

Determinants of Repurchase Intention Mediated by Customer Satisfaction Among “X” Coffee Application Users

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Abstract

This research aims to analyze and ascertain how repurchase intention among users of the "X" Coffee application is influenced by perceived ease of use, perceived usefulness and customer experience and mediated by customer satisfaction. The sample method is purposive sampling. The sample in this research consisted of “X” Coffee customers who have purchased “X” Coffee at least 5 times in the last 2 years using the “X” Coffee application and located DKI Jakarta. A Google Forms survey was used to get 235 respondents in total. With the assistance of SmartPLS 4.0, the data was processed using structural equation modeling (SEM). The outcomes show that perceived ease of use, perceived usefulness, customer experience, and customer satisfaction collectively have a positive and significant impact on repurchase intention. Repurchase intention is significantly and positively affected by perceived ease of use, positively and significantly impacted by perceived usefulness, positively and significantly impacted by customer satisfaction, and not significantly impacted by customer experience through customer satisfaction.

Keywords: perceived ease of use, perceived usefulness, customer experience, customer satisfaction, repurchase intention.

INTRODUCTION

Digital technology has developed rapidly in recent years, significantly changing daily activities, with the internet becoming an inseparable part of human life. According to APJII (2024), out of 278,696,200 Indonesians, 221,563,479 are using the internet indicating a 79.5% penetration rate. The rapid development of the internet drives growth in various industrial sectors, creating new application-based innovations that improve efficiency in transportation, food delivery, daily shopping, and cleaning services. One industry that has felt this positive impact is the coffee industry, which is one of the fastest-growing industries in Indonesia. Based on Santino Coffee (2024), coffee consumption has consistently increased from 1990 to 2024, and Goodstats (2024) reports that 40% of Indonesians drink 2 cups of coffee per day. The high consumption of coffee has resulted in the growth of many coffee shops, and Databooks (2025) notes that 54% of consumers in Indonesia order coffee more often through food delivery apps.

“X” Coffee is a pioneer of mobile coffee-to-go services in Indonesia with its “café on wheels” concept using electric vehicles. Through its mobile app, customers can order coffee, track the nearest unit, and communicate directly with the barista. Based on data from Katadata (2024) as the mobile coffee business in Indonesia has grown, many competitors to

"X" Coffee have emerged, also using the starling concept in their marketing strategies. Therefore, "X" Coffee must be able to maintain its position among competitors by maintaining product quality and also utilizing the application to its fullest potential. Based on the problems experienced by customers when using the application to make purchases, this will certainly affect customers repurchase intention in the future. Therefore, "X" Coffee must continue to evaluate and maximize the quality of its application in order to increase customer repurchase intention. However, Google Play reviews show app errors, an unresponsive chat feature, and no cancel option, making the app feel inefficient and potentially reducing repurchase intention.

Buntarman & Rodhiah (2022) stated that repurchase intention refers to customer's willingness to make another purchase because they are experienced and accustomed to the purchasing process on an online site. In increasing repurchase intention, it is necessary to pay attention to four factors that may affect it, namely perceived ease of use, perceived usefulness, customer experience, and customer satisfaction (Irsyadi & Putra 2024; Nuralam et al. 2024). Trinh et al. (2020) stated that perceived ease of use refers to customer's perception of a technology installed by a company. This perception stems from people's beliefs and assessments of the technology takes a lot of time, money, or energy to use. This perception stems from people's beliefs and assessments of whether the implemented technology consumes a lot of time, money, or energy and Buntarman & Rodhiah (2022) argue that the ease of use of technology can make users interested in making it their first choice for conducting online activities. According to Yanico & Keni (2021), perceived ease of use significantly influences repurchase intention; Laora et al. (2021) finds no significant effect.

For perceived usefulness, Prihayudha & Soepatini (2023) stated that it is the level of confidence that using information technology can provide benefits such as improved performance and productivity, enabling tasks to be completed more quickly. According to Laora et al. (2021) shows a positively significant impact on repurchase intention, while Luthfyyah & Istanti (2025) find no significant effect. Customer experience, according to Cahyani et al. (2019) and Verina & Susanti (2022), is a combination of consumer interactions when using a product or service that shapes good or bad perceptions of a brand. Shidqi et al. (2022) shows positive effects on repurchase intention, but Chandra et al. (2023) finds no significant effect. While Rodhiah (2019) contends that customer satisfaction influences repurchase intention; Ashghar et al. (2020) find no significant association. These inconsistencies show a research gap.

The conceptual foundation of this study is the Technology Acceptance Model (TAM) originated from Davis (1989), which highlighted perceived ease of use and perceived usefulness as determinants of technology acceptance and allows external variables such as customer experience. Nuralam et al. (2024) also state that TAM can be expanded by including customer satisfaction plays the role of a mediating variable whereas repurchase intention as dependent variable. Based on this foundation, this research seeks to examine how perceived ease of use, perceived usefulness, and customer experience shape repurchase intention mediated by customer satisfaction among "X" Coffee application users in DKI Jakarta.

METHOD

Quantitative method was used using information from a Google Forms survey. Customers of "X" coffee who live in Jakarta and have bought "X" coffee through the "X" coffee app make up the study's population. Purposive sampling was the sample technique in this study, with 235 respondents who met the criteria that have purchased "X" Coffee at least 5 times in the last 2 years using the "X" Coffee application and located in DKI Jakarta. The research instrument was a questionnaire developed based on a 1-5 likert scale and the data

were analyzed using Structural Equation Modeling (SEM) with the help of SmartPLS 4. SEM analysis consists of two analyses," according to Sekaran & Bougie (2016). The first is the outer model, which includes validity and reliability. The second method is inner model analysis. The PLS model specification is:

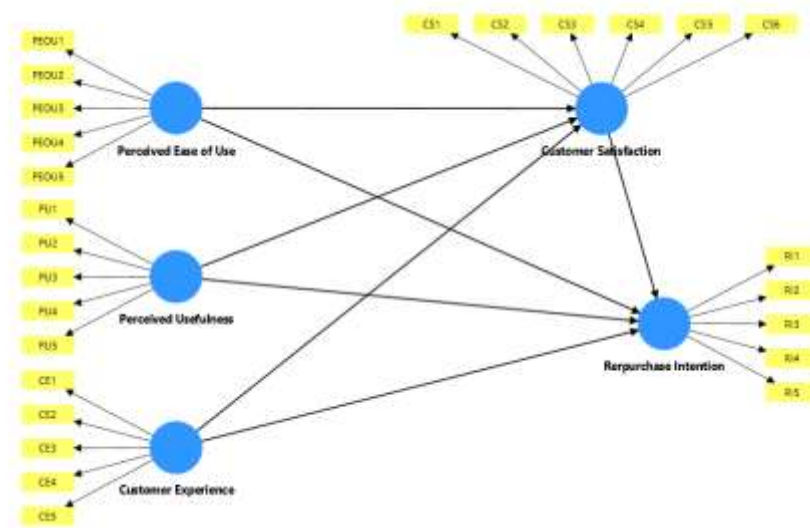


Figure 1. Research Model Specifications

RESULT AND DISCUSSION

Respondents Descriptions

This research gathered data from 235 respondents from "X" Coffee customers who have purchased "X" Coffee at least 5 times in the last 2 years using the "X" Coffee application and located in DKI Jakarta. The respondent's profile are summarized: By gender: respondents consisted of 51.5% female and 48.5% male. By domicile: 20.4% in North Jakarta, 35.3% in West Jakarta, 17.4% in Central Jakarta, 16.2% in East Jakarta, and 10.6% in South Jakarta. By age groups: 1.3% under 17 years old, 40.9% between 17 – 21 years old, 42.1% between 22 – 26 years old, 11.9% between 27 – 31 years old, and 3.8% over 31 years old. By occupation: 50.2% students, 29.8% private employees, 7.2% civil servants, 6% entrepreneurs, 0.4% housewives, 0.8% shop employees state-owned enterprise employees (0,4%), and 5.1% who did not specify their occupation.

Outer Loading:

Table 1. Convergent Validity Analysis

Variable	Average Variance Extracted (AVE)
Perceived Ease of Use	0,629
Perceived Usefulness	0,591
Customer Experience	0,593
Customer Satisfaction	0,590
Repurchase Intention	0,658

Source: SmartPLS 4

The analysis above shows that every variable in the table has an AVE value more than 0.5, indicating that the variable in question has satisfied the convergent validity analysis, which is determined by the AVE value.

Table 2. Results of Discriminant Validity

	Customer Satisfaction	Repurchase Intention	Perceived Ease of Use	Perceived Usefulness	Customer Experience
Customer Satisfaction					
Repurchase Intention	0,806				
Perceived Ease of Use	0,865	0,755			
Perceived Usefulness	0,877	0,780	0,794		
Customer Experience	0,870	0,790	0,785	0,829	

Source: SmartPLS 4

The discriminant validity can be measured using The Heterotrait-Monotrait Ratio (HTMT). It shows that each variable has a value under 0.9 (< 0.9), which is considered valid and passes the discriminant validity test.

Table 3. Results of Internal Consistency Reliability Analysis

	Cronbach's Alpha	Composite Reliability
Perceived Ease of Use	0,852	0,894
Perceived Usefulness	0,827	0,879
Customer Experience	0,829	0,879
Customer Satisfaction	0,861	0,896
Repurchase Intention	0,879	0,906

Source: SmartPLS 4

The results above indicate that each variable meets the required (>0.7) reliability standards, showing that all indicators are reliable to measure.

Inner Model

The testing of path coefficients is to identify whether there are significant effects among variables in this study. The findings below in figure 2 presents the bootstrapping results:

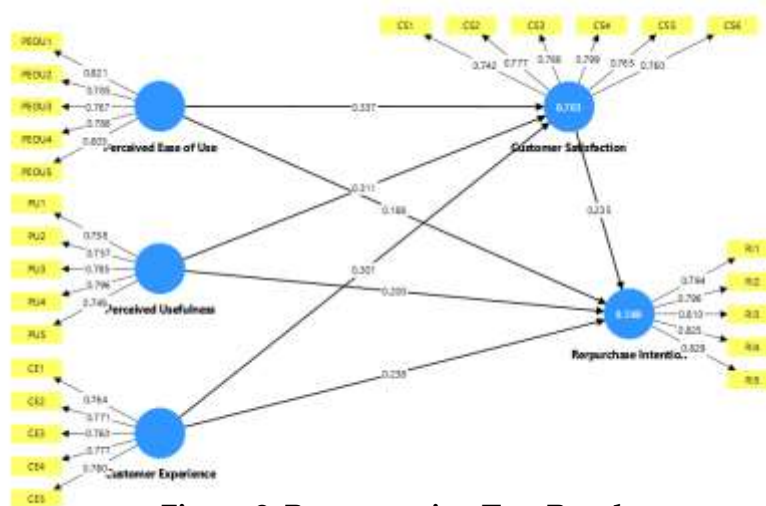
**Figure 2. Bootstrapping Test Result**

Table 4. Results of Coefficient of Determination Test (R²)

	R-Square
Repurchase Intention	0,703
Customer Satisfaction	0,508

Source: SmartPLS 4

The R² is used to evaluate how exogenous variables affect endogenous variables (Hair et al., 2022). An R² value of 0.75 (large), 0.50 (moderate), 0.25 (small). Based on the result, it shows that for repurchase intention the R² is 0.703 or 70.3% (moderate), and R² for customer satisfaction is 0.580 or 58% (moderate).

Table 5. Path Coefficient Test (Direct Effects)

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Value
Perceived Ease of Use → Repurchase Intention (H1)	0,188	0,202	0,086	2,197	0,028
Perceived Ease of Use → Customer Satisfaction (H2)	0,337	0,334	0,077	4,362	0,000
Perceived Usefulness → Repurchase Intention (H3)	0,200	0,204	0,074	2,757	0,006
Perceived Usefulness → Customer Satisfaction (H4)	0,311	0,316	0,074	4,197	0,000
Customer Experience → Repurchase Intention (H5)	0,238	0,234	0,070	3,397	0,001
Customer Experience → Customer Satisfaction (H6)	0,301	0,299	0,080	3,759	0,000
Customer Satisfaction → Repurchase Intention (H7)	0,235	0,244	0,105	2,245	0,025

Source: SmartPLS 4

According to the first hypothesis, with a t-statistic value (2.197 and a p-value of 0.028. It indicates that H1 is accepted, demonstrates that perceived ease of use is positively and significantly affecting repurchase intention. The second hypothesis, which has a t-statistic of 4.362 and a p-value of 0.000, demonstrates that perceived ease of use positively and significantly affecting customer satisfaction. A t-statistic of 2.757 and a p-value of 0.006 for the third hypothesis shows repurchase intention is impacted by perceived usefulness. It indicates that H3 is validated, showing that perceived usefulness significantly affecting repurchase intention.

The fourth hypothesis shows a t-statistic of 4.197 with a p-value of 0.000, indicating H4 is supported, demonstrating that perceived usefulness significantly influences customer satisfaction. The fifth hypothesis, which reports a t-statistic of 3.397 and a p-value of 0.001, demonstrates that customer experience positively and significantly impacts repurchase intention, thereby validating H5. Similarly, the sixth hypothesis is confirmed, as evidenced by a t-statistic of 3.759 and a p-value of 0.000, concluding that customer experience positively and significantly affects customer satisfaction. Finally, the seventh hypothesis is also accepted, supported by a t-statistic of 2.245 and a p-value of 0.025, which indicate that customer satisfaction positively and significantly contributes to repurchase intention.

Table 6. Final Specific Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Value
Perceived Ease of Use → Customer Satisfaction → Repurchase Intention (H8)	0,079	0,073	0,037	2,133	0,033
Perceived Usefulness → Customer Satisfaction → Repurchase Intention (H9)	0,073	0,068	0,033	2,200	0,028
Customer Experience → Customer Satisfaction → Repurchase Intention (H8)	0,071	0,071	0,042	1,664	0,096

Source: SmartPLS 4

Based on a t-statistic of 2.133 and a p-value of 0.033, the outcomes for the eighth hypothesis indicate that perceived ease of use is positively affecting intention to repurchase through customer satisfaction. Thus, H8 is supported, confirming that perceived ease of use significantly affects repurchase intention when customer satisfaction serves as the mediator.

For the ninth hypothesis, the reported t-statistic of 2.200 and p-value of 0.028 demonstrate that perceived usefulness also impacts repurchase intention mediated by customer satisfaction. These findings mean that H9 is validated, showing that perceived usefulness significantly impacted repurchase intention with customer satisfaction as mediator.

Meanwhile, the analysis of the tenth hypothesis, which yields a t-statistic of 1.664 and a p-value of 0.096, suggests that although customer experience positively affecting repurchase intention mediated by customer satisfaction, the effect is not statistically significant. So, it can be concluded that H10 is rejected.

CONCLUSION

This study demonstrated that the intention to repurchase is positively and significantly influenced by perceived ease of use. This finding aligns with the TAM theory, which suggests that perceived ease of use increases user's intention to repurchase through an application, reinforcing its role in shaping attitudes and continued technology use. This also suggests that consumers tend to repurchase more if they feel an application is easier to learn, requires less effort to operate, and has simpler features. Perceived ease of use significantly and positively impacted customer satisfaction. This is in line with the TAM theory, which suggests that when users perceive an application as easy to understand and efficient to use, their satisfaction increases, confirming the key role of perceived ease of use in shaping positive user satisfaction. It also means an application is more likely to assist the development or enhancement of customer satisfaction if the users believe that it is simple to learn, requires less effort to use, and the features are simple to grasp.

The intention to repurchase is positively and significantly impacted by perceived usefulness. This finding aligns with TAM theory, which defines perceived usefulness as the extent to which users believe that using a system or application provides benefits or improves performance, the greater the perceived usefulness of an application, the stronger user's intention to repurchase through it. It also means that users would see an application as more beneficial if they believe it increases productivity, offers a variety of helpful features, and saves customers time, the more customers will feel that the application is useful. This will create the willingness to repurchase through the app. Customer satisfaction is significantly and positively shaped by perceived usefulness. It aligns with the TAM theory which defines

that perceived usefulness as the extent to which users believe an application provides benefits or improves performance, higher perceived usefulness leads to greater customer satisfaction with the application. This also means the more customers feel that an application is useful in improving effectiveness, providing various helpful features, and saving customers time, the more it will create customer satisfaction with the application and the brand.

Customer experience significantly and positively affects repurchase intention. This aligns with the TAM theory that suggests when users perceive an app is meeting their expectations, they develop positive attitudes that encourage repeat purchases. Therefore, a better customer experience increases the likelihood of repurchase. It can be concluded that the more customers feel that an application meets their expectations, are not disappointed, and feel that the information presented is clear, the more positive their experience will be. A positive customer experience will increase customers' intention to repurchase. Customer experience significantly and positively affects customer satisfaction. This finding aligns with the TAM theory which suggests that when an application meets users' needs and expectations, it creates positive experiences that enhance customer satisfaction, making customer experience a key factor within the TAM framework. This also shows that if an application meets customer expectations will naturally leads to a positive customer experience that will increase customer satisfaction. Repurchase intention can be impacted positively and significantly by customer satisfaction. This aligns with the TAM theory that suggests when an application meet users' expectations, higher satisfaction encourages repeat purchases. Thus, greater customer satisfaction increases users repurchase intention. It also indicates that the more customers feel more satisfied with their experience, the more convenience they feel, and the more benefits they receive, the stronger their intention to make future repeat purchases.

As a mediating variable, customer satisfaction mediates the impact of perceived ease of use on repurchase intention. This finding aligns with the TAM theory which emphasizes that perceived ease of use shapers users' attitudes and evaluations of an application. When an application is ease to learn and operate, it enhances customer satisfaction by efficiently meeting user expectations, which in turn strengthens repurchase intention through satisfaction. This also implies that the development of consumer's desire to make another purchase will be aided if they believe that the application is easy to learn, does not require much time and effort to use, and has features are easy to master, then these things will support the creation of customer repurchase intent. However, before creating this intent, customers must first feel satisfaction. Repurchase intention is positively and significantly impacted by perceived usefulness through customer satisfaction. This aligns with the TAM theory which identifies perceived usefulness as a key driver of technology acceptance. When users perceive real benefits from an application, their evaluations become more positive, increasing customer satisfaction and, in turn, encouraging repeat purchase intention. This also demonstrates that users will find an application more beneficial if they believe it increases productivity, providing various helpful features, and saving customers time, the more customers will feel that the application is beneficial. This will create customer repurchase intention, but in order to create this, customers must first feel satisfaction. While, customer experience positively but insignificantly impacts repurchase intention mediated by customer satisfaction. This aligns with the TAM theory, which states that customer satisfaction is the outcome of user's evaluations of perceived ease of use and perceived usefulness. Although positive customer experience can enhance satisfaction, it may not be strong enough to drive repurchase intention, indicating that satisfaction plays a positive but insignificant mediating role within the TAM framework. It also means that if an application meets customer expectations, does not disappoint customers, and makes customers feel that the information presented is clear, it

will certainly create a good customer experience and encourage customers to make repeat purchases directly without needing to feel satisfied first.

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