

## Comparative Analysis of Customer Satisfaction, Consumer Perception, and Repurchase Intention between Ready-to-Drink (Bottle Coffee) and Coffee-to-Go (Coffee Cup) in Kopi Kenangan Consumers

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### ABSTRACT

This study aims to analyze differences in customer satisfaction, consumer perception, and repurchase intention between two Kopi Kenangan products: ready-to-drink (bottle coffee) and coffee-to-go (coffee cup). In the rapidly growing coffee industry, consumer preferences regarding serving formats play a crucial role in shaping satisfaction and loyalty. A descriptive quantitative approach with probability sampling was applied to 200 respondents, using online questionnaires. Data were analyzed using difference tests (one-sample and paired-sample t-tests) in SPSS v27. Findings reveal significant differences in customer satisfaction ( $p=0.039$ ) and repurchase intention ( $p=0.003$ ), while consumer perception showed no significant difference ( $p=0.127$ ). These results provide valuable insights for Kopi Kenangan's marketing strategies, highlighting the need to enhance product aspects most favored by consumers.

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## INTRODUCTION

Over time, many things have changed. With the advancement of technology and the rise of social media, young people – especially Generation Z – are driven to showcase their lives. They are more willing to spend money to follow the lifestyle trends of most people today. This includes purchasing branded clothing, spending time in cafés, and enjoying expensive food and beverages. This technological era demands a shift in lifestyle, with people displaying what they eat, drink, wear, and their luxury items on social media. This contrasts with the past, when society cared less about what they consumed or where they enjoyed it. In relation to the café or coffee shop phenomenon among Generation Z, it reflects how teenagers – generally still in school or university – spend their money and go about their daily activities. Nowadays, teenagers prefer to sit in cafés or coffee shops with friends as a way to boost their prestige, often by taking photos and uploading them to social media, making sure to tag their location. Furthermore, with today’s advanced social media and the fact that most teenagers own high-tech smartphones, it is easier for them to express themselves through these devices. This aligns with the discussion by Lenggogini, Selvi (2020). Among the many coffee chains and coffee shops in Indonesia, the Top Brand Awards identifies four leading brands: Fore, Janji Jiwa, Kopi Kenangan, and Kulo, as follows.

**Table 1. Top Brand Awards**

<b>Nama Brand</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>Fore</b>	5.10	6.40	6.50	7.50
<b>Janji Jiwa</b>	29.80	39.50	38.30	39.50
<b>Kenangan</b>	39.90	36.70	35	39.70
<b>Kulo</b>	13.60	12.40	10.20	6.30

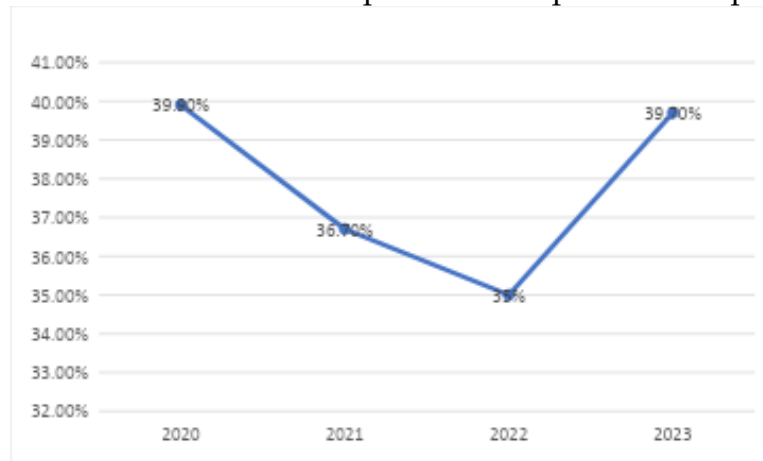
*Source: Top Brand Awards, Accessed by the Author on April (2024)*

From the table above, it can be concluded that the decline in Kopi Kenangan’s sales occurred during the COVID-19 outbreak and the economic downturn in Indonesia. However, the Indonesian economy stabilized as the pandemic subsided, accompanied by numerous coffee innovations, as reflected in the 2023 sales increase, which surged to nearly match the top brand, Fore Coffee.

The wide variety of coffee beans available in Indonesia presents an opportunity for Kopi Kenangan, a rapidly growing retailer of ready-to-drink and coffee-to-go beverages, to offer various local coffee bean blends tailored to the tastes and preferences of consumers. To date, Kopi Kenangan has used the Kenangan Blend, which features a stronger flavor profile from 100% locally sourced Arabica beans, a lower acidity level, and a smaller caffeine content – about 0.8% to 1.5% of its total weight – making it comfortable to consume. Kopi Kenangan also prioritizes quality to ensure customer satisfaction and recognizes that each customer has their own taste preferences. James stated that the launch of ready-to-drink coffee products was one of Kopi Kenangan’s innovations, making it the first coffee chain in Indonesia to introduce ready-to-drink coffee

with a variety of flavors to satisfy customers (Kopi Kenangan website, accessed April 2024).

To improve customer satisfaction, companies can implement strategies such as creating effective promotions, reducing delivery time, enhancing service quality, and minimizing customer disappointment. Indrasari (2019:92) states that customer satisfaction occurs when consumer expectations are met, which can be concluded based on the alignment between customer expectations and the company's actual performance. Meanwhile, according to Tjiptono (2016:87), the essence of customer satisfaction lies in how product-related challenges can be addressed to ensure that customers experience and perceive the promised value.



**Figure 1. Sales Data of Kopi Kenangan**

*Source: Processed by the author, April 2024*

Based on Figure 1, it can be seen that Kopi Kenangan's sales declined between 2021 and 2022, then began to rise again in 2023. This decline was caused by increasingly intense business competition, particularly from similar companies, which pressured the company to act more swiftly in attracting customers. One way to win the competition is by ensuring customer satisfaction, such as offering higher-quality products, more affordable prices, better experiences, and stronger emotional impressions than competitors, which in turn will lead to higher customer satisfaction.

According to Ramatulloh (2014), consumer perception is influenced by two factors: internal and external. From an internal perspective, it relates to how physiological inputs reach the senses and can be perceived by consumers. From an external perspective, it concerns how the size and placement of an object can be accepted by consumers. Moreover, consumers' views on product or company quality can determine the value of that product and directly influence their purchasing decisions.

According to Hutami et al. (2020), the concept of repurchase intention refers to the intention that arises after customers complete a purchase. Repurchase intention represents consumer behavior in which customers plan to use the same service or product again. Factors influencing repurchase intention include promotions, price, and product quality. The author conducted a preliminary survey on repurchase intention at Kopi Kenangan by distributing questionnaires to 30 respondents. The following are the results of the preliminary survey on repurchase intention at Kopi Kenangan using indicators from Hasan (2018:131). Not only Kopi Kenangan but also Starbucks offers coffee products in both cup and bottle packaging. However, Starbucks' target market and sales performance are already well-established and thriving, in contrast to Kopi Kenangan, which experienced a decline in sales over the past two years, as reflected in the Kopi Kenangan Top Brand Index (top brand index, 2024).

The researcher identified a research gap in this study. Padmaja (2022) found differences in consumer perceptions regarding service quality and price between Gofood and Shopeefood. Meanwhile, Rusdianto, Arif (2020) found that prices at Indomaret and Alfamart tend not to significantly affect consumer satisfaction, whereas service quality has a strong influence on satisfaction. Furthermore, Kim, Hyo Jin et al. (2020) examined differences in repurchase intention for smartphones between Korean and Chinese consumers, revealing that Chinese consumers tend to have a higher intention to repurchase than Korean consumers, as shown by their higher average scores, although the differences were not statistically significant.

Based on this phenomenon, many users have given Kopi Kenangan a one-star rating. This indicates that a considerable number of customers remain dissatisfied with consumer perception and the quality of electronic services provided for both types of coffee products, particularly from the buyer's perspective. Considering the background outlined above, the researcher was motivated to conduct a study entitled "Comparative Analysis of Customer Satisfaction, Consumer Perception, and Repurchase Intention between Ready-to-Drink (Bottle Coffee) and Coffee-to-Go (Coffee Cup) among Kopi Kenangan Consumers".

## LITERATURE REVIEW

### Customer Satisfaction

Customer satisfaction is the consumer's evaluation of a product/service performance compared to expectations (Kotler & Keller, 2016). Satisfaction is influenced by product quality, service, price, customer experience, and emotional factors (Indrasari, 2019).

Previous studies:

- a. Nuraini & Evianah (2019) found a significant difference in satisfaction between online and offline purchases.
- b. Riyansa & Yuliarmi (2022) proved that service continuity affects customer satisfaction.

These findings support the assumption that the form of coffee presentation (ready-to-drink vs. coffee-to-go) can influence the level of satisfaction.

H<sub>1</sub>: *There is a difference in the average customer satisfaction between ready-to-drink coffee (bottle coffee) and coffee-to-go (coffee cup) among Kopi Kenangan consumers.*

### **Consumer Perception**

Consumer perception is the process of selecting, organizing, and interpreting stimuli into a meaningful picture (Sanawiri, 2019). Influencing factors include stimulus differentiation, threshold levels, subliminal perception, and stimulus generalization (Novia & Andarini, 2019).

Previous studies:

- a. Lumintang et al. (2022) showed that perceived quality affects purchase decisions.
- b. Pertiwi (2022) proved that differences in service perception impact customer satisfaction.

These results support the assumption that differences in coffee packaging can affect consumer perception.

H<sub>2</sub>: *There is a difference in the average consumer perception between ready-to-drink coffee (bottle coffee) and coffee-to-go (coffee cup) among Kopi Kenangan consumers.*

### **Repurchase Intention**

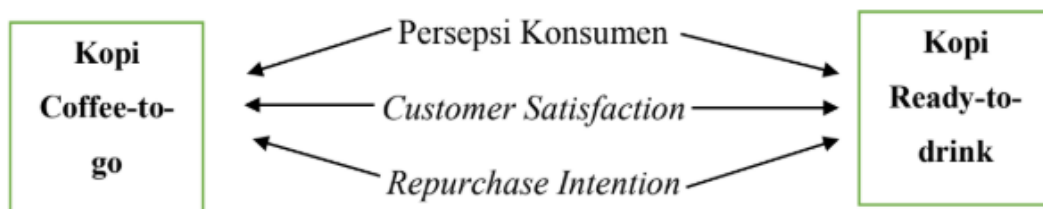
Repurchase intention is the consumer's intention to repurchase the same product/service based on previous experience (Peter & Olson, 2015; Kotler, 2023). Factors influencing it include customer satisfaction, positive experience, and price (Nurhayati, 2016).

Previous studies:

- a. Kim et al. (2020) found differences in repurchase intention across countries influenced by preferences and perceptions.
- b. Zulkarnaen (2022) proved differences in repurchase intentions between foreign and local coffee shops.

These findings support the assumption that the type of coffee packaging affects repurchase intention.

H<sub>3</sub>: *There is a difference in the average repurchase intention between ready-to-drink coffee (bottle coffee) and coffee-to-go (coffee cup) among Kopi Kenangan consumers.*



**Figure 2. Conceptual Framework**

## **METHODOLOGY**

Quantitative research is defined as a research method based on the positivist philosophy, used to study a specific population or sample, with data collected through research instruments and analyzed quantitatively or statistically, aiming to test predetermined hypotheses (Sugiyono, 2019:16). In this study, the comparative case involves ready-to-drink coffee and coffee-to-go products from Kopi Kenangan. To assess customer satisfaction, consumer perception, and repurchase intention after purchase, this research employs both descriptive and comparative methods.

Descriptive research aims to describe the condition of one or more variables independently. In this approach, the researcher does not apply the variables to another sample nor investigate the relationship between these variables and others (Sugiyono, 2017:36). Meanwhile, the comparative method is an analytical approach that examines differences between two or more objects to expand and deepen understanding of the studied subjects. In such comparisons, the objects to be compared are already known beforehand, yet the knowledge about them is not yet precise or comprehensive (Sjachran Basah, 2016:7).

### ***Population and Sample***

Sugiyono (2018:130) defines population as the generalization area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study was drawn in April 2024 from Kopi Kenangan's Instagram account, which had 600,000 followers across Indonesia, to analyze the comparison between ready-to-drink coffee and coffee-to-go products. A sample is a portion of the number and characteristics possessed by the population (Sugiyono, 2019:130). The sampling technique in this study used probability sampling. The criteria for respondents were consumers of Kopi Kenangan products in cup packaging (coffee-to-go) or bottle packaging (ready-to-drink). The sample size was determined using the Isaac and Michael formula, resulting in 200 respondents.

### ***Data Collection Techniques***

According to Sugiyono (2020:105), there are four general data collection techniques: observation, interviews, documentation, and a combination/triangulation (observation, interview, and documentation). In this study, data were collected from primary sources by distributing questionnaires and from secondary sources by gathering theoretical data, numerical data, and figures relevant to the research.

### ***Instrument Testing Techniques***

The research instrument was a questionnaire on customer satisfaction, consumer perception, and repurchase intention among Kopi Kenangan consumers, presented in written form for respondents to answer. The study used a Likert scale, which measures individuals' or groups' opinions, attitudes, and perceptions about social phenomena (Sugiyono, 2017:93). Data testing was carried out using SPSS version 27. Descriptive analysis was used to describe each variable. A normality test was conducted to meet the requirements for further testing, namely the one-sample t-test and paired-sample t-test. Data were analyzed to determine whether they were normally distributed, and means were compared and described numerically using the one-sample t-test, while differences between variables were assessed using the paired-sample t-test.

## **RESEARCH RESULT**

### ***Respondent Characteristics***

From the data collected through a structured questionnaire distributed via Google Forms, a total of 200 respondents participated. Each respondent had specific demographic statuses or characteristics. The characteristics recorded in the questionnaire included gender, age, marital status, last education level, occupation, income or allowance, and statements regarding Kopi Kenangan.

#### ***Respondent Characteristics by Gender***

The majority of Kopi Kenangan's consumers were male, reflecting a gender dominance in coffee consumption. However, the contribution of female consumers was also important and significant in the overall coffee consumption pattern.

#### ***Respondent Characteristics by Age***

The majority of Kopi Kenangan consumers were in the 15–25 age range, indicating that the customer base is dominated by individuals in their productive years.

#### ***Respondent Characteristics by Marital Status***

Most respondents were married, suggesting that their coffee consumption is driven by necessity.

#### ***Respondent Characteristics by Education Level***

The majority of respondents held a Bachelor's degree (S1), reflecting a relatively high educational level as well as substantial knowledge and productivity.

#### ***Respondent Characteristics by Occupation***

Most respondents were students, either in high school or university, which aligns with the 15–25 productive age range, where coffee is consumed either out of necessity or preference.

### **Respondent Characteristics by Income/Allowance**

Most respondents who were employees earned an average income below IDR 5,000,000, while student respondents had a monthly allowance of less than IDR 1,000,000. This is due to the relatively affordable price of Kopi Kenangan's products.

### ***Respondent Characteristics by Duration of Coffee Consumption***

The majority had been consuming coffee for a period of 1–3 years.

### ***Overview of the Customer Satisfaction Variable***

The findings regarding customer satisfaction for both bottled and cup-packaged coffee are consistent with Oliver's (2022) theory, which states that consumer satisfaction results from a comparison between expectations and perceptions after product consumption. When consumer expectations are met or exceeded, satisfaction increases. In this context, consumers reported higher satisfaction levels for bottled coffee due to its price and product quality, which were perceived as meeting or exceeding expectations. This is also in line with Garvin's (2021) product quality theory, which evaluates quality through multiple dimensions, including performance, reliability, and durability. Bottled coffee tended to fulfill these dimensions better than cup-packaged coffee, ultimately leading to higher satisfaction.

### ***Overview of the Consumer Perception Variable***

The perception process consists of three stages: selection, organization, and interpretation. In the selection stage, consumers choose the most prominent or relevant stimuli – such as the more attractive bottled packaging – which leads the product to dominate initial consumer perceptions. Although the organization and interpretation indicators for cup-packaged coffee scored higher, the overall dominance of bottled coffee in the selection stage reinforces the idea that initial perception through selection has a greater influence on consumers' overall view of a product. Furthermore, Bettman's (2021) information processing theory is also relevant, stating that consumers tend to process information gradually and often rely on initial impressions or easily accessible information. In this case, bottled coffee performs better during the selection stage in consumers' minds, contributing to its dominant perception.

### ***Overview of the Repurchase Intention Variable***

Based on the findings regarding repurchase intention, consumers showed a higher interest in repurchasing bottled coffee products compared to cup-packaged coffee, as reflected in the highest score on the transactional interest indicator (4.18). In addition, referential and exploratory interest were also higher for bottled coffee, indicating consumers' greater desire to further explore this product. The dominance of bottled coffee across all indicators demonstrates that it is more successful in generating repurchase intention among consumers.

Hellier et al.'s (2023) Repurchase Intention Theory emphasizes that repurchase intention is strongly influenced by positive product experiences. Positive consumer experiences with bottled coffee, particularly in terms of perceived quality and price, contribute to a higher intention to make repeat purchases. In this context, consumers satisfied with bottled coffee are more likely to purchase it again in the future. Overall, these results indicate that bottled coffee is more effective in fostering repurchase intention and building customer loyalty, thanks to the positive experiences consumers have with its price, quality, and other aspects.

*Normality Test*

**Table 2. Normality Test (One Sample Kolmogorov-Smirnov Test)**

		Kopi Kemasan Cup	Kopi Kemasan Botol	
N		200	200	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	.0000000	
	Std. Deviation	1.30428337	1.42494650	
Most Extreme Differences	Absolute	.051	.038	
	Positive	.043	.038	
	Negative	-.051	-.031	
Test Statistic		.051	.038	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.227	.707	
	99% Confidence Interval	Lower Bound	.216	.695
		Upper Bound	.237	.719

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

Based on Table 2, it can be seen that the Asymp. Sig. (2-tailed) values for Kopi Kenangan bottled coffee (ready-to-drink) and cup coffee (coffee-to-go) are both 0.200. When compared with the significance level of 0.05, it can be concluded that both the bottled (ready-to-drink) and cup (coffee-to-go) products of Kopi Kenangan are normally distributed.

In this section, you should describe each step taken to complete your research. You should not include too many descriptive statistical results here; on the other hand, it should be summarized in a more readable table or graph. You should never forget the numbers for each table and chart presented in your paper.

**One-Sample T-Test**

**Table 3. Results of the One-Sample T-Test for Customer Satisfaction**

**One-Sample Test**

Test Value = 44.8

	t	df	Sig. (2-tailed)	Mean Difference	90% Confidence Interval of the Difference	
					Lower	Upper
cs_botol	1.119	199	.264	.675	-.32	1.67
cs_cup	.132	199	.895	.080	-.92	1.08

Based on Table 3, the results of the one-sample t-test for customer satisfaction in Kopi Kenangan’s bottled coffee (ready-to-drink) and cup coffee (coffee-to-go) show Asymp. Sig. (2-tailed) values of 0.264 and 0.895, respectively. Since both values are higher than 0.05, it can be concluded that customer satisfaction exists for both the bottled (ready-to-drink) and cup (coffee-to-go) products of Kopi Kenangan.

**Table 4. Results of the One-Sample T-Test for Consumer Perception**

**One-Sample Test**

Test Value = 32.9

	t	df	Sig. (2-tailed)	Mean Difference	90% Confidence Interval of the Difference	
					Lower	Upper
pk_botol	.598	199	.551	.250	-.44	.94
pk_cup	.131	199	.896	.055	-.64	.75

Based on Table 4, the results of the one-sample t-test for consumer perception of Kopi Kenangan’s bottled coffee (ready-to-drink) and cup coffee (coffee-to-go) show Asymp. Sig. (2-tailed) values of 0.551 and 0.896, respectively. Since both values are greater than 0.05, it can be concluded that consumer perception exists for both the bottled (ready-to-drink) and cup (coffee-to-go) products of Kopi Kenangan.

**Table 5. Results of the One-Sample T-Test for Repurchase Intention**

**One-Sample Test**

Test Value = 28.4

	t	df	Sig. (2-tailed)	Mean Difference	90% Confidence Interval of the Difference	
					Lower	Upper
ri_botol	1.777	199	.077	.695	.05	1.34
ri_cup	.173	199	.863	.065	-.55	.68

Based on Table 5, the results of the one-sample t-test for repurchase intention in Kopi Kenangan’s bottled coffee (ready-to-drink) and cup coffee (coffee-to-go) show Asymp. Sig. (2-tailed) values of 0.077 and 0.863, respectively. Since both values are greater than 0.05, it can be concluded that repurchase intention exists for both the bottled (ready-to-drink) and cup (coffee-to-go) products of Kopi Kenangan.

**Table 6. Results of the Paired-Sample T-Test for Customer Satisfaction**

		Paired Samples Test							
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	botol - cup	.595	4.048	.286	.031	1.159	2.079	199	.039

Based on Table 6, the results of the paired-sample t-test for customer satisfaction show a Sig. (2-tailed) value of 0.039, which is lower than the 0.05 probability level. This indicates that there is a significant difference in the mean customer satisfaction between Kopi Kenangan’s cup (coffee-to-go) and bottled (ready-to-drink) products.

**Table 7. Results of the Paired-Sample T-Test for Consumer Perception**

		Paired Samples Test							
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	botol - cup	.195	1.798	.127	-.056	.446	1.534	199	.127

Based on Table 1.7, the results of the paired-sample t-test for consumer perception show a Sig. (2-tailed) value of 0.127, which is greater than the 0.05 probability level. This indicates that there is no significant difference in the mean consumer perception between Kopi Kenangan’s cup (coffee-to-go) and bottled (ready-to-drink) products.

**Table 8. Results of the Paired-Sample T-Test for Repurchase Intention**

		Paired Samples Test							
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	botol - cup	.630	3.010	.213	.210	1.050	2.960	199	.003

Based on Table 8, the results of the paired-sample t-test for repurchase intention show a Sig. (2-tailed) value of 0.003, which is lower than the 0.05 probability level. This indicates that there is a significant difference in the mean repurchase intention between Kopi Kenangan’s cup (coffee-to-go) and bottled (ready-to-drink) products.

## DISCUSSION

The findings of this study indicate notable differences in customer satisfaction and repurchase intention between the two product formats of Kopi Kenangan: ready-to-drink (bottle coffee) and coffee-to-go (coffee cup). Consumers expressed higher satisfaction with the bottled coffee, which aligns with Oliver's (2022) theory of customer satisfaction, stating that satisfaction increases when product performance meets or exceeds expectations. Bottled coffee appears to deliver better value in terms of price and perceived quality, echoing Garvin's (2021) dimensions of product quality, including performance, reliability, and durability.

Regarding consumer perception, no significant difference was observed between the two formats. This suggests that, despite variations in packaging, both products project a consistent brand image and maintain comparable taste quality. This finding is consistent with Bettman's (2021) information processing theory, which posits that consumer perception is shaped not only by initial visual impressions but also by accumulated brand experiences. Repurchase intention was higher for bottled coffee, supporting Hellier et al.'s (2023) assertion that positive product experiences especially in terms of convenience, portability, and quality enhance the likelihood of repeat purchases. Bottled coffee's practicality allows consumers to enjoy it at their own pace, which may contribute to stronger loyalty compared to the cup format, which is typically consumed immediately on-site.

Overall, these results suggest that while both product formats succeed in maintaining consumer perception, bottled coffee is more effective in fostering satisfaction and loyalty. For Kopi Kenangan, strategic emphasis on the bottled format's strengths – while ensuring the cup format remains competitive – could enhance market positioning. Additionally, targeted promotions that highlight portability, product freshness, and value could further reinforce customer engagement across both formats.

## CONCLUSIONS AND RECOMMENDATIONS

This study concludes that Kopi Kenangan's ready-to-drink (bottle coffee) format outperforms the coffee-to-go (coffee cup) format in terms of customer satisfaction and repurchase intention, while consumer perception remains consistent across both products. The higher satisfaction and loyalty associated with bottled coffee are influenced by its portability, perceived quality, and value for money. These findings are consistent with customer satisfaction theory (Oliver, 2022) and repurchase intention theory (Hellier et al., 2023), highlighting the importance of product experience in fostering repeat purchases.

From a managerial perspective, Kopi Kenangan should leverage the strengths of its bottled coffee through targeted marketing campaigns that emphasize convenience, freshness, and consistent quality. Simultaneously, the coffee-to-go format should be enhanced through improved service speed, in-store experience, and product presentation to maintain competitiveness.

Future research could explore the influence of demographic factors, lifestyle preferences, and digital engagement on product choice. Additionally, a longitudinal approach could provide deeper insights into how consumer perceptions and intentions evolve over time in response to brand innovation and market dynamics.

### **ADVANCED RESEARCH**

This study is limited to a cross-sectional design with data collected from a specific sample of Kopi Kenangan consumers in April 2024, which may not fully capture seasonal variations or long-term changes in consumer behavior. The research also focuses on three main variables—customer satisfaction, consumer perception, and repurchase intention—without considering other influential factors such as brand loyalty, promotional strategies, or social media engagement.

Future research could adopt a longitudinal design to track changes in consumer preferences over time, especially in response to product innovation or market competition. Expanding the sample to include multiple regions and demographic segments would provide a more comprehensive understanding of consumer behavior. Moreover, integrating qualitative approaches such as interviews or focus group discussions could uncover deeper insights into emotional and experiential aspects that drive satisfaction and loyalty.

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