



The Influence of Marketing Mix and Digital Marketing on Repurchase Intention at Kopi Jaya Garut

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Abstract

This study aims to analyze the influence of the marketing mix and digital marketing on repurchase intention among Kopi Jaya Garut customers. The marketing mix, including product, price, place, promotion, people, process, and physical evidence, is evaluated to understand its contribution to building repurchase intention. Meanwhile, digital marketing is analyzed through the dimensions of the website, affiliate marketing, and social network, which play a role in strengthening customer engagement. The research method is quantitative with a descriptive and verification approach. Data was collected from 100 respondents who are Kopi Jaya customers, and analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) to examine the relationships between variables. The results show that both the marketing mix and digital marketing significantly influence repurchase intention. These findings indicate that product quality, competitive pricing, and convenience, supported by a strong digital presence through the website and social media, encourage customer loyalty. Based on these results, it is recommended that Kopi Jaya enhance its promotional strategies and optimize digital marketing to strengthen customer loyalty.

Keywords: Marketing Mix, Digital Marketing, Repurchase Intention, SEM-PLS

1 Introduction

In this digital era, technological advancements influence nearly every aspect of business, including the food and beverage industry. One sector experiencing significant impact is the coffee industry (Anggadwita et al., 2019), which not only faces local competition but also shifts in consumer preferences due to exposure to digital marketing. Kopi Jaya Garut, as a local coffee business in Garut Regency, faces similar challenges in retaining customers amid increasingly tight and dynamic competition. Additionally, the growing coffee consumption habits in Indonesia open great opportunities to enhance customer loyalty through effective marketing strategies. However, the main challenge for Kopi Jaya is how to create a strong repurchase intention among its customers.

This phenomenon has driven many coffee companies, including Kopi Jaya, to adopt a marketing approach that combines elements of the marketing mix with digital marketing strategies. The marketing mix (product, price, place, and promotion) is a traditional strategy proven effective in meeting consumer needs and desires. Meanwhile, digital marketing enables companies to interact more closely with customers through various digital platforms such as social media and e-commerce applications, which significantly impact consumer engagement (Kim & Ko, 2019). By utilizing both approaches, Kopi Jaya is expected to strengthen customer loyalty through repeat purchases.

Several previous studies have discussed the role of the marketing mix in influencing consumer behavior (Yasmin et al., 2020; Wang et al., 2021) and the importance of digital marketing in increasing customer loyalty (Santos & Gonçalves, 2022). However, research that combines these two approaches in the context of the coffee industry in Indonesia, especially in Garut Regency, remains limited. Many studies examine the marketing mix and digital marketing separately, thus not providing a comprehensive understanding of how these two strategies interact to shape repurchase intention. This creates a theoretical gap that this research aims to fill.

Many studies emphasize the influence of the marketing mix and digital marketing on increasing consumer purchases in the context of large businesses or national brands (Putra et al., 2018; Susanti & Firmansyah, 2020), but research on small and medium enterprises (SMEs), especially those based on local coffee businesses like Kopi Jaya Garut, remains scarce. Additionally, few studies focus on repurchase intention in the context of local coffee businesses. Thus, this research is expected to fill this empirical gap by providing insights into the influence of the marketing mix and digital marketing on repurchase intention in local businesses.

This study aims to analyze the influence of the marketing mix and digital marketing on repurchase intention at Kopi Jaya Garut. Specifically, this study will evaluate the extent to which each element of the marketing mix (product, price, place, and promotion) and digital marketing strategy affects customers repurchase intention. This study is also expected to contribute to the literature on marketing strategies in the coffee sector SMEs in Indonesia. By understanding the interaction between the marketing mix and digital marketing, this research can provide relevant recommendations for Kopi Jaya Garut and similar businesses to enhance customer loyalty and encourage repeat purchases. The results of this study are also expected to serve as a reference for local coffee business owners in formulating effective marketing strategies, particularly in leveraging the combination of traditional and digital marketing to strengthen competitiveness in the local market.

2 Literature Review

Repurchase intention is a key element in customer loyalty, particularly for businesses seeking to retain customers in a competitive market. A study by Kumar and Shah (2018) states that repurchase intention can be strengthened through a positive experience during the first purchase, including satisfaction and willingness to recommend the product to others. This repurchase intention can be measured through several dimensions: transactional interest, referral interest, preferential interest, and exploratory interest (Kim & Ko, 2019; Schivinski et al., 2021). Transactional interest reflects the desire to repurchase, while referral interest relates to the tendency to recommend the product. Preferential and exploratory interest are more related to loyalty and interest in new features.

The marketing mix has long been an effective strategy for meeting consumer needs, particularly through product, price, place, and promotion (Kotler & Keller, 2016; Rahman & Husnain, 2017). Product quality and uniqueness have been shown to play a significant role in driving customer satisfaction and loyalty, thus encouraging repeat purchases (Bennett et al., 2020). In addition, competitive pricing and attractive promotions can be primary drivers in repurchase decisions, as explained in Othman and Ishak's (2019) study on the retail sector. The aspect of place or location is also important for businesses such as coffee shops, where accessibility and physical comfort can increase consumer repurchase intention (Amin et al., 2016).

In recent years, digital marketing has become increasingly important in modern marketing strategies. Digital marketing utilizes digital media such as websites, social media, and affiliate marketing to reach a wider audience and interact more closely with consumers (Chaffey & Smith, 2020). A study by Dwivedi et al. (2021) shows that a user-friendly and attractive website can enhance user experience and encourage repurchase. On the other hand, social media enables brands to communicate directly with

consumers and build a more personal interaction, which can, in turn, boost engagement and loyalty (de Vries et al., 2017). Social network engagement has become one of the key factors contributing to increased repurchase intention in the digital business context (Schivinski et al., 2020). This study adopts several key dimensions to measure repurchase intention at Kopi Jaya, namely:

- 1) Transactional Interest: Willingness to buy again, preference for the same product, and satisfaction after the first purchase.
- 2) Referral Interest: Recommendations to friends/family, brand loyalty, and sharing positive experiences (Chen & Lien, 2018).
- 3) Preferential Interest: Preference for the product, brand loyalty, and the decision not to switch to competing products (Zhu et al., 2019).
- 4) Exploratory Interest: Curiosity about new features, additional information seeking, and further product exploration experiences (Keller & Lehmann, 2016).

The marketing mix, as a variable in this research, includes the following dimensions:

- 1) Product: Product quality, uniqueness, and variety (Tariq et al., 2017).
- 2) Price: Price affordability, discounts/promotions, and price comparison with competitors (Alhaddad, 2019).
- 3) Place: Accessibility, product availability, and sales location convenience (Sarker et al., 2018).
- 4) Promotion: Advertising effectiveness, attractive promotions, and social media engagement (Chen et al., 2020).
- 5) People: Staff expertise, friendly attitude, and service speed (Choi et al., 2019).
- 6) Process: Ease of purchase process, transaction speed, and product delivery efficiency (Amin et al., 2020).
- 7) Physical Evidence: Product appearance quality, packaging design, and cleanliness of the sales location (Dangi et al., 2019).

For the digital marketing variable, this research utilizes several dimensions, namely:

- 1) Website: Ease of navigation, loading speed, and attractive design (Dwivedi et al., 2021).
- 2) Affiliate Marketing: Number of partners, effectiveness of promotions from partners, and conversion rate through affiliates (Schivinski et al., 2021).
- 3) Social Network: Engagement level, posting consistency, and responsiveness to customers (de Vries et al., 2017; Chen et al., 2020).

Based on the literature review, the research hypotheses are:

1. The marketing mix significantly influences repurchase intention at the Kopi Jaya coffee shop.
2. Digital marketing significantly influences repurchase intention at the Kopi Jaya coffee shop.

3 Research Method

This research employs a quantitative approach to analyze the influence of the marketing mix and digital marketing on repurchase intention at Kopi Jaya. The quantitative approach was chosen because it allows the researcher to objectively measure relationships between variables and test hypotheses with numerical data. The collected data will be statistically analyzed to determine if there is a significant influence of the marketing mix and digital marketing on repurchase intention.

In terms of objectives, this research is both descriptive and verificative. A descriptive approach is used to illustrate the characteristics of the variables in the study, such as the dimensions of the marketing mix and digital marketing, as well as repurchase behavior among Kopi Jaya's consumers. Meanwhile, the verificative approach is applied to test the hypothesis regarding the influence of the marketing mix and

digital marketing on repurchase intention. Thus, this research not only seeks to understand the existing phenomenon but also to confirm the hypothesized relationships between variables.

This study does not involve intervention with the data, meaning the researcher only collects and analyzes existing data without altering or manipulating the research conditions. This aligns with the observational nature of quantitative methods, where the researcher acts as an observer without making changes to the variables being studied.

The unit of analysis in this research is the individual, referring to Kopi Jaya's consumers who provide data regarding their perceptions of the marketing mix, digital marketing, and repurchase intention. Choosing the individual as the unit of analysis is relevant for understanding consumer decisions and behaviors in more detail within the coffee business context. The study uses a cross-sectional design, with data collected at a single point in time. This method allows the researcher to obtain a representative snapshot of the population at a specific time and to identify relevant variable relationships during that period.

A non-probability sampling method is used in this study, specifically purposive sampling. This technique was chosen because the research focuses on Kopi Jaya consumers who have prior purchase experience, making them more relevant for evaluating repurchase intention. The sample size is set at 100 respondents, expected to provide representative data for quantitative analysis. Respondents are selected based on certain criteria, such as age, purchase frequency, and experience interacting with Kopi Jaya's marketing elements, to ensure the data aligns with the research objectives.

For data analysis, this study uses Structural Equation Modeling with Partial Least Squares (SEM-PLS). SEM-PLS is chosen because it effectively tests relationships between latent variables and does not require strict data distribution assumptions, making it suitable for relatively small sample sizes. SEM-PLS can also handle complex research models with multiple indicators in latent variables. In this analysis, SEM-PLS is used to examine the influence of the marketing mix and digital marketing on repurchase intention, as well as to evaluate the strength and direction of relationships between variables.

A range value analysis is also applied to assess respondents' responses. This range categorizes respondents' perceptions into several levels, such as low, medium, and high. The Likert scale, for instance, is used to evaluate indicators in each dimension of the variables. The average score of each indicator will be calculated and then compared to the predetermined range to interpret respondents' attitudes towards the marketing mix, digital marketing, and repurchase intention. This range value aids the researcher in analyzing response patterns and provides clearer interpretation of the collected data. Through the combination of SEM-PLS and range value analysis, this research aims to achieve accurate and in-depth results in understanding the influence of marketing on repurchase decisions at Kopi Jaya.

4 Result and Discussion

4.1 Customer Perception

In this study, descriptive analysis is used to evaluate the data and determine customer perceptions of the marketing mix, digital marketing, and repurchase intention at Kopi Jaya Garut. Descriptive analysis is a method that aids in generalizing research findings based on sample data obtained. This method aims to test hypotheses related to descriptive data, enabling the researcher to describe and summarize certain patterns from the existing data.

Weighting analysis is applied to measure the score of each variable on a specific scale. This process starts by defining the highest score, which is 200 (based on 40 indicators rated on a scale from 1 to 5), and the lowest score, which is 40 (for 40 indicators on the lowest scale). The resulting score range is

divided into five interval levels to provide a clearer interpretation of the collected data. This technique is conducted quantitatively, allowing the researcher to identify the extent to which respondents have positive or negative perceptions of the variables studied. The formula for determining the rank score (Rs) is as follows:

$$R_s = \frac{N(n-1)}{5}$$

N = Number of respondents (100) and n = Highest Score Value (5). Substituting these values gives:

$$R_s = \frac{100(5-1)}{5} = \frac{100 \times 4}{5} = \frac{400}{5} = 80$$

With this score range, descriptive analysis can interpret the scores obtained for each dimension and indicator. Each score within this range helps determine whether customer perceptions of each variable fall at the level of "Very Good (421-500)," "Good (341-420)," "Fair (261-340)," "Poor (181-260)," or "Very Poor (100-180)."

The research results show that customer perception of the marketing mix (Table 1) at Kopi Jaya Garut generally falls into the "Good" category, with an average score of 340.3. The place dimension received the highest score (359), indicating that the location and comfort of the sales venue significantly contribute to a positive consumer perception. This aligns with the study by Amin et al. (2016), which states that the comfort of the physical location is an important factor in customer experience, especially in location-based businesses like coffee shops. A location that is accessible and comfortable can increase customer satisfaction and encourage repeat purchases.

However, the promotion dimension only scored 298, falling into the "Fair" category, indicating that Kopi Jaya's promotion effectiveness needs improvement. Effective promotion not only raises brand awareness but also strengthens relationships with customers (Chen et al., 2020). Promotion through social media or creative campaigns could be a way to increase customer engagement and strengthen repurchase interest. The importance of promotion in fostering customer loyalty is supported by the study of Tariq et al. (2017), which shows that appropriate promotional strategies can create positive experiences and enhance repurchase interest.

Table 1. Recapitulation of the Marketing Mix at Kopi Jaya Garut

No	Dimension	Score	Criteria
1.	Product	345	Good
2.	Price	342	Good
3.	Place	359	Good
4.	Promotion	298	Quite Good
5.	People	343	Good
6.	Process	352	Good
7.	Physical Evidence	346	Good
Mean		340.3	Quite Good

Table 2. Recapitulation of the Digital Marketing at Kopi Jaya Garut

No	Dimension	Score	Criteria
1.	Website	339	Quite Good
2.	Affiliate Marketing	287	Quite Good
3.	Social Network	293	Quite Good
Mean		306	Quite Good

Table 3. Recapitulation of the Repurchase Intention at Kopi Jaya Garut

No	Dimension	Score	Criteria
1.	Transactional Interest	345	Good
2.	Referral Interest	307	Quite Good

No	Dimension	Score	Criteria
3.	Preferential Interest	290	Quite Good
4.	Exploratory Interest	289	Quite Good
	Mean	307.8	Quite Good

In the digital marketing aspect (Table 2), customer perception overall falls into the "Fair" category with an average score of 306. The website dimension received the highest score (339), while affiliate marketing and social network scored lower, at 287 and 293, respectively. The study by Dwivedi et al. (2021) emphasizes the importance of an attractive appearance and ease of navigation on websites to create a positive experience. A responsive and user-friendly website can enhance customer perception of the brand and foster loyalty. However, the low scores for affiliate marketing and social network (Table 3) suggest that Kopi Jaya needs to improve its digital marketing strategy, particularly in leveraging social networks to build a relevant community and affiliations.

In the repurchase intention dimension, transactional interest received a high score (345), indicating that customers have a desire to repurchase Kopi Jaya's products. This suggests that customers are interested in the products offered. The study by Chen & Lien (2018) supports this finding, showing that high transactional interest can serve as a foundation for sustained customer loyalty. However, other dimensions, such as referral interest, preferential interest, and exploratory interest, fall into the "Neutral" category. This score indicates that although customers may want to repurchase, they do not yet have a strong inclination to recommend or remain exclusively loyal to the product.

Customer loyalty at a coffee shop is influenced by positive experiences, social media engagement, and two-way communication between the brand and consumers (Schivinski et al., 2021). Customers' willingness to recommend or show preferential loyalty depends on sustained satisfaction and emotional attachment built through unique experiences (Zhu et al., 2019). Therefore, Kopi Jaya is advised to increase its social media interactions and create relevant and engaging content to build a more loyal community. Consistent and responsive use of social media can strengthen customers' attachment to the brand and encourage exploratory interest, especially for customers interested in trying new innovations (de Vries et al., 2017).

4.2 Outer Model

The outer model analysis is used to determine whether the indicators used are appropriate as valid and reliable measures of the variables. There are several evaluation techniques in outer model analysis, namely convergent validity, and discriminant validity, measured through loading factor, cross loading, Average Variance Extracted (AVE), composite reliability, and Cronbach's alpha. The outer model analysis indicates that the indicators used in this study are valid and reliable in measuring the variables of Marketing Mix, Digital Marketing, and Repurchase Intention among Kopi Jaya consumers.

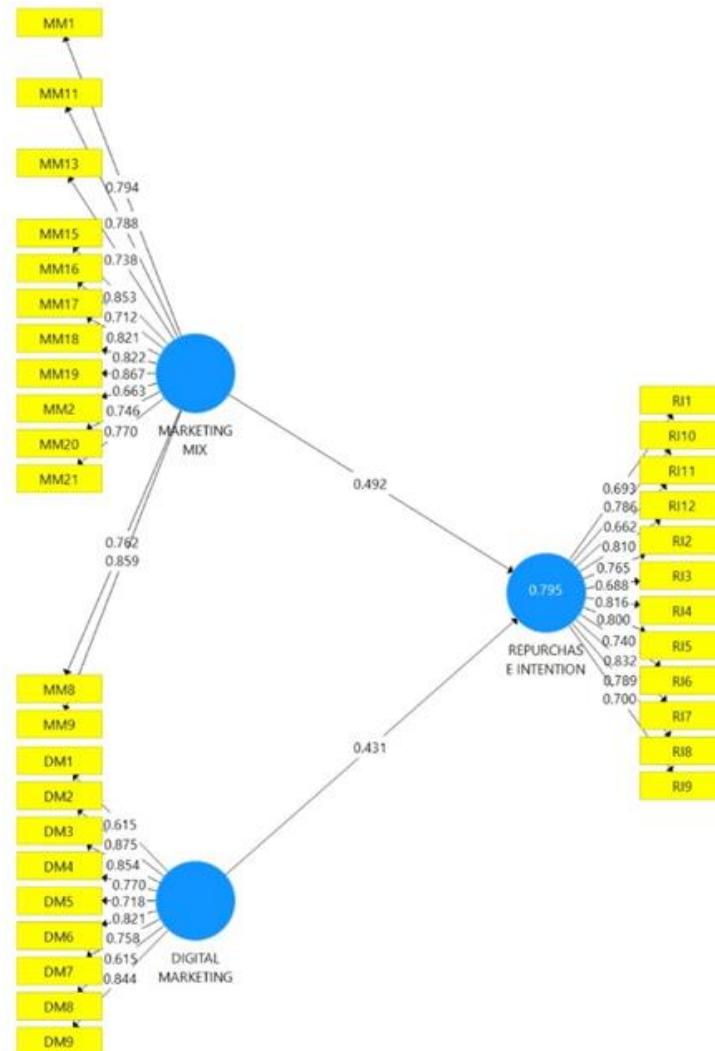


Figure 1. Loading Factor

1) Convergent Validity

Convergent validity measures the extent to which the indicators of a variable correlate positively and consistently in measuring the same concept. An indicator is considered to meet convergent validity if it has a loading factor value above 0.7. However, values between 0.5 and 0.7 are still acceptable for scale development (Ghozali, 2015). In this study, the minimum loading factor was set at 0.6. The results showed that some indicators for the variables Marketing Mix, Digital Marketing, and Repurchase Intention had loading factor values below 0.7, such as MM10, MM12, and others. After modification, no indicators had a loading factor below 0.6, making all indicators acceptable as valid measures.

2) Discriminant Validity

Discriminant validity was tested through cross-loading values to ensure that the indicators of a particular variable correlate more strongly with that variable than with others (Hair et al., 2014). Each indicator has the highest cross-loading on its own variable, demonstrating good discriminant validity. Additionally, the Average Variance Extracted (AVE) value is used, with an AVE value above 0.5 required to meet good model criteria. The results show AVE values for the variables Digital Marketing (0.591), Marketing Mix (0.618), and Repurchase Intention (0.576), all of which meet this criterion.

3) Reliability: Composite Reliability and Cronbach's Alpha

To ensure reliability or internal consistency, composite reliability and Cronbach's alpha analyses were conducted. The Cronbach's alpha and composite reliability values for all constructs are above 0.6 and 0.7. The Cronbach's alpha values for the variables Digital Marketing, Marketing Mix, and Repurchase Intention are 0.911, 0.948, and 0.932, respectively, while composite reliability values are 0.928, 0.954, and 0.942. With these values, it can be concluded that all constructs in this study have high reliability and are dependable measures of the variables.

4.3 Inner Model

Figure 2 shows the results of the inner model using the bootstrapping test in this study to examine the relationships between constructs, significance values, and the R-Square of the research model. In this structural model evaluation, the R-Square value is used for endogenous constructs, along with the significance of structural path coefficients. Based on the model scheme shown in the figure, it can be explained by the path coefficient values or partial testing between each research variable, as reviewed by the T-statistics value. The results indicate that the influence of the Marketing Mix on Repurchase Intention is 4.204, and Digital Marketing on Repurchase Intention is 3.531. All variables in this model have positive path coefficients, as shown by the results, indicating that both exogenous and endogenous variables are strong due to their positive path coefficients. The results of the standard criteria assessment for the reflective model values in the inner model are presented in Table 4.

Table 4. Inner model

Criteria	Standard	Hasil Bootstrapping
F-Square	>0.35 = Strong; 0.15 – 0.35 = Medium; < 0.02 = Weak	Marketing Mix = 0.223 (Medium) Digital Marketing = 0.290 (Medium)
R-Square	>0.67 = Strong; 0.33 – 0.67 = Medium; <0.19 = Weak	Repurchase Intention = 0.795 (Strong)
Normed Fit Index	Fit if < 0.957	Repurchase Intention = 0.689 (Fit)
Q ² Square	Q ² above zero provides evidence that the model has predictive	Repurchase Intention = 0.446

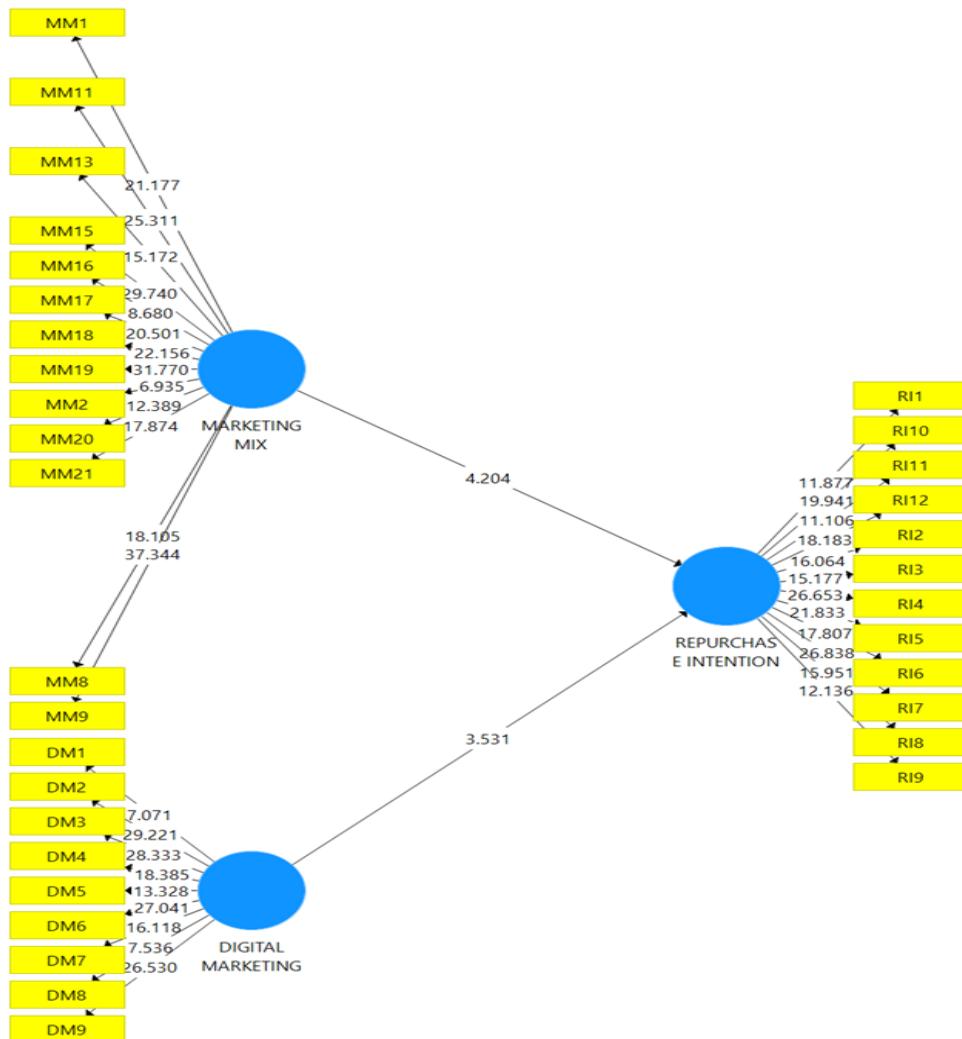


Figure 2. Inner Model

4.4 Hypothesis Testing

1) The Marketing Mix Significantly Influences Repurchase Intention at Kopi Jaya Coffee Shop

The results of this study indicate that the marketing mix has a significant influence on repurchase intention at Kopi Jaya. This finding aligns with several previous studies affirming that marketing mix components—such as product, price, place, promotion, and additional factors like people, process, and physical evidence—play an essential role in shaping consumer perceptions and encouraging repurchase intention (Kotler & Keller, 2016; Rahman & Husnain, 2017). This study found that Kopi Jaya successfully meets customer expectations across the marketing mix dimensions, including product quality, affordable pricing, comfortable location, and friendly service, all of which directly support the creation of repurchase intention.

The product factor is a crucial component, as the quality and uniqueness of products at Kopi Jaya significantly contribute to creating a positive impression in consumers' minds. This aligns with Bennett et al. (2020), which suggests that products meeting consumer expectations tend to foster loyalty. Competitive pricing also plays a role, as highlighted by Alhaddad (2019), who found that affordable prices enhance perceived value, ultimately encouraging repurchase interest. Furthermore, location is a vital factor, particularly in the coffee shop industry, where a comfortable setting greatly impacts the customer experience (Amin et al., 2016).

Promotion, which helps increase brand awareness, also proven effective in enhancing customer engagement, further strengthening their loyalty (Tariq et al., 2017). Although Kopi Jaya's promotions could be improved, their presence still contributes to building customer relationships. Additionally, the friendliness of the staff and the speed of service reinforce customer attachment, consistent with findings by Choi et al. (2019), which emphasize the importance of direct interaction in creating positive relationships.

This study also opens opportunities for further research, such as exploring the role of individual dimensions within the marketing mix, like the specific impact of digital promotion, or evaluating the relationship between the marketing mix and customer satisfaction as a mediator in the context of repurchase intention. Additional research could assess other variables that may moderate this relationship, such as brand loyalty or consumer preference for sustainable environments, to provide broader insights into building long-term relationships with consumers.

2) The Marketing Mix Significantly Influences Repurchase Intention at Kopi Jaya Coffee Shop

This study found that digital marketing has a significant influence on repurchase intention at Kopi Jaya, supporting previous findings that digital marketing can enhance customer loyalty and the desire to repurchase (Dwivedi et al., 2021; Chaffey & Smith, 2020). The digital marketing dimensions analyzed, such as website, affiliate marketing, and social network, play an essential role in building relationships with customers and strengthening their intention to repurchase (Alamanda et al., 2024).

A responsive and user-friendly website is one factor that increases repurchase interest at Kopi Jaya. A website with easy navigation and an appealing design can create a positive experience that enhances customer perception of the brand, as noted by Dwivedi et al. (2021). In this study, Kopi Jaya's website functions as a convenient information source that not only assists customers in the ordering process but also strengthens their attachment to the brand.

In addition, social networks or social media provide opportunities for Kopi Jaya to interact directly with customers. A study by Schivinski et al. (2021) emphasizes the importance of social media engagement in building loyalty, as social media allows for two-way interaction and more personal communication between the brand and consumers. Kopi Jaya's presence on social media enables customers to stay updated with the latest developments and participate in promotional activities, ultimately increasing repurchase intention.

Affiliate marketing also plays an important role, as Kopi Jaya can expand its market reach and attract new customers through partnerships. Research by de Vries et al. (2017) mentions that affiliate marketing can increase brand visibility and build customer trust through third-party recommendations. Successful affiliate marketing at Kopi Jaya can build new customer trust and encourage purchases, which could lead to repeat purchases.

These findings demonstrate that implementing an effective digital marketing strategy can increase repurchase intention at Kopi Jaya. This suggests that coffee shops or other small businesses can enhance customer loyalty by leveraging various digital channels to build closer relationships with consumers.

For future research, it is recommended to explore the specific roles of digital marketing elements in influencing repurchase intention, such as the effectiveness of promotional content on social media or user experience factors on the website. Studies could also explore the role of moderating factors, such as age and digital media usage preferences, in the relationship between digital marketing and customer loyalty. Additionally, considering the role of customer satisfaction as a mediating variable could provide a deeper understanding of how digital marketing indirectly affects repurchase behavior.

5 Conclusion and Recommendation

5.1 Conclusion

This study concludes that the marketing mix and digital marketing have a significant influence on repurchase intention at Kopi Jaya Garut. The components of the marketing mix, including product quality, competitive pricing, comfortable location, and friendly service, have been shown to play a role in building positive customer perceptions, which drive their intention to repurchase. On the other hand, implementing digital marketing through an accessible website, social media engagement, and affiliate marketing programs has strengthened customer relationships with Kopi Jaya, enhancing loyalty and repurchase interest. These results indicate that a combination of traditional marketing mix and digital marketing strategies can provide significant added value in building customer loyalty for coffee shop businesses.

5.2 Recommendation

Although most elements of the marketing mix show strong performance, promotion still needs improvement to strengthen brand awareness and customer engagement. Engaging promotions, such as discount programs or social media campaigns, can increase Kopi Jaya's appeal to both new and returning customers. Additionally, Kopi Jaya can maximize digital marketing effectiveness by developing interactive and engaging content on social media and enhancing the user experience on its website. Expanding the affiliate marketing network with relevant partners can also help increase brand visibility and strengthen customer trust. For future research, it is recommended to explore the role of customer satisfaction as a mediating variable between the marketing mix and digital marketing on repurchase intention. Further studies could also incorporate moderating variables such as age or frequency of digital media usage, which could provide additional insights into the factors influencing customer loyalty in coffee shop businesses.

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