

ABSTRACT

This study aims to analyze the influence of product quality and human resources (People) on repurchase intention with customer satisfaction as a mediating variable among consumers of Mikha Coffee Setiabudi. The research employed a quantitative approach with a survey method, involving 120 respondents selected through purposive sampling. Data were collected using a questionnaire tested for validity and reliability, and analyzed with Structural Equation Modeling (SEM) using LISREL 8.8. The results show that product quality and human resources have a positive and significant effect on customer satisfaction, with a simultaneous contribution of 59%, where human resources exert a more dominant influence compared to product quality. Furthermore, customer satisfaction significantly affects repurchase intention with a path coefficient of 0.72 and a determination coefficient of 52%. These findings indicate that customer satisfaction is a key factor in increasing the likelihood of repurchase behavior. The study recommends improving product quality consistency and strengthening the role of human resources in service delivery to enhance customer satisfaction and maintain repurchase intention.

Keywords: Product Quality, Human Resources (People), Customer Satisfaction, Repurchase Intention.