Proceeding of International Bussiness and Economic Conference (IBEC) Vol. 5 No. 1, pp. 1021-1031, November, 2026
http://conference.eka-prasetya.ac.id/index.php/ibec

The Influence of Product Quality and Price Perception on Repurchase Intention: The Mediating Role of Customer Satisfaction at Brekenmo Coffee Medan

Juventia Carolyn[1*], Petrus Loo[2], Caroline Justine Tjou[3], Viska[4]
Management Study Program, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya
Medan, North Sumatra, 20212, Indonesia[1.2.3.4]
Corresponding author: juventiacarolyn10@gmail.com; loo.petrus@eka-prasetya.ac.id

ABSTRACT

This research examines how Product Quality and Price Perception affect Repurchase Intention among consumers of Brekenmo Coffee Medan, with Customer Satisfaction positioned as a mediating variable. A quantitative approach with an explanatory design was adopted. Primary data came from questionnaires completed by 180 respondents, chosen through purposive sampling on the condition that they had purchased from Brekenmo Coffee Medan at least twice of previous six months. The datasets were evaluated using PLS-SEM. Product Quality and Price Perception each had a positive effect on both Customer Satisfaction and Repurchase Intention, and Customer Satisfaction in turn had a positive effect on Repurchase Intention. The mediation analysis confirmed that Customer Satisfaction mediates the link between Product Quality and Repurchase Intention, as well as the link between Price Perception and Repurchase Intention. Product quality and price perception therefore shape repurchase intention at Brekenmo Coffee Medan both directly and indirectly, through the satisfaction customers experience.

Keywords: Coffee Shop, Customer Satisfaction, Price Perception, Product Quality, Repurchase Intention

INTRODUCTION

Medan's food and beverage sector has grown rapidly, making coffee shops spaces for work, meetings, and social activities. In this competitive market, repeat visits depend on consumers' assessments of product benefits and costs. Product Quality and Price Perception may shape Customer Satisfaction and, in turn, Repurchase Intention.
Brekenmo Coffee Medan has recorded declining transaction volumes over the past three years.

Table 1.
Number of Transactions (Bills) at Brekenmo Coffee Medan

Year	Number of Transactions (Bills)	*Growth*
2023	3,165	-
2024	2,974	-6.03%
2025	2,562	-13.85%

Source: Brekenmo Coffee Medan (2026)

Transactions fell by 6.03% in 2024 and 13.85% in 2025, indicating a decline in purchasing activity and motivating this study of Repurchase Intention.
Product quality concerns taste, ingredients, portions, presentation, and consistency (Atmodjo & Dewi, 2025). Prior studies report both positive (Putra & Kadarusman, 2024) and insignificant (Juliano et al., 2025) effects on Repurchase Intention. The preliminary survey at Brekenmo Coffee examined these product-quality concerns:

Table 2.
Pre survey

No	Description	Yes	No
Product Quality			
1.	Brekenmo Coffee maintains an appealing aesthetic presentation for its products (such as beverage appearance and packaging design)	14	16
2.	Brekenmo Coffee offers a sufficient variety of menu options and customizable features (e.g., sweetness level, ice level, or toppings) to meet consumer preferences."	16	14
3.	Brekenmo Coffee consistently delivers products that match its promised taste, quality standards, and service specifications across every visit	9	21
Price perception			
1.	Brekenmo Coffee offers prices that are affordable	12	18
2.	The prices set by Brekenmo Coffee are compatible with the quality of the products and services provided.	14	16
3.	Brekenmo Coffee's prices are competitive and offer better value compared to other similar coffee shops.	13	17
4.	The price paid at Brekenmo Coffee is equivalent to the benefits and satisfaction received.	14	16

Among 30 respondents, common concerns were product presentation, menu variety, and inconsistent taste. Negative Google Maps and e-commerce reviews also mentioned taste inconsistency, indicating product-quality issues.
Price perception is consumers' assessment of price relative to product benefits. Fair prices can increase satisfaction and repurchase intention (Arjuna et al., 2026; Wiyanti et al., 2025), although Sumarna et al. (2026) found no effect. At Brekenmo Coffee, respondents cited unaffordable prices, weak competitiveness, and benefits that did not match the cost. Loo et al. (2020) also found that price positively affects customer loyalty, underscoring its role in customer evaluations.
Customer Satisfaction reflects the comparison between service experience and prior expectations (Sholikhah et al., 2024). Initial observations identified complaints about slow food and beverage service, suggesting that service delivery may affect satisfaction. Prior studies identify Customer Satisfaction as a mediator between Product Quality, Price Perception, and Repurchase Intention (Winasis & Sabar, 2024). Others report no mediation for Product Quality (Ningsih et al., 2022) or Price Perception (Winoto & Tecoalu, 2022). This study addresses these mixed findings by testing both indirect relationships at an independent coffee shop in Medan.

LITERATURE REVIEW

Product Quality
Product quality comprises a product's physical and functional attributes and its ability to meet consumer needs and expectations (Ibrahim, 2024; Rokib et al., 2024). It also reflects the overall excellence and added value perceived by consumers (Sumarna et al., 2026).

Price Perception
Price perception is consumers' subjective evaluation of monetary cost relative to a product's value and benefits (Putri et al., 2026; Nurjamil & Marliani, 2026; Sari & Fadilah, 2026).

Repurchase Intention
Repurchase Intention refers to a consumer's commitment or tendency to buy from or use the same provider again, based on prior experience (Natasya et al., 2026; Pratama & Handoyo, 2024). It may also involve making the provider a preferred choice for future needs (Pratama & Sijabat, 2026).

Customer Satisfaction

Customer satisfaction is a post-purchase emotional and cognitive evaluation of whether product or service performance meets expectations (Damayanti & Utama, 2026; Erwinsyah et al., 2026). Satisfied consumers are more likely to repurchase and recommend a brand (Putri et al., 2026).

Conceptual Framework

The conceptual framework for this study is presented below:

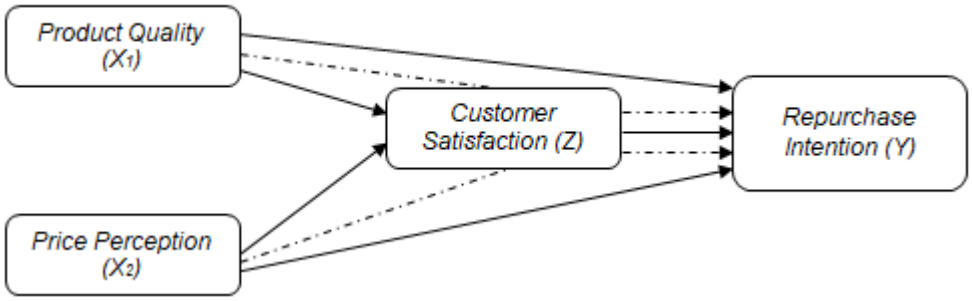


Figure 1. Conceptual Framework

Research Hypotheses

Consistent taste and attractive presentation can meet consumer expectations and increase satisfaction (Putri et al., 2026).

H_1: Product Quality has a positive effect on Customer Satisfaction at Brekenmo Coffee Medan

When prices are perceived as fair relative to product quality and benefits, customers are more likely to feel satisfied (Damayanti & Utama, 2026).

H_2: Price Perception has a positive effect on Customer Satisfaction at Brekenmo Coffee Medan.

Consistent taste, presentation, and product features can build trust and encourage repeat visits (Atmodjo & Dewi, 2025).

H_3: Product Quality has a positive effect on Repurchase Intention at Brekenmo Coffee Medan.

Perceived price fairness can strengthen value and encourage return visits, while unreasonable prices may discourage repurchase (Winoto & Tecoalu, 2022).

H_4: Price Perception has a positive effect on Repurchase Intention at Brekenmo Coffee Medan.

Satisfaction with product quality, price, and service can strengthen customer loyalty and repurchase intention (Sholikhah et al., 2024).

H_5: Customer Satisfaction has a positive effect on Repurchase Intention at Brekenmo Coffee Medan

Product quality may influence repurchase intention indirectly by creating satisfaction that reinforces a positive experience (Winasis & Sabar, 2024).

H_6: Customer Satisfaction mediates the effect of Product Quality on Repurchase Intention at Brekenmo Coffee Medan.

When prices match perceived value, satisfaction may encourage customers to return (Winasis & Sabar, 2024).

H_7: Customer Satisfaction mediates the effect of Price Perception on Repurchase Intention at Brekenmo Coffee Medan

RESEARCH METHOD

Research Design

This quantitative explanatory study tests Customer Satisfaction as a mediator between Product Quality, Price Perception, and Repurchase Intention using five-point Likert questionnaires.

Population and Sample

The population comprised Brekenmo Coffee Medan customers; its size was unknown. Following Hair et al. (2019), the minimum sample was five times the 26 questionnaire items (130 respondents). The study obtained 180 respondents through purposive sampling. Eligible participants had purchased from Brekenmo Coffee at least twice in the previous six months.

Table 3.
Operational Definitions

Variable	Dimension/ Indicator	Questionnaire Item
Product Quality (X_1)	1. Aesthetics 2. Features 3. Conformance (Santi & Farhani, 2026)	1. The food and beverages at Brekenmo Coffee are presented in a visually attractive and aesthetic way. 2. The packaging or serving ware (cups/plates) at Brekenmo Coffee looks neat and clean. 3. Brekenmo Coffee offers flavor variants or signature menu items that are unique compared with other places. 4. The menu options available at Brekenmo Coffee have characteristics that appeal to me. 5. The taste of the food and beverages at Brekenmo Coffee is consistent on every visit. *6.* The food portions and beverage sizes served meet my expectations.
Price Perception (X_2)	1. Price affordability 2. Price compatibility with product and service quality 3. Price competitiveness 4. Price compatibility with benefits (Putri et al., 2026)	1. The food and beverage prices at Brekenmo Coffee are affordable. 2. The price I pay at Brekenmo Coffee matches the quality of the products and service I receive. 3. Menu prices at Brekenmo Coffee are more competitive than those of similar coffee shops nearby. 4. In my opinion, the food and beverage prices at Brekenmo Coffee compete well with those of similar coffee shops. 5. Menu prices at Brekenmo Coffee are more competitive than those of similar coffee shops in the surrounding area. 6. In my opinion, the food and beverage prices at Brekenmo Coffee are in line with the prices offered by similar coffee shops. 7. The price I pay at Brekenmo Coffee matches the benefits I receive.

		8. In my view, the prices set by Brekenmo Coffee provide benefits that are worth what I spend.
Customer Satisfaction (Z)	1. Overall customer satisfaction 2. Customer assessment 3. Confirmation of expectations (Jacky & Syaifullah, 2023)	1. Overall, I am satisfied with my experience of visiting Brekenmo Coffee. 2. I am satisfied with the quality of the food and beverages I consume at Brekenmo Coffee. 3. I am satisfied with the service provided by the Brekenmo Coffee staff/baristas. 4. I am satisfied with the atmosphere and facilities available at Brekenmo Coffee. 5. Overall, my experience at Brekenmo Coffee matches my expectations. 6. The quality of the products and service I receive at Brekenmo Coffee meets my expectations.
Repurchase intention (Y)	1. Intention to repurchase; 2. Plan to revisit; 3. Tendency to choose again; 4. Preference to repurchase (Wiyanti et al., 2025)	1. I intend to buy products from Brekenmo Coffee again in the future. 2. I plan to visit Brekenmo Coffee again when I want to enjoy coffee or food. 3. I will consider Brekenmo Coffee as an option when I want to buy coffee or food in the future. 4. Brekenmo Coffee is one of my main choices when I want to buy coffee or relax. 5. The likelihood that I will purchase again at Brekenmo Coffee is fairly high. 6. I tend to choose Brekenmo Coffee again over other coffee shops when I need similar products.

SmartPLS was used for PLS-SEM. The measurement model was assessed using indicator loadings, AVE, Cronbach's alpha, composite reliability, and discriminant validity. The structural model examined path coefficients, significance, effect sizes, and indirect effects through 5,000 bootstrap subsamples with BCa confidence intervals.

RESULTS

Validity Test

Validity test outcomes are provided in Table 4.

Table 4.
Validity Test

Items	Pretest		Sample	
	Loading Factor	AVE	Loading Factor	AVE
X1.1	0.841	0.671	0.871	0.672
X1.2	0.789		0.709	
X1.3	0.774		0.843	
X1.4	0.842		0.830	
X1.5	0.852		0.813	
X1.6	0.815		0.843	
X2.1	0.764	0.629	0.844	0.645
X2.2	0.799		0.843	
X2.3	0.850		0.823	
X2.4	0.813		0.841	
X2.5	0.739		0.805	
X2.6	0.729		0.855	
X2.7	0.853		0.689	
X2.8	0.786		0.709	
Z.1	0.837	0.781	0.620	0.515
Z.2	0.937		0.789	
Z.3	0.816		0.732	
Z.4	0.906		0.811	
Z.5	0.884		0.639	
Z.6	0.915		0.695	
Y.1	0.902	0,750	0.693	0,511
Y.2	0.860		0.657	
Y.3	0.947		0.667	
Y.4	0.723		0.831	
Y.5	0.934		0.791	
Y.6	0.809		0.627	

Sources: SmartPLS (2026)

SmartPLS results indicate that all study variables meet the convergent validity requirements.

Reliability Test

Reliability test results are presented below:

Table 5.
Reliability Test

Variable	Pretest			Sample		
	Cronbach's Alpha	Rho_A	Composite Reliability	*Cronbach's Alpha*	Rho_A	Composite Reliability
Product Quality	0.906	0.918	0.924	0.902	0.912	0.924
Price Perception	0.916	0.915	0.931	0.920	0.925	0.935
Customer Satisfaction	0.944	0.952	0.955	0.811	0.823	0.863
Repurchase Intention	0.933	0.965	0.947	0.807	0.828	0.861

Sources: SmartPLS (2026)

All variables are reliable, with values above 0.70.
All items were retained for the main survey of 180 respondents.

Outer Model Analysis

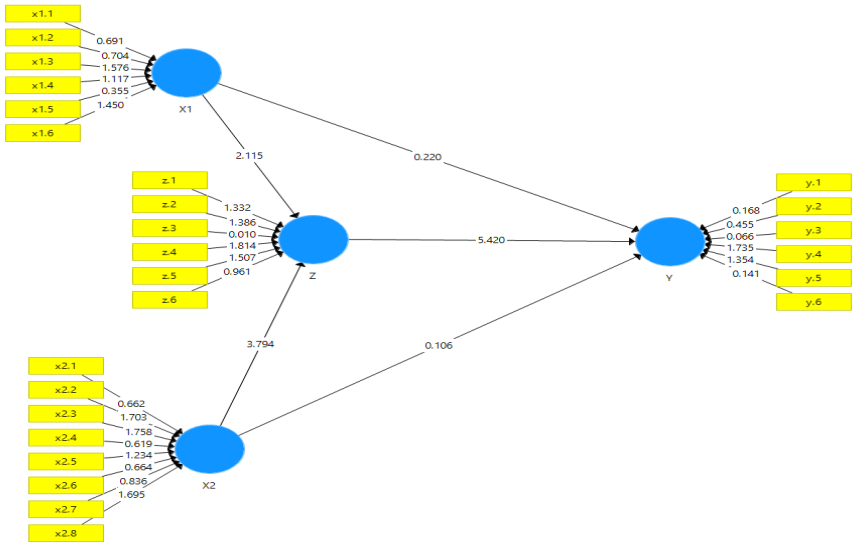


Figure 2. SmartPLS Framework

Table 6.
Discriminant Validity dengan Heterotrait-Monotrait Ratio (HTMT)

	Product Quality	Price Perception	Repurchase Intention	Customer Satisfaction
Product Quality				
Price Perception	0.224			
Repurchase Intention	0.567	0.414		
Customer Satisfaction	0.523	0.462	0.730	

Sources: SmartPLS (2026)

All HTMT values are below 0.85. The highest is 0.730 and the lowest is 0.224, between Customer Satisfaction and Repurchase Intention and between Price Perception and Product Quality, respectively. Thus, discriminant validity is established.

Inner Model Analysis

Model fit was assessed using SRMR, d-ULS, Rms Theta, and NFI, as summarized below:

Table 7.
Inner Moel Fit

Model / Variable	Customer Satisfaction	Repurchase Intention
Multicollinearity Test (VIF)		
Product Quality	1.042	1.264
Price Perception	1.042	1.207
Customer Satisfaction	—	1.464
Path Coefficients / Direct Effect		
Product Quality	0.214	0.100
Price Perception	0.158	0.024
Customer Satisfaction	—	0.238
Model Fit & Quality		
Adjusted R2	0.309	0.436

SRMR (Saturated Model)	0.091
Rms Theta	0.190
NFI	0.584

Sources: SmartPLS (2026)

SRMR is 0.091, while Rms Theta (0.190) and NFI (0.584) do not meet standard thresholds. Model fit is therefore supplementary to the measurement and structural model assessments.

All VIF values for paths to Customer Satisfaction and Repurchase Intention are below 5, indicating no excessive multicollinearity.

The f-square (f^2) values assess structural effect sizes; benchmarks are 0.02 (small), 0.15 (medium), and 0.35 (large). Most paths show small-to-moderate effects, with Customer Satisfaction and Product Quality making the more meaningful contributions.

Product Quality and Price Perception explain 31.7% of the variance in Customer Satisfaction ($R^2 = 0.317$). Product Quality, Price Perception, and Customer Satisfaction explain 44.5% of Repurchase Intention ($R^2 = 0.445$); the remaining 55.5% is attributable to factors outside this study.

Hypothesis Testing

The seven hypotheses were tested, as reported below:

Table 8.
Hypothesis Testing

Hypothesis	T Statistics	P Values
H_1	6.134	0.000
H_2	5.316	0.000
H_3	3.324	0.001
H_4	1.969	0.049
H_5	4.849	0.000
H_6	3.665	0.000
H_7	3.333	0.001

Sources: SmartPLS (2026)

1. H1 is accepted (T = 6.134; p = 0.000).
2. H2 is accepted (original sample = 0.336; T = 5.316; p = 0.000).
3. H3 is accepted (T = 3.324; p = 0.001).
4. H4 is rejected: although T = 1.969 and p = 0.049, its confidence interval [-0.102, 0.246] includes zero.
5. H5 is accepted (T = 4.849; p = 0.000).
6. H6 is accepted (T = 3.665; p = 0.000). Its indirect-effect confidence interval [0.098, 0.418] excludes zero, confirming mediation.
7. H7 is accepted (T = 3.333; p = 0.001). Its indirect-effect confidence interval [0.104, 0.488] excludes zero, confirming mediation.

DISCUSSION

The Effect of Product Quality on Customer Satisfaction

H1 is accepted: Product Quality positively affects Customer Satisfaction at Brekenmo Coffee Medan. This indicates that consumers' assessment of product quality is important to their satisfaction and is consistent with Winasis and Sabar (2024).

The Effect of Price Perception on Customer Satisfaction

H2 is accepted: Price Perception positively affects Customer Satisfaction. Reasonable, competitive prices aligned with product quality and facilities can strengthen perceived fairness and satisfaction, consistent with Wiyanti et al. (2025).

The Effect of Product Quality on Repurchase Intention
H3 indicates a positive effect of Product Quality on Repurchase Intention, consistent with Putra and Kadarusman (2024). The manuscript also notes that limited food differentiation and main-course variety may constrain this relationship.
The Effect of Price Perception on Repurchase Intention
The estimated effect of Price Perception on Repurchase Intention is positive ($p = 0.049$), but the confidence interval [-0.102, 0.246] includes zero. Higher prices than local competitors may also weaken perceived affordability and value.
The Effect of Customer Satisfaction on Repurchase Intention
Customer Satisfaction positively affects Repurchase Intention, consistent with Winoto and Tecoalu (2022). Slow food and beverage delivery may reduce satisfaction.
The Effect of Product Quality on Repurchase Intention Mediated by Customer Satisfaction
Customer Satisfaction mediates the relationship between Product Quality and Repurchase Intention (Winasis & Sabar, 2024), linking product experience with customers' intention to return.
The Effect of Price Perception on Repurchase Intention Mediated by Customer Satisfaction
H7 is accepted: Customer Satisfaction mediates the effect of Price Perception on Repurchase Intention (indirect-effect CI [0.104, 0.488]), consistent with Winasis and Sabar (2024).

CONCLUSION

Product Quality and Price Perception positively affect Customer Satisfaction. Product Quality, Price Perception, and Customer Satisfaction positively affect Repurchase Intention. Customer Satisfaction mediates both Product Quality and Price Perception effects on Repurchase Intention at Brekenmo Coffee Medan.

RECOMMENDATION

Brekenmo Coffee Medan should maintain product quality and reasonable prices. Matching taste and the café experience with customer spending may strengthen satisfaction, loyalty, and repeat visits.

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