

THE EFFECT OF PRODUCT QUALITY TOWARDS INTEREST IN BUYING
THROUGH EXCELSA COFFEE (COFFEA LIBERICA VAR.DEWEVREI)
CONSUMER SATISFACTION

(Case Study on Excelsa Coffee Consumers (Coffea Liberica Var.Dewevrei)
Jegidik at Durian Wonosalam Restaurant in 2019)

ABSTRACT

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This study aims to determine the effect of product quality (X) on repurchase interest (Y), product quality (X) on consumer satisfaction (M), customer satisfaction (M) on repurchase interest (Y), product quality (X) on repurchase interest (Y) mediated by consumer satisfaction (M). This study uses a quantitative approach. The sample of this research was 120 consumers of excelsa coffee (coffea liberica var.dewevrei) Jegidik Wonosalam in 2019 with non probability sampling method and purposive sampling technique. This research instrument used a questionnaire and analyzed using SEM-PLS. The results of this study indicate that product quality (X) has a significant effect on repurchase interest (Y). Product quality (X) has a significant effect on customer satisfaction (M). Consumer satisfaction (M) has a significant effect on repurchase interest (Y). Consumer satisfaction (M) provides product quality (X) to repurchase interest (Y).

Keywords: product quality, customer satisfaction, repurchase interest