

ABSTRACT

Kintsugi Coffee is one of the cafes that manages to survive amid fierce competition by fully comprehending the dynamics of its target market's tastes and attempting to satisfy them. A number of customer complaints posted on Instagram social media demonstrate the phenomenon of low customer perception. This demonstrates the quality of service that customers find less satisfactory.

Customers' satisfaction with Kintsugi Coffee will be evaluated in terms of price, food quality, service quality, and satisfaction. Then, measure the influence of Kintsugi Coffee's service quality and customer satisfaction on their behavioral intentions.

In this study, the quantitative descriptive method was used. Kintsugi Coffee customers are included in this study's sample. Path Analysis with the Partial Least Square program was used to analyze the data that were gathered through literature and questionnaires.

The results showed good service quality with an average value of 68.40%, good food quality with an average value of 69.06%, fairly good price rating with an average value of 67.86%. good customer satisfaction from an average value of 68.25%. behavioral intention is quite good the average value is 67.86%

The conclusion of the study is that satisfaction has a positive influence on behavioral intentions of Kintsugi Coffee customers. Service quality has a positive influence on Kintsugi Coffee customer satisfaction. Service quality has a positive influence on the behavioral intention of Kintsugi Coffee customers. Food quality has a positive influence on Kintsugi Coffee customer satisfaction. Price assessment has a positive influence on Kintsugi Coffee customer satisfaction..

Keywords: antecedents of customer satisfaction, behavioral intention