

Research Article

# The Influence of Price and Service Quality on Repurchase Intention at Ara Coffee in Pontianak City

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## ABSTRACT

This study aims to analyze the influence of price and service quality on consumer repurchase intention at Ara Coffee, Pontianak. A quantitative approach using multiple linear regression was employed to analyze data obtained from 150 respondents selected through purposive sampling. Data were collected via questionnaires distributed to Ara Coffee customers. The results show that price and service quality have a positive and significant influence on repurchase intention, with a coefficient of determination ( $R^2$ ) of 47.9%, indicating that these two variables explain nearly half of the variation in repurchase intention. These findings suggest that affordable pricing and responsive, consistent service quality play a crucial role in increasing customer loyalty. This research contributes to the development of consumer behavior and service management theory and provides practical insights for Ara Coffee in formulating more effective pricing and service strategies to enhance customer satisfaction and loyalty.

**Keywords:** Price; Service Quality; Repurchase Intention

## 1. INTRODUCTION

The rapid growth of the industrial sector has intensified competition across various business fields. Every company now has the same opportunity to capture target markets, attract customers, and maintain its presence amid increasingly fierce competition. This phenomenon is also evident in the coffee shop business sector, which has shown significant growth in line with the rise of economic activities in Indonesia. Both traditional and modern coffee shops have become an essential part of people's lifestyles, especially in major and developing cities, including Pontianak in West Kalimantan Province.

The increasing number of coffee shops provides consumers with more choices to enjoy coffee, relax, or have discussions with friends. In Pontianak, coffee houses, cafés, and coffee shops have grown rapidly, offering various concepts, atmospheres, and price ranges. According to the Kamus Besar Bahasa Indonesia (KBBI), a warung is a place where customers can order beverages such as coffee, tea, or snacks, and enjoy additional entertainment such as music or Wi-Fi facilities. This illustrates a shift in consumer perception from merely a place to drink coffee into a social space designed with aesthetic and comfortable concepts, supported by attractive interior designs that create a pleasant experience for visitors.

Based on data from the Investment, Manpower, and One-Stop Integrated Services Office (PTSP) of Pontianak City in 2024, there are 706 registered coffee shop businesses spread across the city. In the Pontianak Barat District, particularly in Sungai Jawi Luar Subdistrict, there are 11 active coffee shops owned by local entrepreneurs such as Yasmin Nila Sari, Wahyuni, Tiara Alaska Putra, Hui Ngo, Achmad Rafiqi Azka, Olvy Ghea Andaresta, Gunawan Perajogo, Iwan Setiawan, Havigar, Mariana Wina Megawati, and Ari Argianto. One of the well-developed businesses in this area is Ara Coffee, which operates in the small café category and is owned by Ari Argianto.

Ara Coffee was founded in 2020 by Ari Argianto along with his two colleagues, Riko and Aliong. The idea came from their habit of spending time at coffee shops during college to relax or complete assignments together. From this routine emerged the initiative to open their own coffee shop, named "Ara Coffee," which is derived from the initials of the founders' first names. Having been in operation for four years, Ara Coffee offers various types of beverages and snacks priced between Rp6,000 and Rp13,000. The variety of products and price options reflects an effort to adjust to the purchasing power of diverse consumers, ranging from students and young workers to the general public.

In the beverage business such as coffee shops, price plays a crucial role in influencing purchasing decisions. Price functions not only as a medium of exchange but also as a reflection of perceived value and product quality in the minds of consumers. Mardia et al. (2021) define price as the amount of money consumers must pay to obtain the benefits of a product or service. Indrasari (2019) states that price represents the monetary value paid by consumers to acquire a desired product. Meanwhile, Kotler and Armstrong (2021) explain that price is the amount of money charged for a product or service, or more

broadly, the total value that customers give up in exchange for the benefits of owning or using a product.

For Ara Coffee, implementing a competitive pricing strategy is essential since its main market segment consists of middle to lower-income consumers. Price affordability is a major factor in attracting and retaining customers, especially amid tight competition with other coffee shops offering similar price ranges. However, competitive prices must still correspond to product and service quality so that customers feel the value they receive is equivalent to the price they pay.

In addition to price, service quality is a fundamental element in shaping customer satisfaction and influencing repurchase decisions. Manengal et al. (2021) state that service quality is a dynamic condition closely related to products, services, human resources, processes, and environments that can meet or even exceed customer expectations. Dzikra (2020) adds that service quality is a strategic system involving all organizational components, from management to employees, aimed at fulfilling customer needs and expectations. Pertiwi (2021) also explains that service quality is a dynamic condition associated with products, services, and human resources, including the control of excellence levels to meet consumer expectations. Furthermore, Anggoman et al. (2020) define service quality as the level of excellence expected and the control over that level to fulfill customer needs.

Field observations at Ara Coffee indicate that the overall service quality is fairly good, as shown by the friendliness and communicative behavior of the staff. However, inconsistencies were found in terms of serving time and order handling during certain hours. Some customers experienced longer waiting times, while others were served faster. This condition suggests the need for improvements in reliability and responsiveness to enhance consistency and efficiency in service delivery. According to the SERVQUAL model, service quality consists of five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Reliability refers to the ability to provide accurate and consistent service. Responsiveness reflects the willingness of employees to assist customers promptly and effectively. Assurance relates to customer confidence in product quality and staff competence. Empathy represents personal attention and understanding of customer needs, while tangibles include physical aspects such as cleanliness, comfort, and interior design. For Ara Coffee, implementing these dimensions consistently is essential to create a positive customer experience that fosters satisfaction and loyalty.

Besides price and service quality, another important aspect in the coffee shop industry is repurchase intention. Repurchase intention describes the tendency of customers to buy again after being satisfied with a previous experience. Priansa (2022) defines repurchase intention as behavior that emerges as a positive response to past experiences, strengthening the individual's desire to make repeated purchases. Puspitasari and Aprileny (2020) state that a high level of repurchase intention indicates strong consumer satisfaction with the product or service received. Similarly, Kotler and Keller (2019) define repurchase intention as the willingness and action of consumers to repurchase a product due to satisfaction from previous experiences. In marketing, repurchase behavior serves as an important indicator of a company's success in building customer loyalty.

Sales data from Ara Coffee over the past three years show a consistent decline in revenue, from Rp318,095,000 in 2022 to Rp295,343,000 in 2023 (a decrease of 7.79 percent), and then to Rp288,743,000 in 2024 (a decrease of 2.43 percent). This downward trend indicates potential issues in pricing, service quality, or customer satisfaction that may have affected customer repurchase behavior.

The coffee shop industry in Pontianak has shown rapid growth; however, intense competition affects consumers' decisions to repurchase. Previous studies, such as those conducted by Mudfarikah & Dwijayanti (2021), Syahdina et al. (2025), and Rosid & Albari (2025), reveal that price and service quality influence repurchase intention. However, these studies are limited to coffee shops in other areas or different sectors, and none specifically examine Ara Coffee in Pontianak, which has experienced a decline in revenue in recent years. This study aims to fill this gap by analyzing the simultaneous influence of price and service quality on repurchase intention at Ara Coffee, while providing deeper insights into the factors affecting customer loyalty in local coffee shops.

Therefore, this study aims to examine the influence of price and service quality on repurchase intention at Ara Coffee in Pontianak City. The findings are expected to provide practical insights for Ara Coffee in developing more effective pricing and service strategies to enhance customer loyalty. Theoretically, this research contributes to the development of literature on consumer behavior, particularly in the context of local coffee shop businesses in Indonesia that continue to experience rapid growth.

## 2. RESEARCH METHOD

### Type of Research

This study employs a quantitative associative method, which aims to determine the relationship between two or more variables. According to Siregar (2020), associative or correlational research is a study that seeks to identify the relationship between two or more variables. Therefore, this research was conducted to analyze the relationship among price, service quality, and repurchase intention of consumers at Ara Coffee in Pontianak City.

## Data Collection Technique

The data in this study were obtained through primary and secondary sources. According to Siregar (2020) primary data are data collected directly by the researcher from the original source or research site. The primary data were gathered using two methods, namely interviews and questionnaires. Interviews were conducted to obtain a general overview of the business condition and consumer behavior. As stated by Sugiyono (2022), interviews are used when researchers wish to explore detailed information from respondents. The questionnaire was distributed to Ara Coffee customers to obtain quantitative data. Sugiyono (2022) explains that a questionnaire is conducted by giving a set of written questions or statements to respondents to be answered. Furthermore, according to Siregar (2020) secondary data are data published or utilized by an organization other than the one that originally collected them. In this research, secondary data were obtained from Ara Coffee's internal documents, including product lists, price data, sales figures, and competitor information within the Pontianak area.

## Population and Sample

The population of this study consists of all customers of Ara Coffee in Pontianak City. Sugiyono (2022) defines population as a generalization area consisting of objects or subjects that possess certain quantities and characteristics determined by the researcher to be studied. The sample was determined using the purposive sampling technique and the Roscoe formula, which is appropriate for social research with a sample size ranging from 30 to 500 respondents. Based on these criteria, the study used a total of 150 respondents. According to Sugiyono (2022) purposive sampling is a sampling technique based on specific considerations." The criteria for selecting respondents in this study are: (1) individuals aged 18 years or older, and (2) customers who have visited and made purchases at Ara Coffee at least twice independently.

## Research Variables & Measurement Scale

According to Sugiyono (2022) a research variable is essentially anything determined by the researcher to be studied in order to obtain information and draw conclusions. This study consists of three main variables: Independent variables: Price ( $X_1$ ) and Service Quality ( $X_2$ ) and Dependent variable: Repurchase Intention ( $Y$ ). All indicators were measured using a Likert Scale with five response options. As stated by Sugiyono (2022), the Likert Scale is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. Each response was assigned a score ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to facilitate quantitative analysis.

## Data Analysis Technique

The data analysis consisted of instrument testing, classical assumption testing, and multiple linear regression analysis, all performed using SPSS version 25. The research instrument was tested for validity and reliability. According to Siregar (2020), validity indicates the extent to which an instrument accurately measures what it is intended to measure. An item is considered valid if the r-calculated value exceeds the r-table value. Reliability, on the other hand, measures the consistency of the instrument. Siregar (2020) states that a questionnaire is considered reliable if the Cronbach's Alpha value exceeds 0.60. Classical assumption tests were conducted to ensure the regression model met the necessary analytical requirements. The normality test was performed using the Kolmogorov-Smirnov test to determine whether the data were normally distributed (Siregar, 2020). The multicollinearity test was used to examine correlations among independent variables, where tolerance values greater than 0.10 and VIF values less than 10 indicate no multicollinearity (Ghozali, 2020). The linearity test was conducted to confirm that the relationship between independent and dependent variables was linear (Siregar, 2020). A multiple linear regression model was applied to test the influence of price and service quality on repurchase intention. According to Siregar (2018), multiple regression analysis is used to determine the influence of two or more independent variables on a dependent variable. The regression equation used is as follows:  $Y = a + b_1X_1 + b_2X_2 + a$ . The correlation coefficient ( $R$ ) was used to determine the strength of the relationship between variables (Siregar, 2020), while the coefficient of determination ( $R^2$ ) indicated the proportion of the dependent variable explained by the independent variables, calculated as  $KD = r^2 \times 100\%$  (Siregar, 2020). The F-test was conducted to examine the simultaneous effect of independent variables on the dependent variable. According to Ghozali (2020), the hypothesis is accepted if the Sig. value  $< 0.05$  or  $F\text{-count} > F\text{-table}$ . The t-test was used to assess the partial effect of each independent variable on the dependent variable, with the criterion that the hypothesis is accepted if  $\text{Sig.} < 0.05$  or  $t\text{-count} > t\text{-table}$  (Ghozali, 2020).

## 3. RESULTS AND DISCUSSION

### 3.1 Test Research Instruments

#### 3.1.1 Validity Test

Based on the results of the analysis using SPSS, the validity test results can be seen in [Table 1](#).

**Table 1.** Validity Test Results

Variable	Indicator	r-count	r table	Description
Price (X1)	X1.1	0.683	0.159	Valid
	X1.2	0.665		
	X1.3	0.716		
	X1.4	0.520		
	X1.5	0.672		
	X1.6	0.780		
	X1.7	0.515		
	X1.8	0.619		
	X1.9	0.625		
	X1.10	0.730		
	X1.11	0.627		
	X1.12	0.827		
	X1.13	0.652		
	X1.14	0.431		
	X1.15	0.610		
	X1.16	0.460		
Service Quality (X2)	X2.1	0.610	0.159	Valid
	X2.2	0.655		
	X2.3	0.506		
	X2.4	0.582		
	X2.5	0.562		
	X2.6	0.604		
	X2.7	0.522		
	X2.8	0.386		
	X2.9	0.433		
	X2.10	0.312		
	X2.11	0.594		
	X2.12	0.617		
	X2.13	0.604		
	X2.14	0.507		
	X2.15	0.603		
	X2.16	0.652		
X2.17	0.470			
X2.18	0.474			
X2.19	0.618			
X2.20	0.704			
Repurchase Intention (Y)	Y.1	0.578	0.159	Valid
	Y.2	0.705		
	Y.3	0.589		
	Y.4	0.639		
	Y.5	0.665		
	Y.6	0.785		
	Y.7	0.764		
	Y.8	0.772		
	Y.9	0.652		
	Y.10	0.763		
	Y.11	0.579		
	Y.12	0.538		
	Y.13	0.434		
	Y.14	0.333		
	Y.15	0.299		
	Y.16	0.214		

Source: SPSS output, 2025

Based on **Table 1**, the validity test results show that all statements in all variables are valid, because the r-count values > the table r value.

### 3.1.2 Reliability Test

For questionnaire items that have been declared valid, the reliability test is to be conducted, namely a reliability test. The results of the reliability test of the statements in the study variables, namely price (X1), service quality (X2), and repurchase intention (Y), can be seen in [Table 2](#).

**Table 2.** Reliability Test Results

Variable	Cronbach's Alpha	Description
Price (X1)	0.901	Reliable
Service Quality (X2)	0.879	
Repurchase Intention (Y)	0.869	

Source: SPSS output, 2025

Based on [Table 2](#), it can be seen that the Cronbach's Alpha value for the price variable (X1) is 0.901. Then, for the service quality variable (X2), the value is 0.879, and for the repurchase intention variable, the value is 0.869. All of these values are greater than 0.60, so it can be concluded that the measurement items for the variables of price (X1), service quality (X2), and repurchase intention (Y) are reliable and suitable for use in this study.

## 3.2 Classic Assumption Test

### 3.2.1 Normality Test

Based on the results of the analysis using SPSS, the normality test results can be seen in [Table 3](#).

**Table 3.** Normality Test Results

Test	Value
N (Sample)	150
Test Statistic	.105
Asymp.Sig.(2-tailed)	.064

Source: SPSS output, 2025

Based on [Table 3](#), it can be seen that Asymp. Sig. (2-tailed) is 0.064, which is greater than 0.05. Therefore, it can be concluded that the data is normally distributed because the Kolmogorov-Smirnov significance value is  $> 0.05$ .

### 3.2.2 Linearity Test

Based on the results of the analysis using SPSS, the linearity test results can be seen in [Table 4](#).

**Table 4.** Result of Linearity

Variable	Linearity	Description
Repurchase Intention * Price	0.000	Linear
Repurchase Intention * Service Quality	0.000	

Source: SPSS Output, 2025

Based on [Table 4](#), it can be seen that the Linearity significance value is less than (0.05), so it can be concluded that there is a significant linear relationship between the price variable (X1), service quality variable (X2), and repurchase intention variable (Y).

### 3.2.3 Multicollinearity Test

Based on the results of the analysis using SPSS, the results of the multicollinearity test can be seen in [Table 5](#).

**Table 5.** Multicollinearity Test Results

Variable	Tolerance	VIF
Price	.858	1.165
Service Quality	.858	1.165

Dependent Variable: Repurchase Intention

Source: SPSS output, 2025

Based on [Table 5](#), the results of the multicollinearity test indicate that the variables of Price and Service Quality are not excessively correlated with each other. The tolerance and VIF values, which fall within the acceptable range, suggest that there is no multicollinearity issue, ensuring that the regression model used is valid.

### 3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to predict changes in dependent variables based on the manipulation of two or more independent variables as predictor factors. The regression coefficient results based on SPSS analysis can be seen in [Table 6](#).

**Table 6.** Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	2.305	12.227	.000
Price	.214	6.096	.000
Service Quality	.279	6.884	.000

Dependent Variable: Repurchase Intention

Source: SPSS output, 2025

Based on [Table 6](#), the multiple linear regression equation obtained is

$$Y = 2.305 + 0.214 X_1 + 0.279 X_2$$

Furthermore, the results of the multiple linear regression equation can be explained as follows:

- Constant Value: The constant value of 2.305 indicates that if the variables of Price (X1) and Service Quality (X2) are assumed to be constant or unchanged, the value of Repurchase Intention (Y) would be 2.305 units.
- Regression Coefficient of Price (X1): The regression coefficient for the Price variable (X1) is 0.214, meaning that for each one-unit increase in the Price variable (X1), Repurchase Intention (Y) will increase by 0.214 units. This indicates that price has a positive effect on repurchase intention.
- Regression Coefficient of Service Quality (X2): The regression coefficient for the Service Quality variable (X2) is 0.279, meaning that for each one-unit increase in Service Quality (X2), Repurchase Intention (Y) will increase by 0.279 units. This suggests that service quality has a positive effect on repurchase intention, with a stronger impact compared to price.

### 3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used for two or more variables and can also determine the direction of the relationship between the two variables. The results of the correlation coefficient test can be seen in [Table 7](#).

**Table 7.** Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 <sup>a</sup>	.479	.472	.23350

Predictors: (Constant), Service Quality, Price

Dependent Variable: Repurchase Intention

Source: SPSS output, 2025

Based on [Table 7](#), the value of the correlation coefficient (R) is 0.692, indicating a strong positive relationship between the independent variables (Service Quality and Price) and the dependent variable (Repurchase Intention). This result suggests that collectively, Service Quality and Price have a strong association with Repurchase Intention. However, the direction and magnitude of the influence of each independent variable must be interpreted based on the regression coefficients and partial test results.

### 3.5 Analysis of the Coefficient of Determination $R^2$

Based on [Table 7](#), the correlation analysis indicates that Service Quality and Price together explain 47.9% of the variance in Repurchase Intention, with a moderate positive correlation ( $R = 0.692$ ). The model appears to be well-adjusted, and the predictors (Service Quality and Price) contribute significantly to the explanation of Repurchase Intention. However, 52.1% of the variance remains unexplained, suggesting the potential influence of other factors not included in the model.

### 3.6 Simultaneous Test (F Test)

The simultaneous test (F-test) aims to assess the combined influence of independent variables on dependent variables. The test results can be seen in [Table 8](#).

**Table 8.** Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	7.376	3.688	67.640	.000 <sup>b</sup>
Residual	8.015	.055		

Dependent Variable: Repurchase Intention

Predictors: (Constant), Service Quality, Price

Source: SPSS output, 2025

Based on **Table 8**, it is known that the F-count value is 67.640 with a significance value of 0.000. Meanwhile, the F-table value at the 0.05 significance level with degrees of freedom ( $df_1 = k = 2$ ) and ( $df = n - k - 1 = 150 - 2 - 1 = 147$ ) is 3.06. The result shows that the F-count value (67.640) is greater than the F-table value (3.06) and the significance value (0.000) is less than 0.05. Therefore, it can be concluded that the variables of price (X1) and service quality (X2) simultaneously have a significant effect on the repurchase intention variable (Y).

### 3.7 Partial Test (t Test)

To identify the influence of price (X1) and service quality (X2) on repurchase intention (Y), a partial test (t-test) is used. The results can be seen in **Table 9**.

**Table 9.** Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	2.305	12.227	.000
Price	.214	6.096	.000
Service Quality	.279	6.884	.000

Dependent Variable: Repurchase Intention

Source: SPSS output, 2025

Based on the statistical output presented in **Table 9**, it is known that the t-count value for the price variable (X1) is 6.096 with a significance value of 0.000, while t-count value for the service quality variable (X2) is 6.884 with a significance value of 0.000. The t-table value at the 0.05 significance level with degrees of freedom ( $df = n - k - 1 = 150 - 2 - 1 = 147$ ) is 1.655. The results indicate that:

1. The t-count value (6.096) is greater than the t-table value (1.655), and the significance value (0.000) is less than 0.05, thus it can be concluded that price (X1) has a positive and significant effect on repurchase intention (Y). The finding suggests that when consumers perceive the price offered as fair, affordable, and aligned with the value they receive, their desire to make repeat purchases increases. In practice, a reasonable and transparent pricing system encourages satisfaction and strengthens consumer trust, which can later translate into loyal purchasing behavior. Therefore, effective pricing not only attracts new customers but also contributes to retaining existing ones through perceived value and satisfaction.
2. The t-count value (6.884) is greater than the t-table value (1.655), and the significance value (0.000) is less than 0.05, meaning that service quality (X2) has a positive and significant effect on repurchase intention (Y). This result means that the better the quality of service provided, the greater the tendency for customers to revisit and make additional purchases. Elements such as prompt response, reliability, courtesy, empathy, and physical comfort are crucial in shaping positive impressions and long-term satisfaction. When consumers feel well treated and experience consistency in the services received, they are more likely to develop loyalty and maintain repeated purchasing habits.

### 3.8 Discussion

#### The Effect of Price on Repurchase Intention

The price variable has a positive and significant influence on the repurchase intention of Ara Coffee customers in Pontianak City. This finding indicates that customers are more likely to make repeat purchases when they perceive the price offered to be aligned with the benefits and quality of the products they receive, especially when it is supported by consistent and satisfactory service. In other words, when consumers feel that the amount they pay is proportional to the value obtained, a sense of satisfaction arises that encourages them to repurchase. This result reinforces the study conducted by Mudfarikah & Dwijayanti (2021), which revealed that price has a positive and significant effect on repurchase intention at Kedai Kopi Hakui in Tulungagung. Similarly, it is consistent with the findings of Aulia & Archie (2024), who explained that price plays a dominant role in influencing consumers' purchasing decisions.

## The Effect of Service Quality on Repurchase Intention

The service quality variable also has a positive and significant effect on customers' repurchase intention. This result explains that the overall experience during interactions with employees, the comfort of the place, and the speed and accuracy of service all have a strong emotional influence on customers' willingness to return. At Ara Coffee, customers who are served in a friendly, responsive, and consistent manner tend to have a positive impression of the business, which in turn fosters trust and comfort. These findings are in agreement with the research conducted by Aji et al. (2023), which found that service quality has a positive and significant effect on repurchase intention at coffee shops in Pekalongan. The same conclusion was also drawn by Sinambela & Hermani (2019), who reported that service quality has a strong impact on consumers' repurchase intention. In general, the results indicate that good, fast, and empathetic service plays an essential role in creating positive experiences that make customers more likely to return for future purchases.

## 4. CONCLUSION

This study makes a significant contribution to understanding how price and service quality influence consumer repurchase intention at Ara Coffee, Pontianak. Based on multiple linear regression analysis, it was found that competitive pricing and quality service are closely related to consumer repurchase intention. In practice, it is important for Ara Coffee to offer competitive prices while maintaining consistent service quality to meet customer expectations. Therefore, it is crucial for Ara Coffee to continuously improve service reliability and responsiveness to minimize customer dissatisfaction that could hinder their decision to repurchase. Theoretically, this research expands existing literature by showing how price and service quality play a role in determining repurchase intention, particularly in the small and medium-sized enterprises (SME) sector within Indonesia's coffee shop industry. While many previous studies have focused more on the retail sector or other industries, this study provides a deeper analysis of these two variables in the context of a highly competitive local market. Based on these findings, some policies that can be implemented include the importance of setting fair and transparent pricing, as well as developing service procedures to ensure consistent quality, especially during peak hours. This study also recommends that Ara Coffee regularly assess customer satisfaction and use the feedback to improve aspects of service that are still lacking. The use of technology in service management, such as ordering apps or an efficient queuing system, could help reduce wait times and enhance the customer experience. Further research should explore additional factors, such as customer satisfaction, brand image, and promotions, which may strengthen the relationship between price, service quality, and repurchase intention. Additionally, longitudinal studies would be highly beneficial for observing changes in consumer behavior over time, considering the dynamic nature of the coffee shop industry and rapidly changing consumer preferences.

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