



**the Influence of Service Quality And Product Taste On Product Repurchase Intention
(Survey On Customers of Ub Coffee Malang)**

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Abstract:

This research aims to determine and explain the effect of Service Quality (X1) and Taste (X2) on Repurchase Decisions (Y), either in partially or simultaneously. The descriptive statistical analysis and multiple linear regression analysis engaged to analyze data. The data in this study were processed by IBM SPSS software version 26. The results showed that there were positive and significant influence between the Service Quality variable (X1) on the Repurchase Decision (Y), and positive and significant influence between the Taste (X2) variables on the Repurchase Decision (Y), also all the independent variables was verified that have an effect on the dependent variable simultaneously.

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Introduction

The business has become a driving force for the economy in Indonesia today. What's more, technological developments also make it easier for people and companies to carry out business activities. Business growth in Indonesia is very fast, encouraging companies to be able to see opportunities in the market so that they can compete in every product and service marketing activity. Every business actor must be able to read the situation, changing needs, and desires of buyers if they want their business to last longer and continue to grow, and must also pay attention to the quality of products and the quality of services provided.

The coffee shop business is one of the businesses that is growing in today's modern era. According to (Adtmojo, 2005), the coffee shop is a place to eat and drink that offers a relaxed atmosphere, without binding rules, and usually serves coffee blends as a special menu outside of snacks or fast food. Business in this sector is growing rapidly, due to a large number of requests from modern society, especially the younger generation who need drinks and places that are deemed appropriate or suitable for gathering with friends, girlfriends, and family for discussions or just hanging out. The existing coffee shops compete with each other in product variations and prices and offer their respective facilities and services. Coffee shops whose numbers continue to grow are increasingly pampering buyers with their many choices and respective values.

Coffee has become a commodity that is not foreign to the people of Indonesia since time immemorial. Indonesia has many types of coffee from each region that has a distinctive taste and aroma. Climatic factors and highland soil fertility in Indonesia are important factors for the high production of coffee consumed domestically, as well as exported abroad.

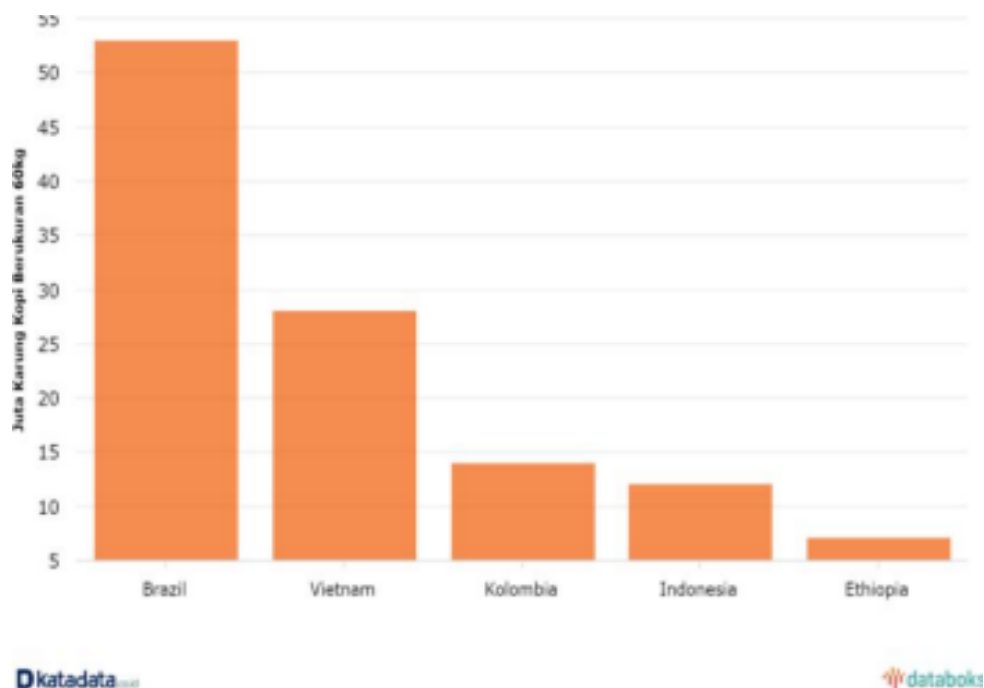


Figure 1. The Average Coffee Production on The Biggest 5 Coffee Production Countries From 2013 - 2018

Source: Pusparisa (2019)

Based on Figure 1 above, the average coffee production in Indonesia occupies the fourth position in the world, with 12 million sacks of coffee measuring 60 kg. The high level of production in Indonesia is accompanied by the many types of coffee that can be produced by each region in Indonesia. Each region has its specialty coffee which of course has a different taste.

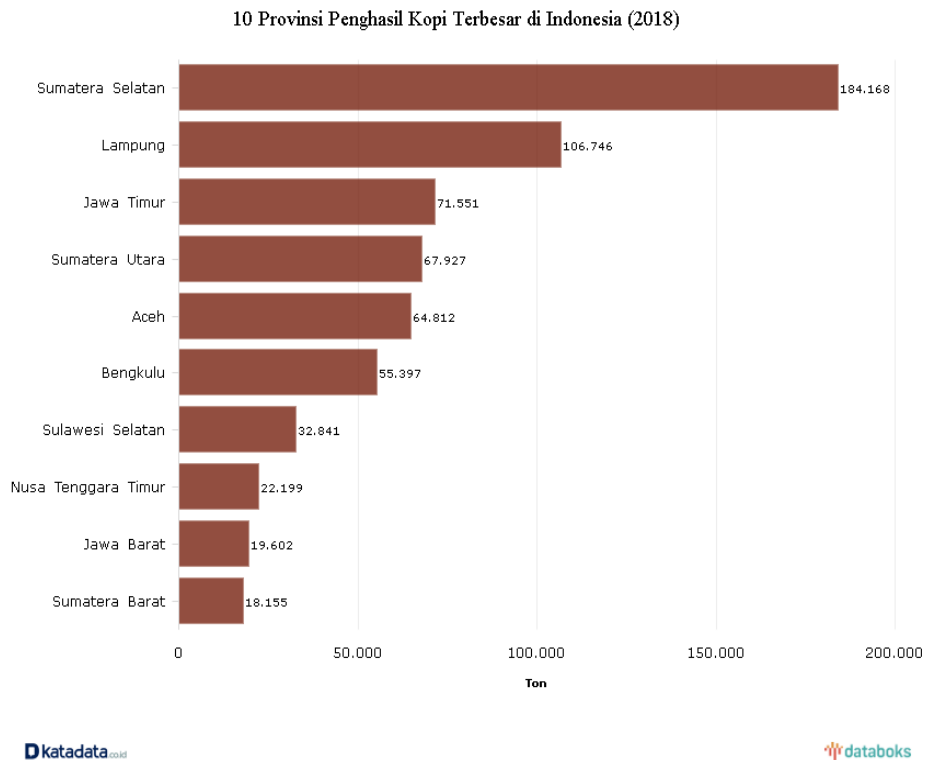


Figure 2. Top 10 Highest Coffee Production Province in Indonesia in 2018

Source: [Kusnandar \(2019\)](#)

Based on Figure 2, it can be seen that the 10 largest coffee-producing provinces in Indonesia are dominated in the Sumatra region, namely from the provinces of South Sumatra, Bandar Lampung, North Sumatra, Aceh, Bengkulu, and West Sumatra. Meanwhile, the province outside Sumatra Island that produces the third-largest coffee in Indonesia at 71,551 tons is East Java. A large amount of coffee production in East Java is a good opportunity for business people to be able to open a coffee shop business with abundant sources of raw materials. East Java has become a wet field to open a coffee shop because there are many young people and universities that have the second largest number of students in Indonesia after the University of Terbuka, namely University of Brawijaya which is located in the city of Malang. The University of Terbuka consists of 7,829 associate degree level students, 573,575 undergraduate students, 7,418 master's level students, there are no doctoral level students, professions, and specialists, so it has a total of 588,822 students. Meanwhile, University of Brawijaya consists of 3,090 associate degree level students, 60,730 undergraduate level students, 4,296 master's level students, 2,617 doctoral-level students, 1,843 professional-level students, and 557 specialist level students, so that it has a total of 73,133 students ([Ihsan, 2019](#)).

Research conducted by Sari (2019), entitled "The Influence of Cafe Atmosphere on Purchase Decisions and Its Impact on Consumer Satisfaction (Survey on visitors of UB Coffee Cafe Malang)", suggests further research to be able to add theories or concepts such as service quality or food quality that can use as an independent variable. Therefore, the researcher decided to examine 3 variables in this study, namely: Service Quality, Product Taste, and Repeat Purchase Decision. So that the researchers raised the research theme "The Influence of Service Quality and Product Taste on Product Repurchase Decisions (Survey on Customers of UB Coffee Malang)". This research is expected to be useful in helping UB Coffee and other coffee shops to be able to analyze the right marketing strategy in attracting market share or consumer decisions in choosing to visit a coffee shop.

Based on the explanation in the introduction, the researchers decided to raise the questions of the research as follows:

1. How is the influence of service quality on the decision to repurchase UB Coffee Malang products?
2. How is the influence of taste on the decision to repurchase UB Coffee Malang products?
3. How is the influence of service quality and taste simultaneously on the decision to repurchase UB Coffee Malang products?

Previous Researchs

Mapping the results of previous research or studies was carried out as a basis for determining the provisional hypothesis of the research results.

Table 1. Previous Research

No.	Researcher and Title (in Indonesian)	Variables	Results
1.	Imantoro, F. (2018) Pengaruh Citra Merek, iklan, dan Cita Rasa Terhadap Keputusan Pembelian	Brand Image (X1), Advertisement (X2), Taste Purchase Decision (X3), Purchase Decision (Y)	The independent variables consisting of brand image, advertisement, and taste jointly and partially have a significant influence on the purchase decision, the variable with the most dominant influence on the purchase decision variable is the taste variable.
2.	Febrian (2018) Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan	Product Quality (X1), Service Quality (X2), Customer Satisfaction (Y1), Customer Loyalty (Y2)	The influence of product quality and the effect of service quality on customer satisfaction is significant, and the effect of product quality and service quality on customer loyalty is not.
3.	Kirana (2018) Pengaruh Cita Rasa, Harga, dan Kualitas	Taste (X1), Price (X2), Service Quality	Variables of taste, price, and service quality have a positive and significant effect on purchasing decisions

Pelayanan Terhadap (X3), Purchase
Keputusan Pembelian Decision (Y)

Source: Processed by Researchers (2020)

Hypotesis

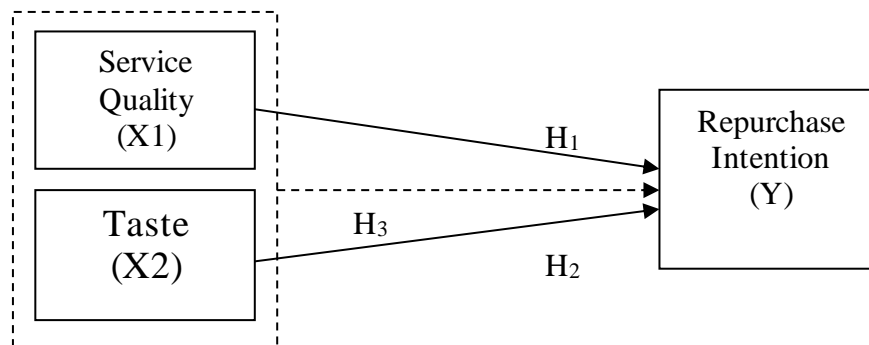


Figure 3. Hypothesis Model

Source: Processed by Researchers (2020)

Descriptions:

- : Simultaneously
- : Partially

Based on the hypothetical model in Figure 3, the data can be formulated as follows:

1. H₁: There is a significant and positive effect between Service Quality (X1) on Repurchase Decisions (Y).
2. H₂: There is a significant and positive influence between Taste (X2) on Repurchase Decision (Y).
3. H₃: There is a significant and positive influence between Service Quality (X1) and Taste (X2) simultaneously on Repurchase Decision (Y).

Research Methods

This type of research is explanatory research with a quantitative approach. The research method used is a quantitative method. This study will analyze and measure the effectiveness of the relationship between Service Quality and Product Taste on the Repurchase Decisions of UB Coffee Malang Products UB Coffee Malang is located on Jl MT Haryono, next to KPRI University of Brawijaya. However, the collection of information uses the Line Indonesia social media application and UB Coffee's Instagram. The consideration for choosing social media is due to the limitations caused by the Covid-19 pandemic which limits people's activities socially. However, the researcher believes that they will still obtain data from the right respondents with the efficiency of time, effort, and cost that can be achieved.

The samples taken were 117 respondents, the determination of the number used the Machin and Campbell formula. (Machin et al., 2009), with several characteristics that had been

determined by the researcher. The sampling technique is non-probability sampling with the purposive sampling method. The questionnaire uses Google Forms and is distributed through Line Indonesia's social media and UB Coffee's Instagram.

Results and Discussion

1. Normality Test

The normality test uses the P-P Plot test for testing the regression model residuals as shown in Figure 4 below:

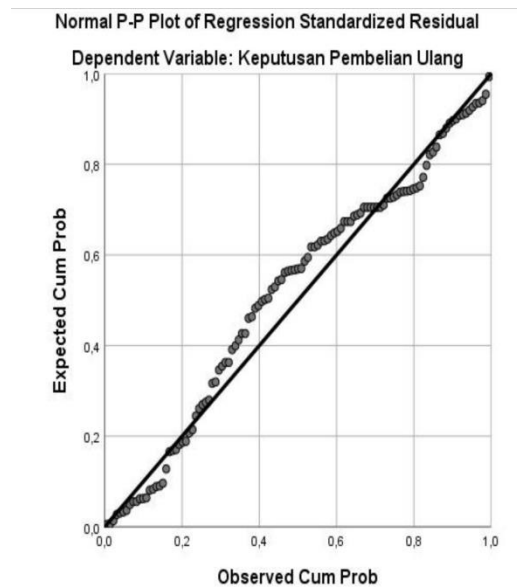


Figure 4. Normal P-P Plot Chart

Source: Processed by Researchers (2020)

The normal probability plot graph shows that the data spread around the diagonal line and follows a straight diagonal line. Thus, the regression model satisfies the assumption of normality.

2. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables.

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Service Quality (X1)	0,736	1,358
Taste (X2)	0,736	1,358

Source: Processed by Researchers (2020)

Based on Table 2, it is known that the tolerance value for the variables of Service Quality (X1) and Taste (X2) is 0.736 which is greater than 0.10. While the VIF value for the

variables of Service Quality (X1) and Taste (X2) is $1.358 < 10.00$. So it can be concluded that there are no symptoms of multicollinearity in the regression model.

3. Heteroscedasticity Test

The results of the heteroscedasticity test show that the points do not form a certain pattern or there is no clear pattern, and the points are spread above and below the number 0 (zero) on the Y-axis. Thus, it can be concluded that there is no heteroscedasticity.

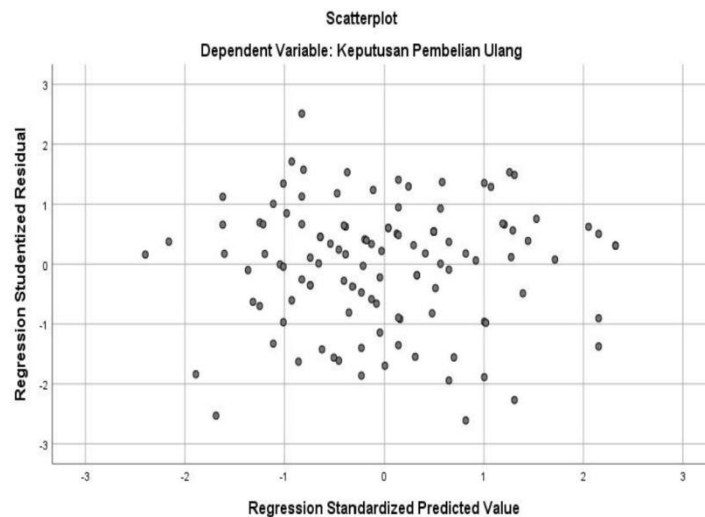


Figure 5. Heteroscedasticity Test

Source: Processed by Researchers (2020)

Thus the assumptions of normality, multicollinearity, and heteroscedasticity in the regression model can be fulfilled from this model.

4. Multiple Linear Regression Analysis Results

Multiple linear regression analysis aims to analyze the relationship and influence of the independent variable on the dependent variable. The analysis was carried out through the help of SPSS 26 for windows. The results of the analysis can be seen in Table 3 below:

Table 3. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-3,267	1,497		-2,813	0,031
Service Quality	0,209	0,037	0,411	5,718	0,000
Taste	0,670	0,106	0,454	6,320	0,000
Dependent Variable	= Repurchase Intention				
R	= 0,753				
R Square	= 0,567				
Adjusted R Square	= 0,559				

F_{count}	= 74,507
Sig. F	= 0,00

Source: Processed by Researchers (2020)

Based on this analysis, the regression equation found is as follows:

$$Y = -3.267 + 0.209 X_1 + 0.670 X_2$$

5. Research Hypothesis Test

Hypothesis testing aims to see how the influence of the independent variables (Service Quality and Taste) on the dependent variable (Repurchase Decisions). Hypothesis testing in this study consisted of a t-test, an F-test, and a coefficient of determination. The following are the results of hypothesis testing in this study:

6. t-Test Results

The t-test was conducted to determine and test the effect of each independent variable, namely the X1 and X2 variables on the dependent variable (Y). The test results can be seen from Table 4 below:

Table 4. t-Test

Model	Unstandardized Coefficients		Unstandardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (constant)	-3.267	1.497		-2.183	.031
Service Quality	.209	.037	.411	5.718	.000
Taste	.670	.106	.454	6.320	.000

Source: Processed by Researchers (2020)

7. F-Test Results

The F-test is used to test whether all independent variables (Service Quality and Taste) together have an effect on the dependent variable (Repurchase Decision).

Table 5. F-Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	710.537	2	355.268	74.507	.000 ^b
Residual	543.583	114	4.768		
Total	1254.120	116			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Service Quality, Taste

Source: Processed by Researchers (2020)

8. Coefficient of Determination

The coefficient of determination test is useful for measuring how much influence the independent variable has on the dependent variable. The value of the coefficient of determination ranges from zero to one. If the value of the coefficient of determination is close to one, then the ability of the independent variable to explain the dependent variable is very strong.

Table 6. Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.559	2.184

a. Predictors: (Constant), Service Quality, Taste

b. Dependent Variable: Repurchase Intention

Source: Processed by Researchers (2020)

It is known that the coefficient of determination is 0.567. This shows that 56.7% of repurchase decisions made by consumers can be explained by the two independent variables, while the remaining 43.3% of repurchase decisions are explained by other variables not explained in this study.

Conclusions

This study aims to see how much influence the variables of Service Quality (X1) and Taste (X2) on Repurchase Decisions (Y). Based on the results of the analysis that has been carried out, three conclusions are obtained to answer the questions from the problem formulation in the introduction as follows:

1. There is a positive and significant influence between the variables of Service Quality (X1) on Repurchase Decisions (Y). The magnitude of the influence of Service Quality on Repurchase Decisions is 0.209.
2. The results of the study indicate that there is a positive and significant influence between the variables of Taste (X2) on the decision to repurchase (Y). The magnitude of the influence of Taste on the Repurchase Decision is 0.670.
3. All independent variables tested simultaneously have an effect on the dependent variable, so it can be concluded that the hypothesis stating that the variables of Service Quality (X1) and Taste (X2) together have a positive and significant effect on Repurchase Decisions (Y) can be accepted. The magnitude of the influence of Service Quality and Taste on Repurchase Decisions is 0.567.

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