PENGARUH *PRODUCT QUALITY* DAN *SERVICE QUALITY* TERHADAP *REPURCHASE INTENTION* DENGAN DIMEDIASI *CUSTOMER SATISFACTION*

(Survei pada Konsumen Generasi Z Kopi Kenangan Seturan di Yogyakarta)

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *product quality* dan *service quality* terhadap *repurchase intention* dengan *customer satisfaction* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif eksplanatori yang melibatkan 130 konsumen Generasi Z Kopi Kenangan Seturan Yogyakarta. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling (PLS-SEM)* dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa *product quality* dan *service quality* memiliki pengaruh positif dan didukung secara statistik terhadap *repurchase intention*. *Product quality* dan *service quality* juga berpengaruh positif terhadap *customer satisfaction*, sedangkan *customer satisfaction* berpengaruh positif terhadap *repurchase intention*. Hasil pengujian mediasi mengonfirmasi bahwa *customer satisfaction* memediasi pengaruh *product quality* dan *service quality* terhadap *repurchase intention*. Temuan ini menunjukkan bahwa niat pembelian ulang pada konsumen Generasi Z tidak hanya dibentuk oleh evaluasi terhadap produk, tetapi juga oleh pengalaman layanan serta tingkat *customer satisfaction* yang dirasakan pelanggan.

Kata Kunci: *Product quality, Service quality, Customer satisfaction, Repurchase intention,* Generasi Z

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ABSTRACT

The purpose of this study is to examine the influence of product quality and service quality on repurchase intention with customer satisfaction as a mediating variable among Generation Z consumers of Kopi Kenangan Seturan in Yogyakarta. This study used a quantitative explanatory approach with a survey method. The sample consisted of 130 respondents selected through non-probability sampling with a purposive sampling technique. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4. The results show that product quality has a positive and significant effect on repurchase intention and customer satisfaction. Service quality also has a positive and significant effect on repurchase intention and customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on repurchase intention and mediates the effects of product quality and service quality on repurchase intention. These findings indicate that customer satisfaction is an important mechanism in strengthening repurchase intention, while service quality is the dominant factor in shaping satisfaction among Generation Z consumers.

Keywords: *Product quality, Service quality, Customer satisfaction, Repurchase intention, Generation Z, Coffee chain*