The Effects of Marketing Mix On Repurchase Intention and Electronic Word of Mouth As a Mediating Variable: A Study of Kopi Tuku *JABODETABEK* Consumers

THESIS

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CERTIFICATE OF APPROVAL

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We hereby declare that this Thesis is from student's own work, has been read and presented to IPMI Institute Board of Examiners and has been accepted as part of the requirements needed to obtain a Master of Business Administration degree and has been found to be satisfactory.

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A DECLARATION OF ORIGINALITY

I hereby declare that this thesis is the result of my own original work conducted under the guidance of my supervisor. All ideas, theories, data, and findings obtained from the work of other authors have been properly acknowledged and cited in accordance with academic standards.

This thesis, entitled **"The Effects of Marketing Mix On Repurchase Intention and Electronic Word of Mouth As a Mediating Variable: A Study of Kopi Tuku *JABODETABEK* Consumers"** has been prepared solely to fulfill part of the requirements for the degree of Master of Business Administration (MBA). The work presented in this thesis has not been submitted, either in whole or in part, for any other academic degree or professional qualification at this or any other institution.

I further affirm that this thesis does not contain any material that has been copied or plagiarized from published or unpublished sources without proper acknowledgment. I take full responsibility for the authenticity and integrity of the contents of this thesis.

Jakarta, July 30 2026

(Sri Handayani)

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ABSTRACT

The Indonesian coffee industry has experienced rapidly grown over the last decade, evolving from a mere beverage commodity to a key element of urban lifestyle. *Kopi Tuku*, established in 2015, has gained popularity due to its affordability and quality. However, as it expands its outlets amidst changing consumer preferences and increasing competition, perceptions of its value may vary. This study examines the rapid growth of *Kopi Tuku* in Indonesia over the past decade. *Kopi Tuku* was founded in 2015 by Andanu Prasetya in the Cipete area of South Jakarta. This study examines the influence of the services marketing mix: price, place, people, and physical evidence on repurchase intention among Kopi Tuku consumers in JABODETABEK, both directly and through the mediating role of electronic word of mouth (E-WOM). Founded in 2015 with a simple takeaway concept and its iconic Es Kopi Susu Tetangga, Kopi Tuku transformed Indonesian urban coffee culture; however, aggressive expansion by competing chains now challenges its customer retention. Grounded in marketing mix theory (Kotler & Armstrong, 2018), E-WOM theory (Hennig-Thurau et al., 2004), and repurchase intention theory (Hellier et al., 2003), this quantitative study evaluated responses from 132 valid participants using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4. Statistical results reveal that price ($\beta = 0.327; p = 0.002$) and place ($\beta = 0.309; p = 0.003$) significantly drive E-WOM, while physical evidence ($\beta = 0.230; p = 0.004$) and E-WOM ($\beta = 0.395; p = 0.000$) exert significant direct positive impacts on repurchase intention. Furthermore, E-WOM fully mediates the relationships between price ($\beta = 0.129; p = 0.013$) as well as place ($\beta = 0.122; p = 0.007$) and repurchase intention, whereas the people construct shows no statistically significant effect. It is concluded that competitive pricing and location convenience do not directly retain repeat customers, but instead operate by triggering positive digital word-of-mouth recommendations, whereas a physical store environment directly drives customer retention.

Keywords : *coffee shop industry, branding strategy, marketing strategy, affordable coffee, Customer Satisfaction.*

CHAPTER I INTRODUCTION

1.1 Background of Study

The coffee industry in Indonesia has experienced rapid growth over the past decade. Coffee is no longer viewed solely as a beverage commodity, but has become part of the urban lifestyle. The proliferation of modern coffee shops with various concepts, ranging from premium to grab-and-go, demonstrates the high level of competition in this industry. This situation requires every business operator to have the right strategy to attract and retain consumers, particularly through competitive pricing and the provision of product quality that meets market expectations.

Kopi Tuku is one of the local coffee brands that has successfully attracted consumers and grown significantly since its establishment in 2015. With a simple concept, affordable prices, and a focus on coffee flavour quality*, Kopi Tuku* has built an image as a coffee shop that is close to people's daily lives. Its flagship product, *Es Kopi Susu Tetangga*, has become a strong identity that represents a balance between price and quality, creating a unique appeal amidst the proliferation of coffee shops with relatively high prices.

From a marketing perspective, price perception and quality perception are two important factors that influence consumer satisfaction. Price perception relates to consumers' assessment of the fairness and affordability of prices compared to the benefits obtained, while quality perception reflects consumers' assessment of the overall excellence of a product, including taste, consistency, and presentation. Customer satisfaction arises when the product or service received meets or exceeds consumer expectations, which ultimately has the potential to encourage loyalty and repeat purchases.

The rapid growth of coffee shop chains in Indonesia has intensified competition within the industry. Several coffee brands have expanded aggressively by opening hundreds of outlets across the country. The following table presents a comparison of major coffee chain brands operating in Indonesia.

Table 1.1 Number of Coffee Chain Outlets in Indonesia

Coffee Brand	Year Established	Number of Outlets (Latest Available Data)	Description
Kopi Kenangan	2017	Approximately 1,136 outlets in Indonesia (1,324 outlets globally)	Currently the largest coffee chain in Indonesia.
Fore Coffee	2018	Approximately 261 outlets (322 outlets including affiliated businesses)	One of the largest coffee chains with aggressive expansion strategies.
Kopi Janji Jiwa	2018	More than 1,000 outlets	One of the pioneers of the grab-and-go coffee concept in Indonesia.
Tomoro Coffee	2022	More than 600 outlets	One of the fastest-growing coffee chains in recent years.
Kopi Tuku	**2015**	**Approximately 60–70 outlets**	**Focuses on organic growth, product quality, and local coffee culture.**
Kopi Nako	2019	Approximately 40–50 outlets	Expands through a lifestyle café concept and experiential atmosphere.
Calf Coffee Roasters	2017	Fewer than 20 outlets	Focuses on specialty coffee and premium market segments.
Kopi Kulo	2017	Approximately 300 outlets	One of the pioneers of the modern

			Indonesian milk coffee trend.
Flash Coffee Indonesia	2020	Approximately 50 outlets	Operates with a technology-driven and digital-ordering business model.
Starbucks Indonesia	2002	More than 600 outlets	The leading premium coffee chain in Indonesia.

Although Kopi Tuku has successfully established a strong brand identity and loyal customer base, the company faces increasing competition from larger coffee chains with more extensive market coverage. *Kopi Tuku* is well known as a brand offering affordable prices and good quality, consumer perceptions of these two aspects may vary as the number of outlets increases, consumer preferences change, and competition in the coffee industry intensifies. Therefore, it is important for *Kopi Tuku* to understand the extent to which price perception and quality perception affect consumer satisfaction levels so that the company can formulate the right strategy to maintain its competitive advantage.

Based on this description, this study aims to analyse the influence of price perception and quality perception on consumer satisfaction at *Kopi Tuku*. The results of this study are expected to contribute academically to the development of mix marketing studies and provide practical benefits for *Kopi Tuku* management in designing pricing strategies and improving product quality oriented towards consumer satisfaction.

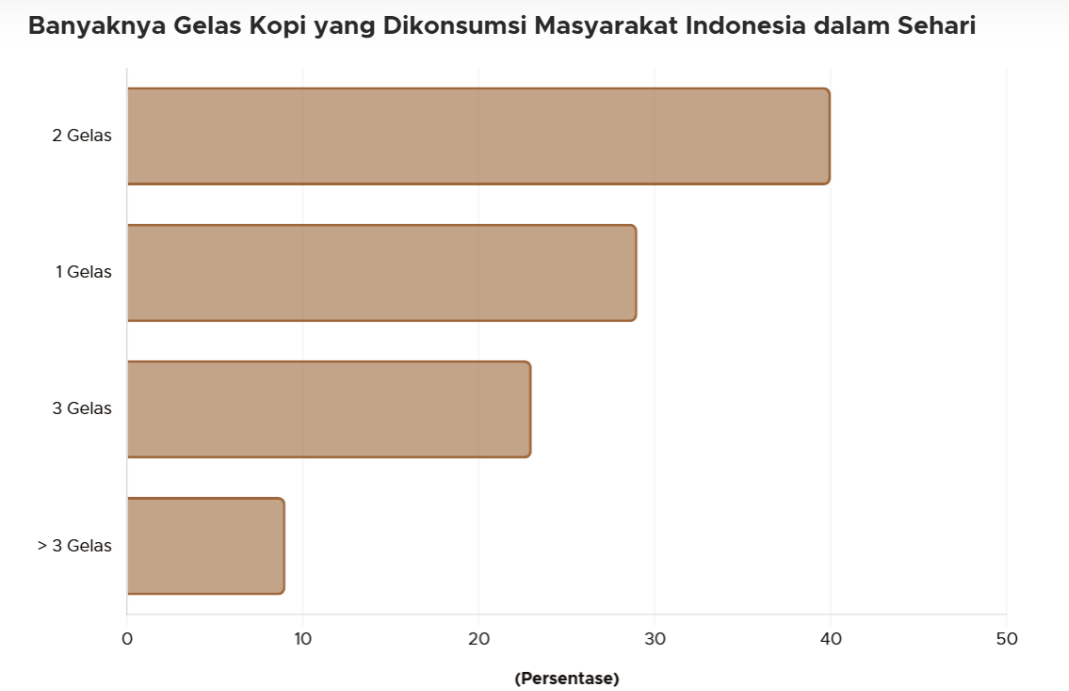

Figure 1.1 Survey on coffee consumption

(Source: GoodStats Data, 2024)

The survey shows that most people drink two cups of coffee every day, reaching a percentage of 40%. As many as 29% of respondents are satisfied with one cup per day, while another 23% are able to drink three cups of coffee. Only a handful of respondents drink more than three cups of coffee every day, namely 9%. (Jurnali, 2024)

The fact on the ground is that each *Tuku* outlet sells an average of 830 cups of coffee per day, generating a turnover of around IDR 16 million per outlet every day. When multiplied by the total number of outlets currently in operation, *Tuku*'s daily revenue reaches Rp 1 billion or approximately Rp 365 billion per year. This approach is similar to *Kopi Kenangan's* strategy, but with an impressive comparison. *Kopi Kenangan* has around 900 outlets with a turnover of IDR 2.5 trillion per year, but Tuku sales per outlet are much higher. This proves that most people often buy *Kopi Tuku* for themselves or for friends or family.

Figure 1.2 Ice *Kopi Susu Tetangga*

(Source: Website Kopi Tuku, 2026)

This proves that the performance of each *Kopi Tuku* outlet is optimal, which is an important indicator in the beverage chain industry. If the target of expanding to 100 outlets by 2026 is achieved, Tuku's turnover could reach nearly Rp 700 billion per year, almost double its current achievement. With a net profit margin of around 20%, Tuku's net profit could reach Rp 140 billion per year. This scale of growth demonstrates the extraordinary potential of local coffee businesses like *Tuku*, especially with a strong focus on operational efficiency. (kontan.co.id, 2023)

1.2 Problem Statement

Increasingly competitive conditions within Indonesia's coffee shop industry require every business operator to understand the factors that influence consumer satisfaction. *Kopi Tuku*, as a local coffee brand that promotes a simple concept with affordable prices and consistent product quality, has successfully built a broad consumer base. However, with the expansion of outlets and the increasing number of alternative coffee shops for consumers, consumer perceptions of *Kopi Tuku's* prices and product quality are likely to change.

Perceptions that prices are no longer considered commensurate with the benefits received, or perceptions of quality that are inconsistent with consumer

expectations, can lead to a decline in Repurchase Intention. However, the intention to repurchase is a key factor in building customer loyalty, repeat purchases and long-term business sustainability. Therefore, an empirical understanding of how price perceptions and quality perceptions influence Repurchase Intention is crucial for *Kopi Tuku's* management. The next challenge is how to maintain repurchase intention in the long term amidst increasingly fierce market competition.

Based on these conditions, even though there are many studies on the effect of the marketing mix in the coffee industry, there is still a lack of comprehensive analysis. The main issue in this study is the lack of comprehensive understanding of the extent to which Price, Place, People, Physical Evidence, E-WOM, Repurchase Intention Kopi Tuku Products.

Previous studies have widely examined the influence of marketing mix elements and Electronic Word of Mouth (E-WOM) on consumer behaviour in various industries, such as retail, e-commerce, and hospitality. However, limited studies have specifically investigated these relationships within the Indonesian coffee shop industry, particularly local coffee brands such as Kopi Tuku. In addition, the behaviour of Gen Z and Millennial consumers has shifted toward digital interaction and experience-based consumption in the post-pandemic era, making E-WOM an increasingly important factor in shaping repurchase intention. Furthermore, previous research has rarely integrated price, place, people, physical evidence, E-WOM, and repurchase intention into a single comprehensive research model. Therefore, this study aims to fill these gaps by examining the mediating role of E-WOM in the relationship between marketing mix elements and repurchase intention among *Kopi Tuku* consumers in *JABODETABEK.*

1.3 Research Question

This research is conducted to examine the effects of marketing mix variables: price, place, people, and physical evidence, on Electronic Word of Mouth (E-WOM) and Repurchase Intention among consumers of Kopi Tuku.

1. How do marketing mix elements (price, place, people, and physical evidence) influence Electronic Word of Mouth (E-WOM) among *Kopi Tuku* consumers in *JABODETABEK*?
2. How does Electronic Word of Mouth (E-WOM) mediate the relationship between marketing mix elements (price, place, people, and physical evidence) and repurchase intention among *Kopi Tuku* consumers in *JABODETABEK*?

1.4 Research Objective

This study develops and empirically tests a research model to investigate and analyse the influence of price, place, people, and physical evidence on Electronic Word of Mouth (E-WOM) and Repurchase Intention among consumers of *Kopi Tuku* in order to achieve the following research objectives:

1. To analyze the influence of marketing mix elements (price, place, people, and physical evidence) on Electronic Word of Mouth (E-WOM) among *Kopi Tuku* consumers.
2. To analyze the mediating role of Electronic Word of Mouth (E-WOM) in the relationship between marketing mix elements and repurchase intention among *Kopi Tuku* consumers.

1.5 Scope of Research

The subjects of this research are consumers of *Kopi Tuku* in the *JABODETABEK* area who have purchased and consumed *Kopi Tuku* products, particularly consumers who frequently purchase *Kopi Tuku* products.

1.6 Significance of Research

The results of this study are expected to contribute to the development of marketing and consumer behaviour literature, particularly in relation to Repurchase Intention theory. By examining the effects of marketing mix variables and Electronic Word of Mouth (E-WOM) on Repurchase Intention, this research enriches empirical evidence supporting consumer behaviour theories within the context of local coffee shop brands, particularly *Kopi Tuku*. Furthermore, this study

integrates elements of the marketing mix (4Ps) and brand collaboration into a single research model, thereby expanding previous studies that often focus on price and quality alone. The findings may serve as a reference for future researchers in conducting similar studies, particularly in emerging markets and lifestyle-based consumption contexts.

1.7 Thesis Structure

Thesis consists of six chapters as a systematic process with detail as follow:

- **Chapter I: Introduction**

  This chapter will explain the background research, research gap and novelty, problem statement, research questions, research objectives, significance of the research, and thesis structure.

- **Chapter II: Literature Review**

  This section focused on the theoretical review to guide the investigation. It also shows the definition, frame, illustration and the result of previous studies. The literature review is a collection of journals, newspapers, books and other sources of information that can support research.

- **Chapter III: Research Methodology**

  This chapter will explain the methodology for completing the analysis, including the research steps or procedures, research design, research location, population and sample, variables and measurement, data collection technique, and data analysis technique.

- **Chapter IV: Data Analysis and Discussion**

  This chapter will describe and discuss the details of data analysis, which is an essential part of the research. It will explain how the data will be processed using established procedures and how to extract valuable information from the processed data using statistical methods, statistical analysis, hypothesis testing, and discussion of effects between variables.

- **Chapter V: Conclusion and Recommendations**

Conclude the analysis and discussion of the entire part of this research and provide recommendations for further research.

- **References**

  This chapter consists of a list of references used for this research.

CHAPTER II LITERATURE REVIEW

2.1 Introduction

- In this study, we will add consumer understanding of price, place, people, physical evidence and promotion as Independent Variables to measure their influence on purchasing *Kopi Tuku*.
- The addition of this Independent variable will increase consumer decision variables in choosing prices, places, people, and physical evidence strengthen research results to provide more accurate analysis results.
- The other variable mediating Electronic Word of Mouth (E-WOM) is the rapid spread of informal online communication between individuals regarding services or products. (Goyette et al., 2010; Indriana et al., 2022).

2.2 Marketing Theory

The first form of marketing mix is product. According to Kotler and Armstrong (2018), a product is a combination of goods and services marketed by a company to its target market. In Wijaya's (2019) study, it is stated that products have a significant and positive effect on consumer satisfaction

2.2.1 Price theory

in a marketing context is about how the price of a product or service is set to influence consumer loyalty and maximize company profits. This includes pricing strategies, discounts, promotions, and ways to adjust prices to match consumer value perceptions. Price is the total value of an offer, including the value of a product and service used to make an offer. Price has important factors that can directly affect the income or profit earned by business owners. Price is the amount of money exchanged for a product or service. In his research, Bulan (2017) states that price has a significant effect on consumer satisfaction.

2.2.2 Place Theory

Place is one of the elements in the marketing mix that refers to the location, distribution, and accessibility of products or services to consumers. According to Philip Kotler and Gary Armstrong in the book Principles of Marketing (2018),

place involves company activities that make products available to target customers at the right location and time. The purpose of place is to ensure that consumers can easily access products or services conveniently and efficiently.

2.2.3 People Theory

can be interpreted in a company as human resources that are directly involved and employed by the company itself. People are the parties who want to sell and deliver products or services to the target audience. Research conducted by (Sinurat 2018) states that people have a significant influence on customer satisfaction.

2.2.4 Physical evidence Theory

is the equipment that consumers obtain when using a company's products. Business owners use physical evidence as proof to convince consumers that the services provided are reliable and of high quality. According to Rindi (2019), physical evidence consists of the availability of facilities and infrastructure, the service tools used, the appearance of employees, and the types of services that can be directly seen and felt by consumers. In a study conducted by Iffan et al. (2018), it was found that physical evidence has a significant effect on consumer satisfaction.

This process can facilitate and accelerate consumer purchases so that consumers can use the product. According to Blythe (2006), process refers to the procedures, mechanisms, and flow of activities for the services provided. In a study conducted by Nugraha (2019), it is stated that the process has a significant effect on consumer satisfaction.

2.3 Repurchase Intention Theory

Repurchase intention or repurchase interest is a term used to describe the tendency to engage in a transaction again or to purchase a product that has been bought previously in the future (Dewi & Ekawati, 2019). According to (Hellier et al., 2003), the definition of repurchase intention refers to “an individual’s assessment of utilising a specific service from the same entity in the future, taking into account their current circumstances and situation”, which means that repurchase intention refers to an individual’s decision to repurchase a specific

service from the same entity in the future, taking into account their current circumstances and possible scenarios.

(Dodds et al., 1991) define repurchase intention as a consumer's strong inclination to purchase a particular product again. Repurchase intensity is defined by Tjiptono as the customer's desire to purchase the product again in the future (Tjiptono Fandy, 2010). Ali explains that repurchase intention refers to the consumer's desire to purchase, stemming from previous purchasing experiences (Ali Hasan, 2013). The AIDA model can be used to understand consumer interest. The following stages can be described by the AIDA model (Priansa, 2017):

1. Attention: At this initial stage, a marketer must be able to develop information media that holds appeal for consumers, such as creating attractive images or language to encourage people to pay attention to the subsequent message content.
2. Interest: Potential customers are interested in acquiring the product or service at this stage, as prospective consumers have obtained sufficient information about the product and service in question.
3. Desire: Potential buyers begin to evaluate and question the products and services presented as their enthusiasm and desire to purchase increase. Potential consumers have shown interest in the products or services, and the sustainability of the products or services is marked by the potential customer's strong desire to buy and try the products provided
4. Action: Potential customers have the ability and confidence to purchase a product or service and understand the benefits on offer.

Dharmesta and Irawan state that repurchase intention refers to a buyer purchasing the same product for a second or third time." (Basu Swastha Dharmmesta, 2008). This commitment arises as a result of the positive effects recognised by consumers regarding a brand, as well as consumer satisfaction with their purchase. Among the factors influencing post-purchase behaviour are the positive impressions that remain in the consumer's mind after acquiring a product from a brand, or comments from others regarding that brand. When selecting a product, a significant proportion of repeat purchases indicates that

consumers generally feel satisfied. Referring to the explanations above, it can be concluded that repurchase intention is the decision made by an individual in a specific situation to repurchase a product, which has the potential to influence a company's performance. If the frequency of consumers returning to purchase goods and services increases, the company can generate the expected revenue. The key to a company's potential to generate profit lies in increasing consumer interest in returning.

2.3.1 Factors Influencing Repurchase Intention

According to (Philip Kotler & Armstrong, 2001), the following factors influence an individual's desire to repurchase as follows:

1) Psychological Factors

a. Motivation Every action begins with the formation of a pattern leading to the desired outcome (Danang Sunyoto, 2012). Every individual has certain biological needs that must be met simultaneously. The decision to fulfil these needs is influenced by psychological factors related to tension or stress, such as hunger, thirst, and discomfort. A person may be motivated to act by a strong motive or impulse. These needs can be met through marketing (Philip Kotler & Amstrong, 2001).

b. Perception: A motivated individual is willing to take action promptly and is influenced by their perspective regarding a specific situation. Perception is the mechanism by which an individual organizes, selects and interpret information in order to form a meaningful view or perspective. Different individuals' perspectives on the same matter may be diametrically opposed.

c. Learning: the process through which behavioral change arises as a result of experience.

d. Beliefs and attitudes: An individual acquires beliefs and attitudes through the process of learning. These influence a person's purchasing behavior.

e. Customer satisfaction, Customer satisfaction helps to strengthen the base of loyal customers. This loyalty tends to result in further repeat purchases,

recommendations to others and an interest in future interactions (Laurensia Hanjani Putri, 2016).

2) Personal Factors

a) Age: Individuals acquire a wide variety of products or services throughout their lives, and their preferences for a particular item are also influenced by their age.
b) Occupation: when it comes to workers, their purchasing habits tend to be influenced by the nature of their work. A manual worker is more likely to buy clothing suitable for their job, whilst an office worker is more likely to buy business attire. Marketers will attempt to identify a group of employees who have a significant interest in the products or services they produce and market. By understanding the purchasing behavior of their target group, marketers can adapt their marketing techniques to reach the market more effectively (Philip Kotler & Armstrong, 2001).
c) Economic circumstances an individual's economic circumstances have a significant impact on product selection.
d) Lifestyle is defined as a way of life influenced by our strengths, significant consumer characteristics, activities, interests, and opinions or perspectives (Nembah F. & Ginting, 2010).
e) Personality Psychological characteristics that distinguish individuals and result in consistent and sustained responses to the environment.

3) Social Factors

a) Reference groups the lifestyles and behavior chosen by individuals are shaped both explicitly and implicitly.
b) Nuclear families, an individual's family—namely their spouse and children have a direct impact on their habits (Philip Kotler & Amstrong, 2001). The family is the most significant consumer purchasing entity within society, and its consequences have been extensively studied. Advertisers are interested in the impact and role of spouses, children and other family members in the purchase of various goods and services. Consequently, the

family exerts the greatest influence on everyday purchasing patterns (Morrisan, 2010).

c) Role and status, an individual's participation in various groups throughout their life includes the family, organizations, and so on. An individual's occupation and status influence their position within each context. An individual's occupation is closely linked to their behavior.

2.4 Mediating Variable Electronic Word of Mouth

This study will add an mediating variable, namely Electronic Word of Mouth, to mediate the effect on Repurchase Intention and independent variables such as Price, Place, People, and Physical Evidence. In addition, this study uses intermediary variables to strengthen the research and the impact of each variable.

a. Definition of Electronic Word of Mouth (E-WOM)

Electronic word of mouth (E-WOM) is informal online communication of a non-commercial nature regarding opinions on a service or product, which takes place in person, by telephone, email, or other means of communication (Goyette, 2010). According to (Hennig-Thurau et al., 2004), E-WOM consists of statements made by customers whether potential, current, or former customers regarding a product or company, positive or negative, which is made available to the general public or institutions via the internet (Bambang D. Prasetyo, et al., n.d.). E-WOM provides various ways to exchange information, which can be done repeatedly in secret or anonymously, as well as offering geographical and temporal freedom (Bernard J. et al., 2009). Meanwhile, according to (Elvira Ismagilova, 2017), E-WOM is a process of exchanging information between potential, current, or former customers regarding a product, brand, service, or company, made available to the general public and institutions via the internet, and is dynamic and continuous.

Electronic word of mouth (E-WOM) differs from traditional WOM. (Christy M.K. et al., 2012) argue that there are several differences between E-WOM and traditional WOM. Firstly, unlike traditional WOM, E-WOM communication offers unprecedented scalability and speed of diffusion. E-

WOM communication utilizes electronic technologies such as online discussion forums, online bulletin boards, newsgroups, blogs, review sites and social media, which facilitate the exchange of information between communicators. Secondly, E-WOM is more persistent and accessible than traditional WOM. Text-based information available on the internet can largely be archived, allowing it to be retrieved at a later date. Thirdly, E-WOM is more measurable than traditional WOM. The presentation format, quantity, and persistence of E-WOM make it more visible. Finally, the nature of E-WOM can reduce credibility assessments in most applications of the sender and the message conveyed.

2.5 List Of Past Studies

Table 2.1 List of Past Studies

Authors	Title	Objectives	Variables	Data Collection Method	Data Analysis Method	Result	Gap
Sulistiyo & Augustian (2018)	Analysis of e-WOM and Marketing Mix (7P) on Buying Interest	To analyze the influence of e-WOM and marketing mix on consumer buying interest in restaurants and cafes	e-WOM, Marketing Mix, Buying Interest	Survey Questionnaire	SEM	e-WOM and marketing mix significantly influence buying interest	Does not examine customer satisfaction as mediating variable

Pasaribu & Yuliawati (2018)	e-WOM Dimensions on Visiting Decision and Satisfaction	To analyze e-WOM dimensions affecting visiting decision and satisfaction Agrowisata Kampoeng Kopi Banaran.	e-WOM, Visiting Decision, Satisfaction	Survey	SEM	e-WOM positively influences satisfaction	Does not analyze marketing mix factors
Murpraptomo et al. (2019)	Influence of Marketing Mix and Satisfaction on WOM	To analyze the effect of marketing mix and satisfaction on WOM	Marketing Mix, Customer Satisfaction, WOM	Survey	SEM	Marketing mix significantly affects satisfaction and WOM	Does not include electronic WOM or digital context
Itasari et al. (2020)	WOM, e-WOM and Service Quality on Satisfaction	To examine the influence of WOM and service quality	WOM, e-WOM, Service Quality, Satisfaction	Survey	Regression Analysis	WOM and service quality influence satisfaction	Limited marketing mix variables included

		on satisfaction					
Azhara et al. (2022)	Digital Marketing and e-WOM on Purchase Decision and Satisfaction	To examine the influence of digital marketing and e-WOM on purchase decision and customer satisfaction at Kappy Komputer, Yogyakarta.	Digital Marketing, e-WOM, Purchase Decision, Satisfaction	Questionnaire	PLS-SEM	e-WOM significantly affects satisfaction and purchase decision	Marketing mix variables are not fully examined
Mufashih et al. (2022)	Product Quality, e-WOM and Brand Image on Repurchase Intention with	To analyze the mediating role of satisfaction between e-WOM and	Product Quality, e-WOM, Brand Image, Satisfaction, Repurchase	Survey	SEM	Customer satisfaction mediates repurchase intention	Marketing mix 4P not analyzed simultaneously

	Satisfaction as Mediator	repurchase intention	Intention				
Halawa & Wijaya (2022)	e-WOM and Product Quality on Purchase Decision	To analyze the effect of e-WOM and product quality on purchase decision	e-WOM, Product Quality, Purchase Decision	Questionnaire	Regression	e-WOM influences purchasing decision	Does not analyze satisfaction or marketing mix simultaneously
Pasaribu (2023)	Experiential Marketing and e-WOM on Customer Satisfaction	To examine how experiential marketing and e-WOM influence customer satisfaction	Experiential Marketing, e-WOM, Satisfaction	Questionnaire	SEM	Both variables significantly influence satisfaction	Does not include physical marketing mix variables
Vanessa & Keni (2023)	Social Media Marketing, e-WOM and Brand Awaren	To analyze marketing and e-WOM influence purchas	Social Media Marketing, e-WOM, Brand Awaren ess,	Survey	SEM	e-WOM significantly influences purchase	Customer satisfaction not used as mediator

	ess on Purchase Intention	e intention	Purchase Intention			intention	

2.6 Hypothesis Development

This study will examine the relationship between the variables that are the focus of the research, which will then be developed within a conceptual framework. This conceptual framework will serve as the basis for testing hypotheses and answering research questions. This study examines the influence of marketing mix elements, including price, place, people, and physical evidence, on repurchase intention, with Electronic Word of Mouth (E-WOM) acting as a mediating variable. In the coffee shop industry, customer experiences related to service quality, pricing, store atmosphere, and employee interactions can encourage customers to share their experiences online, which subsequently affects their intention to repurchase products the relationship between the proposed variables is described as follows:

2.6.1 Price has a positive Effect on Electronic Word of Mouth (E-WOM).

Rinaldi (2020) describes this process as consistent and focused on daily needs. It involves several stages, including recognizing needs, seeking information, and evaluating alternatives to meet consumer requirements efficiently. Beyond pricing and service quality, Electronic Word of Mouth (E-WOM) impact is significant.

In the coffee shop industry, consumers tend to compare prices with the quality and experience they receive. When customers perceive that the price offered is fair and aligned with the value obtained, they are more likely to share positive experiences and recommendations through online platforms. Reasonable pricing can create customer satisfaction and encourage consumers to engage in Electronic Word of Mouth (E-WOM), especially among digital-oriented consumers such as Gen Z and Millennials.

Kotler and Armstrong (2018) define E-WOM as the digital equivalent of traditional word-of-mouth advertising. This form of communication can occur through various online platforms such as websites, mobile ads, social media, and blogs. It is a powerful means for consumers to share their experiences and recommendations (Donthu et al., 2021; Verma & Yadav, 2021).

Therefore, the hypothesis is ***H1: Price has a positive Effect on Electronic Word of Mouth (E-WOM).***

2.6.2 Place has a positive influence on Electronic Word of Mouth (E-WOM).

Place refers to the accessibility, strategic location, and convenience of a business environment that supports customer experience. In the coffee shop industry, location plays an important role in influencing customer perceptions and social interaction behavior. A strategically located coffee shop with easy access and a comfortable environment can encourage customers to share their experiences through online platforms and social media.

In the context of modern consumer behavior, especially among Gen Z and Millennials, customers tend to share positive experiences related to attractive and convenient places through Electronic Word of Mouth (E-WOM). Coffee shops with accessible locations and supportive facilities are more likely to generate positive online reviews and recommendations.

Previous research by Jeong Eunha and Jang SooCheong (2011) found that location convenience and accessibility positively influence customers' intention to post online reviews in the restaurant industry.

In addition, modern consumers often visit coffee shops not only for products but also for social experiences and attractive environments. A strategic location, comfortable atmosphere, and visually appealing place may encourage customers to share photos, reviews, and recommendations on social media platforms, which contributes to positive E-WOM.

Therefore, the hypothesis *is* ***H2: Place has a positive influence on Electronic Word of Mouth (E-WOM).***

2.6.3 People have a positive effect on Electronic Word of Mouth (E-WOM).

A study by Pratama, A. R. and Hidayat (2022) explain that positive employee interactions and professional service skills can increase customer trust, thereby fostering positive E-WOM in the culinary sector in Indonesia. Customers who have a satisfying service experience are more likely to share that experience with others online. Another study by Sari, D. P., and Nugroho (2020) also indicates that people significantly influence E-WOM in the service industry. The higher the quality of human resources in providing service, the greater the likelihood that customers will offer positive recommendations via the internet and social media. Therefore, people play a crucial role in fostering positive Electronic Word of Mouth (E-WOM).

Therefore, the hypothesis is ***H3: People have a positive effect on Electronic Word of Mouth (E-WOM).***

2.6.4 Physical Evidence has a positive effect on Electronic Word of Mouth (E-WOM).

Ariyanto, H. H., & Yuliana. (2020). An exploratory study of the role of service quality, experience, and satisfaction on electronic word-of-mouth (e-WOM) in the hospitality industry. Journal of Competitive Marketing. This study aims to analyze the influence of service quality, customer experience, and customer satisfaction on Electronic Word of Mouth (E-WOM) in the hospitality industry in Indonesia. The study was motivated by the increasing importance of online reviews and digital media in shaping a hotel's image and influencing consumer decisions. The research method used was a quantitative approach, with data collected through the distribution of questionnaires to hotel customers who had used hotel services and provided online experiences or reviews. The data obtained were then analyzed to determine the relationships among the research variables.

The results of the study indicate that service quality and customer experience have a positive influence on customer satisfaction. Furthermore, customer satisfaction was found to have a positive influence on Electronic Word of Mouth (E-WOM). This study also explains that a positive customer experience including the comfort of facilities, the hotel atmosphere, cleanliness, and the quality of the physical environment can encourage customers to share their positive experiences through social media, online reviews, and other digital platforms.

In the coffee shop industry, physical evidence such as interior design, cleanliness, lighting, music, and store atmosphere significantly influence customer perceptions and experiences. Visually attractive and comfortable environments can motivate customers to share their experiences online, upload photos on social media, and provide positive online reviews, thereby increasing positive E-WOM.

Therefore, the hypothesis is ***H4: Physical Evidence has a positive effect on Electronic Word of Mouth (E-WOM).***

The Role of Electronic Word of Mouth (E-WOM) as a Mediating Variable

Electronic Word of Mouth (E-WOM) serves as an important mediating mechanism between marketing mix elements and repurchase intention. Positive customer experiences related to price, place, people, and physical evidence may encourage consumers to share their experiences and opinions through online platforms and social media. In the coffee shop industry, customers frequently rely on online reviews and recommendations before making purchasing decisions. Positive E-WOM can increase customer trust, perceived value, and emotional attachment toward the brand, which subsequently strengthens repurchase intention. Therefore, E-WOM is considered an important variable that connects marketing mix factors with repurchase intention.

2.6.5 Electronic Word of Mouth (E-WOM) has a positive effect On Repurchase Intention.

Based on a study by Lestari, Noor Septi, and Farida (2020) titled "The Effect of E-Website Quality and E -Service Quality on E-Repurchase Intention through E-Word of Mouth (E-WOM) as an Intervening Variable," this study aims to examine the influence of website quality and electronic service quality on online repurchase intention (e-repurchase intention) with E-WOM as an intervening variable. The study concludes that website quality and electronic service quality play a significant role in shaping E-WOM and enhancing customer repurchase intentions.

Electronic Word of Mouth (E-WOM) serves as an important mediating mechanism between marketing mix factors and repurchase intention. Positive customer experiences related to price, place, people, and physical evidence may encourage consumers to share their experiences online. These online reviews and recommendations subsequently influence customer trust, perceived value, and repurchase intention.

Furthermore, E-WOM has been proven to be a key factor influencing consumers' decisions to repurchase products online. Therefore, companies need to improve website quality and digital service quality, as well as maintain a positive customer experience to foster positive reviews and customer loyalty. In the digital era, consumers frequently rely on online reviews and recommendations before making purchasing decisions. Positive E-WOM can strengthen customer trust and reduce uncertainty regarding product quality and service experience. As a result, customers who are exposed to positive online reviews are more likely to repurchase products in the future.

Therefore, the hypothesis is ***H5: Electronic Word of Mouth (E-WOM) has a positive effect On Repurchase Intention***.

2.6.6 Price Effect has a positive influence on Repurchase Intention

Several previous studies have shown that price has a positive influence on repurchase intention. A study by Puspaningrum, A. (2020) found that price perception has a positive and significant effect on repurchase intention among e-commerce consumers in Indonesia. Consumers who feel that a product's price is commensurate with its quality and benefits tend to have the intention to repurchase that product.

Additionally, research conducted by Wijaya, T. and Nurcaya (2021) indicates that competitive prices that align with customer expectations can enhance customer satisfaction and drive repurchase intention within the food industry. Prices perceived as reasonable foster customer loyalty, leading customers to be willing to make repeat purchases.

Another study by Hidayat, R. and Akbar (2022) also demonstrates that price perception has a significant influence on repurchase intention among users of online marketplaces in Indonesia. Consumers who perceive prices as fair and economical are more likely to use the service again or purchase the same product in the future.

Customers tend to repurchase products when they perceive that the price is fair and consistent with the benefits received. In the coffee shop industry, affordable pricing and value for money can increase customer satisfaction and strengthen the intention to repurchase products in the future.

Therefore, the hypothesis is ***H6: Price Effect has a positive influence on Repurchase Intention.***

2.6.7 Place has a positive influence on Repurchase Intention.

A study by Sutisna, M. (2021) found that place has a positive effect on repurchase intention in the retail sector in Indonesia, where ease of access to stores and distribution enhances customer loyalty. Additionally, a study by Kusumawati, A. and Utomo (2020) also showed that the convenience of distribution services and strategic locations have a significant effect on repurchase intention in the service industry.

Easy access, strategic location, and supporting facilities may increase customer convenience and encourage repeated visits. Customers are more likely to revisit coffee shops that are easy to reach and provide a comfortable environment.

Therefore, the hypothesis is ***H7: Place has a positive influence on Repurchase Intention.***

2.6.8 People have a positive effect on Repurchase Intention.

Research by Putri, N. W. S. (2022) shows that people have a positive influence on repurchase intention in the food industry in Indonesia. Additionally, research by Handayani, T. and Lestari (2021) found that the quality of employee-customer interactions has a significant impact on loyalty and repurchase intention.

Positive employee interactions can create customer comfort and emotional attachment toward the brand. Personalized and responsive service may increase customer satisfaction and strengthen long-term relationships, which ultimately encourage repurchase intention.

Therefore, the hypothesis is ***H8: People have a positive effect on Repurchase Intention.***

2.6.9 Physical Evidence has a positive effect on Repurchase Intention.

Physical evidence includes tangible elements such as interior design, cleanliness, facilities, and the ambiance of a location that can influence customers' perceptions of service quality. A comfortable and appealing physical environment can enhance customer satisfaction and encourage them to make repeat purchases. Research by Wibowo, A. (2020) found that physical evidence has a positive effect on repurchase intention in the hospitality industry in Indonesia. Another study by Sari, D. A. and Nugroho (2021) also showed that good physical facilities increase customer loyalty and repurchase intention.

Therefore, the hypothesis is ***H9: Physical Evidence has a positive effect on Repurchase Intention.***

2.7 Research Framework

This study will focus on factors that loyalty consumer satisfaction with Kopi Tuku products. This study measures the influence of price, place, people and physical evidence perceived by Kopi Tuku consumers on their intention to purchase Kopi Tuku product, as well as measuring electronic word of mouth on the relationship between price, place, people and physical evidence Kopi Tuku Repurchase Intention. The theoretical framework and hypotheses are as follows:

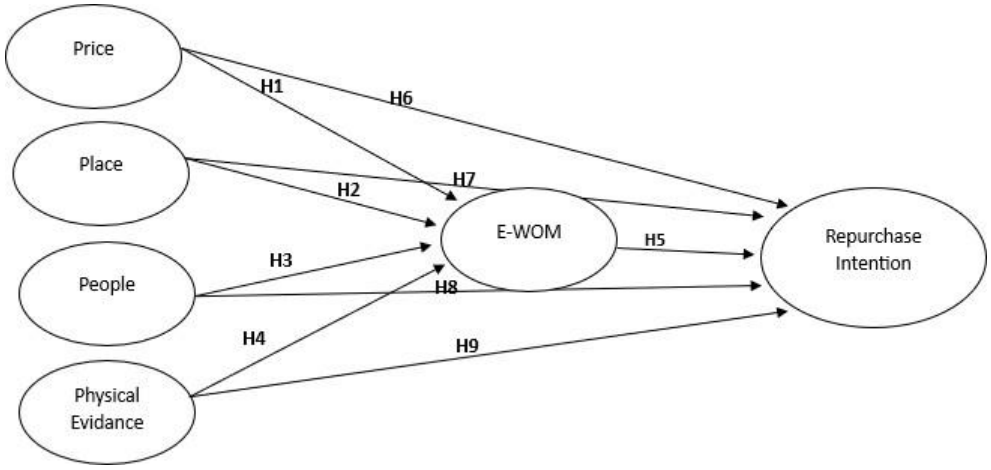

Figure 2.1 Research Framework by author

H1: Price has a positive Effect on Electronic Word of Mouth (E-WOM).

H2: Place has a positive influence on Electronic Word of Mouth (E-WOM).

H3: People have a positive effect on Electronic Word of Mouth (E-WOM).

H4: Physical Evidence has a positive effect on Electronic Word of Mouth (E-WOM).

H5: Electronic Word of Mouth (E-WOM) has a positive effect Repurchase Intention.

H6: Price Effect has a positive influence on Repurchase Intention.

H7: Place has a positive influence on Repurchase Intention.

H8: People have a positive effect on Repurchase Intention.

H9: Physical Evidence has a positive effect on Repurchase Intention.
H10: E-WOM mediates the relationship between price and repurchase intention.

H11: E-WOM mediates the relationship between place and repurchase intention.

H12: E-WOM mediates the relationship between people and repurchase intention.

H13: E-WOM mediates the relationship between physical evidence and repurchase intention.

CHAPTER III METHODOLOGY

3.1 Introduction

This chapter explains the research methodology used to examine the relationship between the marketing mix elements price, place, people, and physical evidence on repurchase intention, with electronic word of mouth (E-WOM) as a mediating variable. Methodology is an important part of the research process because it provides a systematic framework for how the study is designed, how data is collected, and how the data is analyzed to answer the research objectives.

This study adopts a quantitative research approach, which focuses on numerical data and statistical analysis to test the proposed hypotheses. The quantitative method is considered appropriate because it allows the researcher to measure the strength and significance of relationships between variables in a structured and objective manner. Furthermore, this chapter describes the overall research design, research flowchart, data sources, population and sample determination, sampling technique, data collection method, and the operational definition of variables used in this study. The study also explains the theoretical basis for determining the minimum sample size using the Ten Times Rule in Partial Least Squares Structural Equation Modeling (PLS-SEM), as proposed by Hair Jr. et al.

The data used in this research are primary data collected directly from respondents who have experience purchasing Kopi Tuku products. The respondents selected in this study are individuals living in the *Jabodetabek* area who meet the predetermined criteria. Data collection is conducted through an online questionnaire distributed via Google Forms to ensure efficiency and wider reach.

Overall, this chapter provides a clear explanation of how the research is conducted in a structured and scientific manner to ensure that the findings are valid, reliable, and suitable for testing the hypotheses developed in the previous chapter.

3.2 Research Process

Design, data collection and analysis, and conclusion are the three major components of this research process. This study proposes a research process that examines the influence of marketing mix elements, namely price, place, people, and physical evidence, on repurchase intention, with electronic word of mouth (E-WOM) acting as a mediating variable. Price reflects consumers' perception of value, while place, people, and physical evidence represent service-related factors that shape customer experience. These factors are expected to influence E-WOM, which in turn affects consumer repurchase intention. Additionally, the study also examines the direct effects of the marketing mix variables on repurchase intention, as well as their indirect effects through E-WOM. The research process is illustrated in figure 3.1 below.

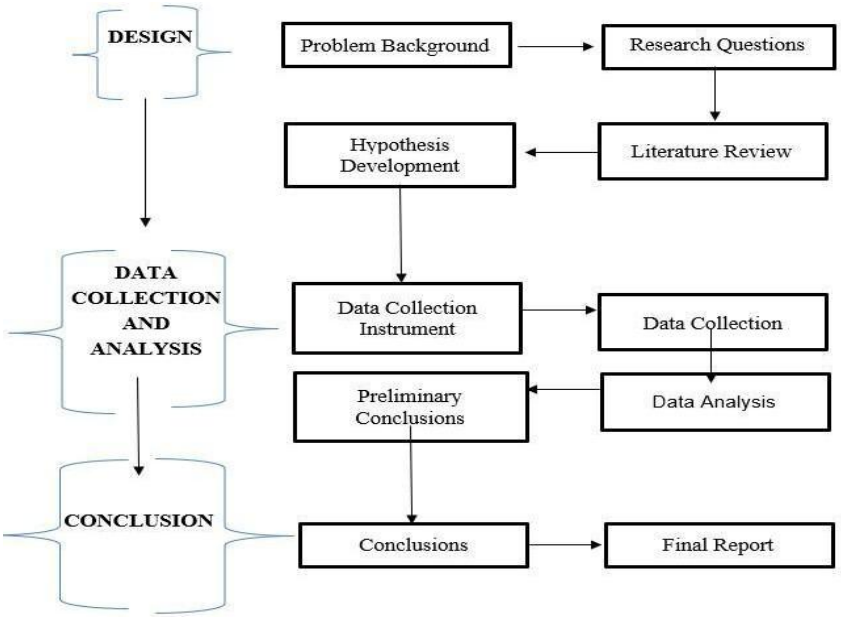

Figure 3.1: Research Process

3.2 Source of Data

The purpose of this study is to examine Repurchase Intention in purchasing Kopi Tuku products. The four variables in this study are electronic word of mouth, price, place, people, and physical evidence. This study uses a quantitative approach in numerical form (Hair Jr et al., 2017).

The data source used is primary data, which is data collected directly by the researcher from respondents who are the subjects of the study. Respondents residing in Jakarta were used. This primary data was collected through an online questionnaire via Google Forms. The Google Forms link was shared through social media platforms, and only respondents who met the criteria were able to fill it out.

3.3 Population and Sample

3.3.1 Population

The Criteria on A population is the entire set of objects whose attributes are to be studied and analyzed. This population consists of research subjects and objects with specific characteristics that can be determined by researchers. In addition, the population is all elements that can be grouped together in various forms of events that have certain uniqueness in their elements (Hair et al., 2019). The population that is the focus of this study is consumers in *Jabodetabek* who have purchased Tuku coffee products. The criteria for respondents for this study included living in Jabodetabek, coffee shop consumption, having purchased Kopi Tuku brand more than two times and being between 17 to 45 years of age (Gen Z and Millenial), and Social Media Usage.

3.3.2 Sample

This sample is the entire object that can be used. A sample is a collection of selected members from the population (Hair et al., 2019). The subjects in this study were individuals living in Jabodetabek who had purchased Kopi Tuku products one/two times. The technique used in this study was a non-probability purposive sampling method, and the research questionnaire was distributed through social media platforms, namely WhatsApp and Instagram. Data collection was conducted by compiling a questionnaire based on the indicators of the variables (Furlong et al., 2020). Respondents were selected based on predetermined criteria, including individuals aged 17 –45 years old, residing in Jabodetabek, and having purchased Kopi Tuku products more than once.

According to (Hair et al., 2019), in a non-probability sampling method, not every individual in the population has an equal chance of being selected as a sample. The procedure for determining this method is to determine the population that is the target of this study. The sample used in this study was consumers residing in *Jabodetabek* who had purchased Tuku Coffee products. This study uses a non-probability sampling method using purposive sampling.

Table 3.1: Cohen's Table

Maximum Number of Arrows Pointing at a Construct	Significance Level											
	1%				5%				10%			
	Minimum R^2				Minimum R^2				Minimum R^2			
	0,10	0,25	0,50	0,75	0,10	0,25	0,50	0,75	0,10	0,25	0,50	0,75
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	**70***	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

Referring to Table 3.1, the maximum number of arrows for this study is 5, directed toward Repurchase Intention. This study uses alpha 5% and the estimated minimum R^2 is 0.25. Therefore, the required minimum sample for this study is 70 respondents.

3.4 Data Collection

As this quantitative study relies on primary data, data collection was conducted using a structured questionnaire designed to obtain relevant information from respondents (Market Research, 2022). An online questionnaire was selected as the data collection method due to its ability to reach a wider number of participants efficiently. The questionnaire comprises a set of structured

statements that require respondents to indicate their opinions. To support efficient data processing and analysis, the responses were collected in a standardized and predominantly numerical format. Furthermore, the use of an online questionnaire allows respondents to answer anonymously, which encourages honest and comfortable participation. Respondents were also able to complete the questionnaire at their own convenience, as there were no specific time constraints imposed, making the data collection process more efficient (Khandelwal, 2023). The full questionnaire is provided in Appendices 1. The questionnaire begins with demographic questions intended to capture respondents' background information. Subsequently, the main measurement items are assessed using a five-point Likert scale, ranging from *Strongly Disagree (1)* to *Strongly Agree (5)*.

Table 3.2 Likert Scale Measurement

Scale	Description
1	Strongly Disagree
2	Disagree
3	Neither Disagree nor Agree
4	Agree
5	Strongly Agree

3.5 Theory Number of Sample Ten Times Rule

The Ten Times Rule is a widely used guideline in Partial Least Squares Structural Equation Modeling (PLS-SEM) to estimate the minimum sample size required for empirical research. This rule is clearly explained in A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) by (Joseph F. Hair Jr. 2017) and colleagues. It states that the minimum number of observations should be at least ten times the maximum number of formative indicators used to measure a single construct or ten times the largest number of structural paths directed at any

endogenous construct in the model. Researchers then select the larger of these two values as the basis for determining the sample size.

Although the Ten Times Rule is popular due to its simplicity and practicality, it is considered a heuristic rather than a strict statistical theory. Many recent studies highlight that this approach may underestimate the required sample size because it does not account for statistical power, effect size, or model complexity. As a result, scholars including updates from Joseph F. Hair Jr. recommends complementing this rule with more robust techniques such as power analysis to ensure more reliable and valid research findings, especially in complex structural models.

Table 3.3 Operational Table

Variables	**Measurement Item**	**Code**	**Indicator**	**Source**
Price	● The price of Kopi Tuku products is in line with what I expected before purchasing	PR1	● Price suitability	● Valarie A. Zeithaml (1988), *Consumer Perceptions of Price, Quality, and Value* ● Mahmoud et al. (2024), *Green Marketing Mix and Repurchase Intention*
	● The price of Tuku Coffee products is still affordable for me	PR 2	● Affordability	
	● The price of Kopi Tuku products is comparable to the quality of the coffee I get	PR 3	● Quality suitability	
	● The price of Tuku Coffee products is competitive	PR 4	● Price competitiveness	

	compared to similar products.			
	● The price of Tuku Coffee is in line with my experience.	PR5	● Value for money	
Place	● The location is easily accessible to me	PL 1	● Accessibility	● Philip Kotler & Gary Armstrong (2018), *Principles of Marketing*
	● Kopi Tuku is located in a strategic area	PL 2	● Strategic location	
	● Access to the location is easy to find	PL 3	● Ease of access	
	● The surrounding environment contributes to my comfort during my visit	PL 4	● Comfortable surroundings	
	● The availability of supporting facilities makes it easy for me to come	PL5	● Supporting facilities	
People	● Employees provide friendly service to customers	PE I	● Friendliness	● Valarie A. Zeithaml, Bitner & Gremler (2018), *Services Marketing*
	● Employees have good knowledge of the products	PE2	● Product knowledge	

	● Employees serve customers responsively	PE 3	● Responsiveness	
	● Employees are able to communicate well with customers	PE 4	● Communication	
	● Employees pay close attention to customer needs	PE 5	● Attentive	
Physical Evidence	● The physical facilities available appear clean.	PH1	● Cleanliness	● Christopher Lovelock (2016), *Services Marketing*
	● The interior design of the place made me feel comfortable.	PH 2	● Design comfort	
	● The equipment and supplies used look modern.	PH 3	● Quality of facilities	
	● The layout of the place makes it easy for me to enjoy the services.	PH 4	● Layout	
	● The visual appearance of the place appeals to me.	PH 5	● Visual appeal	
E-WOM	● I often get detailed information about Kopi Tuku through	EW 1	● Information intensity	● Cheung Christy M.K. & Thadani (2012), *The Impact*

	reviews on social media.			*of Electronic Word-of-Mouth Communication* ● *Calvin & Keni (2024) The effect of E-WOM, Trust and Perceived Hedonic Value on Purchase Intention.*
	● I often read product recommendations for Kopi Tuku from online platforms.	EW 2	● Information search	
	● I often see reviews of Kopi Tuku products on social media	EW 3	● Exposure to reviews	
	● I shared my positive experience of consuming Kopi Tuku products on social media	EW 4	● Sharing experiences	
	● I often recommend this product to others	EW 5	● Online recommendations	
Repurchase Intention	● I intend to repurchase Kopi Tuku products in the near future	RI 1	● Repurchase intention	● Oliver Richard L. (1999), *Whence Consumer Loyalty* ● Mahmoud et al. (2024), *Green Marketing Mix and Repurchase Intention*
	● I have the desire to buy Kopi Tuku products again in the future.	RI 2	● Purchase intention	
	● I am willing to recommend Kopi Tuku to my friends	RI 3	● Preference	
	● I prefer Kopi Tuku over other coffee	RI 4	● Loyalty	

	brands for my next purchase			
	● I am interested in seeking information about new menu items from Kopi Tuku	RI 5	● Exploratory interest	

3.6 Validity Test

a. Convergent Validity

Convergent validity is an overall measure of a reflective measurement model that assesses the extent to which construct indicators are adequate and reflect item innovation. This evaluation is carried out by considering the average variance extracted from all indicators with a specific construct. The average weight of all indicators related to the construct is called the Average Variance Extracted (AVE). An acceptable AVE value is 0.50 or higher. This figure means that the average construct is 50 percent or more of the indicator variation.

b. Discriminant Validity

In SMART-PLS, discriminant validity can be assessed using the Fornell-Larcker criterion and cross-loading. In the Fornell-Larcker criterion test, discriminant validity can be considered good if the square root of the AVE for a construct is higher than the correlation between that construct and other latent variables, whilst in the cross-loading test, the values of the indicators for each construct must be higher than those of the indicators for other constructs (Sekaran & Bougie, 2016).

The measurement of discriminant validity uses the criteria presented by Fornell-Larcker and 'cross-loadings'. The Fornell-Larcker postulate states that a latent variable shares more variance with its underlying indicators than with other latent variables. The AVE value for each latent variable must

be greater than the highest r^2 value with any other latent variable. The second criterion for discriminant validity is that the 'loading' for each indicator is expected to be higher than its respective 'cross-loading'. Whilst the Fornell-Larcker criteria assess discriminant validity at the construct level (latent variables), 'cross-loadings' allow for assessment at the indicator level. Discriminant validity means that two conceptually distinct concepts must demonstrate sufficient differentiation. That is, a set of indicators combined is not expected to be unidimensional. One method of testing validity is using Pearson's product.

c. Reliability Test

The recognition of the relationship between constructs and themselves, which is nothing more than the correlation between other constructs, is called discriminant validity. The purpose of discriminant validity is to assess measurement instruments against other variables. To evaluate discriminant validity, a comparison is made between the correlation of latent variables and the square root of the AVE value for latent variables. The Fornell-Lacker criterion and cross loading are used in assessing validity, so that the values of each variable are greater than 0.7 and the square root of AVE exceeds the natural relationship of the construct in order to ensure discriminant validity.

This test relates to the respondents' willingness to answer questions in the questionnaire. In SEM-PLS, to ensure that the data in the study has good reliability, Cronbach's Alpha and Composite Reliability are used in the testing. According to (Bagozzi & Mukherjee, 2012), reliable data has a value of more than 0.7. Therefore, this measurement model is considered to have high reliability. Cronbach Alpha is used to test the reliability of a construct, which is acceptable if the value ranges between 0.6 and 0.7. According to (Fornell & Bookstein, 1982), if the Cronbach Alpha value is greater than 0.7, there is good internal consistency. Thus, the higher the Cronbach's Alpha, the higher the reliability of the measuring instrument that can be used.

3.7 Structural Model

To determine the level of relationship between the variables being studied, there are components used in structural model measurement. In Structural Equation Modeling (SEM) analysis, there are two stages, namely inner model measurement and outer model testing. The purpose of structural model measurement is to determine the level of relationship between the variables being studied, where structural model measurement is used to evaluate whether the model is consistent with the theory and can be described well. The assessment is carried out using the coefficient of determination (R^2) and path coefficient (β). Structural model measurement is carried out using:

a. Coefficient of determination (R^2)

The percentage of variation in the dependent variable that can be explained by the independent variable is called the coefficient of determination. This index provides an overview of the variability of the dependent variable. If the R-Square value is less than 0.25, the model is considered to have low performance. A value between 0.25 and 0.50 indicates a moderate model, while a value between 0.50 and 0.75 indicates a strong model. The inner model can be referred to as the path coefficient using two-lead (t-value) which indicates the level of significance during hypothesis testing. According to research conducted by Hair Jr et al. (2017), a value of 1.66 means significance at a level of α = 10%, 1.96 for α = 5% and 2.58 for α = 1%.

b. Path Coefficient **(β)**

Path coefficients describe how much the independent variable affects the dependent variable. When the path coefficient value is negative, it indicates that the independent variable has a negative effect on the dependent variable.

c. **Effect Size ($F^{2)}$**

Effect size (f^2) is used to evaluate the contribution of each exogenous variable to the endogenous variable in the structural model. According to Hair et al. (2019), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

d. Multicollinearity Test

According to Ghozali (2018), multicollinearity testing aims to test the relationship between the regression model and the independent variables. Good regression will appear if there is no relationship in the independent variables. Multicollinearity testing can be carried out by monitoring the tolerance value and the variance inflation factor (VIF). Tolerance can be used as a benchmark for variability in independent variables and there is no explanation from other independent variables. High VIF values and low tolerance values have the same value (because VIF = 1/Tolerance). To show the presence of multicollinearity, the cut-off value used is a tolerance score <0.10 and a VIF score> 10 (Ghozali, 2018).

Table 3.4 SEM-PLS Assessment Criteria for Reflective Model

Criteria	Explanation
Evaluation of Measurement Model	
Internal Consistency	Cronbach's Alpha and Composite Reliability >0.7
Convergent Validity	Average Variance Extracted (AVE) >0.5
Discriminant Validity	Intended construct loading value > loading value of other constructs
Evaluation of Structural Model	
Structural Path Coefficient	Close to +1 reflects strong relationship and statistically significant
Coefficient or Determination R^2	R^2 result of 0.75, or 0.50, or 0.25 for endogenous latent variables indicates the model is "good", "moderate", and "weak" respectively.
Effect Size f^2	f^2 values of 0.02, or 0.15, 0.35 indicates the predictors of latent variables have a weak, medium,

	or strong influence, respectively.
HTMT	Heterotrait-Monotrait Ratio (HTMT) was assessed to evaluate the discriminant validity of the measurement model. According to Henseler et al. (2015), discriminant validity is achieved when HTMT values are below 0.90, while Hair et al. (2022) recommend a stricter threshold of 0.85.

Source : Hair et.al (2014), Ghozali (2018)

3.7.1 Hypothesis Testing

After comprehensive and partial testing of the model, the next step is hypothesis testing. Evaluation of the results of this study is expected to use the bootstrap resampling method on the appropriate inner weight performed by (Hair Jr et al., 2017). The bootstrap resampling method produces data that has a free distribution, which is not related to assumptions about normal distribution and does not require a large sample. This test compares the t-statistic value with the t-table value to assess equivalence.

If the t-statistic value is lower than the t-table value, then the hypothesis is rejected. The confidence level used is 95% with an alpha value of 5%, which means that the t-statistic value must be at least ≥ 1.96. If the test results related to the outer model show significance, this indicator acts as a measure of latent variables. According to (Hair Jr et al., 2017), if this test meets a significant inner model, this indicates the influence of latent variables on other variables

3.7.2 Mediation Testing

Mediation testing in SEM-PLS analysis uses a specific indirect effect method. The aim is to assess whether there is an indirect effect. This test identifies the exogenous variables that have the greatest effect on endogenous variables. This

indirect effect provides an assessment of the mediating variables. The results of this specific indirect effect are obtained systematically. This research model is then supplemented with measurement indicators using the Partial Least Squares (PLS) method using the bootstrap menu. This process is carried out in the menu, which obtains the path coefficients in the relationship between two variables. The influence of this mediating variable is analyzed through the specific indirect effect option in the menu (Hair Jr et al., 2017).

CHAPTER IV DATA ANALYSIS

4.1 Descriptive Analysis

This section presents the demographic profile of the respondents and provides a descriptive overview of the research variables. The respondents in this study were consumers of *Kopi Tuku* residing in the *JABODETABEK* area who had purchased *Kopi Tuku* products more than once. The demographic characteristics analyzed include gender, age, place of residence, occupation, monthly income, and frequency of purchasing *Kopi Tuku* products. The purpose of this analysis is to provide a general understanding of the respondents' profiles and their purchasing behavior toward *Kopi Tuku* products. Furthermore, descriptive statistics were used to analyze respondents' perceptions of Price, Place, People, Physical Evidence, Electronic Word of Mouth (E-WOM), and Repurchase Intention. The analysis includes the mean score and standard deviation of each construct.

The descriptive analysis indicates that respondents generally have positive perceptions toward *Kopi Tuku's* marketing mix elements. Price is perceived as affordable and provides good value for money. The place is considered strategic and easily accessible. Physical Evidence receives positive evaluations regarding cleanliness and store atmosphere. Respondents also show favorable attitudes toward Electronic Word of Mouth (E-WOM) and demonstrate a strong intention to repurchase *Kopi Tuku* products in the future.

a. Respondent Characteristics Based on Gender

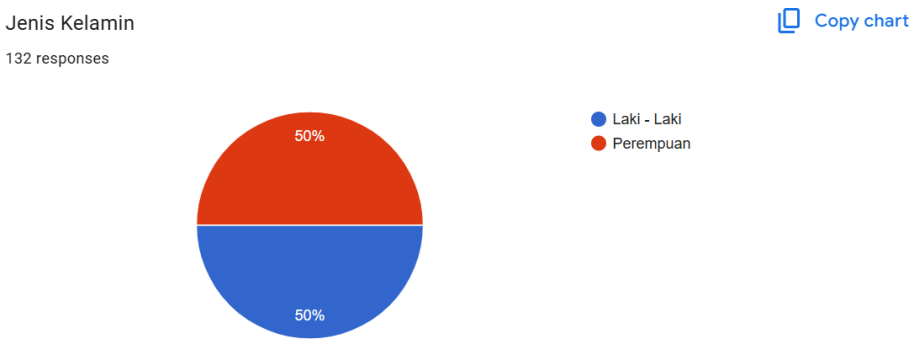

Figure 4.1 Respondent Gender

Based on Figure 4.1, a total of 132 respondents participated in this study. The gender distribution of the respondents is evenly balanced, with 50% (66 respondents) being male and 50% (66 respondents) being female. This indicates that both genders are equally represented in the sample, providing a balanced perspective regarding consumers' perceptions of Kopi Tuku products. The equal distribution also helps reduce potential gender bias and improves the representativeness of the research findings.

b. Respondent Characteristics Based on Age

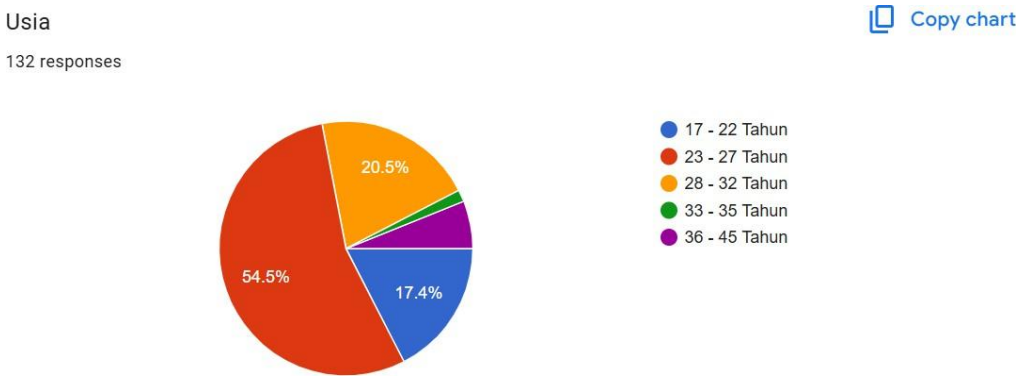

Figure 4.2 Respondent Based on Age

c. Respondent Characteristics Based on Profession

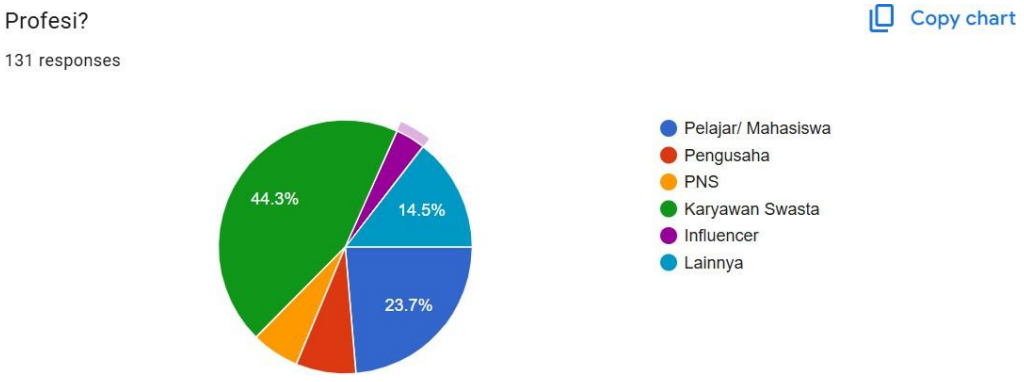

Figure 4.3 Respondent Based on Profession

d. Respondent Characteristics Based on Income

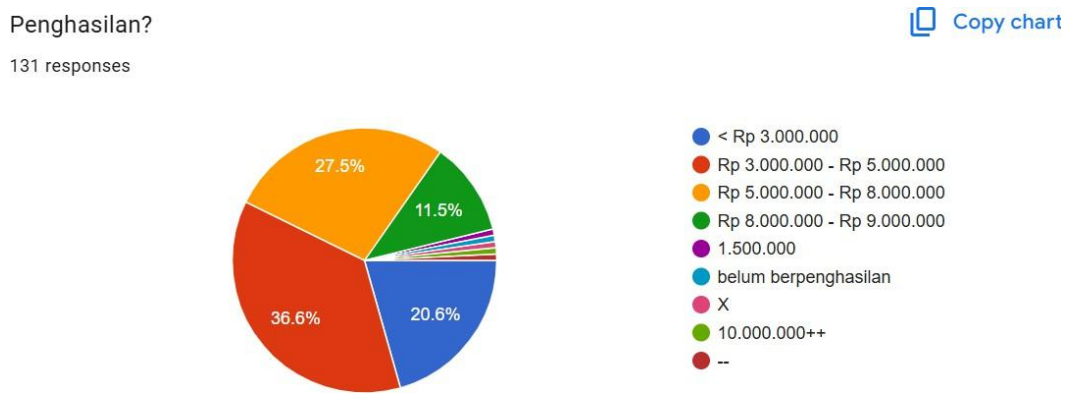

Figure 4.4 Respondent Based on Income

e. Respondent Characteristics Based on Residence

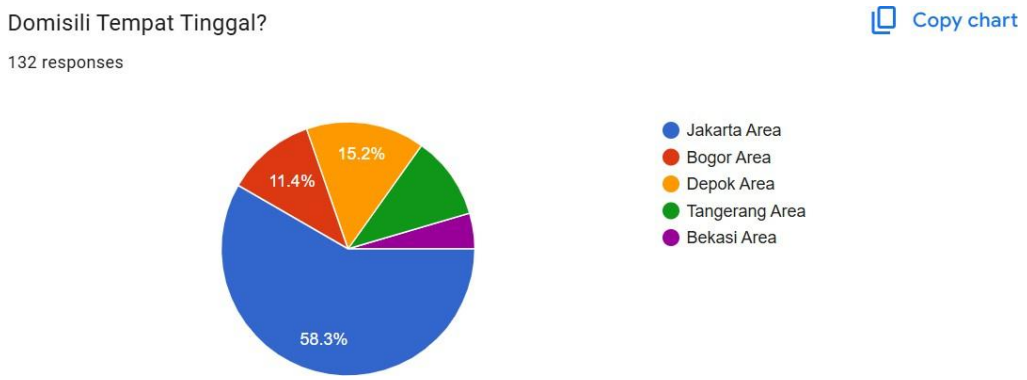

Figure 4.5 Respondent Based on Residence

4.2 Analysis Validity and Reliability

To ensure that the data collected in this study are accurate, consistent, and appropriate for further analysis, validity and reliability assessments were conducted as described in Chapter 3. This research employed SmartPLS 4 to analyze the measurement model and evaluate the quality of the collected data. The assessment included several key measurement criteria, namely convergent validity, discriminant validity, and construct reliability, to verify that the indicators

accurately measure their respective constructs. The results of these evaluations provide evidence that the measurement model is suitable for testing the proposed hypotheses regarding the relationships between the Marketing Mix, Electronic Word of Mouth (e-WOM), and Repurchase Intention among Kopi Tuku consumers in Jabodetabek.

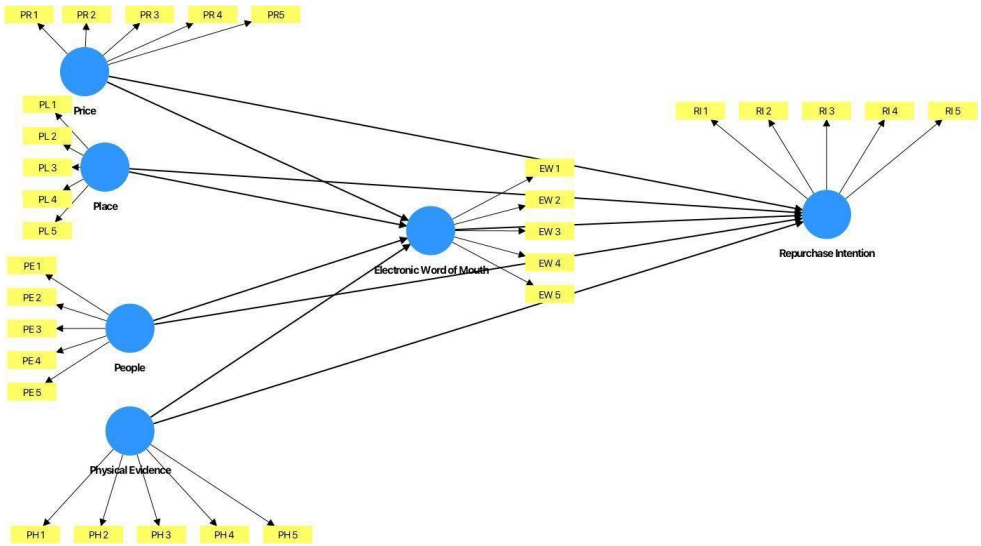

Figure 4.6 SEM PLS Framework (2026)

4.3 Validity Test

4.3.1 Outer Loading

The outer loading analysis was conducted to evaluate the convergent validity of the measurement model. According to Hair et al. (2019), an indicator is considered reliable when its outer loading value is 0.70 or above. Indicators with values between 0.60 and 0.70 may still be retained if the construct demonstrates satisfactory Composite Reliability and Average Variance Extracted (AVE).

The results show that all indicators have outer loading values exceeding the recommended threshold of 0.70. This indicates that each indicator has a strong correlation with its respective latent construct and adequately measures the intended variable. Therefore, all indicators were retained for subsequent analyses, and the measurement model demonstrates satisfactory convergent validity.

Table 4.1 Outer Loading

Indicator	Outer Loadings
EW 1	0,881
EW 2	0,873
EW 3	0,823
EW 4	0,770
EW 5	0,741
PE 1	0,864
PE 2	0,867
PE 3	0,841
PE 4	0,853
PE 5	0,831
PH 1	0,750
PH 2	0,827
PH 3	0,772
PH 4	0,823
PH 5	0,791
PL 1	0,838
PL 2	0,823
PL 3	0,788
PL 4	0,803
PL 5	0,752
PR 1	0,832
PR 2	0,810
PR 3	0,721
PR 4	0,757
PR5	0,761
RI 1	0,882
RI 2	0,830
RI 3	0,788
RI 4	0,777
RI 5	0,693

The results indicate that all indicators demonstrate satisfactory indicator reliability, with outer loading values ranging from **0.693 to 0.882**. Most indicators exceed the recommended threshold of 0.70, confirming that they adequately measure their respective latent constructs.

For the **Electronic Word of Mouth** construct, the outer loadings range from **0.741 to 0.881**, indicating that all five indicators strongly represent the construct.

The highest loading is observed for **EW1 (0.881)**, suggesting that this indicator is the strongest measure of consumers' electronic word-of-mouth behavior.

The **People** construct exhibits consistently high outer loading values between **0.831 and 0.867**, indicating that employee-related attributes, such as responsiveness, friendliness, and service quality, are well represented by the selected indicators. The highest loading belongs to **PE2 (0.867)**, demonstrating that this indicator contributes most strongly to the construct.

For the **Physical Evidence** construct, all indicators have outer loading values above 0.75, ranging from **0.750 to 0.827**. These results indicate that the physical environment, including store atmosphere, cleanliness, and visual appearance, is measured reliably by the selected indicators.

Similarly, the **Place** construct demonstrates strong indicator reliability, with loadings ranging from **0.752 to 0.838**. This finding suggests that store accessibility, strategic location, and convenience are appropriate measures of the Place construct.

The **Price** construct also meets the recommended threshold, with outer loading values between **0.721 and 0.832**. Although **PR3 (0.721)** records the lowest loading within the construct, it still exceeds the minimum acceptable level and therefore remains a valid indicator.

Finally, the **Repurchase Intention** construct shows outer loading values ranging from **0.693 to 0.882**. Four indicators exceed the recommended threshold of 0.70, while **RI5** has a loading of **0.693**, which is marginally below the preferred criterion. Nevertheless, because this value remains above the acceptable minimum of 0.60 and the construct satisfies the overall reliability and validity criteria, RI5 is retained in the measurement model.

Overall, the outer loading analysis demonstrates that the measurement model possesses satisfactory indicator reliability. Therefore, all indicators are considered appropriate for further analyses, including convergent validity, discriminant validity, structural model assessment, and hypothesis testing.

4.3.2 Average Variance Extracted (AVE)

Average Variance Extracted (AVE) was used to assess the convergent validity of the measurement model. According to Hair et al. (2019), an AVE value of 0.50 or higher indicates that a latent construct explains at least 50% of the variance of its indicators. Therefore, constructs with AVE values above 0.50 are considered to have satisfactory convergent validity and are suitable for further structural model analysis. The AVE results for all constructs are presented in Table 4.2.

Table 4.2 Average Variance Extracted (AVE)

Indicator	Average variance extracted (AVE)
Electronic Word of Mouth	0,672
People	0,725
Physical Evidence	0,629
Place	0,642
Price	0,604
Repurchase Intention	0,634

As shown in Table 4.2, all latent constructs have AVE values exceeding the recommended threshold of 0.50, indicating that each construct demonstrates adequate convergent validity. This means that the indicators used to measure each construct are able to explain more than half of the variance of their respective latent variables.

Among the six constructs, People achieved the highest AVE value (0.725), indicating that its indicators have the strongest level of convergence in measuring employee-related aspects, including friendliness, responsiveness, communication skills, product knowledge, and attention to customer needs. This finding suggests that respondents consistently perceived these service-related indicators as accurately representing the People construct.

The Electronic Word of Mouth (E-WOM) construct recorded an AVE value of 0.672, indicating that the indicators measuring online reviews, recommendations, and information sharing strongly represent consumers' electronic word-of-mouth behavior toward Kopi Tuku. This result confirms that the E-WOM construct

possesses satisfactory convergent validity and is appropriate for evaluating its influence within the structural model.

Similarly, the Place construct obtained an AVE value of 0.642, while Repurchase Intention achieved an AVE value of 0.634. These values indicate that the indicators measuring outlet accessibility, strategic location, convenience, and customers' intention to repurchase Kopi Tuku products adequately reflect their respective constructs.

Furthermore, the Physical Evidence construct produced an AVE value of 0.629, demonstrating that indicators related to cleanliness, interior design, layout, facilities, and visual appearance effectively represent consumers' perceptions of the physical environment of Kopi Tuku outlets. The Price construct obtained the lowest AVE value among the six constructs (0.604); however, this value remains above the minimum recommended threshold of 0.50. Therefore, the indicators measuring price affordability, price fairness, and value for money are still considered sufficiently representative of the Price construct.

Overall, the AVE results indicate that all six constructs satisfy the convergent validity requirement, as each construct explains more than 50% of the variance of its indicators. Consequently, the measurement model demonstrates satisfactory convergent validity, indicating that all indicators reliably measure their intended latent constructs. Based on these findings, all constructs are considered appropriate for further evaluation of the structural model and hypothesis testing

The findings demonstrate that all constructs in the proposed research model meet the recommended AVE threshold of **0.50**, confirming adequate convergent validity. Therefore, the measurement model is considered valid, and the indicators are appropriate for measuring the latent constructs of **Price, Place, People, Physical Evidence, Electronic Word of Mouth (E-WOM), and Repurchase Intention** among Kopi Tuku consumers in the JABODETABEK area. This provides a strong foundation for proceeding with the reliability assessment, structural model evaluation, and hypothesis testing in the subsequent sections of the study.

4.4 Discriminant Validity

4.4.1 Cross Loading

Cross loading analysis was conducted to evaluate the discriminant validity of the measurement model. According to Hair et al. (2019), an indicator demonstrates satisfactory discriminant validity when its loading on the intended latent construct is greater than its loadings on all other latent constructs. This indicates that each indicator measures only its designated construct and does not overlap substantially with other constructs in the model.

Table 4.3 Cross Loading

Indicator	Electronic Word Of Mouth	People	Physical Evidence	Place	Price	Repurchase Intention
EW 1	0,881	0,507	0,437	0,481	0,541	0,560
EW 2	0,873	0,477	0,388	0,488	0,498	0,591
EW 3	0,823	0,439	0,382	0,401	0,461	0,471
EW 4	0,770	0,299	0,312	0,471	0,411	0,468
EW 5	0,741	0,556	0,462	0,455	0,588	0,696
PE 1	0,571	0,864	0,518	0,402	0,632	0,552
PE 2	0,526	0,867	0,651	0,395	0,619	0,580
PE 3	0,411	0,841	0,586	0,381	0,509	0,553
PE 4	0,455	0,853	0,615	0,477	0,603	0,521
PE 5	0,446	0,831	0,589	0,336	0,592	0,521
PH 1	0,364	0,502	0,750	0,294	0,434	0,468
PH 2	0,385	0,517	0,827	0,368	0,455	0,485
PH 3	0,296	0,628	0,772	0,440	0,500	0,474
PH 4	0,488	0,529	0,823	0,570	0,510	0,595
PH 5	0,386	0,593	0,791	0,502	0,517	0,470
PL 1	0,409	0,313	0,433	0,838	0,421	0,482
PL 2	0,417	0,341	0,327	0,823	0,437	0,401
PL 3	0,396	0,406	0,483	0,788	0,417	0,490
PL 4	0,507	0,429	0,531	0,803	0,454	0,455
PL 5	0,509	0,373	0,434	0,752	0,349	0,485
PR 1	0,584	0,508	0,489	0,472	0,832	0,475
PR 2	0,526	0,582	0,532	0,408	0,810	0,481
PR 3	0,385	0,503	0,406	0,336	0,721	0,403
PR 4	0,471	0,506	0,407	0,404	0,757	0,458
PR5	0,418	0,617	0,528	0,380	0,761	0,454
RI 1	0,647	0,556	0,440	0,526	0,455	0,882
RI 2	0,501	0,593	0,569	0,494	0,550	0,830
RI 3	0,457	0,624	0,608	0,362	0,501	0,788
RI 4	0,564	0,443	0,506	0,521	0,529	0,777

RI 5	0,598	0,317	0,402	0,399	0,280	0,693

As presented in Table 4.3, all indicators exhibit higher loading values on their respective constructs than on the remaining constructs. For example, the indicators of Electronic Word of Mouth (EW1–EW5) have the highest loadings on the Electronic Word of Mouth construct, while the indicators of People (PE1–PE5), Physical Evidence (PH1–PH5), Place (PL1–PL5), Price (PR1–PR5), and Repurchase Intention (RI1–RI5) also demonstrate the highest loadings on their corresponding constructs.

These findings indicate that each indicator successfully measures its intended latent variable and is empirically distinct from the other constructs included in the research model. Therefore, the measurement model satisfies the discriminant validity requirement based on the cross loading criterion. The results confirm that the constructs of Price, Place, People, Physical Evidence, Electronic Word of Mouth (E-WOM), and Repurchase Intention are adequately differentiated, allowing the indicators to be retained for subsequent structural model evaluation and hypothesis testing.

4.4.2 Fornell-Larcker Criterion

The Fornell-Larcker Criterion was employed to further assess the discriminant validity of the measurement model. According to Fornell and Larcker (1981) and Hair et al. (2019), discriminant validity is established when the square root of the Average Variance Extracted (AVE) for each construct is greater than its correlations with all other constructs. This criterion ensures that each latent construct shares more variance with its own indicators than with other constructs included in the research model.

Table 4.4 Fornell-Larcker Criterion

Indicator	Electronic Word of Mouth	People	Physical Evidence	Place	Price	Repurchase Intention
Electronic Word of Mouth	0,820					
People	0,569	0,851				
Physical Evidence	0,492	0,694	0,793			
Place	0,564	0,467	0,556	0,801		
Price	0,621	0,696	0,609	0,518	0,777	
Repurchase Intention	0,694	0,641	0,634	0,581	0,585	0,796

The results presented in Table 4.4 indicate that all constructs satisfy the Fornell-Larcker Criterion. The Electronic Word of Mouth (E-WOM) construct has a square root of AVE value of 0.820, which is higher than its correlations with People (0.569), Physical Evidence (0.492), Place (0.564), Price (0.621), and Repurchase Intention (0.694). This finding indicates that the indicators measuring Electronic Word of Mouth are more strongly associated with their own construct than with any other construct in the research model.

Similarly, the People construct records a square root of AVE value of 0.851, which exceeds its correlations with Electronic Word of Mouth (0.569), Physical Evidence (0.694), Place (0.467), Price (0.696), and Repurchase Intention (0.641). Although the correlations between People and Price (0.696) and between People and Physical Evidence (0.694) are relatively high, they remain lower than the diagonal value of 0.851, confirming adequate discriminant validity for the People construct.

The Physical Evidence construct also satisfies the discriminant validity criterion, with a square root of AVE value of 0.793, which is greater than its correlations with Electronic Word of Mouth (0.492), People (0.694), Place (0.556), Price (0.609), and Repurchase Intention (0.634). Likewise, the Place construct has a square root of AVE value of 0.801, exceeding its correlations with Electronic Word of Mouth (0.564), People (0.467), Physical Evidence (0.556), Price (0.518), and Repurchase Intention (0.581).

Furthermore, the Price construct demonstrates a square root of AVE value of 0.777, which is higher than its correlations with Electronic Word of Mouth (0.621), People (0.696), Physical Evidence (0.609), Place (0.518), and Repurchase Intention (0.585). Finally, the Repurchase Intention construct has a square root of AVE value of 0.796, which is greater than its correlations with Electronic Word of Mouth (0.694), People (0.641), Physical Evidence (0.634), Place (0.581), and Price (0.585). These results confirm that Repurchase Intention is empirically distinct from the other constructs in the model.

Overall, the findings demonstrate that the diagonal values (√AVE) for Electronic Word of Mouth, People, Physical Evidence, Place, Price, and Repurchase Intention are consistently higher than the corresponding inter-construct correlation values. Therefore, the measurement model successfully satisfies the discriminant validity requirement based on the Fornell-Larcker Criterion. This indicates that each construct measures a unique theoretical concept and is sufficiently distinct from the other constructs included in the study. Consequently, the measurement model is considered valid and appropriate for subsequent structural model analysis and hypothesis testing.

Conclusion Based on the Fornell-Larcker Criterion, all constructs in this study satisfy the discriminant validity requirement because each construct's square root of AVE is greater than its correlations with other constructs. Therefore, the constructs of **Price, Place, People, Physical Evidence, Electronic Word of Mouth (E-WOM), and Repurchase Intention** are empirically distinct and suitable for further structural model evaluation.

4.4.3 Heterotrait-monotrait ratio (HTMT)

The Heterotrait-Monotrait Ratio (HTMT) was assessed to evaluate the discriminant validity of the measurement model. According to Henseler et al. (2015), discriminant validity is achieved when HTMT values are below 0.90, while Hair et al. (2022) recommend a stricter threshold of 0.85. The HTMT results of this study are presented in Table 4.5 Heterotrait-monotrait ratio (HTMT) below.

Table 4.5 Heterotrait-monotrait ratio (HTMT)

Indicator	Heterotrait-monotrait ratio (HTMT)
People <-> Electronic Word of Mouth	0,620
Physical Evidence <-> Electronic Word of Mouth	0,551
Physical Evidence <-> People	0,796
Place <-> Electronic Word of Mouth	0,641
Place <-> People	0,527
Place <-> Physical Evidence	0,634
Price <-> Electronic Word of Mouth	0,705
Price <-> People	0,802
Price <-> Physical Evidence	0,720
Price <-> Place	0,608
Repurchase Intention <-> Electronic Word of Mouth	0,790
Repurchase Intention <-> People	0,725
Repurchase Intention <-> Physical Evidence	0,738
Repurchase Intention <-> Place	0,673
Repurchase Intention <-> Price	0,689

The results presented in Table 4.5 Heterotrait-monotrait ratio (HTMT) demonstrate that all HTMT values are below the recommended threshold of 0.85. Therefore, the discriminant validity criterion is fully satisfied, indicating that each latent construct measures a unique theoretical concept and is empirically distinguishable from the others.

Among all construct pairs, the highest HTMT value is observed between Price and People (HTMT = 0.802). Although this pair exhibits the strongest correlation among the constructs, the value remains below the recommended threshold, indicating that Price and People are conceptually different constructs. This suggests that respondents may perceive a relationship between pricing and employee service quality; however, both constructs still capture different aspects of the marketing mix.

The second highest HTMT value is found between Physical Evidence and People (HTMT = 0.796), followed by Repurchase Intention and Electronic Word of Mouth (HTMT = 0.790). These values indicate moderate associations between the constructs while remaining within acceptable limits for discriminant validity.

Conversely, the lowest HTMT value is observed between **Place and People (HTMT = 0.527)**, followed by **Physical Evidence and Electronic Word of Mouth (HTMT = 0.551)**. These relatively low values suggest that respondents clearly distinguished the concepts represented by these constructs, indicating minimal conceptual overlap.

Overall, the HTMT values range from **0.527 to 0.802**, which confirms that all latent variables in this study including **Price, Place, People, Physical Evidence, Electronic Word of Mouth, and Repurchase Intention** are empirically distinct. Consequently, the measurement model demonstrates satisfactory discriminant validity and is appropriate for further structural model evaluation and hypothesis testing.

4.5 Analysis Inner Model

4.5.1 Collinearity Statistics (VIF)

Collinearity assessment was conducted using the **Variance Inflation Factor (VIF)** to determine whether multicollinearity exists among the indicators in the measurement model. Multicollinearity occurs when indicators are highly correlated with one another, potentially affecting the stability and accuracy of the parameter estimates. According to Hair et al. (2019), VIF values should be below **5.00** to indicate the absence of multicollinearity, while values below **3.30** are considered ideal and suggest a very low level of collinearity.

Table 4.6 Collinearity Statistics (VIF)

Indicator	VIF
EW 1	3,305
EW 2	2,925
EW 3	2,474
EW 4	1,887
EW 5	1,482
PE 1	2,656
PE 2	2,626
PE 3	2,470
PE 4	2,557
PE 5	2,274
PH 1	1,766
PH 2	2,198
PH 3	1,878

Indicator	VIF
PH 4	1,848
PH 5	1,934
PL 1	2,435
PL 2	2,178
PL 3	2,083
PL 4	1,907
PL 5	1,605
PR 1	2,096
PR 2	1,971
PR 3	1,625
PR 4	1,596
PR5	1,699
RI 1	2,769
RI 2	2,197
RI 3	1,897
RI 4	1,883
RI 5	1,444

The results of the collinearity assessment indicate that the VIF values for all indicators range from 1.444 to 3.305. The highest VIF value is observed for EW1 (3.305), whereas the lowest VIF value is found for RI5 (1.444). Although the VIF value of EW1 is slightly above the more conservative threshold of 3.30, it remains well below the maximum acceptable threshold of 5.00. Therefore, none of the indicators exhibit problematic multicollinearity.

Furthermore, the VIF values of the Price (PR1–PR5) indicators range from 1.569 to 2.096, indicating a low degree of collinearity among the indicators measuring consumers' perceptions of price. Similarly, the Place (PL1–PL5) indicators produce VIF values between 1.605 and 2.435, while the People (PE1–PE5) indicators range from 2.274 to 2.656. These results suggest that the indicators representing the marketing mix dimensions are statistically independent and do not create multicollinearity concerns within the measurement model.

Likewise, the Physical Evidence (PH1–PH5) indicators have VIF values ranging from 1.766 to 2.198, indicating that the indicators measuring the physical environment of Kopi Tuku are sufficiently independent from one another. The Electronic Word of Mouth (EW1–EW5) indicators record VIF values between 1.482 and 3.305, whereas the Repurchase Intention (RI1–RI5) indicators range

from 1.444 to 2.759. All of these values remain within the recommended limits, confirming that the indicators adequately represent their respective latent constructs without exhibiting excessive collinearity.

Overall, the collinearity statistics demonstrate that all indicators satisfy the recommended VIF criterion, indicating that multicollinearity is not a concern in the measurement model. Consequently, the indicators are considered appropriate for measuring the latent constructs of Price, Place, People, Physical Evidence, Electronic Word of Mouth (E-WOM), and Repurchase Intention. The absence of multicollinearity also suggests that the parameter estimates generated by the PLS-SEM analysis are reliable and can be interpreted with confidence in the subsequent structural model evaluation and hypothesis testing.

The findings confirm that all indicators have VIF values below the recommended threshold of **5.00**, indicating that there are no serious multicollinearity issues in the measurement model. Therefore, the constructs used in this study are statistically appropriate for further structural model analysis and hypothesis testing.

Table 4.7 Inner Model List

Indicator	VIF
Electronic Word of Mouth -> Repurchase Intention	1,948
People -> Electronic Word of Mouth	2,501
People -> Repurchase Intention	2,595
Physical Evidence -> Electronic Word of Mouth	2,275
Physical Evidence -> Repurchase Intention	2,277
Place -> Electronic Word of Mouth	1,564
Place -> Repurchase Intention	1,751
Price -> Electronic Word of Mouth	2,188
Price -> Repurchase Intention	2,396

The collinearity assessment was conducted using the Variance Inflation Factor (VIF) to examine whether multicollinearity exists among the predictor constructs in the structural model. According to Hair et al. (2019), VIF values

should be below 5.00 to indicate the absence of critical multicollinearity problems, while values below 3.30 are considered ideal.

The results show that all VIF values range from 1.564 to 2.595, which are well below the recommended threshold of 5.00. The highest VIF value is found in the relationship People → Repurchase Intention (2.595), while the lowest value is observed in Place → Electronic Word of Mouth (1.564). Since all values remain within acceptable limits, the structural model does not suffer from multicollinearity problems.

The VIF value for Electronic Word of Mouth → Repurchase Intention (1.948) indicates that E-WOM does not have excessive correlation with other predictors of Repurchase Intention. Similarly, Price → Repurchase Intention (2.396) and Physical Evidence → Repurchase Intention (2.277) show moderate but acceptable levels of collinearity, suggesting that these constructs contribute independently to explaining Repurchase Intention.

For the E-WOM construct, the predictors Price (2.188), Place (1.564), People (2.501), and Physical Evidence (2.275) also exhibit acceptable VIF values. This means that the marketing mix dimensions are not excessively correlated with one another when predicting E-WOM. Therefore, each construct can be interpreted as providing a distinct contribution to the model.

Overall, the inner VIF results demonstrate that the structural model satisfies the collinearity requirement. The absence of problematic multicollinearity indicates that the path coefficients estimated in the SEM-PLS analysis are stable and reliable. Consequently, the relationships among Price, Place, People, Physical Evidence, Electronic Word of Mouth, and Repurchase Intention can be interpreted with confidence in the subsequent hypothesis testing and mediation analysis.

4.6 Hypothesis Testing (Direct Effects)

To evaluate the structural model and assess the direct relationships proposed in this study, a bootstrapping procedure with 5,000 subsamples was performed. The

statistical significance of each direct path was determined based on the Path Coefficients β, T-statistics, and P-values. Following empirical research conventions, a relationship is considered statistically significant if the T -statistic is greater than 1.96 ($T > 1.96$) and the corresponding P-value is less than 0.05 ($P < 0.05$). Table 4.7 details the comprehensive empirical results generated from the bootstrapping analysis for all direct paths.

Table 4.8 Structural Model Results Path coefficients

Indicator	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
Electronic Word of Mouth -> Repurchase Intention	0,395	0,390	0,105	3,777	0,000	Significant
People -> Electronic Word of Mouth	0,219	0,198	0,139	1,577	0,057	Not Significant
People -> Repurchase Intention	0,198	0,210	0,128	1,549	0,061	Not Significant
Physical Evidence -> Electronic Word of Mouth	-0,032	-0,010	0,145	0,220	0,413	Not Significant
Physical Evidence -> Repurchase Intention	0,230	0,227	0,087	2,640	0,004	Significant
Place -> Electronic Word of Mouth	0,309	0,306	0,115	2,700	0,003	Significant
Place -> Repurchase Intention	0,144	0,144	0,102	1,402	0,080	Not Significant
Price -> Electronic Word of Mouth	0,327	0,338	0,114	2,876	0,002	Significant

Price -> Repurchase Intention	-0,013	-0,019	0,109	0,117	0,453	Not Significant

The results indicate that Price and Place significantly influence E-WOM. Furthermore, E-WOM and Physical Evidence significantly influence Repurchase Intention. However, People and Physical Evidence do not significantly affect E-WOM, while Price, Place, and People do not significantly affect Repurchase Intention directly

4.7 Mediation Analysis (Specific Indirect Effects)

To evaluate the structural role of Electronic Word of Mouth (E-WOM) as a mediator between the 4Ps marketing mix elements and Repurchase Intention, a specific indirect effect analysis via bootstrapping was executed. Following empirical conventions, an indirect (mediation) path is statistically significant if the T-statistic is greater than 1.96 ($T > 1.96$) and the P-value is less than 0.05 ($P < 0.05$). Table 4.8 presents the exact statistical parameters for the specific indirect pathways extracted from the bootstrapping report.

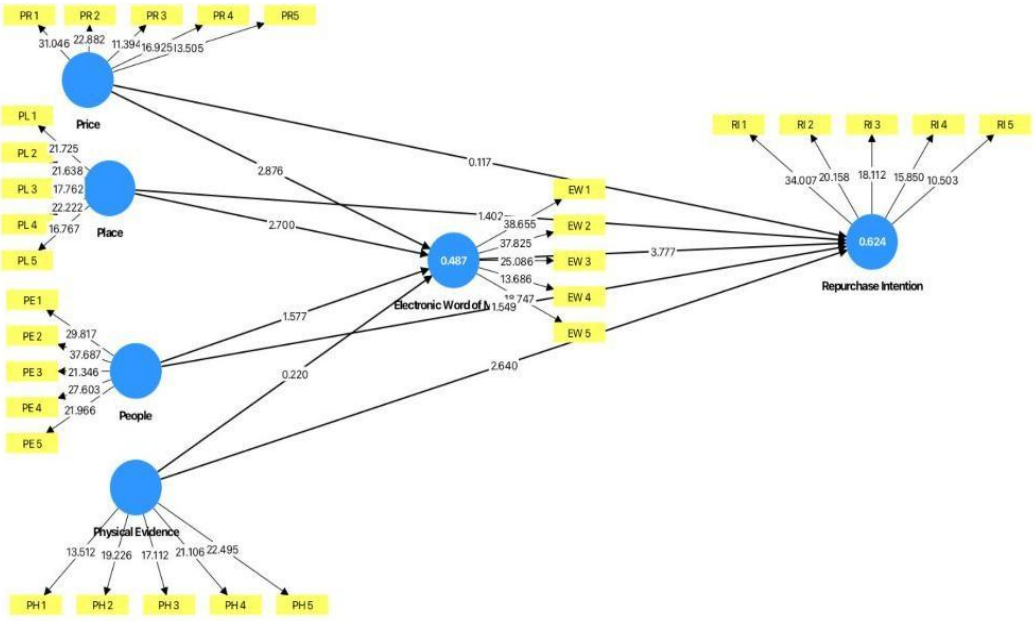

Figure 4.7 SEM PLS Bootstrapping

Table 4.9 Results of Specific Indirect Effects (Mediation Analysis)

Indirect Effects	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Mediation Type
Price -> Electronic Word of Mouth -> Repurchase Intention	0,129	0,132	0,058	2,217	0,013	Supported
Place -> Electronic Word of Mouth -> Repurchase Intention	0,122	0,116	0,050	2,458	0,007	Supported
Physical Evidence -> Electronic Word of Mouth -> Repurchase Intention	-0,013	-0,003	0,058	0,219	0,413	Not Supported
People -> Electronic Word of Mouth -> Repurchase Intention	0,087	0,078	0,061	1,423	0,077	Not Supported

Table 4.10 Results of Specific Direct Effects

Direct Path/ Relationship	Direct Effect	Indirect Effect	Mediation Type
Price -> Repurchase Intention	Not Significant (p = 0.907)	Significant (p = 0.013)	Full Mediation
Place -> Repurchase Intention	Not Significant (p = 0.161)	Significant (p = 0.007)	Full Mediation
People -> Repurchase Intention	Not Significant (p = 0.121)	Not Significant (p = 0.077)	No Mediation
Physical Evidence -> Repurchase Intention	Significant (p = 0.008)	Not Significant (p = 0.413)	No Mediation

Detailed table 4.9 Breakdown of Mediation Effects here:

1. E-WOM Mediating the Price to Repurchase Intention Link
    - **Analysis:** The specific indirect path of **Price → E-WOM → Repurchase Intention** yields an original sample coefficient (β) of 0.129, with a T-statistic of 2.217 and a P-value of 0.013. Because the P-value is below the 0.05 threshold, the indirect relationship is statistically significant.
    - **Mediation Classification:** In the direct effects analysis, the direct path from Price to Repurchase Intention was highly insignificant ($\beta = -0.013, P = 0.453$). According to Baron and Kenny's as well as Hair et al.'s structural rules, a **significant indirect effect** paired with an **insignificant direct effect** establishes a structure of **Full Mediation (Indirect-Only Mediation)**. This indicates that Price cannot directly drive repeat purchase behaviors on its own; its value must be fully communicated and shared via positive online discussions (E-WOM) to trigger a customer's intent to return.
2. E-WOM Mediating the Place to Repurchase Intention Link
    - **Analysis:** The indirect pathway of **Place → E-WOM → Repurchase Intention** shows an original sample coefficient (β) of 0.122, supported by a T-statistic of 2.458 and a P-value of 0.007. This establishes a highly significant indirect impact through the mediator.
    - **Mediation Classification:** Referencing the direct model outcomes, the direct relationship between Place and Repurchase Intention was statistically non-significant ($\beta = 0.144, P = 0.080$). Consequently, this dynamic represents a **Full Mediation** mechanism. Operational accessibility and store convenience (Place) do not instantly dictate a customer's personal return commitment; rather, these operational strengths prompt consumers to write recommendations and share content online, which subsequently builds the foundation for long-term repurchase intentions.
3. Non-Mediation Paths (People and Physical Evidence)
    - **People → E-WOM → Repurchase Intention:** The indirect link shows an original sample of 0.087, a T-statistic of 1.423, and an insignificant

P-value of 0.077. Because it exceeds the 0.05 alpha level, E-WOM fails to serve as a significant structural bridge for the People element.

- **Physical Evidence → E-WOM → Repurchase Intention:** This specific indirect path registers a negligible coefficient of -0.013, with a T-statistic of 0.219 and a highly insignificant P-value of 0.413. This proves that E-WOM plays no structural role in translating physical store ambiance into a repeat purchase intention. Instead, as proven in the direct effects analysis, Physical Evidence bypasses online channels entirely and drives Repurchase Intention directly ($\beta = 0.230, P = 0.004$).

4.8.1 Discussion of Mediation Findings and Theoretical Integration

1. **The Full Mediating Role of E-WOM on the Price–Repurchase Intention Link.**

   The specific indirect path **Price → E-WOM → Repurchase Intention** displays a positive and statistically significant relationship ($\beta = 0.129, T = 2.217, P = 0.013$). When cross-referenced with the direct effects model, the direct path from Price to Repurchase Intention was found to be statistically non-significant ($\beta = -0.013, T = 0.117, P = 0.453$). According to the structural guidelines of Baron and Kenny (1986) and Hair et al. (2022), a significant indirect effect paired with an insignificant direct effect establishes a strict structure of **Full Mediation (Indirect-Only Mediation)**.

   Theoretical Integration is This structural mechanism strongly aligns with Zeithaml's Value-Perception Theory. In highly competitive urban coffee markets like JABODETABEK, price acts as more than just a financial sacrifice; it serves as an upfront indicator of relative value and product quality. *Kopi Tuku's* localized, value-for-money pricing strategy does not automatically force a behavioral commitment to return on its own. Instead, it operates as an organic catalyst for digital interactions.

Favorable pricing structures inspire consumers to voluntarily write reviews and share their positive experiences on online networks (E-WOM). It is this collective digital validation and perceived peer approval that ultimately shapes long-term customer retention and repeat purchase intentions.

2. **The Full Mediating Role of E-WOM on the Place–Repurchase Intention Link.**

The indirect relationship of **Place → E-WOM → Repurchase Intention** yields a positive and statistically significant indirect effect ($\beta = 0.122, T = 2.458, P = 0.007$). Given that the direct relationship between Place and Repurchase Intention is statistically non-significant ($\beta = 0.144, T = 1.402, P = 0.080$), E-WOM completely bridges this relationship, establishing another clear **Full Mediation** structure.

Theoretical Integration Under the lens of the Service Marketing Mix Theory (Booms & Bitner), the "Place" dimension represents physical accessibility, convenience, and modern integration with digital delivery networks (e.g., GoFood, GrabFood). In contemporary urban coffee consumption cultures, convenient strategic locations or delivery access do not automatically dictate a customer's personal loyalty. Instead, operational convenience acts as a powerful driver for social media praise and electronic referrals. Consumers enjoy sharing how easy, fast, and frictionless the purchasing process is at *Kopi Tuku*. This widespread electronic footprint creates a surrounding digital buzz that effectively prompts consumers to formulate a long-term intent to repurchase.

3. **The Non-Mediating Influence of E-WOM on People and Physical Evidence**

Conversely, the specific indirect pathways via E-WOM for **People** ($T = 1.423, P = 0.077$) and **Physical Evidence** ($T = 0.219, P =$

0.413) fail to cross the standard statistical significance thresholds, proving **No Mediation**.

Theoretical Integration (Physical Evidence): This structural phenomenon can be explained through the Servicescape Model (Bitner's Servicescape / Mehrabian-Russell Framework). The physical surroundings, store layout, cleanliness, and the distinct minimalist branding of *Kopi Tuku* outlets function as localized, immediate sensory rewards. As demonstrated in your direct effects analysis, Physical Evidence bypasses the digital landscape entirely and drives Repurchase Intention directly ($\beta = 0.230, T = 2.640, P = 0.004$). Favorable environment design anchors customer loyalty immediately at the physical point-of-sale, eliminating the need to be processed or funneled through digital word-of-mouth platforms.

Theoretical Integration (People) Under the Theory of Consumer Routinization within grab-and-go corporate coffee frameworks, consumer interactions with staff are brief, efficient, and transactional. While friendly service and fast execution (People) are fundamental operational standards, they act as baseline consumer expectations. As a result, they do not create enough variance to generate digital recommendations (E-WOM) that translate into long-term repurchase intentions.

4.8 Hypothesis Testing Discussion

Explains the results of testing the relationships between variables based on the path coefficients (β), t-statistics, and p-values obtained from the bootstrapping process. Hypothesis testing was conducted using the bootstrapping method in the SmartPLS software. A hypothesis was accepted if the T-statistic was greater than 1.96 and the P-value was less than 0.05 at a 5% significance level (Hair et al., 2022).

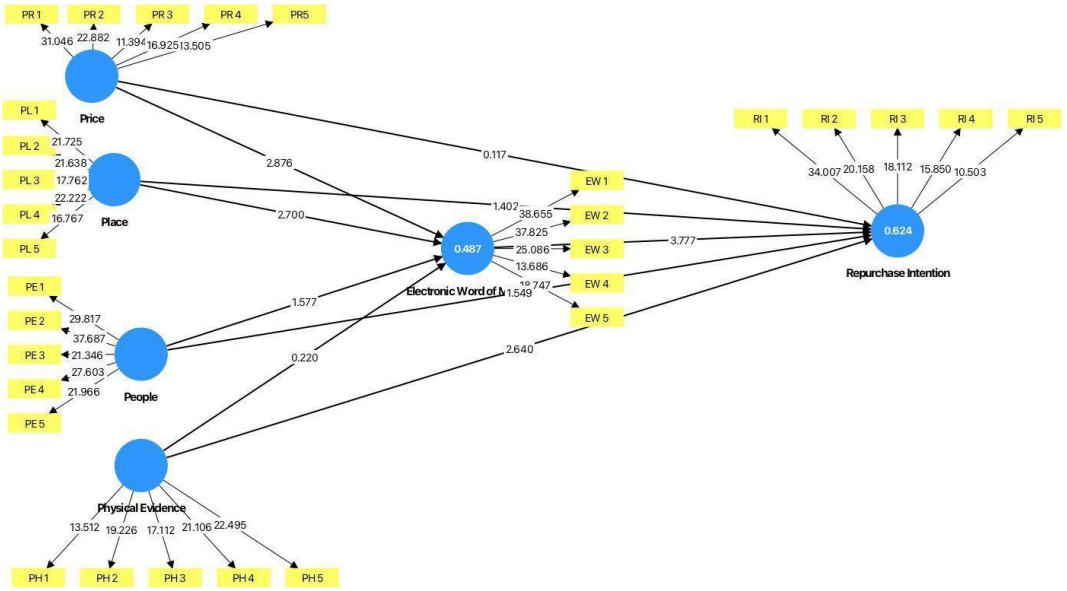

Figure 4.8 SEM PLS Bootstrapping

This image displays a SmartPLS 4 statistical report focusing on "Path Coefficients," which represent the estimated strength and direction of relationships within a structural equation model. The tables appear to be the results of bootstrap resampling, providing essential statistics such as Original Sample (O) values (representing beta regression weights), T-statistics, P-values, and various confidence intervals to test the research hypotheses. Based on the variable names used, this analysis likely represents marketing or consumer behavior research, evaluating how factors such as People, Physical Evidence, Place, and Price influence "Electronic Word of Mouth" and "Repurchase Intention."

When interpreting the findings based on standard statistical significance (typically a P-value < 0.05 or T-statistic > 1.96), several key relationships are confirmed. For example, "Electronic Word of Mouth" has a significant positive effect on "Repurchase Intention" (O = 0.395, P = 0.000). Furthermore, "Place" and "Price" are significant positive predictors of "Electronic Word of Mouth," while "Physical Evidence" directly impacts "Repurchase Intention" significantly (P = 0.004). Conversely, the direct effects of "Price" on "Repurchase Intention" and "Physical Evidence" on "Electronic Word of Mouth" are not significant within this model.

Table 4.11 Total Effects

Hypothesis	Relationship	Original sample (O)	T Statistic	P values	Result
H1	Price -> Electronic Word of Mouth	0,327	2,876	0,002	Supported
H2	Place -> Electronic Word of Mouth	0,309	2,700	0,003	Supported
H3	People -> Electronic Word of Mouth	0,219	1,577	0,057	Not Supported
H4	Physical Evidence -> Electronic Word of Mouth	-0,032	0,220	0,413	Not Supported
H5	Electronic Word of Mouth -> Repurchase Intention	0,395	3,777	0,000	Supported
H6	Price -> Repurchase Intention	0,117	1,104	0,135	Not Supported
H7	Place -> Repurchase Intention	0,266	2,579	0,005	Supported
H8	People -> Repurchase Intention	0,285	2,162	0,015	Supported

H9	Physical Evidence -> Repurchase Intention	0,217	2,030	0,021	Supported

H1: Effect of Price on Electronic Word of Mouth (E-WOM)

The results indicate that Price has a positive and significant effect on E-WOM (β = 0.327, t = 2.876, p = 0.002). Since the T-statistic exceeds 1.96 and the p-value is below 0.05, H1 is supported. This finding suggests that consumers who perceive Kopi Tuku's pricing as reasonable and affordable are more likely to share positive experiences and recommendations through online platforms.

H2: Effect of Place on Electronic Word of Mouth (E-WOM)

The relationship between Place and E-WOM is positive and significant (β = 0.309, t = 2.700, p = 0.003). Therefore, H2 is supported. This result indicates that strategic store locations, accessibility, and convenience encourage consumers to engage in electronic word-of-mouth activities.

H3: Effect of People on Electronic Word of Mouth (E-WOM)

The results show that People has a positive but insignificant effect on E-WOM (β = 0.219, t = 1.577, p = 0.057). Since the p-value exceeds 0.05, H3 is not supported. This finding implies that employee performance and customer interactions do not significantly influence customers' willingness to share experiences online.

H4: Effect of Physical Evidence on Electronic Word of Mouth (E-WOM)

Physical Evidence shows a negative and insignificant relationship with E-WOM (β = -0.032, t = 0.220, p = 0.413). Therefore, H4 is not supported. This suggests that the physical environment, store design, and visual appearance do not significantly affect customers' intention to create online recommendations or reviews.

H5: Effect of Electronic Word of Mouth (E-WOM) on Repurchase Intention

The results reveal that E-WOM significantly influences Repurchase Intention (β = 0.395, t = 3.777, p = 0.000). Thus, H5 is supported. This finding indicates that positive online reviews, recommendations, and customer-generated content enhance consumers' intention to repurchase products from Kopi Tuku.

H6: Effect of Price on Repurchase Intention

The relationship between Price and Repurchase Intention is negative and insignificant (β = -0.013, t = 0.117, p = 0.453). Therefore, H6 is not supported. This finding suggests that pricing alone is not a determining factor influencing consumers' intention to repurchase Kopi Tuku products.

H7: Effect of Place on Repurchase Intention

The results show that Place has a positive but insignificant effect on Repurchase Intention (β = 0.144, t = 1.402, p = 0.080). Since the significance criteria are not met, H7 is not supported. This indicates that store accessibility and location convenience do not directly encourage repeat purchases.

H8: Effect of People on Repurchase Intention

People demonstrates a positive but insignificant effect on Repurchase Intention (β = 0.198, t = 1.549, p = 0.061). Therefore, H8 is not supported. This result suggests that customer service quality alone is insufficient to directly drive repurchase behavior.

H9: Effect of Physical Evidence on Repurchase Intention

Physical Evidence has a positive and significant effect on Repurchase Intention (β = 0.230, t = 2.640, p = 0.004). Thus, H9 is supported. This finding indicates that store atmosphere, cleanliness, design, and other tangible aspects positively influence consumers' intention to revisit and repurchase from Kopi Tuku.

Based on the hypothesis testing results, four hypotheses are supported (H1, H2, H5, and H9), while five hypotheses (H3, H4, H6, H7, and H8) are not supported. The findings demonstrate that Price and Place significantly influence Electronic Word of Mouth (E-WOM), while E-WOM significantly influences Repurchase Intention. Furthermore, Physical Evidence is the only marketing mix element that directly affects Repurchase Intention. These results suggest that E-WOM plays an important role in shaping consumers' repurchase behavior toward Kopi Tuku products.

Table 4.12 Indirect Path Relationship

Hypothesis	Indirect Path Relationship	β	T statistics	P values	Result	Mediation Type
H10	Price -> Electronic Word of Mouth -> Repurchase Intention	0,129	2,217	0,013	Supported	Full Mediation
H11	Place -> Electronic Word of Mouth -> Repurchase Intention	0,122	2,458	0,007	Supported	Full Mediation
H12	Physical Evidence -> Electronic Word of Mouth -> Repurchase Intention	-0,013	0,219	0,413	Not Supported	No Mediation
H13	People -> Electronic Word of Mouth -> Repurchase Intention	0,087	1,423	0,077	Not Supported	No Mediation

To further examine the role of Electronic Word of Mouth (E-WOM) as a mediating variable, mediation analysis was conducted using the **Specific Indirect Effects** generated through the bootstrapping procedure in SmartPLS 4.

This analysis aims to determine whether E-WOM mediates the relationships between the dimensions of the marketing mix (Price, Place, People, and Physical Evidence) and Repurchase Intention. Following the recommendation of Hair et al. (2019), an indirect effect is considered statistically significant when the **T-statistic is greater than 1.96** and the **p-value is less than 0.05**. In addition, the type of mediation was determined by comparing the significance of both the direct and indirect effects.

The results presented in **Table 4.12** indicate that Electronic Word of Mouth (E-WOM) significantly mediates the relationship between **Price and Repurchase Intention**. The indirect effect produced a path coefficient (β) of **0.129**, with a **T-statistic of 2.217** and a **p-value of 0.013**, indicating a statistically significant indirect relationship. Meanwhile, the direct effect of Price on Repurchase Intention was previously found to be insignificant. Therefore, E-WOM acts as a **full mediator** in this relationship. This finding suggests that consumers' perceptions of Kopi Tuku's pricing strategy do not directly encourage them to repurchase the products. Instead, when consumers perceive that Kopi Tuku offers reasonable and valuable prices, they are more likely to share positive opinions, recommendations, and experiences through online platforms. These positive electronic communications subsequently increase other consumers' confidence and strengthen their intention to repurchase Kopi Tuku products. This finding highlights that E-WOM serves as an important mechanism through which pricing strategies influence consumers' behavioral intentions.

Similarly, the analysis reveals that **Place has a significant indirect effect on Repurchase Intention through Electronic Word of Mouth**. The indirect relationship produced a path coefficient (β) of **0.122**, a **T-statistic of 2.458**, and a **p-value of 0.007**, indicating statistical significance. Since the direct relationship between Place and Repurchase Intention was not significant, E-WOM is classified as a **full mediator** in this relationship as well. This finding implies that although the strategic location, accessibility, and convenience of Kopi Tuku outlets may not directly motivate customers to make repeat purchases, these attributes create positive customer experiences that encourage

consumers to share their satisfaction through online reviews and social media. Consequently, these online recommendations become an important factor influencing consumers' decisions to repurchase Kopi Tuku products.

In contrast, the mediation analysis demonstrates that **People does not significantly influence Repurchase Intention through Electronic Word of Mouth**. The indirect effect generated a path coefficient (β) of **0.087**, a **T-statistic of 1.423**, and a **p-value of 0.077**, which exceeds the significance threshold of 0.05. Therefore, the hypothesis proposing that E-WOM mediates the relationship between People and Repurchase Intention is not supported. This result indicates that although friendly, responsive, and knowledgeable employees contribute positively to customers' service experiences, these interactions are not sufficient to encourage consumers to engage in positive online discussions that eventually lead to repeat purchases. In the context of Kopi Tuku, consumers may place greater emphasis on product quality, affordability, and overall brand experience rather than on employee interactions when deciding whether to recommend the brand online or repurchase its products.

The findings also indicate that **Electronic Word of Mouth does not mediate the relationship between Physical Evidence and Repurchase Intention**. The indirect effect produced a negative path coefficient (β) of **0.013**, with a **T-statistic of 0.219** and a **p-value of 0.413**, indicating that the indirect relationship is statistically insignificant. Although the direct effect of Physical Evidence on Repurchase Intention was found to be significant in the previous analysis, the insignificant indirect effect suggests that E-WOM does not function as a mediator in this relationship. This result implies that the physical environment of Kopi Tuku outlets, including cleanliness, store layout, interior design, and visual appearance, directly influences consumers' willingness to revisit and repurchase the products rather than encouraging them to share positive experiences online. In other words, consumers may appreciate a comfortable and attractive physical environment, but these perceptions do not necessarily translate into electronic word-of-mouth behavior.

Overall, the mediation analysis demonstrates that **Electronic Word of Mouth plays a selective mediating role within the proposed research model**.

Specifically, E-WOM fully mediates the relationships between **Price and Repurchase Intention** and between **Place and Repurchase Intention**, while it does not mediate the relationships involving **People** and **Physical Evidence**. These findings suggest that not all dimensions of the marketing mix influence consumers' repurchase intentions through the same mechanism. Instead, **Price and Place affect Repurchase Intention indirectly by encouraging consumers to generate positive electronic word of mouth**, whereas **Physical Evidence directly influences Repurchase Intention without relying on E-WOM**, and **People does not exert either a direct or indirect influence on consumers' repurchase intentions**. Therefore, the findings emphasize the strategic importance of E-WOM as a mediating mechanism that transforms favorable customer perceptions of pricing and location into stronger repurchase intentions among Kopi Tuku consumers in the JABODETABEK area.

In summary, the mediation analysis supports two out of four mediation hypotheses. H10 and H11 are supported, indicating that E-WOM fully mediates the relationships between Price and Repurchase Intention as well as between Place and Repurchase Intention. Conversely, H12 and H13 are not supported because the indirect effects of Physical Evidence and People on Repurchase Intention through E-WOM are not statistically significant. These findings demonstrate that E-WOM functions as an important mediating mechanism only for specific dimensions of the marketing mix, particularly Price and Place, in influencing consumers' repurchase intentions toward Kopi Tuku products

To provide a clear direction for this study, the research questions were formulated based on the research objectives and the conceptual framework developed in the previous sections. These research questions are designed to examine the relationships between the marketing mix elements, Electronic Word of Mouth (E-WOM), and Repurchase Intention among Kopi Tuku consumers in JABODETABEK. Specifically, the research questions focus on understanding how Price, Place, People, and Physical Evidence influence E-WOM and how E-WOM functions as a mediating variable in the relationship between the marketing mix elements and consumers' Repurchase Intention. The research questions of this study are presented as follows:

1. How do marketing mix elements (Price, Place, People, and Physical Evidence) influence Electronic Word of Mouth (E-WOM) among Kopi Tuku consumers in JABODETABEK?

2. How does Electronic Word of Mouth (E-WOM) mediate the relationship between marketing mix elements (Price, Place, People, and Physical Evidence) and Repurchase Intention among Kopi Tuku consumers in JABODETABEK?

The first research question investigates the extent to which the four elements of the marketing mix: Price, Place, People, and Physical Evidence influence Electronic Word of Mouth (E-WOM) among Kopi Tuku consumers in JABODETABEK. This question is intended to examine how consumers' perceptions and experiences regarding the affordability and suitability of prices, accessibility and convenience of locations, interactions with employees, and the physical environment of Kopi Tuku may encourage them to share information, opinions, experiences, and recommendations through electronic communication channels. By examining each marketing mix element individually, this study seeks to identify which aspects of the marketing mix contribute to the development of E-WOM among Kopi Tuku consumers.

The second research question examines the mediating role of Electronic Word of Mouth (E-WOM) in the relationship between the marketing mix elements and Repurchase Intention. More specifically, this question seeks to determine whether consumers' perceptions of Price, Place, People, and Physical Evidence influence their intention to repurchase Kopi Tuku products through E-WOM. In this relationship, E-WOM serves as an important mechanism through which consumers communicate their experiences and opinions about Kopi Tuku, which may subsequently influence their willingness to make future purchases. The mediation analysis therefore provides a deeper understanding of whether the marketing mix influences Repurchase Intention not only directly, but also indirectly through consumers' electronic word-of-mouth behavior.

Overall, these two research questions provide a comprehensive framework for understanding the relationships among the marketing mix, E-WOM, and

Repurchase Intention in the context of Kopi Tuku consumers in JABODETABEK. The first research question focuses on identifying the influence of each marketing mix element on E-WOM, while the second extends the analysis by examining whether E-WOM functions as a mediating mechanism between the marketing mix and Repurchase Intention. In addition to the mediation relationships, the research model also considers the direct relationships between the marketing mix elements and Repurchase Intention, as well as the influence of E-WOM on Repurchase Intention. This integrated approach enables the study to provide a more comprehensive explanation of how consumers' perceptions of Kopi Tuku's marketing mix may ultimately contribute to their intention to repurchase.

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study investigated the structural relationships between the 4Ps marketing mix elements (Price, Place, People, and Physical Evidence), Electronic Word of Mouth (E-WOM), and Repurchase Intention among Kopi Tuku consumers within the JABODETABEK region. Based on the rigorous empirical analysis conducted using PLS-SEM, the following conclusions are drawn:

Part I: Direct Effects on Electronic Word of Mouth (E-WOM)

H1: Price has a positive Effect on Electronic Word of Mouth (E-WOM) – SUPPORTED

The study found that Price exerts a strong, positive, and significant influence on E-WOM. In the competitive urban coffee landscape, consumers perceive Kopi Tuku's value-for-money pricing as exceptional. This favorable perception acts as a direct catalyst for digital engagement, inspiring consumers to voluntarily write reviews, share experiences, and generate viral peer recommendations on online platforms.

H2: Place has a positive influence on Electronic Word of Mouth (E-WOM) – SUPPORTED The effect of Place on E-WOM was found to be positive and statistically significant. Modern consumers, especially Gen Z and Millennials, place a premium on convenience. Kopi Tuku's combination of strategic geographic accessibility and integration with food delivery logistics prompt consumers to share how frictionless the purchasing process is, thereby driving positive online buzz and digital referrals.

H3: People have a positive effect on Electronic Word of Mouth (E-WOM) – NOT SUPPORTED Although staff interactions were generally positive, the data shows that People did not significantly influence E-WOM. This suggests that in Kopi Tuku's fast-paced, grab-and-go corporate framework, friendly service and fast

execution are viewed by consumers as hygiene factors—fundamental operational standards—rather than unique talking points that trigger digital virality.

H4: Physical Evidence has a positive effect on Electronic Word of Mouth (E-WOM) – NOT SUPPORTED Contrary to initial theoretical expectations, Physical Evidence showed no statistically significant effect on E-WOM. While consumers appreciate clean, well-designed outlets with a minimalist aesthetic, these attributes function as immediate sensory rewards processed directly at the point-of-sale, rather than primary material for social media posting in this specific coffee market segment.

Part II: Direct Effects on Repurchase Intention

H5: Electronic Word of Mouth (E-WOM) has a positive effect On Repurchase Intention – SUPPORTED The analysis demonstrated that E-WOM is a robust, significant, and direct driver of Repurchase Intention. Positive collective validation, perceived peer approval, and widespread social media recommendations play a critical role in reinforcing customer retention. The greater the intensity and positivity of the digital buzz, the stronger consumers' commitment to revisiting Kopi Tuku becomes.

H6: Price Effect has a positive influence on Repurchase Intention – NOT SUPPORTED The direct relationship between Price and Repurchase Intention was statistically non-significant. Critically, this proves that Kopi Tuku's competitive pricing structure, on its own, does not create an automatic behavioral commitment to repeat business. Its power to retain customers lies strictly in its ability to be validated through social digital channels, as explored in the mediation analysis (H10).

H7: Place has a positive influence on Repurchase Intention – NOT SUPPORTED Similarly, the study found no significant direct link between Place and Repurchase Intention. Operational accessibility and strategic locations do not independently dictate individual loyalty. Instead, this operational strength functions as a supporting input that fuels digital referrals, ultimately converting convenience into repurchase intent via E-WOM (as detailed in H11).

H8: People have a positive effect on Repurchase Intention – NOT SUPPORTED The direct effect of staff performance (People) on Repurchase Intention was not statistically significant. This finding aligns with the transactional nature of the urban coffee chain industry, suggesting that while friendly service is desirable, it does not function as a unique differentiating factor powerful enough to mathematically secure long-term, direct, repeat purchasing behavior.

H9: Physical Evidence has a positive effect on Repurchase Intention – SUPPORTED Physical Evidence was the only marketing mix variable that directly, positively, and significantly predicted consumers' Repurchase Intention. This structural phenomenon indicates that the sensory environment, outlet cleanliness, and physical branding of Kopi Tuku serve as immediate, powerful behavioral anchors that lock in customer loyalty on-site, entirely bypassing the need for digital validation.

Part III: Indirect / Mediation Effects of E-WOM

H10: E-WOM mediates the relationship between price and repurchase intention – SUPPORTED (FULL MEDIATION) The specific indirect path Price → E-WOM → Repurchase Intention is positive and highly significant. Given the corresponding direct path was highly insignificant (H6), E-WOM completely bridges this relationship. This establishes strict **Full Mediation**, meaning the mathematical impact of competitive pricing on customer retention is zero unless it first catalyzes positive digital conversations that subsequently drive the desire to return.

H11: E-WOM mediates the relationship between place and repurchase intention – SUPPORTED (FULL MEDIATION) The indirect mechanism of Place → E-WOM → Repurchase Intention also demonstrates **Full Mediation**. The positive impact of operational convenience on repeat purchases exists entirely through the channel of electronic word of mouth. Frictionless strategic locations catalyze social media referrals and recommendations, which then form the foundation for long-term customer commitment.

H12: E-WOM mediates the relationship between people and repurchase intention – NOT SUPPORTED E-WOM was not a significant structural bridge for translating People interactions into Repurchase Intention. Stafford performance does not create enough variance in the digital landscape to trigger digital referrals that impact long-term behavioral intentions, underscoring that service in this industry is a baseline expectation.

H13: E-WOM mediates the relationship between physical evidence to Repurchase Intention – NOT SUPPORTED E-WOM does not act as a mediator for Physical Evidence. This structural finding confirms that the servicescape Model applies directly at the point-of-sale in this market; aesthetic store ambiance anchors customer loyalty immediately and directly on-site, effectively eliminating the need to be funneled through or validated by digital word-of-mouth platforms.

The Strategic Power of Physical Evidence as a Direct Anchor: The results prove that Physical Evidence exerts a strong, positive, and direct impact on consumers' Repurchase Intention. This is the only marketing mix element tested in this study that significantly drives repeat purchases without first being amplified by online conversations. The consistent sensory environment, unique minimalist aesthetic, and clear branding established at Kopi Tuku's physical outlets act as immediate behavioral anchors for consumer retention, securing loyalty directly at the point of experience without requiring digital validation.

The Strategic Power of Physical Evidence as a Direct Anchor: The results prove that Physical Evidence exerts a strong, positive, and direct impact on consumers' Repurchase Intention. This is the only marketing mix element tested in this study that significantly drives repeat purchases without first being amplified by online conversations. The consistent sensory environment, unique minimalist aesthetic, and clear branding established at Kopi Tuku's physical outlets act as immediate behavioral anchors for consumer retention, securing loyalty directly at the point of experience without requiring digital validation.

Theoretical Limits of Human and Physical Assets on Virality: While the dimensions of People (friendly staff interactions) and Physical Evidence are fundamental operational baseline requirements for providing a baseline customer

experience framework for Kopi Tuku, the statistical results show they do not influence Electronic Word of Mouth. This suggests that in the fast-paced, efficiency-driven "grab-and-go" coffee culture of JABODETABEK, where consumers are highly rotinized, superior staff performance or a comfortable physical space are viewed as expected standards rather than unique or differentiating talking points that would trigger a consumer to write a positive online review.

5.2 Theoretical Implication

The findings from this structural equation model analysis have several significant theoretical implications that contribute to the theoretical bodies of service marketing, digital communication, and consumer behavior literature. These contributions offer substantial value to the academic perspective of grab-and-go corporate coffee cultures in emerging markets.

5.2.1 Evolution of the Value-Perception Concept in a Digital Landscape

Contextualizing Price Theory (as discussed in Chapter II, Section 2.2.1): The study found that while consumers perceive Kopi Tuku's localized, value-for-money pricing as exceptional, this dimension does not directly trigger an automatic behavioral commitment to repeat a purchase (H6 was not supported). Instead, this research provides the definitive breakthrough that the impact of a competitive pricing structure on long-term consumer retention exists only because it first serves as a primary, voluntary catalyst for generating organic positive reviews and viral recommendations (E-WOM). The subsequent digital validation from peers is ultimately what drives the decision to return. This mathematical mechanism establishes Price as a foundational "digital trigger" rather than a direct loyalty anchor, refining traditional value-perception theory.

5.2.2 Bifurcation of the Servicescape Model’s Role

Differentiating Physical Evidence Theory (as discussed in Chapter II, Section 2.2.4): This study found a theoretical bifurcation in how Physical Evidence (servicescape) impacts customer experience. First, Kopi Tuku’s sensory environment, including cleanliness, minimalist design, and layout, was the only

marketing mix element that directly and significantly secured consumer Repurchase Intention (H9 was supported). This direct impact anchors customer loyalty on-site at the point of experience framework. However, this study found no direct link between Physical Evidence and E-WOM (H4 was not supported). This is a critical finding, indicating that while a visually appealing physical space is a direct behavioral retention anchor, it is processed sensory-wise rather than electronically and does not serve as primary material for social media posting in this specific grab-and-go corporate coffee framework. This challenges the theoretical assumption that a strong servicescape would lead to immediate digital virality.

5.2.3 Affirmation of Routinization and Baseline Consumer Expectations

Contextualizing People Theory (as discussed in Chapter II, Section 2.2.3): The data showed that staff performance and customer service interactions (People) did not significantly impact either E-WOM or Repurchase Intention within the context of a grab-and-go corporate coffee culture. Theoretically, this validates the high degree of Consumer Routinization in JABODETABEK's coffee chain market. Friendly staff interactions and personalized service, while desirable, have become basic, expected baseline requirements (hygiene factors) for corporate coffee providers. They do not generate sufficient variance to differentiate a brand or trigger viral online conversations, thus confirming that human performance alone in efficiency-driven transactional frameworks is not a unique driver of digital referrals or direct long-term loyalty.

5.2.4 Value-Perception Theory

Refinement of Zeithaml's Value-Perception Theory This study advances value-perception literature by demonstrating that in modern digitalized markets, the "sacrificial" aspect of Price does not directly translate into customer commitment. Instead, favorable pricing acts as an antecedent to digital engagement, showing that perceived monetary value must be filtered through social validation (E-WOM) before driving behavioral outcomes like repurchase intention.

Evolution of the Servicescape Model (Bitner) While traditional servicescape literature implies that environmental design triggers holistic emotional and

communicative responses, this study shows a clear divergence. Physical Evidence acts as a direct behavioral anchor rather than a communication driver. This suggests that for grab-and-go retail formats, the physical environment fulfills immediate experiential needs that lock in loyalty directly on-site.

Contextualization of the 4Ps in the Digital Era This research addresses calls to modernize traditional marketing mix frameworks by integrating digital mediators. It proves that the "Place" dimension in contemporary urban settings encompasses not just geographic coordinates, but also digital accessibility (food delivery applications). This convenience serves as raw material for online buzz, re-defining how "Place" converts convenience into brand equity.

5.3 Practical Implication

For the management of Kopi Tuku and broader beverage retail practitioners in urban areas, these findings offer highly actionable strategic insights:

5.3.1 Engineering the "Value-to-Virality" Pipeline

Since the competitive pricing of Kopi Tuku has zero immediate or direct impact on repurchase behavior (H6 was highly insignificant) but has a massive direct influence on Electronic Word of Mouth (H1 was strongly supported), management must strategically engineer this pipeline. Tuku should launch specific digital referral campaigns that transform customers into localized influencers. For example, introduce a "Share & Save" dynamic where customers receive substantial discounts on their next "Tuku-Tetangga" purchase only after they document their localized Tuku routine on social media platforms, tag the brand, and create visible online engagement. This strategy directly leverages the critical Price → E-WOM → Repurchase Intention pathway, amplifying the organic online conversations that are mathematically proven to be the exclusive mechanism that converts competitive prices into long-term behavioral repurchase intentions.

5.3.2 Converting Corporate Convenience into Viral Capital: Seamless Integration with Delivery Platforms and Instant E-WOM Hooks.

The data indicates that corporate convenience (Place), encompassing strategic location accessibility and seamless integration with delivery logistical systems, did not have a direct influence on Repurchase Intention within JABODETABEK's transactional ecosystem (H7 was insignificant). Instead, corporate convenience relied fully and heavily on E-WOM to secure repeat behavioral commitment (H11 was supported). Management should create marketing campaigns that explicitly tie its seamless digital delivery access directly to instant shareable social content. For instance, when delivery orders arrive via platforms like GoFood or GrabFood, they must include visible, well-designed prompts, QR codes, or personalized digital loyalty tokens inviting the customer to immediately write an online review or share a photo of their delivery experience, thereby capitalising on the high-intensity frictionless ease that converts convenience guy into brand virality.

5.3.3 Optimizing Direct servicescape Behavioral Anchors

The statistical results prove that the sensory environment, outlet cleanliness, and distinct minimalist branding of Kopi Tuku serve as strong direct behavioral anchors, locking in customer loyalty immediately and directly on-site at the physical point of experience framework, effectively bypassing the need for digital validation (H9 was supported). Therefore, Kopi Tuku must protect and protectively replicate its signature servicescape ambiance as its primary on-site retention tool. Any perceived decrease in store presentation, hygiene standards, or aesthetic consistency across franchises or new outlet formats will immediately harm client retention rates independent of the brand's online popularity. Management must continuously improve outlet comfort, lighting, music playlists, and functional cleanliness to solidify this powerful direct loyalty loop.

5.4 Research Limitations

While this study provides rigorous and valuable insights, certain limitations should be acknowledged when interpreting the results:

Geographic Concentration: The sample was restricted exclusively to the JABODETABEK metropolitan area. Given the unique lifestyle velocity, high digital literacy, and dense purchasing power of this capital region, the consumer behavior patterns observed here may not perfectly represent coffee consumers in smaller Indonesian cities or rural market

Cross-Sectional Data Design: This research relied on a cross-sectional approach, capturing consumer perceptions and behavioral intentions at a single point in time. It cannot fully capture shifting consumer habits, changing economic trends, or evolving competitor strategies over a long period.

Construct Scope Limitation: The model focused heavily on the 4Ps and a single digital mediator (E-WOM). It did not account for other highly influential modern variables such as brand love, product quality variance, or the direct aggressive promotional strategies of emerging tech-enabled coffee chains.

5.5 Recommendation

Based on the conclusions and limitations identified above, the following recommendations are proposed for future academic research and corporate strategies:

For Future Researchers:

a. Longitudinal Studies: Future studies should implement a longitudinal research design to track how the relationships between the marketing mix, E-WOM, and repurchase intentions evolve over time as the retail coffee industry matures.
b. Geographic Expansion: To increase the generalizability of the model, future projects should expand the sampling frame to include tier-2 and tier-3 cities across Indonesia (e.g., Central Java, Sumatra) to contrast urban and sub-urban consumer psychographics.
c. Model Extension: Researchers should consider adding additional constructs to the structural model, such as Product Quality as an independent variable, or Brand Image as a parallel mediator alongside E-WOM, to explain more variance in Repurchase Intention.

For Kopi Tuku Management:

a. Develop interactive campaigns that encourage customers to share their daily Kopi Tuku routines on social media. This naturally activates the proven pathway where customers' positive perceptions of Tuku's affordable prices and convenient access (Price/Place) are converted into online recommendations (E-WOM), ultimately driving stronger intent to repurchase.
b. Operational Consistency: Standardize the "People" and "Physical Evidence" dimensions across all newly opened franchises or small-scale booths to ensure that the direct positive impact of physical assets on repeat business is never compromised during brand expansion.

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APPENDIX

Appendix 1 Research Questionnaire

My name is Sri Handayanii in partial fulfillment of the requirements for the Master of Business Administration Program at the IPMI Institute, the researcher is currently conducting a thesis entitled **The Effects of Marketing Mix On Repurchase Intention and Electronic Word of Mouth As a Mediating Variable: A Study of Kopi Tuku *JABODETABEK* Consumers.**

Respondent Criteria

1. Residing in *JABODETABEK (Jakarta – Bogor – Depok – Tangerang – Bekasi)*
2. Coffee Shop Consumption
3. Having purchase Kopi Tuku brand more than once
4. Age 17–45 years old (Gen Z and Millennial)
5. Social Media Usage

Respondent Identification

Name :

Age :

- 17 – 22 Years Old
- 23 – 27 Years Old
- 28 – 32 Years Old
- 33 – 35 Years Old
- 36 – 45 Years Old

Profession

- Students
- Entrepreneur
- Civil servant
- private-sector employee
- Influencer
- Other:

Income

- < Rp 3.000.000
- Rp 3.000.000 - Rp 5.000.000
- Rp 5.000.000 - Rp 8.000.000

- Rp 8.000.000 - Rp 9.000.000
- More than Rp 9.000.000

Place of Residence :

A. Jakarta Area
B. Bogor
C. Depok
A. Tangerang
B. Bekasi

Respondent Instructions

1. Choose the answer that best fits your opinion objectively.

2. There are 5 possible answers.

1 = Strongly disagree (Sangat Tidak Setuju)

2 = Disagree (Tidak Setuju)

3 = Neutral (Netral)

4 = Agree (Setuju)

5 = Strongly agree (Sangat Setuju)

THE QUESTIONS

Code	Question	1	2	3	4	5
	PRICE					
PR1	The price of Kopi Tuku products is in line with what I expected before purchasing. *(Harga produk Kopi Tuku yang ditawarkan sesuai dengan nilai yang saya harapkan sebelum membeli)*					
PR2	The price of Tuku Coffee products is still affordable for me. *(Harga produk Kopi Tuku yang ditawarkan masih terjangkau bagi saya.)*					
PR3	The price of Kopi Tuku products is comparable to the quality of the coffee I get. *(Harga produk Kopi Tuku yang ditawarkan sebanding dengan kualitas rasa kopi yang saya dapatkan.)*					
PR4	The price of Tuku Coffee products is competitive compared to similar					

	products. *(Harga produk yang ditawarkan kompetitif dibandingkan dengan produk sejenis.)*					
PR5	The price of Tuku Coffee is in line with my experience. *(Harga Kopi Tuku yang ditawarkan sesuai dengan pengalaman yang saya dapatkan.)*					
Code	**PLACE**					
	Question	**STS**	**TS**	**N**	**S**	**SS**
PL1	The location is easily accessible to me. *(Lokasi tempat Kopi Tuku mudah dijangkau oleh saya.)*					
PL2	Kopi Tuku is located in a strategic area. *(Lokasi tempat Kopi Tuku berada di area yang strategis.)*					
PL3	Access to the location is easy to find. *(Akses menuju lokasi tempat mudah ditemukan.)*					
PL4	The surrounding environment contributes to my comfort during my visit. *(Lingkungan sekitar tempat mendukung kenyamanan saya dalam berkunjung.)*					
PL5	The availability of supporting facilities makes it easy for me to come. *(Ketersediaan fasilitas pendukung memudahkan saya untuk datang.)*					
Code	**PEOPLE**					
	Question	**STS**	**TS**	**N**	**S**	**SS**
PE1	Employees provide friendly service to customers. *(Karyawan memberikan pelayanan yang ramah kepada pelanggan.)*					
PE2	Employees have good knowledge of the products *(Karyawan memiliki pengetahuan yang baik mengenai produk.)*					
PE3	Employees serve customers responsively. *(Karyawan melayani pelanggan dengan tanggap.)*					

PE4	Employees are able to communicate well with customers. *(Karyawan mampu berkomunikasi dengan baik kepada pelanggan.)*					
PE5	Employees pay close attention to customer needs. *(Karyawan memberikan perhatian yang baik terhadap kebutuhan pelanggan.)*					
Code	**PHYSICAL EVIDANCE**					
	Question	**STS**	**TS**	**N**	**S**	**SS**
PH1	The physical facilities available appear clean. *(Fasilitas fisik yang tersedia terlihat bersih.)*					
PH2	The interior design of the place made me feel comfortable. *(Desain interior tempat membuat saya merasa nyaman.)*					
PH3	The equipment and supplies used look modern. *(Peralatan dan perlengkapan yang digunakan terlihat modern.)*					
PH4	The layout of the place makes it easy for me to enjoy services. *(Tata letak tempat memudahkan saya dalam menikmati produk atau layanan.)*					
PH5	The visual appearance of the place appeals to me. *(Tampilan visual tempat menarik bagi saya.)*					
Code	**E- WORD OF MOUTH**					
	Question	**STS**	**TS**	**N**	**S**	**SS**
EW1	I often get detailed information about Kopi Tuku through reviews on social media. *(Saya sering memperoleh informasi lengkap mengenai Kopi Tuku melalui ulasan di media sosial.)*					
EW2	I often read product recommendations for Kopi Tuku from online platforms. *(Saya sering membaca rekomendasi*					

	produk Kopi Tuku dari platform online)					
EW3	I often see reviews of Kopi Tuku products on social media *(Saya sering melihat ulasan produk Kopi Tuku di media sosial.)*					
EW4	I shared my positive experience of consuming Kopi Tuku products on social media. *(Saya membagikan pengalaman positif Saya mengkonsumsi produk Kopi Tuku melalui media sosial.)*					
EW5	I often recommend this product to others. *(Saya sering merekomendasikan produk ini kepada orang lain)*					
Code	**REPURCHASE INTENTION**					
	Question	**STS**	**TS**	**N**	**S**	**SS**
RI1	I intend to repurchase Kopi Tuku products in the near future. *(Saya berniat untuk membeli kembali produk Kopi Tuku dalam waktu dekat)*					
RI2	I have the desire to buy Kopi Tuku products again in the future. *(Saya memiliki keinginan untuk kembali melakukan pembelian produk Kopi Tuku di masa mendatang.)*					
RI3	I am willing to recommend Kopi Tuku to my friends. *(Saya bersedia merekomendasikan Kopi Tuku kepada teman.)*					
RI4	I prefer Kopi Tuku over other coffee brands for my next purchase. *(Saya lebih memilih Kopi Tuku dibandingkan merek kopi lain untuk pembelian berikutnya.)*					
RI5	I am interested in seeking information about new menu items from Kopi Tuku. *(Saya tertarik untuk mencari*					

	informasi mengenai menu terbaru dari Kopi Tuku.)					

Data Collected From 127 Respondents To Conduct Validity And Reliability Test

NO	PR 1	PR 2	PR 3	PR 4	PR 5	PL 1	PL 2	PL 3	PL 4	PL 5	PE 1	PE 2	PE 3	PE 4	PE 5	PH 1	PH 2	PH 3	PH 4	PH 5	EW 1	EW 2	EW 3	EW 4	EW 5	RI 1	RI 2	RI 3	RI 4	RI 5
1	4	5	4	4	4	5	5	4	4	5	5	4	4	5	4	4	4	5	5	5	5	4	4	5	4	5	4	5	5	4
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