

CUSTOMER SATISFACTION AS A MEDIATOR BETWEEN PERCEIVED QUALITY, ATTITUDES, AND READY-TO- DRINK COFFEE PURCHASE INTENTION

**Edy Humaidi^{1*}, Bina Unteawati¹, Nuni Anggraini¹, I Putu Ajie Windu
Kertayoga¹, Rini Desfaryani²**

*¹Program Studi Pengelolaan Agribisnis, Politeknik Negeri Lampung, Bandar
Lampung*

*²Program Studi Agribisnis Pangan, Politeknik Negeri Lampung, Bandar
Lampung*

*Jl. Soekarno-Hatta No. 10, Rajabasa Raya, Rajabasa, Kota Bandar Lampung,
Lampung, Indonesia.*

**Email: edyhumaidi145@polinela.ac.id*

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ABSTRACT

Purchase intention is a key behavioral indicator of market competitiveness and business sustainability. Understanding its determinants – such as perceived quality, customer attitude, and satisfaction – is crucial for developing effective marketing strategies. This study analyzes the effects of perceived quality, customer attitude, and satisfaction on purchase intention for coffee ready-to-drink (RTD) products, and examines the mediating role of customer satisfaction. Data were collected through surveys and direct observation using accidental sampling, then analyzed with descriptive statistics and Structural Equation Modeling (SEM). The results show that customer attitude and satisfaction significantly influence purchase intention, both directly and through mediation. Customer satisfaction mediates the relationship between customer attitude and purchase intention, indicating that positive attitudes enhance satisfaction, which subsequently increases purchase intent. Conversely, perceived quality has no significant direct or indirect effect on purchase intention through satisfaction, suggesting its limited influence in this model. Overall, customer satisfaction serves as a key mediating factor linking attitude and purchase intention, while perceived quality plays a minor role. Strengthening customer attitudes and satisfaction is therefore a more effective strategy for increasing purchase intention for coffee RTD products.

Keywords: Coffee, Perceived Quality, Purchase Intention

INTRODUCTION

Coffee is a beverage that is familiar to most people and loved by individuals from all walks of life – not only in Indonesia but also across the globe due to its recognized health benefits. The trend of drinking coffee has evolved into a mandatory lifestyle for most Indonesians of all ages, driven by its distinctive image and taste. This shifting lifestyle has led to a major surge in national coffee consumption, where Indonesia's domestic consumption has reached approximately 5.2 million 60-kilogram bags, making it one of the fastest-growing markets in Asia (Organization & ICO, 2024). In the marketplace, this lifestyle shift has triggered an explosive demand for convenience, driving the global Ready-to-Drink (RTD) coffee market size to increase by USD 16.10 billion at a CAGR of 8.4% from 2025 to 2030, heavily propelled by the rising demand for on-the-go refreshments (Technavio, 2026). Consequently, the beverage industry in Indonesia has become one of the country's largest economic sectors, transforming the beverage business into one of the most competitive fast-moving consumer goods (FMCG) industries today (Andriani et al., 2025).

This industry is expected to continue growing in line with the needs of modern society, which seeks practical, safe, hygienic, affordable, and value-added beverage products. Ready-to-drink coffee or coffee ready to drink is currently considered one of the most promising segments, popular across various segments of society. This is supported by the increasing number of coffee shops emerging in every region. When making choices, consumers typically consider perceived quality. Perceived quality, or the quality as perceived by the customer, is not the actual product quality but rather the customer's perception of the overall quality or advantages of the product or service (Zeithaml, V., Bitner, M., Gremler, 2004).

Consumers play a significant role in economic growth. The greater the number of consumers or buyers, the more the economy will grow, and the higher the revenue generated from a product. This forces companies to find ways to encourage customers to purchase the products they sell and manufacture. Several factors can influence a person's intention to purchase a product, such as perceived quality, which represents the customer's perception of the overall quality and superiority of a product or service (Xu et al., 2015). However, while the direct relationship between perceived quality and purchase intention has been widely documented, empirical consensus remains fragmented regarding the precise psychological mechanisms that translate this perception into actual buying behavior, particularly within the fast-paced Ready-to-Drink (RTD) coffee sector. Extant literature often overlooks how cognitive evaluations like perceived quality interact with affective customer attitudes to collectively shape behavioral intentions. Furthermore, there is a notable research gap in exploring the dual-pathway mechanism where customer satisfaction serves as a vital mediator that links both quality perceptions and consumer attitudes simultaneously to purchase intentions.

The positive effect is directly felt on perceived quality towards purchase intention Khanh Tuan & Rajagopal (2017). Religia et al., (2024); Taufik et al., (2021) expressing perceptions of quality has a direct positive relationship with purchase intention. Ghafar et al., (2015) found that perceived quality directly and significantly influences purchase intention. Thus, positive perceptions of quality encourage consumers to intend to buy. Astuti & Rahmawati, (2023) strengthens these findings, explicitly stating that perceived quality has a significant positive influence on purchase intention.

Another variable that influences purchase intention is customer attitude. A person's intention or desire to perform a certain behavior can be predicted using a theory called the Theory of Planned Behavior (TPB). Ajzen (2015). The components contained in TPB are attitudes, which are defined as the degree to which individuals view an attitude and determine whether it is beneficial or not, and this results in beliefs related to the outcomes of their attitudes and self-perception evaluations of those outcomes. Naskar & Lindahl (2025). It is important for businesses to instill a positive perception of their products in the minds of consumers in order to influence their purchasing intentions. Most behavioral models explain the cause-and-effect relationship between attitude and purchase intention to determine the true attitude. Purchase intention, or the desire to buy, can be predicted based on consumer attitude. Consumer attitude is a predictive behavior that has been the focus of research on attitude and behavior over the past forty years. Ajzen (2015). Products that are perceived positively by customers in this regard are considered superior, which will have an impact on customer satisfaction (Humaidi et al., 2023).

Customer satisfaction is something that every individual wants to achieve. Satisfaction is one of the factors that drives people to achieve happiness. Zeithaml, V., Bitner, M., Gremler (2004). If someone is satisfied with a product/service, they will definitely use that product. service again in the future. This is one of the factors that influence people to make repeat purchases (purchase intention). Purchase Intention The intention to buy is the possibility that customers will plan or be willing to buy a particular product or service. Satisfied customers tend to become loyal customers. High satisfaction creates emotional attachment to the company, not just rational preference, but also creates high customer loyalty. (Chebab, Z., & Boukerch, 2025).

Lampung Province is one of Indonesia's coffee-producing provinces, with a production of 118,149 tons in 2020, ranking second highest after South Sumatra Province. The coffee products currently produced are not only sold as raw coffee beans but have evolved into ready-to-drink coffee products or coffee ready to drink, Furthermore, in 2019-2020, the coffee ready-to-drink business industry in Lampung Province, particularly in the provincial capital of Bandar Lampung, showed an upward trend, with coffee shops selling coffee ready-to-drink products along the city streets, and various coffee brands emerging. However, in 2021-2022,

only a few brands or coffee shops remain operational, and some coffee shops began to close their businesses. One of the factors causing some coffee shops to close was the COVID-19 pandemic. However, there are still some ready-to-drink coffee brands that have survived until now. This situation raises a significant question: what factors should producers or business operators in the ready-to-drink coffee industry be aware of to retain consumers and encourage repeat purchases (purchase intention), thereby enabling their businesses to survive and compete in the industry?. Based on the above description of consumer behavior theory and the conditions of ready-to-drink coffee businesses, it is considered necessary to conduct research on the "Influence of Perceived Quality and Customer Attitude on Purchase Intention with the Mediation of Customer Satisfaction in Ready-to-Drink Coffee Customers."

RESEARCH METHODOLOGY

This study was conducted in Bandar Lampung City from April to June 2023. This purposive location was chosen due to the high density of various ready-to-drink (RTD) coffee brands and shops, contrasted by a lack of empirical references regarding consumer purchase intention which local business actors urgently need to compete. The respondents of this study were active RTD coffee consumers in Bandar Lampung. This research utilized both primary data, collected directly from respondents via surveys using structured Likert-scale questionnaires, and secondary data obtained from relevant literature and industrial reports. Data collection was executed through the distribution of questionnaires both online and offline at various coffee outlets. Given the complex structural relationships in this study, the primary data was analyzed using Structural Equation Modeling (SEM), specifically Partial Least Squares-SEM (PLS-SEM), to evaluate the measurement model and the hypothesized mediating effects. Determination of sample size was carried out using the Virtucio formula. According to Virtucio in (Humaidi et al., 2023) this method is used if the population is difficult to know. The formula used is as follows:

$$n = \frac{z^2(p(1-p))}{(MOE)^2}$$

$$n = \frac{1,96^2(0,05(1-0,05))}{0,05^2}$$

$$n = \frac{0,182476}{0,0025}$$

$$n = 72,9$$

Based on the equation above, the number of respondents in this study was 73. To process the empirical data, both descriptive analysis and Structural Equation Modeling (SEM) techniques are employed. The structural model in this

study consists of 4 latent variables measured by a total of 18 manifest variables (indicators). These variables are evaluated using Smart-PLS software, with their specific pathways and definitions operationalized through the indicators presented in Table 1 below:

Table 1. Latent Variables and Indicators in the Research

Latent Variable	Indicators / Manifest Variables
Perceived Quality (PQ)	1. Ready-to-Drink (RTD) coffee has long durability / shelf life. 2. RTD coffee has excellent overall quality. 3. RTD coffee has guaranteed product quality. 4. RTD coffee has excellent taste and aroma.
Customer Attitude (CA)	1. Buying RTD coffee products is a good idea. 2. Buying RTD coffee products is interesting. 3. Buying RTD coffee products is important. 4. Buying RTD coffee products is advantageous / beneficial. 5. Buying RTD coffee products is a wise choice. 6. Buying RTD coffee products is pleasant / enjoyable. 7. RTD coffee products are safe for consumption.
Purchase Intention (PI)	1. I am willing to buy this product. 2. I intend to buy this product. 3. plan to consume this product. 4. I will try to consume this product.
Customer Satisfaction (CS)	1. I am highly satisfied with the RTD coffee products I consume. 2. I am very happy with the RTD coffee products I consume. 3. I am highly satisfied after purchasing RTD coffee products.

Following the variables established in Table 1, the inner and outer configurations of the structural model were constructed using Smart-PLS. The complete graphical path diagram for this study is presented in Figure 1 below:

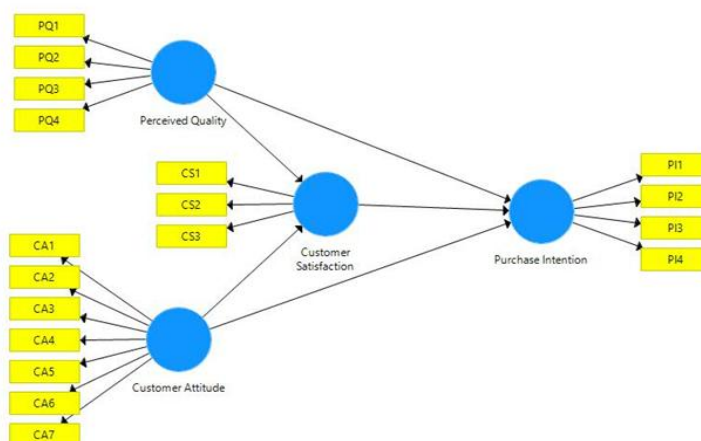


Figure 1. SEM-PLS Model Diagram for Ready to-Drink Coffee

RESULTS AND DISCUSSION

The results of the PLS Algorithm (Figure 2) show that the model has a good fit in terms of measurement model and structural model quality. In the

measurement model (outer model), most indicators have outer loading values above 0.7, indicating convergent validity and good reliability. The Perceived Quality construct is measured by four indicators, with three indicators (PQ2=0.872; PQ3=0.868; PQ4=0.839) falling into the strong category, while PQ1=0.646 is slightly below the ideal threshold and requires further evaluation. The Customer Satisfaction construct has three indicators with very high loading values (0.951–0.977), indicating very good consistency. The Customer Attitude construct with seven indicators (0.843–0.897) and Purchase Intention with four indicators (0.932–0.952) also show very strong measurement reliability. According Latan and Imam Ghozali, (2021); Ahmad and Armawaddin, (2024) an outer loading value between 0.5 and 0.6 is considered sufficient to meet the convergent validity requirement. The data above shows that there are no variable indicators with an outer loading value below 0.5, so all indicators are declared feasible or valid for use in research and can be used for further analysis.

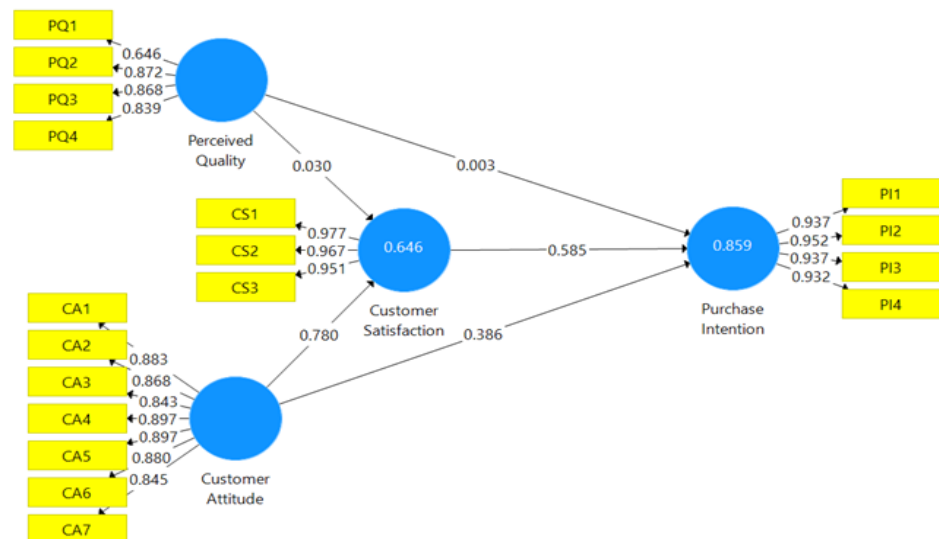


Figure 2. Results Of PLS Algorithm Analysis

Source: Primary Data (2026), analyzed.

In the structural model (*inner model*), the R^2 value for Customer Satisfaction is 0.646, indicating that 64.6% of its variation can be explained by Perceived Quality and Customer Attitude, which falls into the substantial category (Chin, 1998). Meanwhile, the R^2 value for Purchase Intention is 0.859, indicating that 85.9% of its variation is explained by the three predictor constructs, classifying it as a highly substantial model. The path coefficients reveal that Customer Attitude has a strong direct influence on Customer Satisfaction (0.780) and a moderate direct influence on Purchase Intention (0.386). Furthermore, Customer Satisfaction exerts a strong direct influence on Purchase Intention (0.585), establishing itself as the primary predictor in the model, whereas the direct

influences of Perceived Quality on both constructs are critically weak (0.030 and 0.003, respectively).

To evaluate the model's predictive capabilities and overall fit, the Q^2 predict statistics and Goodness of Fit (GoF) metrics were examined. The PLS-predict analysis yielded Q^2 predict values of 0.60 for Customer Satisfaction and 0.70 for Purchase Intention. Since both values are substantially greater than zero ($Q^2 > 0$), the model demonstrates strong and robust predictive relevance for the endogenous constructs (Hair et al., 2017). Additionally, the model's Goodness of Fit was assessed using the Standardized Root Mean Square Residual (SRMR). The analysis showed an SRMR value of 0.057, which is well below the conservative threshold of 0.08 (Henseler et al., 2015). This indicates that the estimated model possesses an adequate and acceptable model fit, confirming that the empirical data aligns well with the proposed structural framework.

Overall, the combination of high indicator reliability and the structural model's ability to explain endogenous variables with a substantial R^2 value indicates that this model has good fit. However, the weak direct role of Perceived Quality suggests that its influence may be more relevant if mediated by Customer Satisfaction. Therefore, in further model development, this aspect should be considered to strengthen the theoretical contribution. Once the model was deemed feasible, further analysis was conducted, namely hypothesis testing through PLS Bootstrapping analysis. The structural model of this research can be seen in Figure 3 below:

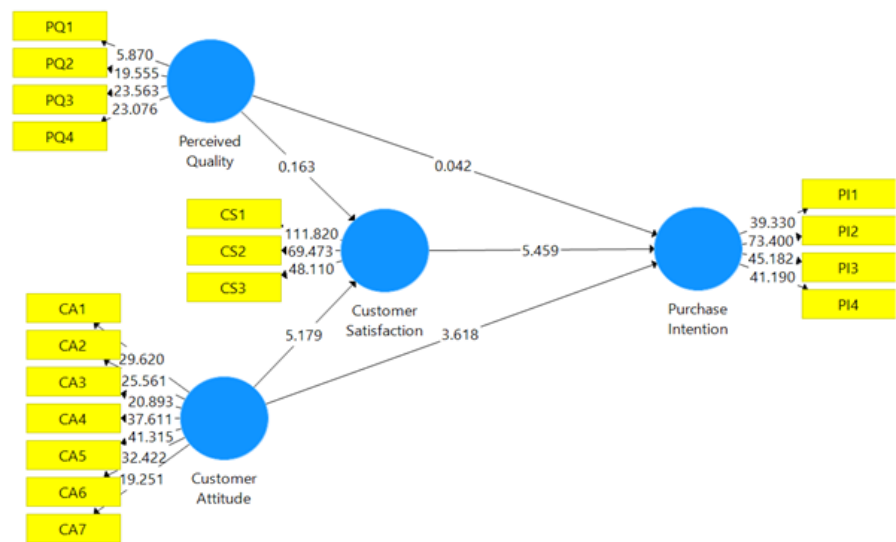


Figure 3. PLS Bootstrapping Analysis Results

The results of the PLS Bootstrapping analysis show that not all relationships between variables in the model are statistically significant. The detailed results of the analysis can be seen in Table 1.

Table 1. Hypothesis Test Results (Path Coefficient)

Variabel			Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)	P- Values
Perceived Quality	>	Customer Satisfaction	0.030	0.029	0.181	0.163	0.870
Customer Attitude	>	Customer Satisfaction	0.780	0.780	0.151	5.179	0.000
Customer Satisfaction	>	Purchase Intention	0.585	0.577	0.107	5.459	0.000
Customer Attitude	>	Purchase Intention	0.386	0.387	0.107	3.618	0.000
Perceived Quality	>	Purchase Intention	0.003	0.010	0.079	0.042	0.966

Source: Primary Data (2023), analyzed.

In the relationship between Perceived Quality and Customer Satisfaction, the path coefficient of 0.030 indicates a very small positive effect, with a t-statistic value of 0.163 and a p-value of 0.870, which is well above the threshold of 0.05, so this effect is considered insignificant. Conversely, Customer Attitude → Customer Satisfaction has a path coefficient of 0.780 with t-statistics of 5.179 and a p-value of 0.000, indicating a very strong and significant positive influence. Furthermore, Customer Satisfaction → Purchase Intention shows a path coefficient of 0.585 with t-statistics of 5.459 and a p-value of 0.000, meaning that customer satisfaction has a positive and significant effect on purchase intention. The relationship between Customer Attitude → Purchase Intention is also significant, with a coefficient of 0.386, t-statistics of 3.618, and a p-value of 0.000, although the strength of the influence is lower than that of Customer Satisfaction. Meanwhile, the relationship between Perceived Quality and Purchase Intention has a path coefficient of 0.003 with t-statistics of 0.042 and a p-value of 0.966, indicating no significant direct influence. Overall, these results confirm that Customer Attitude and Customer Satisfaction are the primary factors influencing purchase intention, while Perceived Quality does not play a significant direct role, suggesting that its influence is likely more relevant through the mediation pathway of customer satisfaction. This finding is in line with the opinions of Irshad et al., (2024); Mittal et al., (2023); Shastry & Anupama, (2021) who state that customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Thus, both academic literature and practical business models affirm that customer satisfaction plays a strategic role in driving purchase intentions and building long-term loyalty. Furthermore, based on the specific results of the indirect effect in Table 2.

Tabel 2. Spesifik Indirect Effect

Variabel	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)	P- Values
Customer Attitude > Customer Satisfaction > Purchase Intention	0.456	0.454	0.135	3.376	0.001
Perceived Quality > Customer Satisfaction > Purchase Intention	0.017	0.012	0.105	0.164	0.870

Source: Primary Data (2023), analyzed.

The results of the mediation effect analysis show that the path Customer Attitude → Customer Satisfaction → Purchase Intention has a coefficient of 0.456 with t-statistics of 3.376 and a p-value of 0.001. This value is significant at the 95% confidence level, so it can be concluded that Customer Satisfaction acts as a strong and significant mediator in the relationship between Customer Attitude and Purchase Intention. This means that positive customer attitudes can increase their satisfaction, which in turn drives purchase intention. This finding is in line with the opinions of Duche-Pérez et al., (2025); Liao et al., (2022); Nirmala Dewi & Giantari, (2022) found that customer satisfaction significantly mediates the relationship between price perception, convenience, and purchase intention. This shows that marketers need to create a comprehensive experience that not only builds positive attitudes but also ensures high satisfaction in order to effectively drive consumer purchase intention.

Conversely, the Perceived Quality → Customer Satisfaction → Purchase Intention pathway has a coefficient of 0.017 with t-statistics of 0.164 and a p-value of 0.870, indicating insignificant results. This means that Customer Satisfaction does not significantly mediate the relationship between Perceived Quality and Purchase Intention. Thus, perceived quality does not contribute significantly to purchase intention, either directly or indirectly through customer satisfaction, in the context of this model. These results are also supported by research findings Jayadi & Ariyanti, (2019); Sulthana & Shanmugam, (2021) which suggests that there is no significant influence between Perceived Quality and Purchase Intention, this description emphasizes the importance of building trust and other affective factors as the main drivers of purchase intention, rather than relying solely on product quality perception.

These findings indicate that consumers' positive attitudes toward brands or products play a crucial role in shaping satisfaction, which in turn drives purchase intent, in line with market preferences that are heavily influenced by brand image, lifestyle trends, and emotional experiences when consuming packaged coffee. Conversely, perceptions of quality were not found to influence purchase intent, either directly or through satisfaction.

This unexpected non-significance can be deeply analyzed through several

market and behavioral lenses. First, there is a profound technological and quality homogeneity within the ready-to-drink (RTD) coffee segment today. Major beverage manufacturers leverage standardized, highly automated production lines and flavor formulation techniques, resulting in nearly identical functional quality, shelf-life durability, and taste consistency across competing brands. When basic quality is universally guaranteed and homogenized, it transforms into a "must-have" hygiene factor rather than a differentiating motivator; hence, it ceases to be a primary driver of consumer decision-making.

Second, RTD coffee is fundamentally classified as a low-involvement, fast-moving consumer good (FMCG) with an affordable price point. For such products, consumers rarely engage in high-effort cognitive or technical assessments of quality (such as bean origin or meticulous processing methods). Instead, their purchasing decisions are governed by peripheral cues and affective shortcuts. Consumers assume a baseline level of product safety and quality, shifting their evaluative focus entirely toward convenience, brand impressions, social lifestyle alignment, and immediate emotional satisfaction. Consequently, variations in quality perceptions fail to move the needle on satisfaction or buying intent, leaving emotional and situational attitude factors as the true determinants of consumer behavior in the RTD coffee market.

CONCLUSION

Based on the analysis results, it can be concluded that Customer Attitude and Customer Satisfaction are the main factors that significantly influence Purchase Intention, both directly and through mediation. Customer Satisfaction has been proven to significantly mediate the relationship between Customer Attitude and Purchase Intention, so that positive customer attitudes will increase satisfaction and ultimately encourage purchase intention. Conversely, Perceived Quality does not significantly influence purchase intention, either directly or indirectly through customer satisfaction, making its role in this model relatively insignificant. Businesses or companies in the ready-to-drink coffee sector should focus on enhancing positive customer attitudes through communication strategies, service, and enjoyable experiences, while strengthening customer satisfaction as the key driver of purchase intention, rather than relying solely on product quality perception.

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