

ABSTRACT

Business in the culinary field is one of the businesses that is currently growing rapidly, one of which is the coffee shop business. The existence of coffee shops which are now very mushrooming and have become a lifestyle necessity for almost all people causes competition to be fierce. One of the coffee shops that has recently entered the culinary world is Cahaya Kopi. Since May 2021, Cahaya Kopi has had a large number of customers, one of which is due to the quality of service and products they have. Seeing this, this study aims to determine the effect of service quality and product variety on repurchase intention through customer satisfaction as an intervening variable.

This study used a quantitative method with a descriptive approach, using a non-probability sampling technique with a total sampling of 389 respondents. Data collection was carried out by distributing questionnaires to consumers who had visited Sinar Cahaya Coffee Shop in Bekasi City. The data analysis method used in this study is SEM-PLS and processed using SmartPLS3.0 Software.

Based on the results of the descriptive analysis, the service quality variable was in the good category, product variety was in the good category, customer satisfaction was in the good enough category, and repurchase intention was in the good category. This study concludes that based on the results of the hypothesis testing that has been done, it is found that service quality and product variety each have a positive effect on customer satisfaction, service quality and product variety each have a positive effect on repurchase intention, service quality and product variety have an effect positively on repurchase intention through customer satisfaction as an intervening variable at Sinar Cahaya Coffee Shop.

Keywords: Service Quality, Product Variety, Repurchase Intention, Customer Satisfaction.