

ARTICLE



The Effect of Service Experience and Digital Engagement Strategies on Repurchase Intention with Customer Satisfaction As an Intervening Variable (Study on Laten Coffee and Foods)

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Abstract

In the increasingly competitive coffee market, a deep understanding of factors such as service experience and digital engagement strategies that influence customer satisfaction and consumer decisions to repurchase (repurchase intention) is crucial for coffee companies. This study aims to analyze the direct influence of service experience and digital engagement strategies on customer satisfaction and repurchase intention as well as the indirect influence of service experience and digital engagement strategies on repurchase intention through customer satisfaction at Laten Coffee and Foods. Data collection was carried out by distributing questionnaires to 100 respondents using the Path Analysis technique. The results of this study indicate 1) Service Experience has a direct positive and significant effect on Customer Satisfaction. 2) Digital Engagement Strategies have a direct positive and significant effect on Customer Satisfaction. 3) Service Experience has a direct positive and significant effect on Repurchase Intention. 4) Digital Engagement Strategies have a direct positive and significant effect on Repurchase Intention. 5) Customer Satisfaction has a direct positive and significant effect on Repurchase Intention. 6) Service Experience has a positive and significant indirect effect on Repurchase Intention through Customer Satisfaction as an intervening variable. 7) Digital Engagement Strategies do not have a significant indirect effect on

Repurchase Intention through Customer Satisfaction as an intervening variable.

Keywords: Service Experience, Digital Engagement Strategies, Customer Satisfaction, Repurchase Intention

Introduction

Coffee is a popular drink all over the world, including in Indonesia. For years, coffee has become part of the daily lifestyle of some Indonesian people. Based on a study conducted by the team Snapcart, who conducted research to observe coffee consumption trends from sample data of 4,538 respondents, it can be concluded that in 2023 79% of Indonesians will be coffee drinkers and most of them drink coffee every day. This is supported by data from the 2023 Food Consumption Statistics from the results of the National Socio-Economic Survey by BPS Coffee Consumption, both Powdered, Beans, and Instant, has increased compared to the previous year.

The increase in coffee consumption makes coffee a big business potential. The Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI) estimates that by 2023 the number of coffee shops in Indonesia will reach 10,000 shops with revenue from the coffee shop business estimated to reach IDR 80 trillion. This number is in accordance with the current situation where coffee shops are places that are relevant to people's daily lives. This is supported by data from Snapcart where more than 50% of Indonesians consume coffee in coffee shops, while more than 40% of Indonesians consume coffee in coffee shops or what we better know as coffee shops.

Laten coffee and foods is a coffee shop that has been established since 2013. This coffee shop was originally named Laten We Eten which used a traditional serving method and was changed to Laten when it changed to a modern method using an industrial concept in 2021. According to the data, their income fluctuates. In 2021, semester 1 sales were 4,567 cups, increasing in semester 2 with total sales of 5,479 cups. In 2022, there was also an increase with sales of 7,430 for semester 1 and semester 2 of 8,620. Sales have always decreased after semester 2 of 2022 to semester 1 of 2024 which was 6,896 cups. The data shows that this coffee shop is having difficulty retaining customers. In fact, in the midst of an increasingly competitive coffee market, a deep understanding of the factors that influence consumer decisions to repurchase (repurchase intention) is crucial for coffee companies.

Repurchase intention According to Peter and Olson (2014), repurchase is a purchasing activity that is carried out more than once or several times. High repurchase interest reflects a high level of consumer satisfaction when deciding to adopt a product. However, one of the problems with repurchasing at Laten Coffee and Foods is that purchases usually occur at certain hours only, where in the morning to afternoon, this coffee shop tends to be quiet from visitors.

According to Tjiptono (2014) consumer satisfaction is a post-purchase evaluation between perceptions of the performance of alternative products or services chosen to meet or expectations. Customers can be said to be satisfied with the products or services provided if customer expectations for the products/services provided have met or even exceeded their expectations. This may cause dissatisfaction from visitors when visiting between morning and afternoon hours, resulting in a lack of purchases at those hours.

Hollebeek (2011) stated that digital engagement is the process of interaction that takes place between customers and brands on digital platforms. It includes various forms of interaction, such as emotional and cognitive engagement, which helps build long-term relationships. There are already several digital platforms used by Laten Coffee and Foods, including ordering through the Grab application and through social media, namely Instagram. In addition, this coffee shop also often provides interesting promos and content through social media in order to build strong relationships with their customers.

Lemon and Verhoef (2016) defines service experience as a series of experiences experienced by customers through all touchpoints, both direct and indirect, that affect customer perception and satisfaction. Therefore, focusing on improving the service experience is essential for business success. Meanwhile, Laten Coffee and Foods has several problems regarding service experience contained in customer reviews on Google, where some people give a one-star rating regarding poor service. Some even comment on the good quality of the product, but unfortunately the presentation is too long. This shows that this coffee shop does have problems regarding service experience.

Based on the phenomena and research problems that have been described, the researcher is interested in researching: Analysis of the influence of service experience and digital engagement strategies on repurchase intention with customer satisfaction as an intervening variable (Study on Laten Coffee and Foods).

Research purposes

1. To analyze the influence of service experience on customer satisfaction at Laten Coffee and Foods.
2. To analyze the influence of digital engagement strategies on customer satisfaction at Laten Coffee and Foods.
3. To analyze the influence of service experience on repurchase intention at Laten Coffee and Foods.
4. To analyze the influence of digital engagement strategies on repurchase intention at Laten Coffee and Foods.
5. To analyze the influence of customer satisfaction on repurchase intention at Laten Coffee and Foods.
6. To analyze the indirect influence of service experience on repurchase intention through customer satisfaction as an intervening variable at Laten Coffee and Foods.
7. To analyze the indirect influence of digital engagement strategies on repurchase intention through customer satisfaction as an intervening variable at Laten Coffee and Foods.

Literature Review

Consumer Behavior

Sunyoto (2012) defines consumer behavior as the activities of individuals who are directly involved in obtaining and using goods or services including the decision-making process in preparation for determining these activities. Thus it can be concluded that consumer behavior is a study that explains how individuals or groups make decisions to buy and use goods or services.

Confirmation Expectancy Theory

The Expectation-Confirmation Theory (ECT) developed by Richard Oliver in 1980 explains how customer expectations influence their satisfaction after using a product or service. The Expectation-Confirmation Theory helps explain the psychological processes behind customer satisfaction. By understanding that satisfaction is influenced by the comparison between expectations and experiences, companies can better design strategies to improve customer experiences and repeat purchases.

Customer Experience Theory

The Customer Experience Theory developed by Joseph Pine and James Gilmore in 1999 focuses on the importance of creating deep and meaningful experiences for customers. In their book "The Experience Economy," they argue that companies should not only offer products or services, but also valuable experiences. Pine and Gilmore emphasize that in the experience economy, companies that are able to create unique and memorable experiences will have a significant competitive advantage.

Relational Marketing Theory

The Relationship Marketing Theory developed by Benjamin Morgan and Shelby Hunt in 1994 emphasizes the importance of building long-term relationships between companies and customers. In their article, "The Commitment-Trust Theory of Relationship Marketing," they outline two key elements that form the basis of successful relationships: commitment and trust. With this approach, Morgan and Hunt demonstrate that marketing success is determined not by a one-time transaction, but by a company's ability to build and maintain mutually beneficial relationships with their customers.

Customer Satisfaction

According to Park et al (2021), customer satisfaction is a customer's feeling in response to a product or service that has been consumed. So it is not surprising that companies become obsessed with creating customer satisfaction, given its very close relationship with customer loyalty, market share and profit.

Repurchase Intention

Repurchase intention According to Hellier et al (2015), it is an individual's consideration to repurchase designated services from the same company, taking into account the current situation and possible circumstances. Based on the explanation above, the author can conclude that repurchase intention is the customer's desire or intention to repurchase products or services from the same company in the future after having a positive experience related to the product or service.

Service Experience

Verhoef et al (2009) defines service experience as a customer journey that includes all points of interaction with a brand, from start to finish, which shapes customer perceptions and behavior. Meanwhile, according to Homburg et al (2015) explains that service experience is the result of complex interactions between customers and service providers, which affect satisfaction, loyalty, and future purchasing behavior. These definitions show that service experience is a multidimensional concept that includes emotional, cognitive, and interaction aspects between customers and service providers.

Digital Engagement Strategies

Kumar & Pansari (2016) define digital engagement as an effort to create significant and ongoing interactions between brands and customers through digital channels. This strategy aims to improve customer experience and build long-term relationships. By

utilizing various digital channels, such as social media, email, and interactive content, brands can increase engagement, build loyalty, and collect feedback on product and service improvements.

Previous Research

Risma, P., Verinita., Alfitman. (2024). The Influence of Customer Experience and E-service Quality on Online Re-purchase Intention through Customer Satisfaction. *Journal of Accounting and Finance Management: Volume 5, Number 3.*

Mauladdawil, T., Nugroho, RH (2023). The Influence of Experiential Marketing and Service Quality on Repurchase Interest with Customer Satisfaction as an Intervening Variable Case Study of Lazada Application Users in Surabaya. *Management Studies and Entrepreneurship Journal: Volume 4, Number 3.*

Chandra, S., Rizan, M., Aditya, S. (2022). The Influence of E-Service Quality and Customer Experience on Repurchase Intention with Customer Satisfaction as an Intervening Variable. *Journal of Business Management and Finance; Volume 3, Number 3.*

RESEARCH MODEL AND HYPOTHESIS

Research Model

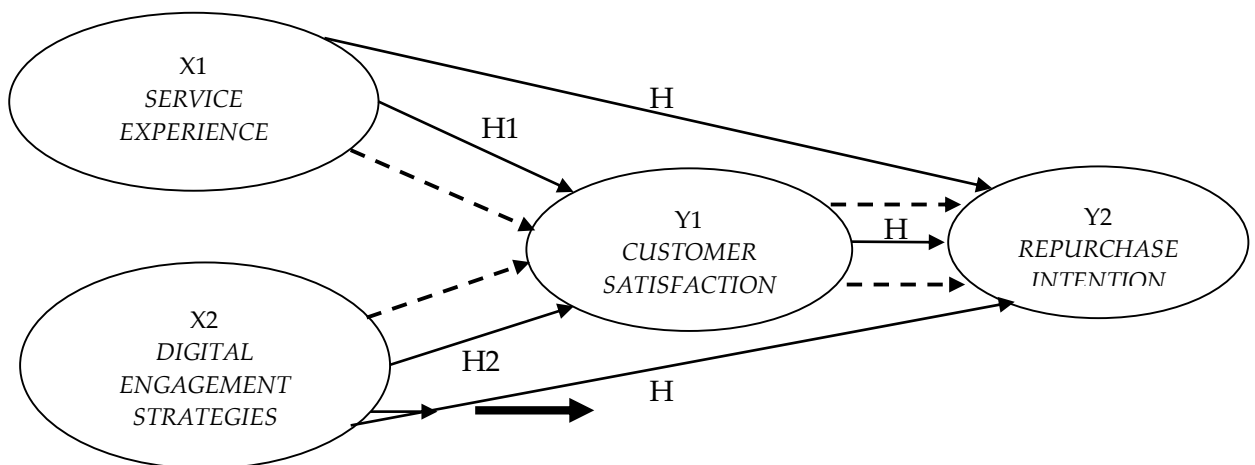


Figure 1. Research Model

Hypothesis

- H1: It is suspected that Service Experience has an effect on Customer Satisfaction.
- H2: It is suspected that Digital Engagement Strategies have an effect on Customer Satisfaction.
- H3: It is suspected that Service Experience has an effect on Repurchase Intention.
- H4: It is suspected that Digital Engagement Strategies have an effect on Repurchase Intention.
- H5: It is suspected that Customer Satisfaction has an effect on Repurchase Intention.
- H6: It is suspected that Service Experience has an effect on Repurchase Intention through Customer Satisfaction.
- H7: It is suspected that Digital Engagement Strategies have an effect on Repurchase Intention through Customer Satisfaction

Methodology

Types of research

The type of research used in this study is explanatory research using a quantitative approach. According to Sugiyono (2014), explanatory research is a research method that aims to explain the position of the variables studied and the influence between one

variable and another. While the quantitative approach is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what is wanted to be known (Kasiram, 2008).

Location and Object of Research

The object of this research is Laten Coffee and Foods, which is located at Jalan Arnold Mononutu Number 85, Pakowa Village, Wanea District, Manado City, North Sulawesi.

Method of collecting data

The data used is primary data and secondary data. The data collection technique used for primary data is through questionnaires. In this study, the questionnaires were submitted to respondents, namely consumers of Laten Coffee and Foods. While secondary data through journals, textbooks, and relevant literature from the library.

Population and Research Sample

According to Sugiyono (2017), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn. The population in this study were buyers at Laten Coffee and Foods. The population from January - September 2024 was 10,643 buyers. Meanwhile, for the sample of this study using the Slovin formula which obtained the results of 99 respondents and rounded up to 100 respondents.

Research Instrument Scale

The instrument scale used in this study is the Likert scale. According to Sugiyono (2010), the Likert Scale provides options ranging between two potential extreme positions, from "I strongly agree" to "I strongly disagree".

Research Instrument Testing

Outer Model or Measurement Model

The outer model is used to assess the validity and reliability of the model. The validity and reliability of these indicators must be checked to ensure the quality and accuracy of the model analysis. The following are the stages of the outer model or measurement model:

1. Convergent validity is an important concept in construct measurement and validation, which suggests that different indicators should show a strong relationship if they measure the same construct. Hair et al. (2010) stated that a factor loading value above 0.7 is considered good for indicating convergent validity.
2. Discriminant Validity can be done by comparing the square root of average variance extracted (AVE) value of each construct with the correlation between other constructs in the model. According to Yamin and Kurniawan (2009) it is highly recommended that if AVE is greater than 0.5, it can be interpreted as having good discriminant validity.
3. Composite Reliability, Henseler et al. (2009) stated that composite reliability is a better measure to assess construct reliability, especially when using a model that has indicators with unequal loadings. The expected composite reliability value is above 0.7 to indicate adequate reliability.

4. Cronbach's Alpha is an important tool in research to ensure that the measurement instrument has good internal consistency, so that the results obtained from the measurement are reliable. The expected Cronbach's alpha value is above 0.7 (Ghozali & Latan, 2015).

Inner Model or Structural Model

Inner Model or Structural Model is a component in Partial Least Squares (PLS) analysis that describes the relationship between latent variables (constructs) in a research model. It serves to explain how latent variables interact and influence each other. The following are steps to evaluate the Inner Model or Structural Model by looking at the Path Coefficient Test, R-Square, and Model Fit Test or Goodness of Fit (GoF).

1. The path coefficient test is an important component in PLS analysis that helps researchers understand the strength and direction of the relationship between latent variables. Hair et al. (2010) defines the path coefficient as a coefficient that shows a direct relationship between latent variables, where positive values indicate a positive effect and negative values indicate a negative effect.

2. R-Square for dependent construct (R²). The coefficient of determination in the endogenous construct shows the R-Square value, the R² determinant coefficient test aims to determine and predict how big or important the contribution of the influence given by the determinant coefficient is, which is between 0 and 1. According to Ghozali (2016) if the R-Square (R²) value of 0.67 is categorized as strong, if 0.33 is categorized as moderate or medium and 0.19 is categorized as weak. The greater the R² value, the better it will be in the study.

3. Model Fit Test or Goodness of Fit (GoF), is used to understand the model used to determine whether the model fits the data or not. The Standardized Root Mean Square Residual (SRMR) of the PLS model is stated to have met the model fit test criteria if the SRMR value is <0.1 which means that the model is adequate, but lower values provide greater confidence in the model's suitability (Schermelleh-Engel et al, 2003). Meanwhile, for the NFI value in the value between 0 and 1, the model has a high fit if the value approaches 1 (Ghozali & Latan, 2015).

Hypothesis Testing

Hypothesis testing is done after conducting various evaluations, both outer model and inner model. Hypothesis testing is done by looking at the probability value and t-statistic. For the probability value, the p-value with alpha 5% is <0.05. The t-table value for alpha 5% is 1.96. So the acceptance criteria for the Hypothesis is when the t-statistic > t-table (Ghozali & Latan, 2015). The level of significance used to ensure the level of significance (α) is 5% (0.05). If the t statistic > t table then the Hypothesis is accepted. Meanwhile, if the t statistic < t table then the Hypothesis is rejected.

Analysis Techniques

The data analysis technique used in this study is path analysis. According to Riduwan and Kuncoro (2014) used path analysis model to analyze the relationship pattern between variables with the aim of knowing the direct or indirect influence of a set of

independent variables on the dependent variable. Thus it can be concluded that path analysis is an extension of regression data analysis that only affects directly, path analysis can be used to find out direct or indirect relationships, through intervening variables.

Operational Definition of Variables and Indicators

1. Service experience in this study is the experience experienced by visitors to Laten Coffee and Foods that will affect the perception of the customers themselves. Indicators: Customer Interaction, Service Environment, Service Customization, Service Reliability, Waiting Time.
2. Strategic digital engagement in this study is a digital approach taken by Laten Coffee and Foods in social media to maintain interaction with visitors. Indicators: Accessibility, Interactivity, Entertainment, Trust, Informative.
3. In this study, customer satisfaction is a feeling that visitors feel when receiving service from Laten Coffee and Foods and becomes a benchmark for the expectations made by the visitors themselves. Indicators: Conformity to Expectations, Intention to Revisit, Willingness to Recommend.
4. Repurchase intention in this study shows an intention to continue visiting Laten Coffee and Foods and a desire to buy products from Laten Coffee and Foods again. Indicators: Transactional interest, Explorative interest, Preferential interest, Referential interest.

Results and Discussion

Outer Model or Measurement Model

Convergent Validity

Table 1. Outer Loading

Variables	Indicator	Outer Loading	Information
<i>Service Experience(X1)</i>	X1.1	0.862	Valid
	X1.2	0.773	Valid
	X1.3	0.835	Valid
	X1.4	0.874	Valid
	X1.5	0.793	Valid
<i>Digital Engagement Strategies(X2)</i>	X2.1	0.850	Valid
	X2.2	0.790	Valid
	X2.3	0.782	Valid
	X2.4	0.850	Valid
	X2.5	0.783	Valid
<i>Customer Satisfaction(Y1)</i>	Y1.1	0.881	Valid
	Y1.2	0.867	Valid
	Y1.3	0.872	Valid
<i>Repurchase Intention(Y2)</i>	Y2.1	0.827	Valid
	Y2.2	0.796	Valid
	Y2.3	0.796	Valid
	Y2.4	0.873	Valid

Source :SmartPLS Processed Data, 2024

Based on the results of data processing in the table above, it was obtained that all indicators have an outer loading value above 0.7, so they meet the criteria of convergent validity and can be declared valid.

Discriminant Validity

Table 2. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Service Experience(X1)	0.686
Digital Engagement Strategies(X2)	0.659
Customer Satisfaction(Y1)	0.763
Repurchase Intention(Y2)	0.678

Source :SmartPLS Processed Data, 2024

Based on the results in the table above, all variables have an Average Variance Extracted (AVE) value above 0.5. This means that more than 50% of the variance in the construct indicators can be explained by the construct itself, indicating that the construct has good validity.

Composite Reliability

Table 3. Composite Reliability

11	Composite Reliability
Service Experience(X1)	0.916
Digital Engagement Strategies(X2)	0.906
Customer Satisfaction(Y1)	0.906
Repurchase Intention(Y2)	0.894

Source :SmartPLS Processed Data, 2024

The results of data processing show that all variables have a composite value above 0.7 which meets the composite reliability criteria.

Table 4. Construct Reliability and Validity

Variables	Cronbach Alpha	Information
Service Experience(X1)	0.886	Reliable
Digital Engagement Strategies(X2)	0.875	Reliable
Customer Satisfaction(Y1)	0.845	Reliable
Repurchase Intention(Y2)	0.842	Reliable

Source :SmartPLS Processed Data, 2024

Table 4 shows that all variables have met the Cronbach alpha criteria with a value of more than 0.7 so it can be concluded that all variables have good reliability.

Inner Modelor Structural Model

Path Coefficient Test

Variables	Direct Effect
Service Experience(X1) → Customer Satisfaction (Y1)	0.706
Digital Engagement Strategies(X2) → Customer Satisfaction (Y1)	0.172
Service Experience(X1) → Repurchase Intention (Y2)	0.413
Digital Engagement Strategies(X2) → Repurchase Intention (Y2)	0.270
Customer Satisfaction(Y1) → Repurchase Intention (Y2)	0.269

Source :SmartPLS Processed Data, 2024

Path CoefficientThe table above shows that all path coefficient values are positive, including:

1. Service Experience(X1) on Customer Satisfaction (Y1) with a path coefficient of 0.706, meaning that the influence of Service Experience (X1) on Customer Satisfaction (Y1) is positive.
2. Digital Engagement Strategies(X2) on Customer Satisfaction (Y1) with a path coefficient of 0.172, meaning that the influence of Digital Engagement Strategies (X2) on Customer Satisfaction (Y1) is positive.
3. Service Experience(X1) on Repurchase Intention (Y2) with a path coefficient of 0.413, meaning that the influence of Service Experience (X1) on Repurchase Intention (Y2) is positive.
4. Digital Engagement Strategies(X2) on Repurchase Intention (Y2) with a path coefficient of 0.270, meaning that the influence of Digital Engagement Strategies (X2) on Repurchase Intention (Y2) is positive.
5. Customer Satisfaction(Y1) on Repurchase Intention (Y2) with a path coefficient of 0.269, meaning that the influence of Customer Satisfaction (Y1) on Repurchase Intention (Y2) is positive.

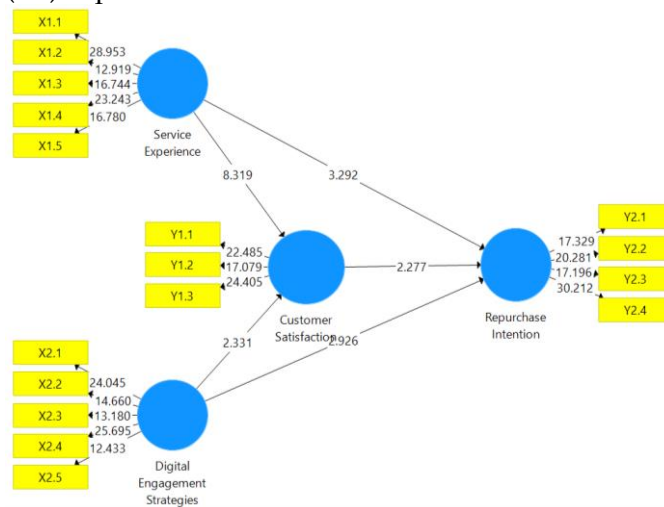


Figure 2. Path Diagram

Source :SmartPLS Processed Data, 2024

R-Square(R2)

Table 6. R-Square(R2)

Dependent Variable	R-Square(R2)
Customer Satisfaction(Y1)	0.669
Repurchase Intention(Y2)	0.709

Source :SmartPLS Processed Data, 2024

Based on table 6, the R-Square (R2) value is 0.669 or equal to 66.9%, which means that service experience, digital engagement strategies have an effect on customer satisfaction of 66.9% while the remaining 33.1% is influenced by other variables. The R-Square (R2) value of 0.709 or equal to 70.9% means that service experience, digital engagement strategies, and customer satisfaction have an effect on repurchase intention of 70.9% while the remaining 29.1% is influenced by other variables.

Goodness of Fit (GoF) Model Test

Table 7. Model Fit or Goodness of Fit (GoF) Test

	Saturated Model	Estimated Model
SRMR	0.095	0.095
d_ ULS	1,379	1,379
d_ G	0.787	0.787

<i>Chi-Square</i>	414,283	414,283
<i>NFI</i>	0.699	0.699

Source :SmartPLS Processed Data, 2024

From table 7, the SRMR value is $0.095 < 0.1$, which means that it has met the model fit test criteria. Meanwhile, the NFI value of 0.699 if converted into a percentage becomes 67%. So it can be concluded that the model owned by 67% Fit is close to 1 so that the data already describes the overall model or the model fits the data.

Hypothesis Testing

Table 8. T-Statistics and P-Value

Variables	T-Statistics	P-Value
<i>Service Experience(X1) → Customer Satisfaction (Y1)</i>	7,927	0,000
<i>Digital Engagement Strategies(X2) → Customer Satisfaction (Y1)</i>	2,125	0.036
<i>Service Experience(X1) → Repurchase Intention (Y2)</i>	3,249	0.002
<i>Digital Engagement Strategies(X2) → Repurchase Intention (Y2)</i>	3,028	0.003
<i>Customer Satisfaction(Y1) → Repurchase Intention (Y2)</i>	2,089	0.039
<i>Service Experience(X1) → Customer Satisfaction (Y1) → Repurchase Intention (Y2)</i>	2,125	0.036
<i>Digital Engagement Strategies(X2) → Customer Satisfaction (Y1) → Repurchase Intention (Y2)</i>	1,422	0.158

Source :SmartPLS Processed Data, 2024

Table 8 shows that the results of the T-test on Service Experience (X1) against Customer Satisfaction (Y1) have a T-Statistics of $7.927 > 1.96$ and a significance level of P-Value of $0.000 < 0.05$, so H1 is accepted. This means that Hypothesis 1 which states that Service Experience has a positive and significant effect on Customer Satisfaction can be accepted.

The results of the T-test on Digital Engagement Strategies (X2) against Customer Satisfaction (Y1) have T-Statistics $2.125 > 1.96$ and a significance level of P-Value $0.036 < 0.05$, so H2 is accepted. This means that Hypothesis 2 which states that Digital Engagement Strategies have a positive and significant effect on Customer Satisfaction can be accepted.

The results of the T-test on Service Experience (X1) against Repurchase Intention (Y2) have T-Statistics $3.249 > 1.96$ and a significance level of P-Value $0.002 < 0.05$, so H3 is accepted. This means that Hypothesis 3 which states that Service Experience has a positive and significant effect on Repurchase Intention can be accepted.

The results of the T-test on Digital Engagement Strategies (X2) on Repurchase Intention (Y2) have T-Statistics $3.028 > 1.96$ and a significance level of P-Value $0.003 < 0.05$, so H4 is accepted. This means that Hypothesis 4 Digital Engagement Strategies has a positive and significant effect on Repurchase Intention can be accepted.

The results of the T-test on Customer Satisfaction (Y1) on Repurchase Intention (Y2) have T-Statistics $2.089 > 1.96$ and a significance level of P-Value $0.039 < 0.05$, so H5 is accepted. This means that Hypothesis 5 Customer Satisfaction has a positive and significant effect on Repurchase Intention can be accepted.

The results of the T-test on Service Experience (X1) through Customer Satisfaction (Y1) on Repurchase Intention (Y2) have T-Statistics $2.125 > 1.96$ and a significance level of P-Value $0.036 < 0.05$, so H6 is accepted. This means that Hypothesis 6 Service Experience

has a positive and significant effect on Repurchase Intention through Customer Satisfaction can be accepted.

The results of the T-test on Digital Engagement Strategies (X2) through Customer Satisfaction (Y1) on Repurchase Intention (Y2) have T-Statistics $1.422 < 1.96$ and a significance level of $P\text{-Value } 0.158 > 0.05$, so H7 is rejected. This means that Customer Satisfaction (Y1) cannot mediate Digital Engagement Strategies (X2) on Repurchase Intention (Y2), so Hypothesis 7 which states that Digital Engagement Strategies have a positive and significant effect on Repurchase Intention through Customer Satisfaction is rejected or cannot be accepted.

t-Test Results (Partial)

The t-test (partial) is conducted to test the significance of the regression coefficient of the independent variable. From the table above, it can be concluded as follows:

1. Product Completeness (X1): The t-count value is $5.508 > t\text{-table } 1.97$, with a significance of $0.000 < 0.05$, so H2 is accepted. Product Completeness has a positive and significant effect on Purchase Interest.
2. Price (X2): The calculated t-value is $2.946 > t\text{-table } 1.97$, with a significance of $0.004 < 0.05$, so H3 is accepted. So that Price has a positive and significant effect on Purchase Interest.
3. Store Location (X3): The t-count value is $5.960 > t\text{-table } 1.97$, with a significance of $0.000 < 0.05$, so H4 is accepted. So that Store Location has a positive and significant effect on Purchase Interest.
4. Promotion (X4): The t-count value is $4.766 > t\text{-table } 1.97$, with a significance of $0.000 < 0.05$, so H5 is accepted. So that Promotion has a positive and significant effect on Purchase Interest.

Correlation Coefficient (R) and Determination Coefficient (R²)

The correlation coefficient and determination coefficient values in this research model can be seen in the model summary in the table below:

Table 7. Results of Correlation and Determination Coefficient Tests

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 ^a	.814	.811	1,746
a. Predictors: (Constant), product completeness, price, store location, and promotion				
b. Dependent Variable: Purchase interest				

Source: Data processed by SPSS 27 (2024)

Based on the analysis results in Table 7 using SPSS version 27, a correlation coefficient (R) of 0.902 was obtained, indicating that the relationship between the independent variables (product completeness, price, store location, and promotion) with purchasing interest at Alfamidi Manado City is classified as very strong (90.2%). The R Square (R²) value of 0.814 indicates that 81.4% of the variation in consumer purchasing interest can be explained by these variables, while 18.6% is explained by other factors outside the model. Adjusted R Square is 0.811, indicating that around 81.1% of the variation in consumer purchasing interest is explained by product completeness, price, store location, and promotion, so this model is considered good enough to identify factors that influence purchasing interest.

The Influence of Product Completeness on Purchase Interest of Sari Roti Products

This study found that product completeness has a significant effect on Sari Roti's purchase interest at Alfamidi Manado City, in line with the findings of Rusdawati and

Andriyani (2021), Widia, Agus and Hastuti (2021), and Utari et al. (2021). Product completeness, including variety, size, packaging, and availability, influences consumer preferences, where the more complete the product choices available, the greater the purchase interest created. Stock consistency also plays an important role in building brand loyalty, so marketing strategies need to focus on optimizing product ranges and promoting product variations that attract consumers' attention.

The Influence of Price on Purchase Interest of Sari Roti Products

This study found that price has a significant effect on purchasing interest in Sari Roti products at Alfamidi Manado City, in line with the findings of Septiyadi, Salamah, and Nujiyatillah (2022), Ruswati and Andriyani (2021), and Cahyaningtyas (2024). Price does not only reflect the numbers on the product, but also the value that consumers consider related to the quality and benefits offered. Competitive prices that are comparable to product quality will increase consumer attractiveness and purchasing interest. Conversely, prices that are considered too high without clear quality support or added value can reduce purchasing interest. Therefore, it is important for Alfamidi to conduct market research to set optimal prices that will increase purchasing interest, customer loyalty, and the long-term success of Sari Roti products..

The Influence of Store Location on Purchase Interest of Sari Roti Products

This study found that store location influences the purchase interest of Sari Roti products at Alfamidi Manado City, in line with the findings of Alnahhal et al. (2024), Pitanatri and Pitana (2024), and Wulandari and Nastian (2021). A strategic and easily accessible location makes it easier for consumers to reach the product, increasing their chances of buying. Locations close to residential areas, shopping centers, or high-traffic areas can attract more visitors. Factors such as visibility, accessibility, ease of parking, and public transportation are also important. A strategic location, coupled with the advantages of Sari Roti products in quality and price, can create additional appeal, even in a competitive environment. Social and cultural aspects around the location also influence purchasing decisions. Therefore, Alfamidi managers need to choose the right location to increase purchase interest and the long-term success of the Sari Roti brand.

The Influence of Promotion on Purchase Interest of Sari Roti Products

This study found that promotion has an effect on purchasing interest in Sari Roti products at Alfamidi Manado City, in line with the findings of Diansyah and Utami (2022), Usman (2021), and Mansur and Dewi (2023). Promotion functions as a tool to convey information about products, their benefits, and advantages. Good promotional efforts, such as discounts, bundling, and campaigns on social media, can attract consumers' attention and encourage them to try the product, which in turn increases purchasing interest. In addition, promotions that highlight the quality, variety of variants, and uniqueness of the product can influence consumer perceptions. Promotional activities that involve direct interaction with consumers, such as product sampling, are also effective in building emotional connections and increasing the likelihood of repeat purchases. By utilizing social media and other channels, well-planned promotions can increase purchasing interest and strengthen loyalty to the Sari Roti brand

Conclusions

1. Product Completeness, Price, Store Location, and Promotion simultaneously influence the interest in purchasing Sari Roti products at Alfamidi Manado City.

2. Product completeness has a significant influence on purchasing interest, with consistent product variety and availability being the main factors.
3. Competitive pricing influences purchasing interest, with consumers preferring products that offer the best value in terms of quality and price.
4. The strategic and easily accessible store location increases the chances of purchasing and contributes to the success of the Sari Roti brand.
5. Effective promotions, including advertising, discounts, sampling, and social media, influence purchase intention by increasing awareness and reinforcing positive perceptions.

Suggestion

1. Educational institutions should integrate marketing and product management materials into the curriculum so that students understand effective marketing strategies.
2. It is expected that educational institutions will collaborate with the Sari Roti company to conduct research related to market trends and consumer behavior.
3. Educational institutions can develop product marketing training programs that involve industry to provide deeper insights to students and the community.
4. Sari Roti management needs to develop an integrated marketing strategy with various promotional channels to increase brand awareness and attract consumers.
5. Companies must provide training to employees so that they can convey interesting information and provide positive experiences to consumers.
6. Management is advised to collect and analyze consumer feedback to understand their preferences and improve products and marketing strategies

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