

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Impact of Service Quality, Promotion, and Customer Satisfaction on Repurchase Decision at Kopinan24 Jepara

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ABSTRACT

This study investigates the impact of service quality, promotion, and customer satisfaction on repurchase decisions among Kopinan24 customers in Jepara. This study uses a quantitative approach. The type of data used in this study is primary data, which is then analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) through SmartPLS 0.4. SEM-PLS is a multivariate analysis technique based on components or variances, combining factor analysis and regression analysis to examine the relationships between latent variables in a complex model. Data were collected through questionnaires, with a total of 98 respondents selected using the Roa Purba formula and purposive sampling technique. The results of the study indicate that service quality hurts repurchase decisions, while promotion and customer satisfaction have a positive and significant effect on repurchase decisions. These findings can be used by Kopinan24 Jepara as a consideration for increasing sales through the enhancement of customer repurchase decisions.

Keywords: Service Quality, Promotion, Customer Satisfaction, Repurchase Decision.

I. Introduction

Coffee is one of the most popular beverages in the world, including in Indonesia, and has become a part of many people's daily lifestyle. For many Indonesians, drinking coffee has become a routine or a modern lifestyle habit that cannot be missed. Given its popularity, coffee holds great business potential. With its growing demand, the café and coffee shop industry continues to flourish like mushrooms in the rainy season. These establishments are no longer limited to major cities; they have now spread to smaller towns across Indonesia. Today, cafés and coffee shops have become highly relevant to the everyday lives of people. They are not merely places to enjoy coffee, but also serve as multifunctional spaces. Customers can socialize, work, or spend time alone in coffee shops. In fact, cafés have become melting pots and cultural hubs that energize the pulse of a city. As a country that produces various types of coffee, including robusta and arabica, Indonesia's domestic coffee consumption has continued to rise year after year. Data from the Ministry of Agriculture projects domestic consumption to reach around 368,000 tons by 2024. However, on a per capita basis, coffee consumption in Indonesia remains relatively low compared to other countries, at only about 1 kilogram per person in 2023. In comparison, Vietnam recorded a per capita consumption of 1.5 kilograms in the same year, while Brazil reached approximately 6.5 kilograms. According to a survey conducted by

GoodStats titled “Coffee Consumption Patterns of Indonesians in 2024”, 37 percent of Indonesians reported enjoying coffee at least twice a day.

The decision to repurchase is a process in which consumers or customers decide to buy the same product or service again after purchasing it previously. This decision reflects the extent to which consumers are satisfied with their previous experience, such as product quality, service provided, price, and perception of value obtained. Repeat purchases can occur spontaneously or result from considerations involving thoughts and feelings based on previous experiences. Repeat purchase decisions are repeat order activities carried out repeatedly or more than once, thus involving loyalty to a product, company, or brand (Wardani, 2022). Cafes in Central Java hold creative workshops and events that are relevant to the interests of the younger generation, such as cooking classes and creative classes. These activities not only increase the appeal of cafes but also strengthen their image as creative and innovative spaces, thereby attracting more entrepreneurs to open new cafes.

Table 1. Number of SME in Jepara

Years	Number of SME in Jepara
2019	79.511
2020	80.050
2021	80.966
2022	81.026
2023	81.909

Business competition requires companies to be able to respond quickly and appropriately in the face of competition in a highly dynamic and uncertain business environment. This is compounded by the increasing and diversifying needs of consumers. With the growth of the cafe industry in Jepara, which is characterized by creative ideas and variety, Kopinan24 Jepara has its own way of attracting customers to make repeat purchases, such as through promotions and good service quality. Based on Table 1, the number of MSME industries in Jepara shows an overall increase from 2019 to 2023. However, despite this growth, the number of beverage MSMEs in Jepara has decreased. There are 663 beverage companies operating in Jepara in 2023 (BPS, 2023).

This study will examine the effect of service quality, promotion, and customer satisfaction on repurchase decisions. These variables have been studied previously, namely the effect of service quality (X1) on repurchase decisions (Y) from the study. (Pramesti et al., 2023) Service quality simultaneously has a positive and significant effect on repurchase decisions. Meanwhile, in the study (Widanti et al., 2022), the service quality variable (X1) on repurchase decision (Y) shows that service quality has a negative effect on repurchase decision. The promotion variable (X2) on the repurchase decision (Y) from the study (Ibrahim, 2025). The promotion variable has a positive and significant effect on repurchase decisions. Meanwhile, in the study (Putri, 2021), the variable promotion (X2) on repurchase decision (Y) shows that the variable promotion has a negative and significant effect on repurchase decision. The variable customer satisfaction (X3) on repurchase decision (Y) from the study (Ginting et al., 2023) states that customer satisfaction has a positive and significant effect on repurchase decision (Y). And in the study (Fausta et al., 2023), the variable of customer satisfaction (X3) on repurchase decision (Y) indicates that customer satisfaction has a negative and insignificant effect on repurchase decision.

However, amid fierce competition in the coffee industry in Jepara and increasingly diverse choices for consumers, questions arise as to the extent to which Kopinan24 Jepara is able to retain customers through the quality of service, promotions, and customer satisfaction it offers. Furthermore, previous research findings on the influence of these three variables on repeat purchase decisions still show varying results, with some having a positive and significant impact, while others are negative or insignificant. This situation indicates an interesting research gap that warrants further investigation. Thus, the research problem lies in how service quality, promotions, and customer satisfaction influence repeat purchase decisions at Kopinan24 Jepara.

This study aims to analyze the effect of service quality, promotion, and customer satisfaction on repurchase decisions at Kopinan24 Jepara. This study also aims to contribute theoretically by enriching the literature on the relationship between company services and customers, as well as providing practical insights for companies to improve service quality, promotion, and customer satisfaction in order to encourage customers to make repeat purchases. This study contributes theoretically by enriching the literature on the relationship between company services and customers. The findings of this study provide valuable insights for Kopinan24 Jepara to develop effective promotion, improve service quality, and meet customer satisfaction, which will ultimately encourage customers to make repeat purchases at Kopinan24 Jepara. One of the key factors in increasing product sales at Kopinan24 Jepara is improving service quality to attract customers to make repeat purchases. To achieve this opportunity, companies must innovate, diversify their product offerings, and implement effective strategies through promotion to attract consumer interest.

II. Literature Review and Hypothesis Development

2.1. Service Quality

According to Kotler (2016), Service quality is an activity offered by a company or individual to others, which is generally intangible and does not result in ownership of an item. This activity can take the form of intangible actions that do not result in ownership of an item by an individual. Maintaining service quality is very important for companies in order to ensure that customer impressions remain positive. Service quality is a very important aspect of a company (Al-Aulawi & Roosdhani, 2023). The key to service is being able to meet customer needs and satisfaction so that consumers will repurchase a product offered by the company. In fact, service quality, store atmosphere, and product quality are closely related to business development and increasing coffee shop revenue (Setiawan & Huda, 2024). Service is considered important because it is key to meeting customer needs and satisfaction, which ultimately encourages repeat purchases (Oktrichaendy et al., 2022). (Yunila et al., 2022) explain that service quality is a company's effort to meet customer needs and desires and ensure that delivery is accurate in order to meet customer expectations. However, as research has progressed, Zeithaml (1996) simplified the five main dimensions, which will be explained later as Service Quality dimensions (Saraswati, 2022). The five dimensions consist of: Reliability, Responsiveness, Assurance, Empathy, and Physical. Service quality is the customer's overall assessment of the company's offerings, including the attitude of service staff and product quality evaluation. This perspective is reinforced by Permana et al. (2022), emphasizing that consistent, high-quality service will strengthen customer trust and loyalty. Thus, service quality is not only a matter of meeting customer needs, but also of shaping experiences and satisfaction that directly influence repeat purchase decisions.

2.2. Promotion

According to Hermawan (2012:128), Sales promotions are incentives that can attract consumers to make more purchases. These incentives include elements of the marketing mix such as product, price, place, and promotion itself. The purpose of promotion is to inform, persuade, and convince potential buyers or consumers (Tristante & Iswati, 2025). Companies conduct business to achieve the best results. To achieve this goal, the right methods are needed. With the development of technology and the rapid growth of the economy, one way to increase sales is through promotion (Prianggoro & Sitio, 2020). This definition aligns with the view of Kotler (2019), which emphasizes that promotion is an activity that aims to communicate the superiority of a product while persuading customers to make a purchase. In other words, promotion is not limited to conveying information, but also plays an important role in building positive perceptions and psychological encouragement for consumers to make purchasing decisions. Promotion can take various forms, such as advertising and personal selling. Advertising is a form of promotion that uses print and electronic media with the aim of conveying persuasive messages to potential consumers at an efficient cost. Meanwhile, personal selling occurs through face-to-face interaction between the seller and the buyer, which

can create a more personal experience. (Yusta et al., 2021) emphasize that sales promotions essentially provide incentives to consumers to encourage them to buy the products offered. Promotion is a marketing method that involves communication about a campaign, with the aim of convincing potential customers to exchange goods or services between the company and consumers, thereby facilitating the necessary purchasing process (Anggita & Ali, 2024). In the context of this study, promotion is one of the strategic factors that can influence repeat purchase decisions at Kopinan 24 Jepara, because through effective promotion, the company can maintain consumer interest and loyalty.

2.3. Customer Satisfaction

According to Nurdiansah & Widyastuti (2022), Customer satisfaction is an assessment of goods or services in terms of how well they meet consumer expectations in fulfilling their needs. In other words, satisfaction is formed when consumers feel that their experience meets or even exceeds their initial expectations. If a company works according to customer wishes, then customers will be happy. However, if a company does not meet customer expectations, then it is considered to have failed to satisfy its customers (Nadhifah et al., 2023). (Kotler, 2012:170) also states that satisfaction is a feeling of contentment or disappointment that arises from comparing expectations with reality. (Wijaya & Rahayu, 2025) state that consumer satisfaction arises when the products or services they receive meet their expectations. According to Tjiptono (2019), there are several indicators used to measure customer satisfaction levels, namely: (1) Reliability, (2) Responsiveness, (3) Confidence, (4) Empathy, and (5) Tangibles. This indicator is relevant for assessing the extent to which Kopinan 24 customers feel that their experience meets their expectations and encourages them to make repeat purchases.

2.4. Repurchase Decision

According to Kotler (2012:170), Repurchase decisions are a form of selection and renewed interest in purchasing the most preferred brand among a number of different brands. Repurchase decisions are not merely about buying the same product again, but also indicate a tendency for consumers to choose a particular brand over other alternatives. Repurchase decisions are an important step in the process of selecting goods or services by customers. At this stage, customers make a final decision on whether to purchase the product or service. This stage is highly dependent on the previous stages, such as recognizing needs, searching for information, and evaluating available options. (Pradisti et al., 2024). (Nurdiansah & Widyastuti, 2022) It also explains that the repurchase decision is the customer's desire or interest to repurchase goods and/or services from the same corporation in the future.

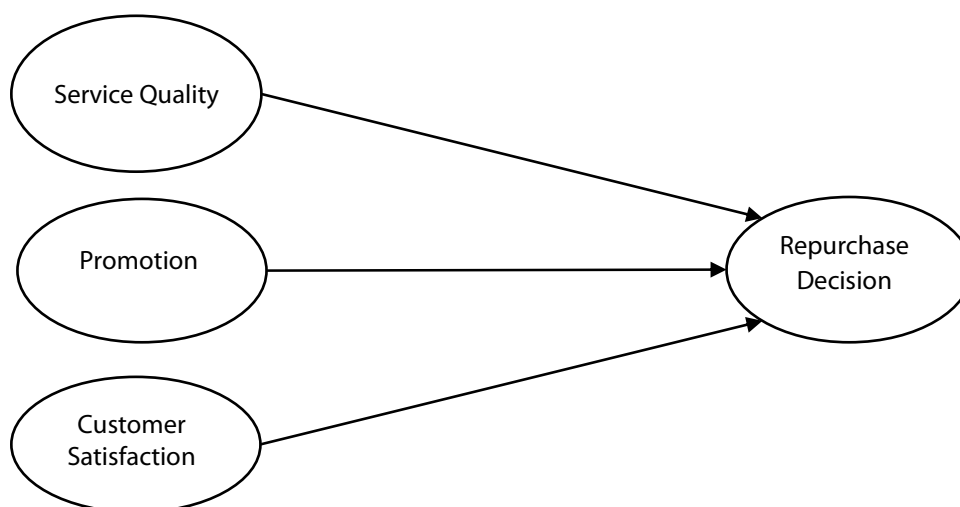


Figure 1. Research Model

Based on the conceptual framework above, the hypotheses proposed in this study are as follows:

H1: Service Quality has a positive effect on Repurchase Decision at Kopinan24 Jepara.

H2: Promotions have a positive effect on Repurchase Decisions at Kopinan24 Jepara.

H3: Customer satisfaction has a positive effect on Repurchase Decisions at Kopinan24 Jepara.

III. Research Method

3.1. Research Design

This study uses a quantitative approach that emphasizes the collection of numerical data and statistical analysis to test hypotheses objectively. Data is obtained through questionnaires or respondent responses and analyzed systematically to see the relationship between variables. Descriptive analysis is used to describe the characteristics of the research object, while inferential analysis is used to test the influence of variables.

3.2. Types and Sources of Data

Data was collected through an online questionnaire designed using a 1-5 Likert scale, which was distributed online via Google Forms, allowing respondents to rate various statements regarding factors that influence the frequency of purchases at Kopinan24 Jepara. In addition, face-to-face interviews were also conducted with several Kopinan24 Jepara customers to obtain a more in-depth customer satisfaction score related to customer experience in repeat purchases at Kopinan24 Jepara. Data analysis was performed using structural equation modeling (SEM) through SmartPLS 04 software. The tests used included the Outer Model Test, Inner Model Test, Hypothesis Test, and Mediation Test. The SEM method allowed researchers to evaluate the relationships between variables simultaneously and understand the direct influence of various factors on repeat purchase decisions at Kopinan24 Jepara.

Respondents were selected using purposive sampling, whereby only customers who had made at least one transaction at Kopinan24 Jepara were selected as respondents. This was done to ensure that the data obtained was truly relevant to the research variables, particularly those related to the experience of repeat purchases. In addition to questionnaires, face-to-face interviews were also conducted with several customers to gather more in-depth information about their level of satisfaction. The collected data were then analyzed using the Structural Equation Modeling (SEM) method with the help of SmartPLS 4 software. In addition to quantitative data, qualitative interviews were used as supporting data to deepen the understanding of customer experiences. This qualitative data was integrated with the results of quantitative analysis, so that the findings from SEM could be interpreted more contextually and comprehensively.

3.3. Population and Sample

The population that was the focus of this study was Kopinan24 Jepara customers. From this population, a sample of 98 respondents was taken using Roa Purba's formula and purposive sampling technique. This technique was used considering that not all individuals in the population met the criteria appropriate to the research objectives. The sample was determined using purposive sampling with the following respondent criteria: (1) had made at least one transaction at Kopinan24, (2) was at least 17 years old, and (3) was willing to complete the questionnaire. With these criteria, researchers can ensure that respondents truly have direct experience with Kopinan24 products and services, so that the data obtained is more relevant for measuring repeat purchase decisions. To determine the minimum sampling size, researchers used the formula developed by Roa Purba (2006) from (Fauzan & Mudiantono, 2014). The ancient Roa is used to determine the sample size from an infinite or unknown population, as follows:

$$n = \frac{Z^2}{4 Moe^2}$$

Description:

- n = Number of Samples
- Z = Significant level of normal distribution
- 5% = 1,96 (95% trust)
- Moe = The margin of error is the maximum acceptable or desired sampling error rate of 10% or 0.10, resulting in a sample size for this study of:

$$n = \frac{1,96^2}{4 (0,10)^2} = \frac{3,8416}{0,04} = 96,04$$

Based on these calculations, the minimum sample size was determined to be 96 respondents. However, to increase the reliability of the data, the researcher involved 98 respondents selected according to purposive sampling criteria. Using a quantitative approach through SEM-PLS, this study not only seeks to examine the direct influence of service quality, promotion, and customer satisfaction on repurchase decisions but also contributes to the literature by enriching empirical evidence in the context of the local coffee industry, particularly in MSMEs such as Kopinan 24 Jepara. This is important because previous research results show inconsistencies, for example, the variables of service quality and promotion, which in some studies have a positive effect, but in other studies have a negative or insignificant effect. Therefore, the findings of this study are expected to clarify the relationship between these variables, while expanding the literature's understanding of consumer repurchase behavior in the cafe and regional SME sectors.

3.4. Research Instrument

This research instrument is a questionnaire with a 1–5 Likert scale (1 = strongly disagree to 5 = strongly agree) compiled based on indicators of service quality, promotion, customer satisfaction, and repurchase decision variables, adapted from previous studies and tailored to the context of Kopinan24 Jepara. To ensure the instrument's validity, a validity test was conducted through convergent validity (loading factor >0.7) and discriminant validity (AVE >0.5 and cross-loading analysis), as well as a reliability test using Cronbach's Alpha and Composite Reliability (value >0.7), so that the questionnaire was declared valid, reliable, and suitable for use in the study.

IV. Results and Discussion

4.1. Demography Of Respondents and Data

Table 2. Respondents' Characteristics Based On Gender

Gender	Frekuensi	%
Male	54	55%
Female	44	45%
Total	98	100%

Table 3. Respondent Characteristics Based On Age

Age (Year)	Frekuensi	%
<20 years	10	10%
21-24 years	61	62%
>25 years	27	28%
Total	98	100%

4.2. Statistical Results

a. Convergent Validity Test

Convergent validity tests are considered adequate when outer loadings exceed 0.7 and AVE is at least 0.5 (Ulum et al., 2008). The results of the convergent validity test for the research model are presented in the following table:

Table 4. Convergent Validity Test

Variable	Indicator	Outer loading	AVE	Result
Service Quality	X1.1	0.759	0.700	Valid
	X1.2	0.857		
	X1.3	0.926		
	X1.4	0.778		
	X1.5	0.851		
Promotion	X2.1	0.732	0.569	
	X2.2	0.806		
	X2.3	0.759		
	X2.4	0.732		
	X2.5	0.741		
Customer Satisfaction	X3.1	0.748	0.752	
	X3.2	0.856		
	X3.3	0.959		
	X3.4	0.805		
	X3.5	0.951		
Repurchase Decision	Y1	0.718	0.586	
	Y2	0.772		
	Y3	0.779		
	Y4	0.805		
	Y5	0.752		

Based on these results, the indicators measuring service quality, promotion, customer satisfaction, and repurchase decision have an Outer Loading value above 0.7, which shows a strong ability to explain each variable. In addition, the AVE value exceeds 0.5, indicating that the instrument used is valid.

b. Reliability Test

Composite Reliability (CR) measures the reliability of a variable, with values above 0.7 considered acceptable, although this is not an absolute standard. Meanwhile, Cronbach's Alpha evaluates the reliability of all indicators in a variable on a scale of 0 to 1. A Cronbach's Alpha value exceeding 0.7 indicates that the variable is reliable.

Table 5. Value Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Result
Service Quality	0.894	0.891	Reliable
Promotion	0.812	0.811	
Customer Satisfaction	0.924	0.915	
Repurchase Decision	0.828	0.824	

The reliability test results show that all variables have a composite reliability value above 0.7 and a Cronbach's Alpha value exceeding 0.7, confirming that all variables in this study have strong reliability.

c. R-Square

R-squared is a statistical measure that shows how much influence the independent variable has on the dependent variable. An R-square value of 0.67 indicates a strong influence, while a value of 0.33 indicates a moderate influence, and a value of 0.19 reflects a weak influence.

Table 6. R – Square

Variable	R - Square	R - Square Adjusted	Description
Repurchase Decision	0.925	0.922	strong

The results show that the R-squared value for Repurchase Decision is 0.925, with an adjusted R-squared of 0.922. This means that the exogenous variables in the model are able to explain 92.5% of the variation in repurchase decisions, while the remaining 7.5% is influenced by other factors not included in this study.

d. Hypothesis Testing

In hypothesis testing, the T-statistic and P-value are analyzed to determine the significance of the relationship. A hypothesis is accepted if the P-value is less than 0.05. The path coefficient values, obtained through the Bootstrapping technique using SmartPLS 4.0, are presented below.

Table 7. Patch Koefisien

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Value (S)
X1 -> Y	-0.134	-0.125	0.078	1.713	0.087
X2 -> Y	0.914	0.910	0.071	12.827	0.000
X3 -> Y	0.245	0.239	0.041	6.016	0.000

1) The Effect of Service Quality on Repurchase Decision (H1)

T-statistic value of service quality on repurchase decision is 1.713. The test results show that the T-statistic value is <1.66. With a p-value of 0.087 (<0.05), it can be concluded that service quality has a negative and insignificant effect on repurchase decision (Y), thus rejecting Hypothesis 1.

2) The Effect of Promotion on Repurchase Decision (H2)

The T-statistic value of promotion on repurchase decision is 12.827. The test results show that the t-statistic value is <1.66. With a p-value of 0.000 (<0.05), it can be concluded that promotion has a positive and significant effect on repurchase decision (Y), thus Hypothesis 2 is accepted.

3) The Effect of Customer Satisfaction on Repurchase Decision (H3)

The T-statistic value of customer satisfaction on repurchase decision is 6.016. The test results show that the t-statistic value is <1.66. With a p-value of 0.000 (<0.05), it can be concluded that customer satisfaction has a positive and significant effect on repurchase decision (Y), thus Hypothesis 3 is accepted.

4.3. Discussion

a. The Effect of Service Quality (X1) on Repurchase Decision (Y)

Service quality focuses on efforts to meet customer needs and desires and convey customer expectations. In addition, the level of accuracy in service cannot be assessed solely from the company's perspective, but must be viewed from the customer's point of view. The results of this study indicate that service quality hurts repurchase decisions. The results of this hypothesis test are in line with previous studies. (Suryani & Rosalina, 2019) which states that service quality has a negative and insignificant effect on repurchase decisions. Based on this, service quality at Kopinan24 Jepara is ineffective, meaning that service

quality has no direct influence on repurchase decisions. Therefore, Kopinan24 Jepara should evaluate its service quality in order to attract customers to make repeat purchases.

b. The Effect of Promotion (X2) on Repurchase Decision (Y)

Promotion is a marketing activity that aims to disseminate information, influence, or remind the target market to be willing to accept, purchase, and remain loyal to the products offered by the company. The results of this hypothesis test are in line with Irwanto & Subroto (2022), which states that promotion has a significant positive effect on repurchase decisions. Based on this, promotion on Kopinan24 Jepara is considered effective. With promotion, customers will be interested in repurchasing or making repeat purchases of the same service. Consumers who are interested in promotion will be motivated to seek more in-depth information, thereby encouraging them to use the promoted service.

c. The Effect of Customer Satisfaction (X3) on Repurchase Decision

Satisfaction is an emotion experienced by a customer when the service they receive meets their expectations. Repeat purchase intensity can be increased if the company is able to provide satisfactory service to consumers. The results of this hypothesis test are in line with Irwanto & Subroto (2022), which states that customer satisfaction has a significant positive effect on repurchase decisions. Based on this, customers at Kopinan24 Jepara have products and facilities that satisfy them, which indirectly increases repeat purchases.

V. Conclusion

Based on the results of this study, it can be concluded that promotion and customer satisfaction have a positive and significant effect on customers' decisions to make repeat purchases at Kopinan24 Jepara. Conversely, service quality does not have a significant effect on repeat purchase decisions, and even shows a negative effect, albeit at a weak level. This indicates that the improvement in service quality carried out by Kopinan24 has not been able to fully meet customer expectations, so it does not directly encourage repeat purchase decisions. Therefore, to increase customer loyalty and sales, it is recommended that Kopinan24 Jepara focus on improving promotion and customer satisfaction, as well as evaluating and improving service quality to be more effective in encouraging repeat purchases.

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