

## THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION AND REPURCHASE INTEREST (STUDY AT STARBUCKS)

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### ABSTRACT

This study tested and analyzed product quality, service, customer satisfaction, and consumer repurchase interest at Starbucks Indonesia. The research population sample is Starbucks Indonesia Consumers with a sample size of 105 respondents. In testing the data analysis hypothesis using SPSS Version 21.0, the results show that product quality and service quality significantly affect consumer satisfaction. Product quality and consumer satisfaction affects repurchase intention, but service quality has no significant effect on the repurchase intention.

**Keywords:** Product; Service Quality; Customer Satisfaction; Intention to Buying

## INTRODUCTION

The fatigue and boredom felt by people in today's era is very diverse. Not infrequently fatigue and boredom can make stress high enough for some people. High stress makes people need a place that they can use to unwind, tired, or even for refreshing for a moment so that the mind becomes fresh as before. Coffee shop is one of the favorite alternative choices for millennial people like today. Besides being a habit of Indonesian people, coffee shops have proven to be able to captivate the hearts of visitors of various ages to stop by this comfortable place.

Since the formation of the Specialty Coffee Association of America (SCAA) in 1982 by coffee traders in the USA, the quality of coffee has become very influential in sensory analysis conducted in the coffee trade. Its original purpose was to discuss the issue of coffee and establish quality standards for the industry. But it affected more and more until today, customers want to drink higher quality coffee. Not only in America, but this has also applied to consumers in Indonesia. Indonesian people are now willing to pay a high price to get high quality coffee accompanied by good service as well, including facilities such as adequate places not only to buy and consume coffee but also to sit, chat, meet with friends, relax, and so on. This makes the coffee shop business very promising because economic growth in the coffee shop sector will continue to increase in the future.

Now the existence of coffee shops or cafes that sell coffee as their main product is increasingly penetrating and favored by the community. The amount of news about the comfort of being in a coffee shop while refreshing the brain increasingly attracts the attention of visitors. The support from the community for the coffee shop is beyond doubt. Coffee shop, which was originally only used as a community gathering place, has now switched to have additional functions as a nostalgic place with old friends, doing tasks, chatting casually, work meetings, and a place for young people to hang out.

PT Sari Coffee Indonesia is a company that has a business segmentation in the field of food and beverage retail, especially coffee with the Starbucks trademark. In Indonesia, in the third quarter of 2021, Starbucks had 478 outlets and this placed Indonesia as the country with the seventh highest number of Starbucks after Taiwan. Meanwhile, in 2021, it was noted that worldwide Starbucks had 32,844 thousand outlets with the most distribution in the United States, its home country.

In building a business before establishing a place is to plan the best possible product starting from raw materials to be consumed by customers. To make product raw materials are needed, the selected raw materials must be of high quality. Product quality plays an important role in sales. Good quality will bring a lot of demand. Product quality is the skill of goods that display results that match or even exceed customer expectations (Kotler & Keller, 2016, p. 164). The same thing is proven the same from the research of Jaya et al. (2021) where product quality has a positive influence related to customer satisfaction.

The quality of a product will affect customer purchase intentions, it is necessary to create quality products so that customers feel satisfied, then also the price of the product also affects the lack of consumer loneliness.

## LITERATURE REVIEW

### Product Quality

Product quality becomes an overall consumer assessment of the performance of goods or services (Mowen & Minor, 2002). Companies must have adequate capacity or in line with the proposed tariffs when selling services and products in implementing business. In line with

Kotler and Armstrong (2001), quality means the nature of the origin of a product that aims to meet all needs that have been influenced and have potential. The product means something that can be proposed to the market in terms of receiving attention, used or consumed that can indulge in dreams or all needs.

There are three parameters of the quality of a product according to Kotler, 1995 (in Lembang & Sugiono, 2010), namely:

a. The right taste

Relating to customer evaluation of the taste of a product proposed by the company to customers. Products that are popular are generally considered more quality and credible in taste than using unusual characteristics.

b. Product characteristics

This dimension is a complementary property that fulfills the basic benefits of a product. Features are optional for customers, if the main benefits are standardized, characteristics are often affixed. If competitors do not have ideals, characteristics are considered capable of elevating product quality.

c. Packaging resistance

Resistance signifies the life of the product, that is, the quantity of utilization of a particular product before it was altered or defective. The longer the resistance will certainly be more durable, durable products can be considered to have a lot of capacity when juxtaposed with products that expire or are quickly exchanged.

### **Quality of Service**

According to Bouman and van der Wiele (1992, p. 5), aspects of service quality include service to customers, concrete/everything seen in the service provider as well as dogma about collateral delivered by the service provider. Service defined in conservation means appropriate service with the general that has been encouraged, for example the process of identifying products well to customers.

According to Zeithaml et al. (1990, p. 19) service quality is a deviation between customer expectations or willingness to use customer assumptions. Service quality has a variety of different properties so that service quality is difficult to define or formulate. The nature of service quality according to Zeithaml et al. (1990) has three characteristics, namely intangible (cannot be touched), heterogeneous (plural) and indivisible (cannot be divided) or inseparability (cannot be discrete).

### **Customer Satisfaction**

Kotler and Armstrong (2016) state the following about customer satisfaction: "satisfaction is a form of individual pleasure or disappointment resulting from a comparison between the impressions that arise from a product and existing expectations. When expectations do not match then customers are not satisfied. And vice versa. Furthermore, if it exceeds expectations, the customer will be very satisfied or happy".

Kotler (2000) stated that satisfaction is a form of individual pleasure or disappointment resulting from a comparison between the impressions that arise from a product and existing expectations. In addition, usually when consumers have been satisfied, they generally return again to buy different products from the company, so through this they indirectly become effective "Marketers" through positive impressions arising from word of mouth.

Consumer satisfaction can be measured from the gap between consumer expectations and what they get determined by whether the product or service has succeeded in encouraging satisfaction or dissatisfaction from consumers themselves and this will help the company because it will have a positive impact on its business (Hanaysha, 2016)

Satisfaction is a level that is perceived because of its assessment on a comparison of performance or perceived results (Oliver, 1993; Cahyono, 2008). There are three dimensions of universal customer satisfaction measurement (Cahyono, 2008):

- a. Product-related attributes, especially dimensions of satisfaction related to product attributes such as determination of value that will be obtained by price, determination of product satisfaction and benefits.
- b. Service-related attributes are dimensions of satisfaction related to service attributes, for example guarantees offered, completion of services or delivery processes, and troubleshooting processes provided.
- c. Purchase-related attributes, especially the satisfaction dimension, are related to attributes of purchasing decisions from manufacturers such as ease of information obtained, staff friendliness and image effects in the form of company reputation.

### **Repurchase Interest**

Repurchase interest or intention to repurchase can be said to be part of a form of consumer loyalty to the company by making a repurchase, this is an important action and benefits the company because if a consumer continuously consumes the products or services that the company sells then this shows an attitude of trust and loyalty to the company (Pham et al., 2018).

Intention to repurchase is one part of the behavioral component of consumer attitude, besides that intention to repurchase is a period in which before determining the decision related to the purchase to be made, the response will usually act first (Kinnear, 1995, p. 306; Saidani & Arifin, 2012). Large intention to repurchase certainly shows the level of consumer satisfaction when deciding whether to consume a product again after the product is tried and it is decided whether to like the product or not (Sundalangi et al., 2014).

Ferdinand (2002, p. 2526, in Saidani & Arifin, 2012), states that the intention to repurchase is determined by the following parameters:

- a. Transactional interest is the degree to which an individual tends to buy back or not from a previously purchased product.
- b. Referential interest is the degree to which an individual tends to refer to a product they have bought, so that others will also buy that product, in relation to their consumption experience.
- c. Preferential interest is which interest is preferred, indicated by the behavior of an individual who consistently has a preferred interest and is the main one for the previous product. This preferred choice of interest can change if only certain things happen in the previous product they liked.
- d. Exploratory interest, an interest that describes the behavior of an individual to continue to find or search for existing information related to the product they like and seek further information related to the advantages or positive characteristics of the product they liked before.

To describe the relationship between variables in this study, it is based on personal control, which explains that satisfaction based on one's life or work experience is associated with perceived knowledge through psychological disparities between actions performed and expected results (Rotter, 1966; Rahma, 2007). Furthermore, the level of tendency of an individual to intention to repurchase is due to high consumer satisfaction and high perceptions related to the quality of services and products used by consumers (Puspitasari, 2006; Rahma, 2007; Saidani & Arifin, 2012).

## RESEARCH METHOD

The research method used in this study is by conducting a quantitative approach of the explanatory survey type. Sugiyono (2013, p. 13) states that an explanatory survey is a study whose sample is taken from a certain population, where the population is tested and then explained how the claspial relationship between variables that will be tested hypothesis is formed.

In this study, the population is all Starbucks consumers, while the sampling process uses nonprobability sampling because the purposive sampling method will be applied as a technique that will be carried out to determine and conduct sampling. Purposive sampling itself is a sample selected and determined on a consideration (Sugiyono, 2019). This study used purposive sampling because researchers wanted to take the most appropriate sample for this study, because not all members of the population met the criteria in this study. The sample criteria are people who have consumed products and dine in at Starbucks.

## RESULTS AND DISCUSSION

### Characteristics of respondents

#### a. Questionnaire return rate

The questionnaires that we distributed were 118 questionnaires and will be illustrated in table 1 below.

**Table 1. Questionnaire Return Rate**

	Category	Number of Respondents	Percentage
Gender	Male	44	41.90%
	Female	61	58.10%
Age	>15 Years	2	1.90%
	15–25 Years	74	70.48%
	26–35 Years	23	21.90%
	>35 Years	6	5.71%
Profession	Student	35	33.33%
	Employee	61	58.10%
	Entrepreneurial	2	1.90%
	Housewives	7	6.67%
Have ever dined in to consume Starbucks products	Yes	105	100.00%
Long time-consuming Starbucks products	<1 Year	21	20.00%
	1–2 Years	11	10.48%
	2–5 Years	30	28.57%
	>5 Years	43	40.95%

Based on the data, we received 118 questionnaires or as many as 100%. We can process 105 or 89% and 13 questionnaires we cannot process or 11% because they do not meet the criteria to be sampled.

#### b. Distribution of respondents

The results of the respondents' gender-based descriptive test showed that each male and female respondents were 41.9% and 58.1%. This illustrates that women often dine and dine in at Starbucks because women prefer to gather and talk in cafes than men.

The results of the age-based description test showed: samples under 15 years old as many as 2 people or 33.33%, samples aged 15–25 years as many as 74 people or 58.10% and samples aged 26–35 years as many as 23 people or 21.9% and samples aged over 35 years as many as 6 people or 5.71%. This shows that teenagers eat more often at Starbucks because of the tendency of teenagers to gather at restaurants to eat, drink, and chat.

The results of the profession-based descriptive test showed that the sample who worked as students/students amounted to 35 people or 33.33%, the sample who worked as employees 61 people or 58.10% and the sample who worked as entrepreneurs amounted to 2 people or 1.9% and the sample who worked as housewives amounted to 7 people or 6.67%. Shows that the most dominant employees are at Starbucks for work or simply relaxing with colleagues to eat and chat.

As many as 105 respondents or 100% have eaten and dine in at Starbucks, this is a requirement to be sampled.

The results of descriptive tests based on the length of time consumers consume Starbucks products show that less than 1 year a total of 21 people or 20%, 1–2 years a total of 11 people or 10.48%, 2–5 years a number of 30 people or 28.57% and over 5 years a total of 43 people or 40.95%. This can be interpreted by the number of respondents who have known and enjoyed Starbucks products for more than 5 years.

## **Description of Research Variables**

### **a. Respondents' Responses to Product Quality Variables**

The mean of the product quality variable is 3.91 which shows that respondents tend to agree with statements related to product quality. Of the 6 indicators used in calculating product quality, the indicator with the highest mean is PQ2 which states that "The taste of Starbucks beverage and food products met my expectations." With a mean value of 4.057, it means that respondents agree that the taste provided by Starbucks products is in accordance with their expectations. Then the indicator that has the lowest response mean is PQ6 which states that "The menu of products and beverages offered to me has high durability according to consumer needs." with a mean value of 3.638 means that respondents agree with the statement.

### **b. Respondents' responses to service quality variables**

The mean of the service quality variable is 4.155 which shows that respondents tend to agree with statements related to service quality. Of the 10 indicators that have been used in measuring service quality, the indicator with the highest mean is SQ1 which states that "I feel comfortable with the appearance of the rooms and facilities at Starbucks." With a mean value of 4.629, it means that respondents agree with the statement. The indicator with the lowest response mean was SQ10, which stated that "Starbucks employees make me feel special." with a mean value of 3.743, it means that respondents agree with the statement.

### **c. Respondents' responses to consumer satisfaction variables.**

The mean of the service quality variable is 4.033 which shows that respondents tend to agree with statements related to customer satisfaction. Of the 6 indicators used to measure customer satisfaction, the indicator with the highest mean is SQ3 which states that "I think Starbucks is able to provide good products for consumers." With a mean value of 4.152, it means that respondents agree with the statement. Then the indicator that has the lowest response mean is SQ2 which states that "Starbucks is one of the best services I have ever gotten." with a mean value of 3.762 meaning respondents agree that Starbucks is one of the best services they have ever gotten.

### **d. Respondents' responses to repurchase interest variables.**

The mean of the service quality variable is 3.398 which shows that respondents tend to be neutral with statements related to repurchase interest. Of the 8 indicators used to measure repeat purchase interest, the indicator with the highest mean is SQ6 which states that "I will switch to another product if the food and beverage products at Starbucks are not as expected." With a mean value of 3.695, meaning that respondents agree that they feel Starbucks can provide good products to consumers. Then the indicator that has the lowest response mean is SQ5 which states that "Starbucks has always been my top choice." with a mean value of 2.886 means that respondents tend to be neutral about Starbucks as one of the best services they have ever obtained.

## Research Results

Data analysis techniques path analysis techniques, where this is a relationship to describe the influence of independent variables in influencing dependent variables either directly or indirectly through multiple linear regression methods. Then in the process of obtaining value from its direct or indirect influence, analysis is used in the form of regression analysis through the intervening variable method where the method is a bridge that helps connect independent variables and dependent variables.

**Table 2. Path Analysis Results**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.910	1.771		.514	.609
	Product Quality	.375	.081	.368	4.635	.000
	Quality of Service	.348	.055	.507	6.384	.000

a. Dependent Variable: Consumer Satisfaction

In table 2 based on the Standardized Coefficients Beta column, the product quality variable in consumer satisfaction is 0.368 and the service quality variable in consumer satisfaction is 0.507.

**Table 3. Coefficient of Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 <sup>a</sup>	.641	.634	2.295

a. Predictors: (Constant), Quality of Service, Quality of Products

In table 3 it is known that the R Square or coefficient of determination is 0.641. This illustrates that there is an influence of Product and Service Quality on consumer satisfaction, which is as much as 64.1%, while other values of 35.9% come from the contribution of other variables outside the model. Conventionally, R Square can be measured by changing the coefficient matrix of the Product and Service Quality path to a row matrix and then multiplying it by the Consumer Satisfaction column matrix. From the R Square above, the path coefficient of another variable outside the model,  $\rho_{Y1E}$ , is calculated by the formula:

$$\rho_{Y1E} = \sqrt{1 - 0,641} = 0.359$$

1) Coefficient Jalur  $\rho_{Y1X1}$

$$H_0: \rho_{Y1X1} = 0$$

$$H_1: \rho_{Y1X1} \neq 0$$

In table 4.15 (sig column) = 0.000 < 0.005 Thus  $H_0$  rejected, or product quality variables have a significant influence on consumers.

2) Coefficient Jalur  $\rho_{Y1X2}$

$$H_0: \rho_{Y1X2} = 0$$

$$H_1: \rho_{Y1X2} \neq 0$$

In table 2 (sig column) = 0.000 < 0.005, this one show  $H_0$  rejected, or service quality variables have a significant effect on customer satisfaction.

Based on testing the path coefficient, it was concluded that the path coefficient of the product quality variable to the consumer satisfaction variable and the service quality variable to consumer satisfaction, both of which are statistically significant.

**Table 4. Path Analysis Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.100	1.771		-1.478	.143
	Product Quality	.685	.081	.405	3.956	.000
	Quality of Service	.116	.055	.102	.928	.356
	Customer satisfaction	.465	.193	.280	2.414	.018

a. Dependent Variable: Interest in Buying Money

Referring to table 2 based on the Standardized Coefficients Beta column, the product quality variable for repurchase interest is 0.368, then the service quality variable on repurchase interest is 0.507, and the consumer satisfaction variable on repurchase interest is 0.280.

**Table 5. Coefficient of Determination (R<sup>2</sup>)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715	.511	.497	4.467

a. Predictors: (Constant), Consumonial Satisfaction, Product Quality



Referring to table 5 shows that the R Square or coefficient of determination is 0.511. This indicates the influence of Product and Service Quality on consumer satisfaction, which is 51.1%, then the other value of 48.9% comes from the contribution of other variables outside the model. Based on the value of R Square, the coefficients of other variable paths outside the model can be calculated through the model  $\rho Y2E$  with the formula:

$$\rho Y2E = \sqrt{1 - 0.511} = 0.489$$

1) Coefficient Jalur  $\rho Y2X1$

$$H_0: \rho Y2X1 = 0$$

$$H_1: \rho Y2X1 \neq 0$$

When viewed in the table the coefficient in the column of significance is 0.000 which means  $< 0.005$  or thus  $H_0$  is rejected or significantly influenced.

2) Coefficient Jalur  $\rho Y2X2$

$$H_0: \rho Y2X2 = 0$$

$$H_1: \rho Y2X2 \neq 0$$

When viewed in the table the coefficient in the column of significance is 0.356 which means  $> 0.005$  or thus  $H_0$  is accepted or not significantly affected.

3) Coefficient Jalur  $\rho Y2Y1$

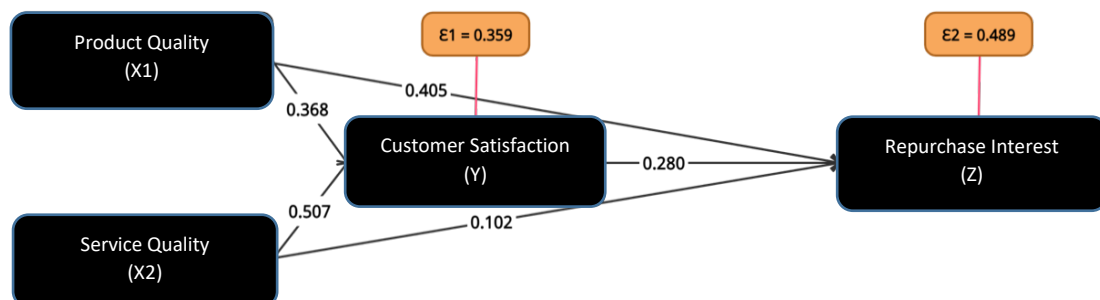
$$H_0: \rho Y2X2 = 0$$

$$H_1: \rho Y2X2 \neq 0$$

If viewed in the table the coefficient in the column of significance is 0.000 which means  $< 0.005$  or thus  $H_0$  is rejected or significantly influenced.

If the results of the coefficient test have been received, the results of the product quality variable from the consumer satisfaction variable and the re-interest variable then form a path diagram:

Figure 1. Path Diagram



### Trimming Method

If there are exogenous variables that are not significant, then it must then be adjusted through an adjustment method. The trimming method involves removing insignificant exogenous variables from the analysis and then retesting when insignificant exogenous variables are not included (Adiningrum et al., 2013).

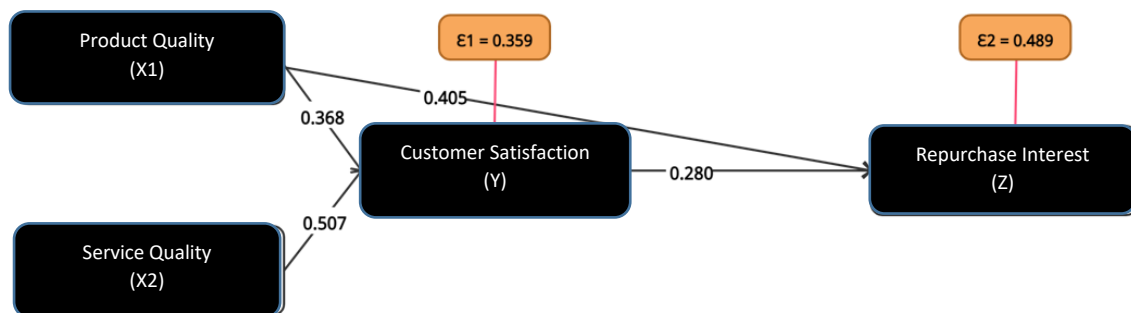
**Table 6. Path Analysis Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.677	3.528		-1.326	.188
Product Quality	.860	.161	.508	5.336	.000
Quality of Service	.278	.109	.244	2.563	.012

a. Dependent Variable: Interest in Buying Money

Referring to table 2 based on the Standardized Coefficients Beta column, the product quality variable to intention to repurchase is 0.508 then the service quality variable to intention to repurchase is 0.244.

From the tests conducted, the path coefficient of Product and Service Quality on Consumer Satisfaction, as well as Product Quality on intention to repurchase is significant, while the service quality variable on intention to repurchase is not significant. Therefore, a recalculation is carried out by not including service quality variables. Henceforth, the path is as follows.



### Model Test (F-Test)

The F Test Model is used in its function to be able to determine how the influence of the independent variable simultaneously whether it has a significant influence on the dependent variable, meaning that it is used as an effort to find out how influential it is. In this test method, it is calculated by comparing the critical value (t-calculated) with the t-table based on the standard degree of significance of 95% or  $\alpha=0.05$

**Table 7. Model 1 Test Results (F-Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	958.858	2	479.429	91.047	.000 <sup>b</sup>
	Residual	537.104	102	5.266		
	Total	1495.962	104			

- a. Dependent Variable: Consumer Satisfaction  
 b. Predictors: (Constant), Consumonial Satisfaction, Product Quality

Based on table 7 above, to find out the F value of the table used formulas, namely:

$$\begin{aligned} df &= n - k \\ &= 105 - 2 \\ &= 103 \end{aligned}$$

Information:

n = Number of Respondents

k = Number of Independent Variables (independent variables)

Based on the formula above, it is known that the F value of the table is 3.08 and F is calculated 91.047. Therefore, this shows that the F value counts the variables of product quality and service quality > the F value of the table (91.047 > 3.08) and the level of significance is 0.000 which means < 0.05 (0.000 < 0.05), so that H1 is accepted then it can be said that the quality of products and services has a significant influence simultaneously on consumer satisfaction.

Based on Test F above, it is known that the variables of product quality and service quality have a significant effect simultaneously on consumer satisfaction variables.

**Table 8. Model 2 Test Results (Test F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	2110.514	3	703.505	35.250	.000 <sup>b</sup>
	Residual	2015.714	101	19.958		
	Total	4126.229	104			

- a. Dependent Variable: Interest in Buying Money  
 b. Predictors: (Constant), Product Quality, Consumonial Satisfaction

Based on table 8 above, to find out the F value of the table used formulas, namely:

$$\begin{aligned} df &= n - k \\ &= 105 - 3 \\ &= 102 \end{aligned}$$

Information:

n = Number of Respondents

k = Number of Independent Variables (independent variables)

Based on the formula above, it is known that the F value of the table, which is 3.09 and referring to table 8 above, the calculated F value is known, which is 35.250. Therefore, this shows that the F value of calculating the variables of product quality, service quality, and

customer satisfaction has a table  $F > \text{value}$  ( $35.250 > 3.09$ ) and a significant level of 0.000 which means it has a value of  $< 0.05$  ( $0.000 < 0.05$ ), which means H1 is accepted so that it can be concluded that product quality, service quality, and consumer satisfaction have a simultaneous influence on repurchase interest.

Based on Test F above, it is known that the variables of product quality, service quality, and consumer satisfaction have a significant influence simultaneously on the variable of repurchase interest.

### Partial Test (T-Test)

This test is used to determine the extent to which an individual explanatory variable is influential in relation to being able to explain the dependent variable. Testing through t-test is with t-count and t-table at 95% signification degree ( $\alpha = 0.05$ ) with two-sided testing.

**Table 9. Partial Test Result 1 (Test t)**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.910	1.771		.514	.609
Product Quality	.375	.081	.368	4.635	.000
Quality of Service	.348	.055	.507	6.384	.000

a. Dependent Variable: Consumer Satisfaction

Referring to table 9 above, t table is calculated by the formula:

$$\begin{aligned} df &= n - k - 1 \\ &= 105 - 2 - 1 \\ &= 102 \end{aligned}$$

Information:

n = Number of Respondents

k = Number of Independent Variables (independent variables)

Based on the above formula, it is known that the table t value is 1.983 and t is calculated 4.635. This explains that the results of the product quality variable with a calculated value of  $> \text{table}$  ( $4.635 > 1.983$ ) and a significant level of  $< 0.05$  ( $0.000 < 0.05$ ), where this is the reason H1 is accepted, it can be concluded that product quality has a partial influence on satisfaction. While the variable of service quality with a calculated value of  $t\text{-table} > (6,384 > 1,983)$  and a significant value of  $< 0.05$  ( $0.000 < 0.05$ ), it can be said that H2 is accepted which means, service quality has a partial significant influence on customer satisfaction.

Based on the T Test above, it is known that the variables of product quality and service quality have a significant partial effect on consumer satisfaction variables.

**Table 10. Partial Test Result 2 (t-Test)**

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-5.100	1.771		-1.478	.143
	Product Quality	.685	.081	.405	3.956	.000
	Quality of Service	.116	.055	.102	.928	.356
	Customer satisfaction	.465	.193	.280	2.414	.018

a. Dependent Variable: Interest in Buying Money

Referring to table 10 above, to find out the value of t table used formula, namely:

$$\begin{aligned}
 df &= n - k - 1 \\
 &= 105 - 3 - 1 \\
 &= 101
 \end{aligned}$$

Information:

n = Number of Respondents

k = Number of Independent Variables (independent variables)

Based on the formula above, the table t value is known, 1.983 and referring to table 10 above, the calculated t value of the product quality variable is 3.956. The table above shows that the product quality variable with a calculated value of  $>$  table ( $3.956 > 1.983$ ) and a significant level of  $< 0.05$  ( $0.000 < 0.05$ ), where the number H1 is accepted, and this explains that product quality has a significant partial influence on repurchase interest. Then, the service quality variable with a calculated value of  $0.928 < t$ -table ( $0.928 < 1.983$ ) and a significant value of  $> 0.05$  ( $0.358 > 0.05$ ), this explains that H0 is received, in addition, this shows that service quality does not have a partial significant effect on the repurchase value. While the t-value of the consumer satisfaction variable is 2.414 and, in the table, above shows the results that the consumer satisfaction variable with a t-table  $>$  value ( $2.414 > 1.983$ ) and a significant level of  $< 0.05$  ( $0.018 < 0.05$ ), which means H1 is accepted, this shows that consumer satisfaction has a significant partial influence on repurchase interest.

Based on the T Test above, it is known that the variables of product quality and consumer satisfaction have a significant partial influence on the variable of repurchase interest. Meanwhile, the service quality variable does not have a significant partial influence on the variable of repurchase interest.

### Interpretation of Research Results

a. The impact of product quality on consumer satisfaction

The following observations explain that product quality has a substantial partial impact on consumer satisfaction. This is evidenced by the dominating t-stat value of the t-table ( $4.635 > 1.983$ ) and a much smaller level of significance of 0.05 ( $0.000 < 0.05$ ). This shows that the existence of high-quality products can increase consumer satisfaction. The following research agrees with Haryanto (2013) who shared that product quality has a positive and substantial impact on consumer satisfaction.

b. The impact of service quality on customer satisfaction

The following observations explain that service quality has a substantial partial impact on consumer satisfaction. This is evidenced by the value of t-stat dominating from the t-table ( $6.384 > 1.983$ ) and the significance level is much smaller than 0.05 ( $0.000 < 0.05$ ). This shows that the existence of high service quality can increase consumer satisfaction. The following research agrees with Rizan and Andika (2011); Ramli and Sjahruddin (2015) who explained that service quality has a positive and substantial impact on consumer satisfaction.

c. Impact of consumer satisfaction on repurchase interest

The following observation explains that consumer satisfaction has a substantial partial impact on repurchase intention. This is evidenced by the dominant t-stat value of the t-table ( $2.414 > 1.983$ ) and a significance level much smaller than 0.05 ( $0.018 < 0.05$ ). This shows that high consumer satisfaction can increase repurchase intention in consumers. The following research agrees with research from Puspitasari (2006) that consumer satisfaction has a positive and substantial impact on consumer buying interest.

d. Impact of product quality on repurchase interest

The following observations explain that product quality has a substantial partial impact on repurchase intention. This is evidenced by the dominating t-stat value of the t-table ( $3.956 > 1.983$ ) and the significant level of the t-stat is much smaller than 0.05 ( $0.000 < 0.05$ ). This shows that the existence of high product quality can increase consumer intention to repurchase. The following research agrees with Saidani and Arifin (2012) which shows that product quality has a positive impact and significance on repurchase intention.

e. The impact of service quality on repurchase interest

The following observations explain that service quality does not have a partial substantial impact on repurchase intention. This is evidenced by the value of t-stat smaller than t-table ( $0.928 < 1.983$ ) and the level of significance is dominated from 0.05 ( $0.356 < 0.05$ ). This shows that the existence of service quality can reduce consumer intention to repurchase. The results of this survey do not agree with the survey of Saidani and Arifin (2012) which states that service quality has a positive impact and significance on repurchase intention. This can show that high service quality can increase consumer interest for rebuying, and poor service quality will reduce consumer intention to repurchase.

## CONCLUSION

Consumer satisfaction is influenced by product quality, then high product quality causes high consumer satisfaction. Conversely, low product quality will result in low consumer satisfaction as well. Therefore, to maintain and increase customer satisfaction, Starbucks must continue to maintain and even improve the quality of its products and avoid decline.

Service quality has a significant influence related to customer satisfaction, which means high service quality provides high satisfaction to consumers. Conversely, poor service quality will make customer satisfaction bad as well. Therefore, to avoid bad customer satisfaction, Starbucks must avoid poor service quality. To keep customer satisfaction high, Starbucks must ensure that all employees can show the best service and quality to consumers.

Consumer satisfaction has a positive influence related to the intention to repurchase. The higher the customer satisfaction, the more the consumer wants to buy back. Conversely, the lower the level of consumer satisfaction, the more the consumer does not want to make repeat purchases. Therefore, for consumers to continue to make repeat purchases and make Starbucks' business sustainable and sustainable, Starbucks must continue to maintain customer satisfaction and avoid consumers from disappointment.

High product quality has a related positive influence on intention to repurchase. So, if the quality of the product is high, the interest in the intention to repurchase consumers is also high. While low product quality causes consumers to be reluctant to buy again. Starbucks as a business certainly expects its customers to be loyal and continue to make repeat purchases, therefore Starbucks must continue to maintain and improve the quality of its products.

It should be noted that poor service quality does not necessarily make consumers reluctant to make repeat purchases. Nevertheless, Starbucks is still expected to maintain the quality of its service because although it is not directly and significantly influential, poor service quality reduces customer interest in making intentions to repurchase or buy back.

Future research can be done by taking objects and samples with different research or different variables. Further research may be able to take brand objects or brands that are more consumed by the public or wider market reach and with a wider research sample. Other variables can be used to get results that are more thorough and better reflect the real conditions that occur.

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## APPENDIX

### PETUNJUK PENGISIAN INSTRUMEN PENELITIAN (ANGKET)

1. Untuk mengisi identitas, bapak/ibu/saudara(i) cukup mengisi titik atau coret yang tidak perlu
2. Mohon bapak/ibu memberikan jawaban yang sebenarnya sesuai dengan kondisi yang atau fakta yang dirasakan.
3. Jawaban yang bapak/ibu berikan kami jamin kerahasiaannya dan hanya dipergunakan sebatas untuk kepentingan penelitian serta tidak memberikan pengaruh negatif baik secara pribadi maupun pada perusahaan.
4. Berilah tanda (X) pada kolom sesuai dengan jawaban Bapak/Ibu/Saudara, dan kemukakan alasan terhadap setiap alternatif pilihan/jawaban yang disediakan dalam pertanyaan kuesioner adalah

	Sangat Baik/Sangat Setuju	Point	5
	Baik/Setuju	Point	4
	Netral	Point	3
	Tidak Baik/Tidak Setuju	Point	2
	Sangat Tidak Baik/Sangat Tidak Setuju	Point	1

### Identitas Responden

1. Nama		
2. Jenis Kelamin	Laki-laki	Perempuan
3. Umur	15–24 Tahun	25–34 Tahun
	35–44 Tahun	
4. Lama mengkonsumsi	0 Tahun	<2 Tahun
	>2 Tahun	<4 Tahun
5. Pekerjaan	Mahasiswa/Pelajar	Karyawan
	Ibu Rumah Tangga	

### Pernyataan Kualitas Produk (X1)

No.	Pernyataan	Alternative Jawaban				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1.	<b>Rasa Yang Enak (X11)</b>					
	a. McDonald's memiliki rasa khas pada setiap produk makanan dan minumannya					
	b. Cita rasa pada produk makanan dan minuman yang ditawarkan oleh McDonald's sesuai dengan harapan saya					
2.	<b>Fitur Produk (X12)</b>					

	a. Saya sangat tertarik dengan menu makanan dan minuman yang ditawarkan kepada saya					
	b. Menu makanan dan minuman yang ditawarkan dirancang dengan sedemikian rupa					
<b>3.</b>	<b>Daya Tahan Kemasan(X13)</b>					
	a. Produk makanan dan minuman yang ditawarkan kepada saya merupakan produk yang dirancang sedemikian rupa					
	b. Menu produk dan minuman yang ditawarkan kepada saya memiliki daya tahan yang tinggi sesuai dengan kebutuhan konsumen					

### Pernyataan Kualitas Pelayanan (X2)

No.	Pernyataan	Alternative Jawaban				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
<b>1.</b>	<b>Bukti Fisik (Tangibles) (X21)</b>					
	a. Saya merasa nyaman dengan penampilan ruangan dan fasilitas yang ada pada McDonald's					
	b. Karyawan McDonald's bersih, rapih, dan berpakaian yang serasi					
<b>2.</b>	<b>Keandalan (Realibility) (X22)</b>					
	a. Saya sangat terpuaskan dengan menu produk makanan dan minuman yang ditawarkan kepada saya					
	b. Kepuasan yang saya peroleh dalam mengkonsumsi produk bertahan dalam periode waktu yang lama					
<b>3.</b>	<b>Daya Tangkap (Responsiveness) (X23)</b>					
	a. McDonald's memberikan layanan yang ekstra untuk memenuhi keinginan pelanggan					
	b. Karyawan McDonald's memberikan layanan yang cepat					
<b>4.</b>	<b>Jaminan (Assurance) (X24)</b>					
	a. Karyawan McDonald's membuat saya merasa aman					
	b. Karyawan McDonald's dapat menjawab pertanyaan saya dengan baik					
<b>5.</b>	<b>Dukungan (Empathy) (X25)</b>					
	a. McDonald's sangat memperhatikan kepentingan saya					
	b. Karyawan McDonald's membuat saya merasa special.					

### Pernyataan Kepuasan Konsumen (Y1)

No.	Pernyataan	Alternative Jawaban				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
<b>1.</b>	<b>Atribut Layanan (Attributes Related To Service) (Y11)</b>					
	a. Saya merasa layanan yang diberikan oleh McDonald's kepada saya sesuai dengan yang saya harapkan					
	b. McDonald's merupakan salah satu layanan yang terbaik yang pernah saya dapatkan					

<b>2.</b>	<b>Atribut Produk (Attributes Related To Product) (Y12)</b>				
	a. Menurut saya McDonald's mampu untuk memberikan produk yang baik konsumen				
	b. Jika saya dapat melakukannya lagi, saya akan membeli produk yang berbeda yang dimiliki McDonald's				
<b>3.</b>	<b>Atribut Pembelian (Attributes Related To Purchase) (Y13)</b>				
	a. McDonald's mampu memberikan layanan yang baik sesuai keinginan konsumen sehingga konsumen ingin membeli secara berulang				
	b. Saya puas dengan keputusan saya untuk membeli produk dari McDonald's				

### Pernyataan Minat Beli Ulang (Y2)

No.	Pernyataan	Alternative Jawaban				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
<b>1.</b>	<b>Minat Transaksional (Y21)</b>					
	a. Saya selalu mengkonsumsi produk makanan dan minuman yang disediakan oleh McDonald's					
	b. McDonald's membuat saya ketagihan dengan menu makanan dan minuman yang ada					
<b>2.</b>	<b>Minat Referensial (Y22)</b>					
	a. Saya senantiasa merekomendasikan menu makanan dan minuman yang baru kepada kerabat					
	b. McDonald's selalu mempunyai produk makanan dan minuman yang berkualitas sehingga saya selalu memberikan informasi ke orang lain					
<b>3.</b>	<b>Minat Preferensial (Y23)</b>					
	a. McDonald's selalu menjadi pilihan utama saya					
	b. Saya akan beralih ke Produk lain apabila produk makanan dan minuman yang ada di McDonald's tidak sesuai dengan harapan					
<b>4.</b>	<b>Minat Eksploratif (Y24)</b>					
	a. Saya akan selalu merekomendasikan produk makanan dan minuman yang saya favoritkan agar tetap dipertahankan dalam daftar menu di McDonald's					
	b. Saya akan mencari informasi tentang menu makanan dan minuman yang terbaru di McDonald's					