

# Analysis of the Effect of Product Quality, Service and Promotion on Repeat Purchase Interest in Customer Satisfaction Media (Study at Starbucks Malang City)

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## ABSTRACT

This study aims to analyze the effect of product quality, service quality, and promotion on repurchase intention with customer satisfaction as a mediating variable on Starbucks consumers in Malang City. The background of this study is based on the importance of maintaining consumer loyalty in the highly competitive food and beverage industry. The research method used is a quantitative approach with an explanatory research type. Data collection was carried out by distributing questionnaires to 100 respondents who are Starbucks customers in Malang City, selected using purposive sampling techniques. The data analysis technique used Structural Equation Modeling–Partial Least Squares (SEM–PLS). The results of the study indicate that product quality, service, and promotion have a significant effect on customer satisfaction. In addition, customer satisfaction is proven to significantly mediate the influence of the three independent variables on repurchase intention. Thus, customer satisfaction plays an important role in strengthening the influence of quality and marketing strategy on repurchase decisions. The implications of these findings emphasize that Starbucks needs to continue to improve the quality of its products, services, and promotional strategies in order to maintain satisfaction and encourage consumer loyalty.

**Keywords:** Product, Service, Promotion, Customer Satisfaction, Repurchase Interest

## INTRODUCTION

Starbucks, as a global symbol in the cafe industry, has a significant level of competition, especially when competing with local cafes in various regions, including in Indonesia. Starbucks' global success is driven by various factors, such as brand consistency, internationally recognized product quality, and unique customer experience [1]. In Malang City, as in many other cities, Starbucks faces challenges from local cafes that offer their own uniqueness, both in terms of taste, atmosphere, and more affordable prices.

Local cafes often have the advantage of having a deeper understanding of local consumer tastes and preferences [2]. They are able to offer menus tailored to local cultures, create a more intimate and personal atmosphere, and provide a potentially more authentic experience for customers. Starbucks, on the other hand, leverages the strength of its established brand, global quality standards, and continuous innovation in its products to maintain and expand market share.

This level of competition is becoming more intense as local cafes continue to innovate to attract customers who may be looking for an alternative to the global cafe experience like Starbucks. This innovation can be in the form of adding more diverse menus, presenting a unique atmosphere, or offering more competitive prices. In addition, increasing consumer awareness of local products is also a challenge for Starbucks.

However, Starbucks still has advantages in terms of operational scale and strong marketing strategies, such as customer loyalty programs and aggressive promotions. This allows Starbucks to remain competitive despite facing competition from local cafes. The balance between global excellence and adaptation to the local market is key in the competition between Starbucks and local cafes, especially in a dynamic market like Malang City.

Overall, the competition between Starbucks and local cafes reflects the complex dynamics of globalization and locality. Local cafes strive to maintain relevance and attract customers with their uniqueness, while Starbucks continues to innovate to ensure that the customer experience remains engaging and in line with its global standards. This competition not only drives improvements in service and product quality on both sides but also enriches choices for consumers.

Starbucks' product quality has always been one of the main attractions for customers. However, with the increasing number of local cafes offering more affordable coffee with no less quality, it is important to evaluate whether Starbucks' product quality is still the main factor that attracts customers. In addition, the service provided by baristas at Starbucks is also a key element in creating a positive experience for customers. However, the challenge of maintaining consistent service quality, especially during busy times, can affect overall customer satisfaction.

Promotions conducted by Starbucks in Malang City also play an important role in attracting customers [3]. Loyalty programs, discounts, and special offers are often the main attraction. However, there is a concern that promotions that are too frequent or less relevant can cause boredom among customers. Therefore, this study also wants to explore how promotions affect customer satisfaction and whether they are strong enough to encourage repeat purchase intentions.

Customer satisfaction is a key factor in ensuring business sustainability, especially in service industries such as cafes. At Starbucks Malang City, customer satisfaction does not only depend on products, services, and promotions, but also on the overall experience they feel. This study will examine the extent to which customer satisfaction can mediate the relationship between these three factors and repurchase intention, providing deep insights into how to increase customer loyalty amidst intense competition.

This entire study is important to provide a more comprehensive picture of the factors that influence customer satisfaction and repurchase interest at Starbucks Malang City. Based on the background above, the author can formulate the following problems:

1. How does product quality affect customer satisfaction at Starbucks Malang City?
2. How does service affect customer satisfaction at Starbucks Malang City?
3. How does promotion affect customer satisfaction at Starbucks Malang City?
4. How does product quality affect repeat purchase interest at Starbucks Malang City?
5. How does service affect repeat purchase interest at Starbucks Malang City?
6. How does promotion affect repeat purchase interest at Starbucks Malang City?
7. Does customer satisfaction mediate the influence of product quality, service, and promotion on repurchase intention at Starbucks in Malang City?

### Research purposes

1. Analyzing the influence of product quality on customer satisfaction at Starbucks Malang City.
2. Analyzing the influence of service on customer satisfaction at Starbucks Malang City.
3. Analyzing the influence of promotion on customer satisfaction at Starbucks Malang City.
4. To determine the effect of product quality on repurchase interest at Starbucks in Malang City.
5. Knowing the influence of service on repurchase interest at Starbucks Malang City.

6. To determine the influence of promotions on repeat purchase interest at Starbucks in Malang City.
7. Identifying the role of customer satisfaction as a mediator in the influence of product quality, service, and promotion on repurchase interest at Starbucks in Malang City.

## LITERATURE REVIEW

### Product Quality

Kotler and Armstrong as quoted by [4] explain that the quality of a product is a characteristic that depends on its capacity to meet consumer demands. Consumers are more likely to remember products with an established reputation for better quality. Product quality is an important factor in the strategic positioning of a brand in a marketing context. The concept of quality includes two fundamental dimensions and consistency. In the product development process, it is important for marketers to first determine the right level of quality that is in line with the desired product position in the target market. The concept of product quality includes the ability of the product to effectively perform its intended function. In addition to durability, accuracy, simplicity of use, there are several other important features to consider.

Product quality according to Wijaya quoted by [5] is a product that requires innovation to be developed and survives for exactly the same time as competing products. According to Kotler & Amstrong quoted by [5] think that product quality is one of the most important factors in market placement. Quality has an influence on the work of making goods and selling them. Product quality is the way a product provides what it should do, which includes things like effectiveness, efficiency, and other added value qualities [6] .

Product quality can be understood as the degree to which a product meets or exceeds customer expectations, conforms to established specifications, and is able to satisfy the functional and emotional needs of users. Product quality includes not only technical aspects such as reliability, durability, and conformity to standards, but also includes the customer's subjective perception of the product's value. Product quality is a multidimensional construct influenced by various factors, including operational management, regulatory compliance, and product relevance to market needs. In the context of modern business, product quality is a key factor influencing customer satisfaction, loyalty, and overall company performance.

### Product quality indicators

Based on some of the ideas above, it is said that product quality can affect how satisfied customers are, which is related to what customers expect and how satisfied they are with the quality of the product.

According to Knight and Kotschevar, as quoted by [7], product quality indicators are:

1. Taste quality

Taste quality refers to the degree of excellence or taste experienced when consuming food or beverages. This phenomenon includes several factors that have the potential to influence a person's sensory perception during food or beverage consumption.

2. Product condition

The condition of the product is a certain food or drink that is provided or eaten and drunk in one period. This refers to the food or drink that is in the dish that is enjoyed by someone at a certain time.

3. Menu variations

Menu variety encompasses the wide range of food and beverages a restaurant or cafe can provide. Customer preferences must be catered to, and menu variety is essential to providing an engaging dining experience.

#### 4. Hygiene

Ensuring food and beverage hygiene is a critical component that must be carefully considered to maintain product quality and ensure continued safety for consumer consumption. To ensure the effectiveness of food and beverage hygiene, a set of measurable criteria and processes are needed to ensure customer satisfaction.

#### Quality of Service

According to Pramana & Rastini quoted by [8] Service quality is an evaluation method that can be used to determine the level of service offered by a company. Service quality is a proactive effort aimed at providing assistance and support to individuals, thereby fulfilling their desires and needs in a way that results in satisfaction. The level of customer satisfaction experienced by the service can be assessed by evaluating the alignment between customer expectations and the quality of service received (Maknunah, 2021) . To meet consumer expectations, it is very important for service providers to provide perfect service that is in line with customer desires and preferences, while ensuring accuracy in service delivery [10] . If clients consider their services superior, it is likely that the company will achieve a high level of success and will be recognized for its quality.

According to Tjiptono & Chandra quoted by [11] explains that service quality is influenced by two factors: expected service and perceived service. If a service is obtained according to the expected standard, it is considered high quality or profitable. Meanwhile, according to Kotler and Keller quoted by [12] defines every action or activity given by one individual to another individual that is basically meaningless and does not result in ownership is called a service. Consumer happiness is a component that determines service quality, so all *Starbucks* must be able to provide the expected service to satisfy consumers.

#### Service quality indicators

Service quality indicators according to Tjiptono as quoted by [13] are as follows:

##### 1. Reliability

Ability to provide timely and satisfactory service. Refers to the ability of a business to provide the correct service on the first attempt without error and to provide the service within the agreed time frame.

##### 2. Responsiveness

The desire and ability of employees to serve customers and respond to their requests, as well as to inform them of the services to be provided and then provide the service quickly, as the ability to provide information quickly and correctly.

##### 3. Assurance

Skilled, reliable, and assured. The behavior demonstrated by employees has the potential to foster consumer confidence in the organization, while companies often seek to provide a perception of security for their clients. The term “assurance” also includes the expectation that staff consistently demonstrate benevolence and have the skills and abilities necessary to effectively handle client inquiries or problems.

##### 4. Empathy

Good connections and effective communication. The company must demonstrate a comprehensive understanding of its clients' challenges and an effort to work towards their best satisfaction. In addition, the company places great emphasis on providing individual attention to consumers and maintaining convenient hours of operation.

##### 5. Physical Evidence (Tangibles)

The company provides real facilities that can house the tools, materials, and facilities used by the business.

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## Promotion

Promotion is the main marketing effort undertaken by the company to ensure sustainability and improve the quality of the business, promotion It serves to increase marketing sales. By implementing a marketing strategy by promoting products or offers offered by the company. In addition to product development, distribution networks, and pricing strategies, promotion plays an important role in supporting sales in the company.

According to Kotler and Keller as quoted by [14] promotion can be defined as an important component of efforts aimed at increasing the number and standard of products or services sold. According to Swastha and Irawan as quoted by [15] Promotion is a marketing communication approach aimed at stimulating demand. This involves disseminating information, influencing, and reminding the target market about the business and its products. The goal is to encourage customers to voluntarily accept, buy, and remain loyal to the offers provided by the company.

Thus, promotion is one of the important elements in the marketing mix that aims to market products or services. Sudaryono in (Primadasa & Nugroho, 2015) explains that promotion includes various marketing activities that aim to increase consumer demand for the products offered. The success of a marketing program is highly dependent on the effectiveness of promotion, because even though a product is of high quality, consumers will not buy it if they do not know the product or do not believe in its benefits. Kotler & Keller in (Rosmayati, Hanifah, & Budiman, 2020) state that promotion is a company's effort to provide information, convince, and remind consumers about the products and brands sold, both directly and indirectly. Wahjono (2010) added that promotion is the final stage in marketing activities, carried out after the product or service is produced, the price is set, and the distribution channel is determined. Promotion also affects the perception and characteristics of the product in the eyes of consumers, where promotional tools can stimulate consumer interest in making more purchases. Consumers generally respond positively to promotions, especially when they feel they are getting more value when the promotional price is cheaper than the normal price. The more positive consumers' attitudes towards promotions, the more likely they are to make purchases during the promotional period, as stated by Benjamin & Yeoh Sok in (Guntara, 2021).

## Promotion indicators

In the promotional variable there are a number of sales promotion indicators that support the company's marketing initiatives to optimize its performance. The 3 promotion indicators according to Kotler and Armstrong quoted by [16] are as follows:

### 1. Advertisement

Advertising is a promotional method that can quickly spread and reach the intended audience, but its execution requires substantial financial resources.

### 2. Coupon

Coupons are vouchers that can be exchanged at the time of purchase to get special benefits. Coupons can be buy one get one free from the total purchase, and can be in the form of physical paper, cards, or digital promo codes.

### 3. Discount

A discount is a direct reduction in price from the original price of a product. Discounts can be in the form of a percentage or a specific number, such as 20% off, which means the customer pays 80% of the original price. Discounts can be temporary or permanent, depending on the sales plan.

## Customer satisfaction

According to Kotler as quoted by [17] customer satisfaction is the amount of a person's feelings after comparing the product he experienced with what he expected. Customer satisfaction or dissatisfaction is a reaction to the assessment of the difference or confirmation felt between previous expectations and what is actually achieved



from what is purchased is felt after use. The level of customer satisfaction depends on the performance of the product, especially when it exceeds the customer's initial expectations. In cases where the product does not meet expectations, customer satisfaction decreases, but when the performance of a product or service is in accordance with predetermined expectations, consumers express satisfaction. However, if performance exceeds initial expectations, customers experience an increased level of satisfaction or happiness.

### **Customer Satisfaction Indicators**

According to Tjitpono as quoted by (Susanto, et al.2023) there are 3 indicators that can be used to measure Customer Satisfaction, including:

#### **1. Conformity of Expectations**

Conformity to Expectations is related to the level of consumer satisfaction, as it is the extent to which the product, service, or experience provided by the company meets or exceeds customer expectations.

#### **2. Interest in Returning**

Repurchase Intention is a customer's desire to repurchase a company's goods or services in the future. If consumers are satisfied with their purchases and the service provided, they are more likely to return and buy again. Because repurchase interest is likely to grow a long-term relationship with customers.

#### **2. Willingness to Recommend**

Willingness to Recommend is a customer who wants other consumers to suggest buying the product he has purchased is included in the customer satisfaction environment. This is an important indication in determining the level of customer happiness and represents their trust in the company.

### **Repurchase Interest**

Repurchase intention refers to a consumer's tendency or intention to repurchase a particular product or service after making a previous purchase. This intention is usually based on a positive experience gained from the product or service, which ultimately creates consumer loyalty. Repurchase intention is very important for businesses because it reflects the company's success in retaining customers, which is more economical than acquiring new customers. In this context, repurchase intention can also be seen as an indicator of customer satisfaction and consumer trust in the brand.

Repurchase intention is usually formed when consumers feel that the product or service they previously purchased has met or even exceeded their expectations. This creates a feeling of satisfaction that makes them more likely to repurchase the product or service in the future. Repurchase intention can be influenced by a variety of factors, including product quality, service experience, price, and the overall value received by the consumer.

### **Indicators of repurchase interest**

1. Willingness to Repurchase: How willing the consumer is to purchase the same product in the future.
2. Repeat Purchase Frequency: How often consumers plan to repurchase the same product.
3. Brand Loyalty: The degree of consumer loyalty to a brand, as indicated by choosing products from the same brand despite the presence of other alternatives.
4. Recommendation to Others: The consumer's willingness to recommend the product to others as an indication of satisfaction and likelihood of repurchasing.
5. No Interest in Other Brands: Lack of consumer interest in switching to other brands, indicating a strong preference for repurchasing products from the same brand.

6. **Previous Positive Experience:** Positive experiences felt when using a product previously, which increases consumer interest in repurchasing.

## **Factors Influencing Repurchase Interest**

### **1. Product Quality**

Product quality is one of the main factors that influence repurchase intention. Consumers tend to repeat purchases if they feel that the products they buy are of high quality, meet their needs, and offer good value. Aspects such as durability, functionality, and product consistency play an important role in shaping the perception of quality in the eyes of consumers. Products that are consistent in terms of quality will more easily create satisfaction and encourage repurchase intention.

### **2. Service**

Consumer experience when interacting with a company's services also greatly influences repurchase intentions. Good service, such as staff friendliness, speed of service, and the ability to handle complaints effectively, can increase customer satisfaction and encourage them to return. Conversely, a poor service experience can prevent consumers from making repeat purchases, even if they are satisfied with the quality of the product.

### **3. Promotion**

Effective promotions can strengthen repurchase intention by capturing consumers' attention and providing an incentive to make a repeat purchase. Forms of promotions that can influence repurchase intention include discounts, loyalty programs, special offers, and consistent marketing communications. Relevant and timely promotions can make consumers feel valued, which in turn encourages them to make repeat purchases.

### **4. Price**

Price also plays an important role in consumers' repurchase decisions. Consumers tend to be more loyal if they feel that the price they pay is commensurate with the value they receive from the product or service. If the price is perceived as too high or not commensurate with the quality offered, repurchase interest may decrease. Conversely, competitive and transparent pricing can increase satisfaction and encourage repeat purchases.

### **5. Customer satisfaction**

Customer satisfaction is the result of an overall evaluation of the buying experience, including product quality, service, promotion, and price. High satisfaction creates trust and loyalty, which are the foundation of repeat purchase intentions. Satisfied consumers are more likely to stay loyal to a brand and ignore offers from competitors. Conversely, dissatisfaction can cause consumers to switch to another brand, even if they previously had repurchase intentions.

## **RESEARCH METHODS**

### **Research methods**

This study uses a quantitative method with an explanatory research approach that aims to explain the causal relationship between independent variables (product quality, service quality, and promotion) to the dependent variable (repurchase intention) with customer satisfaction as a mediating variable. This method was chosen because it is able to test hypotheses and explain the direct and indirect influences between variables in the model that has been formulated based on relevant theories.

The data collection technique was carried out by distributing questionnaires to Starbucks consumers in Malang City using a five-point Likert scale to measure respondents' perceptions of each variable indicator. The sample was determined using a non-probability sampling method, specifically the purposive sampling technique, with the criteria of consumers who had made at least two purchases.

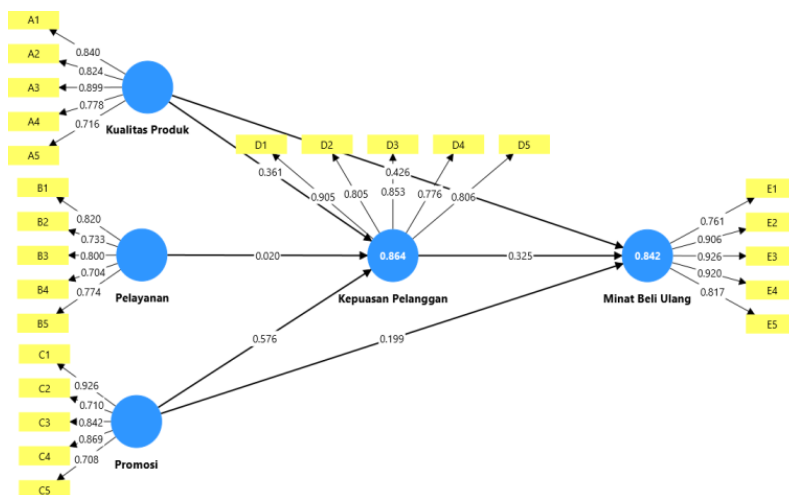
**The population in this study** is all Starbucks consumers in Malang City who have purchased Starbucks products at least twice. The selection of this population is based on the assumption that consumers who have purchased more than once have sufficient experience in evaluating product quality, service quality, and promotions carried out by Starbucks, so that they are able to provide relevant assessments of satisfaction and repurchase interest.

**The sampling technique used is purposive sampling**, which is a form of non-probability sampling that selects respondents based on certain criteria that are relevant to the research objectives.

The data analysis technique used is path analysis using Smart PLS, to test the direct and indirect effects between variables. This analysis includes instrument validity and reliability tests, path coefficient tests, and R-square tests to see the contribution of independent variables in explaining dependent variables. With this method, researchers can determine the mediating role of customer satisfaction in strengthening or weakening the influence of product quality, service, and promotion on repurchase interest.

This discussion presents the results of processing and analyzing data obtained from respondents who have filled out the questionnaire according to the research sample criteria. The analysis was conducted to answer the problem formulation and to test the relationship between research variables, namely product quality, service quality, and promotion on repurchase interest with customer satisfaction as a mediating variable.

Data processing was carried out using a path analysis approach through the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method. This method is used because it is able to test direct and indirect relationships between variables simultaneously, and is suitable for research with complex models and moderate sample sizes.



## Path Analysis Results

This study uses a quantitative approach with path analysis to determine the direct influence of each variable on customer satisfaction and repurchase intention. The test results are shown in Table 4.1 below:

## Structural Model Testing Results

Relationship Between Variables	Original Sample (O)	T Statistics	P Values	Information
Customer Satisfaction → Repurchase Intention	0.325	2,946	0.003	Significant
Product Quality → Customer Satisfaction	0.361	3.115	0.002	Significant
Product Quality → Repurchase Interest	0.426	3,068	0.002	Significant
Service → Customer Satisfaction	0.020	0.256	0.798	Not Significant



Promotion → Customer Satisfaction	0.576	6,054	0.000	Significant
Promotion → Repurchase Interest	0.199	1,875	0.061	Not Significant

## DISCUSSION

### The Influence of Customer Satisfaction on Repurchase Intention

The test results show that customer satisfaction has a positive and significant effect on repurchase intention, with a t-statistic value of 2,946 and a p-value of 0.003, which is smaller than the significance level of 0.05. This finding shows that the higher the satisfaction felt by customers, the greater their interest in making repeat purchases. This result is in line with the opinion of Kotler and Keller (2016), which states that customer satisfaction is a key factor in creating loyalty. Satisfied customers tend to have positive experiences that encourage repeat purchases of the same product or service.

In the context of this study, the object used is Starbucks, where the company not only offers products in the form of coffee drinks, but also provides a comprehensive experience to customers through service, comfort of the place, and an integrated digital system. This positive experience creates satisfaction that encourages customers to make repeat purchases. Therefore, Starbucks management needs to consistently maintain and improve aspects that influence customer satisfaction, such as product quality, barista service, store comfort, and digital services. This customer satisfaction improvement strategy can be an important foundation in building customer loyalty and encouraging continuous repeat purchase interest.

### The Influence of Product Quality on Customer Satisfaction

Based on the test results obtained, product quality is proven to have a positive and significant effect on customer satisfaction, with a t-statistic value of 3.115 and a p-value of 0.002. Because the p-value is smaller than the significance level of 0.05, it can be concluded that the better the product quality perceived by customers, the higher the level of satisfaction they feel. This finding supports the theory put forward by Tjiptono (2019), which states that product quality is a fundamental element in shaping customer satisfaction. Products with good quality will be able to meet consumer expectations, even potentially exceeding their expectations, thus creating a satisfying consumption experience.

In the context of this study, the product quality in question includes various aspects offered by Starbucks, such as the taste and aroma of coffee, consistency of presentation, use of premium raw materials, and the visual aesthetics of each drink and food served. Starbucks is known for its high quality standards in coffee processing, including the process of selecting the best coffee beans and consistent presentation methods across all outlets. When customers receive a product that meets their expectations, even visually appealing and has a distinctive taste, it provides a positive experience that encourages satisfaction. Product quality also plays a role in creating a strong brand image and strengthening customer perceptions of the value of each purchase they make.

Therefore, it is important for Starbucks to consistently maintain and improve the quality standards of its products. This effort can be done through regular quality control, continuous menu innovation, barista training, and selection of high-quality raw materials. By maintaining product quality, the company will not only increase customer satisfaction directly, but also strengthen customer loyalty in the long term. In the midst of increasingly tight coffee shop business competition, product quality is a crucial competitive advantage to maintain brand existence and growth.

### The Influence of Product Quality on Repurchase Interest

The test results show that product quality has a positive and significant effect on repurchase intention, with a t-statistic value of 2.139 and a p-value of 0.032, which is smaller than the significance level of 0.05. This indicates that customer perceptions of good product quality can increase their desire to make repeat purchases. This finding strengthens the theory of Kotler and Keller (2016), which states that product quality is one of the main factors influencing consumer purchasing decisions, especially in the context of *repeat purchase behavior*. In the context

of this study, the product quality in question includes the distinctive taste of coffee, the appetizing aroma, the consistency of presentation from each outlet, and the use of high-quality raw materials that are the hallmark of Starbucks. When customers feel that the products they consume meet or even exceed expectations, they tend to feel satisfied and have the urge to repurchase products from the same brand. Starbucks also maintains product quality through regular menu innovation, selective selection of raw materials, and barista training to maintain *consistent presentation standards*.

**finding** shows the importance for Starbucks to continue to maintain and improve the quality of its products as a long-term strategy in maintaining customer loyalty. In the highly competitive coffee industry, product quality is a competitive advantage that can differentiate Starbucks from its competitors. Therefore, attention to quality not only has an impact on customer satisfaction, but also has direct implications for increasing repeat purchase intentions which have an impact on revenue and sustainable company growth .

### **The Influence of Service on Customer Satisfaction**

Based on the results of the analysis, it is known that the service variable does not have a significant effect on repurchase intention. This can be seen from the t-statistic value of 0.237 and the p-value of 0.813, which is far above the significance limit of 0.05. Thus, statistically, service does not have enough contribution to influence customer decisions in making repeat purchases at Starbucks. This finding contradicts several previous studies which state that service is one of the important factors in shaping consumer purchasing behavior.

In the context of Starbucks, these results can be interpreted that customers may already have certain expectations of the service standards provided, and the service experience received tends to be consistent or does not vary much between outlets. Therefore, customers focus more on other aspects such as product quality or promotions in determining repeat purchase decisions. In addition, Starbucks is known for its standardized service system, so that the service aspect is considered as something that is "expected" and is no longer the main differentiator in repeat consumption decisions. However, these results do not mean that service can be completely ignored. Starbucks still needs to maintain the quality of interactions between baristas and customers so as not to cause dissatisfaction. Poor service can reduce the overall consumer experience even though it does not directly encourage repeat purchases. Therefore, although not proven significant in this study, service must still be considered as part of a strategy to create a complete and comprehensive customer experience.

### **The Effect of Promotions on Customer Satisfaction**

The effect of promotion on customer satisfaction in this study shows significant and positive results. This is evidenced by the t-statistic value of 6.054 and p-value of 0.000 ( $<0.05$ ), which means that promotion has a strong and meaningful impact on Starbucks customer satisfaction levels.

Substantively, promotions conducted by Starbucks can be in the form of discounts, loyalty programs (Starbucks Rewards), special offers at certain moments (e.g. national customer day, customer birthdays), product bundling, and free drinks after several purchases. Promotions like this provide a higher perception of value to customers, improve the shopping experience, and make customers feel appreciated and cared for by the company.

Thus, promotion becomes one of the effective marketing strategies in increasing positive customer perceptions of the services and products received, thus having a direct impact on increasing customer satisfaction. However, although promotion has a big influence on satisfaction, it is important for companies to combine it with product and service quality so that the results are more optimal and sustainable in the long term.

### **The Effect of Promotion on Repurchase Intention**

The results of the analysis show that the effect of promotion on repurchase interest is not directly significant, with a *t-statistic value* of 1.875 and a *p-value* of 0.061 ( $> 0.05$ ). This means that although promotion can increase customer interest in the short term, it is not enough to encourage customers to make repeat purchases consistently.

In theory, promotions are short-term and tactical, so their effects tend to be momentary. Customers may be interested in buying because of discounts or special offers, but once the promotion ends, there is no guarantee

they will return without other factors such as product quality and a pleasant overall experience. Therefore, promotions are more appropriately positioned as initial triggers or attention grabbers, rather than as the main factor that forms long-term loyalty.

However, it is important to note that promotion has an indirect effect through customer satisfaction. Since promotion significantly increases customer satisfaction (with  $p\text{-value} = 0.000$ ), promotion still plays an important role in building positive emotional relationships with customers. High satisfaction can then encourage repurchase intentions, making promotion an indirect supporting factor that Starbucks still needs to consider in designing its marketing strategy.

### **Customer satisfaction mediates the influence of product quality, service, and promotion on repurchase intention at Starbucks Malang City.**

Based on the results of the path analysis presented in the structural model, it is known that the customer satisfaction variable acts as a mediator in the relationship between product quality and promotion on the repurchase interest of Starbucks consumers in Malang City. The indirect path from product quality to repurchase interest through customer satisfaction shows a coefficient value of 0.196, while the indirect path from promotion to repurchase interest through customer satisfaction shows a coefficient value of 0.187. These values indicate that the higher the customer's perception of the product quality and promotions carried out, the higher their satisfaction will be, which ultimately has an impact on increasing repurchase interest.

On the contrary, the results of the analysis show that customer satisfaction does not act as a mediator in the relationship between service and repurchase intention. This can be seen from the coefficient value of the service path to customer satisfaction which is very small, which is 0.020, resulting in an indirect mediation effect of 0.0065. This value indicates that the service provided by Starbucks in Malang City has not contributed significantly to forming customer satisfaction, and thus does not effectively increase repurchase intention through the mediation mechanism.

This finding implies that in an effort to increase consumer loyalty, companies need to prioritize improving product quality and effective promotional strategies, because these two aspects have been proven to have a strong influence both directly and indirectly through customer satisfaction. On the other hand, although service is an important element in the service business, in the context of this study, service has not provided a significant influence on satisfaction that has an impact on repurchase interest. Therefore, further evaluation of the dimensions of the service provided is needed so that it can have a greater impact on customer satisfaction and loyalty.

## **CONCLUSION**

Based on the results of path analysis on the influence of product quality, service, and promotion on repurchase intention with customer satisfaction as a mediating variable, several main findings were obtained. First, product quality and promotion have an indirect effect on repurchase intention through customer satisfaction. This means that the better the customer's perception of product quality and promotion, the higher the level of satisfaction felt, which ultimately increases the interest in making repeat purchases. Second, service does not have a significant mediating effect through customer satisfaction, which indicates that improving service has not effectively increased customer satisfaction and loyalty in the context of Starbucks in Malang City.

### **Suggestion**

Starbucks in Malang City is advised to continue to improve product quality, both in terms of taste, packaging, and product innovation, because these aspects have been proven to have a significant influence on customer satisfaction and repurchase intentions. Promotion strategies also need to be strengthened and adjusted to the needs and characteristics of local consumers, such as through loyalty promotions, seasonal discounts, and attractive digital campaigns. In addition, management needs to conduct an in-depth evaluation of service elements, such as speed of service, staff friendliness, and comfort of the place, so that service can be a factor that contributes to customer satisfaction and loyalty in the future.

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