

Customer Experience Mediates Product Quality, Service Quality, And Café Authenticity On Repurchase Intention In Denpasar

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ABSTRACT

This study aims to analyze the effects of product quality, service quality, and café authenticity on customer experience and consumer repurchase intention, and to examine the mediating role of customer experience among coffee shop consumers in Denpasar City. A quantitative approach was employed with 176 respondents selected through purposive sampling. Data were collected using a seven-point Likert-scale questionnaire and analyzed using PLS-SEM. The results show that all direct effects are significant. Customer experience partially mediates the effects of product quality and service quality, while its mediation of café authenticity is relatively weak. The model explains 92.5% of customer experience and 86.0% of repurchase intention variance.

INTRODUCTION

The coffee shop industry in Indonesia has experienced rapid growth alongside the transformation of coffee consumption into an urban lifestyle. Coffee shops are no longer merely places to consume coffee but have increasingly functioned as social spaces, flexible workplaces, creative environments, and community interaction spaces. This transformation has encouraged coffee shop businesses to compete not only through product offerings but also through service quality, distinctive concepts, and memorable customer experiences. In Bali, particularly in Denpasar, this development has created an increasingly competitive market in which retaining existing customers through repeat purchasing has become strategically important. The increasing number of coffee shops provides consumers with more alternatives, consequently requiring businesses to develop stronger differentiation to maintain customer relationships and encourage repeated transactions.

The development of the coffee shop industry in Denpasar illustrates the intensity of this competition is presented in Figure 1.

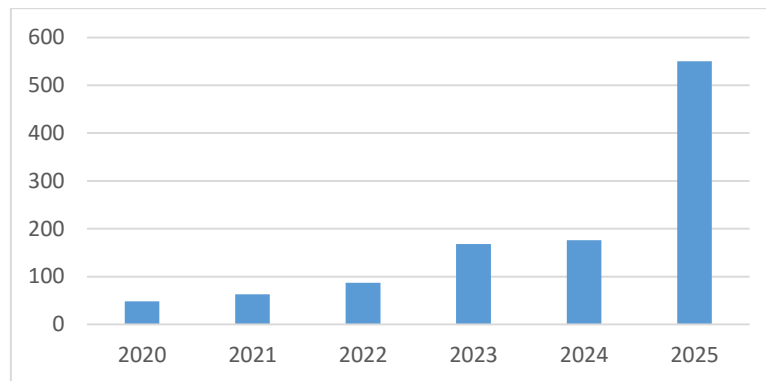


Figure 1 Development of the Number of Coffee Shops in Denpasar, 2020–2025

Source: *Statistics Indonesia (BPS) of Bali Province, 2026*

According to the data presented in this study, the number of coffee shops increased from 48 establishments in 2020 to 63 in 2021, 87 in 2022, 168 in 2023, 176 in 2024, and 550 in 2025 (Statistic Of Indonesia Bali Province, 2026). This substantial increase indicates that competition has intensified considerably, shifting the basis of competition beyond price toward product quality, service quality, unique concepts, and the creation of authentic customer experiences. In such an environment, consumer repurchase intention becomes an important indicator of business sustainability because consumers who intend to repurchase have already evaluated their previous consumption experience and developed a tendency to return to the same business. Repurchase intention therefore represents more than a transactional response; it reflects consumers' evaluation of the value and experience obtained from a product or service.

One of the fundamental factors expected to influence repurchase intention is product quality. Product quality represents the ability of a product to meet or exceed consumer expectations and remains an important foundation for building perceived value, satisfaction, and subsequent behavioral intentions. In the coffee shop context, product quality is reflected not only in taste but also in freshness, presentation, menu variety, product appearance, and aesthetic attributes. Previous research has demonstrated that product quality can positively influence repurchase behavior. Punawarman et al., (2022) found a positive and significant effect of product quality on consumers' repeat transactions, while Mulyandi & Tjandra (2023) reported that better product quality increases the likelihood of repurchase. However, Rahmawati (2021) showed that high product quality does not necessarily guarantee repurchase intention when consumers place greater importance on price or emotional experience. These contrasting findings suggest that the relationship between product quality and repurchase intention may involve an intervening experiential mechanism rather than being exclusively direct.

Service quality constitutes another important determinant because coffee shop consumption involves continuous interaction between customers and service providers. Service quality encompasses responsiveness, reliability, assurance, empathy, and tangibles,

which collectively shape customers' perceptions of the service encounter. Empirical evidence has shown that service quality can influence repurchase intention; for example, Alfian (2026) reported that responsiveness and reliability significantly increase consumers' intention to repurchase. Nevertheless, other findings indicate that service quality may not always exert a direct influence. Yudhaa & Setyaning (2025) found that service quality did not directly affect repurchase intention but operated indirectly through customer satisfaction, while Genevien (2024) and Saputra (2023) indicated that emotional attachment, unique experiences, and store atmosphere may become more influential than service quality in particular contexts. These findings indicate that the effect of service quality on repurchase intention remains context-dependent and requires further explanation.

Beyond functional quality, café authenticity provides an additional dimension of differentiation that is particularly relevant to contemporary coffee shops. Café authenticity refers to consumers' perceptions of the genuineness and distinctiveness of a café's identity, concept, cultural elements, product presentation, and experiential characteristics. In the present study, café authenticity is represented through cultural authenticity, quality authenticity, and artisanal authenticity. Unlike product and service quality, authenticity provides symbolic and experiential value by allowing consumers to perceive a coffee shop as distinctive and meaningful. Previous studies have shown that authenticity can strengthen emotional attachment, customer experience, loyalty, and repurchase intention. Kurniawan & Windayanti (2025), for example, found that local authenticity strengthens consumers' emotional attachment and enriches their experience, while Silalahi & Novenson (2024) demonstrated the relevance of authenticity in developing customer loyalty in Indonesian local coffee shops. However, Alhabshy & Salee (2025) noted that authenticity does not necessarily become the dominant determinant of repurchase behavior because functional value, service quality, and customer experience may exert stronger effects. Luo et al., (2024) further indicated that the effect of authenticity can vary according to social and cultural contexts.

The variation in these findings points to an important question: how do product quality, service quality, and café authenticity translate into consumers' intention to repurchase? Focusing only on direct relationships between these attributes and repurchase intention may overlook the psychological process through which consumers interpret their consumption experiences. This issue is particularly relevant in coffee shops because consumers evaluate not only what they receive but also how they feel, think, behave, and socially relate during the consumption process. Customer experience captures these multidimensional responses through sensory, emotional, cognitive, behavioral, and relational dimensions, namely sense, feel, think, act, and relate.

The importance of customer experience is supported by previous empirical evidence. Febriani & Ardani (2021) found that positive customer experiences significantly contribute to consumers' intention to repurchase, while Iqbal & Safrin (2023) demonstrated that customer experience, particularly the consumption experience, strongly influences repurchase intention.

More recent studies by Mulyandi & Tjandra (2023) , Fadila & Sajili, 2025). Meeprom & Kokkhangplu (2025) likewise demonstrate the importance of customer experience in explaining repurchase intention. Nevertheless, much of the existing literature examines customer experience as a direct predictor or incorporates it with other mediators such as customer satisfaction, rather than positioning it as the psychological mechanism linking product quality, service quality, and café authenticity simultaneously to repurchase intention.

This research gap can be theoretically addressed through the Stimulus–Organism–Response (S-O-R) framework. Originally introduced by Mehrabian & Russell (1974), S-O-R theory explains how external environmental stimuli influence an individual's internal psychological state before generating a behavioral response. In this study, product quality, service quality, and café authenticity represent the stimulus (S); customer experience represents the organism (O) through consumers' cognitive, emotional, sensory, physical, and relational responses; and consumer repurchase intention represents the response (R). This framework therefore provides a theoretical explanation of why the effects of coffee shop attributes may operate not only directly but also through the experience formed within the consumer.

The existing empirical literature provides further justification for examining this mechanism. Maulana & Marliani (2024) found that customer experience mediates the relationship between product and service quality and repurchase intention. Armita & Sulistyo (2026) similarly demonstrated the mediating role of customer experience between service quality and repurchase intention. Tsai et al., (2024) reported positive relationships involving brand authenticity, customer experience, and repurchase intention, while Kurniawan & Windayanti (2025) demonstrated the relevance of authenticity and customer experience in the coffee shop context. However, previous studies have generally examined only selected combinations of these constructs. The simultaneous integration of product quality, service quality, and café authenticity as stimuli, with customer experience as the mediating mechanism and repurchase intention as the behavioral response, remains insufficiently examined, particularly in the context of coffee shops in Denpasar.

Accordingly, this study develops an integrated model to examine the direct effects of product quality, service quality, and café authenticity on customer experience and consumer repurchase intention, as well as the indirect effects of these three antecedents through customer experience. The study contributes to the literature by integrating functional, relational, and experiential attributes within a single S-O-R-based framework and by empirically examining the mechanism through which these attributes are translated into repurchase intention in the increasingly competitive coffee shop industry of Denpasar. The findings are expected to provide a more comprehensive explanation of consumer repurchase behavior and offer practical implications for coffee shop managers seeking to strengthen competitive differentiation through product quality, service quality, authenticity, and customer experience.

RESEARCH METHOD

This study employed a quantitative explanatory research design to examine the direct and indirect relationships among product quality, service quality, café authenticity, customer experience, and consumer repurchase intention in the coffee shop industry in Denpasar City. The study population comprised consumers who had previously purchased from coffee shops in Denpasar and had the potential to make repeat purchases. Because the population size could not be determined precisely, a non-probability sampling technique using purposive sampling was applied. The sample consisted of 176 respondents, selected according to the criteria of having purchased from a coffee shop in Denpasar at least once a month and completing the questionnaire in full. The sample size was considered adequate based on the study's 22 measurement indicators and the multivariate sampling guideline (Hair et al., 2022).

Primary data were collected through a structured questionnaire distributed both directly and online using Google Forms. All constructs were measured using a seven-point Likert scale, covering product quality, service quality, café authenticity, customer experience, and consumer repurchase intention, with measurement indicators adapted from relevant theoretical and empirical studies. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. PLS-SEM was selected because the proposed model incorporates a mediating construct and examines both direct and indirect relationships among latent variables. The analysis consisted of evaluation of the measurement model (outer model), assessment of the structural model (inner model), and hypothesis testing. The outer model was assessed to establish the adequacy of the measurement instruments, particularly through convergent and discriminant validity and construct reliability. The inner model was subsequently evaluated to assess the structural relationships among the latent constructs. Hypothesis testing was conducted using the bootstrapping procedure, with direct effects evaluated through path coefficients and indirect effects used to assess the mediating role of customer experience. Statistical decisions were based on the significance of the estimated relationships, with the study examining whether product quality, service quality, and café authenticity influence customer experience and repurchase intention both directly and indirectly through customer experience.

RESULT AND DISCUSSION

1. Respondent Characteristics

This study involved 176 respondents who met the predetermined criteria as consumers of coffee shops in Denpasar City. Respondent characteristics were identified based on gender, age, educational attainment, and monthly income. The distribution of respondents is presented in Table 1.

Table 1 Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	92	52.27
	Female	84	47.73

Characteristics	Category	Frequency (n)	Percentage (%)
Age	18–27 years	68	38.64
	28–37 years	52	29.55
	38–47 years	30	17.05
	48–57 years	16	9.09
	58–67 years	10	5.68
Educational Attainment	High School	46	26.14
	Diploma	34	19.32
	Bachelor's Degree	78	44.32
	Postgraduate	18	10.23
Monthly Income	< IDR 5 million	58	32.95
	> IDR 5–10 million	64	36.36
	> IDR 10–15 million	34	19.32
	> IDR 15 million	20	11.36
Total		176	100.00

Source: Primary data, processed in 2026.

The results show that the respondents were relatively balanced by gender, with males accounting for 52.27% and females 47.73%. In terms of age, respondents were predominantly aged 18–27 years (38.64%), followed by those aged 28–37 years (29.55%), meaning that consumers aged 18–37 years constituted 68.19% of the total respondents. Regarding educational attainment, bachelor's degree graduates represented the largest group (44.32%), while in terms of monthly income, respondents earning more than IDR 5 million to IDR 10 million constituted the largest proportion (36.36%). Overall, the respondent profile indicates that the study predominantly represents young adult coffee shop consumers with relatively high educational attainment and middle-income levels, providing an appropriate empirical context for examining product quality, service quality, café authenticity, customer experience, and repurchase intention.

Evaluation Results Of The Measurement Model (Outer Model)

Convergent Validity can be seen from the correlation between the indicator score and the variable score. Based on Table 2, it can be seen that all outer loading values for the variables are greater than 0.50. Therefore, it can be concluded that the data in this study is valid, meaning that the reflective indicators have a good correlation with the scores of the latent variables.

Table 2 Outer Loading Test Results

	<i>Customer Experience (M)</i>	<i>Product Quality (X1)</i>	<i>Service Quality (X2)</i>	<i>Café authenticity (X3)</i>	<i>Consumer Repurchase Intention (Y)</i>
Sense (M1)	0.911				
Feel (M2)	0.905				
Think (M3)	0.826				

	<i>Customer Experience (M)</i>	<i>Product Quality (X1)</i>	<i>Service Quality (X2)</i>	<i>Café authenticity (X3)</i>	<i>Consumer Repurchase Intention (Y)</i>
Act (M4)	0.849				
Relate (M5)	0.871				
Freshness (X11)		0.891			
Presentation (X12)		0.800			
Coffee Menu Variety (X13)		0.861			
Product Appearance (X14)		0.835			
Taste and Color Form (X15)		0.850			
Responsiveness (X21)			0.949		
Reliability (X22)			0.861		
Assurance (X23)			0.879		
Empathy (X24)			0.878		
Tangibles (X25)			0.819		
Cultural Authenticity (X31)				0.890	
Quality Authenticity (X32)				0.931	
Artisanal Authenticity (X33)				0.895	
Transactional Intention (Y1)					0.915
Referential Intention (Y2)					0.869
Preferential Intention (Y3)					0.845
Explorative Intention (Y4)					0.893

Source: Primary data, processed in 2026

The results of the convergent validity test using Average Variance Extracted (AVE), all research constructs showed AVE values above 0.50 so that they have met the criteria for good convergent validity. Variable M has an AVE value of 0.762, X1 of 0.719, X2 of 0.771, X3 of 0.820, and Y of 0.776. These values indicate that each construct is able to explain more than 50% of the variance of its constituent indicators, so it can be concluded that all indicators in this research model have been convergently valid and are suitable for further analysis in the structural model as presented Table 3.

Table 3 Convergent Validity Test Results using Average Variance

	Average variance extracted (AVE)
<i>Customer Experience (M)</i>	0.762
<i>Product Quality (X1)</i>	0.719
<i>Service Quality (X2)</i>	0.771
<i>Café authenticity (X3)</i>	0.820
<i>Consumer Repurchase Intention (Y)</i>	0.776

Source: Primary data, processed in 2026

Discriminant validity testing is conducted by examining the cross-loading with its latent variables. The results of the cross-loading validity test show that all indicators in each variable have met the criteria for good discriminant validity (Ghozali & Latan, 2015). This is

indicated by the indicator loading value on the measured construct (the main value on its own variable) which is higher than the cross-loading value on other constructs. It can be concluded that each construct in this research model has good discriminant validity and is able to differentiate itself from other constructs, so that the measurement model is declared suitable for further analysis, as presented in Table 4.

Table 4 Cross-Loading Validity Test

	<i>Customer Experience (M)</i>	<i>Product Quality (X1)</i>	<i>Service Quality (X2)</i>	<i>Café authenticity (X3)</i>	<i>Consumer Repurchase Intention (Y)</i>
Sense (M1)	0.911	0.822	0.744	0.780	0.792
Feel (M2)	0.905	0.820	0.758	0.839	0.803
Think (M3)	0.826	0.781	0.760	0.696	0.755
Act (M4)	0.849	0.793	0.753	0.738	0.785
Relate (M5)	0.871	0.775	0.696	0.847	0.763
Freshness (X11)	0.791	0.891	0.797	0.754	0.802
Presentation (X12)	0.742	0.800	0.700	0.701	0.748
Coffee Menu Variety (X13)	0.796	0.861	0.765	0.755	0.797
Product Appearance (X14)	0.785	0.835	0.782	0.739	0.768
Taste and Color Form (X15)	0.762	0.850	0.746	0.688	0.797
Responsiveness (X21)	0.800	0.850	0.949	0.711	0.808
Reliability (X22)	0.720	0.761	0.861	0.627	0.711
Assurance (X23)	0.681	0.728	0.879	0.598	0.710
Empathy (X24)	0.735	0.769	0.878	0.653	0.728
Tangibles (X25)	0.783	0.809	0.819	0.760	0.773
Cultural Authenticity (X31)	0.792	0.722	0.686	0.890	0.772
Quality Authenticity (X32)	0.841	0.844	0.768	0.931	0.883
Artisanal Authenticity (X33)	0.797	0.761	0.621	0.895	0.750
Transactional Intention (Y1)	0.858	0.855	0.797	0.854	0.915
Referential Intention (Y2)	0.734	0.782	0.733	0.701	0.869

	<i>Customer Experience (M)</i>	<i>Product Quality (X1)</i>	<i>Service Quality (X2)</i>	<i>Café authenticity (X3)</i>	<i>Consumer Repurchase Intention (Y)</i>
Preferential Intention (Y3)	0.786	0.811	0.739	0.783	0.845
Explorative Intention (Y4)	0.761	0.801	0.729	0.780	0.893

Source: Primary data, processed in 2026

In this study, reliability testing used Cronbach's alpha and composite reliability parameters. Based on the reliability test in Table 5 using Cronbach's alpha and composite reliability, the parameter values for all constructs were above 0.7. Thus, the reliability test using Cronbach's alpha and composite reliability for all constructs showed good internal consistency for use in testing this model.

Table 5 Results of Construct Reliability Test

	Cronbach's alpha	Composite reliability
<i>Customer Experience (M)</i>	0.922	0.923
<i>Product Quality (X1)</i>	0.902	0.903
<i>Service Quality (X2)</i>	0.925	0.927
<i>Café authenticity (X3)</i>	0.890	0.895
<i>Consumer Repurchase Intention (Y)</i>	0.903	0.906

Source: Primary data, processed in 2026

Structural Model Evaluation Results (Inner Model)

. The structural model was evaluated using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the bootstrapping procedure to examine the significance and strength of the hypothesized relationships among the constructs. The analysis assessed the direct effects of product quality, service quality, and café authenticity on customer experience, the direct effects of these three variables on consumer repurchase intention, and the effect of customer experience on consumer repurchase intention. The significance of each relationship was determined based on the t-statistic and p-value, with a relationship considered statistically significant when the p-value was below 0.05. The structural model also provides the R² values of 0.925 for customer experience and 0.860 for consumer repurchase intention, indicating the explanatory power of the proposed model. The results of the structural model evaluation are presented in Figure 2.

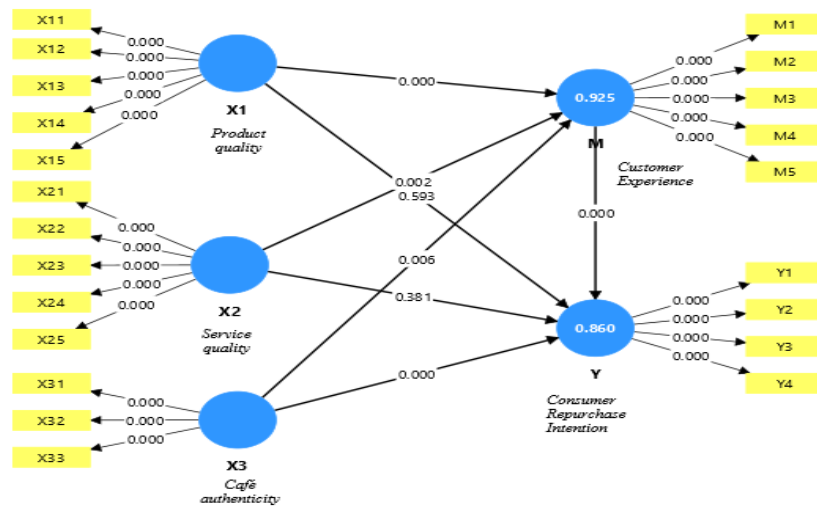


Figure 2 Inner Model

Source: Primary data, processed in 2026

Significance values can be obtained using the bootstrapping technique developed by Geisser and Stone. The statistical test used for hypothesis testing is the t-test. The alternative hypothesis is accepted if the p-value is $< \alpha$ 5%. The results of the direct effect test are shown in Table 6.

Table 6 Results of the Direct Effect Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Customer Experience (M) -> Consumer Repurchase Intention (Y)	0.495	0.515	0.135	3.677	0.000
Product Quality (X1) -> Customer Experience (M)	0.620	0.632	0.090	6.912	0.000
Product Quality (X1) -> Consumer Repurchase Intention (Y)	0.373	0.379	0.070	5.309	0.000
Service Quality (X2) -> Customer Experience (M)	0.249	0.240	0.081	3.051	0.002
Service Quality (X2) -> Consumer Repurchase Intention (Y)	0.203	0.201	0.092	2.205	0.028
Café authenticity (X3) -> Customer Experience (M)	0.137	0.134	0.049	2.771	0.006
Café authenticity (X3) -> Consumer Repurchase Intention (Y)	0.392	0.390	0.069	5.652	0.000

Source: Primary data, processed in 2026

Table 6 shows the p-values for each variable, which can be explained as follows. The p-value for testing customer experience on consumer repurchase intention is 0.000, which is lower than 0.05. This data indicates that customer experience has a positive and significant effect on consumer repurchase intention. The p-value for testing product quality on customer experience is 0.000, which is lower than 0.05. This data indicates that product quality has a positive and significant effect on customer repurchase intention. The p-value for testing product quality on consumer repurchase intention is 0.000, which is lower than 0.05. This data indicates that product quality has a positive and significant effect on consumer repurchase intention. The p-value for testing service quality on customer experience is 0.002, which is lower than 0.05. This data indicates that service quality has a positive and significant effect on customer experience. The p-value for testing service quality on consumer repurchase intention is 0.028, which is lower than 0.05. This data indicates that service quality has a positive and significant effect on consumer repurchase intention. The p-value for testing café authenticity on customer experience is 0.006, which is lower than 0.05. This data indicates that café authenticity has a positive and significant effect on customer experience. The p-value for testing café authenticity on consumer repurchase intention is 0.000, which is lower than 0.05. This data indicates that café authenticity has a positive and significant effect on consumer repurchase intention.

Indirect Effect Test (Mediating Variable Examination) In this study, the mediating variable examination will examine the mediating role of customer experience on the indirect influence of product quality, service quality, and café authenticity on consumer repurchase intention. The alternative hypothesis is accepted if the p-value is $< \alpha$ 5%. The results of the direct effect test are shown in Table 7.

Table 7 Results of Indirect Effect Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Product Quality (X1) -> Customer Experience (M) -> Consumer Repurchase Intention (Y)</i>	0.307	0.329	0.110	2.778	0.005
<i>Service Quality (X2) -> Customer Experience (M) -> Consumer Repurchase Intention (Y)</i>	0.123	0.122	0.048	2.550	0.011
<i>Café authenticity (X3) -> Customer Experience (M) -> Consumer Repurchase Intention (Y)</i>	0.068	0.068	0.029	2.374	0.018

Source: Primary data, processed in 2026

Table 7 shows the p-values for each variable as follows. The test results indicate that the indirect effect of product quality on consumer repurchase intention, through customer experience, has a P-value of 0.005. Therefore, based on these results, it can be concluded that customer experience significantly mediates the effect of product quality on consumer repurchase intention. The test results indicate that the indirect effect of service quality on consumer repurchase intention, through customer experience, has a P-value of 0.011. Therefore, based on these results, it can be concluded that customer experience significantly mediates the effect of service quality on consumer repurchase intention. The test results indicate that the indirect effect of café authenticity on consumer repurchase intention, through customer experience, has a P-value of 0.018. Therefore, based on these results, it can be concluded that customer experience significantly mediates the effect of café authenticity on consumer repurchase intention.

Discussion

The Influence Of Product Quality On Customer Experience

The hypothesis test showed a p-value of 0.000, which is lower than 0.05. This result indicates that H1 is accepted. This means that product quality has a positive and significant effect on customer experience. This implies that increasing product quality will also improve customer experience. Product quality plays a crucial role in shaping customer experience in the coffee shop industry in Denpasar City. The results of this study align with the main concept of the S-O-R theory, which emphasizes that quality external stimuli will generate positive behavioral responses and experiences from individuals. These results are supported by research by Mulyana & Kencana (2025) who found that product quality significantly improves customer experience and satisfaction in coffee shops. High-quality products create better perceptions and experiences for consumers. Similar results were also demonstrated by research by Handayani & Sunarta (2025), who demonstrated that product quality positively influences customer satisfaction in coffee shops, directly reflecting an improvement in customer experience.

The Influence of Service Quality on Customer Experience

The hypothesis test showed a p-value of 0.002, which is lower than 0.05. This result indicates that H2 is accepted. This means that service quality has a positive and significant effect on customer experience. This implies that increasing service quality will also improve customer experience. Service quality plays a crucial role in shaping customer experience in the coffee shop industry in Denpasar City. The results of this study are consistent with the concept of the S-O-R theory, which emphasizes that quality service stimuli will result in positive experiential responses from consumers. These results are supported by an empirical study by Salsabilla & Taslim (2025) which shows that service quality plays a significant role in increasing coffee shop customer satisfaction, which is a direct reflection of the overall customer experience. Furthermore, research by Ruslim et al., (2024) found that service quality

significantly influences customer satisfaction in coffee shops, which is a key component in shaping customer experience.

Café Authenticity Positively Influences Customer Experience

The hypothesis test showed a p-value of 0.006, which is lower than 0.05. This result indicates that H3 is accepted. This means that café authenticity has a positive and significant effect on customer experience. This implies that increasing café authenticity will also improve customer experience. Café authenticity plays a crucial role in shaping customer experience in the coffee shop industry in Denpasar. This study's findings are supported by Rahmawati & Zuhroh (2023), who found that perceived authenticity positively influences consumer engagement and encourages repeat visit intentions. Furthermore, research in the hospitality context by Kim & Song (2024) confirmed that the authentic experience dimension in food and beverage consumption contributes significantly to shaping the overall customer experience.

The Effect of Product Quality on Consumer Repurchase Intention

The hypothesis test showed a p-value of 0.000, which is lower than 0.05. This result indicates that H4 is accepted. This means that product quality has a positive and significant effect on consumer repurchase intention. This means that increasing product quality will also increase consumer repurchase intention. Product quality is a key factor directly driving consumer repurchase intention in the coffee shop industry in Denpasar City. This research is supported by the results of research by Hakim & Sumiati (2026) who found that product quality has a positive and significant effect on consumer repurchase intention at Fore Coffee. Furthermore, research by Natalia & Suparna (2023) in Bali also proved that product quality significantly increases repurchase intention.

The Effect of Service Quality on Consumer Repurchase Intention

The hypothesis test showed a p-value of 0.028, which is lower than 0.05. This result indicates that H5 is accepted. This indicates that service quality has a positive and significant effect on consumer repurchase intention. This means that if service quality improves, it will also increase consumer repurchase intention. Service quality is a crucial factor in driving consumer repurchase intention in the coffee shop industry in Denpasar City. The results of this study align with research by Sari et al., (2025) who found that service quality has a positive and significant effect on repurchase intention among Fore Coffee customers, indicating that the better the service provided, the higher the consumer's desire to make a repeat purchase. Furthermore, research by Polakitan et al., (2026) revealed that service quality significantly increases customer satisfaction, which in turn impacts repurchase intention.

The Effect of Café Authenticity on Consumer Repurchase Intention

The hypothesis test showed a p-value of 0.000, which is lower than 0.05. These results indicate that H6 is accepted. This means that café authenticity has a positive and significant effect on consumer repurchase intention. This means that increasing café authenticity will also increase consumer repurchase intention. Café authenticity plays a crucial role in driving

consumer repurchase intention in the coffee shop industry in Denpasar City. This study aligns with research by Rahmawati & Zuhroh (2023) which demonstrated that perceived authenticity has a positive and significant effect on café customers' revisit intention. Furthermore, a study by Sari et al., (2025) confirmed that atmospheric factors and unique experiences in a coffee shop positively influence repurchase intention.

The Influence of Customer Experience on Consumer Repurchase Intention

The hypothesis test showed a p-value of 0.000, which is lower than 0.05. These results indicate that H7 is accepted. This means that customer experience has a positive and significant effect on consumer repurchase intention. This implies that improving customer experience will also increase consumer repurchase intention. Customer experience is a key factor driving consumer repurchase intention in the coffee shop industry in Denpasar City. The results of this study are supported by research conducted by Wahyuni et al., (2025) in Denpasar, which found that customer experience significantly influences repurchase intention. Furthermore, research by Trihardianti & Budiarti (2023) demonstrated that customer experience has a positive and significant effect on repurchase intention in cafes.

The Role of Customer Experience in Mediating the Effect of Product Quality on Consumer Repurchase Intention

The test results show an indirect effect of product quality on consumer repurchase intention, through customer experience, with a P-value of 0.005. Therefore, based on these results, it can be concluded that customer experience significantly mediates the effect of product quality on consumer repurchase intention. Customer experience plays a crucial role as a bridge between product quality and consumer repurchase intention in the coffee shop industry in Denpasar City. Consumers assess product quality not only by taste or presentation, but also by the overall experience they experience while consuming the product. When good product quality creates a pleasant and memorable experience, consumers are more motivated to make a return purchase. Customer experience strengthens the influence of product quality on repurchase intention. Therefore, the better the product quality combined with a positive experience, the higher the consumer's likelihood of returning. These results align with research by Natalia & Suparna (2023) in Bali, which found that customer experience mediates the effect of product quality on consumer repurchase intention.

The Role of Customer Experience in Mediating the Effect of Service Quality on Consumer Repurchase Intention

The test results show an indirect effect of service quality on consumer repurchase intention through customer experience, with a P-value of 0.011. Therefore, based on these results, it can be concluded that customer experience significantly mediates the effect of service quality on consumer repurchase intention. Customer experience plays a crucial role in linking service quality and consumer repurchase intention in the coffee shop industry in Denpasar City. Fast, friendly, and responsive service is not only considered service quality

per se but also shapes the overall experience experienced by consumers during their visit. When good service creates a comfortable and enjoyable experience, consumers are more likely to have a positive impression, which encourages a desire to return. Customer experience strengthens the influence of service quality on repurchase intention, so the better the service accompanied by a positive experience, the higher the likelihood of consumers returning. These results align with research by Natalia & Suparna (2023) which found that customer experience mediates the effect of service quality on consumer repurchase intention.

The Role of Customer Experience Mediating the Effect of Café Authenticity on Consumer Repurchase Intention

The test results show an indirect effect of café authenticity on consumer repurchase intention through customer experience, with a P-value of 0.018. Therefore, based on these results, it can be concluded that customer experience significantly mediates the effect of café authenticity on consumer repurchase intention. Customer experience acts as an important mechanism bridging the influence of café authenticity on consumer repurchase intention in the coffee shop industry in Denpasar City. The authenticity of a café concept, such as its unique design, local cultural nuances, and distinctive atmosphere, is not only visually appealing but also creates a memorable emotional experience for consumers. When this authenticity provides a comfortable and distinctive experience, consumers are likely to have a positive impression that encourages them to return. Customer experience strengthens the influence of café authenticity on repurchase intention, so the higher the perceived authenticity and the experience created, the greater the consumer's tendency to make a repeat purchase. These results align with those of Prabowo et al., (2025) found that customer experience mediates the influence of café authenticity on consumer repurchase intention.

CONCLUSION AND SUGGESTION

Conclusion

This study concludes that product quality, service quality, and café authenticity have positive and significant effects on customer experience and consumer repurchase intention among coffee shop consumers in Denpasar City. Customer experience also has a positive and significant effect on consumer repurchase intention. The mediation analysis shows that customer experience partially mediates the effects of product quality and service quality on consumer repurchase intention, whereas the indirect effect of café authenticity through customer experience is statistically significant but has a relatively small mediation contribution based on its VAF value. These findings indicate that product quality, service quality, and café authenticity influence consumers' repurchase intention both directly and through the customer experience formed during their interactions with the coffee shop.

Suggestion

Based on these findings, coffee shop managers in Denpasar City should prioritize product quality through consistent raw materials, taste, presentation, and menu innovation; strengthen service quality through employee competence, responsiveness, friendliness, and service consistency; and develop café authenticity through distinctive concepts, local identity, atmosphere, and craftsmanship. These strategies should be integrated to create positive and memorable customer experiences, as customer experience plays an important role in encouraging repurchase intention. Future research is recommended to employ broader and more representative samples and incorporate additional factors such as social media, online reviews, electronic word-of-mouth (e-WOM), digital ordering, and loyalty programs to provide a more comprehensive explanation of consumer repurchase intention.

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