

ABSTRACT

The rapid development of technology provides various business opportunities through the promised technology. Kopi Kenangan presents an ordering service through the Kopi Memories application which can be downloaded through the Google Playstore where this makes it easy for consumers to buy without the need to queue in accordance with the concept of "Grab and Go". Kopi Kenangan offers contemporary RTD (Ready to Drink) beverage products with its flagship menu being the former memory coffee, which is a mixture of coffee, milk and palm sugar. Memories coffee targets the low-middle and middle-high to high target segments, with premium coffee quality with good taste but quite affordable price

This study aims to see how much influence product quality, e-service quality and customer satisfaction have on the intention to repurchase Kopi Memories simultaneously and partially in terms of product quality variables (food presentation, taste, variety of choices, healthy choices, freshness, and product quality, temperature), e-service quality (efficiency, responsiveness, compliance, privacy, compensation, contacts and system availability). The method used in this research is a quantitative approach. The sampling technique used in this study is non-probability sampling with purposive sampling method. The samples taken in this study were 385 respondents who had ordered coffee memories through the Kopi Memories application who were domiciled in the city of Jakarta.

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The results of this study indicate that there is an effect of product quality and e-service quality together with a positive effect on repurchase intentions based on the hypothesis (T test). Analysis of the Structural Equation Model using

smartPLS tools shows that the most dominant influence is on the product quality variable on repurchase intention with a path coefficient value of 0.314 and the largest T-Statistic with a value of 5.294. While the smallest effect is on e-service quality in the efficiency variable on repurchase intention with a path coefficient value of -0.016 and the smallest T-Statistic with a value of 0.297

From the results of these studies, memory management must continue to maintain product quality, especially in the presentation of beverage products, which continues to increase because consumers like the appearance of beverages that are liked by young people and increase efficiency in the memory coffee application so that it is easy to use by users.

Keywords: *Product Quality, E-Service Quality, Consumer Satisfaction, Repurchase Intention*