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## The Influence of Price, Product Quality, Store Atmosphere, And Social Media Marketing on Repurchase Intention Mediated by Brand Trust at Coffee Shop Janji Jiwa in Banda Aceh City

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### Abstract

The consumption of coffee in Indonesia has been on the rise, evidenced by the increasing number of coffee shops. Janji Jiwa, one of the coffee shops, has expanded its outlets. However, there has been a decrease in sales, leading to the closure of one of its outlets in Banda Aceh city. This study aims to investigate the factors that influence repurchase intention at Janji Jiwa in Banda Aceh City. The variables being examined are price, product quality, store atmosphere, social media marketing, and brand trust as a mediating variable. The study focuses on the residents of Banda Aceh city, with a sample size of 404 respondents selected using the purposive sampling technique. Data is collected through the use of questionnaires, and the data analysis technique involves conducting SEM-PLS. The findings indicate that the factors of price, product quality, and store atmosphere do not affect repurchase intention. However, social media marketing and brand trust have an impact on repurchase intention. Collectively, all independent variables influence brand trust. The brand trust serves as a full mediator on price, product quality, and store atmosphere effect on repurchase intention. Additionally, brand trust partially mediates the social media marketing effect on repurchase intention.

**Keywords:** Price, Product Quality, Store Atmosphere, Social Media Marketing, Brand Trust, Repurchase Intention

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### 1. Introduction

Black, thick, and bitter-tasting drink, known as coffee, is currently popular in Indonesia among both older adults and young people. According to (Mahmudan, 2022) in data from dataindonesia.id (2022), the International Coffee Organization (ICO) reported that in the 2020/2021 period, coffee consumption in Indonesia reached five million 60-kilogram bags. Indonesia is also ranked fifth in the world for coffee consumption, just below Japan. Coffee production in Indonesia has also increased by 2.75% from 2020. The increase in coffee consumption has led to the proliferation of coffee shops (Mahmudan, 2022). Citing a report by Techno Business Media (2019), several factors have contributed to the proliferation of coffee shops, including (1) the culture of hanging out or relaxing while enjoying a cup of coffee, which also increases consumer purchasing power, (2) a target market dominated by young people, or Generation Z, (3) the presence of social media, which facilitates marketing activities for businesses, (4) the presence of ride-hailing platforms, which facilitate online sales, (5) low entry barriers in the coffee business, supported by the availability of supplies (raw materials, equipment, resources) to establish a coffee shop business, and (6) the relatively high-profit

margin in the coffee business, which is another factor driving the proliferation of trendy coffee shops in Indonesia.

The Snapcart survey conducted in 2023 revealed some interesting insights into Indonesian coffee consumption patterns. According to the report, 79% of Indonesians drink coffee once a day, with 63% purchasing coffee on workdays. The survey also delves into consumer preferences, indicating that 43% of Gen Z customers prefer coffee from chains like Starbucks, Janji Jiwa, and others, while 42% of female respondents opt for coffee shop chains such as Janji Jiwa, Tuku, and others. Additionally, the survey found that 50% of respondents regularly purchase coffee from Janji Jiwa outlets. Overall, the survey sheds light on consumer interest and preferences for coffee shops in Indonesia. Additionally, a survey conducted by data provider and data processing agency, (Tantomi, 2020), also reveals new trends in consumer behavior, such as work from café (WFC), where 48% of respondents choose to work from a café or coffee shop as an alternative to combat boredom while working from home or the office. Thus, the results of both surveys from (Snapcart, 2023) and (Tantomi, 2020) indicate that coffee shops are not only places to enjoy coffee but have also become popular workspaces among the public. According to (Arfadia, 2020) research conducted by Toffin and Mix MarComm magazine in 2019, Indonesia has 2,950 coffee shop outlets, triple the number from 2016 (Sovira & Abidin, 2021). In 2022, the number of cafés and coffee shops increased by 40% from the previous year, with the number of outlets reaching 8,869 (BPS, 2023). According to data from (BPS, 2023), the number of food and beverage businesses in 2022 reached 10,900. Based on a report by (Momentum.asia, 2023), Indonesia dominated the modern coffee market in Southeast Asia in 2023, with the market size estimated at US\$947 million in 2023. The growth of the modern coffee market in Indonesia is driven by the expansion of local coffee business networks. Some of the major modern coffee brands in Indonesia include Starbucks, J.CO, Janji Jiwa, and Kopi Kenangan.

The increase in the number of coffee shop outlets in Indonesia, along with Indonesia's dominance in the modern coffee market in Southeast Asia, highlights the development of the coffee shop industry in the country. One of the coffee shops contributing to this growth is Janji Jiwa, which has expanded massively with the largest number of outlets among other coffee shops in 2022 (BPS, 2023). With 1,100 outlets spread across 100 major cities in Indonesia, Janji Jiwa is one of the key players in the coffee shop industry in Indonesia (JiwaGroup, 2023). In the context of the growth of the coffee shop industry in Indonesia, the increase in the number of coffee shop outlets, including Janji Jiwa outlets, has become a significant trend. This is in line with Indonesia's domination of the modern coffee market in Southeast Asia, where Janji Jiwa is one of the key players with the highest number of outlets in 2022 (BPS, 2023). However, there is a different phenomenon in Banda Aceh, where one of the Janji Jiwa outlets experienced a decline or even ceased operations in early 2022. Janji Jiwa started operating in 2020, with branch or outlet 807, then in 2021 Janji Jiwa returned to Banda Aceh, with branch 972. In early 2022 branch 807 was closed and only one branch remained. The closure of the Janji Jiwa outlet in Banda Aceh, especially outlet or branch 807 located on Jl. Syiah Kuala may be caused by several factors. One possible factor is the lack of market demand or low consumer interest in Janji Jiwa products in Banda Aceh. This could be due to several reasons, such as different consumer preferences, product mismatch with local tastes, and competition from local coffee shops preferred by the people of Banda Aceh and its surroundings.

## 2. Method

The research is conducted at Janji Jiwa coffee shop in Banda Aceh. The variables consist of price, product quality, store atmosphere, social media marketing, brand trust, and repurchase intention. The population was the residents of Banda Aceh who purchased coffee from Janji Jiwa coffee shop in Banda Aceh. The sampling technique used purposive sampling, where the criteria for the sample are respondents who live or reside in Banda Aceh and have purchased coffee at Janji Jiwa coffee shop in Banda Aceh. The determination of the sample size refers to the Slovin formula (Sugiyono, 2017) with the population of Banda Aceh residents totaling 255,899 people (BPS, 2023). The sample size is determined based on the Slovin formula.

$$n = \frac{N}{(1 + (N \times e^2))}$$

Dimana:

n = sample size

N = population size

e = margin of error

$$n = \frac{255.899}{(1 + (255.899 \times 0,05^2))}$$

$$n = 404$$

In this study, the sample size is 404 customers of Janji Jiwa coffee shop in Banda Aceh who are respondents. The data collection technique involves distributing an online questionnaire. The study applies structural equation modeling (SEM) as the data analysis technique. The hypotheses tested are:

H1: price affects repurchase intention.

H2: product quality affects repurchase intention.

H3: store atmosphere affects repurchase intention

H4: social media marketing affects repurchase intention

H5: brand trust affects repurchase intention

H6: price affects brand trust.

H7: product quality affects brand trust

H8: store atmosphere affects brand trust.

H9: social media marketing affects brand trust.

H10: price affects repurchase intention through brand trust.

H11: product quality affects repurchase intention through brand trust.

H12: store atmosphere affects repurchase intention through brand trust.

H13: social media marketing affects repurchase intention through brand trust.

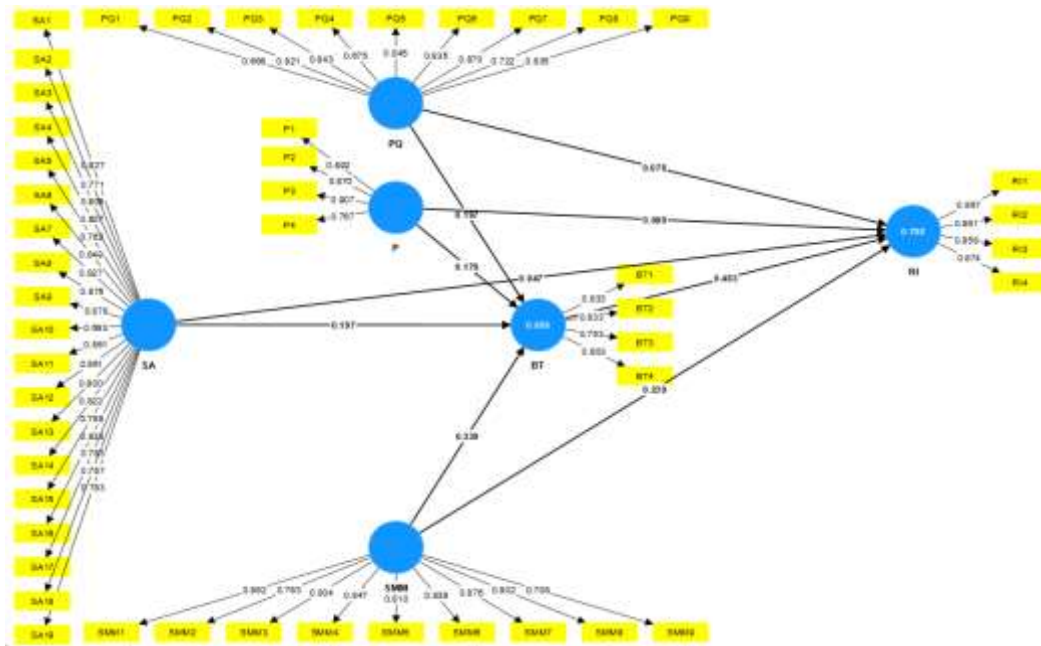
## 3. Result

### Measurement Model (Outer Model)

The measurement model testing is conducted in two stages, namely validity and reliability tests. In this study, validity and reliability tests are conducted to determine whether the constructs meet the requirements to proceed to the next stage of analysis (Hair, Babin, Anderson, & Black, 2018).

**a. Convergent Validity**

Convergent validity measurement aims to demonstrate whether each statement item measures the similarity of indicators of the variable. Therefore, only statement items with a high level of significance, which is greater than twice the standard error in measuring the statement items of the research variable, are considered. Convergent validity can be fulfilled when each indicator has a loading factor value greater than 0.70, composite reliability greater than 0.70, and average variance extracted (AVE) greater than 0.50 (Hair et al., 2018).



**Figure 1 Convergent Validity**

**Table 1. Convergent Validity**

No	Variable	Indicator	Outer loadings	Composite Reliability	AVE				
1	Price	P1	0.892	0.919	0.740				
		P2	0.870						
		P3	0.907						
		P4	0.767						
		PQ1	<b>0.668</b>						
		PQ2	0.821						
		PQ3	0.843						
		PQ4	<b>0.675</b>						
		PQ5	0.845						
		PQ6	0.835						
2	Product Quality	PQ7	0.870	0.938	0.630				
		PQ8	0.722						
		PQ9	0.835						
		SA1	0.827						
		SA2	0.771						
		SA3	0.805						
		SA4	0.807						
		3	Store Atmosphere			SA5	0.827	0.973	0.657
						SA6	0.771		
SA7	0.805								
SA8	0.807								
SA9	0.807								

No	Variable	Indicator	Outer loadings	Composite Reliability	AVE
		SA5	0.762		
		SA6	0.849		
		SA7	0.827		
		SA8	0.875		
		SA9	0.878		
		SA10	<b>0.693</b>		
		SA11	0.861		
		SA12	0.861		
		SA13	0.800		
		SA14	0.822		
		SA15	0.788		
		SA16	0.833		
		SA17	0.783		
		SA18	0.757		
		SA19	0.783		
		SMM1	0.862		
		SMM2	0.763		
		SMM3	0.834		
		SMM4	0.847		
4	Social Media Marketing	SMM5	0.810	0.947	0.668
		SMM6	0.839		
		SMM7	0.876		
		SMM8	0.802		
		SMM9	0.708		
		BT1	0.833		
5	Brand Trust	BT2	0.833	0.881	0.650
		BT3	0.753		
		BT4	0.803		
		RI1	0.857		
6	Repurchase Intention	RI2	0.861	0.921	0.744
		RI3	0.858		
		RI4	0.874		

Source: Primary Data (processed), 2023

Based on Table 1, most indicators have met all the requirements for the convergent validity test, namely having an outer loading or loading factor value greater than 0.70. However, three indicators have loading factor values below 0.70, namely PQ1 with a loading factor value of 0.670, PQ4 with a loading factor value of 0.672, and SA10 with a loading factor value of 0.693. These three indicators will be excluded. Here are the results of the convergent validity test with the loading factor values after excluding PQ1, PQ4, and SA10.

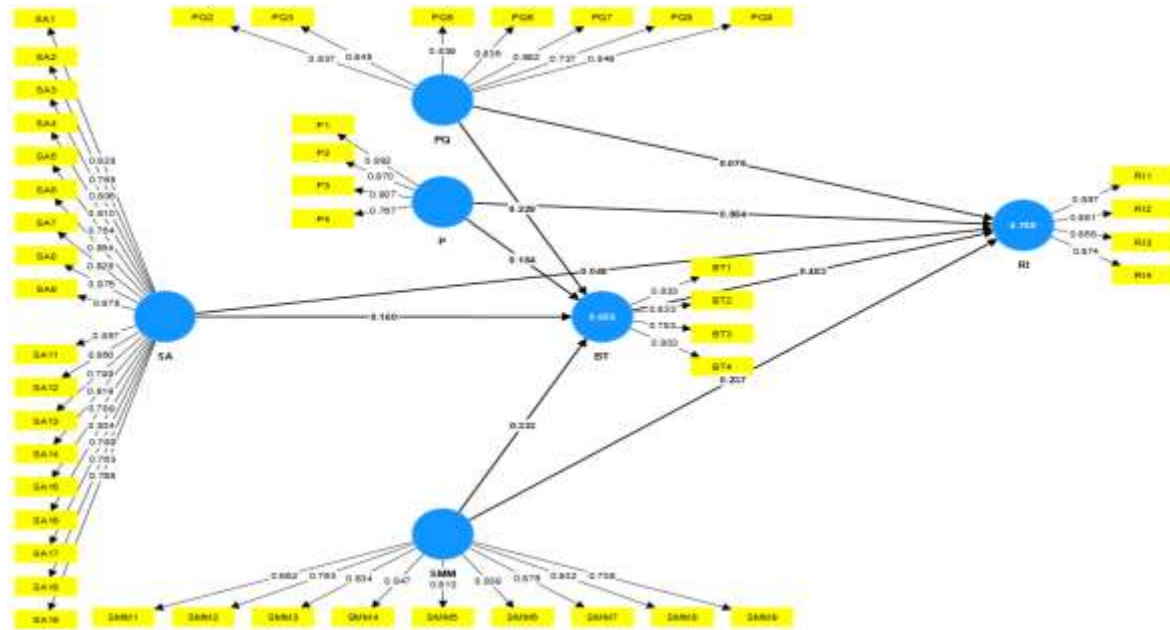


Figure 2. Eliminated Convergent Validity

Table 2. Eliminated Convergent Validity

No	Variable	Indicator	Outer loadings	Composite Reliability	AVE
1	Price	P1	0.892	0.919	0.740
		P2	0.870		
		P3	0.907		
		P4	0.767		
2	Product Quality	PQ2	0.837	0.941	0.694
		PQ3	0.845		
		PQ5	0.839		
		PQ6	0.835		
		PQ7	0.882		
		PQ8	0.737		
		PQ9	0.849		
		SA1	0.828		
		SA2	0.768		
3	Store Atmosphere	SA3	0.806	0.973	0.669
		SA4	0.810		
		SA5	0.764		
		SA6	0.854		
		SA7	0.828		
		SA8	0.875		
		SA9	0.878		
		SA11	0.857		
		SA12	0.860		



No	Variable	Indicator	Outer loadings	Composite Reliability	AVE
		SA17	0.789		
		SA18	0.763		
		SA19	0.788		
		SMM1	0.862		
		SMM2	0.763		
		SMM3	0.834		
		SMM4	0.847		
4	Social Media Marketing	SMM5	0.810	0.947	0.668
		SMM6	0.839		
		SMM7	0.876		
		SMM8	0.802		
		SMM9	0.708		
		BT1	0.833		
5	Brand Trust	BT2	0.833	0.881	0.650
		BT3	0.753		
		BT4	0.803		
		RI1	0.857		
6	Repurchase Intention	RI2	0.861	0.921	0.744
		RI3	0.858		
		RI4	0.874		

Based on Table 2, all indicators are deemed valid. All indicators have loading factor values exceeding 0.70, and all indicators also have composite reliability values exceeding 0.70. The AVE values are also met, with all indicators having AVE values exceeding 0.50.

### b. Discriminant Validity

The second validity test is discriminant validity, where one of the requirements is cross-loading. In cross-loading, if an indicator has a high correlation with its latent variable, then the indicator is considered valid in terms of discriminant validity. Here are the results of the discriminant validity test based on cross-loading values:

**Table 3. Cross Loading**

	BT	P	PQ	RI	SA	SMM
BT1	<b>0.833</b>	0.663	0.770	0.693	0.780	0.726
BT2	<b>0.833</b>	0.620	0.686	0.639	0.696	0.611
BT3	<b>0.753</b>	0.379	0.390	0.574	0.397	0.466
BT4	<b>0.803</b>	0.410	0.490	0.687	0.473	0.552
P1	0.573	<b>0.892</b>	0.674	0.568	0.608	0.532
P2	0.574	<b>0.870</b>	0.672	0.537	0.643	0.527
P3	0.634	<b>0.907</b>	0.648	0.584	0.612	0.550
P4	0.476	<b>0.767</b>	0.522	0.482	0.473	0.432
PQ2	0.609	0.610	<b>0.837</b>	0.586	0.683	0.589
PQ3	0.665	0.707	<b>0.845</b>	0.618	0.727	0.653
PQ5	0.592	0.611	<b>0.839</b>	0.593	0.663	0.583
PQ6	0.599	0.619	<b>0.835</b>	0.554	0.713	0.617

	<b>BT</b>	<b>P</b>	<b>PQ</b>	<b>RI</b>	<b>SA</b>	<b>SMM</b>
<b>PQ7</b>	0.677	0.640	<b>0.882</b>	0.645	0.744	0.662
<b>PQ8</b>	0.588	0.512	<b>0.737</b>	0.562	0.626	0.573
<b>PQ9</b>	0.609	0.568	<b>0.849</b>	0.599	0.749	0.643
<b>RI1</b>	0.683	0.615	0.684	<b>0.857</b>	0.687	0.614
<b>RI2</b>	0.663	0.629	0.649	<b>0.861</b>	0.724	0.667
<b>RI3</b>	0.729	0.433	0.526	<b>0.858</b>	0.522	0.610
<b>RI4</b>	0.711	0.501	0.604	<b>0.874</b>	0.565	0.666
<b>SA1</b>	0.612	0.548	0.669	0.580	<b>0.828</b>	0.649
<b>SA2</b>	0.618	0.612	0.699	0.598	<b>0.768</b>	0.596
<b>SA3</b>	0.615	0.643	0.691	0.597	<b>0.806</b>	0.627
<b>SA4</b>	0.617	0.525	0.673	0.524	<b>0.810</b>	0.669
<b>SA5</b>	0.571	0.502	0.624	0.576	<b>0.764</b>	0.640
<b>SA6</b>	0.581	0.530	0.691	0.582	<b>0.854</b>	0.715
<b>SA7</b>	0.618	0.628	0.726	0.559	<b>0.828</b>	0.668
<b>SA8</b>	0.624	0.534	0.698	0.610	<b>0.875</b>	0.715
<b>SA9</b>	0.631	0.520	0.695	0.644	<b>0.878</b>	0.752
<b>SA11</b>	0.647	0.601	0.764	0.638	<b>0.857</b>	0.685
<b>SA12</b>	0.654	0.582	0.723	0.637	<b>0.860</b>	0.726
<b>SA13</b>	0.601	0.484	0.616	0.620	<b>0.799</b>	0.664
<b>SA14</b>	0.657	0.577	0.741	0.620	<b>0.819</b>	0.694
<b>SA15</b>	0.589	0.526	0.636	0.554	<b>0.789</b>	0.640
<b>SA16</b>	0.687	0.546	0.698	0.672	<b>0.834</b>	0.721
<b>SA17</b>	0.550	0.575	0.709	0.502	<b>0.789</b>	0.567
<b>SA18</b>	0.567	0.539	0.680	0.563	<b>0.763</b>	0.606
<b>SA19</b>	0.568	0.569	0.669	0.556	<b>0.788</b>	0.629
<b>SMM1</b>	0.531	0.449	0.578	0.555	0.684	<b>0.862</b>
<b>SMM2</b>	0.513	0.507	0.615	0.488	0.693	<b>0.763</b>
<b>SMM3</b>	0.607	0.471	0.602	0.577	0.691	<b>0.834</b>
<b>SMM4</b>	0.671	0.506	0.654	0.640	0.687	<b>0.847</b>
<b>SMM5</b>	0.519	0.482	0.546	0.522	0.599	<b>0.810</b>
<b>SMM6</b>	0.566	0.502	0.606	0.572	0.651	<b>0.839</b>
<b>SMM7</b>	0.679	0.530	0.657	0.628	0.725	<b>0.876</b>
<b>SMM8</b>	0.649	0.506	0.620	0.708	0.681	<b>0.802</b>
<b>SMM9</b>	0.657	0.419	0.559	0.685	0.568	<b>0.708</b>

Source: Primary Data (processed), 2023

Based on the table above, it can be concluded that all values listed in the gray boxes are equal to the maximum value listed in the max column. This indicates that each indicator has a higher correlation with its construct than with other constructs. Therefore, it is concluded that all indicators are valid in terms of discriminant validity. Next, the discriminant validity test uses the Fornell-Lacker criterion. Here are the results of the discriminant validity test using the Fornell-Lacker criterion:



**Table 4. Fornell-Lacker Criterion**

	<b>BT</b>	<b>P</b>	<b>PQ</b>	<b>RI</b>	<b>SA</b>	<b>SMM</b>
<b>BT</b>	<b>0.806</b>					
<b>P</b>	0.659	<b>0.860</b>				
<b>PQ</b>	0.746	0.734	<b>0.833</b>			
<b>RI</b>	0.807	0.632	0.714	<b>0.863</b>		
<b>SA</b>	0.750	0.682	0.843	0.725	<b>0.818</b>	
<b>SMM</b>	0.743	0.596	0.743	0.741	0.815	<b>0.817</b>

Source: Primary Data (processed), 2023

Table 4 reveals that all constructs are valid in terms of discriminant validity because each construct has a higher square root of AVE value than its correlation with other constructs. It concludes that the indicators in this study are considered valid, as all indicators have met the requirements of convergent and discriminant validity tests.

### c. Reliability

The reliability test in this study looks at the values of Cronbach's alpha and composite reliability. Constructs are considered reliable if they have a Cronbach's alpha value greater than 0.60 ( $> 0.60$ ) and a composite reliability value greater than 0.60 ( $> 0.60$ ). Here are the results of the reliability test with Cronbach's alpha and composite reliability:

**Table 5. Reliability**

<b>Variable</b>	<b>Cronbach's alpha</b>	<b>Composite reliability</b>
PRICE	0.882	0.891
PRODUCT QUALITY	0.926	0.928
STORE ATMOSHPERE	0.971	0.972
SOCIAL MEDIA MARKETING	0.937	0.940
BRAND TRUST	0.823	0.835
REPURCHASE INTENTION	0.885	0.886

Source: Primary Data (processed), 2023

Based on the table above, it can be concluded that each construct has a Cronbach's alpha and composite reliability value greater than 0.60. This indicates that each construct in this study is reliable.

### d. Multicollinearity

Multicollinearity testing, or the multicollinearity test, is conducted to assess the relationship between indicators. To determine whether indicators experience multicollinearity, the inner VIF (variance inflated factor) is calculated. If the VIF value is between 5 and 10 or below 0.50, it can be said that there is no multicollinearity for that indicator (Hair et al., 2018).

**Table 6. Multicollinearity**

	<b>Brand Trust</b>	<b>Repurchase Intention</b>
BRAND TRUST		<b>2.934</b>
PRICE	<b>2.237</b>	<b>2.336</b>
PRODUCT QUALITY	4.229	4.383

## REPURCHASE INTENTION

STORE ATMOSHPERE	4.849	4.925
SOCIAL MEDIA MARKETING	3.074	3.399

Source: Primary Data (processed), 2023

**e. Hypothesis Test**

Based on the hypothesis testing results, it is found that H1, H2, and H3, which are the relationships between price, product quality, and store atmosphere on repurchase intention, are rejected. Meanwhile, H4 - H13 are accepted. The recapitulation of the hypothesis testing results can be seen in Table 7.

**Table 7. Summary of Hypothesis Testing Results**

No	Relation	Std Beta	Std Error	t-value	p-value	Hypothesis
1	Price influences repurchase intention (H1)	0.085	0.053	1.578	0.115	Rejected
2	Product quality influences repurchase intention (H2)	0.076	0.069	1.094	0.274	Rejected
3	Store atmosphere influences repurchase intention (H3)	0.048	0.075	0.650	0.515	Rejected
4	Social media marketing influences repurchase intention (H4)	0.236	0.055	4.273	0.000	Accepted
5	Brand trust influences repurchase intention (H5)	0.483	0.053	9.080	0.000	Accepted
6	Price influences brand trust (H6)	0.182	0.058	3.173	0.002	Accepted
7	Product quality influences brand trust (H7)	0.227	0.077	2.973	0.003	Accepted
8	Store atmosphere influences brand trust (H8)	0.163	0.068	2.357	0.018	Accepted
9	Social media marketing influences brand trust (H9)	0.335	0.057	5.867	0.000	Accepted
10	Price influences repurchase intention through brand trust (H10)	0.088	0.030	2.94	0.003	Accepted
11	Product quality influences repurchase intention through brand trust (H11)	0.109	0.038	2.92	0.003	Accepted
12	Store atmosphere influences repurchase intention through brand trust (H12)	0.079	0.035	2.20	0.028	Accepted
13	Social media marketing influences repurchase intention through brand trust (H13)	0.162	0.033	4.89	0.000	Accepted

Source: Primary Data (processed), 2023

The hypothesis testing results for the influence of price (X1) on repurchase intention (Y2) show that the t-statistic (calculated) is  $< 1.96$  and the p-value is  $> 0.05$ . These values indicate that there is no significant influence of price (X1) on repurchase intention (Y2). Based on previous studies, price is not a major factor driving individuals to repurchase (Rivai & Zulfitri, 2021). A

similar finding was also found among Starbucks customers, where the price was not a major factor driving Starbucks customers to repurchase (Ariyuni & Suhardi, 2020).

Furthermore, the hypothesis testing results for product quality (X2) on repurchase intention (Y2) indicate that the t-statistic (calculated) is  $< 1.96$  and the p-value is  $> 0.05$ , suggesting that product quality does not affect repurchase intention. Based on the research findings, 31% of respondents disagree with the consistency of coffee taste at Janji Jiwa coffee shop. (Werdiastuti & Agustiono, 2022) found a similar result in their research, where customers of Taco Casa Bali restaurant did not repeat purchases due to the taste not being as expected. Apart from taste, the appearance of the product also influences customers' desire to repurchase. Among all respondents, 26% disagree with the attractive and appetizing appearance of the coffee presentation. (Amini & Wiranatakusuma, 2020) found a similar result in their research, where unattractive products were also a reason for customers not to repurchase.

Based on the statistical test results, there is no significant influence of store atmosphere on repurchase intention. Based on the findings, as many as 25% of respondents thought that the design of the Janji Jiwa coffee shop in Banda Aceh was not suitable for customers who wanted to enjoy coffee while working. They did not agree to carry out their duties at the coffee shop. (Sari, 2021) also found a similar result, where customers of Janji Jiwa coffee shop located in Seturan, Yogyakarta were not satisfied with the small and unsuitable atmosphere of the store for working or doing tasks.

#### **4. Conclusion**

The research findings can be summarized as follows.

1. price does not affect repurchase intention.
2. product quality does not affect repurchase intention.
3. store atmosphere does not affect repurchase intention.
4. social media marketing affects repurchase intention.
5. brand trust affects repurchase intention.
6. price affects brand trust.
7. product quality affects brand trust
8. store atmosphere affects brand trust.
9. social media marketing affects brand trust.
10. price affects repurchase intention through brand trust.
11. product quality affects repurchase intention through brand trust.
12. store atmosphere affects repurchase intention through brand trust.
13. social media marketing affects repurchase intention through brand trust.

Overall, the research suggests that social media marketing and brand trust play significant roles in influencing repurchase intention directly, while price, product quality, and store atmosphere do not have a significant direct impact on repurchase intention, but they must go through brand trust. These findings prove the modeling of repurchase intention in coffee shops. These results contribute academically to future researchers who need the basic theory of repurchase intention to be developed more widely. The limitations of this research lie in the research variables. The results can also be a reference basis for practitioners, especially in the coffee shop industry, to develop new management strategies, especially in the field of marketing in the future.

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