

Repurchase Intention of Millennial Generation in Coffee Shop with the Coffee-To-Go Concepts

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ABSTRACT

Competition for coffee shops in Indonesia is getting tighter and continues to increase, especially for coffee shops with concepts coffee-to-go. Shop coffee-to-go is a coffee shop concept that is sold in minimalist outlets that do not provide space for dine in, as well as sales focused on online. This study aims to analyze the influence of product and service quality, electronic word of mouth, and brand image on satisfaction and repurchase intention of shop consumers' coffee-to-go on social media. The data collection technique uses non-probability sampling with questionnaires distributed online throughout Indonesia with 226 respondents. Furthermore, data analysis in this study is using SmartPLS 3.0 software to analyze the Structural Equation Modelling (SEM) method and descriptive analysis. The results showed that users are dominated by female aged 21 to 25 years and the majority of respondents buy products from the tavern brands coffee-to-go in Java Island. In this study the four indicators used to form customer satisfaction variables have a CSI calculation value of 80 percent, so

the CSI test results illustrate that overall respondents who have bought and consumed products are in the satisfied. the three variables in the form of product and service quality, electronic word of mouth, and brand image has a significant positive effect on the variable consumer satisfaction and repurchase intention, and the consumer satisfaction variable has a significant positive relationship with the repurchase intention of the shop consumers coffee-to-go.

Keywords: coffee-to-go shops, marketing, millennial generation, SEM, social media

INTRODUCTION

Coffee is currently one type of beverage that has rapid development and is one of the most popular drinks in the world. Coffee drinkers in Indonesia have increased every day, in the four years from 2016 to 2019, coffee consumption has increased along with coffee needs and the population in Indonesia, and this can be seen in Table 1.

Table 1 Coffee Consumption in Indonesia

Years	Total Population	Coffee Needs (kg)	Consumption of Coffee (kg/capita/year)
2016	260,000,000	249,824,000	0.96 %
2017	264,000,000	276,167,000	1.05 %
2018	267,000,000	314,365,000	1.18 %
2019	269,000,000	335,540,000	1.25 %

Source: AEKI (2020), processed

The increase in the amount of coffee consumption in Indonesia has also caused the growth of coffee shops with the coffee-to-go concept to increase. In Table 2, it is recorded that from 2017 to 2018, coffee shops with the coffee-to-go concept first

appeared in Indonesia and were immediately controlled by the brand Janji Jiwa coffee shop, which initially opened 500 outlets directly. In fact, until now it is estimated that the number will continue to

grow in line with the increase in coffee consumption in Indonesia.

Table 2 Number of Coffee-To-Go Shops in Indonesia 2017 - 2018

First Opening	Year	Coffee Brand	Shop	Number of Outlets
2017		Kopi Kenangan		175
2017		Kopi Soe		150
2018		Fore		100
2018		Janji Jiwa		500
2018		Kulo		300

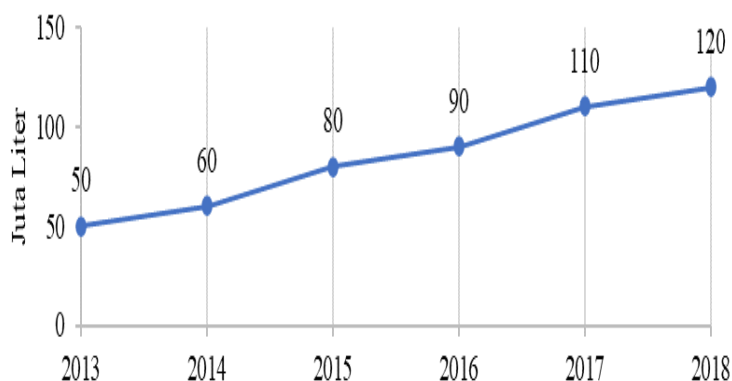
Source: Indonesia Coffee Trend Toffin (2020)

In general, a coffee shop does not only serve brewed coffee, but also provides other products such as light or heavy meals (Rahardjo 2019). This includes a coffee shop with a coffee-to-go concept. Presenting good quality products and services is very important for coffee shops to do, because quality is one of the requirements to foster purchase intention from consumers. A product and service can be said to be of quality if the product can meet the expectations of consumers. Furthermore, consumers will be interested in conducting reviews on whether the coffee drinks purchased have a good quality taste or not through their social media, this delivery is called electronic word of mouth (E-WOM). Submission of reviews on coffee drink products conducted by consumers online will affect the brand image of the product which causes the product to become known to many people. Then, submitting a review

in the form of E-WOM will make consumers who have not bought or who have bought have a reason to make repeated purchases, because the delivery of E-WOM includes all the elements in the form of the quality of the product and service, as well as the brand image of the product to be purchased.

Online marketing carried out from social media gave birth to a new phenomenon called social commerce. According to Chen and Sun (2014) social commerce is considered as part of e-commerce that uses social media as a facility to interact socially between consumers and sellers so as to promote sales of products and services. Through social media, millennials can directly interact and share about their experiences when buying products. Usually, millennials will see online reviews because it can help to make them more confident when making purchases (Aji et al. 2020).

According to a survey conducted by Toffin (2020) coffee-to-go shops are in great demand by millennial generation coffee enthusiasts. The survey results show that coffee-to-go shops that provide quality Ready To Drink (RTD) coffee at affordable prices are in great demand by the generation that dominates the population in Indonesia.



Source: Euromonitor Passport (2019)

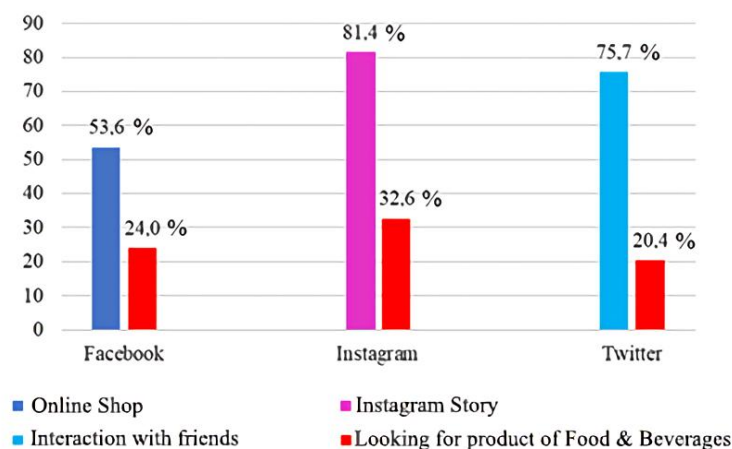
Figure 1 RTD coffee retail sales in Indonesia in 2013 – 2018

From the business side, according to Figure 1, sales of Ready To Drink (RTD) coffee products in Indonesia in the last six

years have continued to increase, in 2018 it increased rapidly to reach 120 million liters, where in that year many coffee-to-go shop

brands emerged. Which has opened branches on a large scale in almost every

major city in Indonesia, such as Kopi Janji Jiwa, Kulo, Kenangan, and so on.



Source: Jakpat (2018), processed
Figure 2 The percentage of the activity in the use of social media

The increase in the number of RTD coffee retail sales at coffee-to-go shops has caused the level of competition between one coffee-to-go shops to become increasingly tighter. However, competition between coffee-to-go shops has not yet been able to increase coffee marketing through social media, coffee itself is included in the Food and Beverages category. This is shown in Figures 2 which explains that the percentage of activity towards Food and Beverages product searches on social media such as Facebook, Instagram, and Twitter are still low when compared to other activities.

Therefore, the promotion of coffee, especially for products from coffee-to-go shops, is expected to increase its marketing through social media, because social media platforms are used by the millennial generation. According to Rahmah et al. (2018) coffee producers must be able to know what consumers really want and expect from the coffee products offered, so that in the end consumers will decide to make a purchase of the coffee product. The problems and phenomena that have been mentioned are interesting to study about how knowledge of repurchase intentions of coffee-to-go shops is measured based on product and service quality, E-WOM, brand image, and to test how much it affects

satisfaction and purchase intentions. repeat to millennial generation consumers.

LITERATURE REVIEW

Product and Service Quality

According to Kotler and Armstrong (2014) defines that product quality is a character possessed by a product that has the ability to meet consumer needs. Every consumer has different perceptions and opinions about the quality of products sold by companies, but consumers will determine products that can satisfy their needs (Raditya, 2019). Furthermore, according to Jelison GJ (2017) the quality of a beverage product and service, especially coffee, has two factors that influence a person to have the intention to buy or re-purchase, including: sensory appeal and packaging. It can be concluded that sensory appeal and packaging will affect consumer emotions that trigger joy and pleasure that will make someone intend to make a purchase and make a repeat purchase.

Electronic Word of Mouth (E-WOM)

Kotler and Keller (2012) define word of mouth as a communication in the form of providing recommendation information either individually or in groups of a product or service that aims to provide personal information. The electronic word

of mouth (E-WOM) means that information from communication is spread among groups or individuals on a product using internet network access. With the internet network, there will be more opportunities and challenges because its reach becomes wider with higher deployment speeds. According to Abubakar et al. (2016) E-WOM is a value that consumers want to share regarding opinions on bad and good experiences that can be shared on the internet and can be seen by millions of people in the world, so it can be concluded that E-WOM is more effective than WOM because of its greater accessibility for reaching everyone as long as they are on social media connected internet network. According to Goyette et al. (2010) E-WOM has three dimensions as benchmarks, namely intensity, valence of opinion, and content. Intensity is an opinion that many consumers write in an internet network on social media. Valence of Opinion is a positive opinion from consumers regarding products, services or brands. Then, content is information about the content of a product being sold, then spread on social networking sites in the form of social media related to products and services.

Brand Image

According to Kotler and Armstrong (2008) brand image is a name, term, sign, symbol, design, or a combination of all that is intended to identify the product or service of the seller group and to differentiate it from its competitors' products or services. The image of a brand will be very strong and stick in the memory of consumers who buy it. Furthermore, Setiadi (2008) explains that brand image is representative of the overall perception of a brand on a product or service that is formed through information and experience from the past with the brand, and it is likely that a good brand image will influence consumer intentions to make purchases for a product or service. According to Keller and Kevin (2013) there are three dimensional components that form a brand image, namely brand strength, brand

favorability, and brand uniqueness. Brand strength or the strength of a brand association is the strength of a person to think about information from a brand, including a logo and brand name, as well as how someone processes all the information that consumers receive and how this information is managed by sensory in the brain as part of the brand image. Brand favorability is the benefit of the product, the availability of many choices to meet your needs and wants, competitive prices, and the ease of getting the product you need, and well-known company names are also able to support a brand. Brand uniqueness is making a unique impression and a meaningful difference between other brands and making consumers who buy have no reason not to choose a brand.

Customer Satisfaction

Kotler and Keller (2008) state that satisfaction is a feeling that arises in a person, whether happy or disappointed when comparing product performance results against their expectations. According to Tolba et al. (2015) customer satisfaction occurs when the service or product quality exceeds the expectations of consumers, but the opposite occurs when the service and quality of the product received by consumers is worse than their expectations, it will only make consumers dissatisfied. Furthermore, according to Swari and Giantari (2017) overall customer satisfaction can be interpreted as the overall attitude displayed by consumers based on the feelings felt when consumers get services or products as expected by consumers.

Repurchase Intention

According to Charo et al. (2015) defined purchase intention as user behavior where the buyer has a strong willingness to choose, pay for, use, or consume a product or service offered by a company. The purchase intention of a person can be influenced by the price that is reasonable, and the quality or use of quality products

and according to needs. According to Trisnawati et al. (2012) stated that repurchase intention is a person's behavior that shows the desire to make repeated purchases for the future. Furthermore, according to Thamrin and Denada S (2003) high repurchase intentions reflect a high level of satisfaction from consumers when deciding to adopt a product, this high repurchase intention will have a positive impact on the success of products sold in the market. According to Ferdinand (2002) repurchase intention is a consumer statement to himself that reflects a plan to make purchases on a number of products with certain brands repeatedly.

METHODS

The study is conducted in Indonesia territory from June to July 2020. This study consists of several activities; they are study proposal, data collection, data processing, data analysis, and reporting. This study used two types of data, they are primary and secondary data (includes qualitative and quantitative data). Primary data were

obtained from through a structured questionnaire with a Likert scale technique then a validity test is carried out to determine whether or not the data is valid by looking at the loading factor value and AVE (Average Validity Extracted) of each indicator. While the statement is said to be reliable by looking at the two values of CR (Composite Reliability) and Cronbach's Alpha. The questionnaire will be filled out by respondents using Google Docs in the form of a link distributed online to various social media to respondents who have purchased coffee products sold at coffee-to-go shops at least once in the last six months and intend to make repurchases online. Secondary data were obtained from previous studies, journals, online media, and related books. The formulation of a conceptual framework of thought in this study is based on literature studies to explain the relationship between the variables to be tested. This study will test the hypotheses that have been made based on the existing background problems shown in Figure 3.

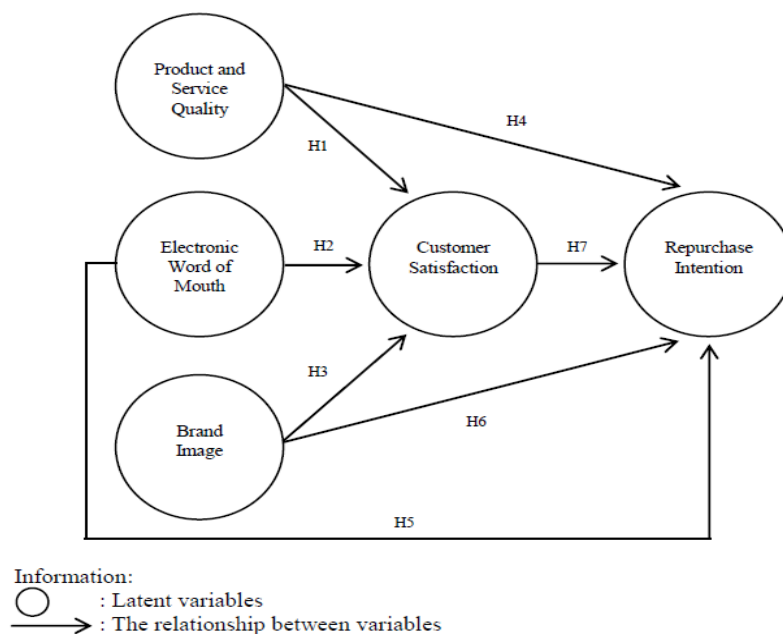


Figure 3 Conceptual framework

RESULT

Respondent Characteristics

The characteristics of the respondents in this study are consumers who

have purchased and consumed coffee products sold in coffee shops with the concept of any brand's coffee-to-go at least once in the last six months. The number of

respondents in this study was 226, consisting of consumers aged 15-55 years. The data is tabulated using a descriptive approach based on the characteristics of gender, age, occupation, education, average

monthly expenditure, and area purchase of coffee-to-go shops. The identification result of respondent characteristics shown in Table 3.

Table 3 Distribution of Respondents in Coffee-To-Go Shops

Characteristics	Category	Percentage
Gender	Men	42 %
	Women	58 %
Age	15 – 20 Years old	17 %
	21 – 25 Years old	59 %
	26 – 38 Years old	18 %
	39 – 55 Years old	5 %
	> 55 Years old	1 %
Education	Senior High School	11 %
	Diploma Degree	16 %
	Bachelor Degree	53 %
	Master Degree	18 %
	Doctoral Degree	1 %
Occupation	Student/College Student	39 %
	Housewife	1 %
	Government Employees/Police/Indonesian State Army	14 %
	Doctor/Accountant/Lawyer	2 %
	Entrepreneur	6 %
	Private Employees	35 %
	Others	4 %
Average monthly expenditure	< Rp 700.000	17 %
	Rp 700.000 – Rp 1.000.000	9 %
	Rp 1.000.001 – Rp 1.500.000	12 %
	Rp 1.500.001 – Rp 2.000.000	15 %
	Rp 2.000.001 – Rp 3.000.000	13 %
	> Rp 3.000.000	33 %
Area purchase of coffee-to-go shops	Sumatra	3 %
	Java	96 %
	Celebes	1 %

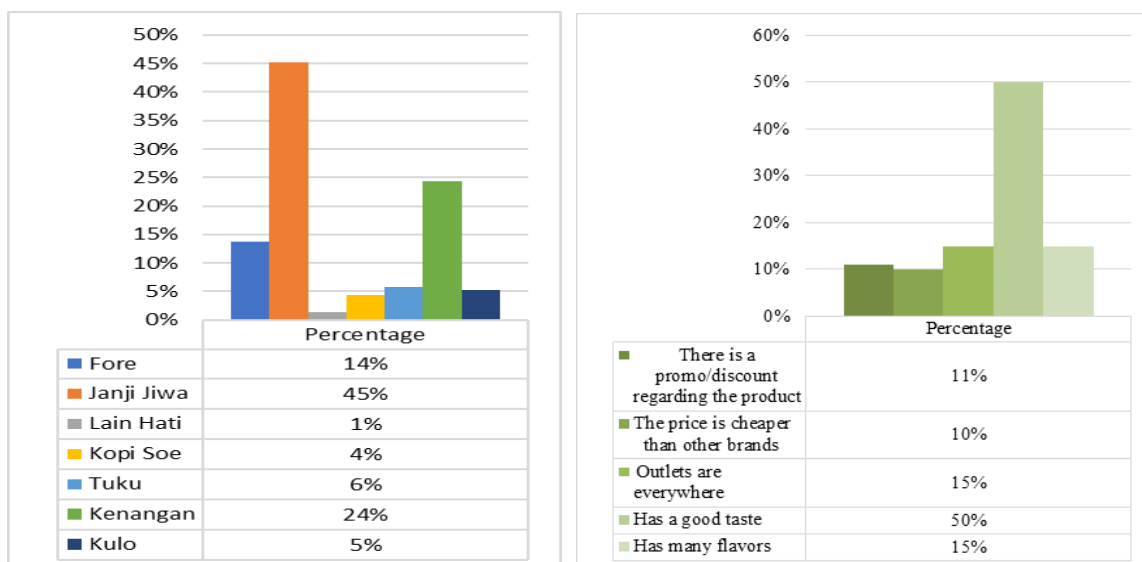
Source: Primary Data (2020), processed

In Table 3, it is explained that most of the respondents were women, namely 58 %, while men were 42 %. There is a tendency that women prefer to buy coffee products at coffee-to-go shops compared to men, because in general women prefer to consume sweet coffee that is not too bitter. Based on the age group, respondents have an average age ranging from 21 to 25 years with a percentage of 59 %. This shows that most of the respondents are millennial generation. The most dominant respondents of coffee-to-go shops have a bachelor's degree with an average monthly expenditure of more than 3 million rupiah. Next, respondents were spread across several regions in Indonesia such as Sumatra, Java and Celebes. In this study, it was found that the largest respondents were in Java, namely 96 %. The high value is because the coffee

shop brand with the coffee-to-go concept has already operated on the island of Java earlier than other islands. Then, the most dominant occupation of the respondents is students or college students by 39 % and private employees by 35 %, because with short rest periods, student respondents and private employees who have a hobby of drinking coffee will use their time as efficiently as possible to get coffee fast and easy.

Respondents Consumption Behavior

The presence of a coffee shop with the coffee-to-go concept makes each respondent have different consumption behaviors. As with the choice of a coffee-to-go shop brand for consumption and the reasons are shown in Figure 4.

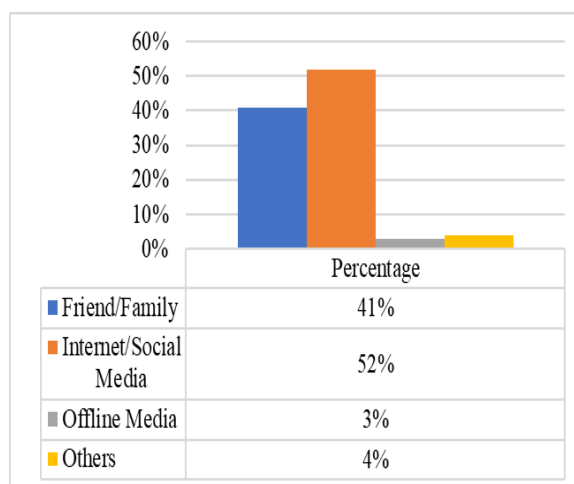


Source: Primary Data (2020), processed
Figure 4 The distribution of brands frequently purchased and the reasons for coffee shop respondents

Based on Figure 4, it is stated that the most dominant respondents chose the brand of Janji Jiwa coffee-to-go shop at 45%. This indicates that the Janji Jiwa brand is the brand favored by respondents, so it is no wonder that the Janji Jiwa brand received the prestigious Top Brand Indonesia award as the best for the coffee shop category in 2020. Then, as many as 49% of respondents chose good taste as the reason most dominant when buying at a coffee shop with the coffee-to-go concept, this indicates that the selected coffee-to-go coffee shop has a good taste when consumed.

According to Figure 5, the most dominant source of information in determining which coffee-to-go shop to choose is from the internet/social media at 52%. This indicates that the purchase choices at coffee-to-go shops are very much influenced by the internet/social media, because the internet/social media is an important factor in the dissemination of information in any form, especially information about coffee-to-go shops, because, dissemination through offline or conventional media is considered less effective and efficient (Tandusan and Chevy, 2015).

Customer Satisfaction Index (CSI)



Source: Primary Data (2020), processed
Figure 5 Distribution of information sources obtained by coffee-to-go shop respondents

Customer Satisfaction Index (CSI) is an analysis carried out to measure the level of customer satisfaction of a company so that it can be used as a benchmark in determining policy formulation. CSI calculations were calculated using Microsoft Excel 2020 software. In this study, CSI calculations were carried out to measure the level of customer satisfaction at coffee shops with the coffee-to-go concept that is widely circulating in the market.

According to Table 4, the test results show that the respondents are satisfied with the promotions offered by the coffee shop with the coffee-to-go concept through social

media. The four indicators used to form the customer satisfaction variable have a CSI calculation value of 80 %, so the test results illustrate that overall, respondents who have bought and consumed products sold by

coffee shops with the coffee-to-go concept are in the satisfied category because the value of the satisfied category is $60 < x \leq 80$.

Table 4 Distribution of Indicator Values from Customer Satisfaction Variables

Indicator of Customer Satisfaction Variables	CSI (%)
Satisfied with the menu at the coffee-to-go shops (Y1.1)	87
Satisfied with the price at the coffee-to-go shops (Y1.2)	83
Satisfied with the service at the coffee-to-go shop (Y1.3)	85
Satisfied with the promotion at the coffee-to-go shop social media (Y1.4)	78
Total CSI	80

Source: Microsoft Excel (2020), processed

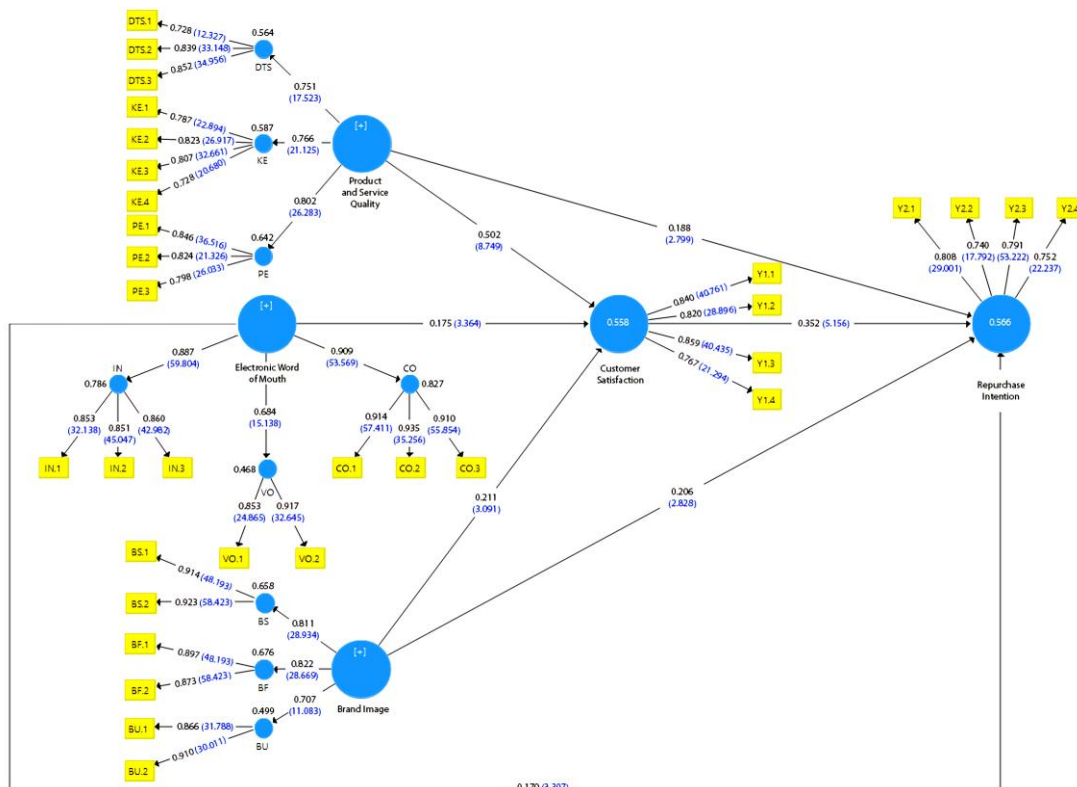
Evaluation of Measurement Model (Outer Model)

In this study, evaluation of the measurement model through the outer model is used to measure the value of the model's validity and reliability. There are two stages in the evaluation of the model, the first starts from identifying the validity of the indicators including the loading factor value and the validity of the variables including the Average Validity Extracted (AVE) value, and the second, the

identification of variable reliability including the Cronbach's Alpha and Composite Reliability values.

Based on the outer model in Figure 6, there are 32 indicators that reflect each variable. The loading factor value of each indicator has a value of more than 0.5, so there is no need to re-literate or reduces the number of indicators, because it is considered to have sufficiently strong validation to explain latent constructs (Hair et.al, 2010).

Validity and Reliability Test



Source: SmartPLS 3.0 (2020), processed Information: *(numbers in blue) = t-test values

Figures 6 Output outer model loading factor value, path coefficient, and t-test

Validity and reliability tests are carried out to determine the level of accuracy and reliability among the measured variables. A variable is said to be valid by looking at the Average Validity Extracted (AVE) value in the model. The condition of a model is said to be valid if each of the latent variables tested has an AVE value greater than 0.5.

According to Nunnally and Berstein (1994) a variable is said to be reliable by looking at the value of Composite Reliability (CR) and the value of Cronbach's Alpha provided that both have a minimum value of 0.7. Table 5 shows that the results of testing the validity and reliability of all variables in this study are valid.

Table 5 Validity and Reliability Test

Latent Variable	AVE	CR	α	Result
Product and Service Quality (PSQ)	1.00	0.86	0.82	Valid
Electronic Word of Mouth (EWOM)	1.00	0.92	0.88	Valid
Brand Image (BI)	1.00	0.85	0.79	Valid
Customer Satisfaction (Y1)	0.67	0.89	0.84	Valid
Repurchase Intention (Y2)	0.59	0.85	0.77	Valid

Source: SmartPLS 3.0 (2020), processed

Evaluation of Structural Model (Inner Model)

Table 6 shows four indicators in evaluating the SEM structural model,

namely looking at the values of r-square, t-test, Q-square, and Goodness of Fit (GoF). The results of the calculation of the four indicators show that overall; this study has a good fit model.

Table 6: The Result of Calculation Value of Four Stages of SEM Model Evaluation

Indicator	Cut-Off Value	Value	Result
r-square	0 < r-square < 1	Y1 → 0.558 Y2 → 0.566	Good fit
t-test	> 1.96	PSQ → Y1 = 8.794 EWOM → Y1 = 3.364 BI → Y1 = 3.091 PSQ → Y2 = 2.799 EWOM → Y2 = 3.307 BI → Y2 = 2.828 Y1 → Y2 = 5.156	Good fit
Q-square	0 < Q-square < 1	0.808	Good fit
GoF	> 0.38	0.541	Good fit

Source: SmartPLS 3.0 (2020), processed

Hypothesis Test

Based on the research model proposed in this study, all hypotheses in the form of exogenous variables can be tested on the formation of endogenous variables through path coefficients and t-test on structural equation models. Table 7 shows the effect of each variable regarding the path coefficients, the t-value and the significant relationship between variables.

Table 7 Hypothesis Testing Results

Hypothesis	Influence Between Variables	Value			Result
		Path Coefficients	t-test	p-values	
H1	Product and Service Quality (PSQ) → Customer Satisfaction (Y1)	0.502	8.749	0.000	Significant
H2	Electronic Word of Mouth (EWOM) → Customer Satisfaction (Y1)	0.175	3.364	0.001	Significant
H3	Brand Image (BI) → Customer Satisfaction (Y1)	0.211	3.091	0.002	Significant
H4	Product and Service Quality (PSQ) → Repurchase Intention (Y2)	0.188	2.799	0.005	Significant
H5	Electronic Word of Mouth (EWOM) → Repurchase Intention (Y2)	0.170	3.307	0.001	Significant
H6	Brand Image (BI) → Repurchase Intention (Y2)	0.206	2.828	0.005	Significant
H7	Customer Satisfaction (Y1) → Repurchase Intention (Y2)	0.352	5.156	0.000	Significant

Source: SmartPLS 3.0 (2020), processed

Table 7 describes the results of testing the hypothesis as follows:

Hypothesis 1. The value of the path coefficient and the t-test value of the product and service quality (PSQ) variable on the customer satisfaction variable (Y1) indicate a significant contribution value. The path coefficient value of 0.502 is a positive value indicating that the effect of product and service quality on customer satisfaction is directly proportional,

meaning that the better the quality of products and services the better customer satisfaction will be. The t-test value of 8.749 is greater than 1.96, so it can be said that there is an effect of product and service quality on customer satisfaction so that hypothesis one is accepted. Hypothesis one (H1) is in accordance with research conducted by Cibro and Hudrasyah (2017), Lorena and Martini (2018), and Hilaliyah et al. (2017).

Hypothesis 2. According to Table 7, the effect of the electronic word of mouth (EWOM) variable on the customer satisfaction variable (Y1) shows a significant relationship. The path coefficient value of 0.175 is a positive value indicating that the effect of electronic word of mouth on customer satisfaction is directly proportional, meaning that the better the electronic word of mouth, the better customer satisfaction will be. The t-test value of 3.364 is greater than 1.96, so it can be said that there is an effect of electronic word of mouth on customer satisfaction so that the second hypothesis is accepted. It is stated that the second hypothesis is in accordance with the research conducted by Faiza et al. (2019), Kartika and Ganarsih (2019), and Biraglia et al. (2018) because the electronic word of mouth variable has a significant relationship to the consumer satisfaction variable. Rafika and Yulhendri (2020) state that the better the use of social media as a support for electronic word of mouth by consumers, it will be influenced by the level of customer satisfaction. In general, word of mouth communication on social media can increase the satisfaction of respondents who buy at coffee shops with the coffee-to-go concept.

Hypothesis 3. The contribution value of the path coefficient and the t-test value of the relationship between the brand image variable (BI) to the customer satisfaction variable (Y1) has a significant contribution value. The path coefficient value of 0.211 has a positive sign indicating that the effect of brand image on customer satisfaction is directly proportional, meaning that the better the brand image, the better the customer satisfaction. The t-test value of 3.091 is greater than 1.96 so that it can be said that there is an effect of brand image on customer satisfaction so that the third hypothesis is accepted. It is stated that the third hypothesis is in accordance with the research conducted by Setya and Soni (2018), Neupane (2015), and Rana et al. (2017). In this study, it is stated that the

coffee shop brand with the coffee-to-go concept that is often purchased is the Janji Jiwa brand. This indicates that the brand image of the Janji Jiwa coffee-to-go coffee shop brand is good and can increase customer satisfaction; this is evidenced by the award that the Janji Jiwa brand has received as one of the brands that won Top Brand Indonesia in 2020 for the coffee shop category.

Hypothesis 4. The result of the contribution value of the path coefficient and the value of the t-test contribution of the product and service quality variable (PSQ) to the repurchase intention variable (Y2) is 0.188 for the path coefficient and 2.799 for the t-test value. The path coefficient contribution value has a positive value and the t-test value is greater than 1.96 resulting in a significant and positive relationship. This is appropriate and supported by research conducted by Lorena and Martini (2018), Ketut (2018), Han et al. (2016), Lee et al. (2016), Cibro and Hudrasyah (2017), and Negara et al. (2019) stated that the variable product and service quality (PSQ) had a significant positive effect on the repurchase intention variable (Y2). A person who intends to make repeated purchases is certain to know the quality of the product and service because he has consumed the product being sold. If the product and service quality of the coffee-to-go shop brand is poor, the respondent will not be willing to make repurchases at a later date. The quality of products and services is an important thing for coffee-to-go shops to pay attention to if they want to continue to be purchased. In general, coffee shop respondents with the coffee-to-go concept already intend to make repeated purchases because the quality of the products and services provided is good.

Hypothesis 5. Based on Table 7, the contribution value of the path coefficient and the t-test value of the relationship between the electronic word of mouth (EWOM) variable to the repurchase

intention variable (Y2) has a significant contribution value with a path coefficient value of 0.170 and a t-test value of 3.307. The path coefficient contribution value has a positive value and the t-test value is greater than 1.96 resulting in a significant and positive relationship. This is appropriate and supported by research conducted by Laksmi and Oktafani (2016), Daswan et al. (2019), Fitrianingrum and Angga (2019), Putri et al. (2016), and Aji et al. (2020) that the variable electronic word of mouth (EWOM) has a significant positive effect on the repurchase intention variable (Y2). In general, respondents of coffee shop with the coffee-to-go concept conducted positive reviews and submissions to show that the products sold by coffee-to-go shops were in a good category and would affect the intention to make repurchases at a later date. When respondents expressed their positive opinions online through social media about the products of the coffee-to-go shop they bought, for other respondents who had actually bought, an intention would arise to repurchase products from the same brand.

Hypothesis 6. The contribution value of the path coefficient and t-test of the influence of the brand image variable (BI) on the repurchase intention variable (Y2) are 0.206 and 2.828, respectively. The contribution value between the two variables is significant because the t-value is greater than 1.96. Then the brand image variable has a positive relationship because the path coefficient value is positive. This can be said to be appropriate and supported by research conducted by Fandiyanto and Kurniawan (2019), Ketut (2018), Hermawan and Samuel (2017), Rahim et al. (2019), and Kim B (2016), in this study it was stated that the brand image variable had a significant and positive influence on the repurchase intention variable. When respondents make repeated purchases at a coffee-to-go shop, the first thing they think of and imagine is the brand of the coffee-to-go shop. The image of a brand becomes very important when it comes to

repurchasing repeatedly, because the image generated by a brand can affect repurchases, when the image of a brand is bad or negative at the time of the first purchase, the buyer will have no intention to make a repurchase. However, it is different when the image of a brand is good or positive, then the buyer will appear an intention to make a repurchase. This is in accordance with the statement of Hermawan and Samuel (2017) that a good or positive brand image is one of the driving factors for a person to decide to purchase an item, so that the repurchase intention is generated by a good brand image.

Hypothesis 7. According to Table 7, the variable customer satisfaction (Y1) to the repurchase intention variable (Y2) has a positive relationship and has a significant effect. The contribution value of the path coefficient and t-test of the customer satisfaction variable to the repurchase intention variable are respectively 0.352 for the path coefficient value and 5.156 for the t-test value. The results of this study are consistent with and supported by research conducted by Moslehi and Haeri (2016), Suhud and Bajunaid (2018), Arlanda and Suroso (2018), Cibro and Hudrasyah (2017), and Kiani NI (2018) from this study that there is a significant and positive relationship between the customer satisfaction variable and the repurchase intention variable. The significant contribution value illustrates that respondents who experience satisfaction because they have bought products sold by coffee shops with the coffee-to-go concept have an intention to make repurchases at a later date. This means that variables that support customer satisfaction (Y1) such as product and service quality (PSQ), electronic word of mouth (EWOM), and brand image (BI) have a positive contribution because they have resulted in satisfaction with respondents who have bought and consumed at a coffee-to-go shop until later intend to make repeat purchases.

Indirect Effect between Variables

Table 8 shows the indirect effect among the research variables studied. There are three exogenous latent variables that have an indirect effect. The indirect effect of Product and Service Quality (PSQ), Electronic Word of Mouth (EWOM), and Brand Image (BI) variables on the

Repurchase Intention (Y2) variable through the Customer Satisfaction variable (Y1) has a lower value than the direct effect between variables with values 0.177, 0.062, and 0.074. This indicates that the three exogenous variables provide positive changes in repurchase intention from the satisfaction experienced by the respondent.

Table 8 Results of Testing the Effect between Variables

Influence Between Variables	Influence Value		
	Direct Value	Indirect Value	Total
Product and Service Quality (PSQ) → Customer Satisfaction (Y1)	0.502	0.000	0.502
Electronic Word of Mouth (EWOM) → Customer Satisfaction (Y1)	0.175	0.000	0.175
Brand Image (BI) → Customer Satisfaction (Y1)	0.211	0.000	0.211
Product and Service Quality (PSQ) → Repurchase Intention (Y2)	0.188	0.177	0.541
Electronic Word of Mouth (EWOM) → Repurchase Intention (Y2)	0.170	0.062	0.293
Brand Image (BI) → Repurchase Intention (Y2)	0.206	0.074	0.354
Customer Satisfaction (Y1) → Repurchase Intention (Y2)	0.352	0.000	0.352

Source: SmartPLS 3.0 (2020), processed

Managerial Implications

Based on the managerial implications, there are several things that can be recommended for coffee shops with the coffee-to-go shop concept, specifically: In order to increase sales of coffee shop companies with coffee-to-go concept, it has to be able to convince people that the products have quality of providing memorable experience because it prioritizes the taste, concern about the packaging so it won't easily spill when customer carry it along, and ensure that the flavour reach premium coffee standard. In terms of service, it is recommended to do some development in speed and accuracy of purchasing process, especially in online application. In addition, coffee-to-go shops should more attentive on positive review by customer, hence, it considered to pay an influencer who has a virtuous image to give profitable impact. Furthermore, it is required an advertising on social media and an attractive official website which contains all the information about varieties, quality, and price of the products. Either the famous coffee-to-go shop or the unpopular one, should focus on branding to get wider areas and strengthening their identity so it attracts consumer to make repeated purchasing.

CONCLUSION

The result of this study revealed that (1) characteristics of respondents in general have a gender composition that is more female compared to men with a predominance of undergraduate level education background, and are in the age range of 21 to 25 years, which in that age range falls into the category of the millennial generation. Furthermore, the most dominant respondent has a job as a student with an average monthly expenditure of more than three million rupiah, then, the most dominant respondent chooses to buy products from coffee shop brands with the coffee-to-go shop concept in the regions Java Island by 96 percent, (2) in this study the four indicators used to form customer satisfaction variables have a CSI calculation value of 80 percent, so the CSI test results illustrate that overall respondents who have bought and consumed products sold by coffee shops with the concept coffee-to-go shop are in the satisfied category because the value of the satisfied category is $60 < x \leq 80$, (3) this study has three exogenous latent variables in the form of product and service quality, E-WOM, and brand image. Of the three variables, there is a significant and positive effect on the latent variable of customer satisfaction and repurchase intention of respondent coffee-to-go shop, (4) based on the managerial

implications, there are several things that can be recommended for coffee shops with the coffee-to-go shop concept, specifically: in order to increase sales of coffee shop companies with coffee-to-go concept, it has to be able to convince people that the products have quality of providing memorable experience because it prioritizes the taste. In terms of service, it is recommended to do some development in speed and accuracy of purchasing process, especially in online application. And then, coffee-to-go shop should focus on branding to get wider areas and strengthening their identity so it attracts consumer to make repeated purchasing. The next studies are encouraged to examine the segmentation of other buyers in coffee-to-go shops, as well as, to add lifestyle variables and customer motivation, because coffee-to-go shops are closely related to one's lifestyle. The dominance of customers who buy at coffee-to-go shops is also the millennial generation, which of course has a different lifestyle compared to other generations. Then, conduct a deeper analysis of what social media is the most significant and most frequently used in terms of purchases at coffee-to-go shops.

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