International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)

International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS Journal) | ISSN (e): 2808-4713
Volume 6 No. 6 (2026)

ANALYSIS OF NEW CULTURAL MARKETING, CUSTOMER-PERCEIVED VALUE AND SERVICE QUALITY ON REPURCHASE INTENTION AT RAHASIA COFFEE

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Received: 04//08/2026 | **Revised:** 15/08/2026 | **Accepted:** 02/09/2026 | **Published:**04/11/2026

Abstract

This study was motivated by the suboptimal repurchase intention of Rahasia Coffee customers—as evidenced by pre-survey results and issues regarding New Cultural Marketing, Customer Perceived, and Service Quality—as well as a decline in Rahasia Coffee's sales during the 2022–2025 period. The study aims to analyze the influence of New Cultural Marketing, Customer Perceived [Value], and Service Quality on the repurchase intention of Rahasia Coffee customers, both partially and simultaneously. A quantitative, associative research approach was employed. Non-probability sampling—specifically purposive sampling—was used to select a sample of 110 respondents. Data were collected via Likert-scale questionnaires and processed using IBM SPSS Statistics version 27. Analytical techniques included multiple linear regression, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination. The results indicate that New Cultural Marketing has a positive and significant effect on repurchase intention, with a regression coefficient of 0.235, a calculated t-value of 6.747, and a significance value of 0.000. Customer Perceived also has a positive and significant effect, with a regression coefficient of 0.231, a calculated t-value of 3.125, and a significance value of 0.002. Service Quality shows a positive and significant effect, with a regression coefficient of 0.091, a calculated t-value of 2.296, and a significance value of 0.024. New Cultural Marketing exhibited the highest Standardized Beta value (0.518), making it the variable with the most dominant relative influence on repurchase intention. Simultaneously, the three variables exerted a positive and significant influence, with a calculated F-value of 37.660 and a significance value of 0.000. The R-squared value of 0.516 indicates that the three variables explain 51.6% of the variation in Repurchase Intention, while the remaining 48.4% is explained by factors outside the scope of the study.

Keywords: New Cultural Marketing, Customer Perceived, Service Quality, Repurchase Intention, Rahasia Coffee

INTRODUCTION

The coffee industry has experienced significant growth—both globally and nationally—in recent years. It has evolved beyond merely meeting consumption needs to become an integral part of the modern lifestyle. Data from Statistics Indonesia (2024) indicates that Indonesia's coffee production exceeded 758,000 tons in 2023, demonstrating a year-on-year upward trend. Concurrently, domestic coffee consumption has risen, driven by shifting lifestyles, particularly among the working-age population. This trend highlights that coffee is consumed not only out of necessity but also as a component of social interaction and a symbol of personal identity. The industry's rapid expansion has led to a proliferation of coffee shops across various regions, resulting in increasingly fierce business competition. In this environment, relying solely on product quality is insufficient; businesses must also create superior value and customer experiences. Modern consumers tend to weigh emotional and social factors, as well as lifestyle alignment, when making choices. According to Kotler (2021), modern marketing focuses on creating customer value and experience, requiring companies to comprehensively understand consumer needs and preferences.

According to Rather (2022), repurchase intention refers to a customer's inclination to make a repeat purchase, a tendency influenced by their overall customer experience—including service quality and perceived value. Repurchase intention reflects the level of customer satisfaction and loyalty toward a brand. Rahasia Coffee's total sales have shown a consistent downward trend over the 2022–2025 period. In 2022, sales stood at IDR 780,200,000, then fell to IDR 765,000,000 in 2023—a decline of approximately 1.95%. This downward trend continued in 2024,

with sales dropping to IDR 745,000,000 (a 2.61% decrease), followed by a more significant drop in 2025 to IDR 690,000,000 (a 7.38% decrease). Overall, Rahasia Coffee experienced a sales decline of approximately 11.56% over the four-year period, indicating a sustained deterioration in business performance. The gradual yet increasingly sharp decline observed over the past year indicates that the issues at hand are not merely temporary but systemic. This situation aligns with pre-survey findings showing that customer repurchase intention has not yet been firmly established, particularly regarding loyalty.

The pre-survey results regarding repurchase intention indicate that the majority of customers do not yet possess a strong level of loyalty toward Rahasia Coffee. Although customers express a willingness to return and recommend Rahasia Coffee to others, they still tend to consider or select other coffee shops as their primary choice. This situation suggests that customer repurchase intention has not been optimally established, particularly regarding brand preference. The pre-survey results concerning New Cultural Marketing indicate that most customers do not perceive a strong differentiation or distinct identity associated with Rahasia Coffee. This suggests that the concept offered is perceived as similar to that of other coffee shops, failing to create a unique appeal in the minds of customers. Yet, in the highly competitive coffee shop industry, a unique concept is a crucial factor for fostering customer engagement and driving repeat purchases. Consequently, these findings indicate that the implementation of New Cultural Marketing at Rahasia Coffee is not yet optimal, necessitating further research to determine its impact on customer repurchase intention.

Pre-survey results regarding customer-perceived value indicate that the emotional experience—a crucial element in the coffee shop industry—has not been optimally cultivated. In the context of service marketing, emotional value plays a vital role in creating enjoyable experiences, providing psychological comfort, and fostering an emotional bond between the customer and the establishment. Low ratings on this indicator suggest that the atmosphere, ambiance, and interaction experiences provided have failed to create a truly memorable experience; consequently, customers do not receive a sufficiently strong emotional stimulus to strengthen their attachment to the coffee shop. In the coffee shop business, speed and responsiveness of service are crucial aspects, as they significantly influence the customer's experience during their visit. If the service provided lacks responsiveness, customers may become dissatisfied and, consequently, reluctant to make repeat purchases. This situation indicates a need to improve the "Responsiveness" aspect of service quality; therefore, further research is required to analyze the impact of service quality on repurchase intention at Rahasia Coffee.

Based on the overall results of the pre-survey conducted on the variables of Repurchase Intention (Y), New Cultural Marketing (X1), Customer Perceived Value (X2), and Service Quality (X3), it can be concluded that the primary issue facing Rahasia Coffee is a lack of optimal customer loyalty. This is reflected in low repurchase intention—specifically regarding the "loyalty behavior" indicator—as customers do not yet regard the coffee shop as their primary choice. This situation appears to stem from weaknesses in the New Cultural Marketing variable, particularly regarding uniqueness and personal appeal; consequently, Rahasia Coffee lacks strong brand differentiation and has failed to establish an emotional connection with its customers. Furthermore, issues regarding responsiveness and empathy within the Service Quality variable indicate that service is not sufficiently fast, attentive, or personalized, resulting in a suboptimal service experience. Meanwhile, Customer Perceived Value generally falls into the "fairly good" category—particularly regarding price-value and perceived quality—yet weaknesses persist in emotional value, social value, and quality/performance value, suggesting inconsistencies in emotional experiences, social value, and quality perceptions. Thus, it can be concluded overall that the low repurchase intention at Rahasia Coffee is primarily driven by weak brand differentiation and shortcomings in the quality of service interactions, even though customer perceptions regarding the product and price are relatively positive.

Based on the background outlined above, several issues facing Rahasia Coffee can be identified as follows:

1. A gradual decline in Rahasia Coffee's sales from 2022 to 2025, indicating a drop-in business performance and challenges in customer retention.
2. Customer repurchase intention has not been optimally established—particularly regarding loyalty behavior—as customers do not yet prioritize Rahasia Coffee over other coffee shops.
3. New Cultural Marketing initiatives have not been fully effective; specifically, the "uniqueness" aspect reveals a lack of a strong, distinctive identity (with the brand perceived as similar to competitors), while the "personable" aspect indicates low emotional attachment to the brand among customers.
4. Customer perceptions generally fall into the "fairly good" category; however, weaknesses persist in emotional value, social value, and quality/performance value, indicating that the emotional experience, social value, and quality perception are not yet fully consistent across the customer base.

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5. Service quality is not yet fully optimal, particularly regarding responsiveness—where service responses are slow under certain conditions—and empathy, indicating that personalized customer service has not reached its full potential.

LITERATURE REVIEW

Repurchase Intention

According to Kim et al. (2023) state that repurchase intention is strongly influenced by customer-perceived value—specifically, the customer's perception of the benefits gained relative to the costs incurred. If customers perceive the value received to be high, they are likely to make repeat purchases; conversely, if the perceived value is low, they are more inclined to switch to competitors. According to Prabowo et al. (2025), repurchase intention is a form of consumer behavioral intention that arises from positive experiences, high perceived value, and emotional attachment to the brand. This intention serves as a key indicator for measuring the success of a marketing strategy, as it reflects the likelihood of consumers continuing to use the same product in the future.

New Cultural Marketing

According to Prabowo et al. (2025), "new cultural marketing" can serve as a powerful strategy for building deeper, more meaningful relationships with customers, particularly within an increasingly global and diverse business environment. However, companies must approach this with integrity and sincerity—not merely as a means to achieve commercial gain, but also to respect and understand the culture and values of their target audience. Rather et al. (2022) explain that integrating culture and customer experience into marketing strategies can enhance emotional engagement and customer loyalty. Experiences that are personal, authentic, and meaningful leave a deeper impression on consumers, thereby increasing the likelihood of repeat purchases.

Customer Perceived Value

According to Fehrenbach et al. (2021), customer-perceived value is understood as the outcome of a consumer's assessment of the benefits and costs considered when making a consumption decision. This assessment encompasses not only economic benefits but also psychological and situational aspects that influence the customer's perception of an offering's value. Laukkanen (2022) explains that customer-perceived value is a perception formed by the alignment between the benefits promised by a company and those actually experienced by the customer. Furthermore, Yapp (2023) describes it as a customer's subjective assessment of the overall benefits received while using a service.

Service Qualitu

According to Nguyen et al. (2022), service quality is defined as the customer's perception of the level of service excellence received, based on actual experience during service consumption. Furthermore, Rather et al. (2022) explain that service quality constitutes a customer's overall evaluation of the service experience, encompassing personal interaction, service speed, and environmental comfort. High-quality service fosters a positive experience that can strengthen the customer's emotional attachment to the company.

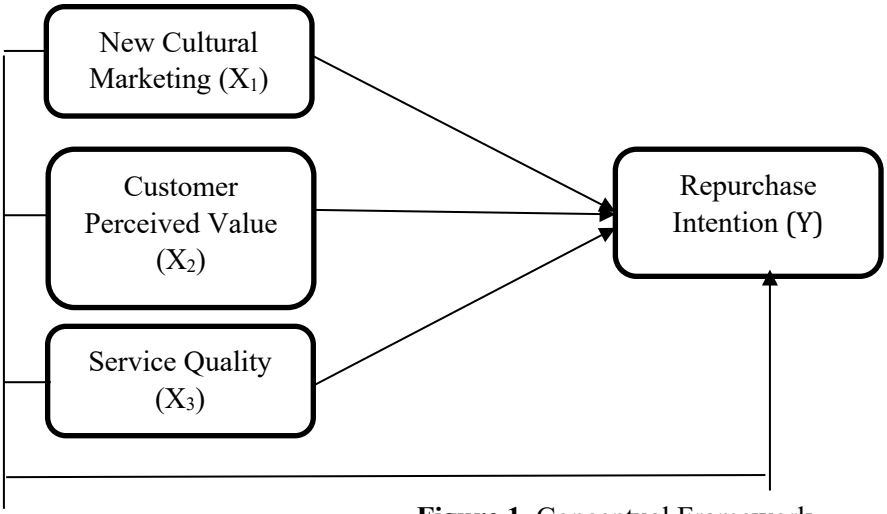

Figure 1. Conceptual Framework

Source: Researcher (2026)

The research hypotheses are:

1. H1: New Cultural Marketing has a positive and significant effect on repurchase intention at Rahasia Coffee.
2. H2: Customer-perceived value has a positive and significant effect on repurchase intention at Rahasia Coffee.
3. H3: Service quality has a positive and significant effect on repurchase intention at Rahasia Coffee.
4. H4: New Cultural Marketing, customer-perceived value, and service quality simultaneously have a positive and significant effect on repurchase intention at Rahasia Coffee.

METHOD

The research approach used an associative approach, with a quantitative method. This study was conducted at Rahasia Coffee, a coffee shop located at Jl. Abd. Sani Mutalib No. 8a, Terjun, Medan Marelan District, Medan, North Sumatra, Indonesia. The research took place from February to July 2026. The exact size of the population is unknown, as there is no available data regarding the total number of Rahasia Coffee customers who have made purchases or visited the shop during a specific period; consequently, the population is classified as an infinite or unknown population. Given that the exact population size is undetermined, the sample size was calculated using the Lemeshow formula.

$$\mathrm{n} = \frac{\mathrm{Z}^{(2)}\mathrm{P}\,(1-\mathrm{P})}{\mathrm{d}^2}$$

$$n = \frac{(1{,}96)^2 \times 0{,}5 \times (1-0{,}5)}{(0{,}1)^2}$$

$$n = \frac{3{,}8416 \times 0{,}25}{0{,}01}$$

$$n = \frac{0{,}9604}{0{,}01}$$

$$n = 96{,}04 + 10\%$$

$$n = 100 + 10$$

$$n = 110 \text{ Responden}$$

The calculated value of n is 96.04; therefore, the study requires data from a sample of at least 97 respondents. Consequently, the researcher rounded the sample size to 100 and added 10%, resulting in a total of 110 respondents. The increase in the sample size from 97 to 100, followed by a further 10% increase to 110, needs to be explained as a measure to anticipate non-response or incomplete data. This study employs a non-probability sampling technique, specifically purposive sampling. The criteria for selecting the sample are as follows:

1. Respondents are customers of Rahasia Coffee.
2. Respondents have made a purchase at or visited Rahasia Coffee at least once.
3. Respondents are willing to complete the research questionnaire.
4. Respondents are deemed capable of understanding the statements presented in the questionnaire.

Purposive sampling was selected because this study requires respondents who possess genuine, firsthand experience with the research subject, thereby ensuring the data obtained is more relevant to the research objectives.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results New Cultural Marketing, Customer Perceived Value, Service Quality, Repurchase Intention

Statement Items	r-count	r-table	Description
NCM1	0,723	0,361	Valid
NCM2	0,791	0,361	Valid
NCM3	0,814	0,361	Valid
NCM4	0,861	0,361	Valid
NCM5	0,676	0,361	Valid
NCM6	0,806	0,361	Valid
CPV1	0,780	0,361	Valid
CPV2	0,900	0,361	Valid
CPV3	0,781	0,361	Valid
CPV4	0,625	0,361	Valid
CPV5	0,793	0,361	Valid
CPV6	0,697	0,361	Valid
CPV7	0,706	0,361	Valid
CPV8	0,766	0,361	Valid
SQ1	0,754	0,361	Valid
SQ2	0,797	0,361	Valid
SQ3	0,892	0,361	Valid
SQ4	0,892	0,361	Valid
SQ5	0,703	0,361	Valid
SQ6	0,808	0,361	Valid
SQ7	0,799	0,361	Valid
SQ8	0,845	0,361	Valid
SQ9	0,762	0,361	Valid
SQ10	0,760	0,361	Valid
RI1	0,699	0,361	Valid
RI2	0,750	0,361	Valid
RI3	0,644	0,361	Valid
RI4	0,781	0,361	Valid
RI5	0,827	0,361	Valid
RI6	0,737	0,361	Valid
RI7	0,736	0,361	Valid
RI8	0,888	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results New Cultural Marketing, Customer Perceived Value, Service Quality, Repurchase Intention

Variabel	Cronbach Alpha	Provision	Description
New Cultural Marketing	0,866	0,60	Reliable
Customer Perceived Value	0,889	0,60	Reliable
Service Quality	0,937	0,60	Reliable
Repurchase Intention	0,895	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of new culutral marketing, customer perceived value, service quality, repurchase intention is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	110
Mean	0.0000000
Std. Deviation	1.17897480
Absolute	0.073
Positive	0.073
Negative	-0.045
Test Statistic	0.073
Asymp. Sig. (2-tailed)	0.192

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.192 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	10.317	1.921		5.370	.000		
New Cultural Marketing	.235	.035	.518	6.747	.000	.774	1.292
Customer Perceived Value	.231	.074	.234	3.125	.002	.816	1.225
Service Quality	.091	.040	.163	2.296	.024	.909	1.100

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the new culutral marketing, customer perceived value, service quality variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

Table 5. Gletjser Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	2.096	1.137		1.844	.068
New Cultural Marketing	.020	.021	.107	.992	.323
Customer Perceived Value	-.010	.044	-.025	-.237	.813
Service Quality	-.045	.023	-.193	-1.928	.057

Sources: SPSS versi 25 (2026)

Based on the table above, the heteroscedasticity test was conducted using the Glejser method by regressing the independent variables against the absolute values of the residuals (ABS_RES). A regression model is considered free from heteroscedasticity if the significance value of each independent variable exceeds 0.05; thus, it can be concluded that heteroscedasticity is not present in any of the variables.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.
(Constant)	10.317	1.921		5.370	.000
New Cultural Marketing	.235	.035	.518	6.747	.000
Customer Perceived Value	.231	.074	.234	3.125	.002
Service Quality	.091	.040	.163	2.296	.024

Sources: SPSS versi 25 (2026)

Based on the data processing results in the "Coefficients" table above, the values in the "Unstandardized Coefficients B" column yield the following multiple linear regression equation:

Y = 10,317 + 0,235X1 + 0,231X2 + 0,091X3 + e

1. The constant value of 10.317 indicates that, mathematically, if the variables New Cultural Marketing (X1), Customer Perceived (X2), and Service Quality (X3) are assumed to be zero or constant, the estimated value of Repurchase Intention (Y) is 10.317.
2. The regression coefficient for the New Cultural Marketing variable (X1) is 0.235 and positive. This indicates that every one-unit increase in New Cultural Marketing leads to a 0.235-unit increase in Repurchase Intention, assuming the Customer Perceived and Service Quality variables remain constant. Thus, the better the implementation of New Cultural Marketing, the higher the Repurchase Intention among Rahasia Coffee customers.
3. The regression coefficient for the Customer Perceived variable (X2) is 0.231 and positive. This indicates that every one-unit increase in Customer Perceived value leads to a 0.231-unit increase in Repurchase Intention, assuming the other independent variables remain constant. Thus, the higher the value perceived by customers, the greater their intention to make a repeat purchase.
4. The regression coefficient for the Service Quality variable (X3) is 0.091 and positive. This indicates that every one-unit increase in Service Quality leads to a 0.091-unit increase in Repurchase Intention, assuming the other independent variables remain constant. Thus, an improvement in service quality is accompanied by an increase in customer intention to make a repeat purchase at Rahasia Coffee.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**
(Constant)	10.317	1.921		5.370	.000
New Cultural Marketing	.235	.035	.518	6.747	.000
Customer Perceived Value	.231	.074	.234	3.125	.002
Service Quality	.091	.040	.163	2.296	.024

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The New Cultural Marketing variable (X1) yielded a calculated t-value of 6.747, which is greater than the t-table value of 1.983 (6.747 > 1.983). The significance value of 0.000 is also less than 0.05. The regression coefficient of 0.235 indicates a positive direction of influence. Thus, H1 is accepted and H0 is rejected, meaning that New Cultural Marketing has a positive and significant effect on the repurchase intention of Rahasia Coffee customers.
2. The Customer Perceived Value variable (X2) yielded a calculated t-value of 3.125, which is greater than the t-table value of 1.983 (3.125 > 1.983). The significance value of 0.002 is less than 0.05. The regression coefficient of 0.231 indicates a positive direction of influence. Thus, H2 is accepted and H0 is rejected, meaning that Customer Perceived Value has a positive and significant effect on the repurchase intention of Rahasia Coffee customers.
3. The Service Quality variable (X3) yielded a calculated t-value of 2.296, which is greater than the t-table value of 1.983 (2.296 > 1.983). The significance value of 0.024 is less than 0.05. The regression coefficient of 0.091 indicates a positive direction of influence. Thus, H3 is accepted and H0 is rejected, meaning that Service Quality has a positive and significant effect on the repurchase intention of Rahasia Coffee customers.

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Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	161.483	3	53.828	37.660	.000[b]
Residual	151.508	106	1.429		
Total	312.991	109			

Sources: SPSS versi 25 (2026)

Based on the simultaneous test results (F-test) in Table 4.17, the calculated F-value is 37.660, with a significance value of 0.000. This significance value is lower than the significance level of 0.05 (0.000 < 0.05). Furthermore, based on the F-table value with degrees of freedom $df_1 = k = 3$ and $df_2 = n - k - 1 = 110 - 3 - 1 = 106$ at a 5% significance level, the F-table value is 2.69. Since the calculated F-value exceeds the F-table value (37.660 > 2.69), H_0 is rejected and the simultaneous hypothesis is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.718[a]	.516	.502	1.196

Sources: SPSS versi 25 (2026)

The Adjusted R-Square value of 0.502 indicates that, after adjusting for the number of independent variables and the sample size, the variables New Cultural Marketing (X_1), Customer Perceived Value (X_2), and Service Quality (X_3) collectively explain 50.2% of the variation in Repurchase Intention (Y). Meanwhile, 49.8% of the variation in Repurchase Intention is explained by factors outside the research model. The Adjusted R-Square value is utilized in multiple linear regression analysis because it accounts for the number of independent variables in the model, thereby providing a more proportional representation of the model's ability to explain the dependent variable.

Discussion

The Analysis New Cultural Marketing on Repurchase Intention

Based on the multiple linear regression analysis, the New Cultural Marketing variable yielded a regression coefficient of 0.235, indicating a positive influence. The partial test results showed a calculated t-value of 6.747—exceeding the t-table value of 1.983—and a significance value of 0.000, which is below the 0.05 threshold. Consequently, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) was accepted; thus, it can be concluded that New Cultural Marketing has a positive and significant effect on the repurchase intention of Rahasia Coffee customers. Theoretically, New Cultural Marketing is a strategy that emphasizes understanding customer culture, values, interests, identities, and needs to foster more meaningful relationships between the brand and the consumer. According to Prabowo et al. (2025), New Cultural Marketing serves as a strategy to build deeper customer relationships by understanding the culture and values relevant to the audience. In this study, New Cultural Marketing was measured using three key indicators: "Interesting," "Uniqueness," and "Personable." "Interesting" reflects the marketing strategy's ability to capture customer attention; "Uniqueness" indicates the brand's capacity to showcase distinctive and memorable characteristics; and "Personable" describes the brand's ability to establish closer, more personal relationships with customers. These findings align with the study by Prabowo et al. (2025) titled *Repurchase Intention among Millennial Coffee Shop Customers: Exploring Key Determinants*, which demonstrated that New Cultural Marketing exerts a positive and significant influence on repurchase intention among coffee shop consumers. This consistency in results suggests that implementing marketing strategies capable of aligning with customers' culture, lifestyle, identity, and needs can enhance the likelihood of repeat purchases.

The Analysis Customer Perceived Value on Repurchase Intention

Based on the multiple linear regression analysis, the "Customer Perceived" variable yielded a regression coefficient of 0.231, indicating a positive influence. Partial test results showed a calculated t-value of 3.125—exceeding the t-table value of 1.983—and a significance value of 0.002, which is below the 0.05 threshold. Consequently, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_2) was accepted; thus, it can be concluded that "Customer Perceived" has a positive and significant effect on the repurchase intention of Rahasia Coffee customers. In light of these findings, Rahasia Coffee needs to enhance "Customer Perceived" values, particularly regarding the aspect that received the lowest rating: Emotional Value—specifically, customer comfort and feelings of happiness while at the establishment. Improvements could focus on creating a more comfortable experience through area cleanliness, seating comfort, lighting, temperature and air circulation, and an atmosphere that supports a pleasant customer visit. Additionally, attention should be paid to the alignment between price and the quality of products and

services, ensuring customers feel the benefits received are commensurate with the costs incurred. Product and service quality must also be consistently maintained so that customers enjoy a relatively uniform experience during every visit. By enhancing emotional benefits, price alignment, and perceived quality, "Customer Perceived" values are expected to become more positive, thereby increasing the likelihood of customers making repeat purchases at Rahasia Coffee.

The Analysis Service Quality on Repurchase Intention

Based on the multiple linear regression analysis, the "Customer Perceived" variable yielded a regression coefficient of 0.231, indicating a positive influence. Partial test results showed a calculated t-value of 3.125—exceeding the t-table value of 1.983—and a significance value of 0.002, which is below the 0.05 threshold. As a result, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_2) was accepted; Thus, it can be concluded that "Customer Perceived" has a positive and significant effect on the repurchase intention of Kunci Coffee customers. In light of these findings, Secret Coffee needs to enhance "Customer Perceived" values, particularly regarding the aspect that received the lowest rating: Emotional Value—specifically, customer comfort and feelings of happiness while at the establishment. Improvements could focus on creating a more comfortable experience through area cleanliness, seating comfort, lighting, temperature and air circulation, and an atmosphere that supports a pleasant customer visit. Product and service quality must also be consistently maintained so that customers enjoy a relatively uniform experience during every visit. By enhancing emotional benefits, price alignment, and perceived quality, "Customer Perceived" values are expected to become more positive, thereby increasing the likelihood of customers making repeat purchases at Rahasia Coffee. Theoretically, Service Quality is a customer's perception of the level of service excellence received based on actual experiences while using a service. Nguyen et al. (2022) explain that high service quality can increase customer satisfaction, which in turn drives loyalty and repurchase intentions. Meanwhile, Rather et al. (2022) explain that service quality is a customer's overall evaluation of the service experience, including personal interactions, speed of service, and environmental comfort. Quality service can create positive experiences that strengthen customer engagement with the company.

The Analysis New Cultural Marketing, Customer Perceived Value and Service Quality on Repurchase Intention

Based on the simultaneous test results (F-test), it is evident that the variables New Cultural Marketing (X_1), Customer Perceived Value (X_2), and Service Quality (X_3) collectively exert a positive and significant influence on Repurchase Intention (Y). This is evidenced by a calculated F-value of 37.660—exceeding the F-table value of 2.69—and a significance value of 0.000, which is below the 0.05 threshold. Consequently, H_0 is rejected and H_4 is accepted; thus, it can be concluded that New Cultural Marketing, Customer Perceived Value, and Service Quality simultaneously have a positive and significant impact on the repurchase intention of Rahasia Coffee customers. These findings align with prior studies referenced in this research. Prabowo, Siburian, and Bangun (2025) demonstrated a link between New Cultural Marketing, Customer Perceived Value, and repurchase intention among coffee shop consumers. Furthermore, Saraun, Tumbuan, and Tielung (2022) showed that Service Quality positively influences repurchase intention. Research by Ardisa, Sutanto, and Sondak (2022), as well as Hanggara and Hussein (2023), also indicates that service quality and customer-perceived value play a role in increasing the likelihood of repurchase. These consistent results reinforce the notion that customer retention is not determined by a single aspect in isolation but requires the integrated management of marketing strategies, customer value, and service quality.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. New cultural marketing has a positive and significant effect on the repurchase intention of Rahasia Coffee customers.
2. Customer perceived value has a positive and significant effect on the repurchase intention of Rahasia Coffee customers.
3. Service quality has a positive and significant effect on the repurchase intention of Rahasia Coffee customers.
4. Overall, the research results demonstrate that New Cultural Marketing, customer perceived value, and service quality simultaneously have a significant effect on the repurchase intention of Rahasia Coffee customers.

Based on the discussion and conclusions of this study, the following recommendations are provided:

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1. Regarding the New Cultural Marketing variable (X1), the lowest mean score was found for the statement "Rahasia Coffee is able to provide an experience that makes me feel close to the brand," with a mean of 3.93. Although this score still reflects a relatively positive assessment, the aspect of customer-brand closeness ranked the lowest among the various New Cultural Marketing dimensions. Therefore, it is recommended that Rahasia Coffee create experiences that foster a stronger relationship between the customer and the brand—such as enhancing social media interactions, strengthening the brand's story and character, and organizing customer-engaging activities. This recommendation aligns with the research objectives and hypothesis results, which indicate that New Cultural Marketing has a positive and significant impact on Repurchase Intention. Thus, a stronger sense of customer-brand closeness is expected to increase the likelihood of repeat purchases.
2. Regarding the Customer Perceived Value variable (X2), the lowest mean score was found for the statement "I feel comfortable and happy when at Rahasia Coffee," with a mean of 2.74. This result indicates that the emotional benefits perceived by customers are not yet optimal. Consequently, Rahasia Coffee is advised to enhance customer comfort by improving cleanliness, seating comfort, lighting, temperature, and air circulation, as well as creating an atmosphere that encourages customers to feel at ease and inclined to stay longer. This recommendation is consistent with the research objectives and hypothesis results showing that Customer Perceived factors have a positive and significant impact on Repurchase Intention. Improving comfort is expected to enhance perceived customer benefits, thereby encouraging the desire to make repeat purchases at Rahasia Coffee.
3. Regarding the Service Quality variable (X3), the lowest mean score was found for the statement "Rahasia Coffee employees understand customer needs when providing service," with a mean of 2.47. This result indicates that the employees' ability to understand customer needs is the service quality aspect requiring the most attention. Rahasia Coffee is advised to enhance employee capabilities through training in service, interpersonal communication, product knowledge, active listening to customer needs, and the provision of recommendations tailored to those needs. Employees should also be encouraged to be more proactive in paying attention to customer needs during the service process. This recommendation aligns with the research objectives and hypothesis results, which indicate that Service Quality has a positive and significant impact on Repurchase Intention. By improving employees' ability to understand customer needs, the quality of the service experience is expected to improve, thereby encouraging customers to make repeat purchases.
4. Regarding the Repurchase Intention (Y) variable, the lowest mean score was found for the statement "I am interested in seeking information about new products or menu items offered by Rahasia Coffee," at 2.66. This result indicates that customer interest in seeking information about Rahasia Coffee's product updates remains suboptimal. Therefore, Rahasia Coffee is advised to improve the way it communicates information about new products and menu items—making it more engaging and consistent—particularly via social media. Information can be presented through visual content, introductions to new or signature menu items, seasonal offerings, and promotional material designed to spark customer curiosity. Such efforts are expected to boost customer engagement with Rahasia Coffee and encourage customers to return and make purchases.

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