

ABSTRAK

Pertumbuhan pesat industri kedai kopi di Indonesia menuntut pemahaman mendalam mengenai faktor-faktor yang mendorong niat pembelian ulang konsumen, khususnya pada konsep layanan bawa pulang (*take-away*). Penelitian ini bertujuan untuk menganalisis pengaruh *perceived value*, *brand image*, dan *brand trust* terhadap *repurchase intention*, baik secara langsung maupun melalui *customer satisfaction* sebagai variabel mediasi pada konsumen Toko Kopi Tuku di Kota Surabaya. Pendekatan yang digunakan adalah pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner elektronik berskala Likert lima poin. Sampel penelitian berjumlah 200 responden yang dipilih menggunakan teknik *purposive sampling* dengan kriteria berdomisili di Surabaya dan pernah membeli minimal dua kali dalam tiga bulan terakhir. Analisis data dilakukan menggunakan teknik *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS) melalui perangkat lunak SmartPLS 4.0. Hasil pengujian hipotesis dengan prosedur *bootstrapping* menunjukkan bahwa seluruh sepuluh hipotesis yang diajukan terbukti diterima secara signifikan. *Perceived value*, *brand image*, dan *brand trust* terbukti berpengaruh positif dan signifikan terhadap *customer satisfaction* maupun *repurchase intention*. Selain itu, *customer satisfaction* juga berpengaruh positif dan signifikan terhadap *repurchase intention* serta terbukti memediasi hubungan antara ketiga variabel bebas dengan *repurchase intention* secara parsial komplementer. Variabel *brand trust* teridentifikasi sebagai determinan terkuat yang memengaruhi *repurchase intention* secara langsung, sementara model penelitian ini mampu menjelaskan 66,2% varians dari *repurchase intention*. Temuan ini memberikan implikasi manajerial bahwa penguatan kepercayaan merek dan penjagaan nilai yang dirasakan merupakan prioritas utama dalam membangun loyalitas konsumen pada kedai kopi berkonsep *take-away*.

Kata Kunci: *Perceived Value, Brand Image, Brand Trust, Customer Satisfaction, Repurchase Intention, PLS-SEM*

ABSTRACT

The rapid growth of the coffee shop industry in Indonesia necessitates a deep understanding of the factors driving consumers' repurchase intentions, particularly within the takeaway service concept. This study aims to analyze the effect of perceived value, brand image, and brand trust on repurchase intention, both directly and through customer satisfaction as a mediating variable among Toko Kopi Tuku consumers in Surabaya. A quantitative approach was employed, collecting data through an online questionnaire using a five-point Likert scale. The sample consisted of 200 respondents selected via purposive sampling, with criteria including residing in Surabaya and having made purchases at least twice within the last three months. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The hypothesis testing results using the bootstrapping procedure indicate that all ten proposed hypotheses are significantly supported. Perceived value, brand image, and brand trust have positive and significant effects on customer satisfaction and repurchase intention. Furthermore, customer satisfaction has a positive and significant effect on repurchase intention and acts as a complementary partial mediator in the relationship between the three independent variables and repurchase intention. Brand trust is identified as the strongest direct determinant of repurchase intention, while the structural model explains 66.2% of the variance in repurchase intention. These findings imply that strengthening brand trust and maintaining perceived value are key managerial priorities for building customer loyalty in takeaway coffee shops.

Keywords: *Perceived Value, Brand Image, Brand Trust, Customer Satisfaction, Repurchase Intention, PLS-SEM*