The Role of Price as a Moderating Variable in the Influence of Product and Service Quality on Repurchase Intention

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ARTICLEINFO	ABSTRACT
	This research aims to determine and analyze the influence of product quality and service quality on repurchase intention with price as a moderating variable for Janji Jiwa Center Point Medan coffee. In this research, purposive sampling technique was used, nonprobability sampling method, and the total sample was 113 samples. The questionnaire that has been filled out by the respondent will then be processed using PLS (Partial Least Square). The results of the analysis show that product quality and price influence repurchase interest, while service quality does not influence repurchase interest. Product quality and price influence customer satisfaction, while service quality has no influence on customer satisfaction. Price is unable to moderate the influence of viable product quality and service quality on repurchase interest in Janji Jiwa Center Point Medan coffee. The adjusted R-square 1 result is 0.490, meaning that the repurchase interest variable can be explained by product quality, service quality and price by 49%, while 51% is explained by other variables not examined in this research.

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1. INTRODUCTION

The development of the café business in Indonesia is growing and continues to improve in a better direction. In facing intense competition, café businesses are required to be more responsive to customers' needs, desires and tastes now and in the future. By creating products that suit customer tastes and needs, customer satisfaction will be met properly. One of the needs and lifestyles that is currently in demand is consuming coffee. Enjoying a cup of coffee after carrying out daily activities will allow customers to create a sense of satisfaction. The café business is often used as a gathering place, especially for young customers such as the millennial and Z generations. To be able to reach this target market, business people need to plan an appropriate marketing strategy in the current digital era.

Repurchase intention is very important for companies to know because it is one of the keys to success that can be used to predict whether customers can become customers in the long term and provide stable profits for the company (Putri & Yasa, 2023). Repurchase interest occurs when a customer repurchases a second time or more, which indicates that the product meets customer expectations. Repurchase interest arises when customers feel satisfied and have positive feelings about a product after trying it, and consider that the product has high quality.

Product quality refers to the overall characteristics of a product that supports its ability to meet specific or predetermined needs (Indrasari, 2019). Products are considered important by consumers and become the basis for making decisions to make repeat purchases. Janji Jiwa is a coffee shop that offers a selection of local Indonesian coffee with classic flavors that prioritize quality. Janji Jiwa obtains coffee beans directly from farmers and roasts them according to international standards, to ensure that every glass of Janji Jiwa always has a consistent taste and aroma. Janji Jiwa uses coffee beans from Sumatra, both Robusta and Arabica. The results of previous research state that product quality has a positive and significant effect on repurchase interest (Febrianto, 2021). Meanwhile, other research states that product quality has no effect on repurchase intention (Widayanti & Setyawati, 2021).

Service quality is a condition that is closely related to products, services, human resources, processes and environments that meet or even exceed expectations (Indrasari, 2019). Café Janji Jiwa applies a contemporary café concept with a focus on cleanliness and customer comfort. Apart from that, a fast serving process, responsiveness in handling customers, friendly social interaction, and good service from Janji Jiwa café employees are also important factors that influence customer satisfaction. The results of previous research state that service quality has a positive and significant effect on repurchase intention (Jaber et al., 2021). Meanwhile, other research states that service quality does not have a significant effect on repurchase intention (Musarofah, 2020).

Price is the amount of money that customers must pay to obtain the product offered. In other words, customers will buy an item if the sacrifices spent (namely money and time) are in accordance with the desired benefits from the production of goods or services offered by the company (Saleh & Said, 2019). The price of Americano offered by the Janji Jiwa café, which is Rp. 16,000, is quite competitive when compared to Kenangan coffee, which is Rp. cheap. The results of previous research state that price has a positive and significant effect on repurchase interest (Saputra & Setiawan, 2022). Meanwhile, other research states that price does not have a positive effect on repurchase intention (Mahemba & Rahayu, 2019).

The aim of this research is to determine and analyze the influence of product quality and service quality on repurchase intention with price as a moderating variable for Janji Jiwa Center Point Medan coffee. The theoretical benefit is that this research is expected to increase knowledge and insight in the field of marketing management, especially regarding product quality, service quality, price, repurchase interest and customer satisfaction. With practical benefits, it is hoped that this research can provide input for companies, especially Janji Jiwa, as a consideration regarding product quality, service quality, price and repurchase interest in order to achieve company goals more effectively and efficiently.

2. RESEARCH METHOD

The type of research used in this research is quantitative research with a descriptive approach. Data collection methods use questionnaires, interviews, observation, and literature study. The population in this study were customers of Janji Jiwa Center Point Medan where the population size is unknown. The sampling used was NonProbability Sampling with Purposive Sampling technique. The sample in this research is Janji Jiwa customers who have purchased Janji Jiwa products at least once. The formula used to determine the sample size is the Lemeshow formula using 113 respondents. The questionnaire that has been filled out by the respondent will then be processed using PLS (Partial Least Square) (Sugiyono, 2022).

Table 1. Operational Definition of Variables

Variable	Operational definition	Indicator	Measurement
Repurchase Interest (Y)	Repurchase intention refers to the customer's tendency to repurchase Kopi Janji Jiwa Center Point Medan products in the future which is caused by the satisfaction they feel with the product they have previously purchased.	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest	Likert Scale

Product Quality (X1)	Product quality is the extent to which the Kopi Janji Jiwa Center Point Medan product is able to meet predetermined specifications, as well as customer expectations and desires regarding the value of the product.	1. Performance (Performance) 2. Durability 3. Conformance to specifications (Conformance to specifications) 4. Specialties (Features) 5. Reliability 6. Aesthetics (Aesthetics) 7. Accuracy of quality (Perceived Quality)	Likert Scale
Service Quality (X2)	Service quality is the totality of the features and characteristics of Kopi Janji Jiwa Center Point Medan products which support its ability to satisfy customer needs directly and indirectly.	1. Reliability 2. Responsiveness (Responsiveness) 3. Guarantee (Assurance) 4. Empathy (Empathy) 5. Physical evidence (Tangible)	Likert Scale
Price (M)	Price is the value or money charged for Kopi Janji Jiwa Center Point Medan products as the sum of the values exchanged by customers for the benefits obtained.	1. Affordability 2. Price competitiveness 3. Price match with product quality 4. Price match with product benefits	Likert Scale

3.   RESULTS AND DISCUSSIONS

Product quality

Based on the results of data analysis on the product quality variable, the lowest (minimum) value was 1, the highest (maximum) value was 5, the number that appeared most frequently (mode) was the value 4, which means that more respondents chose to agree.

Service quality

Based on the results of data analysis on the service quality variable, the lowest (minimum) value was 2, the highest (maximum) value was 5, the number that appeared most frequently (mode) was 4, which means that more respondents chose to agree.

Price

Based on the results of data analysis on the price variable, the lowest (minimum) value was 2, the highest (maximum) value was 5, the number that appeared most frequently (mode) was the value 4, which means that more respondents chose to agree.

Repurchase Interest

Based on the results of data analysis on the repurchase interest variable, the lowest (minimum) value was 1, the highest (maximum) value was 5, the number that appeared most frequently (mode) was the value 4, which means that more respondents chose to agree.

Based on the results of the outer loading test carried out, it was found that many of the research variable indicators had an outer loading value > 0.7. The loading factor value is expected to reach more than 0.7. The data obtained shows that the indicators are deemed suitable or valid for research use and can be used for further analysis. In variable X1, namely product quality, there is one statement that does not meet the outer loading value, namely statement X1.9 which cannot be used in this research. Reliability testing in PLS can use two methods, namely Cronbach's alpha and composite reliability. The construct results have met the outer model reliability assessment criteria with composite reliability values > 0.6 and*Cronbach's alpha*namely > 0.7. Thus, the outer model analysis continues to the inner model stage.

Inner models are often also called inner relations or structural model evaluations. In this section, the process of specifying the relationship between research variables (structural model) is carried out. Based on the PLS output, the following model image is obtained:
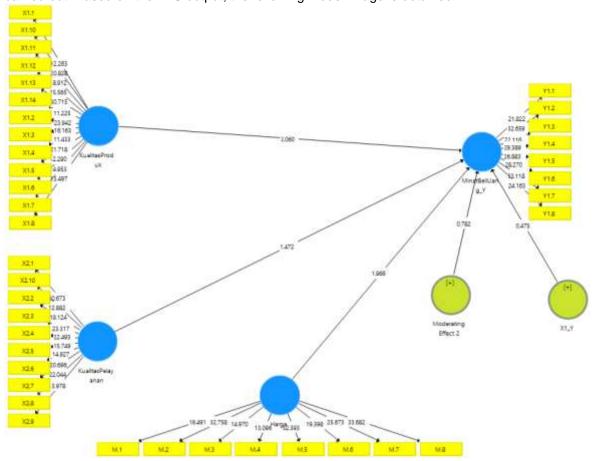

Figure 1. PLS Research Model

After the estimated model meets the Outer Model criteria, measurements are then carried out by testing the structural model (Inner Model) by looking at the R-Square (R2) value of the variables. The results of the R-Square (R2) value for the variable are based on the measurement results that the R Square value for the repurchase interest variable is 0.490, this means that the percentage influence of product quality, service quality and price is 49% while the remaining 51% is explained by other variables. which was not examined in this study.Based on the research objectives, the hypothesis test design created is a hypothesis test design based on the research objectives. As for the next stageiscarry out estimation analysis between variables that must have significant values. Hypothesis testing in this research was carried out by looking at the comparison of t-table and t-statistics values. If the t-statistics is higher than the t-table value, it means the research hypothesis is accepted. The research hypothesis is accepted if the absolute t-statistics value is > 1.98 (5% precision level) with a signcoefficientin accordance with the proposed research hypothesis (positive or negative). The t-statistics test is intended to test whether a variableindependentpartially has a significant effect on the dependent variable. The following are the hypothesis test results obtained:

Table 1. *Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price -> InterestBuyMoney_Y	0.302	0.330	0.154	1,966	**0.050**
Service Quality -> InterestBuyMoney_Y	0.218	0.175	0.148	1,472	**0.142**
Product Quality -> InterestBuyMoney_Y	0.259	0.245	0.126	2,06	**0.040**
X1_Y -> InterestBuyMoney_Y	-0.226	-0.179	0.476	0.475	**0.635**
X2_Y -> InterestBuyMoney_Y	0.314	0.250	0.402	0.782	**0.435**

Statistical testing in this research was hypothesized using the bootstrapping method. The main recommendation for PLS in theory testing is through a bootstrapping process. Testing with bootstrapping is intended to minimize problemsabnormalityresearch data. Based on the data above, it can be seen that of the five hypotheses in this study, there are two hypotheses that show the t-value*statistics> t-table.*Based on the data above, the following results were obtained:

1. Product quality influences repurchase interest in Janji Jiwa Center Point Medan coffee.
2. Service quality has no effect on repurchase interest in Janji Jiwa Center Point Medan coffee.
3. Price influences repurchase interest in Janji Jiwa Center Point Medan coffee.
4. Priceunable to moderate the influence of product quality ontowards repurchase interest in Janji Jiwa Center Point Medan coffee
5. Priceunable to moderate the influence of service quality ontowards repurchase interest in Janji Jiwa Center Point Medan coffee

Discussion
The Influence of Product Quality on Repurchase Intention
The research results show that there is an influence between product quality and repurchase interest. This is supported by the results of hypothesis testing which shows a statistical t value of 2.060 > 1.96 (t table value). The results of this research are in line with previous research which states that product quality has a significant influence on repurchase interest (Febrianto, 2021) . However, this research is not in line with previous research which stated that product quality does not have a significant effect on repurchase intention (Widayanti & Setyawati, 2021).

High-quality products tend to meet or exceed customer expectations, which increases their satisfaction. Satisfied customers are more likely to return for repeat purchases. High-quality products usually provide better value to customers, both in terms of durability, performance, and aesthetics. This perceived value encourages customers to remain loyal to the product.

The Influence of Service Quality on Repurchase Intention
The research results show that there is no influence between service quality and repurchase intention. This is supported by the results of hypothesis testing which shows a statistical t value of 1.472 < 1.96 (t table value). The results of this research are in line with previous research which states that service quality has no effect on repurchase intention (Musarofah, 2020). However, this research is not in line with previous research which states that service quality has a significant influence on repurchase intention (Jaber et al., 2021). This means that the quality of service provided does not guarantee that it will create an interest in repurchasing Janji Jiwa Center Point Medan coffee customers.

Based on the results of the analysis, the majority of student customers aged 21-30 years do not really consider the quality of the service provided, but they pay more attention to other dominant factors, such as customer satisfaction, customer trust, brand image, and location. Apart from that, it is also known that most students and private employees tend to make repeat purchases through food delivery service applications, such as GoFood, GrabFood, ShopeeFood, and Jiwa+. This means that they do not need to come directly to Janji Jiwa Center Point Medan and interact with employees, so that the quality of service does not influence the behavior or purchasing decisions of Janji Jiwa Center Point Medan coffee customers.

The Influence of Price on Repurchase Intention
The research results show that there is an influence between price and repurchase interest. This is supported by the results of hypothesis testing which shows a statistical t value of 1.966 > 1.96 (t table value). The results of this research are in line with previous research which states that price has a significant influence on repurchase intention (Saputra & Setiawan, 2022). However, this research is not in line with previous research which states that price has no effect on repurchase intention (Hidayah & Apriliani, 2019). Prices that are perceived to be fair and comparable to the value offered by the product will encourage customers to return and make repeat purchases. Companies need to manage prices carefully to ensure customers feel they are getting the best value, which ultimately increases loyalty and repeat purchase interest. Affordable prices according to customers' purchasing power will encourage them to make repeat purchases. Conversely, prices that are too high can deter customers from repeat purchases, especially if they find cheaper alternatives of comparable quality. prices that match the quality of the product provide a good perception of value to customers. If customers feel they are getting good value for their money, they are more likely to repurchase.

The Influence of Product Quality on Repurchase Intention with Price as a moderating variable
Based on the test results, this research hypothesis shows that the product quality variable has no effect on repurchase intention as a moderator which states that the t-statistics value is < t-table (1.98), namely 0.475. The research results explain that the price variable cannot moderate the influence of product quality on repurchase intention. This states the fourth hypothesis which readsprice moderates the influenceproduct qualityon repurchase intereston Janji Jiwa Center Point Medan coffee was rejected. For many customers, product quality is a major factor in repeat purchase decisions. If the product is of high quality, customers may still choose the product even though the price is higher. On the other hand, if the product is of low quality, customers may not repurchase even if the price is low. When customers have a very strong perception of the value provided by product quality, price changes may not be significant enough to change their repurchase interest. They may already have certain expectations about what they are paying for the quality they receive.

The Influence of Service Quality on Repurchase Intention with Price as a moderating variable
Based on the test results, this research hypothesis shows that the service quality variable has no effect on repurchase intention as a moderator which states that the t-statistics value is < t-table (1.98), namely 0.782. The research results explain that the price variable cannot moderate the influence of service quality on repurchase intention. This states the fifth hypothesis which readsprice moderates the influenceservice qualityon repurchase intereston Janji Jiwa Center Point Medan coffee was rejected. Service quality is often directly related to the customer's personal experience. Positive experiences in interactions with staff, responsive customer support, and friendly service create strong emotional connections. This relationship is often more influential than price considerations. High-quality service can result in significant customer satisfaction, which in turn builds loyalty. Customers who are satisfied with the service they receive are likely to remain loyal, even though prices may be higher. The satisfaction from good service is often more profound and lasting than the satisfaction from a low price.

4. CONCLUSION
Based on the results of research and discussion, the following conclusions can be drawn: Product quality influences repurchase interest in Janji Jiwa Center Point Medan coffee. Service quality has no effect on repurchase interest in Janji Jiwa Center Point Medan coffee. Price influences repurchase interest in Janji Jiwa Center Point Medan coffee. Priceunable to moderate the influence of product quality ontowards repurchase interest in Janji Jiwa Center Point Medan coffee Priceunable to moderate the influence of service quality ontowards repurchase interest in Janji Jiwa Center Point Medan coffee

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