

***The Effect of Brand Image and Service Quality on Repurchase Intention  
Mediated by Customer Satisfaction at Janji Jiwa Coffee Shop***

**by Florentine Rachel Zipora**

***Abstract***

*The purpose of this quantitative research is to identify, analyze, and verify the direct and indirect influence of brand image and service quality on repurchase intention, mediated by customer satisfaction. This study involves 135 respondents who are Janji Jiwa customers aged at least 17 years, active in the Jabodetabek area, and have visited the same Janji Jiwa coffee shop at least twice, as primary data, analyzed using SmartPLS 4.0 software. The data collection in this study used a purposive sampling technique and applied descriptive and inferential analytical approaches. The results of this study indicate that (1) Brand Image has a significant positive effect on Repurchase Intention, (2) Service Quality has a significant positive effect on Repurchase Intention, (3) Customer Satisfaction has a significant positive effect on Repurchase Intention, (4) Customer Satisfaction significantly and positively mediates the relationship between Brand Image and Repurchase Intention, and (5) Customer Satisfaction significantly and positively mediates the relationship between Service Quality and Repurchase Intention.*

***Keywords:*** *Brand Image, Service Quality, Customer Satisfaction, Repurchase Intention*

**Pengaruh *Brand Image* dan *Service Quality* terhadap *Repurchase Intention*  
Dimediasi *Customer Satisfaction* pada Kedai Kopi Janji Jiwa**

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**Abstrak**

Tujuan penelitian kuantitatif ini dilakukan guna mengetahui, menganalisis, hingga membuktikan pengaruh *brand image* dan *service quality* secara langsung maupun tidak langsung terhadap *repurchase intention* yang dimediasi *customer satisfaction*. Penelitian ini menggunakan 135 responden dari pelanggan Janji Jiwa yang beraktivitas di wilayah Jabodetabek berusia minimal 17 tahun yang pernah mengunjungi kedai kopi Janji Jiwa yang sama minimal dua kali sebagai data primer dengan menggunakan *software* SmartPLS 4.0. Pengambilan data penelitian ini menggunakan teknik *purposive sampling* serta menerapkan pendekatan analisis deskriptif dan inferensial. Hasil penelitian ini menunjukkan bahwa (1) *Brand Image* berpengaruh positif signifikan terhadap *Repurchase Intention*, (2) *Service Quality* berpengaruh positif signifikan terhadap *Repurchase Intention*, (3) *Customer Satisfaction* berpengaruh positif signifikan terhadap *Repurchase Intention*, (4) *Customer Satisfaction* positif signifikan memediasi hubungan *Brand Image* terhadap *Repurchase Intention*, (5) *Customer Satisfaction* positif signifikan memediasi hubungan *Service Quality* terhadap *Repurchase Intention*.

**Kata Kunci:** Citra Merek, Kualitas Pelayanan, Kepuasan Pelanggan, Niat Pembelian Ulang