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Convenience and Satisfaction Count: Exploring the Experience and Product Diversity on Repurchase Intention at Cold 'N Brew, Medan

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ABSTRACT

The study investigates the influence of customer experience, product diversity, and perceived convenience on repurchase intention, using customer satisfaction as a mediating variable, in the context of Cold 'N Brew coffee shop. As global and local brands focus on innovation and customer engagement, coffee shops in Indonesia face profitability challenges, with nearly 20% failing within two years. The rapid growth of the coffee shop industry has led to intense competition, making customer retention crucial. Using a quantitative approach and SEM-PLS analysis, the research analyzes 160 responses from customers who have visited Cold 'N Brew in Medan, Indonesia at least twice a year. The findings indicate that customer experience positively influences satisfaction, it does not directly influence repurchase intention. In contrast, product diversity and perceived convenience positively influence both satisfaction and repurchase intention, with satisfaction serving as a mediator for the influences of customer experience and perceived convenience but not for product diversity.

The study offers insights for Cold' N Brew and similar businesses, emphasizing the importance of enhancing customer experience, a strategic emphasis on product diversification and enhanced convenience is essential for Cold 'N Brew, Medan to improve customer repurchase intention. The consumer experience will be optimized, and the quality of service will be enhanced, fostering greater loyalty. Furthermore, to attract a broader customer base and remain based on evolving consumer preferences, it is essential to invest in product innovation and enhance service accessibility. This research provides actionable strategies to improve customer satisfaction in a competitive market. This research provides actionable strategies to improve customer repurchase intention in a competitive market.

Keywords: Customer Satisfaction, Dining Experience, Perceived Convenience, Product Diversity, Repurchase Intention

INTRODUCTION

Background of Study

The coffee shop industry has experienced remarkable growth in recent years, with an increasing emphasis on sustainability and producing high-quality coffee. As a result of the changing consumer behavior, brand competition within the industry has intensified. The coffee shop sector in Indonesia has mirrored these global trends, undergoing substantial expansion over the past decade. According to Global Agricultural Information Network (2021), the number of coffee shops in Indonesia increased nearly threefold, from 1,083 outlets in August 2016 to over 2,950 outlets in August 2019. This rapid growth can be attributed to the rising popularity of coffee culture, particularly among younger generations like Generation Y and Z, who favor a coffee-to-go lifestyle.

The domestic consumption of coffee in Indonesia also witnessed significant growth, with projections reaching 294,000 tons in 2019/2020, marking a 13.9% increase from the previous year. Medan, a major city in North Sumatra, exemplifies this national trend, offering considerable potential for the coffee shop industry. The city's culture, deeply rooted in social gatherings, aligns seamlessly with the coffee shop concept, making Medan an ideal location for developing such establishments. The market value of coffee shops in Indonesia, including Medan, is estimated to exceed IDR 4.8 trillion annually, reflecting the region's high demand for these social venues.

A survey by BrandPartner (2022) reveals that 63.91% of respondents prefer visiting coffee shops over bakery cafes or coworking spaces, highlighting the widespread appeal of coffee shops as popular gathering places. Additionally, 40% of Indonesian consumers prefer coffee-to-go, a trend also prevalent in Medan's coffee culture. However, despite the rapid growth of the coffee shop industry in Medan and Indonesia, sustainability and profitability still need to be addressed (Khong et al., 2023).

According to Toffin (2019) , approximately 20% of coffee shops in Indonesia have not survived beyond two years, primarily due to high operational costs and intense competition.

Table 1. The Distribution of Modern Coffee Shop in Medan City 2022
Source: Lukitaningsih & Julian (2021)

No	Sub-District	Number of Coffee Shops
1	Medan Baru	26
2	Medan Area	15
3	Medan Timur	20
4	Medan Barat	25
5	Medan Polonia	26
6	Medan Sunggal	28
7	Medan Kota	30
8	Medan Marelan	5
9	Medan Petisah	43
10	Medan Johor	14
11	Medan Maimun	15
12	Medan Selayang	20
13	Medan Helvetia	7
14	Medan Deli	2
15	Medan Perjuangan	1
16	Medan Denai	2
17	Medan Tuntungan	1
18	Medan Tembung	1
19	Medan Belawan	1
	Total	**282**

Cold 'N Brew is a brand under PT Cemerlang Nusantara Bersama, founded in Surakarta in 2016. It has effectively expanded its presence to Medan, which continues to thrive as a well-regarded local coffee shop brand. The Medan outlet maintains the brand's distinctive industrial-themed design, offering a contemporary yet welcoming ambiance that attracts a diverse clientele. Cold 'N Brew is best known for its signature cold brew coffee, a beverage meticulously prepared by steeping coffee grounds in cold or room temperature water for up to 24 hours, resulting in a smooth and pleasantly sweet flavor.

The menu also features a wide array of coffee-based drinks, non-coffee beverages, food, and light snacks, catering to its customers' diverse preferences. Nevertheless, revenue and visitor numbers experienced substantial declines outside these window periods, with the lowest levels occurring in the past two months. This suggests a significant concern regarding the decrease in customers' intention to repurchase from Cold 'N Brew's Medan menu or products.
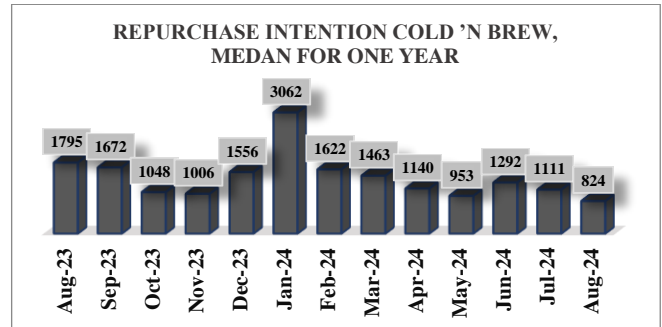

Fig 1. Repurchase Intention at Cold 'N Brew, Medan
Source: Cold 'N Brew (2024)

This is further evidenced by Figure 1 above, which demonstrates that customer satisfaction is also a factor in determining repurchase intention when purchasing a product for the second time The satisfaction of customers with Cold 'N Brew, Medan coffee products has decreased because many customers visit the cafe solely to purchase the most popular and trending items. Customers seldom experiment with alternative beverages or dishes when they return to Cold 'N Brew, Medan. Furthermore, Cold 'N Brew, Medan, has encountered several operational deficiencies, particularly in accessibility, employee performance, order processing times, and transaction efficiency. These shortcomings have led to customer dissatisfaction, diminishing the overall convenience and quality of the customer experience. As a result, the cafe has garnered numerous negative reviews and feedback, negatively influencing customer retention and future purchase intentions.

One specific issue contributing to this decline in satisfaction is the delayed response from staff in clearing tables after customers have finished their meals and drinks, further exacerbated the overall inconvenience and leaving a negative impression of the cafés service standards. Such service lapses will likely discourage repeat visits and harm the cafe's long-term customer loyalty. Therefore, in line with the background of the study mentioned above, the writer is encouraged to undertake a research study and seeks to investigate more thoroughly with a title, "Convenience and Satisfaction Count: Exploring the Experience and Product Diversity on Repurchase Intention at Cold 'N Brew, Medan".

Research Questions

Based on the discussion above, this study proposes a research model to explore how customer experience, product diversity, and perceived convenience influence repurchase intention at Cold 'N Brew, Medan, with customer satisfaction serving as a mediator. Specifically, this research aims to investigate the following questions:

(1) Is there a positive influence of customer experience on customer satisfaction at Cold 'N Brew, Medan? (2) Is there a positive influence of product diversity on customer satisfaction at Cold 'N Brew, Medan? (3) Is there a positive influence of perceived convenience on customer satisfaction at Cold 'N Brew, Medan? (4) Is there a positive influence of customer experience on repurchase intention at Cold 'N Brew, Medan? (5) Is there a positive influence of product diversity on repurchase intention at Cold 'N Brew, Medan? (6) Is there a positive influence of perceived convenience on repurchase intention at Cold 'N Brew, Medan? (7) Is there a positive influence of customer satisfaction on repurchase intention at Cold 'N Brew, Medan? (8) Does customer satisfaction mediate the relationship between customer experience and repurchase intention at Cold 'N Brew, Medan? (9) Does customer satisfaction mediate the relationship between product diversity and repurchase intention at Cold 'N Brew, Medan? (10) Does customer satisfaction mediate the relationship between perceived convenience and repurchase intention at Cold 'N Brew, Medan?

The remainder of this study is structured as follows. First, it broadens an existing literature review on cafes, the theory of reasoned action, customer experience, product diversity, perceived convenience, customer satisfaction, and repurchase intention. Secondly, it offers a comprehensive understanding of both theory and concrete evidence that can be employed as reference material for future research, discussions, and information regarding Cold 'N Brew, Medan customers. Furthermore, the result of this study can be utilized to develop strategies that will improve customer repurchase intention and improve the accessibility of services and product innovation. Finally, the study concludes with recommendations for prospective areas where Cold 'N Brew, Medan might examine the factors influencing customers' repurchase intentions.

LITERATURE REVIEW

Theoretical Background

The notion of cafes has transformed considerably over time, especially among Millennials, who perceive these venues as more than mere establishments for dining and beverages. According to Musfialdy and Lusrivirga (2021), cafes have traditionally been characterized as establishments offering coffee and light meals, fostering a relaxed environment conducive to socialization and informal dialogue.

According to Lee (2022), the theory of reasoned action (TRA) says that consumers' intentions can be shown through their actions. TRA is a theoretical research model many researchers use to examine customers' repurchasing intentions. It is an important area of business to look into customers through the connections between their attitudes and behaviors. This theory helps us understand how people behave as consumers. In general, it was found that both internal and external (social environment) factors affect a person's interest in behavior. An attitude is an example of an internal factor, and the influence of other people on behavior is an example of an external factor (Amjad Ali et al., 2018).

According to Anita et al. (2021), customer experience depends on the time, place, and context a customer finds. It plays a crucial role in creating value. Additionally, customer experience encompasses customer interactions in the context of the product, staff service, shopping environment, and shopping procedures Pei et al. (2020).

According to Dora and Sukma (2022), product diversity is all the different kinds of goods that companies sell to customers. Product diversity is a marketing strategy that can keep customers from getting bored with your products and even get them to buy again.

According to Novianti et al. (2020) , convenience is an individual's inclination toward goods and services that offer ease and comfort. Rodríguez-Torrico et al. (2019) suggest that consumers perceived convenience in terms of the time and effort saved when utilizing a service. It can be concluded that perceived convenience refers to consumers' time and effort in locating and acquiring desired products based on previous experience, significantly impacting their repurchase decisions.

Aghivirwiati and Kunci (2023) define customer satisfaction as an emotional response to experiences associated with a particular product or service, outlet, establishments, or behavioral patterns, including shopping and purchasing behaviors, and the overall market. Özmen and Ögel (2020) say that customers will become more loyal when they are happy with the products or services they purchase. This will have a significant effect on sales.

According to Setiagraha et al (2024), repurchase intention refers to the renewed emotional motivation to participate in the decision-making process of purchasing. In practical terms, the desire or inclination to make a purchase arises before the actual decision to buy. The purchase intention emerges following a sequence of experiences, which ultimately result in the tendency to experiment with a certain product, thus culminating in the aspiration to acquire and possess the product. Repurchase

intention emerges when the customer attains anticipated and desired satisfaction from a service. The repurchase intention is influenced by several factors that impact the customer's satisfaction, including the level of benefits experienced after the purchase, trust, and comfort during the buying process.

Hypothesis Development

Simanjuntak and Purba (2020) assert that customer experience positively influences customer satisfaction. Customers generally experience satisfaction when they have a favorable encounter with a previously utilized service. This finding is supported by Hasniati et al. (2021), who asserted that customer experience positively influences customer satisfaction.

H_1: Customer Experience has a positive influence on Customer Satisfaction at Cold 'N Brew, Medan.

To maintain enduring customer satisfaction and promote repeat purchases, companies must prioritize enhancing product diversity Pei et al. (2020). Customer satisfaction indicates the extent to which a product or service exceeds expectations, and this can be enhanced through product diversity, which broadens the available options.

H_2: Product Diversity has a positive influence on Customer Satisfaction at Cold 'N Brew, Medan.

According to Srivastava and Kaul (2014), convenience interacts with satisfaction in influencing consumers' future intentions. Rodríguez Torrico et al. (2019) explained that convenience, defined as the perception of time and effort conserved by consumers, is associated with the utilization of services

H_3: Perceived Convenience has a positive influence on Customer Satisfaction at Cold 'N Brew, Medan.

According to Hasniati et al. (2021), who found that customer experience positively influences customer satisfaction, this result is even more backed up. These previous studies show that customers will know more about the quality of the goods and services they buy after having an experience with them. So, as a customer's buying experience grows, does their satisfaction with the results of their purchases.

H_4: Customer Experience has a positive influence on Customer Repurchase Intention at Cold 'N Brew, Medan.

According to Bhatnagar and Syam (2014), consumers prefer online/offline stores that offer a wide range of products, as the extent of product diversity is directly correlated with the potential to meet their needs. Buyer satisfaction and shopping motivation are anticipated to be enhanced by this. As a result, the prospect of encouraging repeat purchases is increased as the market provides a more diverse selection of products (Alvian & Prabawani, 2020).

H_5: Product Diversity has a positive influence on Customer Repurchase Intention at Cold 'N Brew, Medan.

According to Lestari et al. (2020) contend that consumers' tendency to repurchase can be influenced by convenience, encompassing access, search, transaction, evaluation, and post-purchase. Consumers acknowledge that convenience is a significant factor in their purchasing decisions. Thus, it is concluded that the perceived convenience has a significant positive influence on repurchase intentions

H_6: Perceived Convenience has a positive influence on Customer Repurchase Intention at Cold 'N Brew, Medan.

According to Hasniati et al. (2021), who found that customer satisfaction positively influences repurchase intention. Customers satisfied with their previous purchasing experience will be more inclined to repeat purchases. High levels of satisfaction will encourage customers to repurchase in the future.

H_7: Customer Satisfaction has a positive influence on Customer Repurchase Intention at Cold 'N Brew, Medan.

According to Shantika and Setiawan (2019), customer experience, specifically customer satisfaction, positively influences the intention to buy again. The more likely someone is to repurchase something, the more satisfied they are with their purchase.

H_8: Customer Satisfaction mediates the relationship between Customer Experience and Repurchase Intention at Cold 'N Brew, Medan.

According to Pramesti et al. (2021), having diverse products is very important for businesses because it can bring in new customers, make existing ones more likely to buy again, and make current customers happier. Offering a range of choices makes it easier for customers to find products that meet their needs and preferences. For that reason, this can make customers happier and encourage

656

them to come back for more shopping, which supports repurchase interest.

H9:   Customer Satisfaction mediates the relationship between Product Diversity and Repurchase Intention at Cold 'N Brew, Medan

According to Lestari et al. (2020), consumers' likelihood of buying again can be affected by how easy it is to access, search, buy, evaluate, and use the product after the purchase. This means that convenience makes customers more likely to repurchase it. Sunny and Rodhiah (2019) found that customer satisfaction can mediate the influence of perceived convenience on the intention to buy again.

H10: Customer Satisfaction mediates the relationship between Perceived Convenience and Repurchase Intention at Cold 'N Brew, Medan.

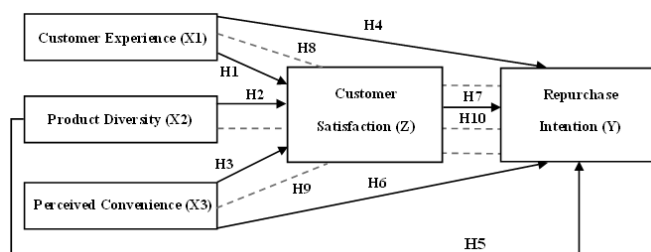The proposed hypothesis is depicted in the research model presented in Figure 2.

Fig 2. Research Model

METHODOLOGY

Research Design

According to Ali et al. (2022), asserts that quantitative research is quantifiable or convertible into numerical values. Statistics refers to the essential methodologies utilized for the analysis of numerical data. Empirical research is designated as such due to its capacity for precise measurement. A causal relationship between two variables is determined through statistical, computational, and mathematical methods in quantitative research.

According to Harum (2019), defines the descriptive approach as the utilization of surveys to furnish a comprehensive depiction of the population being examined. Descriptive research is a method for determining the value of one or more variables independent of or in comparison to other variables (Sugiyono, 2022).

This research design comprises descriptive and causal research. This research employs a quantitative method and

Structural Equation Modeling (SEM) to investigate the established relationship between the independent variables of customer experience (X1), product diversity (X2), perceived convenience (X3), and the dependent variable of repurchase intention (Y), mediated by customer satisfaction (Z). The program used for this research is SmartPLS 4.

Population

According to Sugiyono (2018), the population is a group of things that share specific traits that researchers use to conclude their studies. According to Arikutno (2019), asserts that the population represents the primary focus of the research.

The population of this research will be all the customers who have purchased and visited Cold 'N Brew, Medan. The population size is infinite due to the inherent nature of the business. The population of individuals who have visited the research object is indefinite, as there is no accurate approach to record the number of cafe customers.

Sample

According to Arikunto (2019), defines a sample as a subset or representative of the population under investigation. A sample is a subset of the population that is used to study and analyze the characteristics of the entire population. The size of the sample is smaller than the population. Probability sampling and non-probability sampling are the two main categories of sampling methods.

According to Jasmalinda (2021), sampling methods that do not employ probability do not guarantee the possibility of selecting each component or individual from the population as one example. The study employed a non-probability sampling technique, which is purposive sampling. Purposive sampling is a method that employs specific criteria, resulting in a non-probability sampling technique that does not afford equal chances for all elements or members of the population to be included in the sample (Mantik et al., 2021).

The sample for this research consists of respondents who meet the following criteria:

1. The respondents are between the ages of 17 and 50.
2. The respondents have made onsite purchases at Cold 'N Brew, Medan, at least twice within the past year.
3. The respondents are residents of Medan.

According to Hair et al. (2013), stated that the minimum sample size is 150 if the model has fewer than or

equal to 7 constructs, each construct is not under-identified (df > 0), and the level of communalities is ≥ 0.5. This statement is further supported by Priyanath et al. (2020), who recommended a minimum sample size of 100 to 150 for conducting Structural Equation Modeling (SEM) based on their evaluations.

The sampling technique utilized to achieve a minimum of 150 respondents is convenience sampling. Convenience sampling is defined by its practicality, as researchers gather data from easily accessible individuals, enabling faster data collection though potentially compromising sample representativeness.

Characteristics of Respondents

This study employs data from a questionnaire administered through purposive sampling. It targets individuals who have made onsite purchases at Cold 'N Brew, Medan, at least twice throughout 2024. The writer gathered a total of 160 responses. The demographic characteristics of the respondents are detailed in Table 2 below.

A total of 90 males and 70 females participated in the survey. Most respondents fell within the age range of 21 to 30 years. 110 college students made purchases and visited Cold 'N Brew, Medan, for over one year. This notable number suggests that Cold 'N Brew, Medan, primarily attracts a younger, academically focused audience, likely drawn to the cafe's semi-coworking space atmosphere.

Additionally, 27 respondents identified as non-college students, underscoring the cafe's attraction to a younger audience, which includes high school students. Furthermore, 11 respondents identify as entrepreneurs, suggesting that Cold 'N Brew, Medan attracts individuals with a business focus who might leverage the environment for networking or casual business conversations. On the other hand, the data indicates a composition of professionals comprising three government employees and 11 individuals from various occupations, constituting a minor segment of the customers.

Table 2. Characteristics of Respondents

Description		Number of Respondents	Percentage
Gender	Male	90	56.3%
	Female	70	43.8%
Age	18-20 years old	68	42.5%
	21-30 years old	89	55.6%
	31-40 years old	1	6.0%
	41-50 years old	2	1.3%
Occupation	College Student	110	68.6%
	Student	27	16.9%

	Entrepreneur	11	6.9%
	Government Employees	3	1.9%
	Others	11	5.7%

This study utilized the Partial Least Squares Structural Equations Modelling methodology to examine the connections among latent constructs within the research framework. The process consisted of three stages: assessing the measurement and structural models (Hair et al., 2019). The measurement model underwent scrutiny through validity and reliability assessments, whereas the structural model was evaluated through tests of R^2, f^2, Q^2, and path coefficients for hypothesis testing using bootstrapping. Additionally, there is also mediation analysis to help conclude the hypothesis testing.

RESULTS

Measurement Model

The assessment of convergent validity is carried out using data obtained from 160 questionnaire respondents. This evaluation encompasses reliability and validity tests, convergent validity, and discriminant validity. The analysis of reliability and validity tests can be done by Cronbach alpha and composite reliability. According to (Manley Scott et al., 2020), a score above 0.70 for Cronbach's alpha, composite reliability (rho_c), or rho_A is considered acceptable, while values above 0.8 are regarded as highly satisfactory

The convergent validity test comprises the outer loading (or loading factor) and the AVE (average variance extracted) assessments. The table demonstrates that the loading factor and AVE values exceed 0.708 and 0.5, respectively, meeting the acceptance criteria (Hair et al., 2019). An AVE value within this range signifies that the construct accounts for at least 50 percent of the variance in its associated items. Each construct exhibits strong internal consistency (Manley Scott et al., 2020).

Table 3. Cronbach Alpha, CR, and AVE Value

Construct/Item	Cronbach Alpha	CR	AVE
Customer Experience (X1)			
CE1			
CE2	0.799	0.800	0.714
CE3			
Product Diversity (X2)			
PD1			
PD2			
PD3			
PD4			
PD5	0.816	0.817	0.644
PD6			
PD7			

Construct/Item	Cronbach Alpha	CR	AVE
Perceived Convenience (X3)			
PC1	0.879	0.885	0.622
PC2			
PC3			
PC4			
PC5			
PC6			
Customer Satisfaction (CS)			
CS1	0.899	0.900	0.622
CS2			
CS3			
CS4			
Repurchase Intention (RI)			
RI1	0.816	0.816	0.644
RI2			
RI3			
RI4			

According to Henseler et al. (2015), Fornell-Lacker discriminant validity is established through the Fornell-Larcker criterion and cross-loadings, confirming that constructs are distinct from one another. Cross-loading occurs when each indicator exhibits a significantly high loading on the corresponding construct rather than on alternative constructs. These tests confirm that the constructs are distinct and exhibit low inter-correlation (Hair et al., 2019).

According to Henseler et al. (2015), a minimum value of 0.7 is necessary to meet the cross-loading criteria. To meet the Fornell-Larcker criterion, the square root of each construct's average variance extracted (AVE) must exceed its correlation with any other construct in the network (Hair et al., 2019).

Recent studies indicate that the Fornell-Larcker criterion is inappropriate for evaluating discriminant validity. Henseler et al. (2015) illustrate that the Fornell-Larcker criterion is ineffective, particularly when the indicator loadings on a construct exhibit minimal variation, specifically when they range between 0.65 and 0.85. In such cases, an HTMT value exceeding 0.90 indicates a lack of discriminant validity. For more conceptually distinct constructs, a more conservative threshold, such as 0.85, is recommended.

Table 4 Fornell Lacker Criterion

Variables	CE	CS	PC	PD	RP
Customer Experience (X1)	**0.845**				
Customer Satisfaction (Z)	0.653	**0.803**			
Perceived Convenience (X3)	0.536	0.630	**0.789**		
Product Diversity (X2)	0.555	0.644	0.645	**0.788**	
Repurchase Intention (Y)	0.564	0.672	0.616	0.643	**0.803**

Table 5. HTMT Ratio

Variables	CE	PD	PC	CS	RP
Customer Experience (X1)				0.809	0.697
Product Diversity (X2)				0.749	0.820
Perceived Convenience (X3)				0.738	0.720
Customer Satisfaction (Z)					0.746
Repurchase Intention (Y)					

Structural Model Evaluation

The inner model (structural model and substantive theory) delineates the relationship among latent variables based on substantive theory. Structural The structural model evaluation utilizes an Adjusted R-square for the dependent construct. The value of R^2 can be used to evaluate the influence of specific endogenous and exogenous variables and determine whether they exert a significant influence. Moreover, R-squared values span from 0 to 1. R-squared values of 0.75, 0.50, and 0.25 are classified as strong, moderate, and weak, respectively according to (Hair et al., 2019; Shmueli et al., 2019). Hair et al. (2019) indicate that interpreting adjusted R^2 values requires consideration of sample size, given that the number of observations notably influences this statistic.

According to (Hair et al., 2020), the effect size, denoted as f^2, is categorized as small, medium, or large. Values exceeding 0.02 and up to 0.15 are considered small; values from 0.15 to 0.35 are considered medium; and values of 0.35 and above are considered significant effects. The effect size is regarded as an in-sample predictive metric

The Q^2 statistic is not solely a measure of out-of-sample prediction; it incorporates elements of both out-of-sample prediction and in-sample explanatory power. Q^2 values must exceed zero for a particular endogenous construct to demonstrate the predictive relevance of the structural model for that construct. Generally, Q^2 values exceeding 0, 0.25, and 0.50 indicate small, medium, and large predictive relevance of the PLS-path model, respectively (Hair et al., 2019).

According to Hair et al. (2020), the path coefficients are standardized values that typically range from +1 to −1, although they rarely reach these extremes. This is particularly true for complex models containing numerous independent constructs within the structural framework. A value between 0 and 1 is deemed to have a positive influence, while a value between -1 and 0 is deemed to have a negative influence (Ramayah et al., 2017).

According to Fahim et al. (2024), Bootstrapping is a resampling method designed to construct the sampling distribution of a statistic by repeatedly drawing samples with replacement from the original dataset.

Preacher and Hayes (2008) state that 1,000 iterations are enough for preliminary analyses, but at least 5,000 iterations should be used for final reporting because there is not much reason to use less now that computers are getting better and better all the time. So, iteration of 5000 bootstrapping will be used to research this paper.

According to Hair et al. (2013), hypothesis testing uses statistical values with an α level of 5% (one-tailed), where a T-statistic of 1.645 is required. The alternative hypothesis (Ha) is accepted, and the null hypothesis (H0) is rejected when the T-statistic exceeds 1.645. Additionally, the hypothesis is accepted if the p-value is less than 0.05 (Anupama, 2018).

Table 6. Structural Model Evaluation

Relationship	R^2	R^2 Adjusted	Effect Size (f^2)	Predictive Relevance (Q^2)
Customer Experience				
CE -> CS			0.195	
CE -> RI			0.016	
Product Diversity				
PD -> CS			0.095	
PD -> RI			0.069	
Perceived Convenience				
PC -> CS			0.084	
PC -> RI			0.042	
Customer Satisfaction	0.556	0.545		0.541
CS -> RI			0.092	
Repurchase Intention	0.577	0.568		0.485

Table 7. Hypothesis Testing Result

	Relationship	Original Sample	T statistics	P-values
Direct Effect	CE -> Z	0.360	3.831	0.000
	PD -> Z	0.278	2.883	0.002
	PC -> Z	0.258	2.722	0.003
	CE -> Y	0.116	1.447	0.074
	PD -> Y	0.254	2.827	0.002
	PC -> Y	0.194	2.479	0.007
	Z -> Y	0.310	2.459	0.007
Specific Indirect Effect	CE -> Z -> Y	0.112	1.917	0.028
	PD -> Z -> Y	0.086	2.105	0.058
	PC -> Z -> Y	0.080	1.568	0.018

Mediation Analysis

According to Hair et al. (2017), mediation effects can be classified into several types, offering a broader framework for mediation analysis:

1. Non-mediation
   a) Direct-only non-mediation occurs when there is a significant direct effect but no significant indirect effect.

   b) No-effect non-mediation occurs when neither the direct nor the indirect effects are significant.

2. Mediation
   a) Complementary mediation (Partial Mediation) occurs when the indirect and direct effects are significant and point in the same direction.
   b) Competitive mediation (Partial Mediation) occurs when the indirect and direct effects are significant but in opposite directions.
   c) Indirect-only mediation (Full Mediation) occurs when the indirect effect is significant, but the direct effect is not.

Table 8. Mediation Analysis

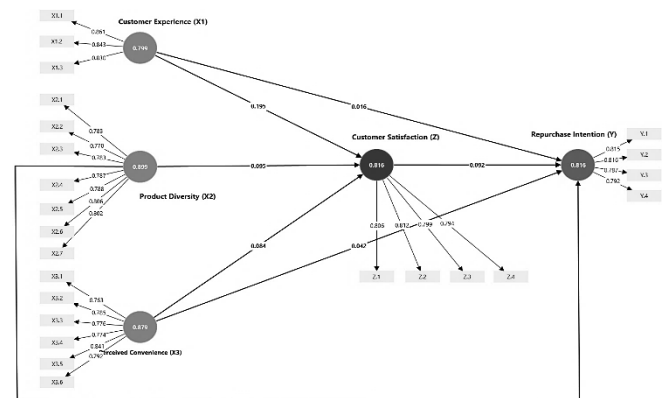| Relationships	Mediation Analysis
CE -> Z -> Y	Partial Mediation
PD -> Z -> Y	Direct-only non-mediation
PC -> Z -> Y	Partial Mediation

Fig 3 Result Model

DISCUSSION

This study's result aligns with previous research, indicating that customer experience, product diversity, perceived convenience, and customer satisfaction positively influence customer satisfaction and repurchase intention at Cold 'N Brew, Medan. Expressly, the hypotheses testing H1 (Customer Experience -> Customer Satisfaction), H2 (Product Diversity -> Customer Satisfaction), H3 (Perceived Convenience -> Customer Satisfaction), H5 (Product Diversity -> Repurchase Intention), H6 (Perceived Convenience -> Repurchase Intention), H7 (Customer Satisfaction -> Repurchase Intention), H8 (Customer Experience -> Customer Satisfaction -> Repurchase Intention), and H10 (Perceived Convenience -> Customer Satisfaction -> Repurchase Intention) were all accepted based on their statistically significant path coefficients and P-values below 0.05.

These results suggest that enhancing customer experience, product variety, and convenience features could boost customer satisfaction and repurchase intentions, supporting the importance of a holistic approach to service quality and customer engagement (Kaban & Khong, 2022). The data reflect that while customer experience and convenience positively influence satisfaction, product diversity further complements these aspects by catering to broader customer preferences, thereby strengthening the overall influence on satisfaction and loyalty.

On the other hand, the study observed that customer experience alone did not significantly influence repurchase intention (H4), and the mediating effect of customer satisfaction between product diversity and repurchase intention (H9) was also insignificant. These hypotheses were therefore rejected. H4 rejection aligns with findings from previous research by Katika and Prasetio (2022), which concluded that while customer experience contributes to immediate satisfaction, it only sometimes translates into repurchase intentions with additional reinforcing factors like product variety or pricing incentives.

Similarly, the rejection of H9 corroborates the results of studies by Naura and Tjahjaningsih (2024) and Prasetya and Yulius (2018), which indicates that while product diversity can improve satisfaction, it may not have a direct effect on repurchase intentions in competitive industries where factors such as price, branding, and convenience can take precedence. These rejections highlight that a standalone emphasis on customer experience or product diversity may need a comprehensive strategy addressing multiple customer preferences and expectations to drive repurchase intentions.

CONCLUSION

The conclusions of this study provide important insights into the elements that influence repurchase intention at Cold 'N Brew, Medan, emphasizing product diversity, perceived convenience, and customer satisfaction. To improve product diversity and customer satisfaction, the cafe might explore providing more comprehensive information on the menu, introducing new promotional packages, and broadening the range of flavors available (Khong et al., 2023). Enhancing the transparency of beverage sizes and pricing and providing an online menu could lead to a more knowledgeable and interactive experience for customers at Cold 'N Brew, Medan. Furthermore, implementing bundled meal promotions,

seasonal offerings, and incentive-based rewards would support the idea that various products enhance customer satisfaction and encourage repeat purchases.

This study indicates that Cold 'N Brew, Medan, has the potential to enhance accessibility by refining parking arrangements, improving the indoor layout, and increasing service efficiency. Motivating baristas to focus on their responsibilities and expanding payment alternatives could enhance customer experience. The investigation further emphasizes the advantages of introducing a mobile application for pre-ordering, improving convenience for patrons who favor a smooth in-store experience (Kaban & Tukiran, 2023). The anticipated modifications aim to enhance perceived convenience and overall satisfaction, increasing customer loyalty and encouraging repeat visits.

This study lays the groundwork for future exploration of additional factors like customer trust, product innovation, and perceived value, which could further influence repurchase intention. The findings indicate that additional mediating factors like customer loyalty and perceived value may influence the connection between independent and dependent variables. Using tools such as SmartPLS, a qualitative approach may provide a deeper insight into customer experiences within coworking space cafes. The findings offer valuable contributions to the academic domain while presenting actionable strategies for organizations aiming to improve customer satisfaction and cultivate enduring loyalty.

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