



**ANALYSIS OF THE INFLUENCE OF PRODUCT
QUALITY, PRICE, AND CUSTOMER SATISFACTION
FACTORS ON REPURCHASE INTENTION OF JANJI
JIWA COFFEE TOWARDS INDONESIA
CONSUMERS**

**Submitted as one of the requirements to obtain Bachelor`s Degree
in Business Administration**

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**FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG**

August 2023

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This skripsi entitled “**Analysis of the Influence of Product Quality, Price, and Customer Satisfaction Factors on Repurchase Intention of Janji Jiwa Coffee towards Indonesian Consumers**” prepared and submitted by **Annastasya Tsabita Ichsani** in partial fulfilment of the requirements for the degree of **Bachelor** in the Faculty of **Business** has been reviewed and found to have satisfied the requirements for a Skripsi fit to be examined. I therefore recommend this skripsi for Oral Défense

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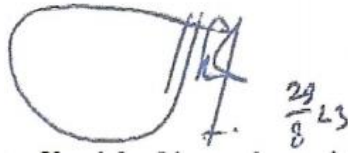
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ABSTRACT

Purpose – The increase in coffee consumption continues to occur in Indonesian society, even though Indonesia is referred to as the country with the highest level of coffee consumption in the world. Currently, Janji Jiwa continues to develop its coffee brand and products to be even better and able to compete with its competitors. One of the superior concepts of the Janji Jiwa brand is the fresh-to-cup concept, which uses coffee from local Indonesian farmers.

Methodology - The quantitative technique is used in this study. The research uses questionnaires that are distributed to 105 people who often buy Janji Jiwa coffee with non-probability sampling technique and spend certain amount of money on the coffee. The data was then analysis through a structural equation model for all the variables, which include product quality, price, customer satisfaction and repurchase intention.

Finding - The findings show that the variable product quality and customer satisfaction has positive significant influence on repurchase intention of Janji Jiwa Coffee towards Indonesian consumers.

Practical implication - The research reveals that product quality, price, customer satisfaction are important factors to consider in repurchasing Janji Jiwa coffee. As a result, this study adds to the body of knowledge about the influence of Janji Jiwa coffee authenticity, strategy and reliability on repurchase intention towards Indonesian consumers.

Originality Values – Despite the ever-increasing popularity of Janji Jiwa Coffee, studies on repurchase intention in Janji Jiwa coffee are still limited. This study contributed to the body of knowledge on Influence of Product Quality, Price, and Customer Satisfaction Factors on Repurchase Intentions of Janji Jiwa Coffee towards Indonesian Consumers.

Keywords: product quality, price, customer satisfaction, repurchase intention

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Cikarang, July 28th, 2023



Annastasya Tsabita Ichsani

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