

Customer Satisfaction Linking Relationship Marketing, Service Quality, and Repurchase Intention at Fore Coffee Bandung

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Abstract

Purpose: Through the mediating function of customer satisfaction, this study examines the direct and indirect impacts of relationship marketing and service quality on repurchase intention among Fore Coffee consumers in Bandung, Indonesia.

Research Methodology: A quantitative study with purposive sampling was conducted with 150 respondents. An online survey was used to gather data, and Partial Least Squares Structural Equation Modeling (PLS-SEM) with Structural Equation Modeling berbasis Partial Least Squares (SmartPLS) 3.0 was used for analysis.

Results: Relationship marketing and service quality strongly influenced customer satisfaction and repurchase intention. Service quality was expected to be the most significant factor among all predictors. Additionally, customer satisfaction serves as an important mediator, particularly in enhancing the impact of service quality on consumers' propensity to make additional purchases.

Conclusions: Customer satisfaction is a crucial link that transforms service quality into repeat purchase behavior. Relationship marketing and service quality are important factors that influence customer satisfaction and repurchase intentions.

Limitations: This study had a small sample size and was restricted to a particular geographic location. Future studies should broaden their focus and incorporate other factors, such as perceived value and brand image.

Contributions: By combining relationship marketing and service quality in the context of Indonesian digital coffee shops, this study provides innovation and empirical data on the mediating function of customer happiness in influencing repurchase intention.

Keywords: *Coffee Shop, Customer Satisfaction, Relationship Marketing, Repurchase Intention, Service Quality*

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1. Introduction

The coffee industry has undergone a significant transformation, shifting from its conventional role as a beverage provider to becoming an integral part of contemporary urban life. Coffee shops are now recognized as multifunctional spaces that support productivity, facilitate social interaction, and offer experiential value to customers (Ferreira, Ferreira, and Bos (2021); Hwang and Park (2026)). In Indonesia, this transformation is reinforced by increasing coffee consumption and lifestyle trends, where coffee shops are positioned as consumption spaces and symbols of modern social identity (Zukin, 1998). The growing integration of digital technology into service delivery further accelerates this shift, reshaping how customers interact with coffee shop brands and influencing their consumption behaviors (Kaur, Dhir, Ray, Bala, & Khalil, 2021).

Particularly in cities like Bandung, which is well known as a vibrant culinary center in West Java, the quick expansion of coffee shops has increased rivalry. To increase consumer satisfaction and long-term value in this competitive market, businesses must provide dependable and timely services in addition to high-quality products ([Son, Kim, & Kim, 2021](#)). Fore Coffee represents a prominent example of a coffee shop that integrates a farm-to-cup concept with digital technology through its mobile application, which enables efficient ordering, payment, and promotional access. However, the adoption of digital platforms has also raised customer expectations regarding service responsiveness, information clarity, and overall service consistency.

Despite its strong market presence, Fore Coffee faces challenges in maintaining customer repurchase intentions. Preliminary observations indicated issues such as delays in order processing, unclear promotional information, and inconsistent staff responsiveness. These conditions suggest that service quality and relationship marketing practices may not yet be fully optimized to support customer retention. In service contexts, customer satisfaction is formed through cumulative service experiences rather than single transactions, making it a crucial mechanism for influencing repeat purchase behavior ([Chatzoglou, Chatzoudes, Savvidou, Fotiadis, & Delias, 2022](#); [Terblanche, 2018](#)). Prior studies have consistently shown that both service quality and relationship marketing play important roles in shaping satisfaction and repurchase intentions ([Maf'idayu & Vania, 2022](#); [Marpaung & Arif, 2024](#)).

However, a clear research gap still exists. Existing studies tend to examine relationship marketing and service quality separately or within general service contexts, with limited attention to their integrated effects on digitally mediated service environments. Recent research highlights the importance of combining relational strategies and service quality to influence repurchase intentions, particularly in digital settings ([Do et al., 2025](#)). Nevertheless, empirical evidence remains scarce in the context of digitally integrated coffee shop services in Indonesia, especially at the firm-specific level, such as Fore Coffee ([Priadi, 2025](#)). Furthermore, the mediating role of customer satisfaction in linking these variables has not been sufficiently explored in this context, indicating the need for a more comprehensive and context-specific investigation. This study aims to investigate the degree to which relationship marketing and service quality impact repurchase intention at Fore Coffee Bandung, both directly and indirectly through customer satisfaction as a mediating mechanism, based on the observed gap. By proposing an integrated paradigm that concurrently integrates relational and service quality views within a digital coffee shop setting, this study theoretically improves the existing literature. In addition, the outcomes of this study are anticipated to offer meaningful guidance for improving customer retention strategies in increasingly competitive and technology-driven service industries.

2. Literature Review and Hypotheses Development

2.1 Consumer Behavior

Understanding consumer behavior is essential for explaining how customers make decisions and develop post-consumption responses in service contexts. Consumer behavior refers not only to purchasing actions but also to the cognitive and emotional processes that influence satisfaction and future behavioral intentions ([Schiffman & Wisenblit, 2019](#)). In the coffee shop industry, consumption extends beyond functional needs and encompasses experiential, social, and symbolic values ([Ferreira et al., 2021](#)).

However, prior studies tend to emphasize transactional behavior rather than post-consumption evaluation, particularly in digitally mediated service environments. This limitation is critical because customer decisions in such contexts are increasingly shaped by cumulative experiences and service interactions rather than isolated transactions. Therefore, consumer behavior provides a foundational perspective for understanding how relationship marketing and service quality influence satisfaction and repurchase intentions in an integrated manner.

2.2 Relationship Marketing

According to [Grönroos \(1994\)](#); [Ndubisi \(2007\)](#), relationship marketing prioritizes long-term involvement over short-term transactions and highlights trust, commitment, communication, and dispute resolution as important relational qualities. Because value is co-created via continuous

interactions between businesses and customers, these components are especially important in the service sector.

The benefits of relationship marketing in raising client happiness and loyalty are supported by empirical research ([Law, Zhang, & Gow, 2022](#); [Negassa & Japee, 2023](#)). However, inconsistencies remain in the literature. Some studies have found that not all relational dimensions contribute equally to behavioral outcomes, with communication and commitment often showing stronger effects than trust or conflict handling ([A. F. M. Trenggana & Cahyani, 2019](#)). In addition, recent research in digital contexts suggests that traditional relational mechanisms may evolve, with engagement increasingly mediated through digital platforms rather than direct interpersonal interactions ([Adinata & Soetjipto, 2025](#)). This indicates that the effectiveness of relationship marketing may depend on context, particularly in technology-driven service environments, such as coffee shops with digital ordering systems. Therefore, further investigation is needed to understand its role in influencing satisfaction and repurchase intentions in such settings.

2.3 Service Quality

Customer happiness and behavioral intentions are widely accepted to be fundamentally predicated on service quality. The Service Quality (SERVQUAL) model, which conceptualizes the construct as the difference between what customers expect and what they actually perceive across five core dimensions—reliability, responsiveness, assurance, empathy, and tangibles—is one of the most popular frameworks for assessing service quality ([Parasuraman, Zeithaml, & Berry, 1988](#)). Its beneficial effects on satisfaction and repurchase intentions have been repeatedly demonstrated in empirical research. [Ahmed et al. \(2022\)](#) showed similar results in Indonesian digital service settings and confirmed that customer loyalty is directly and indirectly impacted by service quality via satisfaction in restaurant contexts ([Wardhana, Kartawinata, Nugraha, Firmansyah, & Prahara, 2020](#)).

However, the relative influence of individual dimensions varies across contexts. [Arlı, van Esch, and Weaven \(2024\)](#) found that responsiveness exerted no significant effect on satisfaction or loyalty in food delivery environments, whereas other dimensions remained influential. Moreover, in digital service environments, traditional service quality dimensions may not fully capture customer expectations, particularly with regard to speed, system efficiency, and information clarity ([Do et al., 2025](#)). These findings collectively suggest that service quality should not be viewed as a uniform construct but rather as a context-dependent factor that interacts with technological and relational elements. Examining service quality alongside relationship marketing provides a more comprehensive understanding of customer satisfaction and repurchase intention.

2.5 Customer Satisfaction

When expectations and perceived performance are compared, consumers' evaluative answers reflect customer satisfaction ([Kotler, Keller, & Chernev, 2022](#)). According to Expectancy Disconfirmation Theory (EDT), customers are satisfied when perceived performance matches or exceeds their expectations, whereas they are not satisfied when the service they receive falls short of their expectations. ([Oliver, 2014](#)).

Despite the well-established link between service quality and satisfaction, previous research has produced conflicting findings regarding the extent to which satisfaction influences behavioral outcomes. While some studies emphasize satisfaction's mediation function between service-related criteria and customer loyalty, others place it as a direct predictor of repurchase intention ([Le, Thanh, & Giao, 2025](#); [Novian & Bastaman, 2025](#)). These inconsistencies indicate that satisfaction may function differently depending on the context and the variables involved. In digital and service-intensive industries, satisfaction is increasingly shaped by integrated experiences, including relational interactions and service delivery. Consequently, a more thorough explanation of how relationship marketing and service quality affect repurchase intention may be obtained by placing customer satisfaction as a mediating variable.

2.6 Repurchase Intention

According to [Maf'idayu and Vania \(2022\)](#), repurchase intention refers to a customer's propensity to do business with the same service provider in the future, indicating a positive assessment of past experiences. It is often recognized as a crucial gauge of client loyalty and an essential component of long-term corporate viability.

Although prior research consistently links satisfaction to repurchase intention [Manullang and Heryenzus \(2022\)](#); [Marpaung and Arif \(2024\)](#), variations exist regarding the relative influence of antecedent variables. Some studies emphasize the dominant role of service quality, whereas others highlight the importance of relational factors or trust. In digital service contexts, additional factors such as system quality and convenience play significant roles ([Do et al., 2025](#)). These variations suggest that repurchase intentions are influenced by multiple interrelated factors rather than a single determinant. Consequently, integrating relationship marketing, service quality, and customer satisfaction into a unified model is necessary to better capture the complexity of customer behavior in contemporary services.

2.7 Hypotheses Development

This study integrates relationship marketing and service quality views within a consumer behavior framework to establish hypotheses based on previous theoretical and empirical reviews. Previous research indicates that, especially in service and digital contexts, customer satisfaction is crucial for converting relational interactions and service experiences into future behavioral intentions.

Relationship marketing, which emphasizes trust, communication, commitment, and conflict management, has been widely associated with improved customer satisfaction. Strong relational engagement enables customers to feel valued and secure, thereby enhancing their overall evaluation of the service experience ([Ndubisi, 2007](#); [Negassa & Japee, 2023](#)). However, its effectiveness may vary depending on the consistency with which these relational elements are implemented in practice. Therefore, the following hypothesis is proposed:

H₁: Relationship marketing has a positive and significant effect on customer satisfaction

According to [Parasuraman et al. \(1988\)](#), service quality is another important factor that determines customer satisfaction, as it shows how well a company meets or surpasses customer expectations in various service dimensions. Although the strength of this connection may vary depending on the context and service delivery methods, a large body of empirical research demonstrates that higher levels of perceived service quality are linked to increased customer satisfaction ([Do et al., 2025](#)). As a result, the following theory is proposed:

H₂: Service quality has a positive and significant effect on customer satisfaction

Beyond satisfaction, relationship marketing directly influences customers' behavioral intentions. Customers who develop strong relational bonds with a firm are more likely to maintain ongoing interactions and repeat purchases [Law et al. \(2022\)](#). However, some studies indicate that this effect may weaken if relational strategies are not reinforced by consistent and high service performance. Thus, the following hypothesis is proposed:

H₃: Relationship marketing has a positive and significant effect on repurchase intention

Similarly, service quality has been shown to directly affect repurchase intention by shaping customers' overall evaluation of their service experiences. When services are delivered reliably and responsively, customers are more likely to return and maintain their relationship with the provider [Wardhana et al. \(2020\)](#). Therefore, the following hypothesis is proposed:

H₄: Service quality has a positive and significant effect on repurchase intention

Repurchase intention is strongly predicted by customer satisfaction. According to Expectancy Disconfirmation Theory, satisfied customers are more likely to form positive attitudes and intentions toward future purchases ([Oliver, 2014](#)). Additional empirical data demonstrate that satisfaction has a

major impact on repeat purchase behavior in various service scenarios ([Marpaung & Arif, 2024](#)). As a result, the following theory is put forth:

H₅: Customer satisfaction positively and significantly affects repurchase intention

Customer satisfaction is frequently positioned as a mediating variable that explains how service-related characteristics affect behavioral outcomes, in addition to direct impacts. Although the degree of mediation varies depending on the circumstances, prior research indicates that relationship marketing and service quality indirectly influence repurchase intention through satisfaction ([Do et al., 2025](#)); [Novian and Bastaman \(2025\)](#). This implies that consumer behavior is linked to service experience and relationship value through the crucial channel of enjoyment. As a result, the following hypotheses are proposed:

H₆: Relationship marketing has a positive and significant indirect effect on repurchase intention through customer satisfaction

H₇: Service quality has a positive and significant indirect effect on repurchase intention through customer satisfaction

3. Methodology

3.1 Research Design

This study used an explanatory research strategy in conjunction with a quantitative technique. The goal of explanatory research is to carefully examine the causal connections between variables while defining and characterizing their positional relationships ([Sugiyono, 2022](#)). Using customer satisfaction as a mediating variable, this method was used to assess the suggested theoretical framework by examining the direct and indirect connections between relationship marketing, service quality, and repurchase intention. This study was conducted at Bandung Fore Coffee Shops.

3.2 Population and Sample

The study population consisted of Fore Coffee customers in Bandung. Purposive sampling, which selects samples according to specified criteria, was used ([Sugiyono, 2022](#)). Those who have eaten at Fore Coffee in Bandung, finished at least two transactions in the last three months, and have the Fore Coffee app installed on their device are among the requirements. G-Power 3.1 software was used to calculate the minimal sample size. It was set up with three predictor variables: an effect size of 0.15, a significance level (alpha) of 0.05, and a statistical power of 0.95. The computation's findings show that 119 responses are the lowest sample size required. However, the final sample size was established at 150 respondents to account for missing or incorrect replies.

3.3 Data Collection and Analysis

Data were collected over approximately one month using a Google Forms questionnaire distributed through WhatsApp, Instagram, X, and direct visits to Fore Coffee outlets in Bandung. Screening questions were placed at the beginning to ensure that the respondents met the sampling criteria. Each question was assessed using a five-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). An initial pool of 33 elements was used to operationalize the four constructs. Based on the framework proposed by [Ndubisi \(2007\)](#), relationship marketing (X1) was evaluated using four dimensions: trust, commitment, communication, and conflict handling. Service quality (X2) was evaluated using five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, in accordance with the SERVQUAL instrument created by ([Parasuraman et al., 1988](#)). Indicators from [Oliver \(2014\)](#) were used to measure customer satisfaction (Z), and indicators from [Ferdinand \(2002\)](#) were used to measure repurchase intention (Y).

Thirty respondents participated in a pre-test to evaluate the instrument's initial validity and reliability before the final scale data were collected. Three items regularly had AVE values over 0.50, above the 0.70 criterion, according to the convergent validity evaluation. Since every HTMT ratio was less than the 0.90 cutoff, discriminant validity was confirmed. Additional reliability testing revealed that all constructs had Cronbach's alpha values greater than 0.70, indicating sufficient instrument reliability for the primary investigation. A final set of 29 valid indicators was obtained after four items (RM3, RM9,

SQ5, and SQ8) were removed from the study because their outer loading values did not meet the minimum acceptable level of 0.70.

Data analysis was conducted using PLS-SEM with SmartPLS 3.0. PLS-SEM was selected over CB-SEM for several reasons, PLS-SEM was deemed more appropriate given its prediction-oriented approach, tolerance for smaller sample sizes, and freedom from strict normality assumptions. [Dash and Paul \(2021\)](#) further noted that PLS-SEM tends to produce superior Average Variance Extracted (AVE) and composite reliability estimates, reflecting stronger construct validity. The analysis was executed in two sequential stages: an outer model evaluation to verify instrument quality, followed by an inner model assessment for hypothesis testing (Hair et al., 2022). Two phases of analysis were conducted.

1. Measurement Model (Outer Model): This phase evaluated discriminant validity (HTMT ratio < 0.90), convergent validity (outer loading > 0.70 and AVE > 0.50), and reliability (Cronbach's alpha and composite reliability > 0.70).
2. Structural Model (Inner Model): This phase assessed the model quality using Q2 (predictive relevance), f2 (effect magnitude), and R2 (coefficient of determination). Path coefficients, t-statistics (> 1.96), and p-values (< 0.05) were examined using a bootstrapping approach for hypothesis testing.

All respondents provided informed consent and were made aware of the study's goals prior to data collection. Responses were kept completely private and anonymous to ensure confidentiality.

4. Results and Discussions

4.1 Respondent Characteristic

Gender, age, employment, last level of education, and monthly income were the five characteristics of the respondents in this study. According to the research of 150 respondents, 84 respondents (56%) were female, making up the bulk of Fore Coffee customers in Bandung. Many respondents (72.7%) were young adults (17-25 years old), which is the main potential target demographic for the contemporary coffee shop business. The educational profile is dominated by high school or vocational school graduates at 69 respondents (46%), followed by bachelor's degree holders at 67 respondents (44.7%), which is consistent with the occupational status of respondents, where the majority are students at 76 respondents (50.6%) and employees at 46 respondents (30.7%). This data indicates an active lifestyle in which coffee shops are utilized as productive spaces for completing academic tasks or work activities, commonly referred to as work-from-café culture.

In terms of economic profile, income distribution is fairly diverse, with the largest group falling within the range of IDR 3-5 million per month, comprising 46 respondents (30.6%). This indicates stable purchasing power and general sensitivity toward product-added value. This income level also suggests that the pricing strategy and reward programs offered through the Fore Coffee application can reach consumers across various economic segments.

4.2 Descriptive Analysis

To understand respondents' answers to questions on relationship marketing, service quality, repurchase intention, and customer satisfaction, descriptive statistical analysis was used in this study. Table 1 displays the outcomes of the connection marketing variables.

Table 1: Descriptive analysis of the relationship marketing variable

Item Code	Respondent Score					Total Score	Ideal Score	Percentage (%)	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)				
RM1	1	1	23	64	61	633	750	84.4	150
RM2	0	2	21	70	57	632	750	84.27	150
RM3	0	3	23	72	53	628	750	83.73	150
RM4	0	1	22	66	61	637	750	84.93	150
RM5	0	1	21	69	59	636	750	84.8	150

Item Code	Respondent Score					Total Score	Ideal Score	Percentage (%)	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)				
RM6	0	2	19	72	57	634	750	84.53	150
RM7	0	2	14	70	64	646	750	86.13	150
RM8	0	1	21	72	58	643	750	85.73	150
Total Average						5089	6000	84.81	Very Good

The relationship marketing variable achieved an overall average of 84.81%, which fell within the “very good” category. Among all items, RM7 recorded the highest score (86.13%), indicating that customers strongly acknowledge Fore Coffee’s consistent efforts to deliver timely updates via its app and social media channels. In contrast, RM3 obtained the lowest score (83.73%), implying that existing promotional programs are perceived as less effective in fostering long-term customer loyalty.

Table 2: Descriptive analysis of the service quality variable

Item Code	Respondent Score					Total Score	Ideal Score	Percentage (%)	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)				
SQ1	0	2	23	64	61	634	750	84.53	150
SQ2	0	2	21	68	59	634	750	84.53	150
SQ3	0	0	15	69	66	651	750	86.8	150
SQ4	0	2	23	76	49	622	750	82.93	150
SQ5	0	2	23	64	61	634	750	84.53	150
SQ6	1	0	21	73	55	631	750	84.13	150
SQ7	0	2	22	69	57	631	750	84.13	150
Total Average						4437	5250	84.51	Very Good

Table 2 shows the service quality variable attained an overall average of 84.51%, classified as “very good” SQ3, reflecting order delivery accuracy relative to the estimated preparation time, emerged as the strongest-performing item (86.8%), suggesting that customers are generally satisfied with Fore Coffee’s order fulfillment process. Conversely, SQ4 recorded the lowest score (82.93%), indicating that staff responsiveness in serving customers remains an area that requires further improvement. This disparity implies that while core service operations are well received, interpersonal service speed warrants greater managerial attention.

Table 3. Descriptive analysis of customer satisfaction variable

Item Code	Respondent Score					Total Score	Ideal Score	Percentage (%)	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)				
CS1	1	0	26	59	64	635	750	84.66	150
CS2	0	2	22	70	56	630	750	84	150
CS3	0	1	21	71	57	634	750	84.53	150
CS4	0	0	22	72	56	634	750	84.53	150
CS5	0	2	20	77	51	627	750	83.6	150
CS6	2	1	27	67	53	618	750	82.4	150
CS7	0	2	14	80	54	636	750	84.8	150
Total Average						4414	5250	84	Good

Table 3 shows the customer satisfaction achieved an overall average of 84%, which was categorized as “good.” The highest-rated item was CS7 (84.8%), indicating that customers generally leave Fore Coffee without a sense of disappointment, which signals a consistently positive post-visit experience. Meanwhile, CS6 recorded the lowest score (82.4%) regarding customers’ perceived value for money spent on Fore Coffee products. This gap suggests that while emotional satisfaction is well-established,

perceptions of financial worthiness remain comparatively weaker and merit strategic attention in pricing and value communication.

Table 4. Descriptive analysis of repurchase intention variable

Item Code	Respondent Score					Total Score	Ideal Score	Percentage (%)	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)				
RI1	0	2	12	64	72	656	750	87.23	150
RI2	0	1	14	62	73	657	750	87,6	150
RI3	0	1	10	75	64	652	750	86.93	150
RI4	2	1	19	66	62	635	750	84.66	150
RI5	0	1	14	72	63	647	750	86.26	150
RI6	1	0	15	72	62	644	750	85.86	150
RI7	0	1	11	69	69	656	750	87.46	150
Total Average						4547	5250	86.60	Very Good

Table 4 shows the repurchase intention recorded the highest overall average among all variables at 86.60%, classified as “very good.” RI2 obtained the highest score (87.6%), reflecting a strong near-term intention to revisit Fore Coffee, while RI4 yielded the lowest (84.66%), indicating that brand preference over competing coffee options remains comparatively less established.

4.3 Measurement Model Results (Outer Model)

4.3.1 Convergent Validity

Convergent validity refers to the degree to which indicators within a reflective construct consistently assess the same construct and are related to one another ([Hair, Hult, Ringle, & Sarstedt, 2022](#)). An indication is considered valid if its outer loading value is greater than 0.7. Table 5 displays the outer loading results.

Table 5. Outer loading results

Item Code	Item Outer Loading Value				Note
	CS (Z)	RI (Y)	RM (X ₁)	SQ (X ₂)	
CS1	0.863				Valid
CS2	0.816				Valid
CS3	0.763				Valid
CS4	0.774				Valid
CS5	0.711				Valid
CS6	0.828				Valid
CS7	0.781				Valid
RI1		0.814			Valid
RI2		0.731			Valid
RI3		0.809			Valid
RI4		0.816			Valid
RI5		0.721			Valid
RI6		0.703			Valid
RI7		0.721			Valid
RM1			0.803		Valid
RM2			0.789		Valid
RM3			0.740		Valid
RM4			0.768		Valid
RM5			0.815		Valid
RM6			0.726		Valid
RM7			0.799		Valid
RM8			0.800		Valid

Item Code	Item Outer Loading Value				Note
	CS (Z)	RI (Y)	RM (X ₁)	SQ (X ₂)	
SQ1				0.875	Valid
SQ2				0.749	Valid
SQ3				0.773	Valid
SQ4				0.739	Valid
SQ5				0.846	Valid
SQ6				0.716	Valid
SQ7				0.825	Valid

According to the test findings shown in Table 5, all of the indicators exceeded the minimum outer loading threshold of 0.70 [Hair et al. \(2022\)](#), ranging from 0.726 to 0.815 for relationship marketing, 0.716 to 0.875 for service quality, 0.711 to 0.863 for customer satisfaction, and 0.703 to 0.816 for repurchase intention.

4.3.2 Discriminant Validity

[Henseler \(2021\)](#) states that to ensure discriminant validity between conceptions, the HTMT values must be smaller than 0.90. Table 6 displays the results of the discriminant validity test.

Table 6. Discriminant validity test results

Variables	CS (Z)	RI (Y)	RM (X ₁)	SQ (X ₂)
CS (Z)				
RI (Y)	0.752			
RM (X ₁)	0.556	0.782		
SQ (X ₂)	0.729	0.609	0.404	

Table 6 confirms that all HTMT values satisfy this threshold, with the lowest recorded between relationship marketing and service quality (0.404), indicating the highest degree of construct distinctiveness among all variable pairs. AVE was used to assess the construct quality. According to [Ghozali and Kusumadewi \(2023\)](#), a construct is deemed legitimate if its AVE value exceeds the 0.50 minimum requirement. Table 7 displays the specific AVE findings for each variable.

Table 7. Average Variance Extracted (AVE) values

Variables	Average Variance Extracted (AVE)
Customer Satisfaction (Z)	0.628
Repurchase Intention (Y)	0.579
Relationship Marketing (X ₁)	0.611
Service Quality (X ₂)	0.625

Table 7 shows that the AVE values range from 0.579 (repurchase intention) to 0.628 (customer satisfaction), collectively demonstrating that each construct sufficiently captures its intended variance.

4.3.3 Composite Reliability

Cronbach's alpha evaluates the overall reliability of the instrument, whereas composite reliability measures the internal consistency of the indicators within a construct ([Ghozali & Kusumadewi, 2023](#)). If both values are greater than the 0.70 criterion, the construct is deemed credible.

Table 8. Composite reliability results

Variables	Cronbach's Alpha	rho_A	Composite Reliability
Customer Satisfaction (Z)	0.901	0.908	0.922
Repurchase Intention (Y)	0.878	0.885	0.905
Relationship Marketing (X ₁)	0.909	0.910	0.926
Service Quality (X ₂)	0.900	0.910	0.921

Table 8 presents the results of composite reliability analysis for all constructs in the model, namely Customer Satisfaction, Repurchase Intention, Relationship Marketing, and Service Quality. The results show that all constructs demonstrate strong internal consistency, with Cronbach's Alpha values ranging from 0.878 to 0.909, rho_A values ranging from 0.885 to 0.910, and Composite Reliability values ranging from 0.905 to 0.926. Specifically, Customer Satisfaction shows reliability values of 0.901 (Cronbach's Alpha), 0.908 (rho_A), and 0.922 (Composite Reliability), while Repurchase Intention records 0.878, 0.885, and 0.905 respectively. Relationship Marketing yields values of 0.909, 0.910, and 0.926, and Service Quality shows 0.900, 0.910, and 0.921. Overall, all constructs exceed the recommended threshold of 0.70, indicating that the measurement model has high reliability and is suitable for further structural analysis. Every variable has Composite Reliability, rho A, and Cronbach's alpha values greater than 0.70, according to Table 8's reliability test results. These ratings demonstrated a high level of reliability. This implies that the indicators of this study are trustworthy and suitable for further research because of their consistency.

4.4 Structural Model Results (Inner Model)

4.4.1 Coefficient of Determination (R^2)

The R-squared is used to determine the extent to which the independent factors affect the dependent variables. The results are presented in Table 9.

Table 9. R-square test results

Variables	R-Square	R-Square Adjusted
Repurchase Intention (Y)	0.649	0.642
Customer Satisfaction (Z)	0.530	0.523

According to the R^2 values in Table 9, the exogenous factors together account for 53.0% of the variation in customer satisfaction and 64.9% of the variance in repurchase intention. According to [Ghozali and Kusumadewi \(2023\)](#), both values show a moderate level of explanatory power, indicating that relationship marketing and service quality are significant but not complete predictors of customer outcomes at the Fore Coffee. This suggests that other factors, such as product quality or brand image, may be worth investigating in subsequent studies.

4.4.2 Effect Size (F-Square)

The structural model employs the F-square test to quantify the impact of independent latent factors on the dependent latent variables.

Table 10. F-square test results

Variables	F-Square	Note
RM → RI	0.478	Strong
RM → CS	0.161	Moderate
SQ → RI	0.035	Weak
SQ → CS	0.579	Strong
CS → RI	0.154	Moderate

Table 10 reveals notable variations in the effect sizes across the paths. Service quality exerted the strongest influence on customer satisfaction ($f^2 = 0.579$), whereas relationship marketing had a large effect on repurchase intention ($f^2 = 0.478$). Conversely, the direct effect of service quality on repurchase intention was weak ($f^2 = 0.035$), reinforcing the notion that its impact on repeat purchasing operates more effectively through customer satisfaction as an intermediary rather than through a direct pathway.

4.4.3 Predictive Relevance (Q^2)

The model's predictive power in producing observed values based on parameter estimations was assessed using Q-square testing. A q-square value larger than 0 indicates good predictive relevance, whereas a value below 0 ([Ghozali & Kusumadewi, 2023](#)).

Table 11. Q-Square test results

Variables	Q ² predict
Customer Satisfaction (Z)	0.318
Repurchase Intention (Y)	0.359

Table 11 shows that repurchase intention yielded a slightly higher Q² than customer satisfaction, suggesting that the model predicts repeat purchasing behavior with marginally greater precision.

4.4.4 Hypotheses Testing

In this study, hypothesis testing was performed to determine whether the proposed hypotheses were accepted or rejected. This study used path coefficients and the bootstrapping method in SmartPLS. A route coefficient of -1 indicates a negative association between the variables, whereas a path coefficient of 1 indicates a positive relationship. If p-value > 0.05 and t-statistic < 1.96, indicating a non-significant effect, a hypothesis is rejected; if p-value < 0.05 and t-statistic > 1.96, the hypothesis is accepted ([Hair et al., 2022](#)).

Table 12. Path coefficient and specific indirect effect

Hypotheses	Item Code	Path Coefficient	T Statistics (O/STEDEV)	P Values	Note
H ₁	RM → CS	0.297	4.474	0.000	Accepted
H ₂	SQ → CS	0.563	8.589	0.000	Accepted
H ₃	RM → RI	0.476	8.481	0.000	Accepted
H ₄	SQ → RI	0.151	2.563	0.011	Accepted
H ₅	CS → RI	0.339	4.608	0.000	Accepted
H ₆	RM → CS → RI	0.101	2.887	0.004	Accepted
H ₇	SQ → CS → RI	0.191	4.235	0.000	Accepted

Each of the seven hypotheses produced positive route coefficients and statistically significant outcomes in Table 12. The key mediating role of customer satisfaction in the suggested model is highlighted by the fact that service quality showed the strongest effect on customer satisfaction (0.563), while the indirect effect of service quality on repurchase intention through customer satisfaction (0.191) was greater than its direct effect (0.151). Section 4.5 elaborates on the specific theoretical interpretations.

4.5 Discussion

4.5.1 The Influence of Relationship Marketing on Customer Satisfaction

Relationship marketing exerted a significant positive effect on customer satisfaction at Fore Coffee (0.297), indicating that customers respond favorably when they perceive genuine relationship efforts through trust, communication, and commitment. Indonesian studies have consistently supported this finding. [Priadi \(2025\)](#); [A. F. M. Trenggana and Cahyani \(2019\)](#) confirmed this pattern in local coffee shop settings, while [Kristianto, Sawitri, and Harianto \(2021\)](#); [Rini and Hasan \(2022\)](#) extended similar evidence across broader Indonesian service sectors.

Internationally, [Ndubisi \(2007\)](#) established trust, commitment, and communication as the foundational drivers of customer satisfaction. [Amoako, Neequaye, Kutu-Adu, Caesar, and Ofori \(2019\)](#); [Negassa and Japee \(2023\)](#) further validated this relationship across hospitality and service contexts in developing markets. For Fore Coffee, strengthening digital communication and training staff to build warmer customer interactions would reinforce perceived trust and commitment, offering a meaningful avenue for brand differentiation in the competitive coffee market in Bandung.

4.5.2 The Influence of Service Quality on Customer Satisfaction

In this study, service quality emerged as the strongest predictor of customer satisfaction ($\beta = 0.563$), surpassing all other direct effects. This finding suggests that customers are more immediately responsive to tangible service elements such as order accuracy and delivery speed than to relational strategies. There are many verifications from Indonesian studies. E-service quality is a major predictor

of e-satisfaction, according to [Wardhana et al. \(2020\)](#), while [Yesitadewi and Widodo \(2024\)](#) observed comparable trends in Deliverer Indonesia. According to several studies [Mafidayu and Vania \(2022\)](#); [Manullang and Heryenzus \(2022\)](#); [Novian and Bastaman \(2025\)](#), satisfaction in Indonesian service sectors is influenced by service quality.

International literature supports this conclusion. [Arli et al. \(2024\)](#) established that tangibles, reliability, assurance, and empathy are significant drivers of repeat patronage in food service environments, whereas responsiveness exerted no meaningful effect. [Ahmed et al. \(2022\)](#) provide further validation, demonstrating that perceived service quality exerts both direct and indirect effects on customer loyalty through satisfaction. Cross-cultural confirmation was similarly offered by [Do et al. \(2025\)](#) in an Asian market context. For Fore Coffee, maintaining order accuracy and delivery efficiency during peak hours should remain an operational priority, and ongoing staff training in responsiveness and interpersonal warmth can further strengthen customer satisfaction.

4.5.3 The Influence of Relationship Marketing on Repurchase Intention

The repurchase intention at Fore Coffee is significantly impacted by relationship marketing, with a path coefficient of 0.476. This suggests that tailored interactions and loyalty programs successfully motivate customers to return. Indonesian studies offer consistent support for this. [A. F. M. Trenggana and Cahyani \(2019\)](#) demonstrated that relationship marketing dimensions influence customer retention positively. [Priadi \(2025\)](#) provided direct evidence from the coffee shop context, while [Marpaung and Arif \(2024\)](#) extended comparable findings across Indonesian service industries.

International scholarship supports this conclusion. Ndubisi (2007) established a theoretical link between relationship marketing and loyalty outcomes. [Başgöze, Atay, Metin Camgöz, and Hanks \(2021\)](#) reinforced this by demonstrating that loyalty reward programs foster repeat patronage through perceived program value, a mechanism that is particularly relevant to the coffee shop context. [Law et al. \(2022\)](#) confirmed similar patterns in the airline industry. From a managerial perspective, Fore Coffee should focus on improving personalized offers through its mobile application and strengthening customer engagement via social media. These strategies can help build stronger relationships and increase customer loyalty.

4.5.4 The Influence of Service Quality on Repurchase Intention

Service quality demonstrated a statistically significant, yet relatively modest, direct effect on repurchase intention at Fore Coffee 0.151. This comparatively small coefficient suggests that service quality does not independently drive repeat purchase behavior to a substantial degree; rather, its influence operates predominantly through intermediary mechanisms, most notably customer satisfaction. Empirical evidence from Indonesia supports this pattern. [Mafidayu and Vania \(2022\)](#) confirmed that service quality exerts a meaningful influence on repurchase intention, and [Manullang and Heryenzus \(2022\)](#) verified this direct association in the tourism sector. [Novian and Bastaman \(2025\)](#) further corroborated these findings across a broader range of Indonesian industries.

International studies offer a more comprehensive confirmation. The fundamental connection between behavioral outcomes and service quality was demonstrated by ([Zeithaml, Berry, & Parasuraman, 1996](#)). While [Soeharso \(2024\)](#) confirmed that customer satisfaction substantially mediates the relationship between service quality and repurchase intention, specifically within an e-commerce setting, [Chatzoglou et al. \(2022\)](#) offered further evidence from retail contexts. Service quality should be seen as a requirement rather than a differentiation for Fore Coffee, since clients anticipate prompt service and would leave if it is not provided. The true potential lies in fusing dependable service with tactics that boost customer happiness and promote repeat business.

4.5.5 The Influence of Customer Satisfaction on Repurchase Intention

Customer satisfaction emerged as a significant positive predictor of repurchase intention at Fore Coffee (0.339), affirming that fulfilled customer expectations generate a psychological tendency toward repeat purchasing behavior. Indonesian research strongly supports this conclusion. [A. Trenggana, F. M. , Hurryati, and Bambang \(2022\)](#) demonstrated that satisfaction determines repurchase intention in e-

commerce settings. [Alfiah \(2024\)](#); [Novian and Bastaman \(2025\)](#) confirmed the relationship across Indonesian service sectors, while [Kristianto et al. \(2021\)](#); [Manullang and Heryenzus \(2022\)](#) incorporated this linkage into their models with supportive results.

The international literature provides theoretical grounding and empirical breadth. [Oliver \(2014\)](#) articulated the Expectancy Disconfirmation Theory, explaining how satisfaction shapes subsequent behavioral intentions. [Do et al. \(2025\)](#); [Le et al. \(2025\)](#) extended empirical confirmation to Vietnamese service environments, while [Morkunas and Rudienė \(2020\)](#) observed similar patterns in Baltic restaurants.

For Fore Coffee, regularly monitoring satisfaction through post-visit surveys will help identify areas for improvement. Promptly addressing recurring complaints and demonstrating that customer input leads to visible changes reinforces satisfaction and strengthens repurchase intentions.

4.5.6 The Influence of Relationship Marketing on Repurchase Intention Through Customer Satisfaction
The results of this study show that the association between relationship marketing and repurchase intention at Fore Coffee is somewhat mediated by customer satisfaction (0.101). Through customer satisfaction, relational methods partially transfer into repeat purchase behavior, even if the indirect effect is small.

Indonesian research provides contextual support for this study. [A. F. M. Trenggana and Cahyani \(2019\)](#) emphasized that relationship marketing dimensions influence customer retention positively. [Priadi \(2025\)](#) confirmed that CRM strategies strengthen repurchase intentions, with satisfaction playing an intervening role. [Kristianto et al. \(2021\)](#) incorporated satisfaction as a mediator in relationship marketing models.

Additional validation was provided by an international scholarship. [Negassa and Japee \(2023\)](#) demonstrated that customer satisfaction mediates the relationship between relational factors and customer retention, while [Ndubisi \(2007\)](#) implicitly supported this pathway by associating relationship marketing dimensions with loyalty-related outcomes. For Fore Coffee, relational initiatives should be deliberately designed to cultivate satisfaction, rather than merely incentivizing transactions. Loyalty programs that generate genuinely positive experiences will more effectively convert relational investments into sustained repurchase behaviors.

4.5.7 The Influence of Service Quality on Repurchase Intention Through Customer Satisfaction
Customer satisfaction is a crucial intervening mechanism that converts perceived service quality into sustained patronage behavior at Fore Coffee, as evidenced by the indirect effect of service quality on repurchase intention through customer satisfaction (0.191) exceeding its direct counterpart (0.151). This mediating mechanism is consistently supported by research conducted in Indonesia. The association between service quality and repurchase intention is mediated by satisfaction, according to research by [Alfiah \(2024\)](#); [Maf'idayu and Vania \(2022\)](#); [Novian and Bastaman \(2025\)](#). Similar confirmation of the mediating function of satisfaction in their models was provided by [Manullang and Heryenzus \(2022\)](#); [Yesitadewi and Widodo \(2024\)](#).

Internationally, research provides robust theoretical and empirical support. [Soeharso \(2024\)](#) demonstrated that satisfaction mediates this relationship in the context of Indonesian online shopping behavior. [Aydin and Temizkan \(2024\)](#) found that physical service attributes shape satisfaction and revisit intention among coffee shop customers. According to [Do et al. \(2025\)](#), customer satisfaction serves as a crucial mediator in Vietnamese service contexts. [Ali-Alsaadi, Cabeza, Roldán, and González-Mohino \(2025\)](#); [Wu et al. \(2024\)](#) identified service quality as a significant antecedent of satisfaction and repurchase behavior across food delivery and fast-food restaurant settings, providing broader theoretical foundations for this relationship. Customers return when they receive dependable service and when their expectations are consistently fulfilled ([Kim & Baker, 2025](#)). For Fore Coffee management, service quality investments should be evaluated based on their capacity to generate customer satisfaction. Training programs that emphasize both efficiency and warmth will transform

competent services into memorable experiences, strengthening the satisfaction-repurchase intention linkage.

5. Conclusions

5.1. Conclusion

Using customer satisfaction as a mediating variable, this study investigated the impact of relationship marketing and service quality on repurchase intention among Fore Coffee consumers in Bandung, Indonesia. The results lead to four important conclusions, such as both relationship marketing and service quality favorably and considerably impact customer satisfaction; however, service quality has a greater impact, underscoring the crucial role of physical service delivery in influencing customer assessments. Relationship marketing, customer satisfaction, and service quality all positively impact repurchase intention; however, relationship marketing has a noticeably stronger direct effect, highlighting the importance of tailored engagement and loyalty programs in encouraging repeat purchasing behavior.

Customer satisfaction was confirmed as a meaningful mediator in both pathways, particularly between service quality and repurchase intention, where the indirect effect surpassed that of the direct effect. This implies that service quality improvements generate repeat purchases primarily by elevating satisfaction rather than through direct influence. Finally, the respondent profile predominantly consisted of young urban females, suggesting that targeted marketing strategies tailored to this demographic could further strengthen Fore Coffee's competitive position in Bandung.

5.2. Research Limitations

This study has several limitations that should be considered. First, data collection was limited to Fore Coffee locations in Bandung, which restricts the applicability of the findings to other areas with different customer traits and competitive dynamics. Second, a larger sample would produce more reliable parameter estimates, especially for the mediation pathways under investigation, even when the sample size satisfies analytical standards. Third, the cross-sectional approach limits the capacity to track how customer satisfaction and repurchase intentions change over time by capturing consumer views at a single moment. Finally, the model focused exclusively on relationship marketing and service quality, while other potentially influential factors such as brand image, price perception, store atmosphere, and product quality were not accounted for, representing opportunities for future model extension.

5.3 Suggestions and Directions for Future Research

Future studies should expand the research scope beyond Bandung to other Indonesian cities or regions, enabling cross-contextual comparisons that improve generalizability and capture diverse consumer behaviors. Incorporating additional variables, such as brand image, price perception, store atmosphere, and product quality, would also provide a more comprehensive understanding of the factors driving repurchase intention. Longitudinal research designs would allow for the observation of how customer satisfaction and repurchase intentions evolve across repeated service encounters, offering deeper insights into the dynamic nature of customer loyalty. Finally, examining moderating variables such as consumer demographics and visit frequency would refine the theoretical understanding and support the development of more targeted marketing strategies, particularly given this study's predominantly young adult female respondent profile.

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Author Contributions

As the first author, JWD was in charge of the entire research process, which included coming up with the original idea, completing the literature review, creating the methodology, gathering and analyzing field data, and producing the manuscript's first draft. As the second and corresponding author, AFMT performs critical reviews, checks the analytical results, and offers methodological direction to enhance the manuscript's scientific quality. Before submission for publication, both authors jointly interpreted the study and provided final approval.

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