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The Influence of Price, Promotion, Place And Product on The Interest In Buying Coffee Again (Study in the Setiabudi area, South Jakarta)

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ABSTRACT

The purpose of this study is to examine and analyze the influence of price, promotion, product, and place on repurchase intention of Kopi Kenangan. This research employs a quantitative approach with a survey method as the data collection technique, and the data are analyzed using a correlational method to identify the relationships among variables. The population of this study consists of all consumers who purchased Kopi Kenangan at the Setia Budi branch in South Jakarta. A sample of 100 consumers was selected. Data were collected using a questionnaire. The data analysis technique applied is SEM-PLS using SmartPLS version 4. The findings indicate that price and promotion have a positive and significant effect on repurchase intention, while product and place do not have a significant effect on repurchase intention.

Keywords*: Price; Product; Promotion; Place; Repurchase Intention.*

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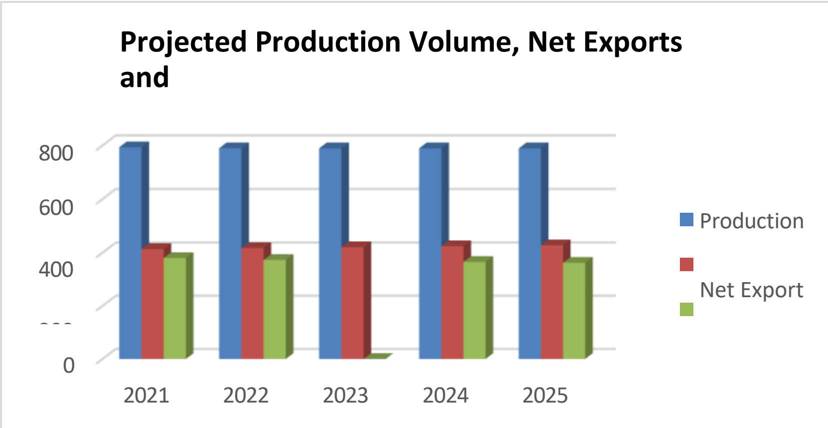
INTRODUCTION

Coffee is now a favorite drink across ages, from teenagers to 50 years old, not only because of its delicious taste but also because it is able to relieve sleepiness, especially for workers with busy schedules. If coffee used to be synonymous with adults and men, since the emergence of the film Filosofi Kopi in 2014, public interest in coffee has increasingly expanded to young people, even 16 years old. Currently, coffee consumption continues to increase every year and has developed into a new trend in the lifestyle of Indonesian people (Rasmikayati et al., 2017). The following is a graph of coffee consumption in Indonesia in 2021 – 2025.

Figure 1. Graph of Total Coffee Consumption in Indonesia in 2021 – 2025



Source: Data from the Ministry of Agriculture (Kementan) processed by the Indonesian Chamber of Commerce and Industry (Kadin), 2025

Data from the Ministry of Agriculture processed by the Chamber of Commerce shows that Indonesia has a long-term strategy in developing the coffee sector until 2025, including production, exports, and consumption. In 2022, national coffee production reached 793.19 thousand tons with exports of 413.53 thousand tons and domestic consumption of 379.65 thousand tons. Although production decreased slightly in 2023 to 789.6 thousand tons, exports actually increased to 417 thousand tons, confirming the competitiveness of Indonesian coffee in the international market. In contrast, domestic consumption fell to 372.6 thousand tons, signaling challenges for the local industry. Projections until 2025 estimate that production will remain stable at around 789 thousand tons per year, while exports continue to rise to 427 thousand tons. However, the downward trend in domestic consumption is predicted to continue, potentially hampering the development of local markets, including for MSMEs, coffee shops, and smallholders (Santika, 2024).

Kopi Kenangan is one of the contemporary coffee drinks that is popular among young people, especially the millennial generation. Founded by Edward and James Pranoto in 2017, this brand is known for its unique and attractive menu names, such as Kopi Kenangan Mantan which is a consumer favorite. Until the end of 2018, Kopi Kenangan has operated around 30 outlets, and now the number has grown rapidly to reach more than 100 outlets in the Greater Jakarta area. With affordable prices between IDR 20,000-IDR 30,000 and halal ingredients, Kopi Kenangan has managed to reach a wide market and become the choice of young coffee lovers. In addition, the ease of ordering through platforms such as GrabFood and GoFood has also encouraged the increase in consumer interest in making purchases.

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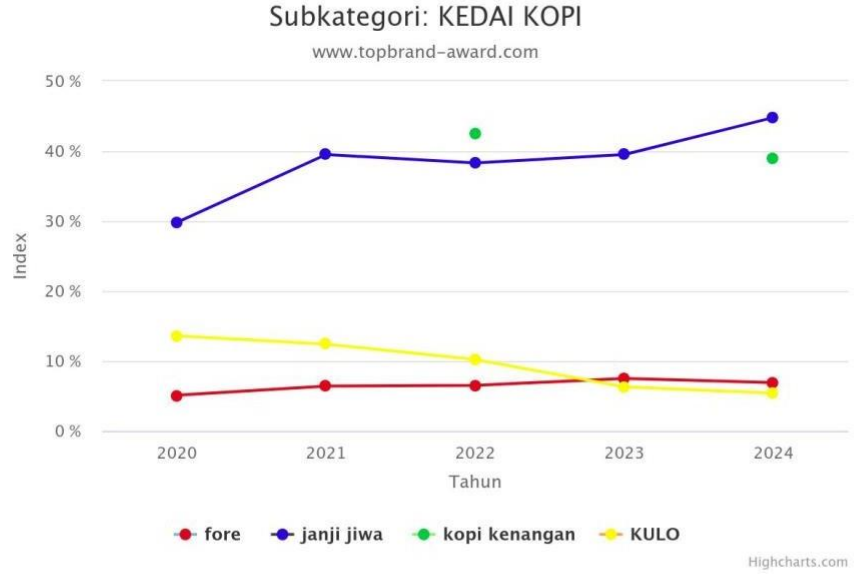
Figure 2. Index of Top Brands of Coffee Shops in Indonesia in 2020 – 2024



In the last five years, Janji Jiwa has consistently become a market leader with significant growth from around 30% in 2020 to almost 45% in 2024, although it was stagnant in 2021–2023. Kopi Kenangan has started to enter as a strong competitor since 2022 with an index of around 40%, although it declined slightly in 2024 but remains the main rival of Janji Jiwa. Meanwhile, KULO shows a sharp downward trend from around 14% in 2020 to below 7% in 2024. On the other hand, Fore experienced steady but slow growth, from 4% in 2020 to increase to close to 7% in 2023, although it fell slightly again in 2024.

In order for customer interest in repurchases to be maintained and continue to increase, Kopi Kenangan needs to continuously evaluate and refine its marketing strategy, especially in the midst of increasingly fierce market competition. One step that can be taken is to understand the extent to which components in the marketing mix affect consumers' decision to buy back. The marketing mix itself is a strategic approach that combines product aspects, pricing, distribution, and promotion to create a positive response from the target market. These four elements are known as the 4P's: product, price, place, and promotion *(Sofiyan & Amron, 2024).*

Kopi Kenangan has added 299 new outlets until November 2022. Now the total outlets owned by the company have reached 878 outlets. Ruth Davina, Corporate Affairs Manager of Kenangan Brands, said that after 2 years of the pandemic, economic recovery is starting to be felt. This is in line with the increase in the number of outlets, as consumer demand for contemporary milk coffee increases. At the end of 2021, the number of Kopi Kenangan outlets reached 579 outlets. Now the number of outlets has increased by 51.5 percent throughout the current year, to 878 outlets spread across 64 cities in Indonesia. There has been a growth in the number of outlets by 51.5 percent from the end of 2021 (Simamora, 2022).

To make Kopi Kenangan sales increase, it is necessary to create the right marketing strategies to create consumer repurchase interest continuously. According to Hellier in *(Alfian & Adhie, 2023*), repurchase interest is a consumer's decision to repurchase a product or service based on experience by spending money to acquire goods or services, and tends to be done periodically. According to Bienstock in *(Alfian & Adhie, 2023)*, repurchase reflects a customer's willingness to reuse a product or service, and can be in the form of an intention to recommend

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it to others. Repurchase interest indicates a customer's desire to continue using similar products or services from the same company *(Samuel, S., & Anita, 2023).* Repurchase interest is important for the sustainability and profitability of Kopi Kenangan, so it is necessary to recognize the factors that affect it, especially affordable prices that encourage consumers to buy again. Praja (2022) research also states the same thing, namely that price is a driving factor for consumers to make repurchases. Irawan (2020) concluded that partially or simultaneously price, product quality, promotion, and location affect customer interest in repurchasing at Bakara Tiara Kediri Warung. Price is an important component as in (Shabrina et al., 2020) showing that price as a spearhead because paying attention to the selling price given to consumers will affect the turnover of the products produced. also another opinion of Lestariningsih et al., (2022) that price is considered a reflection of product quality so that consumers tend to be selective in choosing. In addition, promotions, especially through social media such as Instagram, TikTok, and Facebook, are more effective in increasing sales than traditional promotions (Putri, 2021). *Nurkhasanah & Mahmud (2022)* show that the promotional mix has a positive and significant effect on repurchase intentions.

According to Putri (2021), product quality is the main foundation in management and is also a driver of business performance in the long term which is part of information for the benefit of managers and investors. According to *Aprilia & Utomo (2022),* quality is one of the sources for creating special value from customers. Quality can be considered as one of the benefits as a conceptualization of the value of a product. Research *by Lutfiana & Saraswati (2021)* shows that product quality and advertising variables affect repurchase interest. *Silalahi & Heryjanto (2023)* conclude that price, product quality, promotion, and place of place affect consumer interest in buying again, with business premises also influencing the rise and fall of transactions, such as the Kopi Kenangan outlet in Setiabudi One, South Jakarta. According to Amany et al., (2024) place is one of the important elements in establishing a small business, but it actually needs a place to maintain a business. Based on research by Sofiyan (2024), place has a great influence on buying interest again. A place is a location where various activities carried out by companies to make products and consumers can easily access the product. Place has a positive and insignificant effect on repurchase interest (Umam et al., 2022). According to Umam et al., (2022) strategic places that are easy to reach play an important role in fostering consumer interest in buying again, so that it becomes a determining factor for business success

LITERATURE REVIEW

2.1. Consumer Behavior

Consumer behavior studies the individual process of choosing, buying, using, and evaluating products or services, with the main goal of marketing being to meet consumer needs through understanding how they utilize resources to obtain benefits (Amirullah, 2022). Consumer behavior is a series of activities in choosing products or services, from information searching, assessment, to use and subsequent decisions, which reflect consumers' mindsets, preferences, and rational and emotional considerations (Hanifah & Rahadi, 2020). Consumer purchasing behavior is the process of individual or family decisions in purchasing goods or services for personal needs, taking into account needs, preferences, and financial capabilities. The combination of these purchases forms a consumer market that is the main target of business actors (Amirullah, 2021).

2.2. Marketing Mix

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According to Sofiyan (2024), the marketing mix is a marketing method that companies continue to use to fulfill their mission in the target market. According to Walean et al., (2020) the marketing mix is a plan that is combined with sales activities in such a way that in the end a maximum combination is needed to produce products that consumers expect to increase. Marketing Mix is a set of marketing tools that companies use to achieve their marketing goals to the target market (Natanael & Chan, 2021).

2.3. Repurchase Interest

Repurchase interest according to Fatmalawati & Andriana (2021) repurchase interest is different from loyalty, if loyalty reflects a psychological commitment to a certain brand or product while repurchase behavior is solely about buying the same brand over and over again. Repurchase Interest according to Nurkhasanah & Mahmud (2022) is a purchase interest based on purchase experiences that have been made in the past, high repurchase interest reflects a high level of satisfaction reflecting a high level of satisfaction from consumers when deciding to adopt a product. The definition of repurchase interest according to Peburiyanti & Sabran (2022) is a purchase activity that is carried out more than once or several times. The satisfaction obtained by a customer can encourage a person to make a repeat purchase, be loyal to the product or be loyal to the store where he bought the item so that consumers can tell good things to others.

2.4. Pricing

According to Irawan (2020), price is the amount of money spent on a product or service, or a certain amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service. According to Aprilia & Utomo (2022), price can be interpreted as the amount of money or monetary units and or other aspects (non-monetary) that contain certain uses that are necessary to obtain a service. According to Lonan et al. (2023) price is the amount of money that must be paid by a person to obtain and enjoy the benefits of a good or service, both in the form of ownership and use that provides value for consumers.

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2.5. Promotions

According to Putri & Bernarto (2023), promotion is a type of communication that describes products and services sold with the aim of attracting, remembering, and persuading potential consumers. According to Irawan (2020), promotion is a series of activities to inform, convince people about a product being sold so that consumers buy and consume the product. According to Maulana et al. (2021), promotion refers to elements that include all communication activities and strategies used by companies to promote and build awareness of their products or services among the target audience.

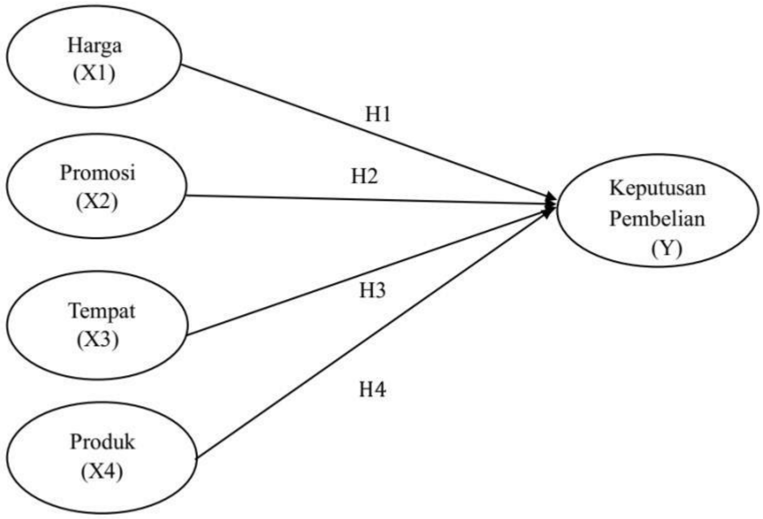
2.6. Location

A place is a location that a company does to make products that will be marketed to consumers (Az-Zahra & Aprianingsih, 2023). According to Natanael & Chan (2021), a place is where a business or business activity is carried out. However, another opinion put forward by Michael J. Etzel in (Maulana et al., 2021), states that a distribution channel that performs all activities related to distributing goods and to sell to consumers.

2.7 Products

According to Mulyandi & Sani (2020), it states that customers are not actually buying goods or services, but customers buy the benefits and value of the products that the company offers to consumers. According to Maulana et al. (2021), products are everything that consumers receive in the process of exchanging with manufacturers, in the form of basic benefits, physical products and their packaging, as well as the additional elements that accompany them. According to Az-Zahra & Aprianingsih (2023), products are everything that can be offered to the market for attention, acquisition, use, or consumption that can satisfy desires or needs.

Figure 3. Conceptual Framework



H1: Price Affects Repurchase Interest
H2: Promotion Affects Repurchase Interest
H3: Place Affects Repurchase Interest
H4: Products Affect Repurchase Interest

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METHOD

3.1. Research Design

In this study, the researcher uses an approach method or type of quantitative research, while for data collection, namely the survey data collection method, and for the analysis method or technique is correlational. The selection and use of research methods has a great influence on research conducted based on the subject of research. The researcher uses the research method that is considered most relevant to the subject of research, namely data collection through survey methods and correlational analysis techniques. The purpose of quantitative research is to develop and use mathematical models, theories and hypotheses related to natural phenomena. The quantitative research method is a research method based on the philosophy of positivism, used to research on certain populations or samples (Sugiyono, 2020).

3.2. Definition and Operationalization of Variables

According to Sugiyono (2020), the operational definition of a variable is an attribute or trait or value of a person, object or activity that has certain variations that is determined by the researcher to be studied and then drawn conclusions.

Table 1. Definition and Operationalization of Variables

No.	Variabel	Dimensions	Indicator	Measurement Scale
1.	Interest in Repurchase (Sofiyan & Amron, 2024)	1) Interest transactional 2) Reference interest 3) Interest preferential 4) Exploratory interests	1) Consumers don't think about any other brand except products 2) Consumers Think about Products first 3) Consumers will continue to choose products 4) Consumers Suggest that the product be selected in advance.	Ordinal
2.	Price (Sofiyan & Amron, 2024)	1) Price affordability 2) Price alignment 3) Price Competitiveness 4) Price compatibility with the benefits obtained	1) Product/service prices In accordance with the purchasing power of consumers. 2) The price is in line with the quality of the product/service offered. 3) The price is more competitive compared to similar	Ordinal

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			products/services from competitors. 4) Consumers feel that the benefits or value obtained are proportional to the price paid.	
3.	Promotion (Sofiyan & Amron, 2024)	1) Packaging 2) Sample 3) Discounts 4) Sweepstakes	1) The packaging design caught my attention when I saw the product. 2) Giving samples increases consumer interest in the brand. 3) The discounts offered make consumers more interested in buying products. 4) The lottery program makes consumers more interested in buy products.	Ordinal
4.	Place (Sofiyan & Amron, 2024)	1) Easy-to-reach place 2) Enough space 3) Land availability 4) Comfortable surroundings	1) The place is easy to find and access by public and private vehicles. 2) The venue area has sufficient capacity to accommodate visitors/users. 3) The available land is large enough for the development of facilities or activities. 4) The surrounding environment is clean, well-maintained, and free from pollution.	Ordinal

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5.	Products (Sofiyan & Amron, 2024)	1) Taste quality 2) Quantity/ serving 3) Menu variants 4) Hygienic/ hygiene	1) The taste of food/beverages is good and suitable for Consumer Tastes 2) The portion of food/beverages is according to the price paid. 3) There are a variety of food and beverage menu options available. 4) Food/drinks are served in clean and tidy conditions.	Ordinal

3.3. Measurement Scale

This study uses questionnaires as a data collection technique that will be disseminated online via the internet. After the data is obtained, the author will measure it using the Likert scale, which is one of the scales to measure respondents' attitudes. Sugiyono (2020) stated that the Likert scale is often used to measure the attitudes, opinions, and perceptions of a person or a group of people towards a social phenomenon that occurs. With the Likert scale, the variables to be measured are used as variable indicators.

RESULTS AND DISCUSSION

4.1 Results

Overview of Kopi Kenangan

Kopi Kenangan is a leading F&B company in Indonesia under the auspices of Kenangan Brands (PT. Bumi Berkah Boga), founded in 2017 by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa. With a mission to introduce quality Indonesian coffee to the global market, the company has grown rapidly to have more than 900 outlets throughout Indonesia with the support of 5000+ employees. Kopi Kenangan's work culture is based on three main values: sincere service, continuous innovation, and close collaboration. Its headquarters are located in Menara Sentraya, South Jakarta, with supporting branches such as Kenangan Academy in Kebayoran Baru serving as a barista training center. At the end of 2021, Kopi Kenangan made history as the first New Retail F&B Unicorn company in Southeast Asia, while expanding its business to Singapore and Malaysia. Initially focusing on coffee and non-coffee drinks, now its product portfolio has expanded to bread, cookies, ice cream, and pastries. Its first store in Menara Standard Chartered, Jakarta, successfully attracted attention thanks to its unique branding and attractive product name.

Research Results

a. Convergent Validity

Convergent Validity *testing* is tested from each construct indicator. If there is a *loading factor* below 0.50 it will be discarded or dropped from the model.

Table 2. Convergent Validity test results

Item	Outer Loading Value	Remarks

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H1	0,875	Valid
H2	0,853	Valid
H3	0,848	Valid
H4	0,849	Valid
H5	0,759	Valid
H6	0,848	Valid
H7	0,876	Valid
H8	0,840	Valid
MP1	0,824	Valid
MP2	0,804	Valid
MP3	0,736	Valid
MP4	0,688	Valid
MP5	0,714	Valid
MP6	0,818	Valid
MP7	0,621	Valid
MP8	0,603	Valid
PI1	0,740	Valid
PI2	0,837	Valid
PI3	0,785	Valid
PI4	0,855	Valid
PI5	0,801	Valid
PI6	0,872	Valid
PI7	0,802	Valid
PI8	0,828	Valid
PK1	0,924	Valid
PK10	0,862	Valid
PK2	0,904	Valid
PK3	0,903	Valid
PK4	0,735	Valid
PK5	0,853	Valid
PK6	0,737	Valid
PK7	0,599	Invalid
PK8	0,480	Invalid
PK9	0,704	Valid
T1	0,804	Valid
T2	0,815	Valid
T3	0,839	Valid
T4	0,744	Valid
T5	0,756	Valid
T6	0,795	Valid

Source: PLS processed data, 2025

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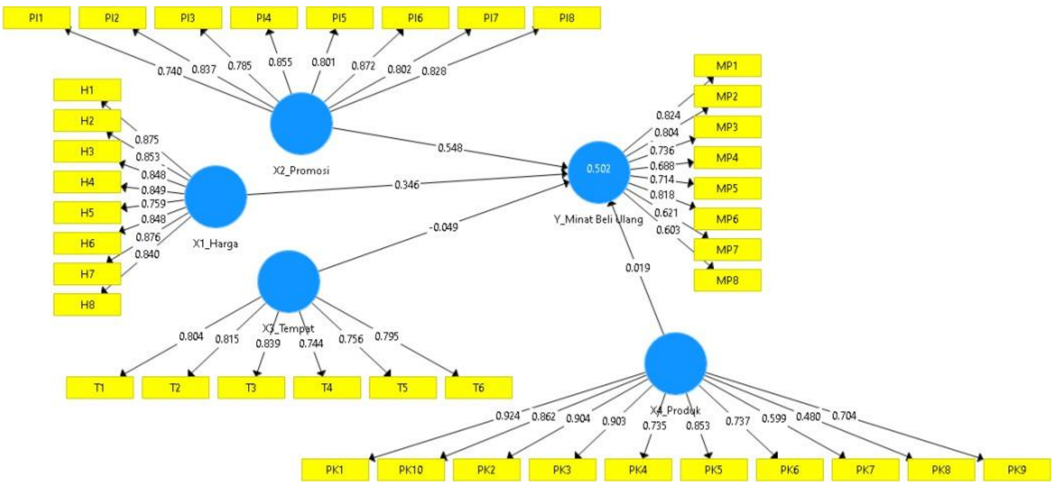
Figure 4. PLS Algorithmic Results



Source: PLS output, 2025

Based on figure 4 and table 2 above, it can be seen that the results of the modification of *the convergent validity* test with confirmatory factor analysis show an indicator with a Standardlized loading factor value > 0.60. In indicators PK 7 and PK8. This proves that not all indicators with loading *factors* are more than 0.600, there are still some that are not valid. Then the indicator will disappear from the model. The following are the output results from the removal of the indicator and the recalculation in Table 3 and figure 5.

b. Convergent Validity *Test Results* (Modified)

Table 3. Convergent Validity Test Results (Modified)

Item	Outer Loading Value	Remarks
H1	0,875	Valid
H2	0,853	Valid
H3	0,848	Valid
H4	0,849	Valid
H5	0,759	Valid
H6	0,848	Valid
H7	0,876	Valid
H8	0,840	Valid
MP1	0,824	Valid
MP2	0,803	Valid
MP3	0,735	Valid
MP4	0,688	Valid
MP5	0,714	Valid
MP6	0,818	Valid
MP7	0,622	Valid
MP8	0,603	Valid
PI1	0,740	Valid
PI2	0,837	Valid
PI3	0,785	Valid

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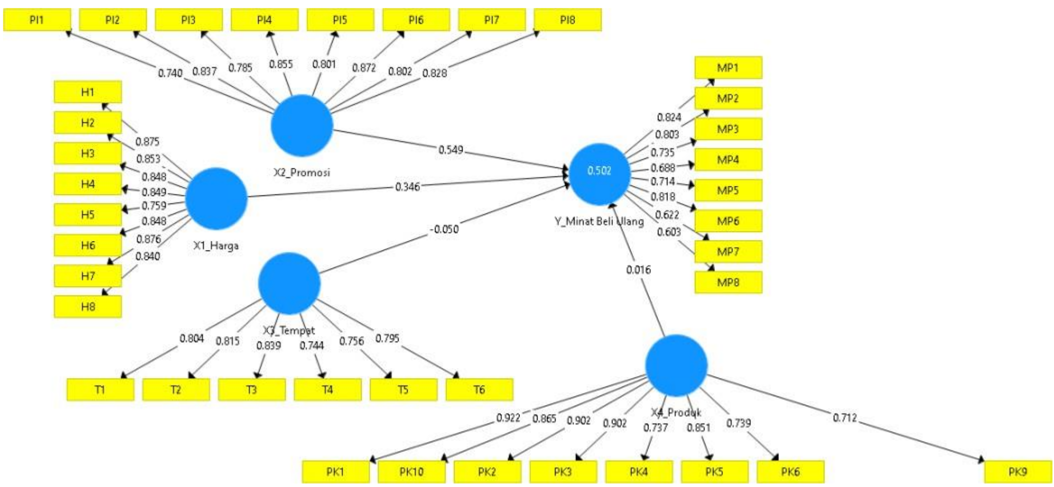
PI4	0,855	Valid
PI5	0,801	Valid
PI6	0,872	Valid
PI7	0,802	Valid
PI8	0,828	Valid
PK1	0,922	Valid
PK10	0,865	Valid
PK2	0,902	Valid
PK3	0,902	Valid
PK4	0,737	Valid
PK5	0,851	Valid
PK6	0,739	Valid
PK9	0,712	Valid
T1	0,804	Valid
T2	0,815	Valid
T3	0,839	Valid
T4	0,744	Valid
T5	0,756	Valid
T6	0,795	Valid

Source: Data in PLS processing, 2025

Figure 5. PLS Algorithmic Results (modified)



Source: PLS Output, 2025

The convergent validity test in Figure 5 and Table 3 can be seen that all indicators have met *convergent validity* because they have a loading factor value above 0.50.

c. Discriminant Validity Test Results (Cross Loading)

Discriminant validity testing is carried out to ensure that each concept of each latent variable is different from the others. An indicator is declared valid if it has the highest loading factor to the intended construct compared to the loading factor to other constructs. Thus, the contract predicts the indicators in their block better than the indicators in other blocks. The results of the Discriminant Validity test are obtained as follows.

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Table 4. Results of Discriminant Validity Test (Cross loadings)

Item	H	PI	T	Horsepower	MP
H1H2H3 H4H5H6 H7H8	0,8750,8530,8480,8490,759 0,8480,8760,840	0,1980,1550,1510,1290,1930,1970,088 0,117	-0,048-0,073-0,007-0,072-0,135-0,024-0,061-0,035	0,0770,0120,0530,0060,1180,0780,058-0,030	0,3670,3740,4040,3760,3380,3950,3760,395
MP1MP2 MP3MP4 MP5MP6 MP7MP8	0,5110,4970,4070,2980,2090,5280,128 0,069	0,3490,3300,3170,2440,3810,3310,645 0,775	-0,082-0,118-0,143-0,055-0,054-0,118-0,021-0,088	0,1460,1620,143-0,0370,0460,0730,0390,050	0,8240,8230,7350,6880,7140,8180,6220,603
PI1PI2PI3 PI4PI5PI6 PI7PI8	0,1590,1220,0330,1190,1960,1270,173 0,222	0,7400,8370,7850,8550,8010,8720,802 0,828	-0,163-0,442-0,218-0,130-0,214-0,183-0,242-0,407	0,9220,8650,9020,9020,7370,8510,739 0,712	0,554 0,531 0,419 0,448 0,534 0,495 0,464 0,539
PK1PK10 PK2PK3P K4PK5P K6PK9	0,059 0,067 0,025 0,034 0,005 -0,015 -0,043 0,137	0,151 0,085 0,056 0,100 0,082 0,082 0,087 0,078	-0,163 -0,442 -0,218 -0,130 -0,214 -0,183 -0,242 -0,407	0,922 0,865 0,902 0,902 0,737 0,851 0,739 0,712	0,167 0,083 0,086 0,087 0,034 0,034 0,025 0,054
T1	-0,053	-0,153	0,804	-0,090	-0,133
T2	-0,093	-0,092	0,815	-0,084	-0,100
T3	-0,074	-0,072	0,839	-0,425	-0,095
T4	-0,044	0,046	0,744	-0,156	-0,049
T5	-0,030	0,0,38	0,756	-0,259	-0,061
T6	0,006	0,011	0,795	-0,380	-0,077

Source: PLS Output, 2025

Based on the results of the PLS output in Table 4 above, it can be seen that each indicator has *the largest loading factor* when connected to other endogenous constructs. This shows that based on *the Discriminant Validity* that has been tested, all indicators are valid. The *cross loading value* on the place variable indicator is because the indicator does have a negative relationship with the construct. This means that the higher the score on the item, the lower the value of the construct measured.

d. Discriminant Validity *Test Results* – Fornell Larcker

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Another method to see *discriminant validity* is to look at the *loading factor* value that is higher than other constructs in the model, so it can be said to have a good *discriminant validity* value.

Tabel 5. Pengujian Discriminant Validity – Fornell Larcker

Variabel	**X1_ Price**	**X2_ Promoted**	**X3_ Tempat**	**X4_ Products**	**Y_Minat**	**Repurchase**
Promotional	0,852	-0,857				
Prices	0,042	-				
	-	0,0810,211	0,846			
Where	0,078	0,753	-0,362	0,8570,22		
Products	0,109		-0,148	5	0,755	
Are Interested in Re-Buying	0,228					

Source: PLS Output, 2025

Judging from the results of the *discriminant validity* fornell larcker test, that it already has a *higher loading factor* value than the intended construct, it means that it is valid

e. Average Variance Extraced Test Results

Table 6. Average *Variance Extracted* (AVE) Test Results

Variabel	**Average Variance Extracted (AVE)**	**Remarks**
Pricing	0,712	Valid
Promotions	0,666	Valid
Location	0,628	Valid
Products	0,693	Valid
Repurchase Interest	0,533	Valid

Source: PLS Output, 2025

From Table 6, it can be concluded that the square root of *the average variance extracted* for each construct is greater than the correlation between one construct and another construct in the model. Based on the table above, it can be concluded that the construct in the estimated model meets the *discriminant validity criterion*.

f. Composite Reliability and Cronbach's Alpha Test Results

Composite *reliability* testing and *Cronbach's alpha* aim to test the reliability of instruments in a research model.

Table 7. Composite Reliability & Cronbach's Alpha Test Results

Variabel	**Cronbach's Alpha**	**Composite Reliability**	**Remarks**
Pricing	0,942	0,952	Reliabel
Promotions	0,928	0,941	Reliabel
Location	0,887	0,910	Reliabel
Products	0,941	0,947	Reliabel
Repurchase Interest	0,873	0,900	Reliabel

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Source: PLS Output, 2025

Based on Table 7, the results of the *composite reliability* and *Cronbach's alpha* tests show satisfactory values, because all latent variables have *a composite reliability* value and *Cronbach's alpha* ≥ 0.70. This means that all latent variables are said to be reliable.

g. Structural Model Testing or Hypothesis Test (*Inner Model*)

Inner model *testing* is the development of concepts and theory-based models in order to analyze the relationship between exogenous and endogenous variables that have been described in a conceptual framework. The steps of testing structural models (*inner models*) are as follows:

1) R-square Value Test Results

Look at the R-square value which is the *goodness-fit test of the model*.

Table 8. R2 Value of Endogenous Variables

Variable endogenous	R square	Adjusted R2
Repurchase Interest (Y)	0,613	0,597

Source: PLS Output, 2025

The structural model indicates that the model in the variable of repurchase interest can be said to be strong because it has a value above 0.33. The model of the influence of exogenous latent variables (price, promotion, place and product) on repurchase interest gives an adjusted R-square value of 0.597 which can be interpreted as the variability of the construct of repurchase interest which can be explained by the variability of the construct of price, promotion, place and product of 59.7% while 40.3% is explained by other variables outside the studied.

2) Hypothesis Test Results (Path Coefficient Estimation)

The estimated value for the path relationship in the structural model must be significant. The significance value of this hypothesis can be obtained by *the boostrapping procedure*. To see the significance of the hypothesis by looking at the value of the parameter coefficient and the significance value of the T-statistic in the *boostrapping report algorithm*. To find out the significance or insignificance of the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistic).

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Figure 6. Boostrapping Test Results

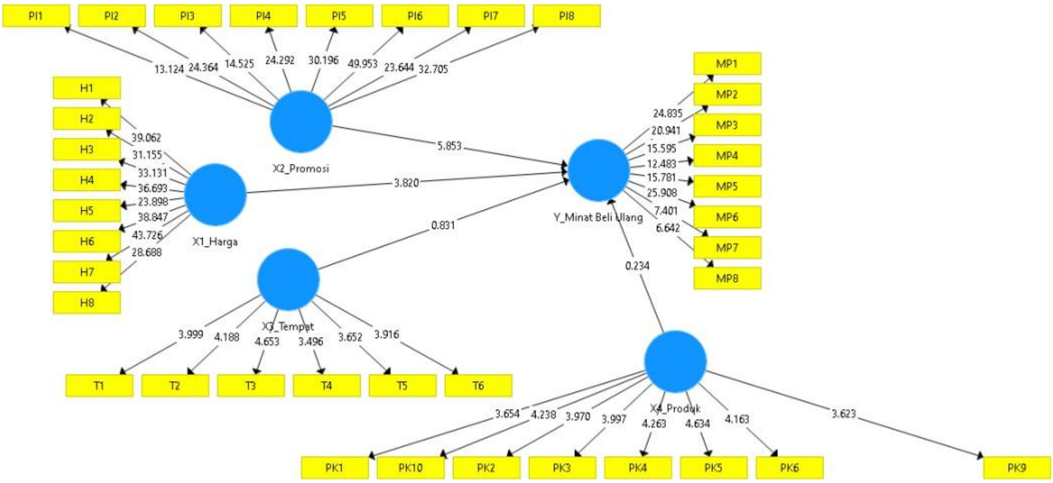

Table 9. Hypothesis Testing Results

Variabel	Original Sample	Sample Mean	Standar Deviation	T. Statistic	P Values	Significance
Price-> Interest in Repurchase	0,346	0,364	0,090	3,820	0,000	Significant positives
Promotion->Interest Repurchase	0,549	0,531	0,094	5,853	0,000	Positive signifikan
Places of > Interest Repurchase	-0,050	-0,056	0,060	0,831	0,407	No signifikan
Product-> Interest Repurchase	0,016	0,021	0,069	0,234	0,815	No signifikan

Source : Data in PLS Processing, 2024

a. Based on the hypothesis test in this study, a *t-Statistic result* of 3.820 was obtained if the t-statistical value was above the t-table value (1.96) which means significant. The *original sample value* of 0.346 means that it has a positive direction and a p-value of 0.000. This means that the first hypothesis is accepted because it has a value of <0.05. So first it is accepted, the price has a positive and significant effect on the interest in buying again.

b. The hypothesis test in this study was obtained with *a T-Statistic* result of 5.853, meaning significant because it has a value above (1.96), *an original sample value* of 0.549 meaning it has a positive direction and a P-Value of 0.000, meaning that the hypothesis is accepted because it has a value of <0.05. So the second hypothesis is accepted, promotion has a positive and significant effect on repurchase interest.

c. The hypothesis test in this study obtained a *T-Statistic result* of 0.831 meaning that it is significant because it has a value above 1.96, *the original sample* value of -0.050 means that it has a negative direction and a P-Value of 0.407 means that the hypothesis is rejected because it has a value of >0.05 meaning that the third hypothesis is rejected, the place has a negative value and does not have a significant effect on the interest in buying again. The original value of the sample is negative because most of the respondents give answers that

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tend to point in the opposite direction. This can be caused by differences in context, respondents' backgrounds, or field conditions that are not the same as the previous research.

d. The hypothesis test in this study obtained a *T-Statistic result* of 0.234, meaning that it is significant because it has a value above 1.96, *an original sample value* of 0.016, which means it has a negative direction, and a P-Value of 0.815, which means that the hypothesis is rejected because it has a value of >0.05. This means that the fourth hypothesis is rejected, the product has no significant effect on repurchase interest.

4.2 Discussion

The Effect of Price on Repurchase Interest

Based on the results of tests that have been carried out with Smart PLS, results show that price has a positive and significant effect on the interest in repurchasing Kopi Kenangan. Generally, sellers determine the price of the products, goods, or services they offer. However, buyers often have the opportunity to negotiate to get a more suitable price. New transactions will occur if both parties reach an agreement on a value that is considered fair by each (Manurung, 2021). In marketing strategy, price is a distinctive element because it serves as the main source of income for the company. In contrast to other elements such as products, distribution, and promotions which tend to be sources of expenses, prices have the advantage of flexibility. This allows companies to easily adjust prices according to the dynamics of needs and market conditions (Ramdhan et al., 2023).

Price plays an important role in conveying information about a product and providing value that is considered relevant by consumers. As one of the main factors in purchasing decision-making, price has a great influence, especially for products that are frequently purchased. In addition, price also determines consumer preferences in choosing certain stores, brands, or services, and influences the decision to buy the same product again. When consumers are satisfied with the quality of the products and services provided, it creates a positive experience that encourages them to make a repeat purchase in the future (Listyowati & Irmawati, 2024). This research is in line with (Sofiyan & Amron, 2024), (Theodora & Lyvia, 2020), (Zhang & Prasongsukarn, 2017), (Ratasuk & Buranasompob, 2022), (Mudfarikah & Dwijayanti, 2021), which shows that price has a positive and significant effect on repurchase interest. However, this study is not in line with (Maulizar et al., 2024), (Fadillah et al., 2020), (Suharman et al., 2025) which shows that price has no effect on repurchase interest.

The Effect of Promotions on Repurchase Interest

The results of the study on the influence of promotional variables on repurchase interest were obtained that the results of promotional variables partially had a positive and significant effect on the interest in repurchasing Kopi Kenangan. This shows that promotion is an important part of the marketing mix that businesses must run to introduce their products or services. As an effective marketing strategy, promotion aims to build communication with the target market, provide information about new products, or offer additional services that are able to attract consumers' attention and motivate them to buy. When consumers decide to buy the same product again repeatedly, this indicates the presence of interest in buying again. This factor not only depends on the appearance of the product, but also on the benefits and positive experiences felt after use (Listyowati & Irmawati, 2024).

Based on this, it can be concluded that promotions carried out in an effective and targeted way can increase consumers' chances of returning to purchase. For example, if Kopi Kenangan succeeds in implementing a relevant and attractive promotional strategy, the chances of consumers buying their products again will be greater. Therefore, promotion is a crucial element in creating and maintaining consumer repurchase interest. The results of this study are in line with (Sofiyan & Amron, 2024), (Tian et al., 2022), (Theodora & Lyvia, 2020), (Zhang & Prasongsukarn, 2017), (Gemilang & Jumhur, 2023), (Fadillah et al., 2020), (Suharman et al., 2025), which shows that promotion has a positive and significant effect on repurchase interest. However, this study is not in line with (Rahmatillah et al., 2023) which shows that promotion does not have a significant effect on repurchase interest.

The Influence of Place on Repurchase Interest

The results of the analysis in this study show that the place does not have a significant influence on the interest in buying Kopi Kenangan again. The location of Kopi Kenangan does not play an important role in influencing consumers' interest in buying again. In other words, the location factor is not the main element that encourages consumers to make a repurchase at Kopi Kenangan (Putra & Lusia, 2023). Location is an important element in a marketing strategy that makes it easier for consumers to access goods and services. In addition to serving as a distribution point, location also gives a significant initial impression on the company. The right location helps companies in building a business image and ensuring the availability of service channels that suit consumer needs (Alfaini et al., 2022). The results of this study are in line with (Fadillah et al., 2020) (Putra & Lusia, 2023), (Rahmatillah et al., 2023) which shows that place does not have a significant effect on repurchase interest. However, this study is not in line with (Sofiyan & Amron, 2024), (Algazali et al., 2023), (Suharman et al., 2025) which shows that place has a positive and significant effect on repurchase interest.

The Effect of Products on Repurchase Interest

The results of the analysis in this study with the help of smartpls were obtained that the product did not have a significant effect on the interest in repurchasing Kopi Kenangan. The product is the center of all marketing activities because it is the main product of the company offered to the market to meet consumer needs while achieving business goals. To attract consumer interest, a product must have advantages over other products, both in terms of quality, design, shape, size, packaging, service, warranty, and experience offered. Products marketed can include various forms, such as physical goods, services, experiences, events, individuals, places, properties, organizations, and ideas. As the main element in the marketing mix, products play the most important role in determining the success of marketing strategies (Lamauring & Sarie, 2023). This research is in line with (Suharman et al., 2025), (Fadillah et al., 2020) which shows that products do not have a significant effect on repurchase interest. However, this study is not in line with (Lamauring & Sarie, 2023), (Rahmatillah et al., 2023) showing that products have a positive and significant effect on repurchase interest..

CONCLUSION

Based on the results of data analysis, the following conclusions were obtained:

1. Price has a positive and significant effect on the interest in repurchasing Kopi Kenangan. Price has an important role in conveying information about a product and providing value that is considered relevant by consumers. As one of the main factors in purchasing

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decision-making, price has a great influence, especially for products that are often purchased.
2. Promotions have a positive and significant effect on the interest in repurchasing Kopi Kenangan. Promotions are an important part of the marketing mix that businesses must run to introduce their products or services. As an effective marketing strategy, promotions aim to build communication with the target market, provide information about new products, or offer additional services that are able to attract consumers' attention and motivate them to buy.
3. The place does not have a significant effect on the interest in repurchasing Kopi Kenangan. The place of Kopi Kenangan does not play an important role in influencing the interest of consumers to buy again. In other words, the location factor is not the main element that encourages consumers to make a repurchase at Kopi Kenangan.
4. The product does not have a significant effect on the interest in repurchasing Kopi Kenangan. The product is the center of all marketing activities because it is the main product of the company offered to the market to meet consumer needs while achieving business goals. To attract consumer interest, a product must have advantages over other products, both in terms of quality, design, shape, size, packaging, service, warranty, and experience offered.

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