EFFECT ON THE INTERESTS OF QUALITY PRODUCTS PURCHASED THROUGH THE REPEAT CUSTOMER SATISFACTION Excelsa COFFEE (Coffea*Liberica*VAR.DEWEVREI)JEGIDIK Wonosalam

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Abstract

This study aims to determine the effect of product quality (X) on repurchase interest (Y), product quality (X) on consumer satisfaction (M), customer satisfaction (M) on repurchase interest (Y), product quality (X) on repurchase interest (Y) mediated by consumer satisfaction (M). This study uses a quantitative approach. The sample of this research was 120 consumers of excelsa coffee (coffee liberica var. dewevrei) Jegidik Wonosalam in 2019 with a non-probability sampling method and purposive sampling technique. This research instrument used a questionnaire and was analyzed using SEM-PLS. The results of this study indicate that product quality (X) has a significant effect on repurchase interest (Y). Product quality (X) has a significant effect on customer satisfaction (M). Consumer satisfaction (M) has a significant effect on repurchase interest (Y). Consumer satisfaction (M) provides product quality (X) to repurchase interest (Y).
Keywords: *product quality, customer satisfaction, repurchase interest.*

A. INTRODUCTION

Along with the development of science and technology, business activities are also changing. The development of today's business has been colored with various kinds of competition. This competition can be won by satisfying and fulfilling consumer wants and needs basing on the quality possessed by-products, both goods, and services (Suci, 2017). Consumer buying behavior is based on an awareness of feelings of satisfaction, where it is interpreted as a manifestation of the fulfillment of needs and desires. In addition, supported by technological developments, mindset, level of education, and people's lifestyles, consumers will be more selective in making a purchase. It can be said that if consumers are satisfied with the products they buy, they will make repeated purchases.

Consumer satisfaction is closely related to the quality of products and services produced by a company or business, where a high level of quality will result in higher consumer satisfaction (Kotler & Keller, 2009). After making a purchase, consumers will experience a post-purchase stage, in this stage consumers feel the level of satisfaction or not, which will affect the next consumer behavior. This is supported by research conducted by Mustapa *et al* (2018) with the title the effect of product quality, product price, and diversity of Toyota spare parts products on consumer repurchase interest with customer satisfaction as an intervening variable (customer study of PT. New Ratna Motor Semarang), where the results of the study indicate that product quality has a significant influence on repurchase interest, this indicates that product quality can encourage consumer repurchase interest. Other studies support that product quality can encourage consumer repurchase interest, namely research conducted by Palma and Andjarwati (2016) with the title "the influence of product quality, convenience, and price on repurchase intentions with satisfaction as an intervening variable (Study on Customers). Fashion Products Through Online Stores in Surabaya).

In addition, there is another study conducted by Bahar and Sjaharuddin (2015) with the title of the effect of product quality and service quality on consumer satisfaction and repurchase interest, where the results of the study show that product quality does not affect repurchase interest. There is also another study conducted by Ramadhan & Santoso (2017) with the title of analyzing the effect of product quality, service quality, and brand image on repurchase interest in Nike shoes *running* in Semarang through customer satisfaction as an intervening variable proving that product quality has no significant effect on interest. repurchase.

Based on several research results that have been reviewed that there is an influence and there is no influence between product quality and repurchase interest, then this can be done by other research with the help of intervening variables, where the variable is the variable of consumer satisfaction. Although the quality of a product is good consumers do not make a repeat purchase, it is suspected that consumers do not feel any dissatisfaction and after consuming the product. If consumers are satisfied with the quality of the products offered, then consumers will make a repeat purchase of the product twice or even more.

This is supported by research conducted by Hidayah (2018) with the title "the effect of *perceived quality* on repurchase intention with satisfaction as an intervening variable (study on Teh Botol Sosro customers in East Surabaya)" that research shows that consumer satisfaction can mediate the influence between quality products with repurchase interest. Another study conducted by Dewi & Andjarwati (2018) with the title of the effect of product quality and price on repurchase intentions with satisfaction as an intervening variable (study on Rabbani hijab customers in East Surabaya), also reveals that consumer satisfaction can be an intervening variable between product quality and repurchase interest.

The business changes that occurred at this time were marked by changes in people's mindsets, technological advances, and lifestyles that could not be separated from the influence of globalization which penetrated all businesses including the food and beverage sector and one of them was coffee products. Coffee is a type of beverage that comes from the processing and extraction of coffee beans. Coffee is a leading plantation commodity that has been widely cultivated by various countries including Indonesia (Mayrowani, 2016). At this time the development of the coffee industry, especially in Jombang, is growing rapidly, there are cafes, outlets, and outlets that are standing. One of the coffee industries in Jombang is the original Wonosalam coffee, namely excelsa coffee (*Coffea liberica vardewevrei.*). The Jombang government strongly supports the development of the original Wonosalam coffee variety, namely coffee excelsa (*Coffea liberica vardewevrei.*), this statement is reflected in the government's support, namely Sumrambah as the deputy regent of Jombang who plans to make Wonosalam coffee a product that deserves to be aligned with national and international products (JombangTV, 2018). One of excelsa coffee products (*coffea liberica var.dewevrei*) is excelsa coffee (*coffea liberica var.dewevrei*) Jegidik Wonosalam.

Based on the above phenomenon, the researcher wants to examine the causes of the increase in the number of sales in 2018 by looking at product quality, consumer satisfaction which has an impact on consumer repurchase interest, the title of this

research is **"The Influence of Product Quality on Repurchase Interest through Excelsa Coffee Consumer Satisfaction (*Coffea Liberica Var.Dewevrei*) Jegidik Wonosalam "**

Based on the background presented above, the formulation of the problems raised in this study are: 1) Is there a significant effect of product quality on repurchase interest, 2) Is there a significant effect of product quality on consumer satisfaction, 3) Is there a significant effect of consumer satisfaction on repurchase intention, 4) Is there a significant effect of product quality on repurchase interest through the mediation of consumer satisfaction. It is hoped that this research can be useful for many parties, especially the owner of Excelsa Coffee (*Coffea Liberica Var.Dewevrei*) Jegidik Wonosalam.

B. LITERATURE REVIEW
Interests Buyying
Anoraga (2000) that the buying interest is an interest in the purchase based on purchase experience has been done in the past. In addition, there is another opinion that repurchase interest is the purchase of the same product which has been done before by the consumer, and continues to buy again for the second and third time (Swastha & T, 2008). Meanwhile, according to Kotler & Keller (2009) repurchase interest is the tendency of consumers to take action before the actual purchase decision. So it can be concluded that the understanding of repurchase interest according to some of the experts above is a consumer attitude in terms of taking an initiative to buy the same product for the second time and even so on.

Product Quality
According to the *American Society for Quality Control* in (Kotler & Keller (2009) that quality is the sum of the characteristics and characteristics of a product or service, depending on its ability to meet explicit or implied needs. Quality in question is in accordance with what is expected by consumers. Product quality is defined as a customer's overall evaluation of the good performance of goods or services (Mowen & Minor, 2002). The company must have good quality or in accordance with the price offered when selling products or services in running a business.

Consumer Satisfaction
According to Kotler & Armstrong (2012) satisfaction is defined as a person's feelings of pleasure or disappointment from comparing the perceived product performance in the relationship and their expectations.Consumer satisfaction is an individual's perception of the performance of a product or service associated with the consumer's expectations (Schiffman & Kanuk, 2012).WhileAccording to Kotler & Armstrong (2012) customer satisfaction is the result felt by buyers who experience the performance of a business in accordance with their expectations. From the two definitions above, it can be concluded that consumer satisfaction is a feeling that results from feeling happy about the expectations of products that have been purchased and consumed. Satisfied consumers tend to stay loyal longer, buy more, are less sensitive to price changes and the conversation is profitable for a business.

Hypothesis
H_1 : The better the quality of the product, the more interest in repurchasing the excelsa coffee (*coffea liberica var*. dewevrei) Jegidik Wonosalam.

H$_2$: The better the quality of the product, the higher the consumer satisfaction of excelsa coffee (*coffea liberica var*. dewevrei) Jegidik Wonosalam.

H$_3$: The higher the consumer satisfaction, the higher the interest in repurchasing the excelsa coffee (*coffea liberica var*. dewevrei) Jegidik Wonosalam.

H$_4$: Consumer satisfaction mediates the effect of product quality on the repurchase intention of excelsa coffee (*coffea liberica var*. dewevrei) Jegidik Wonosalam.

C. RESEARCH METHODS RESEARCH

Design

In this research, the type of research used is quantitative research with an explanatory approach. According to Kuncoro (2013), explanatory*research*is research that aims to develop new knowledge or assumptions and to provide direction for further research. The technique used in determining the sample is purposive sampling technique. The measurement scale uses a Likert scale, data collection methods by means of questionnaires and documentation. The data analysis technique of this research used Structural Equation Modeling (SEM) analysis.

Population and Sample

In this study, the population is all consumers of excelsa coffee (*coffea liberica var*. dewevrei) Jegidik Wonosalam who visited the Wonosalam Durian House and bought the product more than once, the number of which is unknown. And the sample in this study were 100 respondents.

Variables, Operationalization, and Measurement of

Variables	Indicator	Question Items	Source of	Repurchase Measurement
Interest(Y)	Transactional Interest	I am interested in buying more Jegidik coffee at another time (Y$_{1.1}$).	(Ferdinand A. , 2002)	Likert Scale
	Referential Interest	I would recommend Jegidik coffee to my friends and relatives (Y$_{1.2}$).		
	Preferential Interests	I would prefer Jegidik coffee over other coffees (Y$_{1.3}$).		
	Explorative Interests	I also tried other variants of Jegidik coffee besides the original(Y$_{1.4}$).		
Product Quality (X)	Durability	Jegidik Wonosalam coffee products are durable so I can store them (X$_{1.1}$).	(Mullins, Orville, Larreche, & Boyd, 2005)	Likert Scale
	AestheticThe	presentation of Jegidik coffee attracts consumers (X$_{1.2}$).		
	Conformity with specifications The	price I pay is in accordance with the quality of the coffee I get (X$_{1.3}$).		
	Impression of quality	After I enjoy Jegidik coffee, it tastes delicious compared to other coffees (X$_{1.4}$).		
Consumer Satisfaction (M)	Satisfaction with consumer expectations.	I feel satisfied consuming Jegidik coffee (M$_{1.1}$).	(Wilkie, 2008)	Likert Scale
	complaining behavior	Non-I have no complaints about the Jegidik coffee I consume (M$_{1.2}$).		
	Happy expression after using the product	I will enjoy jegidik coffee again if I come to Wonosalam (M$_{1.3}$).		

Types and Sources of Data

In this study, the types of data used consisted of qualitative and quantitative data. Qualitative data is data that is not in the form of numbers, but in the form of sentences or pictures. While quantitative data is data in the form of qualitative data numbers that are numbered, this is obtained from the questionnaire scores given to respondents.

Sources of data in this study are primary data and secondary data. Primary data is data obtained by distributing questionnaires to predetermined respondents. and

secondary data is data obtained from literature, books, or magazines and administration and other necessary data.

D. RESULTS AND DISCUSSION
Test *OuterModel*

BanksModel or Measurement Model defines how each block of indicators associated with latent variables. The outer model can be seen from *convergent validity, discriminant validity, composite reliability (pc) and cronbach alpha.*

Table 1. *Combined Loadings and Cross Loading*

Variables	Indicator	Factor Loading	*P Value*	Cross loading		Significance of
Interest	$Y_{1.1}$	Repurchase 0.865	< 0.001	-0.256	0.220	0.05
	$Y_{2.1}$	0.818	< 0.001	-0.241	0.154	0.05
	$Y_{3.1}$	0.780	< 0.001	0.284	0.272	0 0.05
	$Y_{4.1}$	0.771	<0.001	0.256	-0.135	0.05
Product Quality	$X_{1.1}$	0.685	<0.001	0.353	-0.024	0.05
	$X_{2.1}$	0.688	<0.001	-0.438	0.093	0.05
	$X_{3.1}$	0.725	< 0.001	0.832	-0.591	0.05
	$X_{4.1}$	0.813	<0.001	-0.668	0.468	0.05
Consumer Satisfaction	$M_{1.1}$	0.859	<0.001	-0.089	-0.052	0.05
	$M_{2.1}$	0.817	<0.001	0.271	-0.553	0.05
	$M_{3.1}$	0.842	<0.001	-0.173	0.589	0.05

Source: WrapPLS Data Processed , 2019

Convergent validity

Convergent validity is the correlation between reflexive indicator scores and latent variable scores. In this case, convergent validity can be met if the(*factor loadingfactor loading) of* 0.5 to 0.6 is considered sufficient, the number of indicators per latent variable is not large, ranging from 3 to 7 indicators. Convergent validity can also be met if the*factor loading of*each indicator is significant (P-*value* <0.05). Meanwhile, according to Sholihin and Ratmono (2013) that there are two criteria to assess the outer model meets the requirements of convergent validity for reflective constructs, namely loading must be above 0.7 and p value of significance (<0.05).

From table 1 it can be seen that the*factor loading value of*each indicator is more than 0.7, but there are still those below 0.7 but it is still considered sufficient, so it can be concluded that convergent validity is met.

Discriminant validity

Discriminant validity or discriminant validity is a reflexive indicator measurement based on *cross loading* with latent variables, if thevalue of *cross loading* each indicator on the relevant variable is the largest compared to *cross loading* on other latent variables, it is said to be valid. The recommended measurement value is greater than 0.50 and is considered valid.

Table 2. *Composite Reliability and Cronbach's Alpha*

	Y	X	M

Composite reliability coefficients	0883	0819	0878
Cronbach's alpha coefficients	0823	0704	0791

Source: Primary Data Processed, 2019

Reliability of Composite

According Solimun (2017) group of indicators which measure a variable has a composite reliability was good if it has *composite reliability* 0.7, although not an *absolute standard*. From 2 it can be seen that the composite reliability coefficient of the variables X (0.819), Y (0.883) and M (0.878) is greater than 0.70. From this explanation, it can be concluded that the composite reliability can be fulfilled.

Internal Reliability Consistency

According to Solimun (2017) A group of indicators that measure a variable has a good composite reliability, if it has *Cronbach's alpha coefficients* greater than or equal to 0.6. From table 2, it can be seen that the coefficient value of *Cronbach's Alpha* variables Y (0.823), X (0.704), and M (0.791) is greater than 0.60. From this explanation, it can be concluded that the internal consistency reliability can be fulfilled.

Test *Inner ModelThe*

Inner Model or Structural Model describes the relationship between latent variables based on *substantive theory*. *Goodness of Fit* in question is an index and measure of the goodness of the relationship between latent variables (Solimun, 2017)

Table 3. *Model Fit and Quality Indices*

Model Fit and Quality Indices	Fit Criteria	Output Model	Description
Average Path Coefficient (APC)	P<0.001	0.542	Fulfilled
Average R -Squared (ARS)	P<0.001	0.614	Fulfilled
Average Adjusted R-Squared (AARS)	P<0.001	0.609	Fulfilled
Average Block VIF (AVIF)	*acceptable if <= 5, ideally <= 3.3*	1.799	Fulfilled and ideal
Average Full Collinearity (AFVIF)	*acceptable if <= 5, ideally <= 3*	3.253	Fulfilled and ideal
Tenenhous GoF (GoF)	*small >= 0.1, medium >= 0.25, large >= 0.36*	0.622	Included in the large category
Sympson's Paradox Ratio (SPR)	*acceptable if >= 0.7, ideally = 1*	1,000	Fulfilled and ideal
R-Squared Contribution Ratio (RSCR)	*acceptable if >= 0.9, ideally = 1*	1,000	Fulfilled and ideal
Statistical Suppression Ratio (SSR)	*acceptable if >= 0.7*	1,000	Fulfilled
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	*acceptable if > = 0.7*	1000	Fulfilled

Source: Primary Data Processed, 2019

From table 3 it can be seen that all aspects of *the fit and quality indices model* have been met, so it can be said that the model has met the model fit criteria.

HypothesisHypothesis

Testingtesting is done by testing variables, if a Pobtained *value of* 0.05 (5% confidence level) is, it can be said that there is a significant effect, and vice versa (Solimun, 2017).

Table 4. *Path Coefficients* **and** *P Value*

Criteria	Variable	Y	X	M
Path Coefficients	Y		0.296	0.654
	X			
	M		0.674	
P value	Y		<0.001	<0.001
	X			
	M		<0.001	

Source: Data WrapPLS Processed, 2019

Based on table 4 above, the results of testing each hypothesis are as follows The following:

1. H_1 is accepted, where the influence of product quality variable on repurchase intention with a path coefficient of 0.296 with P *value* <0.001. Considering p < 0.001 it is said to be significant. Thus, product quality has an influence on repurchase intention. The path coefficient is positive, this indicates that the better the quality of the product, the more interest in repurchasingexcelsa coffee (*coffea liberica var*Jegidik Wonosalam. dewevrei).

2. H_2 is received, where the influence of the variable product quality to customer satisfaction with the path coefficient of 0.674 and P <0.001. Given that P < 0.01, it is said to be *highly significant.* Thus, product quality affects consumer satisfaction. The path coefficient is positive, this indicates that the better the quality of the product, the higher the consumer satisfaction of excelsa coffee (*coffea liberica var*. dewevrei) Jegidik Wonosalam.

3. H_3 is received, where the effect of variable customer satisfaction with the buying interest with path coefficient of 0.654 and P <0.001. Given that P < 0.01, it is said to be *highly significant.* Thus, consumer satisfaction has an influence on repurchase intention. The path coefficient is positive, indicating that the higher the consumer's satisfaction, the more interest in repurchasing the excelsa coffee (*coffea liberica var*. dewevrei) Jegidik Wonosalam.

Mediation Test

According to Baron and Kenny (1986) a variable is called a mediating variable if the variable influences the relationship between the independent variable and the dependent variable.

Table 5. *Indirect effects for paths with two segments*
and *P value of indirect effects for paths with two segments*

Criteria	Variable	Y	X	M
Indirect effects for paths with two segments	Y		0.441	
	X			
	M			
P value of indirect effects for paths with two segments	Y		<0.001	
	X			
	M			

Source: WrapPLS Data Processed, 2019

Based on table 5 mediation test *P value of indirect effects for paths with two segments,* the mediation test results are H_4 accepted, where the path coefficient and P

value are all < 0.01, this is indicates that consumer satisfaction mediates the effect of product quality on repurchase intention of excelsa coffee (*coffea liberica var*. dewevrei) Jegidik Wonosalam. To see the full or partial form of the mediation model, based on the data processing carried out, it can be seen from the *P value* directly and indirectly in the image below:

   a.   Direct Relationship (*Direct Effect*)

Figure 1. *Direct Effect*

Source: WrapPLS Image Processed, 2019

In Figure 1, it is known that the P-*Value* <0.01 which shows the relationship between product quality and repurchase intention can be directly stated to be significant. In the first method the direct relationship is stated to be significant, but it can be different if an indirect data analysis is carried out as shown in the figure below.
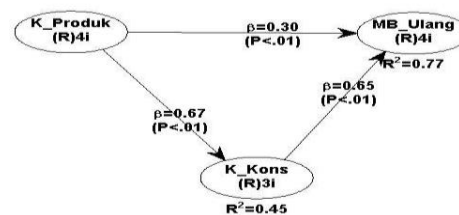
   b.   (*Indirect EffectIndirect Effect*)

Figure 2.Path Coefficient

Source: WrapPLS Image Processed, 2019

In Figure 2 it is known that the P-*Value* of <0.01 indicates the relationship between product quality and repurchase intention is significant. In the picture, it can be seen that the estimation results of the effect of product quality on repurchase intention indirectly and through consumer satisfaction is 0.30. This figure is obtained from the multiplication of the path coefficient value of the influence of product quality on consumer satisfaction of 0.67 and the value of the path coefficient of the influence of consumer satisfaction on repurchase interest of 0.65.

It can be concluded based on the picture of direct influence and indirect influence above, that the path coefficient results on the direct influence have a value of 0.73 and the indirect path coefficient results have a value of 0.30 and theP-*Value value* sameis < 0.01 . This indicates that the form of mediation is partial mediation (*Partial Mediation*), because the product quality variable can directly affect repurchase interest, or indirectly with the intervening variable it can also have an effect, but has a decreased path coefficient value.

R *Square The*

value of *R Square* is the coefficient of determination on the endogenous construct.values are *R square* 0.67 (strong), 0.33 (moderate) and 0.19 (weak).

Table 6. *R Square Coefficients*

Y	X	M
0.405		0.768

Source: Data WrapPLS Processed, 2019

Based on table 6 it can be seen that thevalue *R Square* in the consumer satisfaction variable model is 0.768 with a percentage value of 76%, so it can be concluded that the ability of the independent variable to explain the dependent variable has a significant influence, while the remaining 24% is influenced by other variables outside the structural model equation. The model on the variable of repurchase interest is 0.405 with a percentage value of 40%, so it can be concluded that the ability of the independent variable to explain the dependent variable has a high influence, while the remaining 60% is influenced by other variables outside the structural model equation.

Effect of Product Quality on Repurchase Intention

Based on the results of the tests conducted, it can be concluded that product quality has a direct influence on repurchase interest. This is due to the quality of coffee products which according to respondents' assessment is good with the perceived quality impression that can make consumers want to consume again and generate interest to repurchase the product. These results are in accordance with the research conducted by Dewi & Andjarwati (2018) with the title "the influence of product quality and price on repurchase intentions with satisfaction as an intervening variable (study on rabbani hijab customers in East Surabaya)", that the results of the research have a positive influence between product quality variable on the variable of repurchase intention in the study of rabbani hijab customers.

Effect of Product Quality on Consumer Satisfaction

Based on the results of the tests conducted, it can be concluded that the quality of excelsa coffee products (*coffea liberica var*. dewevrei) Jegidik Wonosalam can increase consumer satisfaction. The results of this study are also in accordance with research conducted by Saputri and Astuti (2017) with the title "factors that affect consumer satisfaction and their impact on consumer repurchase interest", that the results of the research are that product quality has a significant and positive effect on consumer satisfaction. Another result of Bahar and Sjaharuddin's (2015) research with the title "the influence of product quality and service quality on consumer satisfaction and repurchase interest", shows that product quality has an influence on consumer satisfaction. From the explanation above, it can be seen that this research proves that the concept of direct influence of product quality on consumer satisfaction applies to the object of a new product.

The Effect of Consumer Satisfaction on Repurchase Interest The

results showed that consumer satisfaction can directly and significantly encourage theexcelsa coffee (*repurchase intention ofcoffea liberica var*Jegidik Wonosalam. dewevrei). The results of this study are also supported by research conducted by Saputri and Astuti (2017) with the title "factors that influence consumer satisfaction and their impact on consumer repurchase interest", that the results of the research are that consumer satisfaction has a significant and positive effect on repurchase interest. Another result of Hidayah and Anjarwati's research (2018) with the title "the effect of *perceived quality* on repurchase intention with satisfaction as an intervening variable (study on Sosro bottled tea customers in East Surabaya)" shows that consumer

satisfaction has a positive effect on repurchase intention. This shows that this study further expands on previous research, namely the concept of consumer satisfaction on repurchase interest.

The Effect of Consumer Satisfaction Mediates Between Product Quality And Repurchase Interest.

The results showed that mediation occurred, the mediating role of the consumer satisfaction variable was partial mediation, so that product quality could directly encourage repurchase interest. The path coefficient value is higher than after entering the consumer satisfaction variable in it, this shows that product quality can directly increase repurchase interest than when there is an intervening variable. The results of this study are similar to previous research conducted by Putri and Astuti (2017) with the title "factors that influence consumer satisfaction and their impact on consumer repurchase interest", that the results of the research are that consumer satisfaction can be an intervening variable or link between product quality, service quality, and customer value to repurchase intention. Another result of Mahemba's research (2019) with the title "the influence of price and product quality on consumer repurchase interest with consumer satisfaction as a mediating variable", that the results of his research are that consumer satisfaction mediates the effect of product quality on consumer repurchase interest, but in the mediation test partially or partially proven.

E. CONCLUSION

Based on the results of the research that has been described, the following results are obtained: 1) Product quality has a positive and significant effect on repurchase interest, 2) Product quality has a positive and significant effect on consumer satisfaction, 3) Consumer satisfaction has a positive and significant effect on purchase intention. product repurchase, 4) Consumer satisfaction is able to mediate the effect of product quality with repurchase intention, but partially. So from the conclusion above, it is recommended that excelsa coffee producers (*coffea liberica var.dewevrei*) Jegidik Wonosalam must maintain the quality of their products by developing innovations both in terms of appearance, packaging, taste, variants and others which are the advantages of excelsa coffee. (*coffea liberica var.dewevrei*) Jegidik Wonosalam because it is not owned by other coffee brands so that in the future consumers are interested in makingexcelsa coffee (*coffea liberica var.dewevrei*Jegidik Wonosalam) as the main choice.

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