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Product quality, reference group, convenience and its effect on the repurchase intentions of Janji Jiwa brand coffee: A mediating role of satisfaction



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ABSTRACT

Coffee is currently a part of people's lifestyles, so the coffee shop is one of the most promising businesses, especially among teenagers. This study uses product quality, reference group and convenience as exogenous variables that influence the repurchase intentions of customers, with satisfaction as a mediation. The respondents in this study were millennial customers (Generations Z and Y) who buy Janji Jiwa brand coffee in the city of Surabaya, the determination of the number of samples in this study used a purposive sampling technique with a sample of 150 respondents. The method of collecting data is using a questionnaire; the data is analyzed using PLS-SEM. The results showed that product quality, reference group and convenience significantly affected customers' repurchase intentions. The product quality, reference group and convenience had a significant effect on satisfaction; satisfaction had a significant effect on repurchase intentions. Satisfaction can partially mediate the relationship between product quality, reference group, and convenience to customers' repurchase intentions.

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Introduction

Coffee shops are generally used as a place to gather and relax with friends or family on weekends or to simply relieve fatigue from daily activities. Many of the students also take advantage of the presence of the coffee shop as an alternative place to complete work or assignments and it is not uncommon for executives and professionals to use the coffee shop as an alternative place to entertain business associates in informal meetings.

The results of TOFIN's research in 2019 show the fact that the number of coffee shops until the middle of 2019 has more than tripled/ reached 2,950 outlets compared to 2016 which only amounted to 1,000 outlets. Based on a survey from Statista in 2020, 74% of people prefer to consume coffee served in cafes or restaurants rather than making their own coffee at home (Adiwinata et al., 2021). According to the Toffin & Mix survey (2020), the growth of coffee consumption in Indonesia is driven by several factors, one of which is the increasing population of the younger generation in Indonesia, especially Generation Z (10-24 years) and Y (25-39 years). Generations Y and Z are heavy coffee drinkers who prefer quality at affordable prices (Wijaya & Rizka, 2021). These results are supported by the statement of Chung Yang, a leading professor and John L Colaizzi as a pharmacist where millennials (generations Z and Y) enjoy drinking coffee in the midst of busy life. This is also experienced in Indonesia, coffee shops are more dominated by young people (generation Z and Y) (Pramelani, 2020).

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The current coffee shop that is currently trending is Janji Jiwa brand coffee. The results of the idntimes survey during the 2019 period, Janji Jiwa managed to rank 1 (one) for the contemporary milk coffee product which is in great demand by consumers in Indonesia. Some of the well-known products from Janji Jiwa and Jiwa Toast are Kopi Pokat, Hojicha Ice, Egg and Cheese (Wijaya & Rizka, 2021). According to the Jiwa Group website (2019), Janji Jiwa received high enthusiasm from the Indonesian people so that it received an award from the Indonesian World Record Museum (MURI) for the record for "Fastest Coffee Growth in One Year" in 2019. The achievement was achieved because has succeeded in opening and expanding its coffee shop to 700 outlets in a year and has spread to 50 major cities in Indonesia.

Comprehension the Janji Jiwa coffee shop related to repurchase intentions is very important in marketing and the Janji Jiwa coffee shop must know what factors can influence consumers' repurchase intentions and be able to understand the needs of their consumers. According to Ketut (2018), repurchase intentions is the tendency of consumers to buy a product or take actions related to purchases and is measured by the level of probability of consumers to make purchases to predict consumer behavior in the future. Repurchase intention and consumer satisfaction can be seen from the quality or good quality of a product, if the quality of the product offered is greater than what consumers expect, satisfaction will be formed.

Janji Jiwa brand coffee is one of the many coffee shops that have sprung up in Surabaya and since its establishment, this one shop is still sought after for coffee connoisseurs because it has a distinctive and unique taste. Janji Jiwa also adopts a fresh-to-cup concept that serves a selection of local coffee made in Indonesia. In addition, Janji Jiwa buys coffee beans from farmers, then roasts the coffee beans themselves, and serves them in ready-to-drink glasses to consumers. Girsang et al. (2020) in his research found that product quality had a significant positive effect on repurchase intentions. This research is contrary to Abdullah & Suyono (2019) research which concluded that product quality has no effect on repurchase intentions.

Reference groups are no less important to pay attention to if we want to see some things that affect consumers' repurchase intentions. Reference groups can influence a person in three ways, namely introducing new behaviors and lifestyles to someone, influencing attitudes and self-concept, and creating comfort pressures that can influence their choices (Kotler & Keller, 2017). Reference groups are very influential in repurchase intentions, because of the attitudes of Indonesians who live in several groups such as friendship groups, work groups, shopping groups, and others. According to Dewanti & Sylvie (2010), the character of the Indonesian people like to gather and when they gather, the exchange of information occurs. Abdullah & Suyono (2019) in their research found that the reference group had a significant positive effect on repurchase intentions. This study contradicts the research conducted by Salangka et al. (2017) found that the reference group had no effect on buying interest in smartphones. Janji Jiwa Jiwa's promise in increasing consumers repurchase intentions is not enough to only use product quality and reference groups but also to pay attention to and involve convenience. Convenience is considered as an exchange between what is conveyed and the effort required to obtain it, and the effort is largely based on the dimensions of space and time (Butcher et al., 2002). Convenience is seen as one of the most important factors for consumer behavior in buying a product. Pham et al. (2018) in his research concluded that convenience had a significant positive effect on repurchase intentions. This research contradicts the research of Lestari et al. (2020) which concludes that service convenience has no effect on repurchase intentions.

Satisfaction in this study is used as a mediating variable. According to Girsang et al. (2020), satisfaction is the measurement and assessment of customers about how well the product can meet their needs, including the service received from the purchase stage to the post-purchase stage. Customer satisfaction is expected to strengthen the effect of product quality, reference group and convenience on repurchase intentions. Sari & Giantari (2020) in their research found that customer satisfaction mediates the effect of product quality on repurchase intentions. Research conducted by Pradana (2014) found that consumer satisfaction mediates the influence of reference groups on repurchase intentions. While the research conducted by Mathur et al. (2016) found that customer satisfaction mediates the effect of service convenience on repurchase intentions.

This study aims at examining the effect of product quality, reference group and convenience on repurchase intentions mediated by satisfaction in customers who buy Janji Jiwa brand coffee using Janji Jiwa coffee shop located in the city of Surabaya as research site. This study also measures the mediating influence of satisfaction in the causal relationship between product quality, reference group and convenience on repurchase intentions. In the following section, empirical studies have been reviewed. This study continues with research and methodology part and finally concludes with key points, implications and recommendations.

Literature Review

Theoretical and Conceptual Background

Product Quality

Products are the most basic marketing mix tool. Products are closely related to product quality. Quality in the view of consumers has different characteristics from one consumer to another. Girsang et al. (2020) states that product quality is the ability of a company to give an identity or characteristic to each of its products so that consumers can recognize the product. Tjiptono (2015) defines product quality as all dimensions of product offerings that generate benefits for customers. Product quality according to Girsang et al. (2020), there are eight dimensions, namely: performance, durability, conformance to specifications, features, serviceability, reliability,

aesthetics, and perceived quality. Syahril et al. (2018); Sugianto et al. (2022) suggested three indicators used to measure product quality, namely: reliability, features and esthetics.

Reference Group

The reference group is defined as a person or group of people who significantly influence (Abdullah & Suyono, 2019). Reference groups can influence members in three ways, namely introducing new behaviors and lifestyles to someone, influencing attitudes and self-concept, and creating comfort pressures that can influence their choices (Kotler & Keller, 2017). Reference groups based on their position and function consist of four types, namely: formal groups, informal groups, aspiration groups, and dissociation groups (Sumarwan, 2015). The type of reference group used in this study is an informal reference group, namely a group whose membership is not recorded and there is no formal and written organizational structure with a form of normative influence such as a group of friends. According to Bishnoi & Mann (2015); Kim & Qu (2017), indicators to measure the influence of reference groups are: informational reference group and utilitarian reference.

Service Convenience

The concept of convenience in marketing theory involves product classification. A convenient product is one that is designed to minimize the time and effort required of the customer to purchase and own the product (Pham et al., 2018). Rodríguez-Torrico et al. (2019) defines convenience as a consumer's perception of the time and effort saved related to using a service. Chen et al. (2011) suggested that service convenience affects customer behavior, when service offerings exceed expectations, customers will feel satisfied. On the other hand, service convenience is a customer's assessment of the time used by customers and the effort they make in the act of purchasing or using a product or service (Berry et al., 2002). According to Khazaei et al. (2014); Mathur et al. (2016); Pham et al. (2018), indicators of service convenience include: access convenience, search convenience, transaction convenience and post-purchase convenience.

Satisfaction

Satisfaction is one of the emotional responses felt by consumers on the assessment of a product they consume. Satisfaction defined Lovelock et al. (2016) as a kind of behavioral assessment that occurs after the experience of consuming services. Tjiptono & Chandra (2016) describe four methods for measuring customer satisfaction, namely: complaint and suggestion systems, ghost shopping, lost customer analysis, and customer satisfaction surveys. According to Giese & Cote (2002), although there are many indicators of customer satisfaction, in general they still lead to three main components or indicators, namely: response: type and intensity, focus, and response time.

Repurchase Intentions

Purchase intention is closely related to consumer purchasing decisions. Intention is used to predict a person's tendency to do or not to do a buying behavior. Abdullah & Suyono (2019) stated that repurchase intentions is a person's planned decision to repurchase a certain product or service, taking into account the situation. Kotler & Keller (2017) define repurchase intentions as an action taken by consumers after the purchase process and is a purchase intention based on past purchase experiences (Dewi & Rastini, 2016). Husein (2017) reveals two factors that shape consumers' repurchase intentions, namely: the attitudes of others and unanticipated situational factors. Recha et al. (2018) in his research suggests that the indicators used to measure repurchase intentions are: attention, interest and desire.

Conceptual Framework of the Research and Hypotheses Development

This study uses five types of variables, consisting of exogenous variables (product quality, reference group and convenience), endogenous variables (repurchase intentions), and mediating variables (satisfaction). The conceptual framework of this research is shown in Figure 1 below:

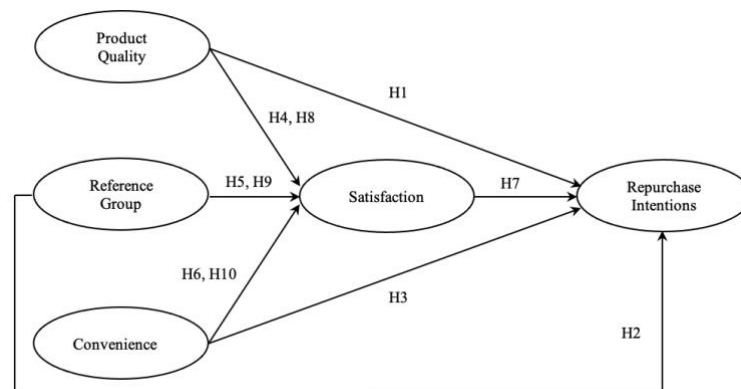


Figure 1: Research Framework and Hypothesis

The hypotheses of this study are:

- H1: Product quality has a significant effect on repurchase intentions
- H2: Reference group has a significant effect on repurchase intentions
- H3: Convenience has a significant effect on repurchase intentions
- H4: Product quality has a significant effect on satisfaction
- H5: Reference group has a significant effect on satisfaction
- H6: Convenience has a significant effect on satisfaction
- H7: Satisfaction has a significant effect on repurchase intentions
- H8: Satisfaction mediates the influence between product quality on repurchase intentions
- H9: Satisfaction mediates the influence between reference group on repurchase intentions
- H10: Satisfaction mediates the influence between convenience on repurchase intentions

Research and Methodology

Participants and Data Collection

The population in this study is millennial customers (Generations Z and Y) who buy Janji Jiwa coffee. Because there are certain criteria for selecting the sample, a non-probability approach with a purposive sampling technique was used to select the sample in this study. In this study, the number of indicators used in the research instrument was 15 so that the number of samples taken was $15 \times 10 = 150$ samples. The technique of data collection in this research used a questionnaire.

Data Analysis

The method of data analysis uses SEM (Structural Equation Modeling) based on Partial Least Square (PLS) that uses SmartPLS 3.3 software application.

Measurements

All indicators used to measure the variables in this study were adopted from several previous studies. Product quality variables include three indicators: reliability, features and aesthetics were adapted from study Syahrial et al. (2018); Sugianto et al. (2022). Reference group variables include two indicators: informational reference group and utilitarian reference group were adapted from study Bishnoi & Mann (2015); Kim & Qu (2017). Convenience variables include four indicators: access convenience, search convenience, transaction convenience and post-purchase convenience were adapted from study Khazaei et al. (2014); Mathur et al. (2016); Pham et al. (2018). Satisfaction variables include three indicators: response: type and intensity, focus and response time were adapted from study Giese & Cote (2002). Repurchase intentions variables include three indicators: attention, interest and desire were adapted from study Recha et al. (2018).

Analysis and Findings

Out of all 150 respondents, 82 respondents with female (54.7%) and 68 respondents with male sex (45.3%). Respondents aged between 17-24 years old with a percentage of 76%, 25-32 years old with a percentage of 14% and 33-40 years old with a percentage of 10%. The majority 60.7% of the respondents are Bachelor, and 69.3% of them are student status. The majority of the respondents 58.7% have an expense per month buying coffee > IDR 50.000. The data show that all respondents are the loyal customers of Janji Jiwa coffee because they had made repurchases twice or more. This paper uses SPSS 25 to analyse the demographic data as shown in Table 1.

Table 1: Respondents Demographics

Characteristics	Classification	Frequencies	Percentage
Gender	Male	68	45.3%
	Female	82	54.7%
Age	17-24 years	114	76%
	25-32 years	21	14%
	33-40 years	15	10%
	High School/Equivalent	14	9.3%
Education	Diploma	8	5.3%
	Bachelor	91	60.7%
	Master	37	24.7%
	Student	104	69.3%
Employment Status	Private Employee	29	19.3%
	Entrepreneur	17	11.3%
	Student	104	69.3%
Expense per month buying coffee	< Rp 30.000	19	12.7%
	Rp 30.000 - Rp 50.000	43	28.7%
	> Rp 50.000	88	58.7%

Source: Primary data processed, 2022

Table 2: Composite Reliability, Cronbach Alpha, AVE

Variable	Composite Reliability	Cronbach Alpha	AVE
Product Quality	0.902	0.877	0.567
Reference Group	0.906	0.871	0.661
Convenience	0.935	0.925	0.591
Satisfaction	0.896	0.861	0.591
Repurchase Intentions	0.930	0.908	0.693

Source: Primary data processed, 2022

Table 2 indicates that the scale, magnitude, and statistical concordance have been accepted. The average variance extracted (AVE) value of all latent variables shows a score of 0.567 for Product Quality variable, 0.661 for Reference Group variable, 0.591 for Convenience variable, 0.591 for Satisfaction variable, and 0.693 on Repurchase Intentions variable. Cronbach's alpha value for the reliability criteria is quite high; Convenience has the highest cronbach alpha value. Sequentially, the value of the Cronbach alpha coefficient for the five variables used in this study ranged from 0.861 to 0.925, they were acceptable.

The R-square value of the Satisfaction variable is 0.598 and the Repurchase Intentions variable is 0.735. Goodness of Fit (GoF) in this research is calculated using the equation $Q^2 = 1 - (1-R_1^2) \times (1-R_2^2) = 1 - (1-0.598) \times (1-0.735) = 0.891$. A score of 0.891 on the Q-Square calculation indicates that the model in this research can be said to have a good goodness of fit.

Table 3: Results of Hypothesis Test for Direct and Indirect Effect

Hypothesis	Influence	Path Coefficient	T-statistics	P-values	Result
H1	Product Quality → Repurchase Intentions	0.267	4.976	0.000	Accepted
H2	Reference Group → Repurchase Intentions	0.284	5.002	0.000	Accepted
H3	Convenience → Repurchase Intentions	0.165	2.770	0.006	Accepted
H4	Product Quality → Satisfaction	0.283	3.156	0.002	Accepted
H5	Reference Group → Satisfaction	0.462	6.954	0.000	Accepted
H6	Convenience → Satisfaction	0.213	2.912	0.004	Accepted
H7	Satisfaction → Repurchase Intentions	0.329	4.134	0.000	Accepted
H8	Product Quality → Satisfaction → Repurchase Intentions	0.093	2.471	0.014	Accepted
H9	Reference Group → Satisfaction → Repurchase Intentions	0.152	3.864	0.000	Accepted
H10	Convenience → Satisfaction → Repurchase Intentions	0.070	2.192	0.029	Accepted

Source: Primary data processed, 2022

Based on the results of the analysis in table 3, it is known that the effect of product quality on repurchase intentions has a t-statistic value greater than the t-table value ($4.976 > 1.96$) and p-values of 0.000 below 0.05. It can be concluded that the product quality variable has a significant effect on repurchase intentions, so *H1 is accepted*. The effect of reference group on repurchase intentions has a t-statistic value greater than the t-table value ($5.002 > 1.96$) and p-values of 0.000 below 0.05. It can be concluded that the reference group variable has a significant effect on repurchase intentions, so *H2 is accepted*. The effect of convenience on repurchase intentions has a t-statistic value greater than the t-table value ($2.770 > 1.96$) and p-values of 0.006 below 0.05. It can be concluded that the convenience variable has a significant effect on repurchase intentions, so *H3 is accepted*. The effect of product quality on satisfaction has a t-statistic value greater than the t-table value ($3.156 > 1.96$) and p-values of 0.002 below 0.05. It can be concluded that the product quality variable has a significant effect on satisfaction, so *H4 is accepted*. The effect of reference group on satisfaction has a t-statistic value greater than the t-table value ($6.954 > 1.96$) and p-values of 0.000 below 0.05. It can be concluded that the reference group variable has a significant effect on satisfaction, so *H5 is accepted*. The effect of convenience on satisfaction has a t-statistic value greater than the t-table value ($2.912 > 1.96$) and p-values of 0.004 below 0.05. It can be concluded that the convenience variable has a significant effect on satisfaction, so *H6 is accepted*. The effect of satisfaction on repurchase intentions has a t-statistic value greater than the t-table value ($4.134 > 1.96$) and p-values of 0.004 below 0.05. It can be concluded that the satisfaction variable has a significant effect on repurchase intentions, so *H7 is accepted*. Satisfaction is a variable that mediates the effect of product quality on repurchase intentions with the t-statistic value of greater than t-table ($2.471 > 1.96$) and p-values of 0.014 below 0.05. It can be concluded that the product quality variable has a significant effect on repurchase intentions mediated by satisfaction, so *H8 is accepted*. Satisfaction is a variable that mediates the effect of reference group on repurchase intentions with the t-statistic value of greater than t-table ($3.864 > 1.96$) and p-values of 0.000 below 0.05. It can be concluded that the reference group variable has a significant effect on repurchase intentions mediated by satisfaction, so *H9 is accepted*. Satisfaction is a variable that mediates the effect of convenience on repurchase intentions with the t-statistic value of greater than t-table ($2.192 > 1.96$) and p-values of 0.029 below 0.05. It can be concluded that the convenience variable has a significant effect on repurchase intentions mediated by satisfaction, so *H10 is accepted*.

Discussion

The Effect of Product Quality on Repurchase Intentions

The results showed that product quality has a significant effect on repurchase intentions. These results indicate that the better the quality of the product provided by the Janji Jiwa brand coffee, the higher the customer's repurchase intention of the Janji Jiwa brand coffee drink. According to the theory advanced by Cronin et al. (1992) in Hudzaifah & Idris (2018) states that a positive response to the quality of a company's product will lead to a behavior of repurchasing interest in its consumers. The quality of the Janji Jiwa coffee product has implications for consumers' intentions to repurchase the product, where consumers perceive that the quality of their Janji Jiwa brand coffee can increase their intention to repurchase the coffee beverage product in the future. The results of this study are in line with research from Ketut (2018); Girsang et al. (2020); Sari & Giantari (2020) which concluded that product quality has a significant positive effect on repurchase intentions.

The Effect of Reference Group on Repurchase Intentions

The results showed that reference group has a significant effect on repurchase intentions. These results indicate that the better the reference group for the Janji Jiwa brand coffee, the greater the customer's repurchase intention on the Janji Jiwa brand coffee. According to Schiffman & Kanuk (2014), external influences, awareness of needs, product introduction and evaluation of alternatives are things that can lead to repurchase intentions. Reference groups as part of external influences that affect consumer behavior. The influence of the reference group on repurchase intentions the Janji Jiwa brand coffee product depends on the information obtained and how satisfying the Janji Jiwa brand coffee product is for him after being consumed or felt. This is reinforced by the statement of Kotler & Armstrong (2015) that the effectiveness of the influence of repurchase intentions from the reference group is highly dependent on the quality of the product and the information available to consumers. The results of this study are in line with research from Abdullah & Suyono (2019); Tae & Bessie (2021) which concluded that reference group has a significant positive effect on repurchase intentions.

The Effect of Convenience on Repurchase Intentions

The results showed that convenience has a significant effect on repurchase intentions. These results indicate that the better the comfort provided by the Janji Jiwa brand coffee outlet, the customer's repurchase intentions the Janji Jiwa brand coffee will increase. Lestari et al. (2020) argues that convenience (access, search, transaction, evaluation, and post-purchase) can influence consumers' propensity to repurchase. Convenience is recognized as a factor that drives consumer's decision to buy. Convenience in this case is related to time, space, and saving efforts made by consumers (Butcher et al., 2002). That is, convenience (access, search, transaction, evaluation, and post-purchase) is the most important factor that contributes to an increase in the perceived value and repurchase intention of customers. The results of this study are in line with research from Mathur et al. (2016) concluded that service convenience has a significant positive effect on repurchase intention. Pham et al. (2018) concluded that convenience has a significant positive effect on repurchase intention. Sunny & Rodhiah (2019) concluded that the value of convenience has a significant positive effect on repurchase intentions.

The Effect of Product Quality on Satisfaction

The results showed that product quality has a significant effect on satisfaction. These results indicate that the better the quality of the product provided by the Janji Jiwa brand coffee, the greater customer satisfaction with the Janji Jiwa brand coffee. According to Lupiyoadi (2016), product quality is a factor that can affect consumer satisfaction. Consumers will feel satisfied if the results of their evaluation show that the product they receive or get is of high quality. Sari & Giantari (2020) explain that product quality is something that needs great attention from the company considering that the quality of a product is very closely related to the problem of customer satisfaction which is one of the targets, especially in the marketing department. Napitupulu (2019) argues that product quality is a positioning tool for marketers. Quality has a direct impact on product or service performance, and quality is closely related to customer value and satisfaction. The results of this study are in line with research from Ramadhan & Santosa (2017); Girsang et al. (2020) which concludes that product quality has a significant positive effect on customer satisfaction.

The Effect of Reference Group on Satisfaction

The results showed that reference group has a significant effect on satisfaction. These results indicate that the larger the reference group for the Janji Jiwa coffee product, the greater the customer satisfaction with the Janji Jiwa brand coffee. Sagala et al. (2019) argues that reference groups will provide value standards that will influence a person's behavior and will have an impact on satisfaction. Reference groups are considered effective, because their influence can directly affect consumer satisfaction. Reference groups involve one or more people who are used as a reason for comparison or reference in shaping affective, cognitive, and behavioral responses (Peter & Olson, 2014). The behavior of a person in the reference group will have an impact on consumer satisfaction. The results of this study are in line with research from Sagala et al. (2019) which concludes that reference group has a significant positive effect on consumer satisfaction.

The Effect of Convenience on Satisfaction

The results showed that convenience has a significant effect on satisfaction. These results indicate that the better the comfort provided by the Janji Jiwa brand coffee outlets, the more customer satisfaction with the Janji Jiwa brand coffee will increase. Srivastava & Kaul (2014) argue that convenience interacts with satisfaction in terms of influencing consumers' future intentions. Rodríguez-Torrico et al. (2019) explains that convenience as a perception of time and effort saved by consumers is related to the use of services. Convenience is generally seen as one of the most important factors for consumer behavior, because it is related to customer satisfaction. The results of this study are in line with research from Mathur et al. (2016); Lestari et al. (2020) which concludes that service convenience has a significant positive effect on customer satisfaction. Srivastava & Kaul (2014) concluded that convenience has a significant positive effect on customer satisfaction.

The Effect of Satisfaction on Repurchase Intentions

The results showed that satisfaction has a significant effect on repurchase intentions. These results indicate that the higher the customer satisfaction with the Janji Jiwa brand coffee, the higher the customer repurchase intentions the Janji Jiwa brand coffee. According to Griffin (2015), customers who are satisfied with the products or services that have been purchased will make repurchases. That is, this satisfaction will later become a benchmark for consumers' repurchase interest in a product. Tjiptono & Chandra (2017) state that consumer satisfaction provides a number of benefits, and one of them has the potential to be a source of future income (especially through repeat purchases, cross selling, and up selling). In addition, according to Sangadji & Sopiah (2013), satisfaction will encourage consumers to repurchase the product. Satisfaction and repurchase intention are interrelated between the two. Consumer satisfaction with the real Janji Jiwa brand coffee will encourage customers to come back and come back again. The results of this study are in line with research from Girsang et al. (2020); Lestari et al. (2020); Sari & Giantari (2020) which concluded that customer satisfaction has a significant positive effect on repurchase intentions. Juniwati & Sumiyati (2020) concluded that satisfaction has a significant positive effect on repurchase intention.

The Influence of Product Quality on Repurchase Intentions is mediated by Satisfaction

Satisfaction is able to mediate the influence of product quality on repurchase intention. These results indicate that the better the quality of the Janji Jiwa brand coffee products, the better the customer's repurchase intention through satisfaction. According to Lupiyoadi (2016), product quality is a factor that influences consumer satisfaction. Tjiptono & Chandra (2017) state that one of the benefits of customer satisfaction is that it has the potential to become a source of company income in the future through repeat purchases. Satisfaction is one of the main things that need to be considered, this can be built through the quality of the Janji Jiwa brand coffee products. Product quality is the ability of a company to give identity or characteristics to each of its products so that consumers can recognize the product (Girsang et al., 2020). Sari & Giantari (2020) explain that product quality is something that needs great attention from companies considering that the quality of a product is closely related to customer satisfaction issues. Customer satisfaction will encourage consumers to repurchase the product (Sangadji & Sopiah, 2013). The results of this study are in line with research from Girsang et al. (2020); Sari & Giantari (2020) which concluded that customer satisfaction mediates the effect of product quality on repurchase intentions.

The Influence of Reference Group on Repurchase Intentions is mediated by Satisfaction

Satisfaction is able to mediate the influence of reference group on repurchase intention. These results indicate that the larger the reference group for the Janji Jiwa brand coffee will be able to increase the customer's repurchase intention through satisfaction with the Janji Jiwa brand coffee. Sagala et al. (2019) argues that reference groups will provide value standards that have an impact on satisfaction. Schiffman & Kanuk (2014) in their theory state that reference groups are part of external influences that can affect consumer behavior and can lead to consumer repurchase intentions. According to Atmaja & Puspitawati (2019), the strength of trust from the reference group will be a consideration for someone to carry out repurchase actions. The trust of the reference group will be able to strengthen the relationship of consumer satisfaction to repurchase the product. Reference groups can influence members in three ways, namely introducing new behaviors and lifestyles to someone, influencing attitudes and self-concept, and creating comfort pressures that can affect their product choices (Kotler & Keller, 2017). The results of this study are in line with research from Pradana (2014) which concluded that consumer satisfaction mediates the influence of reference groups on repurchase intentions.

The Influence of Convenience on Repurchase Intentions is mediated by Satisfaction

Satisfaction is able to mediate the influence of convenience on repurchase intention. These results indicate that better comfort will be able to increase customer repurchase intentions through satisfaction with the Janji Jiwa brand of coffee. Lestari et al. (2020) argues that convenience (access, search, transaction, evaluation, and post-purchase) can influence consumers' propensity to repurchase. In addition, Srivastava & Kaul (2014) also explain that convenience interacts with satisfaction in terms of influencing consumers' future intentions. Satisfaction is one of the main things that need to be considered, this can be built through the convenience provided by the Janji Jiwa brand coffee outlets. According to Chen et al. (2011), convenience affects customer behavior, when comfort exceeds expectations, customers will feel satisfied. Convenience in terms of access, search, transaction convenience, evaluation, and post-purchase is related to the hedonic value perceived by customers, so convenience has a positive effect on repurchase intention. The results of this study are in line with research from Mathur et al. (2016); Lestari et al. (2020) which concludes that customer satisfaction

is able to mediate the effect of service convenience on repurchase intentions. Sunny & Rodhiah (2019) concluded that customer satisfaction was able to mediate the effect of convenience value on repurchase intention.

Conclusion

Based on this research results, product quality, reference group and convenience is proven to have a significant direct effect on repurchase intentions and satisfaction. Satisfaction also has a significant effect on repurchase intentions. Product quality, reference group and convenience have a significant effect on repurchase intentions mediating by satisfaction. Satisfaction as one of the factors that influence repurchase intentions, customers who are satisfied with the products or services that have been purchased will make repurchases. Product quality and reference group has a close relationship with customer satisfaction in increasing repurchase intentions. Likewise with the convenience provided by the Janji Jiwa brand coffee shop, because convenience affects customer behavior and when comfort exceeds expectations, customers will feel satisfied and will have an impact on repurchase intentions.

The sample in this study is limited to millennial customers (Generations Z and Y) who buy Janji Jiwa coffee in the city of Surabaya, so that impact the generalization of the finding. Further research is still needed, future researchers can expand the degree of generalization by increasing the number of respondents used as research samples, because the larger the number of research samples is expected to provide better research results. Further research can also add other variables in examining the relationship between product quality, reference group and convenience on repurchase intentions is mediated by satisfaction for better research model development, for example lifestyle and promotion.

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