

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY ON REPURCHASE INTENTION: A CASE STUDY AT STARBUCKS MEGAMAS AREA MANADO****PENGARUH KUALITAS PRODUCT, HARGA, DAN KUALITAS LAYANAN TERHADAP NIAT NELI ULANG DI STARBUCKS MANADO****Regina D. A. P. Vickers<sup>1</sup> Joyce Lapien<sup>2</sup> Frederik G. Worang<sup>3</sup>**

<sup>123</sup> International Business Administration, Management Department, Faculty of Economics and Business  
Universitas Sam Ratulangi Manado

Correspondence		
Email: <a href="mailto:1sharavickers7@gmail.com">1sharavickers7@gmail.com</a> , <a href="mailto:2lapianjoyce@gmail.com">2lapianjoyce@gmail.com</a> , <a href="mailto:3frederikworang@gmail.com">3frederikworang@gmail.com</a>	No. Telp:	
Published 1 Mei 2025	Published 4 Mei 2025	Published 5 Mei 2025

**ABSTRACT**

This study investigates the influence of product quality, price, and service quality on repurchase intention at Starbucks Coffee Megamas Manado. The rapid growth of the coffee industry in Indonesia has increased competition, making consumer loyalty a critical success factor. This quantitative research employed a multiple linear regression analysis with data collected from 100 respondents through a structured questionnaire. Results indicate that product quality, price, and service quality all have significant positive effects on repurchase intention. Among them, product quality had the most substantial impact. These findings emphasize the importance of consistently delivering high-quality products and services while maintaining competitive pricing to encourage customer retention.

**Keywords :** Product Quality, Price, Service Quality, Repurchase Intention, Starbucks

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga, dan kualitas pelayanan terhadap niat beli ulang di Starbucks Coffee Megamas Manado. Pertumbuhan pesat industri kopi di Indonesia telah meningkatkan persaingan, sehingga loyalitas konsumen menjadi faktor kunci kesuksesan. Penelitian kuantitatif ini menggunakan analisis regresi linier berganda dengan data yang diperoleh dari 100 responden melalui kuesioner terstruktur. Hasil penelitian menunjukkan bahwa kualitas produk, harga, dan kualitas pelayanan memiliki pengaruh positif yang signifikan terhadap niat beli ulang. Di antara ketiga variabel tersebut, kualitas produk memiliki pengaruh paling dominan. Temuan ini menekankan pentingnya menjaga konsistensi kualitas produk dan pelayanan serta menawarkan harga yang bersaing untuk mendorong retensi pelanggan.

**Kata Kunci:** Kualitas Produk, Harga, Kualitas Pelayanan, Niat beli ulang, Starbucks

**INTRODUCTION****Research Background**

The Food and Beverage (F&B) industry is a vital sector of the global economy, encompassing a wide range of businesses from restaurants and cafes to catering services and food trucks. As one of the largest employment providers worldwide, it continues to evolve alongside shifts in consumer behavior and technological advancements. In recent years, increased health consciousness, sustainability concerns, and digital transformation have significantly influenced consumer choices, with online ordering, delivery services, and mobile applications becoming integral components of the F&B experience. Consequently, the F&B industry not only fulfills daily consumption needs but also actively shapes consumer habits and contributes to economic development.

In Indonesia home to one of the world's largest populations the coffee shop industry has experienced rapid growth, becoming an integral part of modern urban culture. Coffee consumption has evolved from a mere routine to a lifestyle expression, particularly among younger, middle- to upper-class consumers in urban centers. Coffee shops are often perceived as contemporary and prestigious spaces, offering an experience beyond that of traditional vendors. According to the International Coffee Organization (ICO), Indonesia's domestic coffee consumption reached 5 million bags in the 2020/2021 period its highest level in a decade highlighting a growing demand for coffee products across the nation.

In Manado, a city renowned for its vibrant café culture, the coffee industry continues to thrive. Starbucks, established in Kawasan Megamas in 2015, remains a leading player due to its strong brand identity, premium offerings, and consistent service quality. However, the competitive landscape has intensified with the emergence of local brands such as Kopi Kenangan, Janji Jiwa, and Fore Coffee, which offer quality products at more accessible price points. These local competitors attract a wide range of consumers by offering unique beverages, digital convenience, and modern café aesthetics. Despite this, Starbucks retains a loyal customer base, largely due to its brand image, store ambiance, and customer-centric strategies, including loyalty programs and seasonal promotions.

The relationship between pricing and repurchase intention remains a nuanced issue. While high prices may deter some consumers, others are willing to pay a premium when they perceive value in the overall experience. Liu and Tingko (2016) found that customers are more likely to repurchase when they believe that the price reflects the quality of the product and the experience offered. For instance, despite Starbucks' relatively high prices—such as Rp 52,000 for a Tall Java Chip Frappuccino or up to Rp 65,500 for a Venti Caramel Macchiato—many consumers continue to patronize the brand. This indicates that perceived value, service quality, and brand loyalty play pivotal roles in consumer decision-making.

According to a 2023 study by Snapcart involving 4,538 respondents, approximately 79% of Indonesians identify as coffee drinkers, with the majority consuming coffee daily. This widespread consumption highlights coffee's deep-rooted significance in Indonesian daily life, influencing both social behavior and spending patterns. The expansion of Starbucks across 500+ locations in 59 cities (as of 2023) reflects this trend, as does the brand's resilience and growth, with its global revenue rising to \$29.46 billion in 2023 (Statista, 2024). Despite the challenges brought on by the COVID-19 pandemic, Starbucks' consistent growth trajectory demonstrates its adaptability and consumer trust.

Starbucks has employed a range of strategies to differentiate itself from local competitors, including digital marketing, product innovation, sustainability initiatives, and personalized customer experiences. According to Charles (1999), direct communication and access to timely information are essential for effective decision-making in service industries, enabling companies to minimize conflicts and maintain high customer satisfaction. These practices are especially critical for multinational brands like Starbucks, which must balance global standards with local preferences.

In light of the evolving competitive landscape and growing consumer expectations, it is essential to investigate the factors that influence repurchase intention, particularly in regional markets such as Starbucks Megamas Manado. Understanding how product quality, price, and service quality contribute to consumer loyalty will provide valuable insights into sustaining market relevance and long-term profitability.

### Research Objectives

The objectives of this research are:

1. Determine the simultaneous influence of product quality, price, and service quality on repurchase intention at Starbucks Coffee in the Megamas Manado Area.

2. Determine the influence of product quality on repurchase intention at Starbucks Coffee in the Megamas Manado Area.
3. Determine the influence of price on repurchase intention at Starbucks Coffee in the Megamas Manado Area.
4. Determine the influence of service quality on repurchase intention at Starbucks Coffee in the Megamas Manado Area.

## LITERATURE REVIEW

### Marketing

Marketing is more than a set of theories it's a dynamic, real-world practice that guides how businesses interact with consumers. According to Kotler and Armstrong (2018), marketing is the process of identifying and fulfilling human and social needs in a profitable way. It involves researching what customers want, developing the right products or services, and delivering value efficiently.

Kotler's 4Ps framework remains one of the most influential marketing models. The Product aspect covers quality, design, and features that meet consumer needs. In this study, Product Quality is a primary factor influencing repurchase intention. The Price component focuses on what customers are willing to pay, reflecting their perception of value, making Price Perception another critical variable. Place refers to distribution strategy, and in the case of Starbucks, strategic store placements enhance accessibility and brand presence. Lastly, Promotion includes advertising and loyalty efforts, which, while not the primary focus here, still play a role in customer engagement.

Another foundational model is the SERVQUAL framework by Zeithaml, Parasuraman, and Berry (1988), which identifies five dimensions of service quality: tangibles (physical facilities and appearance), reliability (ability to perform promised services dependably), responsiveness (willingness to help and provide prompt service), assurance (competence and courtesy of employees), and empathy (personalized attention). This model is widely applied to assess service quality in retail and hospitality industries.

### Consumer Behavior

Consumer behavior examines the decision-making processes individuals go through when selecting, purchasing, using, and evaluating products and services to satisfy their needs and wants. As Matsaini (2013) notes, the journey typically begins with need recognition—for instance, craving a high-quality cup of coffee. In Indonesia, coffee consumption has evolved into a lifestyle, where taste, aroma, and brand experience contribute to consumer choice.

Understanding consumer behavior involves analyzing psychological, emotional, and social factors that shape decision-making before, during, and after a purchase (Solomon, 2018). One of the most widely referenced models in this field is the Engel-Kollat-Blackwell (EKB) model. Farinloye (2024) explains that this model divides the consumer decision process into five key stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

For Starbucks customers, this process might unfold as follows: a customer first identifies a need for a satisfying coffee experience. They then search for information either through online reviews or personal recommendations and compare alternatives based on product quality, price, service, and brand perception.

### Product Quality

Product quality plays a vital role in shaping consumer satisfaction and loyalty, making it a core element in both marketing strategy and consumer behavior studies. According to Kotler and Armstrong (2012), product quality directly impacts how consumers perceive value, influencing their satisfaction and decisions to repurchase. Garvin (1987) outlines several

dimensions of product quality, including performance, features, reliability, conformance to standards, durability, serviceability, aesthetics, and perceived quality—all of which collectively determine customer perception.

Perceived quality is a multidimensional concept. Hanifati and Salehudin (2021) found that when customers believe a product consistently meets or exceeds their expectations, they are less likely to switch to competing brands. This loyalty is reinforced by consistency and innovation, especially in premium brands like Starbucks. Smith (2018) also notes that maintaining product quality leads to long-term customer satisfaction and brand commitment.

For Starbucks, consistency in taste, the freshness of ingredients, and the visual appeal of beverages are essential to brand identity. These attributes contribute to overall customer experience and satisfaction. Garvin's dimensions provide a structured way to assess product quality, such as performance (taste and brewing consistency), aesthetics (visual presentation and aroma), and reliability (consistency across visits). Indicators like taste consistency (Zardi et al., 2019), ingredient freshness and packaging (Ratasuk, 2022), and product variety further strengthen the brand's quality image. This study proposes that high product quality at Starbucks has a positive effect on repurchase intentions, as it builds trust and meets consumer expectations.

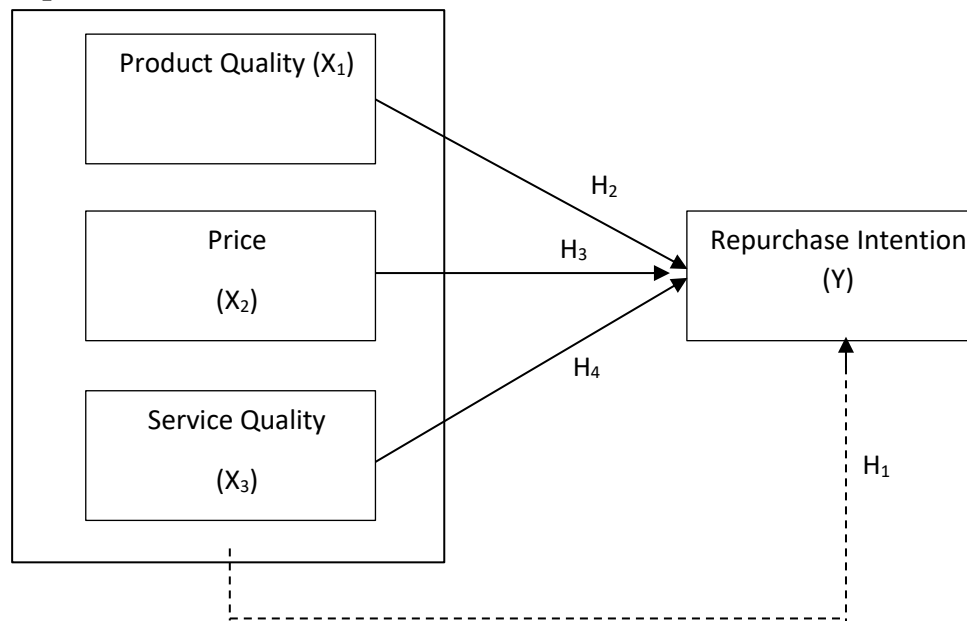
### Previous Research

Previous research supports the importance of product quality, price, and service quality in influencing consumer repurchase intention. Ketut (2022) found that lifestyle, brand image, and service quality significantly affect repurchase intention at Starbucks in Bali, emphasizing the role of service-related factors.

Natalia and Suparna (2023) revealed that product and service quality positively influence repurchase intentions, with customer satisfaction acting as a mediator. Similarly, Gumilang, Yuliati, and Indrawan (2021) identified that product and service quality, along with e-WOM and brand image, significantly impact both satisfaction and repurchase intention in coffee-to-go consumers.

Mufashih, Maulana, and Shihab (2023) also confirmed the mediating role of customer satisfaction in the relationship between product quality, brand image, and repurchase intention. Research by Sari and Giantari (2020) demonstrated that product quality significantly affects satisfaction and repurchase intention, with satisfaction serving as a partial mediator.

Furthermore, Mokoginta (2022) showed that both product and service quality positively influence repurchase intention among Kopi Kenangan customers. These findings collectively reinforce the relevance of the variables examined in this study, particularly in the context of coffee shop consumer behavior.

**Conceptual Framework****Figure 1. Conceptual Framework***Source: Literature Review***Research Hypothesis**

- H1: Product quality, price, and service quality simultaneously have a significant effect on repurchase intention at Starbucks Coffee in the Megamas Manado Area.
- H2: Product quality has a significant effect on repurchase intention at Starbucks Coffee in the Megamas Manado Area.
- H3: Price has a significant effect on repurchase intention at Starbucks Coffee in the Megamas Manado Area.
- H4: Service quality has a significant effect on repurchase intention at Starbucks Coffee in the Megamas Manado Area.

**RESEARCH METHOD****Research Approach**

A research approach encompasses the approach or methodology a researcher uses to investigate an event, collect, assess and describe data. It includes quantitative, qualitative, and mixed methods, along with a range of data collection and analysis techniques appropriate for the specific research inquiry at hand. The research presented in this study adopted a quantitative methodology, which prioritizes the examination of relationships between variables to test a particular theory (Creswell, 2020). This approach involves the utilization of numerical or numerical data to investigate a specific population (Sugiyono, 2019).

**Population, Sample, Sampling Technique**

The population in this study consisted of Starbucks customers in the Megamas Manado Area who had visited the outlet at least once in the past six months, totaling 1,170 visitors during the period of June–July 2024. A purposive sampling technique was used, with the criteria being customers who had purchased from Starbucks Megamas more than twice. Based on the Slovin formula with a 10% margin of error, the required minimum sample size was calculated to be approximately 92 respondents.

### Data Collection Method

In collecting data, researchers used a questionnaire. The data measurement technique in this study uses a Likert scale. In the Likert scale, a value or weight is given to each choice to indicate more agreement or disagreement with the issue being raised.

### Operational Definition of Variables

**Table 1. Operational Definition of Research Variables**

No.	Variable	Definition	Indicator
1.	Product Quality (X1)	Product quality in the context of Starbucks Coffee refers to the overall characteristics and features of Starbucks products that satisfy the needs and preferences of customers. This includes the taste, freshness, presentation, and consistency of coffee and other products that Starbucks offers.	1. Consistency in taste and aroma 2. Freshness of ingredients used 3. Packaging appeal and functionality 4. Variety of product offerings (Hasni Zardi, Yunia Wardi, Susi Evanita, 2019).
2.	Price (X2)	Price in the context of Starbucks Coffee refers to the perceived fairness and competitiveness of the price of Starbucks products compared to their quality and compared to other similar offers.	1. Affordability of product price 2. Price suitability with product quality 3. Price competitiveness compared to competitors 4. Price suitability with perceived benefits (Kotler dan Armstrong, 2019).
3.	Service Quality (X3)	The quality of service at Starbucks Coffee refers to the overall customer experience based on the efficiency, professionalism, and friendliness of service provided by Starbucks employees.	1. Staff responsiveness to customer needs 2. Courtesy and professionalism of staff 3. Service speed 4. Accuracy in order fulfillment (Fairus Akbar Ali Mokoginta, 2022).



4.	Repurchase Intention (Y)	Repurchase intent refers to the likelihood that customers will continue to purchase products from Starbucks in the future based on their satisfaction with product quality, price, and service quality.	<ol style="list-style-type: none"> <li>1. Likelihood of making a repeat purchase</li> <li>2. Willingness to recommend Starbucks to others</li> <li>3. Satisfaction with previous purchases</li> <li>4. Customer loyalty to Starbucks</li> </ol> (Indawati Lestari, 2024).
----	--------------------------	---	---

## Testing of Research Instruments

### Validity Test

The validity test aims to assess the extent to which the questionnaire used for data collection can be considered valid, in accordance with the opinion of Sugiyono (2019:122). This validity test was carried out to evaluate whether the questionnaire that had been made was suitable for use as an instrument measuring tool or not.

### Classical Assumption Tests

#### Normality Test

The normality test is used in research with the aim of seeing whether the data distribution is close to the normal distribution, which means that good data will form a bell shape, which means that it is not heavy anywhere (Ghozali, 2019:151), or whether the data distribution is close to the normal distribution in data groups or variables. With the aim of testing normality, a non-parametric statistical technique of Kolmogorov-Smirnov (K-S), expressed in Asymp.Sig (2-tailed), was used.

#### Multicollinearity Test

Multicollinearity shows that the relationship between dependent variables is linear. In accordance with Ghozali (2019: 71), the reason for the multicollinearity test is to determine whether there is a significant relationship between independent factors in the relationship model. In a good relationship model, there should be no significant relationship between free factors.

#### Heteroscedasticity Test

According to Ghozali (2019:134), the purpose of the heteroscedasticity test is to identify the possibility of non-uniform variations in the regression model by examining the differences in the residuals from each other. If the variation of the residuals produced remains or is constant, this condition is called homoscedasticity. Conversely, if there are different variations in the residuals, this is called heteroscedasticity.

### Data Analysis Method

#### Multiple Linear Regression Analysis

As explained by Sugiyono (2019: 66), multiple linear regression analysis can be applied to predict the influence of two or more independent variables on one bound variable. This study aims to evaluate whether there is a correlation between two independent variables and one bound variable. The equations used in this analysis are as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Where:

Y = Dependent Variable

a = Constant

X1, X2 = Independent Variable

e = Error

b1, b2 = Regression Coefficients

### Coefficient of Determination (R<sup>2</sup>)

Sugiyono (2019) uses the coefficient of determination (R<sup>2</sup>) as a method to measure the extent to which variation in the independent variable can explain variation in the dependent variable. The range of R values ranges from 0 to 1, and if the R<sup>2</sup> value is small, this indicates that the ability of the independent factors to explain variations in the dependent variable is limited. If the value is close to one, it indicates that the data provided by the independent variable has sufficient ability to predict the variation in the dependent variable.

### Hypothesis Testing

#### F Test

The following provisions are used to conduct the F test, according to Sugiyono (2019: 96), with the aim of identifying the effect of the independent variables simultaneously or simultaneously

#### T Test

In accordance with Sugiyono, as explained in Salimun and Sugiyanto (2021: 573), the partial effect of each independent variable on the dependent variable can be measured through the t test. This test is carried out for each independent variable on the dependent variable to determine the significance of the coefficient.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Tests

**Table 2. Validity Test**

Variable	Items	Validity			Reliability	
		r count	Sig.	Status	Cronbach Alpha	Status
Product Quality	X1.1	0.790	0.001	Valid	0.738	Reliable
	X1.2	0.712	0.001	Valid	0.738	Reliable
	X1.3	0.761	0.001	Valid	0.738	Reliable
	X1.4	0.740	0.001	Valid	0.738	Reliable
Price	X2.1	0.835	0.001	Valid	0.789	Reliable
	X2.2	0.825	0.001	Valid	0.789	Reliable
	X2.3	0.720	0.001	Valid	0.789	Reliable
	X2.4	0.762	0.001	Valid	0.789	Reliable
Service Quality	X3.1	0.855	0.001	Valid	0.855	Reliable
	X3.2	0.867	0.001	Valid	0.855	Reliable
	X3.3	0.827	0.001	Valid	0.855	Reliable
	X3.4	0.802	0.001	Valid	0.855	Reliable
Repurchase Intention	Y.1	0.891	0.001	Valid	0.897	Reliable
	Y.2	0.933	0.001	Valid	0.897	Reliable
	Y.3	0.773	0.001	Valid	0.897	Reliable



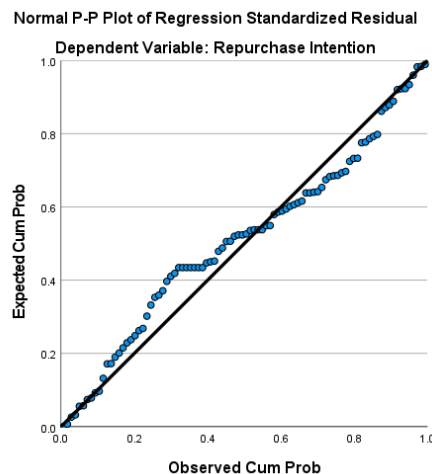
	Y.4	0.907	0.001	Valid	0.897	Reliable
--	-----	-------	-------	-------	-------	----------

Source: Processed data from SPSS, 2025

Based on the results of the validity and reliability tests, the Rcount value of each item is greater than Rtable, where  $Df = n - 2$ , namely  $92 - 2 = 90$ , and  $R_{table} = 0.205$ . Thus, these items have  $R_{count} > R_{table}$  and a significance level  $< 0.05$ , so it can be stated that the statement items are valid. According to Ghazali (2021), the validity test is used to determine whether a questionnaire is valid or not. A questionnaire is considered valid if the questions can reveal what you want to measure. Ghazali (2021) also states that a questionnaire item is considered reliable (feasible) if the Cronbach's alpha value is  $\geq 0.60$ , and is considered unreliable if the Cronbach's alpha value is  $\leq 0.60$ . Based on the table above, the Cronbach's alpha value for product quality is 0.738, for price is 0.789, for service quality is 0.855 and for repurchase intention is 0.897, so it can be concluded that each sample is reliable.

### Results of Classical Assumption Testing

#### Normality Test Result

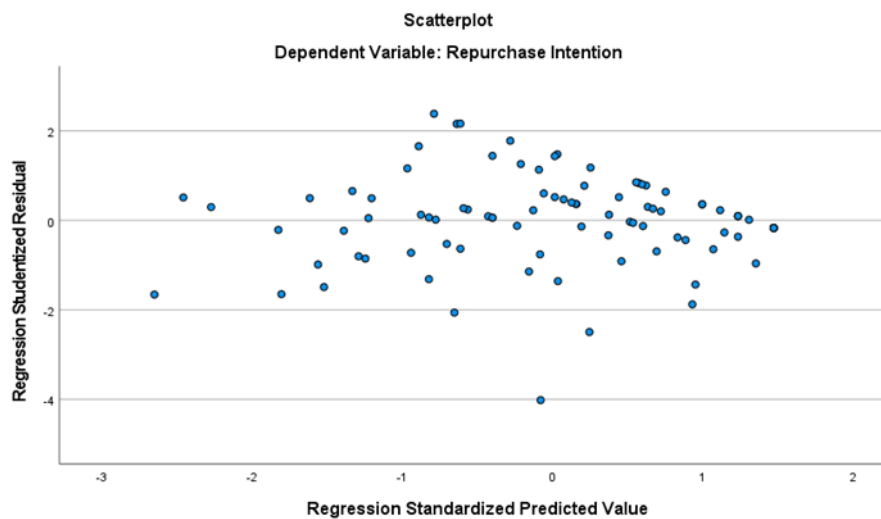


**Figure 2 P-Plot Normality Result**

Source: Processed data from SPSS, 2025

The picture above shows a P-P Plot which shows that the points spread around the diagonal line and tend to follow the direction of the diagonal line. This shows that the data used in this study fulfills the assumption of normality, so it is feasible to test with the regression model.

#### Heteroscedasticity Test

**Figure 3. Heteroscedasticity Result**

Source: Processed data from SPSS, 2025

Based on the scatterplot graph above, it can be seen that the points spread randomly and do not form a certain pattern. So it can be said that there is no heterokedastitas. Because the classical assumption test requirements, namely the normality test, multicollinearity test, and heteroscedasticity test have been carried out and all three meet the assumptions where the data is normally distributed, there is no multicollinearity, and there is no heteroscedasticity, this study can proceed to multiple linear regression analysis.

### Multiple Linear Regression Analysis Result

Multiple linear regression aims to assess how much influence the independent variable has on the dependent variable, with the aim of predicting the value of the dependent variable (Y) based on independent variables such as product quality (X1), price (X2) and service quality (X3). The results of multiple linear regression analysis have been carried out using the IBM SPSS 27 application.

**Table 3. Multiple Linear Regression Analysis Result**

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.102	1.949		1.078	.284		
	Product Quality	.394	.161	.259	2.454	.016	.458	2.184
	Price	.285	.092	.270	3.099	.003	.672	1.488
	Service Quality	.444	.132	.344	3.368	.001	.487	2.052

a. Dependent Variable: Repurchase Intention

Source: Processed data from SPSS, 2025

Based on this table, the constant value ( $\alpha$ ) is 2.102. In addition, the regression coefficient value for the product quality (X1) is 0.394, for the price (X2) is 0.285 and for the service quality (X3) is 0.444. Therefore, the multiple regression equation can be formulated as follows:

$$Y = 2.102 + 0.394X_1 + 0.285X_2 + 0.444X_3 + \varepsilon$$

1. If the value of product quality (X1), price (X2) and service quality (X3) is zero, then

the constant value ( $\alpha$ ) obtained of 2.102 will be the coefficient value of repurchase intention (Y).

2. The  $\beta_1$  value of 0.394 indicates that there is a positive relationship between product quality (X1) and repurchase intention (Y). This means that each one unit increase in the product quality variable (X1), assuming other variables are constant, will result in an increase of 0.394 in the repurchase intention variable (Y).
3. The  $\beta_2$  value of 0.285 indicates that there is a positive relationship between price (X2) and repurchase intention (Y). This means that each one unit increase in the price variable (X2), assuming other variables are constant, will result in an increase of 0.285 in the repurchase intention variable (Y).
4. The  $\beta_3$  value of 0.444 indicates that there is a positive relationship between service quality (X3) and repurchase intention (Y). This means that each one unit increase in the service quality variable (X3), assuming other variables are constant, will result in an increase of 0.444 in the repurchase intention variable (Y).

### Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>)

**Table 4. Coefficient of Determination (R-Square) Test Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 <sup>a</sup>	.553	.537	2.197

a. Predictors: (Constant), Service Quality, Price, Product Quality

b. Dependent Variable: Repurchase Intention

Source: Processed data from SPSS, 2025

Based on the Coefficient of Determination (R<sup>2</sup>) table above, the Adjusted R Square value is 0.537. This means that product quality, price and service quality together affect repurchase intention by 50.37%. The remaining 46.30% is influenced by other variables not examined in this study.

### Hypothesis Test Results

**Table 5. F-test Result**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	524.486	3	174.829	36.223	<.001 <sup>b</sup>
	Residual	424.731	88	4.826		
	Total	949.217	91			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Service Quality, Price, Product Quality

Source: Processed data from SPSS, 2025

In the table above, it is known that  $F_{count} > F_{table}$  with a significance of less than

0.05, it can be concluded that together the independent variables in this study have a significant effect on the variable repurchase intention (Y). this means that H1 is accepted.

### Partial Test (t-test)

**Table 6. t-test result**

Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error				Tolerance	VIF
1							
	(Constant)	2.102	1.949	1.078	.284		
	Product Quality	.394	.161	2.454	.016	.458	2.184
	Price	.285	.092	3.099	.003	.672	1.488
	Service Quality	.444	.132	3.368	.001	.487	2.052

a. Dependent Variable: Repurchase Intention

*Source: Processed data from SPSS, 2025*

Based on the Partial Test table (t test) above, it can be seen that:

1. The t-test results for the product quality variable (X1) obtained a tcount value of 2.454 with a significance value of 0.016, with a positive sign meaning that hypothesis testing is carried out on the right side. So that the tcount is  $2.454 > t_{table} 1.662$  with a significance value of  $0.016 < 0.05$ . Therefore, it can be concluded that partially product quality has a positive and significant effect on repurchase intention, this means that H2 is accepted.
2. The t-test results for the price variable (X2) obtained a tcount value of 3.099 with a significance value of 0.003, with a positive sign meaning that hypothesis testing is carried out on the right side. So that the tcount is  $3.099 > t_{table} 1.662$  with a significance value of  $0.003 < 0.05$ . Therefore, it can be concluded that partially price has a positive and significant effect on repurchase intention, this means that H3 is accepted.
3. The t-test results for the service quality variable (X3) obtained a tcount value of 3.368 with a significance value of 0.001, with a positive sign meaning that hypothesis testing is carried out on the right side. So that the tcount is  $3.368 > t_{table} 1.662$  with a significance value of  $0.001 < 0.05$ . Therefore, it can be concluded that partially service quality has a positive and significant effect on repurchase intention, this means that H4 is accepted.

### Discussion

#### The Simultaneous Influence of Product Quality, Price, and Service Quality on Repurchase Intention at Starbucks Coffee in the Megamas Manado Area.

The test results indicate that product quality, price, and service quality simultaneously influence consumers repurchase intention at Starbucks Coffee in the Megamas Manado area. Product quality is the primary factor, as consumers tend to seek products that not only meet standards but also provide a consistent and high-quality taste experience. On the other hand, price also plays a crucial role. Although Starbucks is known as a premium brand, a reasonable price that aligns with the value provided can influence consumers' decisions to make repeat purchases. Additionally, the quality of service—including service speed and staff friendliness—significantly impacts consumer comfort, which in turn contributes to loyalty and the intention to repurchase. These three factors work synergistically, meaning that if one of them fails to meet consumer expectations, it may reduce their willingness to make a repeat purchase.

The Expectation Confirmation Theory (ECT) proposed by Oliver (1980) explains that consumer satisfaction arises when expectations regarding a product or service are met or exceeded. In the context of Starbucks, good product and service quality, along with an appropriate price, can lead to satisfaction that results in repurchase intention. Furthermore, the

Consumer Behavior Theory described by Stephens (2023) states that consumer purchasing decisions are influenced by internal and external factors, including product quality, price, and service. In this case, Starbucks consumers in the Megamas Manado area consider a combination of these three factors in their decision-making process for repeat purchases.

#### **The Influence of Product Quality on Repurchase Intention at Starbucks Coffee in the Megamas Manado Area.**

The test results indicate that product quality influences consumers' repurchase intention at Starbucks Coffee in the Megamas Manado area. This is proven by meeting statistical criteria and significance. According to consumer behavior theory, product quality is one of the key determinants in shaping customer satisfaction, which in turn affects the intention to make repeat purchases. Good product quality includes aspects such as reliability, durability, and alignment with consumer expectations.

According to Kotler and Keller (2022), product quality is one of the main factors influencing consumer purchasing decisions, including the intention to repurchase. Product quality encompasses various aspects such as taste, raw materials, innovation, and consistency of the products offered. Research by Wijayanthi and Goca (2022) also explains that consumers' perception of product quality can shape perceived value, which ultimately impacts loyalty and repurchase intention. This is also in line with research by Purnapardi and Indrawati (2022), which found that product quality influences consumers' repurchase intention.

#### **The Influence of Price on Repurchase Intention at Starbucks Coffee in the Megamas Manado Area**

The research findings reveal that price influences consumers' repurchase intention at Starbucks Coffee in the Megamas Manado area. Price fairness is perceived when the price aligns with the quality received and meets consumer expectations (Xia, Monroe, & Cox, 2004). The Price-Perceived Quality Model (Monroe & Krishnan, 1985) suggests that higher prices are often associated with higher perceived quality. Research by Maharani and Suwitho supports this finding, stating that consumers' price perception positively influences repurchase intention. Similarly, a study by Puteri and Nurcholis (2024) found that competitive pricing aligned with customer expectations significantly contributes to customer satisfaction and their intention to repurchase the same product.

Consumers tend to consider price in the context of product quality and the satisfaction they experience. If the price is too high without adequate quality, consumers may feel dissatisfied and reluctant to make repeat purchases. However, in some cases—such as with certain products—consumers may overlook the price if they trust the brand or if the product offers a satisfying experience. Therefore, it is essential for companies to balance pricing and product quality to enhance consumers' repurchase intention (Kotler & Keller, 2022).

#### **The Influence of Service Quality on Repurchase Intention at Starbucks Coffee in the Megamas Manado Area**

Service quality influences consumers' repurchase intention at Starbucks Coffee in the Megamas Manado area. Service quality can be measured through various dimensions, such as reliability, responsiveness, assurance, tangibles, and empathy. When all these aspects are met, consumers feel valued and gain a sense of worth from their interactions with the service provider. According to Tyagi (2023), service quality is defined as the extent to which the provided service meets or exceeds customer expectations. The SERVQUAL model, which they developed, includes five key dimensions in assessing service quality: reliability, responsiveness, assurance, empathy, and tangibles. If the service quality provided meets or exceeds customer expectations, they are more likely to return for repeat purchases (Kotler & Keller, 2022).

The findings of this study align with research conducted by Sarapung and Ponirin

(2020), which explains the role of service quality in influencing consumers' repurchase intention. Similarly, research by Dimas (2021) found the same results, highlighting that the correlation between service delivery and customer satisfaction plays a significant role. Increased customer satisfaction contributes directly to repurchase intention.

### Conclusion

Based on the test results in the discussion above, the conclusions are as follows:

1. Product Quality, Price and Service Quality simultaneously have a positive and significant effect on Repurchase Intention at Starbucks Coffee Coffee Megamas Manado Area.
2. Product Quality partially has a positive and significant effect on Repurchase Intention at Starbucks Coffee Coffee Megamas Manado Area.
3. Price partially has a positive and significant effect on Repurchase Intention at Starbucks Coffee Coffee Megamas Manado Area.
4. Service Quality partially has a positive and significant effect on Repurchase Intention at Starbucks Coffee Coffee Megamas Manado Area.

### Recommendation

As for the suggestions on the sustainability of this research for each party in it, as follows:

1. Starbucks Coffee in the Megamas Manado area should continuously improve product quality, competitive pricing, and excellent service to strengthen customer repurchase intention. A marketing strategy that integrates these three factors can enhance customer loyalty. Regular evaluations of customer satisfaction are necessary to ensure the sustainability of this positive impact.
2. Consumers should consider product quality, price, and service together when making repurchase decisions. Understanding these factors can help in choosing products that provide the best experience. Sharing reviews and feedback with Starbucks can also contribute to further quality improvements.
3. Future research can explore other variables such as brand image, customer experience, or promotions in influencing repurchase intention. A comparative analysis with other coffee brands could provide broader insights. Using qualitative methods or a mixed-methods approach could offer a deeper understanding of consumer behavior.

### REFERENCES

- Starbucks Stories & News. (2022, August 4). *Reimagining the third place: How Starbucks is evolving its store experience*. Retrieved from <https://stories.starbucks.com/stories/2022/reimagining-the-third-place-how-starbucks-is-evolving-its-store-experience/>
- Berliana, F., & Mashadi, M. (2022). The effect of service quality and customer satisfaction on repurchase intention at Pochajjang Restaurant Bogor in the post-COVID-19 pandemic period. *Jurnal Ilmiah Manajemen Kesatuan*, 10(2), 285–292. <https://doi.org/10.37641/jimkes.v10i2.1388>
- Charles, C., Gafni, A., & Whelan, T. (1999). Decision-making in the physician–patient encounter: Revisiting the shared treatment decision-making model. *Social Science & Medicine*, 49(5), 651–661. <https://www.sciencedirect.com/science/article/abs/pii/S0277953699001458>
- Mason, K., Kjellberg, H., & Hagberg, J. (2015). Exploring the performativity of marketing: Theories, practices, and devices. *Journal of Marketing Management*, 31(1-2), 1-15. <https://doi.org/10.1080/0267257X.2014.982932>



- Farinloye, T., Omotoye, O. O., Oginni, A., & Mogaji, E. (2024). Bridging the digital divide: Consumer engagement with transportation payment apps in emerging economies. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.2161>
- Giddens, N. (2002). *Brand loyalty and decision maker*. Iowa State University Extensions, 5(12).
- Oliver, R. L. (1999). Whence consumer loyalty?. *The Journal of Marketing*, 63, 33-44. Doi: 10.2307/1252099
- Dimas, A. (2021). *Pengaruh Harga, Kualitas Produk dan Kualitas Pelayanan Terhadap Repurchase Intention (Studi Kasus Distro Aye Denim Kelapa Gading)* (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta). <http://repository.stei.ac.id/2909/>
- Fandy Tjiptono; . (2007). *Service, quality satisfaction /*. Yogyakarta : Andi Offset. <https://library.stik-ptik.ac.id/detail?id=49176&lokasi=lokal>
- Haryono, E. (2017). Strategi Pemasaran. Gerbang Penelitian. [https://www.researchgate.net/publication/316890519\\_Pemasaran\\_Strategik](https://www.researchgate.net/publication/316890519_Pemasaran_Strategik)
- Worang, F.G. (2024). Corporate culture and governance in Indonesian enterprises. Universitas Sam Ratulangi.
- Mukherjee, A., & Nath, P. (2005). "An empirical assessment of comparative approaches to service quality measurement." *Journal of Services Marketing*, 19(3), 174-184.
- Hasan, M., Khan, M. N., & Farooqi, R. (2019). "Service Quality Measurement Models: Comparative Analysis and Application in Airlines Industry." *Global Journal of Enterprise Information System*, 11(2), 29-41.
- International Coffee Organization. (n.d.). *Global coffee consumption trends and opportunities for Indonesia*. Retrieved from <https://www.ico.org>
- Katadata. (2021). *Negara dengan Gerai Starbucks Terbanyak, Indonesia Masuk Daftar*. Databoks. Retrieved from <https://databoks.katadata.co.id/produk-konsumen/statistik/72a826bbe04b1cc/negara-dengan-gerai-starbucks-terbanyak-indonesia-masuk-daftar>
- Katadata. (2021, 26 Agustus). Starbucks memiliki 32,8 ribu gerai resmi di seluruh dunia, terbanyak di AS. kotak data. Diakses tanggal 5 Juli 2024, dari <https://databoks.katadata.co.id/datapublish/2021/08/26/starbucks-miliki-328-ribu-gerai-resmi-di-seluruh-dunia-terbanyak-di-as>
- Maharani, N. D., & Suwitho, S. (2021). Pengaruh Store Atmosphere, Variasi Produk, Dan Harga Terhadap Repurchase Intention Pada Economie Resto Merr Surabaya. *Jurnal Ilmu Dan Riset Manajemen (Jirm)*, 10(3). <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/3948>
- Nathalia, N., & Diayudha, L. (2024). The Influence of Perceived Service Quality, Price Fairness, Consumer Satisfaction on Consumer Loyalty Towards Starbucks's Consumers. *Dinasti International Journal of Digital Business Management*, 5(2), 340-351. Retrieved from <https://dinastipub.org/DIJDBM/article/view/2128/1544>
- Nguyen, N., & Leblanc, G. (2013). Pengaruh kualitas lingkungan fisik, makanan, dan layanan terhadap citra restoran, nilai yang dirasakan pelanggan, kepuasan pelanggan, dan niat berperilaku. *Jurnal Penelitian Perhotelan & Pariwisata*, 37 (4), 521-545. [https://www.researchgate.net/publication/235316810\\_The\\_influence\\_of\\_the\\_quality\\_of\\_the\\_physical\\_environment\\_food\\_and\\_service\\_on\\_restaurant\\_image\\_customer\\_perceived\\_value\\_customer\\_satisfaction\\_and\\_behavioral\\_intentions](https://www.researchgate.net/publication/235316810_The_influence_of_the_quality_of_the_physical_environment_food_and_service_on_restaurant_image_customer_perceived_value_customer_satisfaction_and_behavioral_intentions)
- Nitiyasa, P., Wahyudi, L., & Sartika, R. C. (2024). Determinants of Customer Satisfaction and Revisit Intention Post-covid-19: a Case Study of Flyover Coffee Shop,

- Indonesia. *International Journal of Economics, Business and Management Research*, 8(10), 203-223.
- Crosby, L. A. (2002). Exploding Some Myths about Customer Relationship Management. *Managing Service Quality*, 12, 271-277.
- Matsaini, 2013. Consumer Behavior Analysis. *Journal of Business Management*. Volume 1 No. 01. April 2011 edition of Trunojoyo University. Madura
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 17(4), 460-469. <https://journals.sagepub.com/doi/abs/10.1177/002224378001700405>
- Van Ree, H. J. (2009). Service quality indicators for business support services (PhD thesis). University College London.
- Smith, J. (2018). An analysis of product quality and consumer retention in premium brands (Master's thesis). Harvard University.
- Garvin, D. A. (1987). Competing on the eight dimensions of quality. *Harvard Business Review*, 65(6), 101–109. Retrieved from <https://hbr.org/1987/11/competing-on-the-eight-dimensions-of-quality>.
- Purnama, A., & Santoso, I. (2021). *Pengaruh Kualitas Produk terhadap Niat Pembelian Ulang pada Starbucks Indonesia*. *Jurnal Manajemen dan Kewirausahaan*, 23(3), 187–195. <https://doi.org/10.9744/jmk.23.3.187-195>
- Purnapardi, M. S., & Indarwati, T. A. (2022). Pengaruh Product Quality dan Brand Image terhadap Repurchase Intention Produk Kosmetik Halal di E-Commerce. *Jurnal Ilmu Manajemen*, 10(1), 136-147. <https://journal.unesa.ac.id/index.php/jim/article/view/16416>
- Puteri, S. A., & Nurcholis, L. (2024). Brand Image Sebagai Mediasi Pengaruh Promosi dan Harga Terhadap Minat Beli Ulang (Repurchase Intention) Pada PT BDW Kreasi Media Pemalang. *Jurnal Studi Manajemen Organisasi Vol*, 21(2).
- Rizkalla, N., & Suzanawaty, L. (2012). The effect of store image and service quality on private label brand image and purchase intention: Case study Lotte Mart Gandaria City (Undergraduate thesis). Universitas Indonesia.
- Pratikno, R., Ikhsan, M., & Mahi, B. R. (2015). Unequal impact of price changes in Indonesia. *Economics and Finance in Indonesia*, 61(3), 180–195. <https://doi.org/10.47291/efi.v61i3.511>
- Hanifati, L. N., & Salehudin, I. (2021). The effect of perceived product quality, brand personality, and loyalty on brand switching intention of technological products. *The South East Asian Journal of Management*, 15(2), 169-187. <https://doi.org/10.21002/seam.v15i2.13336>
- Ratasuk, A., & Buranasompob, A. (2021). Contributions of Marketing Factors on Customer Repurchase intentions in Convenience Store Coffee Shops in Bangkok and Mediating Role of Brand Image. *Asian Administration and Management Review*, 4(2), 11-21. Diambil kembali from [https://www.researchgate.net/publication/357637959\\_Contributions\\_of\\_Marketing\\_Factors\\_on\\_Customer\\_Repurchase\\_intentions\\_in\\_Convenience\\_Store\\_Coffee\\_Shops\\_in\\_Bangkok\\_and\\_Mediating\\_Role\\_of\\_Brand\\_Image](https://www.researchgate.net/publication/357637959_Contributions_of_Marketing_Factors_on_Customer_Repurchase_intentions_in_Convenience_Store_Coffee_Shops_in_Bangkok_and_Mediating_Role_of_Brand_Image).
- Zardi, H., Wardi, Y., & Evanita, S. (2019). Effect of quality products, prices, locations and customer satisfaction to customer loyalty Simpang Raya Restaurant Bukittinggi “Salero Nan Tau Raso”. In *Proceedings of the 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)* (pp. 333–339). Atlantis Press. <https://doi.org/10.2991/piceeba2-18.2019.75>

- Ratasuk, A. (2022). The role of cultural intelligence in the trust and turnover of frontline hotel employees in Thailand. *Humanities, Arts and Social Sciences Studies*, 22(2), 348–358. <https://doi.org/10.14456/hasss.2022.32>
- Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International journal of contemporary hospitality management*, 24(2), 200-223. <https://www.emerald.com/insight/content/doi/10.1108/09596111211206141/full/full.html>
- Sarapung, S. A., & Ponirin, P. (2020). Pengaruh service quality terhadap repurchase intention melalui customer satisfaction pada skin origin Kota Palu. *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, 6(2), 177-185.
- Schultz, H. (2011). *Onward: How Starbucks Fought for Its Life without Losing Its Soul*. Rodale Books.
- Snapcart. (nd). Kopi cold brew: Tren jangka panjang atau hal baru bagi masyarakat Indonesia? Snapcart. <https://snapcart.global/cold-brew-coffee-a-long-term-trend-or-new-thing-for-indonesians/>
- Snapcart. (nd). Kopi cold brew: Tren jangka panjang atau hal baru bagi masyarakat Indonesia? Snapcart. <https://snapcart.global/cold-brew-coffee-a-long-term-trend-or-new-thing-for-indonesians/>
- Starbucks. (nd). Tentang kami. Starbucks. <https://www.starbucks.com/about-us/>
- Statista Research Department. (2024, May 22). *Starbucks revenue 2003-2024*. Statista. Retrieved from <https://www.statista.com/statistics/266466/net-revenue-of-the-starbucks-corporation-worldwide/>
- Statistik. (nd). Pendapatan bersih Starbucks Corporation di seluruh dunia dari tahun 2003 hingga 2022. Statista. Diakses pada 5 Juli 2024, dari <https://www.statista.com/statistics/266466/net-revenue-of-the-starbucks-corporation-worldwide/>
- Stephens, D. L. (2023). *Essentials of Consumer Behavior: An Applied Approach*. Routledge.
- Tyagi, V. K., Kumar, S., Gulyani, M., & Gahlawat, R. (2023). E-SERV-EX: A Multi-item Scale for Measuring Customer Expectations from the Online Retail Services. *NMIMS Management Review*, 31(2), 131-144. <https://journals.sagepub.com/doi/full/10.1177/09711023231197795>
- Wijyanthi, N. P. P. A., & Goca, I. G. P. A. W. (2022). Pengaruh Kepercayaan, Kualitas Produk, dan Kepuasan Konsumen terhadap Repurchase Intention di Tokopedia. *Jurnal Manajemen Dan Bisnis Equilibrium*, 8(1), 102-116. <https://www.ojs.unr.ac.id/index.php/Equilibrium/article/view/844>