

The Influence of Service Quality and Price on Repurchase Intention at Mumu Kopi in Padang City

Salsabil Haura^{1*}, Kurnia Illahi Manvi²

^{1,2}Hospitality Management, Universitas Negeri Padang

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ABSTRACT

This study explores the impact of service quality and pricing on customers' repurchase intention at Mumu Kopi, a coffee shop located in Padang City. The research was prompted by a noticeable decline in customer visits, which is believed to be linked to service shortcomings and increasing prices. Utilizing a quantitative approach with a causal-associative method, data were collected through questionnaires distributed to 100 participants selected using an accidental sampling technique. The analysis was conducted using multiple linear regression with the aid of SPSS version 25. The findings reveal that both service quality and price exert a positive and statistically significant influence on repurchase intention. Service quality demonstrated a beta coefficient of 0.639 with a significance level of 0.000, indicating a strong effect. Meanwhile, price showed a beta coefficient of 0.219 with a significance level of 0.007. The F-test result ($F = 42.456$, $p = 0.000$) confirms the combined effect of both variables on repurchase behavior. Furthermore, the coefficient of determination (R^2) was 0.467, suggesting that 46.7% of the variation in repurchase intention is explained by the two variables, while the remaining 53.3% may be attributed to other unmeasured factors. These results highlight the necessity of improving service standards and implementing effective pricing strategies to foster customer loyalty and encourage repeat purchases—critical components for sustaining competitiveness in the coffee shop industry.

Corresponding Author:

Salsabil Haura

Hospitality Management, Universitas Negeri Padang

Email: salsabil.hauraa2002@gmail.com

1. INTRODUCTION

In today's dynamic business environment, maintaining customer loyalty is a strategic priority, particularly in the competitive food and beverage (F&B) sector. Coffee shops have emerged as one of the most popular segments within this industry, attracting a diverse demographic, especially younger consumers seeking not just beverages but also experiences. In this context, repurchase intention—the customer's inclination to buy a product or service again—serves as a key indicator of loyalty and business sustainability [1]. Businesses that fail to retain their customers through consistent value delivery risk declining revenues and deteriorating brand perception.

One of the key factors that significantly impacts repurchase behavior is service quality. According to the SERVQUAL framework developed by Parasuraman et al. [2], service quality is measured across five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Various studies have confirmed that these dimensions have a direct effect on customer satisfaction and an indirect influence on both customer loyalty and repurchase intention [3], [4]. For instance, Brady and Cronin [5] highlighted that consumers are more likely to form positive emotional bonds with brands that consistently deliver high-quality service, which in turn encourages repeat purchasing behavior.

Another major determinant of repurchase intention is price perception. Pricing not only determines affordability but also shapes perceived value, which is critical in competitive markets [6]. According to Kotler and Keller [7], a price that is perceived as fair and aligned with the quality delivered enhances trust and encourages customer retention. In the coffee shop industry, where the marginal difference in taste or service can be negligible, price sensitivity becomes more prominent—especially for student or budget-conscious segments [8]. Research by Monroe [9] further explains that perceived price fairness often correlates more strongly with future purchase behavior than the actual price itself.

In the Indonesian context, the rise of local coffee shops has been remarkable, yet many of them face challenges in sustaining long-term customer engagement. One such case is Mumu Kopi, a coffee shop located in Padang City near a university campus. Despite its strategic location and initial popularity, Mumu Kopi has experienced a decline in customer revisits. Preliminary reviews and field interviews suggest that the decline may be due to dissatisfaction with service delivery and perceived high prices, which are crucial elements in forming repurchase behavior [10]. However, these assumptions need empirical validation through a systematic research approach.

Earlier research has consistently demonstrated the connection between service quality, pricing, and customers' intention to repurchase. For example, Nguyen et al. [11] identified a significant impact of service quality on repurchase behavior in coffee shops across Vietnam. In a similar vein, a study by Gunawan et al. [12] conducted in Pekalongan, Indonesia, revealed that both service quality and pricing positively and significantly influence consumers' willingness to return to coffee shops. Additionally, Listyowati and Irmawati [13] emphasized the mediating function of customer satisfaction in the relationship between price perception and repeat purchase intention, highlighting the psychological intricacies of consumer behavior.

Grounded in this theoretical and empirical background, the current study investigates how service quality and price affect repurchase intention at Mumu Kopi, a coffee shop in Padang City, through a quantitative method. By applying multiple linear regression analysis, the research aims to evaluate the magnitude and significance of these influences and provide practical recommendations for enhancing customer retention strategies in the local food and beverage sector. The findings are expected to offer valuable contributions to both academic discourse and the operational practices of coffee shop owners and hospitality professionals in developing markets.

2. METHOD

This research employed a quantitative method with a causal-associative design to explore the influence of service quality and pricing on the intention to repurchase. The study was conducted at Mumu Kopi, a coffee shop located in Padang City, Indonesia, which has experienced a noticeable decrease in returning customers. The target population comprised individuals who had previously visited and made transactions at Mumu Kopi.

To obtain the sample, researchers applied a non-probability sampling method—specifically, accidental sampling—by selecting participants based on their accessibility and relevance to the research. Given the unknown total population size, the Lemeshow formula was utilized to estimate the required sample size, resulting in a minimum target of 96 respondents. In total, 100 valid responses were successfully collected and analyzed.

Data collection was conducted using a structured questionnaire encompassing three key variables: service quality (X_1), price (X_2), and repurchase intention (Y). Each variable was assessed through multiple indicators adapted from established measurement instruments. Service quality was evaluated using the SERVQUAL framework, which includes dimensions such as reliability, responsiveness, assurance, empathy, and tangibles [1]. Price was measured through aspects like affordability, price-to-quality ratio, perceived value, and competitive pricing [2]. Repurchase intention was assessed using indicators reflecting transactional, preferential, exploratory, and advocacy behaviors [3].

All questionnaire items were rated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to the main survey, a pilot test was conducted involving 30 participants to ensure the instrument's validity and reliability. Validity testing was carried out using Pearson's product-moment correlation, with all item scores showing significant positive correlations ($r > 0.361$, $p < 0.05$). Reliability testing using Cronbach's Alpha yielded values above 0.70, confirming acceptable internal consistency (service quality: $\alpha = 0.895$; price: $\alpha = 0.947$; repurchase intention: $\alpha = 0.941$).

Data were analyzed using SPSS version 25, incorporating both descriptive and inferential statistical techniques. Descriptive analysis summarized respondent demographics and variable distributions, while inferential analysis involved multiple linear regression to examine the effects of service quality and price on repurchase intention. Prior to regression testing, standard assumption checks were performed—including normality using the Kolmogorov-Smirnov test, multicollinearity through VIF and tolerance values, and heteroscedasticity using the Glejser test—all of which confirmed that the dataset satisfied the necessary conditions for regression analysis.

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Descriptive Statistics

The respondents were primarily female (71%), and the majority were between the ages of 20 and 30 (42%). Educational background varied, with most respondents having completed high school (43%). Regarding visit frequency, more than half (52%) of the customers had only visited Mumu Kopi once, suggesting a low level of repeat patronage.

The descriptive analysis revealed that the mean score for service quality was 27.73, with a TCR (Respondent Achievement Level) score of 60.23%, indicating a moderate level of perceived service quality. The mean score for price was 22.65, with a TCR of 66.0%, indicating that pricing was perceived as fair by the customers. The repurchase intention had a mean score of 23.99, with a TCR of 64.8%, indicating a moderate inclination to revisit the coffee shop.

3.1.2. Validity And Reliability Testing

Table 1. Validity Test Results

Variable	Item Code	Sig. (2-tailed)	Validity
Service Quality (X_1)	X1.1	0.002	Valid
	X1.2	0.000	Valid
	X1.3	0.000	Valid
	X1.4	0.003	Valid
	X1.5	0.002	Valid
	X1.6	0.000	Valid
	X1.7	0.000	Valid
	X1.8	0.006	Valid
	X1.9	0.000	Valid
	X1.10	0.002	Valid
Price (X_2)	X2.1	0.000	Valid
	X2.2	0.000	Valid
	X2.3	0.000	Valid
	X2.4	0.000	Valid
	X2.5	0.000	Valid
	X2.6	0.000	Valid
	X2.7	0.000	Valid
Repurchase Intention (Y)	Y1	0.000	Valid
	Y2	0.000	Valid

Variable	Item Code	Sig. (2-tailed)	Validity
	Y3	0.000	Valid
	Y4	0.000	Valid
	Y5	0.002	Valid
	Y6	0.000	Valid
	Y7	0.002	Valid
	Y8	0.023	Valid

The validity test results indicate that all questionnaire items used to measure the variables of service quality (X_1), price (X_2), and repurchase intention (Y) are statistically valid. This is evidenced by the significance values (Sig. 2-tailed) for all items being less than 0.05, ranging from 0.000 to 0.023. Each item shows a significant correlation with its respective total variable score, which confirms that the items are capable of accurately representing the constructs they are intended to measure. Specifically, all ten service quality items, seven price items, and eight repurchase intention items meet the criteria for validity, demonstrating that the instrument is appropriate for further analysis in examining customer perceptions and behavior at Mumu Kopi in Padang City.

Table 2. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Reliability Status
Service Quality (X_1)	10	0.895	Reliable
Price (X_2)	7	0.947	Reliable
Repurchase Intention (Y)	8	0.941	Reliable

The outcomes of the reliability analysis, as presented in Table 2, indicate strong internal consistency across all research variables—namely service quality (X_1), price (X_2), and repurchase intention (Y). This is supported by Cronbach's Alpha values for each variable, all of which surpass the commonly accepted reliability threshold of 0.70. In detail, the service quality variable, comprising 10 indicators, achieved an alpha score of 0.895; the price variable, with 7 items, reached 0.947; and repurchase intention, measured by 8 items, recorded 0.941. These findings validate the reliability of the measurement tools, showing that each set of items consistently reflects its intended construct. As a result, the questionnaire is considered suitable for further statistical procedures, including examining the interrelationships among the studied variables in the context of consumer behavior at Mumu Kopi.

3.1.3. Classical Assumption Tests

3.1.3.1. Normality Test

Table 3. Normality Test Results

		Unstandardized Residual
N		100c
Exponential parameter.a,b	Mean	2.0119446
Most Extreme Differences	Absolute	.089
	Positive	.075
	Negative	-.089
Kolmogorov-Smirnov Z		.577
Asymp. Sig. (2-tailed)		.894

The results of the normality test, conducted using the Kolmogorov-Smirnov (K-S) method, show that the dataset follows a normal distribution. This is supported by the Asymp. Sig. (2-tailed) value of 0.894, which exceeds the standard significance threshold of 0.05. A p-value above 0.05 suggests that there is no significant deviation from normality, thereby meeting the assumption required for parametric testing. Furthermore, the K-S Z score of 0.577 and the maximum absolute difference of 0.089 fall within acceptable limits. These outcomes confirm that the residuals of the regression model are normally distributed, allowing for the application of multiple linear regression in the subsequent analysis.

3.1.3.2. Multicollinearity Test

Table 4. Results of Multicollinearity Test

Variable	Collinearity statistics		Description
	Tolerance	VIF	
Service Quality (X1)	0,988	1,012	No indication of multicollinearity
Price (X2)	0,988	1,012	No indication of multicollinearity

The results of the multicollinearity test presented in Table 3 indicate that the independent variables—service quality (X_1) and price (X_2)—do not suffer from multicollinearity issues. This conclusion is supported by Tolerance values of 0.988, which are well above the minimum acceptable limit of 0.10, and Variance Inflation Factor (VIF) values of 1.012, which are far below the critical threshold of 10. These findings suggest that there is no excessive correlation between the independent variables, and each provides distinct contributions to the regression model. Therefore, the assumption of no multicollinearity is met, and both service quality and price can be confidently included in the multiple linear regression analysis without the risk of inflated standard errors or redundant predictive power.

3.1.3.3. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Glacier Test	Sig. value	Value Limit	Description
Service Quality (X1)	0,223	0,05	No heteroscedasticity
Price (X2)	0,057	0,05	No heteroscedasticity

Based on the results of the Glejser test displayed in Table 5, the regression model does not show signs of heteroscedasticity. This is evidenced by the significance (Sig.) values for both independent variables—0.223 for service quality (X_1) and 0.057 for price (X_2)—which are both above the 0.05 threshold. A significance value higher than 0.05 suggests that the residual variance remains stable across the range of predictor variables, indicating that the assumption of homoscedasticity is satisfied. As a result, the regression model fulfills this essential classical assumption, supporting the accuracy and consistency of the regression outcomes.

3.1.4. Hypothesis Testing

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.312	2.628		.499	.619
1 Service Quality (X1)	.639	.076	.630	8.442	.000
Price (X2)	.219	.080	.204	2.736	.007

Table 6 shows the outcomes of the multiple linear regression analysis, revealing that both service quality (X_1) and price (X_2) significantly and positively influence repurchase intention among Mumu Kopi's customers. The regression coefficient for service quality is 0.639, accompanied by a t-value of 8.442 and a significance level of 0.000, indicating a strong and meaningful impact. This finding implies that improvements in aspects such as responsiveness, reliability, and empathy substantially enhance customers' likelihood to make repeat purchases. Similarly, the price variable exhibits a positive regression coefficient of 0.219, with a t-value of 2.736 and a significance value of 0.007, confirming that fair and acceptable pricing contributes to repurchase behavior, albeit with a smaller effect size. The constant value of 1.312 reflects the estimated baseline repurchase intention in the absence of both independent variables, though it holds limited practical interpretation. These results affirm the proposed hypotheses and underline the vital role of service quality and pricing in cultivating customer loyalty. Therefore, businesses should focus on consistently delivering high-quality service and applying strategic pricing to encourage repeat patronage and strengthen long-term customer relationships.

3.2. Discussion

The results of this study indicate that both service quality and price significantly and positively influence repurchase intention among customers of Mumu Kopi in Padang City. The standardized regression coefficient for service quality ($\beta = 0.639$, $p < 0.001$) demonstrates a stronger influence compared to price ($\beta = 0.219$, $p < 0.01$), indicating that improvements in service-related attributes such as

responsiveness, reliability, and empathy substantially enhance customers' intention to revisit the coffee shop.

These findings are consistent with previous research emphasizing the pivotal role of service quality in shaping consumer behavior. According to Andari and Mathori [1], service quality directly affects repurchase decisions in the food and beverage sector, especially when mediated by customer satisfaction. Wanda and Susanto [2] similarly identified service quality as a critical driver of repeat purchase intention in local retail contexts. This is further supported by Tjiptono and Chandra [3], who assert that high service quality builds positive perceptions and fosters loyalty, which is essential for long-term customer retention.

In terms of pricing, the study finds that consumers' perception of price fairness also has a significant influence on repurchase behavior. Albari and Safitri [4] found that reasonable and transparent pricing increases consumer trust and purchase confidence. Fauzi and Ali [5] concluded that price not only functions as a financial consideration but also as a representation of product value. This aligns with the work of Yasri et al. [6], who emphasized the importance of perceived value and price appearance, particularly among Generation Y consumers. In the context of Mumu Kopi, competitive pricing that aligns with customer expectations contributes to sustained loyalty.

The model's coefficient of determination ($R^2 = 0.467$) suggests that 46.7% of the variance in repurchase intention is explained by service quality and price, indicating a moderate explanatory power. This implies that other factors, such as brand image, emotional experience, or promotional strategies, may also play a significant role in influencing customer behavior. Laurensia [7] and Lamongi et al. [8] highlight that experiential elements, such as store ambiance and marketing interaction, significantly contribute to consumer satisfaction and subsequent purchase behavior.

These empirical results can be interpreted through the lens of the Expectation Confirmation Theory (ECT), which posits that repurchase intention is formed when perceived performance confirms or exceeds consumer expectations [9]. Kotler and Keller [10] emphasize that both cognitive (price) and affective (service experience) components are integral in forming satisfaction, which directly correlates with repurchase behavior.

Overall, the findings suggest that Mumu Kopi and similar businesses must prioritize service excellence and maintain a value-based pricing approach to drive customer loyalty. As Hasan [11] noted, businesses that consistently deliver value through quality and price alignment are more likely to retain customers in the long run.

4. CONCLUSION

This research set out to explore how service quality and pricing impact customers' intention to repurchase at Mumu Kopi, a local coffee shop situated in Padang City. The motivation behind this study was a decline in repeat visits, which was presumed to stem from customer dissatisfaction with service performance and perceived pricing issues. Employing a quantitative method and analyzing the data through multiple linear regression, the findings confirmed that both variables significantly and positively influence customers' repurchase intentions.

Among the two, service quality emerged as the most influential factor, reflected by a standardized coefficient of 0.639 and a p-value of 0.000. This demonstrates that key service elements—such as dependability, promptness, credibility, personal attention, and physical evidence—play a critical role in encouraging customer loyalty and repeated transactions. The pricing factor also showed a meaningful effect, with a standardized coefficient of 0.219 and a p-value of 0.007, indicating that customers respond favorably to pricing strategies they perceive as fair and beneficial.

The F-test result ($F = 42.456$, $p = 0.000$) confirmed the combined significance of both predictors in the model, while the R-squared value of 0.467 suggests that 46.7% of the variation in repurchase intention is explained by the two independent variables. The remaining 53.3% could be attributed to other factors not covered in this research.

In summary, the study underscores the importance of enhancing service delivery and ensuring pricing strategies align with customer expectations. For coffee shop businesses aiming to retain customers and foster loyalty, focusing on consistent service excellence and transparent, value-driven pricing approaches is vital in a competitive market.

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