59%), and no respondents answered strongly disagreed. Thus, it can be concluded that most of the respondents strongly agree that they feel Hardi Coffee and Workspace can fulfill their needs. This is supported by the mean item value of 4.52, meaning that consumers feel Hardi Coffee and Wokspace can meet their needs. which has been perceived in very good intervals by the respondents.

Item statement variable Customer Satisfaction (Y1) can be seen in Table 4.7 for the item Overall, consumers feel Hardi Coffee and Workspace meets consumer expectations Y1.1.2, respondents who answered strongly agree as many as 46 respondents (39.66%), respondents who answered agreed as much as 45 respondents (38.79%), 22 respondents who answered doubtful (18.97%), 3 respondents who answered disagreed (2.59%), and no respondents answered strongly disagree. Thus, it is concluded that most of the respondents agree that they feel that Hardi Coffee and Workspace can meet consumer expectations. This is supported by the mean item value of 4.16, meaning that overall, consumers feel that Hardi Coffee and Workspace meets consumer expectations. which has been perceived in good intervals by the respondents.

Item statement variable Customer Satisfaction (Y1) can be seen in Table 4.7 for the item Consumers feel happy when visiting Hardi Coffee and Workspace Y1.2.1, respondents who answered strongly agreed were 79 respondents (68.10%), respondents who answered agreed were 32 respondents (27.59%), 3 respondents

who answered doubtful (2.59%), 2 respondents who answered disagreed (1.72%), and no respondent who answered strongly disagreed. Thus, it was concluded that most of the respondents strongly agreed that they felt happy when they visited Hardi Coffee and Workspace. This is supported by the mean item value of 4.62, meaning that my consumers feel happy when they visit Hardi Coffee and Workspace. which has been perceived in very good intervals by the respondents.

Item statement variable Customer Satisfaction (Y1) can be seen in Table 4.7 for the item Consumers feel satisfied when transacting at Hardi Coffee and Workspace Y1.2.2, respondents who answered strongly agreed were 50 respondents (43.10%), respondents who answered agreed were 44 people respondents (37.93%), respondents who answered doubtfully as many as 14 respondents (12.07%), respondents who answered disagreed as many as 8 respondents (6.90%), and no respondents answered strongly disagreed. Thus, it is concluded that most respondents agree that they are satisfied when transacting at Hardi Coffee and Workspace. This is supported by the mean item value of 4.17, meaning that consumers are satisfied when transacting at Hardi Coffee and Workspace. which has been perceived in good intervals by the respondents.

4.3.3 Frequency Distribution of Repurchase Intention Variable (Y2)

The distribution of respondents' answers to the Repurchase Intention variable can be seen in Table 4.8 as follows:

Table 4. 13 Frequency Distribution of Repurchase Intention Variable (Y2)

Item	SS		S		N		TS		STS		Jumlah		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Jumlah	%	

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	F	%	F	%	F	%	F	%	F	%	Jumlah	%	Mean
Y2.1.1	81	69.83	24	20.69	10	8.62	1	0.86	0	0.00	116	100	4.59
Y2.1.2	75	64.66	36	31.03	3	2.59	2	1.72	0	0.00	116	100	4.59
Y2.2.1	69	59.48	34	29.31	11	9.48	2	1.72	0	0.00	116	100	4.47
Y2.2.2	67	57.76	38	32.76	9	7.76	2	1.72	0	0.00	116	100	4.47
Y2.3.1	64	55.17	38	32.76	10	8.62	3	2.59	1	0.86	116	100	4.39
Y2.3.2	74	63.79	22	18.97	9	7.76	10	8.62	1	0.86	116	100	4.36
Y2.4.1	73	62.93	33	28.45	8	6.90	2	1.72	0	0.00	116	100	4.53
Y2.4.2	73	62.93	32	27.59	8	6.90	3	2.59	0	0.00	116	100	4.51
Grand Mean													4.49

Sumber: Data primer diolah, 2022

Keterangan:

F : Frequency

% : Percentage

Y2.1.1 : The consumer intends to make future repurchases of products he has purchased at Hardi Coffee and Workspace.

Y2.1.2 : Consumers intend to increase the intensity of purchases and gather at Hardi Coffee and Workspace.

Y2.2.1 : Consumers are willing to give positive recommendations to others about Hardi Coffee and Workspace.

Y2.2.2 : Consumers intend to give positive reviews about Hardi Coffee and Workspace on Internet forums.

Y2.3.1 : Hardi Coffee and Workspace is my top choice in choosing a coffeeshop.

Y2.3.2 : Hardi Coffee and Workspace is my top choice in recommending coffeeshop to friends.

Y2.4.1 : Consumers intend to continue to find out the challenges they get when visiting Hardi Coffee and Workspace.

Y2.4.2 : Consumers want the convenience of accessing information about products to increase trust in the products they subscribe to.

Based on the respondent's assessment of the Repurchase Intention variable statement item (Y2), it can be seen in Table 4.8 for the item Consumer intends to make future purchases of the products he has bought at Hardi Coffee and Workspace Y2.1.1, respondents who answered strongly agree as many as 81 respondents. (69.83%), respondents who answered agreed as many as 23 respondents (20.69%), respondents who answered doubtful as many as 10 respondents (8.62%), respondents who answered disagreed as many as 1 respondent (0.68%), and none respondents who answered strongly disagree. Thus, it can be concluded that most of the respondents strongly agree that they intend to make future purchases of the products they have purchased at Hardi Coffee and Workspace. This is supported by the mean item value of 4.59, meaning that the consumer intends to make future purchases of the products he has purchased at Hardi Coffee and Workspace.

Repurchase Intention variable statement items (Y2) can be seen in Table 4.8 for items Consumers intend to increase purchase intensity and gather at Hardi Coffee and Workspace Y2.1.2, respondents who answered strongly agreed were 75

respondents (64.66%), respondents who answered agreed as many as 36 respondents (31.03%), respondents who answered doubtfully as many as 3 respondents (2.59%), respondents who answered disagreed as many as 2 respondents (1.72%), and no respondents answered strongly disagreed. Thus, it is concluded that most of the respondents strongly agree that they intend to increase the intensity of purchasing and gathering at Hardi Coffee and Workspace. This is supported by the mean item value of 4.59, meaning that consumers intend to increase purchase intensity and gather at Hardi Coffee and Workspace which has been perceived as very good by respondents.

Repurchase Intention variable statement item (Y2) can be seen in Table 4.8 for the item Consumers are willing to give positive recommendations to others about Hardi Coffee and Workspace Y2.2.1, respondents who answered strongly agreed were 69 respondents (59.48%), respondents who answered agreed as many as 34 respondents (29.31%), respondents who answered doubtfully as many as 11 respondents (9.48%), respondents who answered disagreed as many as 2 respondents (1.72%), and no respondents answered strongly disagreed. Thus, it was concluded that most of the respondents strongly agreed that they gave positive recommendations to others about Hardi Coffee and Workspace. This is supported by the mean item value of 4.47, meaning that consumers are willing to give positive recommendations to others about Hardi Coffee and Workspace which have been perceived in very good intervals by respondents.

Repurchase Intention variable statement items (Y2) can be seen in Table 4.8 for items Consumers intend to give positive reviews about Hardi Coffee and

Workspace on internet forums Y2.2.2, respondents who answered strongly agree as many as 67 respondents (57.76%), respondents who answered agreed as many as 38 respondents (32.76%), respondents who answered doubtfully as many as 9 respondents (7.76%), respondents who answered disagreed as many as 2 respondents (1.72%), and no respondents answered strongly disagreed. Thus, it is concluded that most respondents strongly agree that they intend to give positive reviews about Hardi Coffee and Workspace on the internet. This is supported by the mean item value of 4.47, meaning that consumers intend to give positive reviews about Hardi Coffee and Workspace on internet forums which have been perceived as very good by respondents.

Item statement variable Repurchase Intention (Y2) can be seen in Table 4.8 for the item Hardi Coffee and Workspace is my main choice in choosing a coffeeshop Y2.3.1, respondents who answered strongly agree as many as 64 respondents (55.17%), respondents who answered agreed as many as 38 respondents (32.76%), respondents who answered doubtfully as many as 10 respondents (8.62%), respondents who answered disagreed as many as 13 respondents (2.59%), and respondents who answered strongly disagreed as many as 1 respondent (0.86%). Thus, it can be concluded that most of the respondents strongly agree that they intend to make Hardi Coffee and Workspace their main choice. This is supported by the mean item value of 4.39, meaning that Hardi Coffee and Workspace is my main choice in choosing a coffee shop that has been perceived as very good by the respondents.

Item statement variable Repurchase Intention (Y2) can be seen in Table 4.8 for the item Hardi Coffee and Workspace is my main choice in recommending coffeeshops to friends Y2.3.2, respondents who answered strongly agreed were 74 respondents (63.79%), respondents who answered agreed as many as 22 respondents (18.97%), respondents who answered doubtfully as many as 9 respondents (7.76%), respondents who answered disagreed as many as 10 respondents (8.62%), and respondents who answered strongly disagreed as many as 1 respondent (0.86%). Thus, it was concluded that most of the respondents strongly agreed that Hardi Coffee and Workspace was their main choice in recommending a Coffeeshop. This is supported by the mean item value of 4.36, meaning that Hardi Coffee and Workspace is my main choice in recommending coffeeshops to friends who have been perceived as very good by the respondents.

Repurchase Intention variable statement items (Y2) can be seen in Table 4.8 for items Consumers intend to continue to find out about the benefits they get when visiting Hardi Coffee and Workspace Y2.4.1, respondents who answered strongly agree as many as 73 respondents (62.93%) , respondents who answered agreed as many as 33 respondents (28.45%), respondents who answered doubtfully as many as 8 respondents (6.90%), respondents who answered disagreed as many as 2 respondents (1.72%), and no respondents answered strongly don't agree. Thus, it is concluded that most respondents strongly agree that they intend to continue to find out about the benefits they get when visiting Hardi Coffee and Workspace. This is supported by the mean item value of 4.53, meaning that consumers intend to

continue to find out about the benefits they get when visiting Hardi Coffee and Workspace which has been perceived as very good by the respondents.

Repurchase Intention variable statement items (Y2) can be seen in Table 4.8 for items Consumers want ease of accessing information about products to increase trust in the products they subscribe to Y2.4.2, respondents who answered strongly agree as many as 73 respondents (62.93%), respondents who answered agreed as many as 32 respondents (27.59%), respondents who answered doubtfully as many as 8 respondents (6.90%), respondents who answered disagreed as many as 3 respondents (2.59%), and no respondents answered strongly disagree . Thus, it was concluded that most of the respondents strongly agreed that they wanted easy access to information about products to increase their trust in the products they subscribed to. This is supported by the mean item value of 4.51, meaning that consumers want convenience in accessing information about products to increase confidence in the products they subscribe to which have been perceived in very good intervals by respondents.

4.4   *Path Analysis* Results

4.4.1   The Influence of Service Quality towards Customer Satisfaction

The results of the path analysis test between Service Quality and Customer Satisfaction can be seen in the following table:

Table 4. 10 Path Coefficient Test Results towards Customer Satisfaction

Independent variables	Path Coefficient (Beta)	t count	sig.t	Information
X	0.690	10.180	0.000	Significant
Variabel terikat	Y1			

R square (R^2)	: 0,476

a. Structural Equations

Based on the table above, the structural equations of the first model are obtained, namely:

Y1 = 0,690 X

The structural equation can be explained as follows:

Beta (β_2) of 0.690, is a regression coefficient (X), which means that Customer Satisfaction (Y) will increase by 0.690 for every increase in Service Quality (X). The direction of a positive relationship shows that the higher the Service Quality, the higher the Customer Satisfaction

b. Service Quality Line Coefficient Testing to Customer Satisfaction

The results of direct testing of the influence of Service Quality on Customer Satisfaction can be seen in Table 4.10. The research hypotheses tested are as follows:

H$_1$: Service Quality has a significant effect on Customer Satisfaction.

Table 4.9 shows a beta coefficient of 0.690 indicating that the effect of Service Quality on Customer Satisfaction, with tcount of 10.180 and sig.t of 0.000 ($p<0.05$), then the decision is H0 rejected, meaning that the hypothesis stating Service Quality is significant to Customer Satisfaction received. The direction of a positive

relationship indicates that the higher the Service Quality, the higher the Customer Satisfaction.

The value of the coefficient of determination is 0.476 or 47.6%. These results indicate that the contribution of Service Quality to Customer Satisfaction is 47.6%, while the contribution of other variables outside the research model is 52.4%.

4.4.2 The Influence of Service Quality and Customer Satisfaction towards Repurchase Intention

The results of the Path Analysis test between Service Quality and Customer Satisfaction on Repurchase Intention can be seen in the following table:

Table 4. 11 Patch Coefficients test result towards Repurchase Intention

Independent variables	Path Coefficient (Beta)	t count	Sig. t	Information
X	0.379	4.692	0.000	Significant
Y1	0.472	5.850	0.000	Significant
Variabel terikat	Y2			
R square (R^2)	: 0,614			

Sumber: data primer diolah, 2022

a. Structural Equations

Based on the table above, the structural equations of the first model are obtained, namely:

Y2 = 0.379 X + 0.472 Y1

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The structural equation can be explained as follows:

1. Beta (β_1) variable X is 0.379, which means Repurchase Intention (Y) will increase by 0.379 for every increase in Service Quality (X).

   The direction of a positive relationship shows that the higher the Service Quality, the higher the Repurchase Intention

2. Beta (β_2) variable Y1 is 0.472, which means that Repurchase Intention (Y) will increase by 0.472 for every increase in Customer Satisfaction (Y1). The positive direction of the relationship shows that the higher the Customer Satisfaction, the higher the Repurchase Intention.

b. **Service Quality Line Coefficient Testing against Repurchase Intention**

The results of testing the influence of Service Quality on Repurchase Intention can be seen in Table 4.10. The research hypotheses tested are as follows:

H2: Service Quality has a significant effect on Repurchase Intention

Table 4.11 shows a beta coefficient of 0.379 indicating that the influence of attributes on Repurchase Intention, with tcount of 4.692 and sig value. t is 0.000 (p <0.05), then the decision is H0 is rejected, meaning that the hypothesis which states that Service Quality has a significant effect on Repurchase Intention is accepted. The direction of a positive relationship indicates that the higher the Service Quality, the higher the Repurchase Intention will be.

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4.4.3 Testing the Customer Satisfaction Line Coefficient against Repurchase Intention

The results of testing the influence of Customer Satisfaction on Repurchase Intention can be seen in Table 4.10. The research hypotheses tested are as follows:

H3 : Customer Satisfaction has a significant effect on Repurchase Intention.

Table 4.10 shows a beta coefficient of 0.472 indicating that the influence of Customer Satisfaction on Repurchase Intention, with tcount of 5.850 and sig.t of 0.000 (p<0.05), then the decision is H0 rejected, meaning that the hypothesis stating Customer Satisfaction has a significant effect on Repurchase Intention accepted.

The value of the coefficient of determination is 0.614 or 61.4%. These results indicate that the contribution of Service Quality and Customer Satisfaction to Repurchase Intention is 61.4%, while the contribution of other variables outside the research model is 38.6%.

4.4.4 Testing Customer Satisfaction as an Intervening Variable in the Relationship of Service Quality to Repurchase Intention

In the relationship between Service Quality and Repurchase Intention, there is an allegation of the Customer Satisfaction variable as an intervening variable. The calculation of the magnitude of the influence of Customer Satisfaction as an intervening variable is as follows:

Structural equation:

$$Y = PY2X + (PY1X \times PY1Y2)$$

Direct Effect (pengaruh langsung) Service Quality terhadap Repurchase Intention sebesar 0,379

Indirect Effect (IE) $= PY1X \times PY1Y2$

$$= 0,690 \times (0,472)$$

$$= 0,326$$

Total Effect (TE) $= PY2X + (PY1X \times PY1Y2)$

$$= 0,379 + 0,326$$

$$= 0,705$$

Testing on the effect of mediation between intervening variables and the dependent variable, namely the influence of Service Quality (X) on the Repurchase Intention (Y2) variable through Intervening Customer Satisfaction (Y1) was carried out by calculating the Sobel formula. The results of both tests are summarized as follows:

$P_1 = 0,690$

$Se_1 = 0,023$

$P_2 = 0,472$

$Se_2 = 0,147$

$Se_{12} = \sqrt{P_1^2 . S_{e2}^2 + P_2^2 . S_{e1}^2}$

$= \sqrt{(0,690)^2 . (0,147)^2 + (0,472)^2 . (0,023)^2}$

$= 0,0121$

Thus, the t-test value is obtained as follows:

$t = \dfrac{P_{12}}{Se_{12}} = \dfrac{0.,326}{0,0121} = 3,194$

Table 4. 12 Recapitulation of Direct, Indirect and Total Influences

Relationship Among Variables	Direct Coefficient		standart error		Indirect Coefficient	s.e Sobel	t Count
X→Y1→Y2	0.690	0.472	0.023	0.147	0.326	0.1021	3.194

Sumber: Data diolah

The t value of 3.194 is greater than 1.981 which means that the mediating variable is significant. Thus, the indirect influence model of the Service Quality

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variable on Repurchase Intention through Customer Satisfaction can be accepted. So it can be concluded that Customer Satisfaction can significantly mediate the relationship between Service Quality and Repurchase Intention.

The results of the recapitulation of Path analysis results can be seen in Table 4.13

Table 4. 13 Recapitulation of Path Results

Relationship among variables	Direct Influence	Indirect Influence	Total Influence
X- Y1	0.690	-	0.690
X – Y2	0.379	-	0.379
Y1 – Y2	0.472	-	0.472
X – Y1– Y2	-	0.326	0.705

From the results of these calculations indicate that Customer Satisfaction is proven as an intervening variable in the relationship between Service Quality and Repurchase Intention. This is evidenced by the results of the calculation of the Indirect Effect which is worth 0.326. The total effect of Service Quality on Repurchase Intention through Customer Satisfaction is 0.705. This shows that the improvement in Customer Satisfaction will be a good bridge for the relationship between Service Quality and Repurchase Intention.

4.5   Inter-Line Relations

From all the calculations that have been done, this research produces path coefficients between variables. Figure 4.2 shows a diagram of the overall path analysis results. The coefficient of Service Quality variable on Customer

Satisfaction is 0.690. The variable coefficient of Customer Satisfaction on Repurchase Intention is 0.472. The coefficient of Service Quality variable on Repurchase Intention is 0.379.

The following is the path diagram of this research:
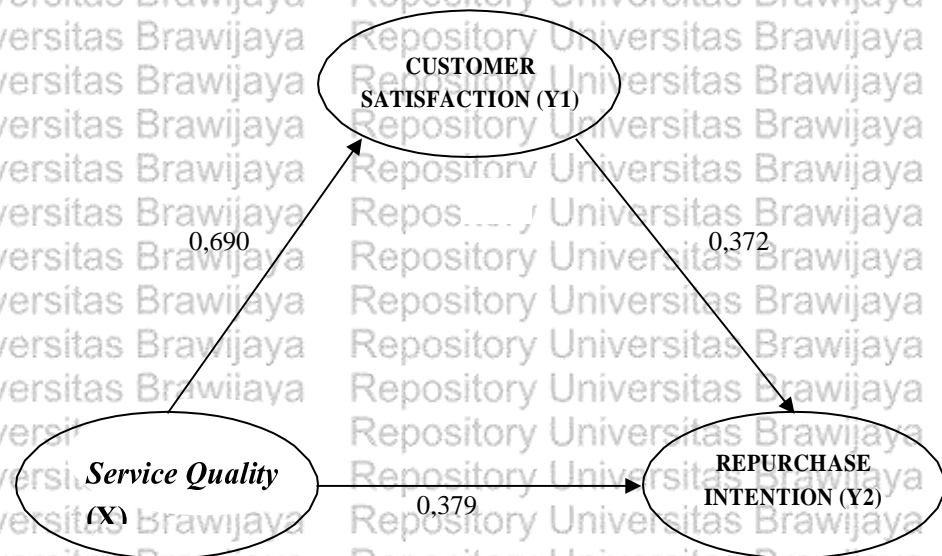
Figure 4. 2 Path Model Diagram of Service Quality, Customer Satisfaction, and Repurchase Intention Variables

Keterangan:

X sebagai variabel *exogenous* (bebas) Service Quality

Y1 sebagai variabel *mediator* (antara) Customer Satisfaction

Y2 sebagai vaiabel *endogenous* (terikat) Repurchase Intention

The path analysis result diagram in Figure 4 has the following equation:

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Sub Struktur I : Y1 = 0,690 X

Sub Struktur II : Y2 = 0,379 X + 0,472 Y

4.6　Model Accuracy

The accuracy of the hypothetical model from the research data is measured by the correlation coefficient of determination (R^2) in the two equations. The model results are as follows:

$$R^2 model = 1 - (1 - R^2_1)(1 - R^2_2)$$

$$= 1 - (1 - 0,476)(1 - 0,614)$$

$$= 1 - (0,524)(0,386)$$

$$= 1 - 0,2023$$

$$= 0,7977 \text{ atau } 79,77\%$$

The results of the calculation of the model determination of 79.77% explained that the contribution of the model to explain the structural relationship of the three variables studied was 79.77%. While the remaining 20.23% is explained by other variables not included in this research model.

4.7　Discussion of the result of Hypothesis Testing

4.7.1　The influence of Service Quality Variables on Customer Satisfaction Variables

Based on the results of statistical analysis using the path analysis method, it can be seen that the Service Quality variable has a positive influence on Customer

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Satisfaction indicating that the path coefficient value is 0.690. This is evidenced by the results of the path analysis which shows a probability value or significant t of 0.000 with an alpha of 0.05 (0.000 <0.05) proving that H0 is rejected and H1 is accepted. The conclusion that can be drawn is that the Service Quality variable has a significant effect on the Customer Satisfaction variable where the better the Service Quality to the customer, the higher the Customer Satisfaction.

According to Richard Oliver (in Zeithaml., et al. 2018) customer satisfaction is the fulfillment response from customers to a product or service itself that has met customer needs and expectations.

According to Kottler, Hayes and Bloom (2016:376) one of the benefit of service quality is customer are satisfied because their needs are met. Customer needs are not only in terms of product quality, but also in terms of company service quality. With good service, customer will feel that all their needs have been met by the company.

4.7.2 The influence of Service Quality Variables on Repurchase Intention Variables

Based on the results of statistical analysis using the path analysis method, it can be seen that the Service Quality variable has a positive influence on Repurchase Intention indicating that the path coefficient value is 0.379. The direction of the positive relationship shows that if the service quality is better, the repurchase intention of customer will also increase. This is evidenced by the results of the path analysis which shows a probability value or significant t of 0.000 with an alpha of 0.05 (0.000 <0.05) proving that H0 is rejected and H1 is accepted. The conclusion

that can be drawn is that the Service Quality variable has a significant effect on the Repurchase Intention variable where the better the Service Quality, the higher the Repurchase Intention.

Research conducted by Rini Kartika Sari et.al. (2019) stated that the results of the study show that service has a significant effect on repurchase intention with a positive relationship direction. Respondents admitted that in making a purchase, the first consideration in deciding to purchase a product is the quality of service, if the company serves well and provides fast information, it will increase repeat purchases in the future. This is because the convenience in communicating and the company's facilities can make potential consumers feel happy to shop again at the company

4.7.3 The influence of Customer Satisfaction Variables on Repurchase Intention Variables

Based on the results of statistical analysis using the path analysis method, it can be seen that the Customer Satisfaction variable has a positive influence on Repurchase Intention indicating that the path coefficient value is 0.472. The positive direction of the relationship shows that the higher the customer satisfaction, the higher the customer's repurchase intention. This is evidenced by the results of the path analysis which shows a probability value or significant t of 0.000 with an alpha of 0.05 (0.000 <0.05) proving that H0 is rejected and H1 is accepted. The conclusion that can be drawn is that the Customer Satisfaction variable has a significant effect on the Repurchase Intention variable where the higher the Customer Satisfaction, the higher the Repurchase Intention.

Reseach conducted by Hong, B., & Brahmin K. (2015) also produced a similar view that the effect of Service Quality on Customer Satisfaction has a significant effect on Repurchase Intention, so that the higher customer satisfaction during visiting the restaurant, the higher the customers intention to revisit the restaurant.

4.7.4 The influence of Service Quality Variables on Repurchase Intention Variables through Customer Satisfaction

Based on the results of statistical analysis using Path, it can be seen that the Service Quality variable has a positive influence on Repurchase Intention through Customer Satisfaction indicating that the path coefficient value is 0.326. This is evidenced by the results of the path analysis which shows a probability value or significant t of 0.000 with an alpha of 0.05 (0.000 <0.05) proving that H0 is rejected and H1 is accepted. The conclusion that can be drawn is that the Service Quality variable has a significant effect on the Repurchase Intention variable through Customer Satisfaction where the higher the Customer Satisfaction, the greater the bridge between Service Quality and Repurchase Intention.

CHAPTER V

FINAL

5.1 Conclusion

This research was conducted to determine and analyze the effect of Service Quality (X) on Customer Satisfaction (Y1) and Repurchase Inention (Y2) surveys on Hardi Coffee and Workspace customers. In this study, the Independent variable used was the Service Quality variable (X), while the mediator variable used was Customer Satisfaction (Y1) and the Dependent variable used was Repurchase Intention (Y2).

Based on the results of the study using Path analysis, a conclusion was obtained, it can be seen that the Service Quality variable has a positive influence on Customer Satisfaction indicating that the path coefficient value is 0.690, the Service Quality variable has a positive influence on Repurchase Intention indicating that the path coefficient value is 0.379, that the Customer Satisfaction variable has a positive influence on Repurchase Intention indicating that the path coefficient value is 0.472 and Customer Satisfaction is proven to be an intervening variable in the relationship between Service Quality and Repurchase Intention. This is shown through a t test with a calculated value of > ttabel (3,194 > 1,981) which means that the mediation variable is significant and is also proven by the calculation results of the Indirect Effect which is worth 0.326 or 32.6%. The total effect of Service Quality on Repurchase Intention through Customer Satisfaction is 0.705 or 70.5%. This shows

that the improvement of Customer Satisfaction will be a good mediator for the relationship between Service Quality and Repurchase Intention.

5.2 Suggestion

Based on the conclusions above, several suggestions can be put forward which are expected to be useful for the company and for other parties. The suggestions given include:

1. According to the results of the research and discussion, Entepreneur are advised to pay more attention to Service Quality bceause this has been proven to affect Customer Satisfaction and Repuchase Intention. Means if Service Quality improves, Consumer Satisfaction and Repurchase Intention will follow.

2. Based on the results of the analysis on the Service Quality variable, the indicator that has the highest mean is the speed of service after the customer arrives at the location, which has a mean of 4.51%, the majority of 71 respondents strongly agree if they appreciate the speed of service after the customer arrives at the location. So it is recommended for Hardi Coffee and Workspace to maintain and continue to improve the quality of their services, especially the speed of service so that they do not have to wait long after arriving at the location just to place an order.

3. Based on the analysis results on the Customer Satisfaction variable, the indicator that has the highest mean is that consumers feel happy when visiting Hardi Coffee and Workspace, which has a mean of 4.62%. The

majority of 79 respondents strongly agree if they feel happy when visiting Hardi Coffee and Workspace. So it is recommended for Hardi Coffee and Workspace to maintain customer satisfaction, so that they continue to feel happy when visiting Hardi Coffee and Workspace.

4. Based on the results of the analysis on the Repurchase Intention variable, the indicator that has the highest mean is that consumers intend to increase purchase intensity and gather at Hardi Coffee and Workspace which has a mean of 4.59%. The majority of 75 respondents strongly agree if they intend to make purchases in the future. products that he had bought and intends to increase the intensity of purchases at Hardi Coffee and Workspace. So it is recommended for Hardi Coffee and Workspace to maintain the quality of their services so that consumers feel happy when visiting Hardi Coffee and Workspace and in the future intend to increase the intensity of their purchases and gatherings.

5. The results of this study are still limited to the variables of Service Quality, Customer Satisfaction and Repurchase Intention. It is hoped that in the next study, it can use other variables outside this study or add other variables that still have a correlation with the variables that already exist in this study, especially variables that have the potential to affect consumer behavior. Furthermore, it can be analyzed more deeply how other dimensions have an influence on purchasing decisions.

6. It is hoped that future researchers can conduct research with different objects from different cities or countries, so that the results can represent general conditions or whether there are other influences that affect.

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ATTACHMENT

Attachment 1 Research Questionaire

KUESIONER PENELITIAN

Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen dan Niat Pembelian Ulang (Survei Online Kepada Konsumen Hardi Coffee and Workspace)

Assalamualaikum wr wb,

Dengan hormat,

Perkenalkan saya Bayu Daniswara, Mahasiswa Jurusan Administrasi Bisnis, Fakultas Ilmu Administrasi, Universitas Brawijaya Malang. Saat ini saya sedang melakukan penelitian skripsi dengan judul "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen dan Niat Pembelian Ulang (Survei Online Kepada Konsumen Hardi Coffee and Workspace)"

Penelitian ini menggunakan kuesioner sebagai alat pengumpulan data. Oleh karena itu, dibutuhkan sejumlah responden untuk mendapatkan jawaban atas beberapa pertanyaan terkait penelitian. Adapun kriteria responden yang dibutuhkan adalah sebagai berikut:

1. Warga Negara Indonesia berusia minimal 17 tahun.
2. Pengunjung yang pernah membeli Produk Hardi Coffee and Workspace minimal dua kali.
3. Tinggal di Tangerang.

Saya harap Saudara/i bersedia untuk menjawab semua pertanyaan yang terdapat didalam kuesioner ini, kerahasiaan dalam mengisi kuesioner ini terjamin sepenuhnya. Jawaban Saudara/i yang diberikan tidak akan dinilai benar atau salah. Oleh karena itu, saya berharap Saudara/i memberikan jawaban dengan jujur dan terbuka yang akan sangat membantu saya dalam penelitian ini. Atas partisipasi dan kesediaan Saudara/i dalam mengisi kuesioner ini saya mengucapkan banyak terima kasih.

Hormat saya,

Bayu Daniswara
NIM. 175030207141002

Kuesioner Penyaring

1. Apakah Saudara/i sudah berusia 17 tahun atau lebih?
   a. Ya
   b. Tidak, jika tidak maka kuesioner ini tidak perlu dilanjutkan. Terima kasih.

2. Apakah Saudara/i pernah membeli produk Hardi Coffee and Workspace minimal dua kali dalam 3 bulan terakhir?
   a. Ya
   b. Tidak, jika tidak maka kuesioner ini tidak perlu dilanjutkan. Terima kasih.

3. Berdomisili dimanakah saudara/i saat melakukan pembelian di Hardi Coffee and Workspace
   a. Tangerang
   b. Luar Tangerang, jika tidak maka kuesioner ini tidak perlu dilakukan. Terima kasih.

Profile Responden

Semua data yang terkumpul hanya digunakan untuk kepentingan penelitian dan akan menjadi tanggung jawab peneliti untuk merahasiakan dan tidak menyebarluaskan.

1. Nama Lengkap :

2. Jenis Kelamin
   a. Laki-laki
   b. Perempuan

3. Usia: … Tahun

4. Pekerjaan/Status
   a. Pelajar
   b. Mahasiswa
   c. Karyawan
   d. Wiraswasta
   e. Ibu Rumah Tangga
   f. Lainnya… (sebutkan)

5. Pendapatan atau uang saku per bulan : … (Nominal)

6. Tujuan mengunjungi Hardi Coffee and Workspace:

   a. Sekedar minum kopi

   b. Bertemu dengan teman

   c. Mengerjakan tugas

   d. Membicarakan bisnis

Petunjuk Pengisian Kuesioner:

Pilihlah salah satu jawaban di bawah ini sesuai dengan sikap atau pendapat Saudara/i berdasarkan seberapa besar Saudara/i setuju atau tidak setuju terhadap pernyataan yang diberikan. Berikut kriteria dan skor penilaian:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No.	Item	Skala Likert				
		STS	TS	R	S	SS
A.	**_Kualitas Pelayanan_** _Kualitas Pelayanan adalah kemampuan Hardi Coffee and Workspace untuk menyediakan pelayanan yang dapat dinilai oleh kustomer apakah memiliki pengaruh secara langsung terhadap kebutuhan konsumen._					
	Tangible					
1.	Hardi Coffee and Workspace memiliki tempat yang bersih.					
2.	Hardi Coffee and Workspace memiliki tempat yang nyaman.					
3.	Hardi Coffee and Workspace memiliki furniture yang lengkap.					
4.	Tersedianya tempat parkir yang luas untuk kenyamanan kostumer.					
5.	Jumlah karyawan yang memadai, sehingga pengunjung dapat dilayani secara merata.					
	Reliability					

1.	Karyawan yang teliti dalam mengantarkan pesanan kepada setiap kustomer, sehingga tidak terjadi kesalahan saat mengantar pesanan.				
2.	Karyawan memberikan sejumlah kembalian sesuai dengan yang seharusnya.				
Responsiveness					
1.	Tersedianya karyawan untuk menjaga kebersihan meja setelah digunakan, sehingga kustomer selanjutnya merasa nyaman.				
2.	Kecepatan pelayanan setelah kustomer datang ke lokasi.				
Assurance					
1.	Tersedianya beberapa barista dengan pengetahuan tentang produk yang memadai, sehingga memudahkan konsumen untuk menanyakan produk yang diinginkan.				
2.	Kesopanan karyawan sepanjang waktu.				
Empathy.					
1.	Tersedianya karyawan yang bersedia mengarahkan pengunjung yang perokok ke area merokok, agar tidak mengganggu konsumen yang tidak merokok.				
2.	Kepedulian barista untuk memberikan saran mengeai produk yang mungkin cocok sesuai dengan selera konsumen.				

B. Kepuasan Konsumen

Kepuasan konsumen adalah perasaan seseorang setelah membandingkan harapan dan kenyataan sesudah Hardi Coffee and Workspace memberikan kinerja dan hasil atas produk atau pelayanannya.

Satisfaction as fulfilment					
1.	Konsumen merasa Hardi Coffee and Wokspace dapat memenuhi kebutuhannya.				
2.	Secara keseluruhan, konsumen merasa Hardi Coffee and				

	Workspace memenuhi harapan konsumen.				
	Satisfaction as pleasure				
1.	Saya merasa senang saat mengunjungi Hardi Coffee and Workspace.				
2.	Konsumen merasa puas ketika bertransaksi di Hardi Coffee and Workspace.				

C. Niat Pembelian Ulang,

Penilaian individu customer tentang menentukan bagaimana tindakan customer pasca pembelian, apakah pelanggan akan membeli produk kembali atau tidak, penilaian ini bedasarkan pengalaman pembelian sebelumnya.

	Transactional Intention				
1.	Konsumen berniat untuk melakukan pembelian ulang di masa depan terhadap produk yang pernah ia beli di Hardi Coffee and Workspace.				
2.	Konsumen berniat untuk meningkatkan intensitas pembelian dan berkumpul di Hardi Coffee and Workspace.				
	Referential Intention				
1.	Konsumen bersedia memberikan rekomendasi yang positif kepada orang lain tentang Hardi Coffee and Workspace.				
2.	Konsumen berniat memberikan ulasan positif tentang Hardi Coffee and Workspace di forum internet.				
	Preferential Intention				
1.	Hardi Coffee and Workspace adalah pilihan utama saya dalam memilih *coffeeshop.*				
2.	Hardi Coffee and Workspace adalah pilihan utama saya dalam merekomendasikan *coffeeshop* kepada teman.				
	Explanatory Intention				
1.	Konsumen berniat untuk terus mencari tahu tantang keuntungan yang mereka dapatkan saat				

	berkunjung ke Hardi Coffee and Workspace.			
2	Konsumen menginginkan kemudahan dalam mengakses informasi tentang produk tuntuk menambah keperecayaan terhadap produk yang menjadi langganannya.			

Attachment 2 General Overview of Respondent

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	85	73.3	73.3	73.3
	Perempuan	31	26.7	26.7	100.0
	Total	116	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18.00	8	6.9	6.9	6.9
	19.00	34	29.3	29.3	36.2
	20.00	37	31.9	31.9	68.1
	21.00	21	18.1	18.1	86.2
	22.00	11	9.5	9.5	95.7
	23.00	2	1.7	1.7	97.4
	24.00	1	.9	.9	98.3
	25.00	2	1.7	1.7	100.0
	Total	116	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan	2	1.7	1.7	1.7
	Mahasiswa	103	88.8	88.8	90.5
	Pelajar	8	6.9	6.9	97.4
	Pilot	1	.9	.9	98.3
	Wiraswasta	2	1.7	1.7	100.0
	Total	116	100.0	100.0	

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100000.00	3	2.6	2.6	2.6
	150000.00	1	.9	.9	3.4
	200000.00	6	5.2	5.2	8.6
	250000.00	1	.9	.9	9.5
	300000.00	6	5.2	5.2	14.7
	500000.00	61	52.6	52.6	67.2
	600000.00	2	1.7	1.7	69.0
	650000.00	1	.9	.9	69.8
	700000.00	1	.9	.9	70.7
	750000.00	3	2.6	2.6	73.3
	800000.00	3	2.6	2.6	75.9
	1000000.00	11	9.5	9.5	85.3
	1200000.00	2	1.7	1.7	87.1
	1500000.00	5	4.3	4.3	91.4
	2000000.00	4	3.4	3.4	94.8
	2500000.00	1	.9	.9	95.7
	3000000.00	2	1.7	1.7	97.4
	4000000.00	1	.9	.9	98.3
	5000000.00	2	1.7	1.7	100.0
	Total	116	100.0	100.0	

Attachment 3 Respondent Data

Nama	Lokasi	Jenis Kelamin	Umur	Pekerjaan	Penghasilan	Tujuan Mengunjungi
KARTIKO CAHYO NUGROHO	Tangerang Selatan	Laki-laki	18	Mahasiswa	100.000	Bertemu dengan teman-teman
Aldi	Tangerang Selatan	Laki-laki	20	Mahasiswa	750.000	Mengerjakan tugas
KESYA ELISA	Tangerang Selatan	Perempuan	19	Mahasiswa	1.500.000	Bertemu dengan teman-teman
Rohan Pratama	Tangerang Selatan	Laki-laki	19	Mahasiswa	100.000	Bertemu dengan teman-teman
Habibah	Tangerang Selatan	Perempuan	21	Mahasiswa	500.000	Sekedar minum kopi
Bagas Suryananda	Tangerang Selatan	Laki-laki	20	Mahasiswa	100.000	Sekedar minum kopi
Bilkis Praharani	Tangerang Selatan	Perempuan	19	Mahasiswa	300.000	Bertemu dengan teman-teman
Khirana Nadiva Ghazani	Tangerang Selatan	Perempuan	19	Mahasiswa	600.000	Mengerjakan tugas
Alanse Anaya	Tangerang Selatan	Laki-laki	22	Mahasiswa	700.000	Mengerjakan tugas
Ahmad Rudiyanto	Tangerang Selatan	Laki-laki	20	Mahasiswa	1.000.000	Bertemu dengan teman-teman
Alif	Tangerang Selatan	Perempuan	20	Pelajar	150.000	Membicarakan bisnis
Burhan	Tangerang Selatan	Laki-laki	20	Mahasiswa	200.000	Mengerjakan tugas
Yoshe	Tangerang Selatan	Laki-laki	20	Mahasiswa	750.000	Bertemu dengan teman-teman
Arico Ginting	Tangerang Selatan	Laki-laki	21	Pelajar	300.000	Mengerjakan tugas
Rey Firmansyah	Tangerang Selatan	Laki-laki	21	Mahasiswa	3.000.000	Bertemu dengan teman-teman

Agid pardede	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Mengerjakan tugas
M Fadel Lasendo	Tangerang Selatan	Laki-laki	22	Mahasiswa	500.000	Bertemu dengan teman-teman
Yoga	Tangerang Selatan	Laki-laki	23	Mahasiswa	500.000	Bertemu dengan teman-teman
Eros Pratama	Tangerang Selatan	Laki-laki	19	Pelajar	250.000	Sekedar minum kopi
Adhitya	Tangerang Selatan	Laki-laki	19	Mahasiswa	2.000.000	Mengerjakan tugas
M Iqbal D	Tangerang Selatan	Laki-laki	21	Pelajar	3.000.000	Sekedar minum kopi
Farel Bima	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Bertemu dengan teman-teman
Frida Maharani	Tangerang Selatan	Perempuan	20	Mahasiswa	750.000	Bertemu dengan teman-teman
Adira Khansa Ayu H	Tangerang Selatan	Perempuan	19	Mahasiswa	200.000	Membicarakan bisnis
Wili Pratama	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Sekedar minum kopi
Romi	Tangerang Selatan	Laki-laki	24	Wiraswasta	500.000	Sekedar minum kopi
Rian	Tangerang Selatan	Laki-laki	20	Mahasiswa	200.000	Bertemu dengan teman-teman
Naufal Pane	Tangerang Selatan	Laki-laki	19	Mahasiswa	2.500.000	Bertemu dengan teman-teman
Tesalonika Martha	Tangerang Selatan	Perempuan	19	Mahasiswa	1.000.000	Sekedar minum kopi
mula putra	Tangerang Selatan	Laki-laki	20	Mahasiswa	5.000.000	Bertemu dengan teman-teman
Sekar Kencana	Tangerang Selatan	Perempuan	21	Mahasiswa	200.000	Bertemu dengan teman-teman
Aliya	Tangerang Selatan	Perempuan	20	Mahasiswa	500.000	Bertemu dengan

						teman-teman
FAIZAL AKHAL DANENDRA	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Bertemu dengan teman-teman
Azzahra Regina	Tangerang Selatan	Perempuan	18	Mahasiswa	1.000.000	Mengerjakan tugas
Dedy	Tangerang Selatan	Laki-laki	18	Mahasiswa	500.000	Sekedar minum kopi
Andrian	Tangerang Selatan	Laki-laki	19	Mahasiswa	1.000.000	Mengerjakan tugas
ario nanda pratama	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Sekedar minum kopi
Eko Basuki	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Bertemu dengan teman-teman
amrullah	Tangerang Selatan	Laki-laki	18	Mahasiswa	500.000	Sekedar minum kopi
ISMAIL JOY TIURMAN TAMPUBOLON	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Sekedar minum kopi
Dino Saraswaya	Tangerang Selatan	Laki-laki	22	Mahasiswa	1.200.000	Bertemu dengan teman-teman
Arya	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Sekedar minum kopi
Satria Abdul	Tangerang Selatan	Laki-laki	18	Mahasiswa	500.000	Sekedar minum kopi
Mario Salomo Meha	Tangerang Selatan	Laki-laki	18	Mahasiswa	500.000	Bertemu dengan teman-teman
I Gusti Ngurah Deva Aditya Laksmana Putra	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Sekedar minum kopi
Bayu Pramono	Tangerang Selatan	Laki-laki	25	Karyawan	4.000.000	Membicarakan bisnis
MOHAMMAD RAFI SYAHPUTRA	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Bertemu dengan teman-teman
Rafli Ihza Noor Faiz	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Bertemu dengan

						teman-teman
Jubel	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Sekedar minum kopi
agung hariana	Tangerang Selatan	Laki-laki	20	Mahasiswa	1.000.000	Bertemu dengan teman-teman
Maulana Akbar	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Mengerjakan tugas
Pradnya Nita	Tangerang Selatan	Perempuan	20	Mahasiswa	500.000	Bertemu dengan teman-teman
SAPTA KUSUMA AZHARI	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Bertemu dengan teman-teman
Jose Sagala	Tangerang Selatan	Laki-laki	20	Mahasiswa	1.000.000	Sekedar minum kopi
luthfiyyah amiroh	Tangerang Selatan	Perempuan	20	Mahasiswa	500.000	Mengerjakan tugas
Intan	Tangerang Selatan	Perempuan	20	Mahasiswa	2.000.000	Sekedar minum kopi
Andre	Tangerang Selatan	Laki-laki	22	Mahasiswa	500.000	Bertemu dengan teman-teman
pir	Tangerang Selatan	Perempuan	19	Mahasiswa	500.000	Mengerjakan tugas
Kuncoro Wisnu	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Sekedar minum kopi
Putra Pratama	Tangerang Selatan	Laki-laki	20	Mahasiswa	500	Bertemu dengan teman-teman
Imelda Maria	Tangerang Selatan	Perempuan	21	Mahasiswa	1.500.000	Bertemu dengan teman-teman
Miftah Arwanto	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Bertemu dengan teman-teman
Imania	Tangerang Selatan	Perempuan	20	Mahasiswa	500.000	Mengerjakan tugas
Gigih satrio	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Sekedar minum kopi
Diki Rahmad Neka	Tangerang Selatan	Laki-laki	22	Mahasiswa	500.000	Mengerjakan tugas

aya	Tangerang Selatan	Perempuan	19	Mahasiswa	200.000	Mengerjakan tugas
Leonard Yassar Afram	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Bertemu dengan teman-teman
Derris Tricanolla	Tangerang Selatan	Laki-laki	25	Karyawan	5.000.000	Mengerjakan tugas
Najmi Ramadhian	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Sekedar minum kopi
Joki Situmorang	Tangerang Selatan	Laki-laki	20	Mahasiswa	300.000	Mengerjakan tugas
Rahardian	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Mengerjakan tugas
ikhwan fauzi	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Bertemu dengan teman-teman
Dwiki P	Tangerang Selatan	Laki-laki	21	Mahasiswa	650.000	Sekedar minum kopi
Ladyhana	Tangerang Selatan	Perempuan	19	Mahasiswa	500.000	Sekedar minum kopi
Doni Andi Atmaja	Tangerang Selatan	Laki-laki	22	Mahasiswa	1.000.000	Sekedar minum kopi
Salim	Tangerang Selatan	Laki-laki	19	Pelajar	300.000	Sekedar minum kopi
Fadhilatul Ikhsan	Tangerang Selatan	Laki-laki	22	Mahasiswa	500.000	Sekedar minum kopi
vina	Tangerang Selatan	Perempuan	19	Mahasiswa	2.000.000	Mengerjakan tugas
Akbar p	Tangerang Selatan	Laki-laki	22	Mahasiswa	500.000	Sekedar minum kopi
karina dewi putri	Tangerang Selatan	Perempuan	21	Mahasiswa	500.000	Mengerjakan tugas
wisnu onggo prihantara	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Bertemu dengan teman-teman
Ammar Abdu Jawad Alkatiri	Tangerang Selatan	Laki-laki	20	Mahasiswa	300.000	Sekedar minum kopi
Abellya Manalu	Tangerang Selatan	Perempuan	18	Mahasiswa	500.000	Bertemu dengan teman-teman
Andre	Tangerang Selatan	Laki-laki	22	Mahasiswa	500.000	Bertemu dengan teman-teman

Nisa	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Mengerjakan tugas
Daffa Hawari	Tangerang Selatan	Laki-laki	21	Pilot	1.200.000	Sekedar minum kopi
Claresta	Tangerang Selatan	Perempuan	20	Mahasiswa	500.000	Mengerjakan tugas
MAHARANI FITRIA RAMADHANI	Tangerang Selatan	Perempuan	19	Mahasiswa	800.000	Sekedar minum kopi
Kartika	Tangerang Selatan	Perempuan	19	Mahasiswa	500.000	Sekedar minum kopi
Budi Susainto	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Sekedar minum kopi
bila	Tangerang Selatan	Perempuan	20	Mahasiswa	2.000.000	Sekedar minum kopi
joshua Bismadhika arya wicaksana	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Sekedar minum kopi
Azzahra Lutfiah	Tangerang Selatan	Perempuan	20	Mahasiswa	500.000	Bertemu dengan teman-teman
adit fajar	Tangerang Selatan	Laki-laki	20	Mahasiswa	1.000.000	Bertemu dengan teman-teman
DENY PUJAKESUMA	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Bertemu dengan teman-teman
Ali m kemal	Tangerang Selatan	Laki-laki	19	Mahasiswa	300.000	Bertemu dengan teman-teman
Rudianto	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Bertemu dengan teman-teman
Priscilla	Tangerang Selatan	Perempuan	19	Pelajar	800.000	Sekedar minum kopi
MAHARANI FITRIA RAMADHANI	Tangerang Selatan	Perempuan	19	Mahasiswa	800.000	Sekedar minum kopi
King Queen	Tangerang Selatan	Laki-laki	19	Mahasiswa	1.000.000	Mengerjakan tugas
Muhammad Irfan	Tangerang Selatan	Laki-laki	21	Pelajar	500.000	Bertemu dengan

						teman-teman
MAHARANI FITRIA RAMADHANI	Tangerang Selatan	Perempuan	19	Mahasiswa	600.000	Sekedar minum kopi
Putu Ayu	Tangerang Selatan	Perempuan	20	Mahasiswa	1.500.000	Sekedar minum kopi
Yanto Kusuma	Tangerang Selatan	Laki-laki	23	Wiraswasta	500.000	Bertemu dengan teman-teman
Fadly	Tangerang Selatan	Laki-laki	22	Mahasiswa	500.000	Mengerjakan tugas
I Putu Rama Widi Nugraha	Tangerang Selatan	Laki-laki	21	Mahasiswa	500.000	Sekedar minum kopi
Muhammad Aditya	Tangerang Selatan	Laki-laki	20	Pelajar	500.000	Bertemu dengan teman-teman
Akbar Qolby	Tangerang Selatan	Laki-laki	19	Mahasiswa	1.500.000	Mengerjakan tugas
Rudi Kuswanto	Tangerang Selatan	Laki-laki	18	Mahasiswa	1.000.000	Bertemu dengan teman-teman
Widricho aji	Tangerang Selatan	Laki-laki	20	Mahasiswa	200.000	Sekedar minum kopi
Rahmad	Tangerang Selatan	Laki-laki	19	Mahasiswa	1.500.000	Bertemu dengan teman-teman
Nofan adityo	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Mengerjakan tugas
Afif Alfian	Tangerang Selatan	Laki-laki	20	Mahasiswa	1.000.000	Bertemu dengan teman-teman
Rayhan Rahmad	Tangerang Selatan	Laki-laki	19	Mahasiswa	500.000	Sekedar minum kopi
Ilham Gutomo	Tangerang Selatan	Laki-laki	20	Mahasiswa	500.000	Bertemu dengan teman-teman
Yana abdillah	Tangerang Selatan	Laki-laki	22	Mahasiswa	500.000	Mengerjakan tugas

Attachment 4 Tubulation of Respondents Answers

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y2.8	Y2
1	4	5	5	4	5	5	3	5	5	4	4	5	5	59	4	5	5	5	19	5	5	5	5	5	5	5	5	40
2	3	3	5	2	5	3	3	5	5	3	3	2	2	44	5	3	5	3	16	5	2	3	3	5	3	5	4	30
3	5	5	5	5	5	5	5	5	5	5	5	5	5	65	5	5	5	5	20	5	5	5	5	5	5	5	5	40
4	4	4	3	4	4	4	3	4	3	4	4	4	4	49	4	4	4	4	16	4	4	4	4	3	3	4	3	29
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143

20	3	3	3	4	5	3	3	4	5	4	5	4	5	51	2	3	5	3	13	3	5	5	5	4	5	3	4	34
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56	5	5	5	5	4	5	5	5	5	5	5	5	5	64	5	5	5	5	20	5	5	5	5	5	5	5	5	40
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58	5	5	5	5	4	4	5	4	5	4	5	4	4	59	5	5	4	4	18	5	5	4	5	4	4	4	5	36
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69	4	3	4	5	3	3	3	2	5	3	4	3	4	46	5	5	5	3	18	5	5	3	4	5	5	2	2	31
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76	5	4	5	4	4	5	5	4	5	5	4	5	5	60	5	3	4	3	15	4	4	5	4	4	5	5	5	36
77	5	4	4	5	3	3	3	4	5	4	5	5	5	55	5	5	5	5	20	5	5	5	5	5	5	5	5	40
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79	5	5	4	4	5	5	5	5	5	5	5	5	5	63	4	5	5	5	19	5	5	5	5	5	5	5	5	40
80	4	4	5	5	4	5	5	5	5	5	5	5	5	62	5	4	5	4	18	5	5	5	5	5	5	5	5	40
81	5	4	4	5	3	5	5	4	5	5	5	4	5	59	5	4	5	5	19	5	4	5	4	4	5	5		37
82	4	5	4	5	3	3	4	4	5	5	4	5	4	55	4	4	5	4	17	5	4	4	3	5	5	5		36
83	4	4	3	5	4	3	5	4	5	5	5	5	5	57	5	5	5	5	20	5	5	5	5	5	5	5		40
84	5	4	5	5	3	4	4	3	5	3	5	4	4	54	5	3	5	4	17	5	4	4	3	5	5	4		35
85	5	4	4	4	4	4	4	4	4	4	5	4	4	54	5	4	5	5	19	4	5	4	4	4	4	4	4	33
86	5	5	4	5	5	3	5	5	5	4	5	5	5	61	5	5	4	4	18	5	5	5	5	5	5	5		40
87	5	4	3	4	5	4	4	5	5	5	5	4	5	58	5	4	4	4	17	5	5	5	5	4	4	3		36
88	4	4	4	4	2	3	4	4	4	4	4	4	4	49	4	3	4	4	15	4	4	4	4	5	5	5		35
89	5	5	5	5	5	5	5	5	5	5	5	5	5	65	5	4	5	5	19	5	5	5	5	5	5	5		40
90	5	4	4	4	5	3	5	5	5	5	4	4	4	57	3	4	4	4	15	5	5	5	5	2	5	4		36
91	5	5	5	5	5	5	5	5	5	5	5	5	5	65	5	4	5	5	19	5	5	5	5	5	5	5		40
92	4	4	4	5	4	4	4	4	5	4	4	4	4	54	4	4	5	4	17	5	4	5	4	4	5	5	5	37
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No	1	2	3	4	5	6	7	8	9	10	11	12	13	Σ	14	15	16	17	Σ	18	19	20	21	22	23	24	25	Σ
94	3	4	4	2	3	4	2	3	2	5	1	3	2	38	3	2	5	2	12	4	4	4	4	4	5	5	4	34
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96	4	4	4	5	3	5	5	5	4	5	4	4	5	57	5	5	5	5	20	5	5	5	5	5	5	5	5	40
97	4	4	4	4	3	4	4	3	4	5	4	4	4	51	4	4	5	4	17	5	4	4	4	4	2	4	3	30
98	5	4	5	5	5	5	5	5	5	5	5	5	5	64	5	5	5	5	20	5	5	5	5	4	4	5	5	38
99	1	2	3	1	2	2	2	2	2	2	2	2	1	24	2	3	2	2	9	3	2	2	2	1	2	2	2	16
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101	5	4	5	5	4	5	5	5	5	5	4	2	2	56	5	5	5	5	20	5	5	5	5	5	5	5	5	40
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103	5	5	5	5	1	5	5	5	5	5	4	4	5	59	5	4	5	5	19	5	5	5	5	5	4	5	3	37
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108	4	5	5	5	3	4	5	5	5	4	4	3	4	56	5	4	5	5	19	5	5	5	5	5	5	5	5	40
110	4	4	4	4	3	4	4	4	5	3	4	5	4	52	5	5	5	5	20	5	4	5	5	5	5	5	5	39
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Attachment 5 Validity & Reliability Test Results

1. Service Quality variable validity test results (X)

Correlations

Correlations

		X
X1	Pearson Correlation	.799**
	Sig. (2-tailed)	.000
	N	116
X2	Pearson Correlation	.560**
	Sig. (2-tailed)	.000
	N	116
X3	Pearson Correlation	.467**
	Sig. (2-tailed)	.000
	N	116
X4	Pearson Correlation	.758**
	Sig. (2-tailed)	.000
	N	116
X5	Pearson Correlation	.538**
	Sig. (2-tailed)	.000
	N	116
X6	Pearson Correlation	.592**
	Sig. (2-tailed)	.000
	N	116
X7	Pearson Correlation	.664**
	Sig. (2-tailed)	.000
	N	116
X8	Pearson Correlation	.701**
	Sig. (2-tailed)	.000
	N	116
X9	Pearson Correlation	.695**
	Sig. (2-tailed)	.000
	N	116
X10	Pearson Correlation	.573**
	Sig. (2-tailed)	.000
	N	116
X11	Pearson Correlation	.733**
	Sig. (2-tailed)	.000
	N	116
X12	Pearson Correlation	.720**
	Sig. (2-tailed)	.000
	N	116
X13	Pearson Correlation	.743**
	Sig. (2-tailed)	.000
	N	116

**. Correlation is significant at the 0.01 level

Reliability X

Case Processing Summary

		N	%
Cases	Valid	116	100.0
	Excluded^a	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.887	13

2. Validity & Reliability Test Results of Variable Customer Satisfaction (Y1)

Correlations

Correlations

		Y1
Y1.1	Pearson Correlation	.748**
	Sig. (2-tailed)	.000
	N	116
Y1.2	Pearson Correlation	.729**
	Sig. (2-tailed)	.000
	N	116
Y1.3	Pearson Correlation	.693**
	Sig. (2-tailed)	.000
	N	116
Y1.4	Pearson Correlation	.862**
	Sig. (2-tailed)	.000
	N	116

**. Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	116	100.0
	Excluded^a	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.754	4

3. Validity & Reliability Variable Repurchase Intention Test Results (Y2)

Correlations

Correlations

		Y2
Y2.1	Pearson Correlation	.707**
	Sig. (2-tailed)	.000
	N	116
Y2.2	Pearson Correlation	.628**
	Sig. (2-tailed)	.000
	N	116
Y2.3	Pearson Correlation	.779**
	Sig. (2-tailed)	.000
	N	116
Y2.4	Pearson Correlation	.800**
	Sig. (2-tailed)	.000
	N	116
Y2.5	Pearson Correlation	.719**
	Sig. (2-tailed)	.000
	N	116
Y2.6	Pearson Correlation	.659**
	Sig. (2-tailed)	.000
	N	116
Y2.7	Pearson Correlation	.746**
	Sig. (2-tailed)	.000
	N	116
Y2.8	Pearson Correlation	.676**
	Sig. (2-tailed)	.000
	N	116

**. Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	116	100.0
	Excluded^a	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.856	8

Attachment 6 Path Analysis Results

1. Path Analysis towards Y1

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.690^a	.476	.472	1.72133	1.915

a. Predictors: (Constant), X

b. Dependent Variable: Y1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	307.082	1	307.082	103.639	.000^a
	Residual	337.780	114	2.963		
	Total	644.862	115			

a. Predictors: (Constant), X

b. Dependent Variable: Y1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.405	1.293		3.408	.001
	X	.234	.023	.690	10.180	.000

a. Dependent Variable: Y1

2. Path Analysis towards Y2

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Y1, X[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.784[a]	.614	.607	2.70183	2.197

a. Predictors: (Constant), Y1, X

b. Dependent Variable: Y2

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1311.873	2	655.937	89.856	.000[a]
	Residual	824.885	113	7.300		
	Total	2136.759	115			

a. Predictors: (Constant), Y1, X

b. Dependent Variable: Y2

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.820	2.130		3.671	.000
	X	.234	.050	.379	4.692	.000
	Y1	.860	.147	.472	5.850	.000

a. Dependent Variable: Y2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.421	2.178		4.325	.000
	Customer Satisfaction	-.362	.158	-.304	-2.295	.024
	Repurchase Intention	.015	.087	.023	.175	.861

a. Dependent Variable: RES2

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Attachment 7 Respondents Distribution Frequency

Statistics

	N		Mean	Std. Deviation	Minimum	Maximum
	Valid	Missing				
X1	116	0	4.48	.75	1	5
X2	116	0	4.12	.87	1	5
X3	116	0	4.13	.82	1	5
X4	116	0	4.35	.79	1	5
X5	116	0	3.92	1.03	1	5
X6	116	0	4.18	.84	1	5
X7	116	0	4.41	.80	2	5
X8	116	0	4.28	.82	2	5
X9	116	0	4.51	.79	2	5
X10	116	0	4.46	.70	2	5
X11	116	0	4.32	.79	1	5
X12	116	0	4.28	.79	2	5
X13	116	0	4.32	.88	1	5
Y1.1	116	0	4.52	.75	2	5
Y1.2	116	0	4.16	.82	2	5
Y1.3	116	0	4.62	.63	2	5
Y1.4	116	0	4.17	.90	2	5
Y2.1	116	0	4.59	.68	2	5
Y2.2	116	0	4.59	.63	2	5
Y2.3	116	0	4.47	.74	2	5
Y2.4	116	0	4.47	.72	2	5
Y2.5	116	0	4.39	.82	1	5
Y2.6	116	0	4.36	1.01	1	5
Y2.7	116	0	4.53	.70	2	5
Y2.8	116	0	4.51	.74	2	5

1. Variable Service Quality (X)

X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	2	1.7	1.7	2.6
	3.00	6	5.2	5.2	7.8
	4.00	38	32.8	32.8	40.5
	5.00	69	59.5	59.5	100.0
	Total	116	100.0	100.0	

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X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	5	4.3	4.3	5.2
	3.00	16	13.8	13.8	19.0
	4.00	51	44.0	44.0	62.9
	5.00	43	37.1	37.1	100.0
	Total	116	100.0	100.0	

X3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	2	1.7	1.7	2.6
	3.00	20	17.2	17.2	19.8
	4.00	51	44.0	44.0	63.8
	5.00	42	36.2	36.2	100.0
	Total	116	100.0	100.0	

X4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	3	2.6	2.6	3.4
	3.00	8	6.9	6.9	10.3
	4.00	46	39.7	39.7	50.0
	5.00	58	50.0	50.0	100.0
	Total	116	100.0	100.0	

X5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	8	6.9	6.9	8.6
	3.00	30	25.9	25.9	34.5
	4.00	33	28.4	28.4	62.9
	5.00	43	37.1	37.1	100.0
	Total	116	100.0	100.0	

X6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	2	1.7	1.7	2.6
	3.00	20	17.2	17.2	19.8
	4.00	45	38.8	38.8	58.6
	5.00	48	41.4	41.4	100.0
	Total	116	100.0	100.0	

X7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.6	2.6	2.6
	3.00	14	12.1	12.1	14.7
	4.00	32	27.6	27.6	42.2
	5.00	67	57.8	57.8	100.0
	Total	116	100.0	100.0	

X8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	4.3	4.3	4.3
	3.00	12	10.3	10.3	14.7
	4.00	44	37.9	37.9	52.6
	5.00	55	47.4	47.4	100.0
	Total	116	100.0	100.0	

X9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.4	3.4	3.4
	3.00	9	7.8	7.8	11.2
	4.00	27	23.3	23.3	34.5
	5.00	76	65.5	65.5	100.0
	Total	116	100.0	100.0	

X10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	11	9.5	9.5	10.3
	4.00	38	32.8	32.8	43.1
	5.00	66	56.9	56.9	100.0
	Total	116	100.0	100.0	

X11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	2	1.7	1.7	3.4
	3.00	5	4.3	4.3	7.8
	4.00	55	47.4	47.4	55.2
	5.00	52	44.8	44.8	100.0
	Total	116	100.0	100.0	

X12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.4	3.4	3.4
	3.00	12	10.3	10.3	13.8
	4.00	48	41.4	41.4	55.2
	5.00	52	44.8	44.8	100.0
	Total	116	100.0	100.0	

X13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	5	4.3	4.3	5.2
	3.00	11	9.5	9.5	14.7
	4.00	38	32.8	32.8	47.4
	5.00	61	52.6	52.6	100.0
	Total	116	100.0	100.0	

2. Variable Customer Satisfaction (Y1)

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.6	2.6	2.6
	3.00	9	7.8	7.8	10.3
	4.00	29	25.0	25.0	35.3
	5.00	75	64.7	64.7	100.0
	Total	116	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.6	2.6	2.6
	3.00	22	19.0	19.0	21.6
	4.00	45	38.8	38.8	60.3
	5.00	46	39.7	39.7	100.0
	Total	116	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.7	1.7	1.7
	3.00	3	2.6	2.6	4.3
	4.00	32	27.6	27.6	31.9
	5.00	79	68.1	68.1	100.0
	Total	116	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	6.9	6.9	6.9
	3.00	14	12.1	12.1	19.0
	4.00	44	37.9	37.9	56.9
	5.00	50	43.1	43.1	100.0
	Total	116	100.0	100.0	

3. Variable Repurchase Intention (Y2)

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	10	8.6	8.6	9.5
	4.00	24	20.7	20.7	30.2
	5.00	81	69.8	69.8	100.0
	Total	116	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.7	1.7	1.7
	3.00	3	2.6	2.6	4.3
	4.00	36	31.0	31.0	35.3
	5.00	75	64.7	64.7	100.0
	Total	116	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.7	1.7	1.7
	3.00	11	9.5	9.5	11.2
	4.00	34	29.3	29.3	40.5
	5.00	69	59.5	59.5	100.0
	Total	116	100.0	100.0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.7	1.7	1.7
	3.00	9	7.8	7.8	9.5
	4.00	38	32.8	32.8	42.2
	5.00	67	57.8	57.8	100.0
	Total	116	100.0	100.0	

Y2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	3	2.6	2.6	3.4
	3.00	10	8.6	8.6	12.1
	4.00	38	32.8	32.8	44.8
	5.00	64	55.2	55.2	100.0
	Total	116	100.0	100.0	

Y2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	10	8.6	8.6	9.5
	3.00	9	7.8	7.8	17.2
	4.00	22	19.0	19.0	36.2
	5.00	74	63.8	63.8	100.0
	Total	116	100.0	100.0	

Y2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.7	1.7	1.7
	3.00	8	6.9	6.9	8.6
	4.00	33	28.4	28.4	37.1
	5.00	73	62.9	62.9	100.0
	Total	116	100.0	100.0	

Y2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.6	2.6	2.6
	3.00	8	6.9	6.9	9.5
	4.00	32	27.6	27.6	37.1
	5.00	73	62.9	62.9	100.0
	Total	116	100.0	100.0	

Attachment 8 *Curriculum Vitae*