

Research Article

Impact of Product Variety on Repurchase Decisions: The Mediating Role of Customer Satisfaction

Wafi Ega Bhagaskara¹, Muslikh^{2*}

^{1,2} Faculty of Economics and Business, YARSI University, Jakarta

Received: 21-11-2024; Accepted: 03-05-2026

Abstract

This study aims to analyze the influence of product variation on repurchase decisions for Woven Coffee products, with customer satisfaction serving as a mediating variable. The research employed a quantitative approach, with 90 respondents selected through purposive sampling, and data collected via questionnaires. The data were analyzed using the Partial Least Squares (PLS) method. The results indicate that product variation has a positive and significant effect on customer satisfaction, and customer satisfaction positively and significantly influences repurchase decisions. Moreover, product variation directly has a positive and significant impact on repurchase decisions, whereas customer satisfaction does not mediate this relationship. These findings suggest that customers are more likely to make repeat purchases when they perceive a high level of product variety, regardless of satisfaction mediation. The managerial implications emphasize the importance of developing innovative, diverse product assortments to attract and retain customers, as well as of improving the customer experience to enhance loyalty. Future research is recommended to include additional variables and a larger sample to understand better the factors influencing repurchase behavior.

Keywords: Product Variety, Customer Satisfaction, Repurchase Decisions

JEL Classification: M31, D12, L81

How to cite: Bhagaskara, W. E., Muslikh, (2026). Impact of Product Variety on Repurchase Decisions: The Mediating Role of Customer Satisfaction, *Marketing and Business Strategy (MBS)* 3(2), 78-87

Corresponding author: Muslikh (muslikh@yarsi.ac.id)



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license.

1. Introduction

The coffee shop industry has become one of the fastest-growing sectors in the global food and beverage market. Over the last decade, consumers' lifestyles have shifted toward social experiences and personalized beverage consumption, leading to the rapid proliferation of coffee shops in both urban and suburban areas (Rahman & Javed, 2022). This phenomenon reflects a growing cultural and social demand for coffee shops as multifunctional spaces, not merely for coffee drinking but also for work, networking, and leisure. As competition intensifies, differentiation through product variety and customer satisfaction has become essential for sustaining business performance (Kim & Lee, 2021).

In Indonesia, this trend has also shown significant growth, with local brands emerging and competing with global chains. Coffee shops now compete not only on the quality of their coffee but also on their ability to offer diverse products that appeal to a broader range of customer preferences (Susanto & Wahyuni, 2023). Product variation plays a key role in maintaining consumer interest, allowing businesses to target various market segments and foster long-term customer loyalty. According to Kotler and Keller (2022), product diversity enhances perceived customer value, influences purchase intentions, and strengthens emotional attachment to a brand. Therefore, developing attractive product variations becomes a crucial strategic move for businesses seeking to build sustainable competitive advantages in the coffee industry (Amin et al., 2021).

Product variation refers to the company's ability to provide multiple alternatives within the same product line, differing in flavor, size, packaging, or presentation (Han & Hyun, 2020). The broader the selection, the greater the potential for businesses to meet customers' heterogeneous preferences. Studies have shown that companies offering extensive product variation are more likely to retain existing customers and encourage repurchase behavior (Zhao & Wang, 2022). When consumers feel they have more options that suit their needs, they are more satisfied and motivated to revisit the brand. Hence, product variety not only attracts new customers but also plays a crucial role in shaping repurchase intentions through the satisfaction mechanism (Nguyen et al., 2021).

Customer satisfaction acts as a mediating factor between product variety and repurchase decision. It represents the emotional response resulting from comparing customers' expectations with their perceived product performance (Kotler & Keller, 2022). Satisfied customers are more likely to make repeat purchases and recommend the brand to others. According to Han and Ryu (2020), satisfaction strengthens brand trust, which in turn creates behavioral loyalty. Therefore, measuring customer satisfaction provides strategic insight into how product offerings influence consumer retention. In the context of coffee shops, factors such as flavor consistency, presentation, menu variety, and service quality significantly affect satisfaction and subsequent purchase behavior (Rahardjo & Putri, 2023).

Repurchase decisions are a key indicator of long-term customer relationships and business sustainability. It reflects the customer's willingness to repeatedly purchase the same product or service based on prior positive experiences (Huang et al., 2021). From a marketing perspective, repurchase behavior contributes to brand stability and reduces the cost of acquiring new customers. Research by Wang and Chen (2023) found that product variation indirectly affects repurchase intention through customer satisfaction, suggesting that satisfaction is the psychological bridge between perceived value and behavioral intention. This finding emphasizes that businesses should focus not only on increasing menu options but also on maintaining consistency and quality that sustain satisfaction over time.

Despite numerous studies highlighting the positive effects of product variety and satisfaction on repurchase decisions, a research gap persists regarding their specific impact in the local coffee industry. Many prior studies have focused on large-scale or international coffee chains, leaving small and medium-sized local businesses underexplored (Nguyen et al., 2021). Understanding how product variation influences repurchase intention through satisfaction in smaller coffee shops such as Woven Coffee can provide valuable managerial insights for developing effective product and service strategies in highly competitive markets. Additionally, this study adds to the growing literature on consumer behavior in the beverage industry by emphasizing local market dynamics and customer loyalty formation.

Based on the discussion above, this study aims to analyze the effect of product variation on repurchase decision, with customer satisfaction as a mediating variable, in the context of Woven Coffee. This research is expected to provide both theoretical and practical contributions to marketing management, particularly in understanding how variation strategies can enhance satisfaction and customer retention. The findings will help businesses design effective product development policies that strengthen long-term competitiveness and improve financial

performance (Kim & Lee, 2021). Therefore, this research addresses the existing gap in empirical evidence and offers new perspectives on how product diversity influences repeat purchasing behavior in the contemporary coffee shop market.

2. Literature Review and Hypothesis

Literature Review

Repeat Purchase Decision

Repeat purchase is "an experience of a purchase that has been made in the past". Swastha & Handoko (2020) stated that repeat purchase is a purchase of the same product or service, with the intention to buy again. A repeat purchase occurs when consumers are satisfied with the product they purchased and are inclined to make another purchase. Customer satisfaction is an important mediating variable in the relationship between product variation and repeat purchase decisions, as satisfied consumers are more likely to repeat purchases. In addition, repeat purchase, is a customer's decision to repurchase a product or service based on what has been obtained from the same company, with the expectation of incurring similar expenses to obtain these goods and services, and there is a tendency to do so periodically. Also stated that repeat purchase is a purchase of the same product by a buyer and is likely to be made a second or third time.

Understanding Customer Satisfaction

Customer satisfaction is defined as the effort to fulfill a need or make something adequate. Customer satisfaction is a condition in which customers' needs, desires, and expectations are met through the services or products they consume. Customer satisfaction is the overall attitude customers have towards goods and services after they obtain and use them. Furthermore, according to Kotler & Keller (2017), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (expectations). Customer satisfaction is the customer's perception that their expectations have been met or exceeded. Satisfied customers tend to be loyal customers. Customer satisfaction is defined as the customer's response to the discrepancy between the level of importance they assigned to the product before use and the actual performance they experience after use.

Understanding Product Variation

According to this theory, product differentiation is a strategy companies use to differentiate their products from competitors' products, even when they are in the same product category. According to Kotler (2017), Product variation is a separate unit in a brand or product line that can be distinguished by size, price, appearance, or other characteristics. According to experts, product variation is a company's strategy for diversifying its product line, designed to help customers get the products they want or need. Product variation is one way companies can improve product performance, benefiting customers.

Hypothesis

The Influence of Product Variation on Customer Satisfaction

According to Kotler (2019), Product variation is a separate unit in a brand or product line that can be distinguished by size, price, appearance, or other characteristics. The study's results show that product variation has a positive, significant effect on customer satisfaction. This finding means that the more diverse the product choices offered, the more likely customers are to feel satisfied. Product variation influences Repurchase Decisions.

H1: Product Variation has a positive effect on Customer Satisfaction

The Influence of Product Variation on Repurchase Decisions

According to Kotler (2019), Product variation is a separate unit in a brand or product line that can be distinguished by size, price, appearance, or other characteristics. The study's results show that product variation positively affects repurchase decisions. This finding means that the more product choices a company offers, the more likely customers are to make repeat purchases.

Their respective studies found that Product Variation significantly influences Repurchase Decisions. Based on Indra's (2018) research, Product Variation can influence companies' purchasing decisions for customers. So, the following hypothesis was made:

H2: Product Variation has a positive effect on Repurchase Decisions

The Influence of Customer Satisfaction on Repurchase Decisions

Customer satisfaction is the overall attitude customers have towards goods and services after obtaining and using them. "The Influence of Service Quality and Customer Satisfaction on Repurchase (Study on Grand Yogya Cirebon Customers)", this study uses a multiple regression analysis. This study finds a significant influence of service quality and customer satisfaction on repurchase, both partially and simultaneously. So, the following hypothesis is made:

H3: Customer Satisfaction has a positive and significant effect on Repurchase Decisions

The Influence of Product Variation on Repurchase Decisions Through Customer Satisfaction

Based on previous research, Product Variation and Customer Satisfaction have positive, significant effects on Repurchase Decisions; thus, Customer Satisfaction can mediate the effect of Product Variation on Repurchase Decisions. Based on research by Iana & Syah (2023) and Alvian & Prabawani (2020), their respective studies found that Product Variation significantly influences Repurchase Decisions, with customer satisfaction as the mediating variable. So, the following hypothesis is made:

H4: Product Variation has a positive and significant effect on Repurchase Decisions through Customer Satisfaction.

Research Concept Framework

Based on a theoretical and previous research review, the research variables for a conceptual framework or research plan can be determined: the independent variable is Product Variation, the dependent variable is Repurchase Decision, and Customer Satisfaction is the mediating variable. This study attempts to find the influence of the independent variable on the dependent variable. The framework of thought in this study is as follows.

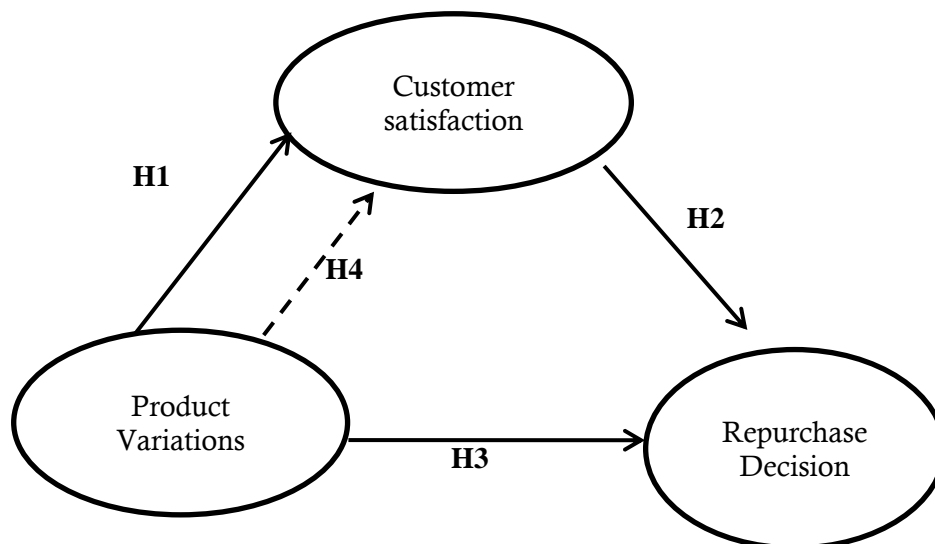


Figure 1. Conceptual Framework

3. Data and Method

Type of Research

This study employed a quantitative research approach grounded in positivism, which seeks to test hypotheses using empirical data. Quantitative research emphasizes objectivity, measurement, and statistical analysis to determine causal relationships among variables. This approach is suitable because the study aims to test the effect of product variety on repurchase decisions through customer satisfaction as a mediating variable.

Data Collection

Types and Sources of Data

The study utilized primary data obtained directly from respondents, namely Woven Coffee customers. The data reflects customer opinions, attitudes, and experiences regarding product variety, satisfaction, and repurchase intentions. Using primary data allows the researcher to collect specific, contextually relevant information that accurately reflects the behavior and preferences of Woven Coffee's actual customers.

Data Collection Techniques

Data was collected through a survey method using a structured questionnaire distributed via Google Forms. The questionnaire was designed with closed-ended statements measured on a Likert scale to quantify perceptions for each variable. Survey techniques are appropriate for efficiently collecting large amounts of standardized data. The respondents were approached directly after purchasing at Woven Coffee to ensure relevance and accuracy of responses.

Population and Sample

Population

The target population in this study consisted of all customers who had made at least two purchases at Woven Coffee, located at Jl. Jatinegara Timur No.107, East Jakarta. This population was chosen because repeat customers are assumed to have sufficient experience to evaluate both product variety and satisfaction, making them appropriate for assessing repurchase behavior.

Sample and Sampling Technique

The study employed a non-probability sampling technique, namely purposive sampling, which selects respondents based on predetermined criteria. In this research, respondents were required to have purchased Woven Coffee products at least twice. The final sample size was 90 respondents, determined using formula, which recommends a minimum ratio of 5–10 respondents per indicator in Structural Equation Modeling (SEM).

Although the purposive sampling method is suitable for exploratory behavioral research, it carries inherent limitations. The non-random selection process introduces potential sampling bias, reducing the generalizability of findings beyond the studied group. Furthermore, the relatively small sample size ($n = 90$) limits statistical power and external validity. Future studies should increase sample sizes and adopt random or stratified sampling to support broader inference.

Data Analysis Method

Data was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique with the aid of WarpPLS version 7.0. PLS-SEM was chosen because it is suitable for studies with smaller samples and complex models involving mediating relationships. This method allows simultaneous testing of measurement validity and structural relationships among constructions. The analysis included three key stages: (1) assessment of the measurement model through reliability, convergent validity, and discriminant validity tests; (2) evaluation of the structural model to determine path coefficients and significance levels; and (3) testing of the mediating effect of customer satisfaction between product variety and repurchase decision. However, this study acknowledges the limitation that measurement validation was not comprehensively reported, which may affect construct validity. Despite this, the analytical procedure using PLS-SEM provides robust initial evidence of the relationships among product

variety, satisfaction, and repurchase intention in the context of small-scale coffee businesses.

4. Results

Table 1. Structural Model Evaluation Results

Evaluation Size	Criteria Rules	Model Test Results
R ² (X Product Variation Y Repurchase Decision Z Customer Satisfaction)	≤ 0.25 Weak, 0.26 - 0.45 Moderate, 0.46 - 0.70 Strong ≥ 70 Very Strong	R ² = 0.717 R ² = 0.926
Q ² Predictive Relevance	Q ² > 0 indicates the model has Predictive Relevance	Q ² = 0.722 Q ² = 0.963
Tenenhaus Goodness of FIT (Gof)	Small If ≥ 0.1,	GoF = 0.740

Source: Processed Data (2022)

Based on Table 1. Structural Model Evaluation Results: The model was tested using the Tenenhaus Goodness-of-Fit (GOF) evaluation measure, yielding a value of 0.740. This result shows that the model is appropriate (fit) in explaining the influence between variables, with a level of suitability of (≥ 0.36), which means that the suitability of the model is large. The acquisition of R2 (Product Variation on Repurchase Decisions with Customer Satisfaction mediation) with a value of 0.926, which means that Product Variation on Repurchase Decisions with Customer Satisfaction mediation is 91%. This result indicates that the model is strong, as the value falls within the 0.46-0.70 range. After testing this model, the results indicate that it is relevant for predicting the relationship between variables (predictive relevance). This result is indicated by the Q2 value in Table 2, which is 0.963. The results of the structural model test are shown in Figure 2. After testing this model, the results indicate that it is relevant for predicting the relationship between variables (predictive relevance). This finding is indicated by the value of Q2 contained in Table 1.

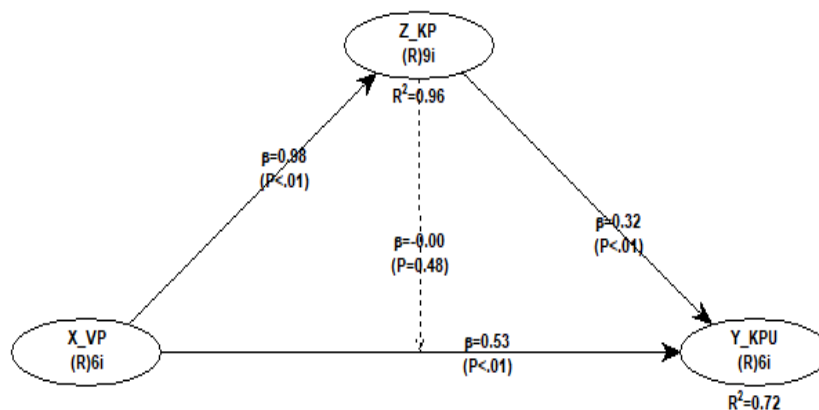


Figure 2. The results of the structural model test

Based on the results of the structural model test in Figure 2, variables X and Z affect Y. Product Variation has a direct influence on Repurchase Decisions (P-value ≤ 0.01). Then, Customer Satisfaction on Repurchase Decisions with P-value < 0.01, and it can also be seen that the direct influence between Product Variation on Repurchase Decisions with P-value < 0.01, Product Variation on Repurchase Decisions with Customer Satisfaction mediation P = 0.48

Hypothesis Tester

Research. In line with the results of the previous structural model evaluation (Figure 2), the path analysis indicates the direct and indirect effects on the variables. The results of this path analysis will be used to test the research hypothesis consisting of 4. The results are presented in Table 3, which is used to test the proposed research hypothesis.

Table 3. Results of Research Hypothesis Testing

Relationship of Variables	Koefisien	P-Value	Description
X (Product Variation) → Z (Customer Satisfaction)	0.981	<0.001	Positive and Significant
Z (Customer Satisfaction) → Y (Repurchase Decision)	0.317	<0.001	Positive and Significant
X (Product Variation) → Y (Repurchase Decision)	0.531	<0.001	Positive and Significant
X (Product Variation) → Y (Repurchase Decision) → Z (Customer Satisfaction)	-0.005	0.482	Does Not Mediate

Source: Processed Data (2022)

The results of the hypothesis test show that product variation has a positive and significant effect on customer satisfaction, with a coefficient of 0.981 and a p-value < 0.001. Customer satisfaction also has a positive and significant effect on repurchase decisions with a coefficient of 0.317 and a p-value < 0.001. In addition, product variation directly has a positive and significant effect on repurchase decisions with a coefficient of 0.531 and a p-value < 0.001. However, the mediation test shows that customer satisfaction does not mediate the relationship between product variation and repurchase decisions, with a mediation coefficient of -0.005 and a p-value of 0.482. These findings indicate that product variation has a more substantial direct effect on repurchase decisions than through customer satisfaction mediation.

5. Discussion

Effect of Product Variation on Customer Satisfaction

Product variation plays a fundamental role in determining customer satisfaction in the coffee shop industry. Diverse product offerings allow customers to select items that match their preferences, which enhances perceived value and emotional connection to the brand. When consumers feel that a brand consistently innovates and adapts to their needs, satisfaction tends to increase. This finding aligns with Kotler and Keller's (2022) argument that product differentiation enhances customer perceptions and experiences, leading to stronger satisfaction outcomes. Previous studies have also supported this notion. Han and Hyun (2020) demonstrated that variety in service and product options leads to higher satisfaction by reducing consumer boredom and enhancing a sense of novelty. Similarly, Zhao and Wang (2022) found that product variety contributes to satisfaction by enhancing perceived quality and increasing choice flexibility. In the context of the coffee shop industry, offering a range of beverages, flavors, and packaging options helps consumers feel more valued and understood, thereby strengthening satisfaction levels (Nguyen et al., 2021). Therefore, product variation serves as both a functional and emotional driver of customer satisfaction, reinforcing the brand's capacity to fulfill consumer expectations.

Effect of Customer Satisfaction on Repurchase Decision

Customer satisfaction has been widely recognized as a key determinant of repurchase intention. Satisfied customers are more likely to develop positive attitudes and loyalty toward a brand, leading them to repeat purchases. According to Han and Ryu (2020), satisfaction serves as an emotional evaluation that directly translates into behavioral loyalty. When customers' experiences exceed expectations whether through product quality, service, or atmosphere they are more inclined to return and repurchase. In the context of coffee shops, customer satisfaction is often driven by consistent product quality, a comfortable environment, and responsive service. Kim and Lee (2021)

highlighted that emotional satisfaction is as crucial as functional satisfaction in influencing repurchase behavior in the food and beverage sector. This relationship has been reinforced by Huang, Lee, and Wang (2021), who suggested that satisfaction serves as a psychological commitment that bridges past consumption experiences and future purchase decisions. Therefore, maintaining customer satisfaction is a strategic foundation for achieving sustained repurchase intentions and long-term profitability.

Effect of Product Variation on Repurchase Decision

Product variation directly affects customers' repurchase decisions. A diverse and innovative menu encourages customers to revisit and try new options, thereby sustaining their engagement with the brand. Kotler and Keller (2022) explain that variety reduces customer fatigue by renewing the perceived novelty of the product line, thereby motivating repeat patronage. In highly competitive markets like coffee shops, this strategy not only attracts new customers but also retains existing ones by satisfying their curiosity and personalization needs. Supporting evidence from Rahardjo and Putri (2023) emphasizes that product differentiation positively influences customer loyalty and repeat buying behavior by enhancing the perceived uniqueness of the brand. Wang and Chen (2023) found that offering product variety promotes a sense of excitement and satisfaction, which, in turn, stimulates repurchase behavior. As customers encounter more options aligned with their taste preferences, they are more likely to return to new experiences. Consequently, product variety contributes to continuous engagement and acts as a critical predictor of repurchase intention.

The Mediating Role of Customer Satisfaction Between Product Variation and Repurchase Decision

Customer satisfaction mediates the relationship between product variation and repurchase decisions: variation increases satisfaction, which, in turn, drives repeat purchasing behavior. This mediation reflects a psychological process in which customers interpret product diversity as an indicator of the brand's responsiveness and care. Nguyen et al. (2021) emphasized that satisfaction serves as a bridge between perceived value and actual repurchase behavior. Empirical studies also support this mediating relationship. Iana, Prastowo, and Syah (2023) found that customer satisfaction amplifies the positive influence of product variety on repurchase intention by converting variety into emotional gratification. Similarly, Alvian and Prabawani (2020) observed that product diversity alone may not guarantee repurchase unless accompanied by satisfaction, which solidifies trust and perceived consistency. In the case of coffee shops, customers' satisfaction derived from menu innovation and service quality transforms their positive impressions into behavioral loyalty. Therefore, ensuring high customer satisfaction is essential for maximizing the effectiveness of product variation strategies in stimulating repeat purchases.

6. Conclusion

The findings of this study demonstrate that product variation significantly influences customer satisfaction and repurchase decisions in the coffee shop industry. Diverse product offerings enhance customer experiences by catering to different preferences, thereby increasing satisfaction and encouraging repeat purchases. Customer satisfaction serves as a mediating factor, strengthening the relationship between product variation and repurchase intention, indicating that satisfaction is a key psychological link that converts product diversity into behavioral loyalty. These results confirm that businesses that continuously innovate and adapt their product lines are more likely to maintain long-term customer relationships, which is essential for competitiveness and sustainability in dynamic market environments.

From a managerial perspective, coffee shop owners and managers should focus on developing product variation strategies that balance creativity with consistent quality. Introducing new menu items, adjusting flavors, and providing seasonal options can sustain customer interest and satisfaction over time. Managers should also prioritize customer feedback mechanisms to ensure that innovations align with consumer expectations. Strengthening satisfaction through product variety will not only encourage repeat purchases but also enhance customer loyalty and word-of-mouth promotion. Consequently, strategic attention to both product diversification and satisfaction

management can lead to sustainable growth and a stronger market position for coffee businesses such as Woven Coffee.

Recommendation

Future research should expand the sample size to at least 300 respondents to increase statistical reliability and generalizability. Conducting A/B assortment experiments would provide deeper insights into how different product variations affect customer satisfaction and repurchase behavior. It is also recommended to report standardized effect sizes to strengthen cross-study comparisons and research transparency. For managerial purposes, businesses such as Woven Coffee should implement quarterly KPI monitoring focused on product innovation, customer satisfaction, and repurchase rates to evaluate the effectiveness of new offerings and ensure continuous improvement in customer engagement and business performance.

References

- Aaron, G., Adam, H., & Lachlan, M. (2020). The effect of location-based services on consumer purchase intention at the point of purchase. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-01-2014-0012>
- Alvian, M. S., & Prabawani, B. (2020). The effect of sales promotion and product diversity on repurchase intention through customer satisfaction. *International Journal of Marketing Studies*, 12(3), 45–59.
- Amin, M., Isa, Z., & Fontaine, R. (2021). The role of product diversification in enhancing customer satisfaction and loyalty in service industries. *Journal of Business Research*, 135(3), 128–139. <https://doi.org/10.1016/j.jbusres.2021.06.015>
- Assauri, S. (2018). *Manajemen pemasaran*. Jakarta: Rajawali Pers.
- Devitasari, N. (2020). Pengaruh kualitas pelayanan, persepsi harga, dan produk terhadap kepuasan pelanggan pada Indomaret di Desa Wringinanom Kabupaten Gresik [Skripsi].
- Fachrodji, A. D. (2019). Pengaruh persepsi kualitas produk, citra merek, dan promosi. *Journal MIX*, 5(1), 124–143. https://doi.org/10.22441/jurnal_mix
- Han, H., & Hyun, S. S. (2020). Product variety, perceived value, and repurchase intention in the service industry. *Service Industries Journal*, 40(13–14), 963–982. <https://doi.org/10.1080/02642069.2020.1711756>
- Han, H., & Ryu, K. (2020). The role of satisfaction and trust in building customer loyalty in hospitality services. *International Journal of Hospitality Management*, 91, 102–112. <https://doi.org/10.1016/j.ijhm.2020.102634>
- Handoko. (2020). *Manajemen pemasaran*. Jakarta: IPWI.
- Huang, Y., Lee, C., & Wang, J. (2021). Determinants of repurchase intention: Evidence from the food and beverage industry. *Asia Pacific Journal of Marketing and Logistics*, 33(7), 1495–1513. <https://doi.org/10.1108/APJML-04-2020-0234>
- Iana, E., Prastowo, S., & Syah, H. (2023). The influence of store atmosphere, lifestyle, and product variety on repurchase decisions, with customer satisfaction as a mediating variable. *Journal of Retail Management Research*, 5(2), 89–103.
- Indra, N., & Dian, H. U. (2018). Pengaruh variasi produk terhadap keputusan pembelian. *Journal of Business Management and Entrepreneurship Education*, 1(1), 54–63. <https://doi.org/10.21070/ups.6420>
- Kim, J., & Lee, Y. (2021). Competitive differentiation strategies in coffee shop industries: The role of customer experience and innovation. *Journal of Retailing and Consumer Services*, 61, 102573. <https://doi.org/10.1016/j.jretconser.2021.102573>

- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson Education.
- Nguyen, T., Tran, Q., & Le, M. (2021). The mediating role of customer satisfaction in the relationship between service quality and repurchase intention. *Cogent Business & Management*, 8(1), 1910098. <https://doi.org/10.1080/23311975.2021.1910098>
- Prubasari Dewi Maharani, & Purnamasari Dewi Laily. (2018). *Jurnal Inspirasi Bisnis dan Manajemen*, 2(1), 43–54. <https://doi.org/10.33603/jibm.v2i1.1056>
- Purnama, N. (2020). *Manajemen kualitas* (Edisi pertama, Cetakan pertama). Yogyakarta: Ekonisia.
- Putri, A. F. (2017). *Pengaruh brand awareness dan kepuasan pelanggan terhadap keputusan pembelian ulang (Studi pada pelanggan KFC Linggajati Plaza Jombang)* [Skripsi].
- Rahardjo, A., & Putri, S. (2023). The influence of menu innovation and service quality on customer loyalty in coffee shops. *International Journal of Business and Society*, 24(2), 400–415.
- Rahman, A., & Javed, M. (2022). Customer behavior and market dynamics in the specialty coffee industry. *Journal of Foodservice Business Research*, 25(5), 543–559. <https://doi.org/10.1080/15378020.2022.2032513>
- Rochmawati, S. (2019). Meningkatkan keputusan pembelian melalui strategi promosi dan penetapan harga pada UD. *Azafood Wlingi Blitar. Riset Mahasiswa Ekonomi (RITMIK)*, 3(3).
- Susanto, D., & Wahyuni, R. (2023). Understanding consumer loyalty in Indonesian coffee shops: Product diversity and brand engagement perspectives. *Asian Journal of Marketing*, 17(2), 112–129.
- Wang, L., & Chen, S. (2023). Exploring the linkage between product variety, satisfaction, and repeat purchase intention. *Journal of Consumer Marketing*, 40(4), 575–589. <https://doi.org/10.1108/JCM-06-2022-482>
- Zhao, L., & Wang, Y. (2022). Effects of product diversity and perceived value on repurchase intentions: Evidence from the beverage sector. *British Food Journal*, 124(10), 3315–3332. <https://doi.org/10.1108/BFJ-01-2022-0072>