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The Influence Of Taste, Price, And Product Variety On Repurchase Intention Of Mobile Coffee In Bima City

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Abstract

"Kopling" is one of the popular mobile coffee businesses in Bima City. Kopling represents the growth trend of an innovative and adaptive coffee business, specifically the mobile coffee business model. This study aims to determine the influence of taste, price, and product variety on the repurchase intention of mobile coffee in Bima City. This type of research includes Associative research, which is a method conducted to determine the relationship between two or more variables, namely variables (X) and (Y) (Sugiyono, 2017). In this case, it measures how large the relationship or influence is between Taste (X1), Price (X2), and Product Variety (X3) on Repurchase Intention (Y) of mobile coffee in Bima City. The research instrument used to collect data was a questionnaire utilizing a Likert scale. Thus, every single- unit increase in the taste and price variables proved to significantly increase consumer repurchase intention. Conversely, every single-unit addition to the product variety variable actually showed a downward trend in repurchase intention. Consequently, the combination of influences from taste, price, and product variety simultaneously was unable to boost consumer repurchase intention positively. The results of this study state that the variables of product variety, price, and taste are able to explain a 44.3% influence on repurchase intention. Meanwhile, the remaining 55.7% is influenced by other variables outside of this study. Therefore, it is expected that future researchers consider adding other variables such as service quality, location, promotion, or customer satisfaction so that research results are broader and more in-depth.

Keywords: Taste, Price, Product Variety, Repurchase Intention

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INTRODUCTION

Indonesia holds a strategic position as the third-largest coffee producer in the world, with a recorded production volume reaching 11.85 million bags in 2023. This status solidifies coffee as one of the export commodities contributing substantially to the country's foreign exchange earnings. Along with its role in the global market, there has also been an escalation of coffee consumption at the domestic level. Data shows an increase in per capita consumption from 1.0 kg in 2013 to 1.8 kg in 2023, signifying the integration of coffee as an essential element in the modern public lifestyle. Furthermore, the growth rate of this consumption surpasses the global trend, a phenomenon interpreted as an indicator of socio-economic transformation and a shift in consumer preferences toward out-of-home coffee consumption (Fauziah & Pratiwi, 2026).

According to (Ramita Sari Rahayu Lestari, 2019), repurchase intention is one of the core concepts that can be used to measure customer satisfaction. This means that customer satisfaction can be demonstrated by a high consumer intention to make a repeat purchase and declare themselves as customers of the product concerned. Therefore, customer satisfaction can also affect repurchase intention because satisfied consumers will be interested in returning to use the product in question. Repurchase intention is an intention based on previous purchasing experiences. Repurchase intention is basically consumer behavior where customers respond positively to the service quality of a company and intend to make a return visit or re-consume the company's products.

In a culinary business, another very important factor is taste, which is a way of food selection that can be distinguished by the existence of food flavors. Through taste, consumers can make comparisons in terms of an appealing product appearance, a pleasant product aroma, an ideal product temperature, and a delicious taste when consumed. Taste is a food attribute that encompasses appearance, smell, flavor, texture, and temperature. Generally, in food products, taste is also one of the factors that can influence repeat purchases. If consumers like the taste of the food, it does not rule out the possibility that consumers will make a repurchase (Munanda et al., 2024).

According to (Fetrizen, 2019), price is an important factor in selling a product or service to win a competition in marketing its products. Therefore, the price must be firmly established. Price is also an important variable in marketing, where price can influence consumers in making decisions to purchase a product. Another opinion regarding price according to (Setyo, 2017) states that price is an amount of value exchanged by consumers for a product or service that has benefits when consumers own or use the purchased product or service. There are four price indicators according to Setyo (2017),

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namely: price affordability, price alignment with quality, price competitiveness, and price discounts.

Product variety, according to (Yolandia, 2022), refers to the availability of various types of products generated by manufacturers to meet the needs and desires of consumers. This includes an adequate quantity of products, alignment with customer tastes and preferences, as well as accessibility to the products offered. This product variety is not only related to variations in product types or categories, but also includes the manufacturer's ability to present innovation, uniqueness, and quality that match market expectations. Product diversity becomes an important matter in creating customer satisfaction, increasing product attractiveness, and supporting company competitiveness amidst increasingly fierce competition.

"Kopling" is one of the popular mobile coffee operations in Bima City. Kopling represents the growth trend of an innovative and adaptive coffee business, namely the mobile or moving coffee business model. The main appeal of Kopling lies in the ease of access and flexibility it offers. This business model allows sellers to reach customers at various strategic locations such as office areas and campuses, providing a solution for highly mobile consumers who do not have much time to visit a fixed coffee shop.

Kopling is a micro-business unit in the beverage sector that carries the concept of a mobile coffee bar. This business combines the flexibility of street vendors with a taste quality equivalent to modern cafes. By utilizing a collection of motorcycles or electric bicycles that are aesthetically modified, Kopling targets commuters, office workers, and public space communities who need quality coffee without having to spend time entering a cafe building.

LITERATURE REVIEW

Taste

Definition of Taste

Taste is a method of selecting food that must be distinguished from the basic flavor of the food itself. Taste is a food attribute that includes appearance, smell, taste, texture, and temperature. Taste indicators can influence three main factors: smell, taste, and mouth stimulation. Therefore, with the presence of taste, and if what is offered aligns with expectations, it can produce a value of satisfaction for the consumer (Siti Maimunah, 2019).

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According to (Nazmudin, 2019), taste is one way of choosing food so that a person can differentiate the taste of the food. To generate a taste, there is a collaborative result of the five human senses, namely smell, taste, touch, sight, and hearing.

Taste indicators according to Drummond & Brefere (2010) in the journal of (Nuzula Almira Salsabila, 2021):

- **Flavor:** The sensitivity of the tongue to basic tastes such as sweet, salty, sour, savory (umami), and bitter, which must be balanced.
- **Aroma:** A pleasant or fragrant smell detected before and during food consumption that can increase appetite.
- **Texture:** The physical sensation when food touches the mouth, such as softness, crispiness, chewiness, or level of doneness.
- **Appearance:** Although visual, the presentation of food is often considered part of the initial taste perception that triggers expectations of deliciousness.

PRICE

Definition of Price

According to (Dr. Meithiana Indrasari, 2019), price is an amount of value or money charged for a product or service, representing the total value exchanged by consumers for the benefits of the price, which has become an important factor influencing buyer choice.

According to (Fetrizen, 2019), price is one of the important factors in selling a product or service to win a competition in marketing its products. Therefore, the price must be set. Price is also an important variable in marketing, where price can influence consumers in making decisions to buy a product.

Indicators of the price variable according to (Dr. Meithiana Indrasari, 2019) are as follows:

- **Price Affordability:** Prices that can be reached by all groups in accordance with the targeted market segment that has been selected.
- **Price Alignment with Product Quality:** The suitability of the price with product quality determines the amount of price to be offered to consumers.
- **Price Competitiveness:** Whether the price offered is higher or below the average compared to competitors.
- **Price Alignment with Consumer Benefits:** The suitability of price with consumer benefits ensures consumers feel satisfied when they obtain benefits after consuming what is offered according to the value they spend.

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- **Price Influences Consumers:** Price can influence consumers in decision-making; when the price does not match the quality and consumers do not get benefits after consuming, consumers will tend to make a decision not to purchase. Conversely, if the price matches, consumers will make a decision to buy.

PRODUCT VARIETY

Definition of Product Variety

According to (Lestari Novitaningtyas, 2021), product variety is explained as a brand or product line that can be distinguished based on size, price, appearance, or specific characteristics. Product variety is also a company strategy to increase the diversity of its products so that consumers get the products they want and need. Product variety is key to differentiating a business from competitors. Offering various types of coffee, both in terms of flavor and coffee bean origins, gives consumers a wider choice. Food and beverage entrepreneurs need to continuously innovate to improve the variety of products offered to attract consumers to repurchase their products.

According to Kotler and Keller in (Kojongian, 2022), product variety indicators consist of:

- **Size:** Defined as the shape, portion, and physical structure of a product that is visibly apparent.
- **Type of Product Options:** Namely, the variety of food and beverage types will prevent boredom in consumers. Diverse choices will make it easier for consumers to choose the desired product without having to make purchases elsewhere.
- **Appearance:** Everything displayed by the product; appearance is the product attractiveness viewed directly by consumers. Appearance in product packaging can be defined as something visible to the eye and attractive to consumers to make a purchase decision. Packaging appearance incorporates design and color harmony to attract consumers to make a purchase decision.
- **Product Availability:** Namely, the large variety of items available in the store makes consumers increasingly interested in making purchases within that store.

REPURCHASE INTENTION

Definition of Repurchase Intention

Repurchase intention is the desire or intent of a consumer to re-purchase the same product or service from the same provider or brand in the future. This reflects consumer satisfaction and loyalty toward a product or service. Repurchase intention is

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interpreted as a stage where the reaction of respondents or consumers acts after consumers feel satisfaction (Hidayat Paramita, 2021).

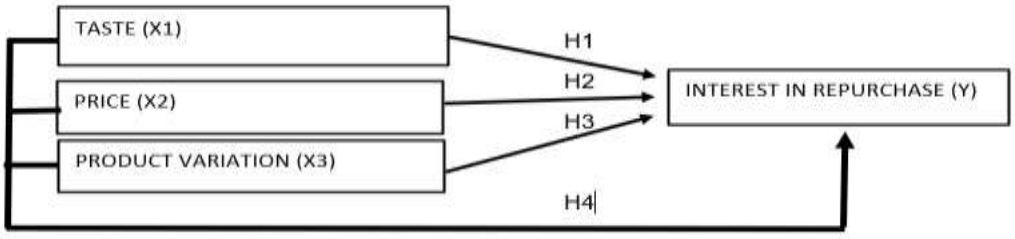
According to (Ramita Sari Rahayu Lestari, 2019), repurchase intention is one of the core concepts that can be used to measure customer satisfaction. That is, customer satisfaction can be shown by a high intention of consumers to make repeat purchases and state themselves as customers of the product concerned.

According to Ferdinand (2006) in (Sartika, 2017), it is stated that there are three indicators of repurchase intention, as follows:

1. **Need for the Product:** Describes how much a person wants or does not want an item or service to meet basic needs or achieve certain goals. This can be physical needs, such as food, clothing, and shelter, or psychological needs, such as safety, love, and recognition.
2. **Desire to Repurchase:** The likelihood or tendency of a consumer to buy back a product or service from the same company in the future.
3. **Intention to Continue Usage:** Refers to the probability or tendency of a user to continue using a product or service in the future.

Research Hipothesis

To provide an overview of this research, the author presents a conceptual framework, which is a diagram showing the direction of the relationship between research variables as follows:



A hypothesis is a temporary answer to the formulation of research problems, where the research problem formulation has been stated in the form of a statement sentence. It is said to be temporary because the answer given is only based on relevant theory, not yet based on empirical facts obtained through data collection (Sugiyono, 2016).

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Based on the theory and problems above, the following hypotheses can be proposed:

H_1 : Taste has a significant effect on the repurchase intention of mobile coffee in Bima City.

H_2 : Price has a significant effect on the repurchase intention of mobile coffee in Bima City.

H_3 : Product variety has a significant effect on the repurchase intention of mobile coffee in Bima City.

H_4 : Taste, Price, and Product Variety simultaneously have a significant effect on the repurchase intention of mobile coffee in Bima City.

METHODOLOGY

This type of research includes Associative research, which is a method conducted to determine the relationship between two or more variables, namely variables (X) and (Y) (Sugiyono, 2017). In this case, it evaluates how large the relationship or influence is between Taste (X1), Price (X2), and Product Variety (X3) on Repurchase Intention (Y) of mobile coffee in Bima City.

The research instrument used in collecting data is a questionnaire using a Likert scale. Respondents were given a series of statements by choosing one of the alternative answers deemed most appropriate, namely:

Table 3.1. Research Instrument

RESPONSE CATEGORY	SCORE
Strongly Agree (SS)	Score 5
Agree (S)	Score 4
Neutral (N)	Score 3
Disagree (TS)	Score 2
Strongly Disagree (STS)	Score 1

Sumber:(Sugiyono, 2016)

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Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions from (Sugiyono, 2017). The population in this study includes all consumers of mobile coffee in Bima City whose exact number cannot be known with certainty.

Sample

A sample is a part of the number and characteristics possessed by that population. The research sample used in this study to obtain a sample representing the population as a whole was taken using accidental sampling, which is a sample determination technique based on chance; anyone who happens to meet the researcher can be used as a sample (Sugiyono, 2017). Because the population size in this study is unknown, to determine the sample size, the following formula for an unknown population was used:

Unknown Population Formula: $n = [\ (\ (Z_{\alpha/2}) \times \sigma\ )\ /\ e\ ]^2$

(Zahrowati Suparwati, 2018)

Description:

- n : number of samples
- $Z_{\alpha/2}$: value from the normal distribution table for a confidence level of 95% = 1.96
- σ : standard deviation of 25% (0.25)
- e : margin of error (error limit = 5% or 0.05)

Through the above formula, the number of samples to be taken is calculated as follows:

$$n = [\ (1.96 \times 0.25)\ /\ 0.05\ ]^2$$

$$n = [\ 0.49\ /\ 0.05\ ]^2$$

$$n = [\ 9.8\ ]^2\ n$$

$$= 96.04$$

In accordance with the calculation using the formula above, a sample size of 96.04 was obtained and rounded to 96 respondents. In determining the sample in this study, the researcher also used the purposive sampling technique, which is a sample determination technique with certain considerations (Sugiyono, 2020). The reason for

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using this purposive sampling technique is that it is suitable for use in quantitative research or studies that do not perform generalizations according to (Sugiyono, 2020). Based on these considerations, the researcher finalized the sample size to 96 respondents, with criteria such as being over 17 years old to ensure understanding of the questionnaire statements, residing in Bima City, and having purchased and consumed mobile coffee. Boarding House, Jl. Muhajirin, Rabangodu Utara, Raba, Bima City, West Nusa Tenggara, Indonesia

The data collection techniques utilized are:

1. **Observation:** An observation activity regarding a certain object carried out carefully and directly at the research location.
2. **Questionnaire:** A data collection method conducted by providing a set of written questions or statements to respondents to be answered.
3. **Literature Study:** Literature or library study can be interpreted as a series of activities related to methods of collecting library data, reading, note-taking, and processing research materials.

DATA ANALYSIS TECHNIQUES

Validity Test and Reliability Test

Validity Test

A validity test is used to measure whether an indicator is valid or not. The way to perform this validity test is by correlating the Pearson Correlation score with the critical r value (Sugiyono, 2017). The correlation coefficient value for each item is compared with the critical r value, which in this case is determined to be 0.2006. If the correlation coefficient (r-calculated) is greater than the critical r (0.2006) and has a positive value, then the item is declared valid, and vice versa (Sugiyono, 2017).

Reliability Test

A measurement is said to be reliable if it provides consistent results. Reliability is measured using the Cronbach's Alpha method (Riduwan, 2007). An instrument can be declared reliable if it has a reliability coefficient of 0.6 or more; if alpha is smaller than 0.6, it is declared unreliable (Sugiyono, 2017).

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Classical Assumption Test

Because the variables used in this study exceed two variables with an associative research design, it is necessary to perform testing on several classical assumptions used, namely:

- **Normality Test:** The normality test aims to test whether, in the regression model, the confounding or residual variables have a normal distribution, which in this case is determined if the significance value Asymp. Sig. (2- tailed) > 0.05. A good regression model has a normal or near-normal data distribution (Ghozali, 2018).
- **Multicollinearity Test:** The multicollinearity test aims to test whether the regression model finds a correlation between independent variables, which in this case is declared free of multicollinearity if the Tolerance value > 0.10 and VIF < 10. A good regression model should not have a correlation between independent variables (Ghozali, 2018).
- **Heteroscedasticity Test:** The heteroscedasticity test (Ghozali, 2018) aims to test whether, in the regression model, an inequality of variance from the residuals of one observation to another occurs. In this case, it is stated that heteroscedasticity does not occur if the Sig. value between the independent variables and the absolute residual is > 0.05.
- **Autocorrelation Test:** The autocorrelation test aims to test whether, in a linear regression model, there is a correlation between the confounding error in period t and the error in period t-1 (previous). The way to detect the presence or absence of autocorrelation in Time Series data can use the Durbin-Watson Test. In this case, it is stated that Autocorrelation does not occur if the value dU < d < 4 – dU, where d is the calculated DW value, and dU is the upper limit from the DW table. This Durbin-Watson test is only used for first-order autocorrelation with the presence of an intercept in the regression model and no lagged dependent variables among the explanatory variables (Ghozali, 2018).

Multiple Linear Regression

The definition of multiple linear regression analysis according to (Sugiyono, 2017) states that:

"Multiple linear regression analysis is used to forecast how the state (rise or fall) of the dependent variable will be when two or more independent variables act as indicators. This analysis is used involving two or more independent variables between the dependent variable (Y) and the independent variables (X1, X2, and X3)."

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With the following equation:

a) $Y = a + b_1X_1 + b_2X_2 + b_3X_3$

Description:

- ***Y*** = Repurchase Intention
- ***a*** = Constant or value when X = 0
- ***b*** = Regression coefficient
- X_1 = Taste
- X_2 = Price
- X_3 = Product Variety

Multiple Correlation Coefficient

According to (Sugiyono, 2017), correlation analysis aims to measure the linear associative strength (influence) between two variables. Correlation also does not indicate a functional influence. In other words, correlation analysis does not distinguish between dependent and independent variables. In conjunction with regression analysis, the correlation analysis used also shows the direction of the relationship between the dependent variable and the independent variable, in addition to measuring associative strength.

Multiple Coefficient of Determination

According to (Sugiyono, 2017), in correlation analysis, there is a figure called the coefficient of determination, which is frequently called the determining coefficient because its magnitude is the square of the correlation coefficient (R^2).

Significance Testing

Testing of each proposed hypothesis can be carried out in the following ways: Significance testing (real influence) of the independent variable (X) on the dependent variable (Y) is carried out using the t-statistical test (t-test) at a level of 5% (α = 0.05).

- **t-Test:** Testing the significance of the coefficient (b_i) is performed with the statistic.

  This is used to test the partial regression coefficient of its independent variable. If the significance level is smaller than 0.05 or 5%, the proposed hypothesis is accepted or declared significant, meaning that partially the independent variable

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(X) has a positive and significant effect on the dependent variable (Y). Conversely, if the significance level is greater than 0.05 or 5%, the proposed hypothesis is rejected or declared not significant. The t-value can be computed via SPSS 26.0 software formulas (Ghozali, 2018).

- **F-Test:** This test is used to evaluate model feasibility (goodness of fit). If the significance level is smaller than
0.05 or 5%, the model used in the theoretical framework is feasible to use, whereas if the significance level is greater than 0.05 or 5%, the model used in the framework is not feasible to use (Ghozali, 2018).

DISCUSSION

Validity Test and Reliability Test

Validity Test

This test was carried out using the formula df = (N-2) and with the coordinates of the r table where N = 96 for a significance level of 5%, thereby obtaining an r table value of 0.2006. The complete results of the validity test can be seen in Table 4.1 below:

Table 4.1. Validity Test Results

VARIABLE	ITEM	R-CALCULATED	R-TABLE	STATUS
Taste (X1)	1	0.420	0.2006	Valid
	2	0.555	0.2006	Valid
	3	0.678	0.2006	Valid
	4	0.560	0.2006	Valid
	5	0.560	0.2006	Valid
	6	0.612	0.2006	Valid
	7	0.583	0.2006	Valid
	8	0.549	0.2006	Valid
	9	0.444	0.2006	Valid
	10	0.461	0.2006	Valid
	11	0.427	0.2006	Valid
	12	0.467	0.2006	Valid
	1	0.280	0.2006	Valid
	2	0.654	0.2006	Valid

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	3	0.480	0.2006	Valid
	4	0.279	0.2006	Valid
	5	0.550	0.2006	Valid
	6	0.528	0.2006	Valid
	7	0.640	0.2006	Valid
	8	0.669	0.2006	Valid
	9	0.614	0.2006	Valid
	10	0.642	0.2006	Valid
	11	0.376	0.2006	Valid
	12	0.423	0.2006	Valid
	13	0.620	0.2006	Valid
	14	0.538	0.2006	Valid
Price (X2)	15	0.618	0.2006	Valid
Product Variety (X3)	1	0.207	0.2006	Valid
	2	0.347	0.2006	Valid
	3	0.482	0.2006	Valid
	4	0.509	0.2006	Valid
	5	0.717	0.2006	Valid
	6	0.434	0.2006	Valid
	7	0.517	0.2006	Valid
	8	0.467	0.2006	Valid
	9	0.340	0.2006	Valid
	10	0.607	0.2006	Valid
	11	0.651	0.2006	Valid
	12	0.556	0.2006	Valid
	1	0.802	0.2006	Valid

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Repurchase Intention (Y)	2	0.727	0.2006	Valid
	3	0.719	0.2006	Valid
	4	0.802	0.2006	Valid
	5	0.646	0.2006	Valid
	6	0.775	0.2006	Valid
	7	0.810	0.2006	Valid
	8	0.683	0.2006	Valid
	9	0.658	0.2006	Valid

Based on Table 4.1 above, the validity test results for each questionnaire statement item across the variables of Taste, Price, and Product Variety toward Repurchase Intention indicate that all statement items proposed in this study are valid because they exceed the critical validity standard of ≥ 0.2006.

Reliability Test

This test was conducted by comparing the Cronbach's Alpha value against the reliability standard of > 0.600. The full details are presented in Table 4.2 below:

Table 4.2. Reliability Test Results

VARIABLE	CRONBACH'S ALPHA	RELIABILITY STANDARD	STATUS
Taste	0.761	> 0.600	Reliable
Price	0.809	> 0.600	Reliable
Product Variety	0.602	> 0.600	Reliable
Repurchase Intention	0.894	> 0.600	Reliable

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Based on Table 4.2 above, the reliability test results show a Cronbach's Alpha of 0.761 for Taste (X1), 0.809 for Price (X2), 0.602 for Product Variety (X3), and 0.894 for Repurchase Intention (Y). Since all Cronbach's Alpha values meet or exceed the set standard of 0.600, all statement items from the questionnaire are declared reliable and accurate for use in research calculations.

Classical Assumption Test
Normality Test

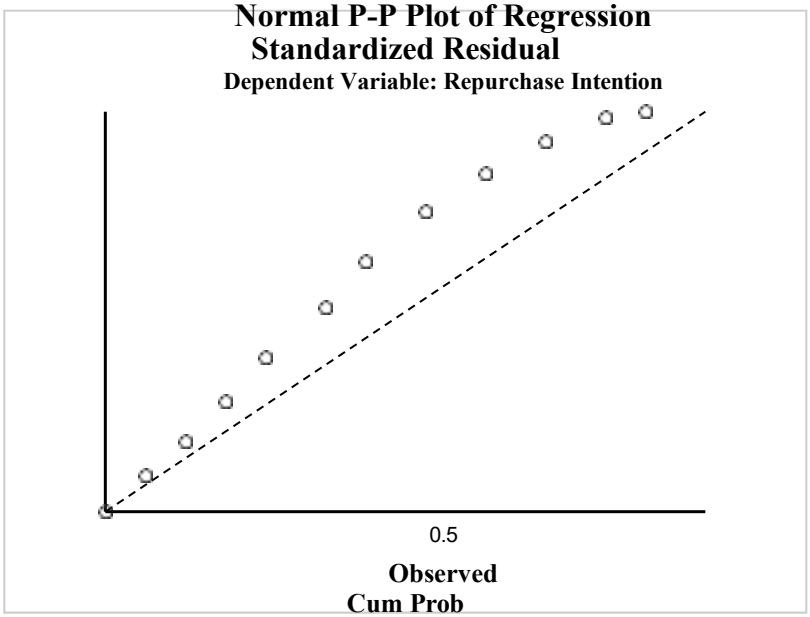


Figure 4.1. Normality Test Results

The SPSS version 27 output on the Normal P-P Plot of Regression Standardized Residual chart above shows that the points spread out and closely follow the diagonal line. This indicates that the residuals in the regression model are normally distributed. Thus, it can be concluded that the research data meets the normality assumption, making the regression model suitable for predicting the dependent variable, namely repurchase intention.

To confirm the results of the normality test above, the researcher conducted a Kolmogorov-Smirnov test with the following results:

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Table 4.3. Kolmogorov-Smirnov Test Results

ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST		UNSTANDARDIZED RESIDUAL
N		96
Normal Parameters[a, b]	Mean	.0000000
	Std. Deviation	5.30633551
Most Extreme Differences	Absolute	.060
	Positive	.045
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c, d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the Kolmogorov-Smirnov test results above, the Asymp. Sig. value is 0.200, which is > 0.05. This is further supported by the P-P Plot graph which demonstrates a pattern tracking along the diagonal line. This proves that the data in this study is normally distributed and the regression model is highly eligible to predict the dependent variable, Repurchase Intention, based on the input independent variables: Taste, Price, and Product Variety.

Multicollinearity Test

Table 4.4. Multicollinearity Test Results

MODEL		UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.	COLLINEARITY STATISTICS	
		B	STD. ERROR	BETA			TOLERANCE	VIF
	(Constant)	-	5.365		-	.096		

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		9.019			1.681			
	Taste	.303	.123	.245	2.462	.016	.611	1.637
	Price	.502	.092	.513	5.431	.000	.680	1.471
	Product Variety	-.054	.104	-.044	-.514	.608	.813	1.230

e. Dependent Variable: Repurchase Intention

Based on the Coefficients table from the SPSS output above, the Tolerance value obtained for the Taste variable (X1) is 0.611, Price (X2) is 0.680, and Product Variety (X3) is 0.813. All three Tolerance values are strictly greater than 0.10. Meanwhile, the VIF value for the Taste variable (X1) is 1.637, Price (X2) is 1.471, and Product Variety (X3) is 1.230, where all VIF values are substantially smaller than 10.00. Consequently, it can be concluded that there is no indication of multicollinearity in the regression model, making it fully valid for use in this research.

Heteroscedasticity Test

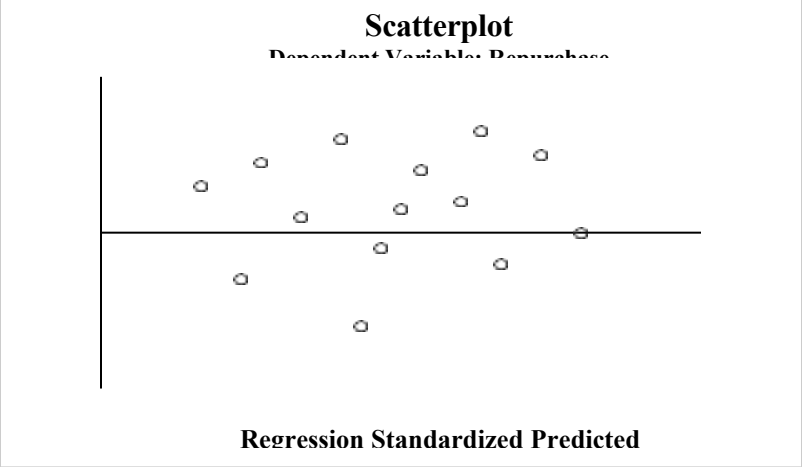


Figure 4.2. Heteroscedasticity Test Results

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Based on the Scatterplot diagram above, it can be observed that the residual points are distributed randomly and do not form a specific recognizable pattern. This is shown by the dots spreading dynamically above and below the 0 mark on the Y-axis. Therefore, it is confirmed that the regression model is free from heteroscedasticity issues, proving its robustness for the analysis.

Autocorrelation Test

Table 4.5. Autocorrelation Test Results

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE	DURBIN-WATSON
1	.666[a]	.443	.425	5.39216	1.486

Predictors: (Constant), Product Variety, Price, Taste

Dependent Variable: Repurchase Intention

Source: SPSS Data Processing Output, version 27

Based on the testing results in the Model Summary table, the calculated Durbin-Watson (d) value is 1.486. The test criteria specify that no autocorrelation occurs if the value satisfies (***dU < d < 4 - dU***). Based on the statistical boundaries, the relationship holds such that (***Value of dU) < 1.486 < (Value of 4 – dU)***. Because the calculated (d) value falls precisely within the acceptable range between (***dU***) and (***4 - dU***), it is concluded that no autocorrelation exists in this regression model.

Multiple Linear Regression Analysis

Table 4.6. Multiple Linear Regression Analysis Results

MODEL		UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
		B	STD. ERROR	BETA		
	(Constant)	-9.019	5.365		-1.681	.096
	Taste	.303	.123	.245	2.462	.016

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1	Price	.502	.092	.513	5.431	.000
	Product Variety	-.054	.104	-.044	-.514	.608

Based on the data analysis results using SPSS version 27 in the Coefficients table above, the following multiple linear regression equation is obtained:

$Y = -9.019 + 0.303X_1 + 0.502X_2 - 0.054X_3$

Based on this equation, the relationships can be interpreted as follows:

1. A constant value of -9.019 means that if the variables of taste, price, and product variety are assumed to be zero, then the repurchase intention score is -9.019.
2. The regression coefficient for the taste variable is 0.303, which means that every single-unit increase in the taste variable (X1) will increase the repurchase intention by 0.303 units, assuming other variables remain constant.
3. The regression coefficient for the price variable is 0.502, which means that every single-unit increase in the price variable (X2) will increase the repurchase intention by 0.502 units, assuming other variables remain constant.
4. The regression coefficient for the product variety variable is -0.054, which implies that every single-unit increase in the product variety variable (X3) will decrease the repurchase intention by 0.054 units, assuming other variables remain constant.

Thus, every unit increase in the taste and price variables is statistically proven to significantly increase consumer repurchase intention. On the contrary, any addition to the product variety variable shows a downward trend in repurchase intention. Consequently, the combined simultaneous influence of taste, price, and product variety is unable to elevate consumer repurchase intention in a entirely positive direction, instead producing a contradictory outcome due to the negative impact from the product variety factor.

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Multiple Correlation Coefficient

Table 4.7. Correlation Coefficient Test Results

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
1	.666[a]	.443	.425	5.392

Predictors: (Constant), Product Variety, Price, Taste

Table 4.8. Interpretation Scale of Correlation Coefficients

COEFFICIENT INTERVAL	RELATIONSHIP STRENGTH LEVEL
0.00 - 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Moderate
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

Source: (Sugiyono, 2016)

Based on the Model Summary table from the SPSS output above, the R value obtained is 0.666. This result demonstrates that the relationship between the independent variables of taste, price, and product variety toward repurchase intention as the dependent variable falls into the "Strong" category. Thus, it can be concluded that the variables of taste, price, and product variety maintain a highly cohesive relationship with consumer repurchase intention.

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Multiple Coefficient Of Determination

Table 4.9. Multiple Coefficient of Determination Test Results

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
1	.666[a]	.443	.425	5.392

a. Predictors: (Constant), Product Variety, Price, Taste

Based on the coefficient of determination test results, the R Square value obtained is 0.443. This signifies that the variables of product variety, price, and taste are together capable of explaining a 44.3% influence on repurchase intention. The remaining 55.7% is influenced by other variables outside the scope of this research model.

SIGNIFICANCE TESTING
t-Test (Partial Significance Test)

Table 4.10. Partial t-Test Results

MODEL		UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
		B	STD. ERROR	BETA		
	(Constant)	-9.019	5.365		-1.681	.096
	Taste	.303	.123	.245	2.462	.016
	Price	.502	.092	.513	5.431	.000
	Product Variety	-.054	.104	-.044	-.514	.608

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Based on Table 4.10 above, the results can be evaluated as follows:

1. The t-test statistical result for the Taste variable (X1) shows a calculated t-value of 2.462 compared to a t-table value of 1.984 (2.462 > 1.984) and a significance value of 0.016, which is strictly smaller than 0.05 (0.016 < 0.05). Therefore, the first hypothesis stating "There is a Significant Influence of Taste on Repurchase Intention" is fully accepted (H1 accepted). This demonstrates that the better the product taste, the higher the consumer repurchase intention. This study aligns with research conducted by (Faradita & Putra, 2024).
2. The t-test statistical result for the Price variable (X2) shows a calculated t-value of 5.431 compared to a t-table value of 1.984 (5.431 > 1.984) and a significance value of 0.000, which is smaller than 0.05 (0.000 < 0.05). Therefore, the second hypothesis stating "There is a Significant Influence of Price on Repurchase Intention" is fully accepted (H2 accepted). This indicates that an appropriate and affordable price can effectively enhance consumer intention to repurchase. This study is aligned with research conducted by (Amalia & Hasanah, 2023).
3. The t-test statistical result for the Product Variety variable (X3) shows a calculated t-value of -0.514 compared to a t-table value of 1.984 (-0.514 < 1.984) and a significance value of 0.608, which is larger than 0.05 (0.608 > 0.05). Therefore, the third hypothesis stating "There is a Significant Influence of Product Variety on Repurchase Intention" is rejected (H3 rejected). This shows that product variety does not exert a significant influence on consumer repurchase intention in this specific model (Ghozali, 2018).

F-Test (Simultaneous Significance Test)

Table 4.11. Simultaneous F-Test Results

MODEL		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
1	Regression	2128.056	3	709.352	24.397	.000 b
	Residual	2674.934	92	29.075		
	Total	4802.990	95			

a. Dependent Variable: Repurchase Intention

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b. Predictors: (Constant), Product Variety, Price, Taste

Based on the F-test table above, the testing results show a calculated F-value of 24.397 against an F-table value of 2.70 (24.397 > 2.70) with a significance value of 0.000, which is less than 0.05 (0.000 < 0.05). Because the significance value is well below 0.05, the hypothesis stating "There is a Significant Simultaneous Influence of Taste, Price, and Product Variety on Repurchase Intention" is accepted (H4 accepted). This research is consistent with the findings of (Senjaya, 2024).

CONCLUSIONS

Based on the research results and discussions outlined above, the following conclusions are stated:

1. The Taste variable has a significant positive effect on the repurchase intention of mobile coffee in Bima City.
2. The Price variable has a significant positive effect on the repurchase intention of mobile coffee in Bima City.
3. The Product Variety variable does not have a significant effect on the repurchase intention of mobile coffee in Bima City.
4. The variables of Taste, Price, and Product Variety have a joint or simultaneous significant effect on the repurchase intention of mobile coffee in Bima City.

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