

# The Role of Brand Trust in Mediating the Effect of Product Differentiation and Price on Repurchase Decision at Kopi Kenangan Surabaya

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**Abstract :** *The rapid growth of the coffee shop industry in Indonesia has intensified competition among coffee shop brands, encouraging companies to strengthen repurchase decisions through product differentiation, pricing strategies, and brand trust. This study aims to analyze the role of brand trust in mediating the effect of product differentiation and price on repurchase decision at Kopi Kenangan Surabaya. This study employed a quantitative approach using Structural Equation Modeling – Partial Least Squares (SEM-PLS) with WarpPLS 8.0. The respondents consisted of 200 actual customers of Kopi Kenangan in Surabaya selected using purposive sampling techniques from Kopi Kenangan Merr, Ahmad Yani, BP Margorejo, and The Square outlets. The results indicate that product differentiation significantly affects repurchase decision ( $\beta = 0.120$ ) and brand trust ( $\beta = 0.650$ ), while price significantly affects brand trust ( $\beta = 0.660$ ) but does not significantly affect repurchase decision directly ( $\beta = 0.100$ ). Furthermore, brand trust significantly affects repurchase decision ( $\beta = 0.820$ ) and mediates the relationship between product differentiation, price, and repurchase decision. These findings indicate that consumers consider brand trust before making long-term repurchase decisions toward coffee shop products.*

**Keywords :** *Brand Trust, Product Differentiation, Price, Repurchase Decision, SEM-PLS*

**Abstrak :** *Pertumbuhan pesat industri kedai kopi di Indonesia telah meningkatkan persaingan antar merek kedai kopi, sehingga mendorong perusahaan memperkuat keputusan pembelian ulang melalui diferensiasi produk, strategi harga, dan kepercayaan merek. Penelitian ini bertujuan menganalisis peran kepercayaan merek dalam memediasi pengaruh diferensiasi produk dan harga terhadap keputusan pembelian ulang pada Kopi Kenangan Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan Structural Equation Modeling Partial Least Squares atau SEM PLS melalui WarpPLS 8.0. Responden terdiri atas 200 pelanggan aktual Kopi Kenangan di Surabaya yang dipilih menggunakan teknik purposive sampling dari gerai Kopi Kenangan Merr, Ahmad Yani, BP Margorejo, dan The Square. Hasil penelitian menunjukkan bahwa diferensiasi produk berpengaruh signifikan terhadap keputusan pembelian ulang ( $\beta = 0,120$ ) dan kepercayaan merek ( $\beta = 0,650$ ), sedangkan harga berpengaruh signifikan terhadap kepercayaan merek ( $\beta = 0,660$ ), tetapi tidak berpengaruh signifikan*

secara langsung terhadap keputusan pembelian ulang ( $\beta = 0,100$ ). Selanjutnya, kepercayaan merek berpengaruh signifikan terhadap keputusan pembelian ulang ( $\beta = 0,820$ ) serta memediasi hubungan antara diferensiasi produk, harga, dan keputusan pembelian ulang. Temuan ini menunjukkan bahwa konsumen mempertimbangkan kepercayaan merek sebelum membuat keputusan pembelian ulang jangka panjang terhadap produk kedai kopi.

**Kata Kunci:** Kepercayaan Merek, Diferensiasi Produk, Harga, Keputusan Pembelian Ulang, SEM PLS

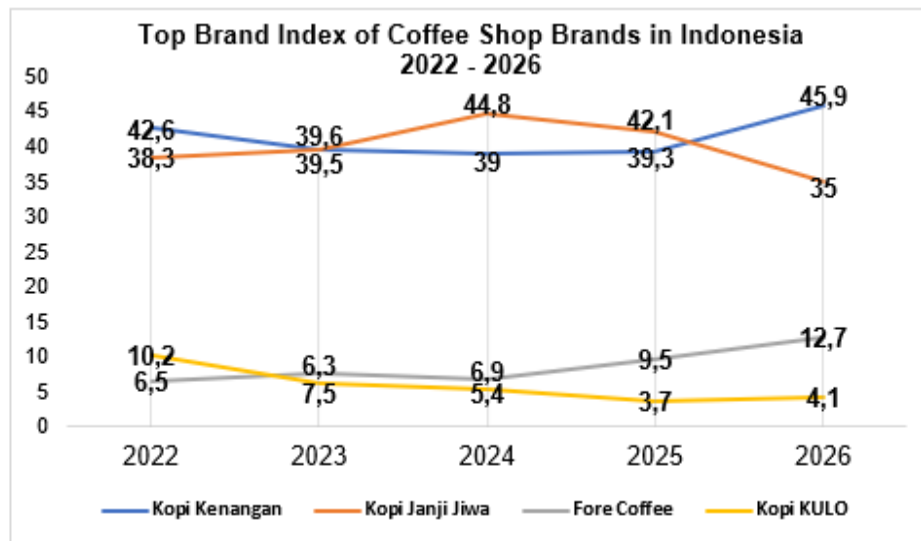
**INTRODUCTION**

Coffee consumption in Indonesia has transformed into part of modern urban lifestyle, where coffee is no longer viewed only as a beverage but also as a medium of social interaction and self-expression (Eldon & Waskita, 2025). Coffee consumption activities are currently closely associated with social interaction, lifestyle, and consumer identity among urban communities (Schiffman et al., 2019). Consumers currently tend to visit coffee shops not only to consume beverages but also to support work activities, meetings, studying, and social interactions with others (Ferreira et al., 2021). The rapid development of coffee culture has encouraged the growth of modern coffee shops in Indonesia, especially in large urban areas such as Surabaya (Katadata, 2024). Coffee shops are no longer only places to purchase beverages but have also become spaces for work activities, meetings, studying, and social interaction among consumers. Increasing coffee shop growth intensifies competition among brands, requiring companies to maintain customer repurchase decisions through competitive marketing strategies. Companies are required to create competitive advantages and strengthen consumer loyalty in order to survive amid increasingly competitive coffee shop industry conditions.

This condition encourages the rapid growth of coffee shop businesses in Indonesia, particularly in large urban areas with high consumer demand and changing lifestyles. The increasing number of coffee shop outlets also indicates that coffee consumption has become part of modern society’s daily activities. Therefore, the development trend of coffee shop businesses in Indonesia can be seen in Figure 1.



**Figure 1.** Coffee Production Trends in Indonesia (2015-2024)  
*Sumber: Goodstats Data*



**Figure 2.** Top Brand Index of Coffee Shop Brands in Indonesia  
*Sumber: Top Brand Award*

Figure 1 shows that coffee shop trend data in Indonesia continued to increase during 2022–2025. Based on BPS and Goodstats data, the number of coffee outlets increased from 8.5 thousand outlets in 2022 to 11.5 thousand outlets in 2025. Coffee consumption per capita also increased from 9.4 kg/person/year in 2022 to 11.5 kg/person/year in 2025. In addition, coffee market value experienced a gradual increase during the same period. These conditions indicate that coffee consumption behavior and coffee shop demand continue to grow in Indonesia. The increasing number of coffee shop outlets also indicates that coffee consumption has become part of modern society's daily activities. Modern coffee shops currently function as lifestyle spaces that support social interaction and urban community activities. This phenomenon demonstrates that coffee consumption behavior has become increasingly integrated with the lifestyle and consumption patterns of urban communities (Mario, 2024)

The rapid growth of coffee shop businesses intensifies competition among brands in attracting and maintaining consumers. Companies are required to create competitive advantages and strengthen customer loyalty in order to survive amid increasingly competitive coffee shop industry conditions. Research conducted by (Aziz et al., 2023) also explains that increasing competition within the coffee shop industry encourages companies to continuously improve product quality, product innovation, and customer relationship strategies in order to maintain consumer repurchase decisions.

Kopi Kenangan is one of the leading coffee shop brands in Indonesia and consistently records a high Top Brand Index compared with competing coffee shop brands. These conditions indicate that Kopi Kenangan has established strong brand positioning amid increasing consumer alternatives in the coffee shop industry. The comparison of Top Brand Index among coffee shop brands in Indonesia can be seen in Figure 2. Figure 2 shows that Kopi Kenangan consistently maintained the highest Top Brand Index compared with competing coffee shop brands in Indonesia during 2022–2026. These conditions indicate that Kopi Kenangan has successfully established strong brand positioning and consumer recognition within the Indonesian coffee shop industry. Strong brand performance also reflects positive consumer perceptions toward Kopi Kenangan products and services amid increasingly competitive coffee shop market conditions.

Although Kopi Kenangan consistently dominated the Top Brand Index, competition among coffee shop brands in Indonesia continues to increase significantly. Consumers currently have many alternatives in choosing coffee shop products according to preferences, product quality expectations, pricing perceptions, and trust toward brands. Therefore, companies are required to continuously create product uniqueness and maintain competitive pricing strategies in order to encourage consumer repurchase decisions. Research conducted by (Hakim et al., 2020) explains

that product differentiation and pricing strategies become important factors influencing purchasing behavior within the coffee shop industry.

This study also adopts the Stimulus-Organism-Response (S-O-R) Theory proposed by (Mehrabian & Russell, 1974). In this study, product differentiation and price act as stimulus factors influencing consumers psychologically, while brand trust acts as the organism representing internal consumer evaluations toward the brand. Repurchase decision acts as the response resulting from evaluations and trust toward Kopi Kenangan products. Previous studies mostly focused on purchase intention and general consumer behavior, while studies examining actual customers within the coffee shop industry context remain limited. Therefore, this study is important to analyze the role of brand trust in mediating the effect of product differentiation and price on repurchase decision among actual customers of Kopi Kenangan in Surabaya.

## RESEARCH METHODS

This research was conducted at several Kopi Kenangan outlets in Surabaya, East Java, Indonesia, namely Kopi Kenangan Merr, Ahmad Yani, BP Margorejo, and The Square. Surabaya was selected because it represents one of the largest urban markets with rapid coffee shop industry growth in Indonesia. The research was conducted from January to March 2026. This study employed a quantitative approach involving 200 actual customers of Kopi Kenangan in Surabaya. Respondents were selected using purposive sampling techniques based on several criteria, namely consumers who had previously purchased Kopi Kenangan products and were at least 17 years old.

Primary data were collected through questionnaire distribution using Google Forms and direct distribution to respondents at selected Kopi Kenangan outlets. Secondary data were obtained from journals, books, statistical reports, and other supporting literature related to consumer behavior and coffee shop industries. The questionnaire used a Likert scale ranging from 1 to 5, where 1 represented strongly disagree and 5 represented strongly agree. This study used Structural Equation Modeling – Partial Least Squares (SEM-PLS) with WarpPLS 8.0 to analyze relationships among variables. The analysis consisted of outer model evaluation through validity and reliability testing as well as inner model evaluation through path coefficient and model fit testing (Henseler *et al.*, 2016).

**Table 1.** Indicators and Measurement Scales of Research Variables

| Variable                     | Indicators  | Scale              | Reference Theory              |
|------------------------------|---|--------------------|-------------------------------|
| Product Differentiation (X1) | <ul style="list-style-type: none"> <li>• Product Uniqueness</li> <li>• Product Variation</li> <li>• Product Quality</li> <li>• Product Innovation</li> </ul>                    | Likert Scale (1–5) | (Kotler <i>et al.</i> , 2019) |
| Price (X2)                   | <ul style="list-style-type: none"> <li>• Price Affordability</li> <li>• Price Suitability</li> <li>• Price Competitiveness</li> <li>• Price Fairness</li> </ul>                 | Likert Scale (1–5) | (Monroe, 2011)                |
| Brand Trust (Z)              | <ul style="list-style-type: none"> <li>• Brand Reliability</li> <li>• Brand Credibility</li> <li>• Consumer Confidence</li> <li>• Product Consistency</li> </ul>                | Likert Scale (1–5) | (Morgan & Hunt, 1994)         |
| Repurchase Decision (Y)      | <ul style="list-style-type: none"> <li>• Repurchase Intention</li> <li>• Purchase Frequency</li> <li>• Willingness to Repurchase</li> <li>• Recommendation Intention</li> </ul> | Likert Scale (1–5) | (Kotler <i>et al.</i> , 2019) |

Table 1 presents the indicators and measurement scales used in this study to measure product differentiation, price, brand trust, and repurchase decision variables. All indicators were adapted from previous theories and studies related to consumer behavior and marketing management. The questionnaire used a Likert Scale ranging from 1 to 5 to measure respondents' perceptions toward each research variable. Furthermore, the collected data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) with WarpPLS 8.0 to evaluate the relationships among variables and test the proposed research hypotheses.

## RESULTS AND DISCUSSION

### Respondent Characteristics

Respondent characteristics in this study were classified based on gender, age, occupation, monthly income, and purchasing frequency of Kopi Kenangan products. The majority of respondents were dominated by female consumers aged between 17–25 years old. Most respondents were students and private employees with monthly income ranging from IDR 1,000,000 to IDR 3,000,000. In addition, most respondents purchased Kopi Kenangan products more than twice per month. These findings indicate that Kopi Kenangan products are widely consumed by young urban consumers who actively engage in modern coffee consumption lifestyles. Similar findings were also reported by (Djausal *et al.*, 2021), which explained that young consumers dominate coffee shop consumption behavior in urban areas. Research conducted by (Omar & Ab Rashid, 2023) also stated that coffee shop products are closely associated with lifestyle, social interaction, and consumption trends among younger consumers.

### Respondent Perceptions

Respondent perceptions toward product differentiation, price, brand trust, and repurchase decision generally showed positive responses. Respondents perceived that Kopi Kenangan products possess distinctive characteristics, attractive product variations, and competitive prices compared with competing coffee shop brands. Respondents also demonstrated positive trust toward Kopi Kenangan products and services, which subsequently encouraged repurchase decisions among consumers. These findings are consistent with research conducted by (Evelina *et al.*, 2023), which explained that product uniqueness and positive brand image can strengthen consumer trust and loyalty. Similar findings were also reported by (Eldon & Waskita, 2025), which stated that consumer perceptions toward product quality and pricing strategies significantly influence purchasing behavior within the coffee shop industry.

### Convergent Validity Test (Outer Model Evaluation)

Convergent validity testing was conducted to evaluate whether each indicator was capable of appropriately measuring its respective latent construct within the research model. According to (Hair Jr *et al.*, 2021), convergent validity is fulfilled when indicator loading values exceed 0.70 and possess significant p-values. Similar findings were also explained (Latan & Ghozali, 2015), which stated that indicators with high loading values indicate strong correlations between indicators and latent variables.

**Table 2.** Combined Loading and Cross-loading Output Results

| Indicator | PD (X1) | PR (X2) | BT (Z)  | RD (Y) | Type       | SE    | P-Value |
|-----------|---------|---------|---------|--------|------------|-------|---------|
| PD1       | (0.980) | -0.046  | -0.007  | 0.054  | Reflective | 0.060 | <0.001  |
| PD2       | (0.980) | -0.002  | 0.098   | -0.060 | Reflective | 0.060 | <0.001  |
| PD3       | (0.983) | 0.027   | -0.034  | -0.011 | Reflective | 0.060 | <0.001  |
| PD4       | (0.977) | 0.022   | -0.057  | 0.018  | Reflective | 0.060 | <0.001  |
| PR1       | 0.019   | (0.983) | 0.059   | -0.103 | Reflective | 0.060 | <0.001  |
| PR2       | 0.023   | (0.985) | 0.095   | -0.113 | Reflective | 0.059 | <0.001  |
| PR3       | -0.015  | (0.980) | -0.266  | 0.303  | Reflective | 0.060 | <0.001  |
| PR4       | -0.026  | (0.985) | 0.111   | -0.084 | Reflective | 0.059 | <0.001  |
| BT1       | 0.013   | 0.039   | (0.982) | -0.204 | Reflective | 0.060 | <0.001  |
| BT2       | 0.021   | -0.010  | (0.976) | 0.084  | Reflective | 0.060 | <0.001  |
| BT3       | 0.025   | -0.009  | (0.983) | 0.081  | Reflective | 0.060 | <0.001  |

|     |        |        |         |         |            |       |        |
|-----|--------|--------|---------|---------|------------|-------|--------|
| BT4 | -0.059 | -0.020 | (0.987) | 0.040   | Reflective | 0.059 | <0.001 |
| RD1 | 0.059  | 0.033  | -0.117  | (0.977) | Reflective | 0.060 | <0.001 |
| RD2 | -0.003 | 0.002  | -0.070  | (0.978) | Reflective | 0.060 | <0.001 |
| RD3 | -0.013 | 0.010  | 0.034   | (0.978) | Reflective | 0.060 | <0.001 |
| RD4 | -0.043 | -0.045 | 0.152   | (0.981) | Reflective | 0.060 | <0.001 |

Based on Table 2, all indicator loading values exceeded 0.70 and all p-values were below 0.001. Indicators of Product Differentiation (X1), Price (X2), Brand Trust (Z), and Repurchase Decision (Y) demonstrated strong loading values on their respective constructs. These findings indicate that all research indicators fulfilled convergent validity criteria and were considered valid for measuring each research variable.

#### Discriminant Validity Test (Outer Model Evaluation)

Based on Table 3 below, each indicator demonstrated higher loading values on its respective construct compared with other constructs. Indicators of Product Differentiation (X1) showed higher loading values on Product Differentiation constructs, indicators of Price (X2) showed higher loading values on Price constructs, indicators of Brand Trust (Z) showed higher loading values on Brand Trust constructs, and indicators of Repurchase Decision (Y) showed higher loading values on Repurchase Decision constructs. These findings indicate that all variables fulfilled discriminant validity criteria and were capable of distinguishing one construct from another appropriately.

The discriminant validity is achieved when indicators have stronger correlations with their respective constructs than with other constructs (Hair Jr et al., 2021). (Mario, 2024) also stated that discriminant validity confirms the distinctiveness of each construct within the research model appropriately. Therefore, all indicators in this study were considered valid and appropriate for measuring each construct accurately.

**Table 3.** Loading Values of Latent Construct to Respective Indicators

| Indicator | PD (X1) | PR (X2) | BT (Z)  | RD (Y)  | Type       | SE    | P-Value |
|-----------|---------|---------|---------|---------|------------|-------|---------|
| PD1       | (0.980) | -0.046  | -0.007  | 0.054   | Reflective | 0.060 | <0.001  |
| PD2       | (0.980) | -0.002  | 0.098   | -0.060  | Reflective | 0.060 | <0.001  |
| PD3       | (0.983) | 0.027   | -0.034  | -0.011  | Reflective | 0.060 | <0.001  |
| PD4       | (0.977) | 0.022   | -0.057  | 0.018   | Reflective | 0.060 | <0.001  |
| PR1       | 0.019   | (0.983) | 0.059   | -0.103  | Reflective | 0.060 | <0.001  |
| PR2       | 0.023   | (0.985) | 0.095   | -0.113  | Reflective | 0.059 | <0.001  |
| PR3       | -0.015  | (0.980) | -0.266  | 0.303   | Reflective | 0.060 | <0.001  |
| PR4       | -0.026  | (0.985) | 0.111   | -0.084  | Reflective | 0.059 | <0.001  |
| BT1       | 0.013   | 0.039   | (0.982) | -0.204  | Reflective | 0.060 | <0.001  |
| BT2       | 0.021   | -0.010  | (0.976) | 0.084   | Reflective | 0.060 | <0.001  |
| BT3       | 0.025   | -0.009  | (0.983) | 0.081   | Reflective | 0.060 | <0.001  |
| BT4       | -0.059  | -0.020  | (0.987) | 0.040   | Reflective | 0.059 | <0.001  |
| RD1       | 0.059   | 0.033   | -0.117  | (0.977) | Reflective | 0.060 | <0.001  |
| RD2       | -0.003  | 0.002   | -0.070  | (0.978) | Reflective | 0.060 | <0.001  |
| RD3       | -0.013  | 0.010   | 0.034   | (0.978) | Reflective | 0.060 | <0.001  |
| RD4       | -0.043  | -0.045  | 0.152   | (0.981) | Reflective | 0.060 | <0.001  |

#### Reliability Test (Outer Model Evaluation)

Based on Table 4 below, all composite reliability values exceeded 0.70 and all Cronbach's alpha values exceeded 0.70. These findings indicate that all research variables fulfilled reliability criteria and consistently measured each construct within the study. According to (Latan & Ghozali, 2015) composite reliability and Cronbach's alpha values above 0.70 indicate good internal consistency among indicators. Similar findings were also explained by (Hair Jr et al., 2021), which stated that reliable indicators consistently measure research variables. The next analysis stage was path coefficient testing.

**Table 4.** Reliability Test Results

|                       | Product Differentiation (X1) | Price (X2) | Brand Trust (Z) | Repurchase Decision (Y) |
|-----------------------|------------------------------|------------|-----------------|-------------------------|
| Composite Reliability | 0.990                        | 0.991      | 0.991           | 0.989                   |
| Cronbach's Alpha      | 0.986                        | 0.989      | 0.988           | 0.985                   |

### Path Coefficient Value Test (Inner Model Evaluation)

Based on Table 5, product differentiation significantly affected repurchase decision (0.120) and brand trust (0.650), while brand trust significantly affected repurchase decision (0.820). Price significantly affected brand trust (0.660) but did not significantly affect repurchase decision directly (0.100). Furthermore, the indirect effect results indicate that brand trust successfully mediated the relationships between product differentiation (0.533), price (0.541), and repurchase decision.

**Table 5.** Path Coefficients Test Results

| Effect          | Relationship   | Total | Description       |
|-----------------|--|-------|-------------------|
| Direct Effect   | Product Differentiation (X1) → Repurchase Decision (Y)                     | 0.120 | Significant       |
|                 | Product Differentiation (X1) → Brand Trust (Z)                             | 0.650 | Significant       |
|                 | Brand Trust (Z) → Repurchase Decision (Y)                                  | 0.820 | Significant       |
|                 | Price (X2) → Brand Trust (Z)   | 0.660 | Significant       |
|                 | Price (X2) → Repurchase Decision (Y)                                       | 0.100 | Not Significant   |
| Indirect Effect | Product Differentiation (X1) → Brand Trust (Z) → Repurchase Decision (Y)   | 0.533 |                   |
|                 | Price (X2) → Brand Trust (Z) → Repurchase Decision (Y)                     | 0.541 |                   |
| Total Effect    | Product Differentiation (X1), Brand Trust (Z), and Repurchase Decision (Y) | 0.653 | Partial Mediation |
|                 | Price (X2), Brand Trust (Z), and Repurchase Decision (Y)                   | 0.641 | Full Mediation    |

### Model Fit Test (Inner Model Evaluation)

Based on Table 6 below, all model fit and quality indices fulfilled the recommended criteria. APC (0.473), ARS (0.905), and AARS (0.903) showed p-values below 0.05, indicating that the structural model was statistically significant. AVIF (3.473) and AFVIF (3.905) fulfilled acceptable criteria below 5. In addition, GoF (0.933), SPR (1.000), RSCR (1.000), SSR (1.000), and NLBCDR (1.000) indicated that the SEM-PLS model demonstrated good overall model fit and fulfilled SEM-PLS requirements (Kock, 2017). These findings indicate that the proposed research model was statistically acceptable. Therefore, the research model was appropriate for further hypothesis testing and structural relationship analysis among research variables.

**Table 6.** Model Fit Test Results

| Model Fit and Quality Indices  | Index | P-Value | Criteria | Description |
|--------------------------------|-------|---------|----------|-------------|
| Average Path Coefficient (APC) | 0.473 | < 0.001 | < 0.05   | Approved    |

|  |       |         |  |          |
|--|-------|---------|--|----------|
| Average R-Squared (ARS)                                | 0.905 | < 0.001 | < 0.05   | Approved |
| Average Adjusted R-Squared (AARS)                      | 0.903 | < 0.001 | < 0.05   | Approved |
| Average Block Variance Inflation Factor (AVIF)         | 3.473 |         | $\leq 5$ , ideally $\leq 3.3$                                | Approved |
| Average Full Collinearity VIF (AFVIF)                  | 3.905 |         | $\leq 5$ , ideally $\leq 3.3$                                | Approved |
| Tenenhaus GoF (GoF)                                    | 0.933 |         | Small $\geq 0.1$ ,<br>medium $\geq 0.25$ , large $\geq 0.36$ | Approved |
| Simpson's Paradox Ratio (SPR)                          | 1.000 |         | Value $\geq 0.7$ and ideally = 1                             | Approved |
| R-Squared Contribution Ratio (RSCR)                    | 1.000 |         | Value $\geq 0.9$ and ideally = 1                             | Approved |
| Statistical Suppression Ratio (SSR)                    | 1.000 |         | Value $\geq 0.7$   | Approved |
| Nonlinear Bivariate Causality Direction Ratio (NLBCDR) | 1.000 |         | Value $\geq 0.7$   | Approved |

## CONCLUSION

This study concludes that product differentiation significantly affects repurchase decision and brand trust at Kopi Kenangan Surabaya. Price significantly affects brand trust but does not significantly affect repurchase decision directly. In addition, brand trust significantly affects repurchase decision and successfully mediates the relationships between product differentiation, price, and repurchase decision. These findings indicate that consumers not only consider product uniqueness and pricing strategies but also prioritize trust toward the brand before making long-term repurchase decisions within coffee shop industries continuously. The results of this study also support the Stimulus-Organism-Response (S-O-R) Theory, where product differentiation and price act as stimulus factors, brand trust acts as the organism factor, and repurchase decision acts as the response factor. Therefore, Kopi Kenangan is expected to continuously strengthen product innovation, maintain competitive pricing strategies, and improve consumer trust to encourage long-term repurchase decisions among consumers in Surabaya through stronger product quality and brand experience strategies.

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