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The mediating role of customer satisfaction and engagement in the relationship between customer experience and repurchase intention

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Abstract---The coffee business in Indonesia has become increasingly competitive, especially in Denpasar, Bali, where coffee shops are growing rapidly. One of the key players in this industry is Fore Coffee, which has established several outlets across Denpasar. Despite offering innovative concepts and a variety of products, Fore Coffee is facing challenges such as declining revenue and reduced customer loyalty. This study aims to analyze the influence of customer experience on repurchase intention, with customer satisfaction and customer engagement acting as mediating variables. This research adopts a quantitative associative approach, using a survey method involving 140 Fore Coffee customers in Denpasar. The variables examined include customer experience (sense, feel, think), customer satisfaction (product quality, price, service), customer engagement (enthusiasm, attention, absorption, interaction, identification), and repurchase intention (transactional, preferential, exploratory). Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to test the validity and reliability of the measurement model, as well as the relationships between variables. The findings reveal that customer experience has a significant and positive effect on customer satisfaction, engagement, and repurchase intention. Furthermore, both satisfaction and

engagement also have a significant influence on repurchase intention and partially mediate the effect of customer experience. These results highlight the importance of delivering a consistently positive customer experience to build stronger customer loyalty and encourage repeat purchases. Based on these findings, it is recommended that Fore Coffee focus on strategies that enhance customer experience through responsive service, comfortable store environments, and innovative product offerings. Improving satisfaction can be achieved by monitoring service quality and order processing speed, while customer engagement can be strengthened through interactive digital campaigns that reflect social and environmental values. Such strategies are expected to increase customer loyalty and help Fore Coffee remain competitive in the growing coffee shop market.

Keywords---Customer Satisfaction, Customer Engagement, Customer Experience, SEM-PLS, Repurchase Intention.

1. Introduction

The rapid growth of today's business world has led to increasingly fierce competition among companies. As a result, businesses are required to develop the right marketing strategies to not only survive but also grow. Entrepreneurs must keep up with the fast pace of technological advancements while also being creative to attract customers, not just for a one-time visit, but to keep them coming back. Indonesia's large-scale coffee production has opened up opportunities for many people to start businesses that turn coffee into various products, whether as beverages or coffee-based foods. In Bali, competition in the coffee shop industry is particularly intense due to the large number of coffee outlets spread across different areas. One notable example is the coffee shops in Denpasar City. According to data from the Denpasar City Tourism Office (2023), there are around 168 cafés operating in the city. As the capital of Bali Province, Denpasar serves as a hub for government and economic activity, which makes it highly responsive to modern trends and changes.

Coffee shops today are no longer just places to enjoy coffee-based drinks, they have become important social spaces where people connect and interact (Mutaqin, 2020). According to Syamsu (2022), coffee shops have continuously evolved over time, taking on new roles and meanings. Coffee consumption is no longer tied to a specific time of day; instead, it has become part of people's daily routines, whether they are working, studying, or simply taking a break. With the increasing number of coffee shops in Denpasar, business owners need to understand the preferences of their target customers. This is essential for developing strategies that build customer loyalty and encourage repeat purchases. One way to achieve this is by providing quality service that creates a positive customer experience. A good experience can boost customer satisfaction and increase the likelihood of repeat purchases.

Fore Coffee is one of the startups in the coffee shop sector that focuses on serving high-quality coffee for coffee lovers across Indonesia. The company was founded

in 2018 by Deputy CEO Elisa Suteja, along with Jhoni Kusno and Robin Boe. The name "Fore" comes from the word "Forest," symbolizing their desire to grow quickly, strongly, and meaningfully—bringing life to the communities around them. They aim for Fore Coffee to enhance the quality of coffee within local communities.

Based on the available data, Fore Coffee has six outlets in Denpasar, located on Jalan Mahendradatta, Simpang Enam, Sesetan, Gatot Subroto, Renon, and Icon Mall. Additionally, there are two outlets in Badung Regency (Jalan Dewi Sri and Jalan Raya Kampus Unud Jimbaran) and one in Gianyar Regency (Jalan Raya Pengosekan Ubud). The high concentration of Fore Coffee outlets in Denpasar is the main reason this city was chosen as the research location. Fore Coffee presents an innovative concept that blends eco-friendliness, futuristic design, and a focus on quality. Their menu is highly diverse, offering unique combinations of coffee, milk, and flavored syrups, making their beverages not only less bitter but also sweet and enjoyable for a wider range of consumers.

Table 1: Top Brand Index Data for Coffee Shops

Coffee Shop Brand Top Brand Index Data	TBI Year (%)				
	2020	2021	2022	2023	2024
Memory	39.9	36.7	42.6	39.7	39.0
Promise of the Soul	29.8	39.5	38.3	39.5	44.8
Kulo	13.6	12.4	10.2	6.3	5.4
<i>Fore</i>	5.1	6.4	6.5	7.5	6.9

Based on the coffee shop Top Brand Index data, Fore Coffee ranks fourth among its competitors. The Top Brand Award is evaluated using three indicators: mind share, market share, and commitment share. This ranking suggests that customer awareness of the Fore Coffee brand, their most recent usage, and their intention to repurchase remain relatively low compared to other coffee brands. According to reports from the Fore Coffee manager, the company experienced a decline in revenue over the last six months of 2024. In September 2024, revenue reached only 93% of the target, followed by a further 3% drop in October, and a sharper 5% decline in November. These decreases were largely attributed to a drop in customer visits at several outlets and limited space in some locations, which made customers hesitant to return. It was also noted that efforts to enhance customer satisfaction were not yet fully effective. Some customers expressed discomfort with the store environment, while others were dissatisfied with the products offered. This reflects an overall unsatisfactory customer experience, which could lead to a lack of intention to repurchase. Poor customer satisfaction and negative experiences can become serious threats to Fore Coffee's sales and, ultimately, customer loyalty.

Repurchase intention refers to a customer's willingness to buy a product again based on a positive experience during previous use (Astarina et al., 2017). One key strategy Fore Coffee managers can implement to boost repeat purchases is improving product quality. Product quality has a direct impact on customer satisfaction, which in turn influences repurchase intention. When product quality

meets or exceeds expectations, it not only satisfies customers but also creates a memorable experience. Positive and meaningful customer experiences can have long-term effects, such as increased trust in the brand, greater customer loyalty, long-lasting relationships, and a stronger intention to buy again (Amoroso & Khan, 2021).

The experience customers have while buying and using a product plays a significant role in shaping their decision to make future purchases (Otiya & Sukaatmadja, 2020). Research by Shidqi et al. (2023) found that customer experience has a significant positive effect on repurchase intention. Similarly, Sari and Padmantyo (2023) concluded that a customer's past experience significantly influences their intent to repurchase. According to Hasniati et al. (2021), customers who have had a satisfying product experience are more likely to return and purchase that product again to meet their needs. However, not all studies support this finding. For example, Aldriyanti and Tjajaningsih (2022) found that in Indonesia's coffee industry, customer experience did not have a significant effect on repurchase intention. This result is echoed by several other studies, including those by Isfiandi et al. (2019), Soediono et al. (2020), Kartika and Prasetyo (2022), and Fitria et al. (2023). Given these conflicting findings, or research gaps, it is important to re-examine this relationship by incorporating mediating variables such as customer satisfaction and customer engagement to better understand and improve repurchase intention.

The Theory of Planned Behavior (TPB) suggests that behavioral intention is influenced not only by an individual's attitude toward the behavior and subjective norms, but also by their perceived behavioral control, which plays a crucial role in predicting a person's intention to act (Ajzen, 1991). TPB is an extension of the Theory of Reasoned Action (TRA), which was originally developed to understand consumer behavior. TRA assumes that when a person has the intention to perform a behavior, they will do so as long as there are no obstacles. However, in real life, behavior is often constrained by factors such as time, unconscious habits, limited ability, or environmental and organizational barriers (Ajzen, 1991). To address these limitations, TPB introduced the variable perceived behavioral control, which explains that behavior is not entirely under an individual's free will but is often affected by both external and internal control factors. TPB emphasizes that behavior is shaped not only by intention but also by how much control individuals feel they have over performing that behavior. This research examines the mediating roles of customer satisfaction and customer engagement in the relationship between customer experience and repurchase intention, using the three main components of TPB. Attitude is reflected in customer satisfaction, where a positive experience with a product can shape a favorable attitude, such as feeling satisfied with the brand or product, which may encourage customers to repurchase (Ajzen, 1991). Subjective norms are captured through customer engagement; when engagement is high, it can create a positive social environment that supports the customer's decision to buy, influenced by peer or community reinforcement (Rivis & Sheeran, 2003). Meanwhile, perceived behavioral control is related to customer experience; a good experience, such as accessible services, responsive staff, or flexible transactions enhances the customer's sense of control in making a purchase (Taylor & Todd, 1995). These three constructs (attitude,

subjective norm, and perceived behavioral control) together form the intention to perform a behavior, in this case, the intention to repurchase.

Customer experience is defined as the customer's subjective emotional reaction resulting from direct or indirect interaction with a company or brand (Ertemel et al., 2021; Manyanga et al., 2022; Setiawan et al., 2021). Companies can improve customer experience by continuously innovating their products. Offering innovative products creates more positive and memorable experiences, which increases the likelihood of repeat purchases. Research by Shidqi et al. (2023) found that customer experience has a significant positive impact on repurchase intention. This is supported by findings from Assalam & Rahmat (2020), Wiyata et al. (2020), Saraswathi & Wardana (2021), Novita et al. (2023), and Vanessya & Sugiyanto (2023). However, not all studies agree. Aldriyanti & Tjajaningsih (2022), in their research on Indonesia's coffee industry, concluded that customer experience did not significantly affect repurchase intention. This finding is also supported by research from Isfiandi et al. (2019), Soediono et al. (2020), Kartika & Prasetyo (2022), and Fitria et al. (2023). Considering these inconsistent findings, it is important to further examine this relationship by including mediating variables, such as customer satisfaction and customer engagement, to better understand what drives repurchase intention.

H1: Customer experience has a positive and significant effect on repurchase intention.

According to Kotler and Armstrong (2018:31), customer satisfaction occurs when a product's performance meets or exceeds customer expectations. If the product fails to meet expectations, the customer will feel dissatisfied; however, if it exceeds expectations, the customer is likely to be highly satisfied. A memorable experience with a product or service can lead to customer satisfaction because it fulfills their needs through a pleasant interaction. Measuring customer satisfaction is only relevant for individuals who have made a purchase or experienced the performance of a product or service (Hasniati, 2021). The more experience a customer has with a product or service, the greater their potential level of satisfaction (Hasniati, 2021). Research by Dewi and Nugroho (2020), as well as Simanjuntak and Purba (2020), found a positive relationship between customer experience and customer satisfaction. These findings are consistent with other studies by Septian and Handaruwati (2021), Safitri et al. (2022), Rahayu and Faulina (2022), and Temaja and Sukawati (2023), which also confirm that a positive customer experience can significantly improve satisfaction levels. Based on the previous research findings, the following hypothesis can be proposed:

H2: Customer experience has a positive and significant effect on customer satisfaction.

Customer engagement is driven by individual motivation, which can be influenced by recommendations, word-of-mouth, interactions between consumers, blogging or vlogging, writing reviews, and other similar activities (Islam & Balqiah, 2021; Islam et al., 2019). In every buying and selling interaction, customer engagement is strongly shaped by how well the business manages key aspects of the customer experience. This engagement is closely tied to a customer's personal motivation related to a brand and is reflected through cognitive, emotional, and behavioral dimensions. These dimensions are referred to as customer brand engagement

(Sarmad et al., 2020). After using or purchasing a product, customers often form opinions—some may be positive, others negative or neutral. A positive evaluation typically reflects a good experience with the product, and this type of experience-based evaluation is what we refer to as customer engagement. According to research by Prentice et al. (2019), brand experience has both direct and indirect significant effects on customer engagement. In the context of e-commerce, customer interaction and engagement are strongly influenced by their shopping experience. A pleasant and satisfying experience not only increases customer satisfaction but also encourages customers to actively participate in various platform activities, such as joining flash sales, leaving product reviews, or engaging in loyalty programs (Akram & Kortam, 2020). These findings are also supported by studies conducted by Kurniawati & Ariyanti (2021) and Kristanti (2022). Based on the previous research findings, the following hypothesis can be proposed:

H3: Customer experience has a positive and significant effect on customer engagement.

When customers purchase a product or service, they naturally go through an experience related to how they interact with or use that product or service. This experience plays a key role in determining whether they feel satisfied or not. According to Phuong and Trang (2018), if a company wants to increase customers' repurchase intention, they must focus on customer satisfaction, one effective way being through improving service quality. When customers are highly satisfied with a product, their likelihood of making repeat purchases also increases (Ginting et al., 2023). Watanabe et al. (2019) also found that customer satisfaction has a positive and significant impact on repurchase intention, particularly in the supermarket context. Similarly, research by Chen and Chang (2018), and Putri and Yasa (2022), shows that satisfaction has a positive influence on the intention to repurchase. These findings are in line with studies conducted by Liang et al. (2018), Sijabat (2020), Meilatinova (2021), Saputra and Zai (2022), and Rahmayanti et al. (2022). Based on these previous studies, the following hypothesis can be proposed:

H4: Customer satisfaction has a positive and significant effect on repurchase intentions.

A mutually beneficial relationship can develop through meaningful customer engagement, where interaction between the customer and the company (beyond just the act of purchasing) helps build mutual trust (So et al., 2014). This engagement becomes even stronger when supported by a significant emotional bond, ultimately helping the company better understand its performance and the value it delivers to customers. Customer engagement plays a vital role in forming strong emotional connections between customers and a brand, which can lead to repeat purchases and long-term loyalty (Purba, 2023; Rachmawati & Utami, 2020; Fahmi et al., 2020; Santoso, 2021; Mariana et al., 2024). When customers evaluate a product or service and find that it meets or exceeds their expectations, they are more likely to respond positively and feel motivated to repurchase or reuse the same brand, product, or service. Research conducted by Ho and Chung (2020) confirmed that customer engagement has a significant effect on repurchase intention. This finding is supported by several other studies, including those by Lee et al. (2018), Molinillo et al. (2019), Chen and Xu (2019), Anggita and

Trenggana (2020), Nasution et al. (2020), Utomo and Hussein (2020), and Nuramalia and Meylani (2022). Based on these previous findings, the following hypothesis can be proposed:

H5: Customer engagement has a positive and significant effect on repurchase intention.

Satisfaction is an emotional state that arises when a person compares the perceived performance of a product with their expectations (Rahmayanti & Ekawati, 2021). It refers to the value customers perceive they have received compared to what they expected, as a result of consuming, acquiring, or using a product or service (Giantari et al., 2022). Customer experience is defined as a subjective reaction or emotional response that customers have, resulting from direct or indirect interactions with a company and its brand (Ertemel et al., 2021; Manyanga et al., 2022; Setiawan et al., 2021). Based on these explanations, it can be understood that when customers have a positive experience with a product or service, it can lead to higher satisfaction, which in turn strengthens their intention to repurchase (Temaja & Sukawati, 2023). A satisfying customer experience (whether it comes from product quality, design, pricing, payment methods, or service) reinforces the desire to return for another purchase, or at the very least, encourages customers to share positive feedback and recommend the brand to others (Hasniati et al., 2021). Research by Shantika and Setiawan (2019) found that repurchase intention is positively influenced by customer experience through the mediating role of satisfaction. The more satisfying the experience, the stronger the customer's intention to return. These findings are supported by studies conducted by Shidqi et al. (2022), Rita et al. (2019), Pei et al. (2020), and Fitria & Mu'adzah (2021). Based on these previous findings, the following hypothesis can be proposed:

H6: Customer satisfaction mediates the positive and significant effect of customer experience on repurchase intention.

Customer experience begins when a customer first searches for information about a brand, proceeds to make a purchase, receives the service, and finally uses or consumes the product (Utomo & Husein, 2020). According to Nurfitriana et al. (2020), customer engagement is a marketing activity that reflects both behavioral and psychological involvement from the customer. One of the key outcomes of customer engagement is loyalty. The underlying assumption is that when customers are actively involved with a brand, they are more likely to maintain interaction and form a strong emotional bond. As a result, they tend to show loyal behaviors, such as repurchasing, giving positive reviews, and resisting the urge to switch to competitors. Research by Utomo and Husein (2020) revealed that customer experience affects repurchase intention through the mediating role of customer engagement. Similarly, Novita et al. (2023) found that customer experience significantly influences repurchase intention, with engagement acting as a mediator. When businesses successfully increase customer engagement through active interaction, the impact of customer experience on repurchase intention becomes even stronger. These findings are further supported by studies from Majeed et al. (2022), Djohan et al. (2022), Sari and Padmantyo (2023), Purba (2023), Hsu (2023), and Mariana et al. (2024). Based on the previous research findings, the following hypothesis can be proposed:

H7: Customer engagement mediates the positive and significant effect of customer experience on repurchase intention.

2. Research Methods

2.1 Samples and Sampling Methods

This study uses a quantitative research approach with an associative analysis method. The research was conducted in Denpasar City, with Fore Coffee selected as the research site. This choice is based on the fact that among all Fore Coffee outlets in Bali, Denpasar has the highest number of locations, while other regions only have one or two. The population in this study includes all customers who have visited and made purchases at any of the six Fore Coffee outlets in Denpasar within the last six months. Since the exact number of customers is unknown, the population is considered infinite. The sampling technique used is non-probability sampling with a purposive sampling method, which involves selecting participants based on specific criteria or considerations. According to multivariate research standards, the ideal sample size is 5 to 10 observations per indicator. This study includes 14 indicators, so the recommended sample size is $14 \times 10 = 140$ respondents. Therefore, this research involves 140 participants as the final sample size.

Table 2: Summary of Research Variable Indicators

Variables	Indicator	Reference
Exogenous Variables Customer experience (X)	<i>Sense of experience</i> (X1.1)	Hermawan (2017); Keni and Sandra (2021); Bustamante and Rubio (2017)
	<i>Feel experience</i> (X1.2)	
	<i>Think experience</i> (X1.3)	
Mediating Variables Customer satisfaction (M1)	Product quality (M1.1)	Tjiptono (2019); Kotler and Keller (2016); Suntoro and Silintowe (2020)
	Product price (M1.2)	
	Quality of service (M1.3)	
Mediating Variables Customer engagement (M2)	<i>Enthusiasm</i> (M2.1)	Ginting and Halolo (2021); Fung et al. (2014)
	<i>Attention</i> (M2.2)	
	<i>Absorption</i> (M2.3)	
	<i>Interaction</i> (M2.4)	
	<i>Identification</i> (M2.5)	
Endogenous Variables Repurchase intention (Y)	Transactional intention (Y1)	Putri and Yasa (2022); Tataningtyas and Tjahjaningsih (2022); Ardianto et al. (2021)
	Preferential intention (Y2)	
	Explorative intention (Y3)	

2.2 Data Collection and Data Analysis

Data for this study was collected through a survey using a questionnaire as the research instrument. The questionnaires were distributed directly to customers at six Fore Coffee outlets located in Denpasar City. The survey was conducted in

person, allowing researchers to reach actual customers at these outlets. The questionnaire items were measured using a Likert scale ranging from 1 to 5, with the following descriptions: (1) A score of five indicates "strongly agree" (coded as SS), (2) Four means "agree" (S), (3) Three represents "somewhat agree" (CS), (4) Two means "disagree" (TS), and (5) One indicates "strongly disagree" (STS) (Sugiyono, 2019:147). This study used both descriptive and inferential data analysis techniques, employing Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach to test the research model and hypotheses.

3. Research Result

3.1 Descriptive Analysis

The respondent profile shows that the majority were female (67.9%), aged 19–29 years old (67.9%), held a bachelor's degree (60.7%), and worked in the private sector (46.4%). Most respondents were from South Denpasar (29.3%), the area with the highest number of Fore Coffee outlets. Customer experience was rated as very good, with an average score of 4.38. The most notable factor was the cleanliness of the space, which enhanced customer comfort, while location accessibility was identified as an area needing improvement. Customer satisfaction also fell into the "very high" category, with an average score of 4.21. Respondents were especially satisfied with the menu variety and the alignment between price and quality. However, service timeliness received slightly lower ratings. Customer engagement was rated high, with an average score of 4.05. Respondents showed enthusiasm and kept up with the latest updates from Fore Coffee, although not all felt a strong emotional connection or sense of pride toward the brand. Repurchase intention was also rated high, with an average of 4.09. The strongest indicator was customers' willingness to recommend the product to others, though interest in trying new product variations was relatively low.

3.2 Inferential Analysis

3.2.1 Measurement Model Evaluation Results (Outer Model)

The theoretical model developed within the conceptual framework is then illustrated in the form of a flow diagram. This diagram helps to clarify the relationships between the independent (exogenous) and dependent (endogenous) variables that are analyzed in the study. Meanwhile, the outer model illustrates the connection between latent variables and their observable indicators, and is commonly referred to as the measurement model. The outer model is used to explain how the characteristics of each construct (latent variable) are represented by the manifest variables that measure them.

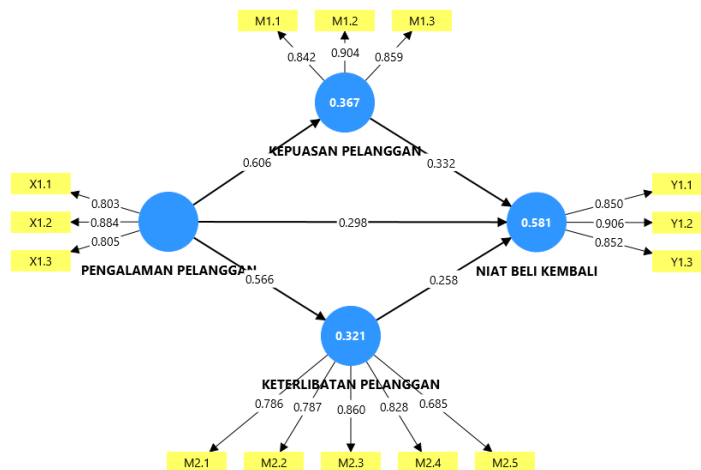


Figure 1. Measurement Model
Source: Processed primary data, 2025

1) Convergent validity

Convergent validity is measured using the loading factor values between latent variables and their corresponding indicators. In this study, loading factor values ranging from 0.50 to 0.60 are considered acceptable, as the research is still in the early stages of developing its measurement scale, and each construct is measured using only three to five indicators. The results of the convergent validity test are presented in Table 3.

Table 3: Results of Convergent Validity Test

	Customer Satisfaction (M1)	Customer Engagement (M2)	Repurchase Intention (Y)	Customer Experience (X)
Product quality (M1.1)	0.842			
Product price (M1.2)	0.904			
Quality of service (M1.3)	0.859			
Enthusiasm (M2.1)		0.786		
Attention (M2.2)		0.787		
Absorption (M2.3)		0.860		
Interaction (M2.4)		0.828		
Identification (M2.5)		0.685		
Sense of experience (X1.1)				0.803
Feel experience (X1.2)				0.884
Think experience (X1.3)				0.805
Transactional intention (Y1)			0.850	
Preferential intention (Y2)			0.906	
Explorative intention (Y3)			0.852	

Source: Processed primary data, 2025

Referring to Table 3, all the values from the convergent validity test are above 0.60. This indicates that the data used in this study is considered valid, meaning

each reflective indicator has a strong and appropriate correlation with the latent variable it is intended to measure.

2) ***Discriminant validity by using cross-loading***

The measurement of reflective indicators is assessed by examining their cross-loading values on latent variables. An indicator is considered valid if its cross-loading value is higher on its associated latent variable than on any other latent variables. In addition, if the discriminant validity value is greater than 0.5, the latent variable is considered to serve as a reliable and distinct construct within the model.

Table 5: Results of the Discriminant Cross-Loading Validity Test

	<i>Customer Satisfaction (M1)</i>	<i>Customer Engagement (M2)</i>	<i>Repurchase Intention (Y)</i>	<i>Customer Experience (X)</i>
Product quality (M1.1)	0.842	0.538	0.562	0.518
Product price (M1.2)	0.904	0.561	0.622	0.498
Quality of service (M1.3)	0.859	0.548	0.576	0.562
Enthusiasm (M2.1)	0.493	0.786	0.380	0.397
Attention (M2.2)	0.504	0.787	0.384	0.399
Absorption (M2.3)	0.502	0.860	0.553	0.410
Interaction (M2.4)	0.510	0.828	0.546	0.459
Identification (M2.5)	0.480	0.685	0.580	0.531
Sense of experience (X1.1)	0.418	0.420	0.415	0.803
Feel experience (X1.2)	0.521	0.521	0.595	0.884
Think experience (X1.3)	0.558	0.462	0.576	0.805
Transactional intention (Y1)	0.572	0.551	0.850	0.628
Preferential intention (Y2)	0.639	0.557	0.906	0.552
Explorative intention (Y3)	0.549	0.553	0.852	0.499

Source: Processed primary data, 2025

Referring to Table 4, it can be seen that all indicators have the highest cross-loading values on their respective latent variables compared to other variables, and all values also exceed 0.50. This indicates that each indicator accurately represents its intended construct. Therefore, all indicators in this study have successfully met the criteria for discriminant validity.

3) ***Discriminant Validity by using RSAVE***

Another way to assess discriminant validity is by comparing the square root of the Average Variance Extracted ($\sqrt{\text{AVE}}$) for each construct with the correlation values between that construct and other constructs within the model.

Table 6: Root Square of Average Variance Extracted (RSAVE) and Construct Correlation

	Customer Satisfaction (M1)	Customer Engagement (M2)	Repurchase Intention (Y)	Customer Experience (X)
<i>Customer Satisfaction (M1)</i>	0.869			
<i>Customer Engagement (M2)</i>	0.632	0.792		
<i>Customer Experience (X)</i>	0.676	0.636	0.870	
<i>Repurchase Intention (Y)</i>	0.606	0.566	0.645	0.832

Source: Processed primary data, 2025

According to Table 5, the constructs of customer satisfaction, customer engagement, customer experience, and repurchase intention all meet the criteria for discriminant validity. This is evidenced by the square root of the AVE values (shown in bold) being higher than the correlation values between each construct and the others in the model.

4) **Composite Reliability**

Indicators within the same block used to form a construct must demonstrate internal consistency, meaning they should reliably reflect the same underlying latent variable (which is not directly observable). One of the most commonly used tools to measure this reliability is Cronbach's Alpha. Additionally, composite reliability is also used, offering a similar interpretation. In general, a composite reliability value of 0.7 or higher is considered acceptable, although this is not an absolute threshold.

Table 6: Results of Cronbach's Alpha and Composite Reliability Tests

	Cronbach's alpha	Composite reliability (rho_c)
<i>Customer Satisfaction (M1)</i>	0.837	0.902
<i>Customer Engagement (M2)</i>	0.851	0.893
<i>Repurchase Intention (Y)</i>	0.839	0.903
<i>Customer Experience</i>	0.778	0.870

Source: Processed primary data, 2025

Based on Table 6, all variables in this study have Cronbach's Alpha and composite reliability values above 0.7. This indicates that the instruments used in the study exhibit good internal consistency, and therefore, the data can be considered reliable.

3.2.2 **Measurement Model Evaluation Results (Inner Model)**

Model evaluation is carried out by examining the R-Square (R^2) values of the dependent latent variables, which are interpreted similarly to those in regression

analysis. In addition, the Q-Square (predictive relevance) value is used to assess how well the model and its parameter estimates can predict actual observed values. If the Q-Square value is greater than 0, the model is considered to have good predictive power. Conversely, if the value is less than 0, it indicates that the model lacks predictive relevance.

1) R-Square

The R-square (R^2) value also indicates the percentage of contribution that exogenous variables make in explaining the variance of an endogenous variable. R-square values range from 0 to 1. A value closer to 0 suggests a weaker influence of the exogenous variable on the endogenous variable, while a value closer to 1 indicates a stronger influence.

Table 7: R-squared Test Results

	R-square	R-square adjusted
Customer satisfaction	0.367	0.363
Customer Engagement	0.321	0.316
Repurchase Intention	0.581	0.572

Source: Processed primary data, 2025

Based on Table 7, the R-square values show that customer experience explains 36.7% of the variation in customer satisfaction, 32.1% of the variation in customer engagement, and 58.1% of the variation in repurchase intention. This means that customer experience has the strongest influence on repurchase intention, compared to its impact on satisfaction and engagement.

2) Q-Square

The Q^2 value (also known as Stone-Geisser's Q-square) is used to assess the predictive relevance of a model in PLS-SEM. It is calculated using the blindfolding procedure, where certain data points are systematically removed and then predicted again using the estimated model (Hair et al., 2017:202). In this study, the Q^2 values were generated using the blindfolding feature in the SmartPLS application. If the Q^2 value is greater than 0, it indicates that the model has good predictive capability for the endogenous indicators.

Table 9: Q-Square Test Results

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Customer Satisfaction (M1)	420,000	304,970	0.274
Customer Engagement (M2)	700,000	568,926	0.187
Customer Experience (X)	420,000	420,000	0,000
Repurchase Intention (Y)	420,000	243,228	0.421

Source: Processed primary data, 2025

The results show that all endogenous constructs have Q^2 values greater than zero, indicating that the model demonstrates strong predictive relevance. Specifically, construct Customer Satisfaction has a Q^2 value of 0.274, which falls into the moderate category, meaning the model is reasonably capable of predicting the indicators of customer satisfaction. Construct Customer Engagement has a Q^2 value of 0.187, also considered moderate, indicating the model remains sufficiently relevant in explaining this construct. Meanwhile, the dependent construct Repurchase Intention has a Q^2 value of 0.421, which is classified as high, suggesting that Repurchase Intention can be effectively predicted by other constructs in the model, such as Customer Satisfaction and Customer Engagement.

3) Hypothesis Testing

Hypothesis testing in this study was conducted using SmartPLS version 4.0, applying the bootstrapping method to examine the relationships between variables. This process aimed to determine whether the effects between the studied variables are statistically significant. The evaluation was based on t-statistic and p-value results, with a significance level set at 5% ($\alpha = 0.05$). A summary of the hypothesis testing results is presented in Table 9.

Table 9: Results of Direct Influence Test

	Path coefficient	<i>t statistics</i>	<i>P Values</i>	Information
<i>Customer Experience(X) -> Repurchase Intention (Y)</i>	0.298	3,085	0.002	Significant
<i>Customer Experience (X)-> Customer Satisfaction (M1)</i>	0.606	8,986	0.000	Significant
<i>Customer Experience (X)-> Customer Engagement (M2)</i>	0.566	10,429	0.000	Significant
<i>Customer Satisfaction (M1)-> Repurchase Intention (Y)</i>	0.332	3,842	0.000	Significant
<i>Customer Engagement (M2)-> Repurchase Intention (Y)</i>	0.258	3,085	0.002	Significant

Source: Processed primary data, 2025

According to Table 9, the t-statistic values for all variables exceed 1.96, and their p-values are below 0.05, confirming that all relationships tested in this study are positive and statistically significant.

4) Testing the Mediation Effect

The mediation effect was analyzed using the bootstrapping technique, a method used to test whether the indirect effect between two variables is

statistically significant. If the results show that the indirect effect is significant (p -value < 0.05) and the direct effect remains significant, this indicates the presence of partial mediation. The results of the indirect effect testing are presented below.

Table 11: Summary of Mediating Variable Test Results

Variable Relationship	Effect				Information
	(a)	(b)	(c)	(d)	
Customer Experience(X1) -> Customer Satisfaction (M1) -> Repurchase Intention (Y)	0.201 (Sig.)	0.298 (Sig.)	0.606 (Sig.)	0.332 (Sig.)	<i>Partial Mediation</i>
Customer Experience(X1) -> Customer Engagement (M2) -> Repurchase Intention (Y)	0.146 (Sig.)	0.298 (Sig.)	0.566 (Sig.)	0.258 (Sig.)	<i>Partial Mediation</i>

Source: Processed data, 2025

As shown in Table 10, both customer satisfaction and customer engagement act as partial mediators in the relationship between customer experience and repurchase intention. This means that a positive experience with Fore Coffee's products or services not only directly increases the intention to repurchase but also enhances satisfaction and engagement, which further strengthen that intention. The mediation test confirms that all relationship paths are statistically significant and positively directed, aligning with the concept of complementary mediation as described by Hair et al. (2017). In other words, a pleasant customer experience encourages satisfaction and creates a deeper emotional and behavioral connection with the brand, such as staying informed, leaving reviews, or recommending the product to others. These two factors, in turn, increase the likelihood of customers returning for future purchases.

4. Discussion

4.1 The influence of customer experience on repurchase intention at Fore Coffee

The statistical analysis results show that customer experience has a significant impact on the intention to repurchase at Fore Coffee. This means that the more positive the experience customers have when interacting with Fore Coffee's services, the more likely they are to return. Among the customer experience indicators, cleanliness of the environment emerged as the most dominant factor. A clean space makes customers feel comfortable while enjoying their coffee, strongly reflecting the overall experience. A well-maintained environment creates a strong first impression, provides a sense of safety, and builds trust in service quality. It also evokes positive emotions, such as calmness and comfort, which ultimately motivate customers to return (Kim et al., 2021). Iglesias et al. (2019) also emphasize that a consistently good experience is key to encouraging repeat purchases. Therefore, Fore Coffee must maintain consistent service quality across all touchpoints to foster emotional connection and long-term customer loyalty. This finding aligns with many previous studies including those by Shidqi et al. (2023), Hasniati et al. (2021), Sari and Padmantlyo (2023), Assalam and Rahmat

(2020), Vanessya and Sugiyanto (2023), Wiyata et al. (2020), Novita et al. (2023), Saraswathi and Wardana (2021), Prabandari and Yasa (2019), and Astarini et al. (2017), all of which confirm that customer experience plays a major role in strengthening repurchase intention and long-term loyalty.

4.2 The influence of customer experience on customer satisfaction at Fore Coffee

The analysis also found that customer experience significantly influences customer satisfaction. This means that the more positive the experience, the greater the level of satisfaction customers feel. Satisfaction is reflected in how customers evaluate the taste quality, service speed, and price-to-quality match. A pleasant experience, including a comfortable setting, friendly staff interactions, and easy access, helps shape a positive perception that leads to higher satisfaction. This supports the theory that positive experiences related to service, atmosphere, and product quality can lead to satisfaction when customer expectations are met or even exceeded. These results are consistent with previous research by Dewi and Nugroho (2020) and Simanjuntak and Purba (2020), who found a strong link between customer experience and satisfaction. Customers who enjoy positive interactions with a product or service are generally more satisfied than those who face issues or mismatches. This finding is further supported by Septian and Handaruwati (2021), Temaja and Sukawati (2023), Hasniati et al. (2021), and Novita et al. (2023), who confirm that the experience dimension significantly influences customer satisfaction across various service sectors, including food and beverage.

4.3 The influence of customer experience on customer engagement at Fore Coffee

Furthermore, the study shows that customer experience also has a significant effect on customer engagement with Fore Coffee. This means that the better the experience, the more likely customers are to actively engage with the brand by seeking updates, leaving reviews, following on social media, or recommending it to others. The top indicator for customer experience was the cleanliness of Fore Coffee's environment, while the strongest engagement indicator was customers feeling more energized after enjoying Fore Coffee and consistently staying informed about the brand. A clean and comfortable setting creates a calm and enjoyable atmosphere, positively influencing customers' moods. After a pleasant coffee experience, customers often feel more energized and satisfied. Moreover, cleanliness reflects the brand's quality and integrity, building trust and encouraging customers to stay connected. These findings align with studies by Prentice et al. (2019) and Fikri et al. (2018), which show that a positive brand experience directly enhances customer engagement. When the experience is enjoyable, customers feel closer to the brand, forming emotional and social bonds. The results are also in line with research by Akram and Kortam (2020) and Kristanti (2022), who stress that a pleasant customer experience forms the foundation for two-way interaction between customers and businesses. Similar conclusions were drawn by Wiyata et al. (2020), Sari and Padmantyo (2023), and Novita et al. (2023), who found that consistent, positive experiences lead to higher levels of active engagement.

4.4 The Influence of Customer Satisfaction on Repurchase Intention at Fore Coffee

The statistical analysis shows that customer satisfaction has a significant influence on repurchase intention. This means that the higher the level of customer satisfaction after consuming Fore Coffee's products and services, the greater their likelihood of making a repeat purchase in the future. Descriptive results indicate that satisfaction is primarily driven by the menu variety matching customer preferences and fair pricing relative to product quality. Meanwhile, the strongest indicator of repurchase intention is the willingness to recommend Fore Coffee to others. A relevant menu selection and fair pricing create a positive experience, enhance satisfaction, and foster emotional loyalty, motivating customers to return and recommend the brand to others.

These findings are in line with Kotler and Keller's (2016:153) theory, which suggests that customer satisfaction results from comparing initial expectations with actual performance. When products or services meet or exceed expectations, customers are more likely to show loyalty and a desire to repurchase. This research is also supported by previous studies such as Watanabe et al. (2019), Chen & Chang (2018), and Putri & Yasa (2022), which confirm that customer satisfaction directly influences repurchase intention. Satisfied customers are more likely to return, recommend the product, and make it their preferred choice. Moreover, satisfaction fosters trust and emotional attachment to the brand, further reinforcing the repurchase decision (Sari & Padmantyo, 2023; Iglesias et al., 2019). This positive relationship is consistently supported by research in the food and beverage sector (Wiyata et al., 2020; Novita et al., 2023; Saraswathi & Wardana, 2021; Astarini et al., 2017; Ginting et al., 2023; Sabrina et al., 2023).

4.5 The Influence of Customer Engagement on Repurchase Intention at Fore Coffee

The statistical results indicate that customer engagement has a positive and significant effect on repurchase intention. In other words, the more engaged customers are with Fore Coffee, the more likely they are to make repeat purchases in the future. Descriptive analysis highlights that the strongest indicators of customer engagement are feeling energized after enjoying the coffee and a habit of keeping up with the brand's latest updates. This suggests that both emotional and cognitive engagement significantly contribute to repurchase behavior, particularly in the form of preferential intention, such as recommending the product to others.

Previous research supports these findings. Kumar and Kaushik (2020) found that enthusiasm and dedication in customer engagement significantly impact brand advocacy and revisit intention. Similarly, Ahmad and Dirbawanto (2024) emphasize that effective customer engagement encourages brand advocacy through meaningful interaction and positive experiences. These results align with the idea that customer engagement not only strengthens the consumer-brand relationship but also plays a key role in fostering long-term loyalty, as explained by Kotler and Armstrong (2018:41). Actively engaged customers often feel like part

of a brand community and develop strong emotional bonds, increasing their motivation to repurchase and remain loyal.

These findings are consistent with research by Ningrum and Arif (2022), which found that higher customer engagement increases the likelihood of repeat purchases. Similar conclusions are drawn by Ho and Chung (2020) and Utomo and Hussein (2020), who emphasize that customer engagement is a key predictor of repurchase intention—particularly in experience-based industries like coffee shops. This is further supported by studies from Ho and Chung (2020), Utomo and Hussein (2020), and Nuramalia and Meylani (2022), who found that customer engagement positively influences repurchase intention.

4.6 The Role of Customer Satisfaction in Mediating the Relationship Between Customer Experience and Repurchase Intention at Fore Coffee

The analysis reveals that customer satisfaction partially mediates the relationship between customer experience and repurchase intention. This means that while a positive customer experience has a direct effect on repurchase intention, part of this influence also flows through satisfaction. This finding aligns with the concept of partial mediation described by Hair et al. (2017) and suggests the potential involvement of other mediators such as perceived value, brand trust, or emotional attachment.

Customer experience is shaped by the overall interaction (from product quality and store comfort to staff service) which directly influences perceptions and satisfaction, ultimately encouraging repurchase intention. This aligns with the Theory of Planned Behavior (TPB) by Ajzen (1991), which proposes that behavioral intention is shaped by attitude, subjective norms, and perceived behavioral control. When customers feel comfortable, socially supported, and confident in their ability to repurchase, their intention strengthens.

Moreover, positive experiences trigger psychological processes that build emotional and cognitive bonds between customers and the brand, as described by Klaus & Maklan (2013), Paul et al. (2016), and Liu et al. (2020). Several prior studies, such as those by Shantika & Setiawan (2019), Hasniati et al. (2021), and Safrina et al. (2023), also confirm that pleasant experiences enhance satisfaction, which in turn leads to loyalty through repurchase intention.

4.7 The Role of Customer Engagement in Mediating the Relationship Between Customer Experience and Repurchase Intention at Fore Coffee

The results also show that customer engagement partially mediates the relationship between customer experience and repurchase intention. In other words, a positive experience continues to directly influence repurchase intention, while part of its effect is also channeled through emotional and behavioral engagement. Customers who enjoy a pleasant experience tend to actively seek information, follow the brand on social media, and recommend it to others.

Within the framework of the Theory of Planned Behavior (Ajzen, 1991), positive experiences shape more favorable attitudes toward the brand, reinforce social

norms through interaction, and enhance perceived control, all of which contribute to stronger repurchase intentions. Customer engagement acts as an emotional and cognitive bridge, strengthening repurchase intention by enhancing positive attitudes and behavioral motivation.

This is supported by Lemon and Verhoef (2016), who state that ongoing interactions throughout the customer journey shape emotional and cognitive perceptions. While high engagement does reinforce loyalty, findings also suggest that consistent and satisfying experiences alone can be enough to drive repurchase behavior even without deep engagement. These insights are in line with research by Pansari & Kumar (2017), Sari & Padmantlyo (2023), Majeed et al. (2022), and Chepur & Bellamkonda (2022), which suggest that although customer engagement is a valuable enhancer, it is not the only determinant in forming repurchase decisions.

5. Conclusion

This study found that customer experience has a positive and significant influence on repurchase intention, customer satisfaction, and customer engagement at Fore Coffee. The better the customer experience, the stronger the desire to repurchase, feel satisfied, and actively engage, such as leaving reviews or following the brand on social media. In addition, both satisfaction and engagement were also found to directly enhance repurchase intention. These two variables act as partial mediators between experience and repurchase intention, meaning customer experience not only has a direct effect but is also amplified through satisfaction and engagement in building customer loyalty. Customers who are satisfied and emotionally or behaviorally engaged are more likely to return and recommend Fore Coffee to others.

This research confirms the relevance of the Theory of Planned Behavior (TPB) in explaining customers' repurchase intentions at Fore Coffee (through positive attitudes, social norms, and perceived behavioral control). A pleasant experience, particularly through friendly service and fair pricing, was shown to enhance satisfaction and engagement, which in turn strengthens both repurchase intention and the willingness to recommend the product. The highest engagement occurred when customers felt fully immersed and emotionally connected to the brand (absorption). These findings support the expansion of TPB by including emotional and economic value factors as key predictors of repurchase behavior.

To build long-term loyalty, Fore Coffee should focus on creating emotionally resonant experiences through friendly interactions, comfortable environments, and products that meet customer expectations. Customers who are both satisfied and emotionally connected are more likely not only to repurchase but also to actively recommend the brand, ultimately driving sustainable business growth.

This study has several limitations that future research should address. It used offline survey methods limited to respondents in Denpasar City, so the findings may not fully represent the broader population of Bali Province. In addition, the cross-sectional approach limits the understanding of how consumer behavior changes over time.

Based on the findings, it is recommended that Fore Coffee conduct market research before opening new outlets to ensure the selection of strategic locations. The company should also consider expanding delivery services via online platforms to reach customers who cannot visit physical stores. To enhance customer satisfaction, management should focus on speeding up the ordering process through operational reviews, staff training, and increasing staff during peak hours. Customer engagement can also be strengthened through interactive digital strategies aimed at younger, educated audiences, such as social media campaigns, partnerships with public figures, and sustainability initiatives like using local coffee beans and eco-friendly packaging.

To further boost repurchase intention, Fore Coffee should involve customers in product innovation, such as through taste tests or preference surveys, and launch creative promotions on social media that highlight the stories behind products, along with offers like "buy 1 get 1 free" for new menu items. This approach is expected to deliver a more holistic customer experience that sustainably enhances satisfaction, engagement, and loyalty.

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