



# The Influence Of Brand Image and Product Quality On Repurchase Intention Mediated by Customer Satisfaction In Maxx Coffee Customers

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**Abstract.** *This research aims to analyze the influence of Brand Image and Product Quality on Repurchase Intention which is mediated by Customer Satisfaction in Maxx Coffee Customers. This research involved 120 respondents selected using convenience sampling techniques. Data collection was carried out through a cross-sectional questionnaire or one shot study. The research instrument was tested for validity and reliability. Data analysis was carried out using verification analysis including multiple regression analysis and Sobel test. The research results show that Brand Image has a positive and significant effect on Customer Satisfaction, Product Quality has a positive and significant effect on Customer Satisfaction, Brand Image has no positive and significant effect on Repurchase Intention, Product Quality has a positive and significant effect on Repurchase Intention, Customer Satisfaction has a positive effect and significant on Repurchase Intention, and Customer Satisfaction does not mediate the influence of Brand Image and Product Quality on Repurchase Intention.*

**Keywords** Brand Image; Product Quality; Repurchase Intention; Customer Satisfaction

## INTRODUCTION

As developments in the business world progress, the manufacturing industry sector has an important role, especially in the national economy (Gazi et al., 2024). Sector Industry has many roles in encouraging economic growth and development in Indonesia, because of its capabilities and creating high added value (Katili et al., 2024). This is in line with the development of the food and beverage industry, especially in The coffee industry continues to grow (Nasution et al., 2023).

Indonesia is the third largest coffee producer in the world after Brazil and Vietnam (Kini et al., 2024). Indonesian people already have the habit of drinking coffee at any time will carry out activities, where coffee lovers are not only enjoyed by adults but are also liked by teenagers and seniors (Abigail et al., 2024). However, deep The current situation is full of various coffee products with many choices of coffee shop companies, consumers must choose wisely according to needs and tastes. Demand for coffee beverage products very high, such as coffee drinks with various brand choices (Gao & Shen, 2024).

According to a Euromonitor survey, total sales of coffee drinks through coffee shops in Indonesia will reach 234 million liters in 2023, which shows an increase of 4% compared to the previous year which reached 225 million liters (Weinrich et al., 2024). The high demand for coffee drinks causes coffee shop companies to compete to innovate products that can meet consumer needs and satisfaction (Nasution et al., 2021). Maxx Coffee was born as a coffee shop to satisfy the needs of Indonesian people who have the habit of drinking coffee (Mudjahidin et al., 2024).

**Table 1. Top Brand Index for Coffee Shops**

| Brand                 | Top Brand Index |        |        | Average Increase/Decrease |
|-----------------------|-----------------|--------|--------|---------------------------|
|                       | 2021            | 2022   | 2023   |                           |
| Point Coffee          | 34.9 %          | 39.6 % | 41.8 % | 3.4 %                     |
| Maxx Coffee Customers | 16 %            | 13.5 % | 10 %   | (3 %)                     |
| Fore Coffee           | 10.4 %          | 9.8 %  | 6.7 %  | (1.8 %)                   |
| The L.Co Coffee       | 9.8 %           | 11.4 % | 11.8 % | 1 %                       |

Based on the results of the Top Brand Index above, the position of Maxx Coffee Customers for three years consecutively in 2021-2023 it is still ranked second after Point Coffee (Kini et al., 2024). It can be seen that every year the Maxx Coffee Customers index value continues to decline. In 2021 Maxx Coffee's Top Brand Index was 16%, in 2022 it decreased to 13.5% and will decrease again in 2023 to 10%.

The Top Brand Index has three criteria for assessing brand performance, namely mind share, market share and commitment share (Bukhari et al., 2023). Mind share measures how strongly a brand is positioned in the minds of customers in a particular product category. Market share assesses a brand's strength in the market and its relationship to customer purchasing behavior. Commitment share measures a brand's ability to encourage customers to make repeat purchases in the future. Based on the Top Brand Index criteria, this research problem focuses on commitment share which shows the strength of the brand in encouraging repeat purchases in the future. This indicates a decrease in intention to repurchase coffee products from Maxx Coffee.

## METHODS

The research used is a quantitative research method to change qualitative data into a form that can be measured. This research uses primary data. This research includes preparing a questionnaire that will be filled out by 120 respondents who have consumed it coffee at Maxx Coffee more than twice in one period last month. This research uses a convenience sampling method, which is one a form of nonprobability sampling. Data collection was carried out in the form of a cross-sectional study or one shot study. The research instrument was tested for validity and reliability using samples minimum of 30 respondents. After ensuring that it is valid and reliable, the questionnaire is distributed and data analyzed. Verification analysis was carried out using multiple regression techniques using statistical test tools. Next, the Sobel test is carried out using the Sobel Calculator.

## RESULTS

**Table 2. Recapitulation Results of Validity Test Values**

| Variable                  | Statement items | R Table | R Count | Information |
|---------------------------|-----------------|---------|---------|-------------|
| Brand Image (X1)          | X1.1            | 0.3061  | 0.574   | Valid       |
|                           | X1.2            | 0.3061  | 0.694   | Valid       |
|                           | X1.3            | 0.3061  | 0.657   | Valid       |
| Product Quality (X2)      | X2.1            | 0.3061  | 0.488   | Valid       |
|                           | X2.2            | 0.3061  | 0.775   | Valid       |
|                           | X2.3            | 0.3061  | 0.854   | Valid       |
|                           | X2.4            | 0.3061  | 0.558   | Valid       |
|                           | X2.5            | 0.3061  | 0.779   | Valid       |
|                           | X2.6            | 0.3061  | 0.837   | Valid       |
| Customer Satisfaction (Y) | Y.1             | 0.3061  | 0.742   | Valid       |
|                           | Y.2             | 0.3061  | 0.747   | Valid       |
|                           | Y.3             | 0.3061  | 0.643   | Valid       |
| Repurchase Intention (Z)  | Z.1             | 0.3061  | 0.729   | Valid       |
|                           | Z.2             | 0.3061  | 0.795   | Valid       |
|                           | Z.3             | 0.3061  | 0.799   | Valid       |

Based on the data in table 2, each statement in this study shows the R value count that is greater than R Table. This means that the 15 statement items included in the the questionnaire can be considered valid, and this research can continue its analysis.

**Table 3. Reliability Test Results**

| Variable | Cronbach's Alpha | N Of Items | Information |
|----------|------------------|------------|-------------|
|----------|------------------|------------|-------------|

|                           |       |   |          |
|---------------------------|-------|---|----------|
| Brand Image (X1)          | 0.751 | 3 | Reliable |
| Product Quality (X2)      | 0.819 | 6 | Reliable |
| Customer Satisfaction (Y) | 0.751 | 3 | Reliable |
| Repurchase Intention (Z)  | 0.650 | 3 | Reliable |

Based on the data in table 3, it can be concluded that all variables in This research is considered to have a sufficient level of reliability, because each variable shows Cronbach's Alpha value greater than 0.60.

**Table 4. Recapitulation Results of Multiple Regression Tests on the Influence of Brand Image and Product Quality towards Customer Satisfaction**

| Model           | Coefficients                |            |                           |       | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
|                 | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|                 | B                           | Std. Error | Beta                      | t     |      |
| (Constant)      | 1.690                       | 1.384      |                           | 1.220 | .225 |
| Brand Image     | .339                        | .094       | .279                      | 3.592 | .000 |
| Product Quality | .234                        | .041       | .444                      | 5.729 | .000 |

a. Dependent variable: Customer Satisfaction

Based on table 4, researchers found the following multiple regression equation:

$$Y = 1,690 + 0,339X1 + 0,234X2$$

The Constant value of 1.690 indicates that if all variables in the model are zero, Customer Satisfaction predictions will reach 1,690. Brand Image has a positive influence and significant to Customer Satisfaction, shown by the coefficient (B) of 0.339 with a calculated t value 3.592 which exceeds the T table value of 1.657982, as well as a significance of 0.000 which is smaller than 0.05. Likewise, Product Quality has a positive and significant effect on Customer Satisfaction with a coefficient (B) of 0.234, t count of 5.729 which exceeds the t table value, and a significance of 0.000 which smaller than 0.05.

**Table 5. Recapitulation Results of Multiple Regression Tests on the Influence of Brand Image, Product Quality and Customer Satisfaction on Repurchase Intention**

|                 | Coefficients                |            |                           | Sig. |
|-----------------|-----------------------------|------------|---------------------------|------|
|                 | Unstandardized Coefficients |            | Standardized Coefficients |      |
|                 | B                           | Std. Error | Beta                      |      |
| (Constant)      | 1.690                       | 1.384      |                           | .225 |
| Brand Image     | .339                        | .094       | .279                      | .000 |
| Product Quality | .234                        | .041       | .444                      | .000 |

| Model |                       | B     | Std. Error | Beta | t     |      |
|-------|-----------------------|-------|------------|------|-------|------|
|       | (Constant)            | 4.864 | 1.189      |      | 4.090 | .000 |
|       | Brand Image           | .039  | .085       | .038 | .457  | .648 |
|       | Product Quality       | .184  | .039       | .418 | 4.683 | .000 |
|       | Customer Satisfaction | .160  | .079       | .191 | 2.029 | .045 |

a. Dependent variable: Repurchase Intention

Based on table 5, researchers found the regression equation for variable Z (Repurchase Intention):

$$Z = 4,864 + 0,039X1 + 0,184X2 + 0,160Y$$

The constant value of this equation is 4.864, which shows that if all variables else (X1, X2, Y) is zero, then Repurchase Intention is predicted to reach 4.864. Analysis results shows that Brand Image does not have a significant positive influence on Repurchase Intention, because the coefficient (B) for this variable is 0.039 with a calculated t value of 0.457, which is smaller than the critical t table value of 1.658096, and the significance value is 0.648, which is greater than 0.05.

## DISCUSSION

Product Quality and Customer Satisfaction have a significant positive influence on Repurchase Intention. Product Quality has a coefficient (B) of 0.184 with a calculated t value of 4.683, which is greater than the critical t table value of 1.658096, and the significance value is 0.000, smaller than 0.05. Customer Satisfaction also has a significant positive influence with a coefficient (B) of 0.160, a calculated t value of 2.029 (bigger than the t table), and a significance value of 0.45, smaller than 0.05.

| Input:         |       | Test statistic: |            | Std. Error: | p-value:   |
|----------------|-------|-----------------|------------|-------------|------------|
| a              | 0.339 | Sobel test:     | 1.76590088 | 0.0307152   | 0.07741248 |
| b              | 0.160 | Aroian test:    | 1.71644793 | 0.03160014  | 0.08608009 |
| s <sub>a</sub> | 0.094 | Goodman test:   | 1.81989029 | 0.02980399  | 0.06877571 |
| s <sub>b</sub> | 0.079 | Reset all       | Calculate  |             |            |

Figure 1. Sobel Test Calculator for The Significance of Mediation

The first Sobel test in this research evaluates whether Customer Satisfaction plays a role as a mediator between the influence of Brand Image on Repurchase Intention. Analysis results shows that the Sobel Test value is 1.76590088, which is less than the critical value of t table (1.980808), and the p-value of 0.07741248 is greater than 0.05. Thus, you can concluded that there is insufficient evidence to state that Customer Satisfaction significantly mediates the relationship between Brand Image and Repurchase Intention this research.

| Input: |       | Test statistic:          | Std. Error: | p-value:   |
|--------|-------|--------------------------|-------------|------------|
| a      | 0.234 | Sobel test: 1.90869973   | 0.01961545  | 0.05630084 |
| b      | 0.160 | Aroian test: 1.8831985   | 0.01988107  | 0.05967347 |
| $s_a$  | 0.041 | Goodman test: 1.93526579 | 0.01934618  | 0.05295769 |
| $s_b$  | 0.079 | Reset all                | Calculate   |            |

**Figure 2. Sobel Test Calculator for The Significance of Mediation**

The second Sobel test in this research aims to evaluate whether Customer Satisfaction mediates the relationship between Product Quality and Repurchase Intention. Sobel test results shows a value of 1.90869973, which is lower than the critical t table value of 1.980626, with p value is 0.05630084 which is greater than 0.05. These results indicate that there is not sufficient evidence to support the mediating role of Customer Satisfaction in the relationship between Product Quality and Repurchase Intention.

## CONCLUSION

Based on the results of research regarding the influence of Brand Image and Product Quality on Repurchase Intention mediated by Customer Satisfaction on coffee products at Maxx Coffee, researchers concluded several things. First, Brand Image has a positive and significant effect on Customer Satisfaction. Second, Product Quality also has a positive and significant effect on Customer Satisfaction. However, Brand Image does not positive and significant effect on Repurchase Intention. On the other hand, Product Quality positive and significant effect on Repurchase Intention. Apart from that, Customer Satisfaction does not play a role in mediating the influence of Brand Image on Repurchase Intention, and also does not mediate the influence of Product Quality on Repurchase Intention. Therefore, It is hoped that further research can collect data from

more than 120 respondents with a wider area and target more diverse characteristics to get more results variation from respondents.

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