



The Effect of Marketing Mix on Repurchase Intention with Customer Satisfaction as a Moderation Variable (Study on Braud Bali Cafe)

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ABSTRACT

This study aims to examine the influence of price perception, product quality, service quality, place, and promotion on repurchase intention, with customer satisfaction as a moderating variable, in a case study of customers at Braud Café Bali. A quantitative approach using survey methods with moderation tests was employed for data analysis. The results indicate that price perception, product quality, service quality, and place have a positive and significant effect on repurchase intention. In contrast, promotion shows no significant effect. Furthermore, customer satisfaction does not moderate the relationship between the independent variables (price perception, product quality, service quality, place, and promotion) and repurchase intention. These findings suggest that aspects of quality and accessibility play a more critical role in driving repurchase decisions than promotional efforts or customer satisfaction as a moderating factor.

INTRODUCTION

Bali as one of the popular tourism destinations has many businesses engaged in various fields of the tourism industry, such as tourist attractions, hotels, travel agents, restaurants, and others. BPS 2021-2023 data in table 1.1 shows that the number of restaurant and restaurant units in Bali continues to increase. Competition in the tourism industry, especially in the restaurant and restaurant sectors, has become very competitive. This happens because there are more and more restaurant businesses that are developing in Bali to meet the needs of tourists. Almost every regency/city in Bali has experienced an increase in the quantity of restaurants/cafes which indicates the increasing competition between restaurants.

Table 1. Restaurant Distribution Detailed by Regency/City in Bali (Unit) in 2021, 2022 and 2023.

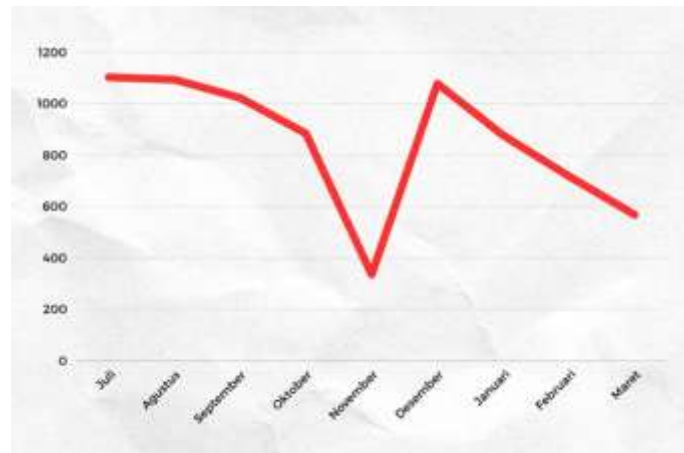
No.	Kabupaten/Kota	2021	2022	2023
1	Jembrana Regency	158	136	317
2	Kab. Tabanan	119	92	102
3	Badung Regency	728	823	869
4	Gianyar Regency	1053	952	1223
5	Kab. Klungkung	375	245	423
6	Bangli Regency	14	47	67
7	Karangasem Regency	269	146	43
8	Buleleng Regency	548	200	535
9	Denpasar City	604	604	952
Bali Province		3868	3245	4429

Source: BPS Bali Province, 2023

Table 1.1 shows the distribution of restaurants and restaurants in various districts/cities in Bali in 2021, 2022, 2023. It can be seen that Gianyar Regency is the most then Denpasar City and Badung Regency in the third position. Although Gianyar Regency has a higher number of restaurants and restaurants overall, Badung Regency remains a major tourism hub in Bali. Badung Regency accounted for 40% of the total tourist visits to Bali in 2022. In addition, Badung Regency also has a large population, which is around 646,000 people in 2022 (BPS, 2023), with a 20% higher rate of food and beverage consumption than the average of Bali Province. Therefore, research in Badung Regency can provide a relevant picture of the trends and opportunities of the culinary market in Bali, as well as complement the analysis of the culinary industry in Bali as a whole.

Braud Cafe, which is located in Badung regency, is not spared from this challenge. As one of the long-standing players in the area, Kafe Braud has had to struggle to maintain its market share amid the emergence of new cafes that offer different concepts, menus and experiences. Every month, Café Braud has to face fluctuations in sales, where sometimes they can reach the target, but other times suffer a fairly significant decline. One of the factors that contribute to this

condition is market saturation. With the number of cafes in Kerobokan, consumers now have many choices and tend to move around in search of new experiences. In addition, changing consumer trends and preferences are also a challenge for Kafe Braud to remain relevant and attractive.



Source: Braud Cafe, 2024

Figure 1. Braud Cafe Sales Chart for 2023-2024

Graph 1.1 shows Kafe Braud's sales data for the period from January 2023 to March 2024. In general, sales fluctuate significantly during this period. At the beginning of 2023, sales were at a fairly stable level. Sales continued to increase until they peaked in May and June 2023, before starting to experience a slight decline that continued into September 2023.

Factors such as product quality, service quality, price perception, promotion, and location have been shown to affect customer satisfaction and repurchase intent in various studies. However, a deeper understanding of how customer satisfaction can moderate these relationships in the local café industry still needs to be further researched to provide more specific and applicable insights for businesses in this sector.

Several other studies have also highlighted the importance of customer satisfaction as a variable that mediates the relationship between the marketing mix and repurchase intent. Research by Dhita, Sylvia, Mukson, and Agus Setiadi (2022) found that elements of the marketing mix, such as product quality and price perception, have a significant effect on consumer satisfaction and loyalty of the quality of espresso coffee processed products in Semarang City.

THEORETICAL REVIEW

Stimulus-Organism-Response (S-O-R)

The Stimulus-Organism-Response (S-O-R) theory was first developed in the field of behavioral psychology by Robert S. Woodworth in 1929. Woodworth introduced this model as an extension of the classic Stimulus-Response (S-R) theory previously introduced by behaviorists such as John B. Watson and Ivan Pavlov. In the S-R model, a person's response is considered to be a direct result of an external stimulus without considering the individual's internal factors.

In the context of marketing and consumer behavior, S-O-R theory is often used to explain how external elements such as the retail environment, product design, or promotion (S) can affect the emotions and perceptions of individuals (O), which ultimately determine purchasing decisions or other behaviors (R). This model is also often used in digital marketing studies and customer experiences to understand how interactions between brands and consumers can shape their decisions.

Stimulus (S): Refers to external stimuli that affect an individual, such as the physical environment of a store, advertising, or product reviews. For example, in a study by Yaqub et al. (2023), marketing through social media influencers and electronic word of mouth (eWOM) was considered a Stimulus that influences brand awareness and consumer purchasing decisions.

Organism (O): Refers to the internal processes of an individual, including emotions, perceptions, and other psychological conditions mediated by the Stimulus. For example, in the same study, brand awareness served as an organism that mediated the relationship between Stimulus (influencer marketing and eWOM) and response (purchase decision).

Response (R): It is an outcome or action taken by an individual in response to the stimulus and internal processes. In the context of research by Yaqub et al. (2023), this response is manifested in the form of consumer purchasing decisions after exposure to influencer marketing and eWOM, which is mediated by brand awareness.

By understanding each component in the S-O-R model, marketers can design more effective strategies to influence consumer behavior, taking into account how external stimuli affect internal processes and ultimately determine consumer responses.

4P Marketing Mix

The concept of the 4P marketing mix was first introduced by Jerome McCarthy in 1960 in his book *Basic Marketing: A Managerial Approach*. McCarthy is an economist and marketing expert from the United States who developed this concept to help companies design more systematic and effective marketing strategies.

The 4P concept includes Product, Price, Place, and Promotion as the four main elements in a marketing strategy. This model was later popularized and expanded by Philip Kotler, a leading marketing expert, through his various books, including *Marketing Management*. Kotler developed this theory by providing deeper insights into how companies can optimize each element of the 4Ps to achieve marketing success.

Along with the times, the 4P model has undergone various adaptations and developments. One of them is the 7P model, which was introduced in the context of service marketing, by adding People, Process, and Physical Evidence as additional elements to reflect more complex aspects of the service.

Product quality

Product quality is also something that can be offered to the market so that it can be searched for, requested, bought, used and consumed by consumers. Product quality is a need or request for service, classified as physical evidence, real estate, collections, people, events, thoughts, knowledge, expertise, from promotions provided by the company.

Indicators include Oth et al. (2009) in Wijaya (2017):

1. Freshness

Food freshness is usually interpreted as the statement that food remains fresh, which can be associated with the texture, taste, and aroma of the food.

2. Presentation

Food serving is a way to present food to consumers so that it can be enjoyed as a whole. This presentation involves the appropriate arrangement of the composition and the interesting play of colors, so as to increase the appetite of customers.

3. Well Cooked

The food that will be served or served to consumers must be cooked properly and processed hygienically. This aims to make food safe to consume and provide a pleasant dining experience.

4. Variety of Food

The diversity of food in the restaurant reflects the wide variety of menus offered. A wide range of food options allows consumers to choose according to their tastes and preferences, thereby increasing customer satisfaction.

Quality of Service

According to Kotler and Keller (2016, p. 284), there are five main indicators in assessing service quality, namely:

1. Reliability

Reliability reflects a company's ability to deliver services that are in line with promises, trustworthy, accurate, and consistent.

2. Responsiveness

Responsiveness refers to the company's ability to provide services quickly and effectively listen to and address customer complaints.

3. Assurance

Assurance relates to the level of competence, politeness, and credibility of employees in providing services, which builds customer trust in the company.

4. Empathy

Empathy reflects the service provider's sincere and personal concern for the customer, including an understanding of their needs and wants.

5. Tangibles

The tangible aspect includes the physical appearance of facilities, equipment, and equipment used in providing services to customers.

Price Perception

Price perception is how much the tariff to be given to customers for goods or services, the whole number has been exchanged by the customer from the quality of the product or service itself.

The indicators of price perception from the consumer's perspective are as follows (Kotler and Amstrong, 2016):

1. Price affordability, before buying consumers will look for affordable products, affordable prices are the prices that consumers expect.
2. The suitability of price and product quality, is the quality of the product provided according to or not with the price offered, consumers do not mind whether to buy at a relatively expensive price, as long as the quality of the product is good, but consumers prefer products with low prices and good quality.
3. Matching the price with the benefits, consumers will compare the benefits provided by the product whether it is in accordance with the price spent to get the product is proportional to the profits obtained, then the consumer will make a purchase decision.
4. Price according to affordability or price competitiveness, before deciding to buy, consumers will compare the prices of each available product selection and consumers will choose and then consider at the time of buying the product whether the price given is lower or even more expensive than the price given by competitors.

Promotion

Promotion is an effort to inform or offer the quality of products or services with the aim of attracting potential consumers to buy or consume them. With the promotion of producers or distributors, they expect an increase in sales figures (Barcelona et al., 2019).

The indicator according to (Buchari Alma 2016,179) says that:

a. Advertising

Advertising is all forms of non-personal presentation in the form of promotion of ideas, promotions of goods or services that require certain costs carried out by clear sponsors.

b. Personal sales

Selling Individual sales are a form of verbal achievement with one or more potential buyers with the aim of making a sale, in the presentation there is direct interaction between the seller and the prospective buyer.

c. Sales Promotion

Sales promotion is a short-term incentive program to encourage the desire to try or buy a product, service, or goods faster or larger by customers.

d. Direct marketing

Direct marketing is an interactive marketing system that uses one or more advertising mediums to generate a wide variety of measurable responses and transactions on a location.

Location

Then, according to Tjiptono, the location is the physical structure of the store as the main component that can be seen physically to the impression of the store that is carried out in placing takes and activities in providing service channels needed by consumers (Tanjung, 2021).

According to Senggetang et al (2019:882) the location indicators are as follows:

1. Access, location that is easy to walk or easy to reach by public transportation.
2. Visibility, location can be clearly seen from the curb or normal visibility.
3. A spacious, safe and comfortable parking lot that is good for two-wheeled vehicles and also for four-wheeled vehicles.

Repurchase Intent

Repurchase intention is the next stage of evaluation of the quality of the product or service that has been used by consumers that can influence the purchase decision. There are two factors, namely the attitude of others and Unexpected situational factors.

1. Attitude of others

The attitude of others is the input and suggestions given from other parties that can influence consumer purchase decisions. The other person is considered an important person and a close person

2. Unexpected situational factors

Unexpected situational factors or unpredictable or unforeseen circumstances. When consumers want to use a product or service quality, it is supported based on income, price perception, and the expected benefits of product quality.

Customer Satisfaction

According to the opinions of the experts above, it can be concluded that customer satisfaction is a person's feeling of happiness or disappointment arising from the fulfillment of customer needs and desires.

The following are the indicators of customer satisfaction according to (Nasruddin & Nurchayati, 2019):

1. Product quality

Customers feel satisfied if they buy and use the quality of the product/service turns out to have the desired quality.

2. Price perception

For customers who are sensitive, the perception of low prices is an important source of satisfaction because they will get *a high value of money*. For customers who are not sensitive to price perception, the price perception component is relatively not very important to them.

3. Quality of service

Employees give their best performance to meet customer satisfaction.

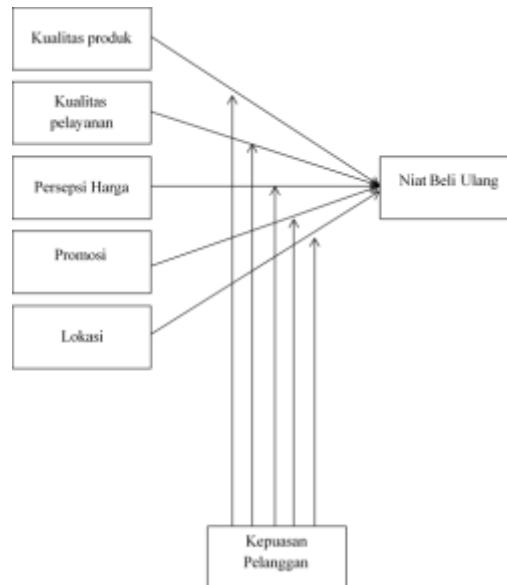
4. Emotional factors

Pride, confidence, symbols of success, part of an important group and so on are examples of the emotions that underlie customer satisfaction.

5. Cost and convenience

Customers will be more satisfied if it is relatively cheap, easy, comfortable, and efficient in getting quality products or services.

Conceptual Framework



Gambar 2. Kerangka Konseptual

METHODOLOGY

Research Design

This study uses a quantitative approach in the form of causal associations (cause and effect) with the aim of determining the relationship between the influence of two or more variables (Yani Balaka & Abyan, 2022). The data collection method in this study uses a survey approach, namely the collection and assessment of respondents from variables through questionnaires. The questionnaire consists of open-ended questions regarding identity and closed-ended questions that have been provided that will be measured using the Likert scale. The questionnaire will be given directly to respondents. The instrument was then tested with validity tests, reliability tests, and classical assumption tests. The data were used based on population and sampling using the nonprobability sampling method, using the purposive sampling technique.

Research Location

This research was conducted at the Braud Cafe located on Jl. Mertanadi No.62, Kerobokan Kelod, North Kuta District, Badung Regency, Bali 80361. This aims to get information directly from the customers after they make a visit.

Research Object

The object of this research is the behavior of Kafe Braud customers, especially related to the intention to buy again after evaluating product quality, service quality, price perception, promotion and location. This study will measure how product quality, price perception, venue, promotion, people, process, and physical evidence affect repurchase intent. Based on the calculation of the sample, the number of samples needed is 96 respondents which are rounded to 100 respondents.

Population and Sample

The population in this study is all customers of Cafe Braud who have made purchases and have had direct experience at the cafe.

Data Types and Sources

Data Type

a. Quantitative Data

The data is measured numerically and analyzed using statistical methods, such as mean values, regression, and moderation tests.

b. Qualitative Data

Supporting data is a description of customer experience collected through open-ended questions on questionnaires.

Data Source

a. The primary source is research respondents collected directly from Kafe braud customers through a questionnaire survey.

b. Secondary Sources are supporters obtained from various literature such as books, journals, and previous research reports. In this study, secondary data was used in the form of data from BPS Bali Province, Braud cafe sales data, Braud cafe Instagram insights, and previous research articles.

RESULTS

Descriptive Statistical Test

Descriptive analysis was carried out to describe the research data based on the minimum, maximum, average, and standard values of variable deviation. Here are the results:

Table 2. Statistical Test Results

	Deskriptif Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	100	11	20	15.90	2.120
Quality of Service	100	13	25	19.40	3.146
Price Perception	100	9	15	12.24	1.498
Promotion	100	7	15	10.98	2.160

Place	100	10	25	16.37	4.532
Customer Satisfaction	100	8	20	16.34	2.927
Repurchase Intent	100	8	20	12.75	3.283
Valid N (listwise)	100				

Source: Primary Data processed, SPSS 2025

Based on the results of the descriptive analysis, all variables in the study showed a mean value higher than the standard deviation, indicating a good data trend. Of the 100 respondents, product quality had an average score of 15.90 (SD=2,120), service quality 19.40 (SD=3,146), price perception 12.24 (SD=1,498), promotion 10.98 (SD=2,160), and place 16.37 (SD=4,532). Customer satisfaction averaged 16.34 (SD=2,927), while repurchase intent averaged 12.75 (SD=3,283). In general, the data showed a fairly stable distribution, although some variables such as place and repurchase intent had a larger score spread than others.

Classic Assumption Test

1. Normality Test

Table 3. *Kolmogrov Smirnov Test Results*
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.21904545
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.044
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

1. Test distribution is Normal.
2. Calculated from data.
3. Lilliefors Significance Correction.
4. This is a lower bound of the true significance. Sumber: Data Primer diolah, SPSS 2025

The test results presented in the table show the value of asymp. Sig. (2-tailed) by 0.200. This number, which exceeds 0.05, forms the basis for the conclusion that the residual data in the regression model has met the assumption of normality.

2. Multicollinearity Test

Tabel. 4 Hasil Uji Multikolinearitas
Collinearity Statistics

Model	Tolerance	VIF
1 Product Quality	.821	1.218
Quality of Service	.479	2.088
Price Perception	.938	1.066
Promotion	.544	1.838
Place	.736	1.359

a. Dependent Variable: Repurchase Intent

Source: Primary Data processed, SPSS 2025

1. Heterokedasticity Test

To detect heteroscedasticity, it can be done through a *geltser test*. If the significance value is greater than 0.05, then the conclusion is that heteroscedasticity does not occur, and vice versa.

Table. 5 Heterokedasticity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.987	1.572			.628	.531
Product Quality	.053	.068	.086		.780	.437
Quality of Service	.100	.060	.240		1.667	.099
Price Perception	-.048	.090	-.054		-.527	.599
Promotion	-.150	.082	-.247		-1.823	.071
Place	.014	.034	.049		.422	.674

a. Dependent Variable: Abs_RES

Source: Primary Data processed, SPSS 2025

Based on the above results, it can be seen that all variables have a Sig. value of > 0.05 , so it can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Test

The following are the results of multiple linear regression analysis:

Table. 6 Multiple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			

1	(Constant)	-7.286	2.750		-2.649	.009
	Product Quality	.278	.119	.179	2.332	.022
	Quality of Service	.357	.105	.342	3.392	.001
	Price Perception	.415	.158	.189	2.630	.010
	Promotion	-.211	.144	-.139	-1.470	.145
	Place	.363	.059	.501	6.167	.000

1. Dependent Variable: Repurchase Intent

Source: Primary Data processed, SPSS 2025

Uji Moderated Regression Analysis (MRA)

The following are the results of the moderation test:

Table 7 Moderated Regression Analysis Test Results
Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.959	14.427		.760	.450
	Product Quality	.921	.671	.595	1.372	.174
	Quality of Service	.372	.637	.357	.584	.561
	Price Perception	-.370	.934	-.169	-.396	.693
	Promotion	-1.287	.808	-.847	-1.593	.115
	Place	-.185	.359	-.256	-.517	.607
	Customer Satisfaction	-1.033	.878	-.921	-1.176	.243
	Moderation X1	-.044	.040	-.964	-1.113	.269
	Moderation X2	-.001	.039	-.028	-.028	.978
	Moderation X3	.050	.056	.685	.879	.382
	Moderation X4	.063	.049	1.046	1.292	.200
	Moderation X5	.034	.022	.981	1.544	.126

1. Dependent Variable: Repurchase Intent

Source: Primary Data processed, SPSS 2025

As a result of the regression equation, it can be interpreted as follows:

1. The coefficient for (Constant) is 10.959, which represents the intercept value when all other independent variables are zero.
2. Product Quality has a coefficient of 0.921, which indicates a positive impact; a one-unit increase in Product Quality is associated with a 0.921 increase in Repurchase Intent, if other variables are constant.

Uji Hipotesis

1. Test T

The comparison between the calculated t value and the t table became the basis for the test. If t calculates exceeds t table or its significance is below 0.05, the significant independent variable affects the bound variable, and vice versa.

Tabel. 8 Hasil Uji T
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-7.286	2.750		-2.649	.009
Product Quality	.278	.119	.179	2.332	.022
Quality of Service	.357	.105	.342	3.392	.001
Price Perception	.415	.158	.189	2.630	.010
Promotion	-.211	.144	-.139	-1.470	.145
Place	.363	.059	.501	6.167	.000

a. Dependent Variable: Repurchase Intent
Source: Primary Data processed, SPSS 2025

Based on the results of the t-test, it was obtained that the variables of product quality (X1), service quality (X2), price perception (X3), and place (X5) had a positive and significant influence on repurchase intention, indicated by the tcal value of each greater than the ttable (1.66123) and the significance level below 0.05. On the other hand, the promotional variable (X4) has no effect on the repurchase intention because the tcal value (-1.470) is smaller than the ttable and the significance value of 0.145 exceeds the limit of 0.05, so the fourth hypothesis is rejected. Thus, four of the five variables in the model proved to be significant in influencing the repurchase intent of Kafe Braud customers.

Table. 9 MRA Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	10.959	14.427		.760	.450
Product Quality	.921	.671	.595	1.372	.174
Quality of Service	.372	.637	.357	.584	.561
Price Perception	-.370	.934	-.169	-.396	.693
Promotion	-1.287	.808	-.847	-1.593	.115
Place	-.185	.359	-.256	-.517	.607
Customer Satisfaction	-1.033	.878	-.921	-1.176	.243
Moderation X1	-.044	.040	-.964	-1.113	.269
Moderation X2	-.001	.039	-.028	-.028	.978
Moderation X3	.050	.056	.685	.879	.382
Moderation X4	.063	.049	1.046	1.292	.200
Moderation X5	.034	.022	.981	1.544	.126

a. Dependent Variable: Repurchase Intent
Source: Primary Data processed, SPSS 2025

The results of the moderation test showed that customer satisfaction did not significantly moderate the influence of product quality, service quality, price perception, promotion, or place on repurchase intention. The entire moderation value of each variable is below the table with a significance above 0.05, so all five moderation hypotheses (H6–H10) are rejected. This indicates that customer satisfaction did not strengthen or weaken the relationship between the 4P variable and repurchase intent in this study.

2. Test F

If the significance value (Sig.) is less than 0.05, it can be concluded that the independent variables together affect the dependent variables.

Table. 10 F test results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	579.258	5	115.852	22.339	.000 ^b
Residual	487.492	94	5.186		
Total	1066.750	99			

a. Dependent Variable: Repurchase Intent

b. Predictors: (Constant), Venue, Price Perception, Promotion, Product Quality, Service Quality

Source: Primary Data processed, SPSS 2025

Based on the results of the above test, a Fcal value of 22,339 was obtained with a sig value. of 0.000, then it can be concluded that all independent variables have an effect on dependent variables

Coefficient Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.543	.519	2.277

a. Predictors: (Constant), Venue, Price Perception, Promotion, Product Quality, Service Quality

Source: Data processed, SPSS 2025

Based on table 4.30, the *Adjusted R Square* is 0.543 or 54.3%. According to this value, the value of product quality, service quality, price perception, promotion and place is responsible for 54.3% of the variation in repurchase intent.

DISCUSSION

The results of the study show that product quality, service quality, price perception, and place have a positive and significant effect on the repurchase intention of Kafe Braud customers. This means that the better the four factors, the higher the likelihood of customers returning to purchase. In contrast, promotions do not show a significant influence on repurchase intent, as in the context of a

competitive café industry, customer loyalty is influenced more by the overall experience than simply a promotional offer.

Meanwhile, the customer satisfaction variable did not succeed in moderating the relationship between product quality, service quality, price perception, promotion, and place to repurchase intention. These findings indicate that even if customers are satisfied, other factors such as competitive prices, strategic location, and the availability of other alternatives remain key considerations in repurchase decisions. This reinforces the view that in service industries such as cafes, customer loyalty is shaped by a complex combination of various elements, rather than simply from momentary satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

This study examines the influence of marketing mix (4P) on repurchase intention with customer satisfaction as a moderation variable in Braud Bali Cafe. The results of the analysis show that product quality, service quality, price perception, and place have a positive and significant influence on customer repurchase intention. This means that the better the four elements, the more likely customers are to return to purchase. In contrast, the promotional variable did not show a significant influence on repurchase intent, indicating that promotions were not a major factor in driving customer loyalty at these cafes. Further research is suggested to explore other variables beyond the 4Ps and customer satisfaction that may have an effect on repurchase intent, such as brand loyalty, emotional connections, or customer experience. In addition, the addition of the number of respondents and a wider coverage of the location will increase the accuracy and generalization of the research results. For the management of Kafe Braud Bali, it is recommended to develop a more personalized and data-based promotional strategy, as well as continue to improve the quality of services and products to maintain satisfaction and encourage repeat purchases.

FURTHER STUDY

Every research is subject to limitations; thus, you can explain them here and briefly provide suggestions to further investigations.

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