



**THE EFFECT OF LOCATION, PRICE, AND MENU VARIANTS ON
REPURCHASE INTENTION WITH EMOTIONAL ATTACHMENT AS A
MEDIATING VARIABLE AT THE VIRAL MOBILE COFFEE IN JL.
PAHLAWAN, SEMARANG**

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Abstract

This study is motivated by the phenomenon of viral mobile coffee vendors on Jl. Pahlawan, Semarang, which has grown rapidly due to location flexibility and relatively low capital requirements but faces sustainability challenges due to projected declines in national coffee consumption by 2026. The objective of this research is to analyze the influence of location, price, and menu variety on repurchase intention, as well as the mediating role of emotional attachment in these relationships. The study employs an explanatory approach using a survey method through questionnaires distributed to customers of viral mobile coffee vendors, applying a non-probability accidental sampling technique. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to test validity, reliability, and the significance of relationships among variables. The findings indicate that price has a positive and significant effect on repurchase intention, while location and menu variety do not have a direct effect. However, emotional attachment is proven to positively and significantly mediate the relationship between location and repurchase intention, whereas mediation for price and menu variety is not significant. The study's implications emphasize the importance of creating emotional consumer experiences through location strategies, menu innovation, and brand image to enhance loyalty and competitiveness in the digital era.

Keywords: Mobile Coffee Vendors, Repurchase Intention, Emotional Attachment, SEM-PLS Analysis, Consumer Loyalty

INTRODUCTION



The advancement of digitalization has driven the emergence of various coffee business models, including small-scale coffee shops and mobile coffee vendors. The mobile coffee phenomenon has grown rapidly due to its high flexibility and relatively low capital requirement, presenting business opportunities for young entrepreneurs who wish to leverage coffee trends as part of societal lifestyle practices (Sabu, 2024). Unlike conventional coffee shops that require fixed locations and substantial investments, mobile coffee allows vendors to adjust their selling locations and schedules according to strategic market targets, thereby providing a more dynamic alternative for coffee consumption (Mayora, 2022).

Research data indicate that coffee consumption in Indonesia has increased significantly in recent years. A Snapcart survey involving 4,538 respondents reported that in 2023, 79% of Indonesians were coffee drinkers, with the majority consuming coffee on a daily basis (Safira, 2023). However, the projected roadmap for coffee consumption in Indonesia predicts a decline by 2026, from 368 thousand tons to 361 thousand tons (Santika, 2024), raising questions about the sustainability of coffee businesses, particularly within the mobile coffee segment.

As one of the largest coffee producers in the world, Indonesia possesses substantial production potential, including in Central Java Province. Coffee production in this region, particularly in the districts of Temanggung, Magelang, Banjarnegara, Semarang, and Kendal, supports the growth of the local coffee industry (Anisa, 2023; Wahyuningsih dkk., 2022). This increase in production has also encouraged many entrepreneurs to enter the coffee business, including coffee shops, packaged coffee SMEs, and mobile coffee vendors, thereby creating intense competition in the local market (A. Putri, Yusmani, Paloma, & Zakir, 2018).

The viral mobile coffee phenomenon in Semarang, particularly along Jl. Pahlawan, demonstrates how strategic locations, affordable pricing, and menu variety determine consumer purchase intentions. Field studies reveal that mobile coffee vendors attract customers with prices ranging from IDR 7,500 to IDR 13,000 per cup, offering diverse flavor options and leveraging mobility to adapt locations to consumer demand (Tyas dkk., 2023). Consumers also exhibit emotional attachment to certain coffee carts, influencing their intention to repurchase.

Previous studies have highlighted the influence of location, price, and menu variety on repurchase intentions, as well as the role of emotional factors. For instance, competitive pricing has been shown to increase repurchase intention (Irawan dkk., 2025; Sinurat dkk., 2024), menu diversity contributes to customer loyalty (Aulia dkk., 2024; Singgih dkk., 2024), and emotional factors affect



consumer behavior (Amalia & Saryadi, 2018). However, some studies report inconsistent results, leaving a gap in understanding the mediating role of emotional attachment in the context of viral mobile coffee.

This research gap forms the basis for the present study, which aims to explore how emotional attachment mediates the relationship between location, price, and menu variety on repurchase intention in the context of viral mobile coffee on Jl. Pahlawan, Semarang. The study introduces novelty by integrating three main factors location, price, and menu variety with the mediating variable of emotional attachment, providing deeper insight into consumer behavior within a competitive urban coffee market.

The objective of this study is to analyze the influence of location, price, and menu variety on repurchase intention, as well as the mediating role of emotional attachment in viral mobile coffee in Semarang. The results are expected to contribute academically by enriching marketing literature and to offer practical benefits for mobile coffee entrepreneurs in designing more effective marketing strategies, enhancing customer loyalty, and maintaining competitiveness in the digital era.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention is the tendency of consumers to buy a product or service again after being satisfied with a previous experience, which encourages loyal behavior and recommendations to others (Ferdinand, 2000). Ajzen's theory explains that this intention is formed through attitudes, social norms, and perceived behavioral control, motivating consumers to make repeat purchases based on positive experiences (Ajzen, 1991).

Emotional Attachment

Emotional attachment refers to the consumer's emotional bond with a brand or product, which influences purchasing decisions and loyalty (Malär et al., 2011). The main indicators of this attachment include affection, passion, and connection, where a strong emotional relationship enhances satisfaction and encourages positive consumer behavior (Thomson dkk., 2005).

Location

Business location is a strategic factor that determines accessibility, visibility, and market potential, thereby influencing consumer purchase decisions and operational efficiency (Ramadhany & Suyatno, 2025). Selecting an appropriate location can increase business attractiveness and accelerate growth



through proximity to consumers and reduced distribution costs (Kotler & Armstrong, 2018).

Price

Price is the value paid by consumers for a product or service, reflecting a balance between cost, quality, and purchasing power. An appropriate pricing strategy affects purchasing decisions, satisfaction, and loyalty by considering consumer perceptions of value and market price competitiveness (Kotler & Armstrong, 2012).

Menu Variety

Menu variety refers to the diversity of food or beverage options offered to meet consumer preferences and enhance satisfaction (Kotler & Keller, 2016). A varied menu not only attracts customers but also promotes sales and loyalty through flexible choices and business differentiation (Ozdemir & Caliskan, 2015).

RESEARCH METHOD

This study employed an explanatory approach to examine relationships among variables and test proposed hypotheses (Sugiyono, 2015). Primary data were collected via questionnaires distributed to Kopi Keliling Viral customers on Jl. Pahlawan Semarang, while secondary data were obtained through literature studies to strengthen the theoretical foundation. Sampling used a non-probability accidental method, with the minimum number of respondents determined using Cochran's formula. Data were analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS), including outer model evaluation for validity and reliability, and inner model evaluation for relationships among variables, coefficient of determination (R^2), effect size (F^2), predictive relevance (Q^2), and hypothesis testing using t-statistics at a 5% significance level (Ghozali, 2008).

RESULTS AND DISCUSSION

Outer Model Testing

The questionnaire data were analyzed using Partial Least Squares (PLS), a Structural Equation Modeling (SEM) approach, with the assistance of SmartPLS version 4.0. The outer model results are presented in the following figure:

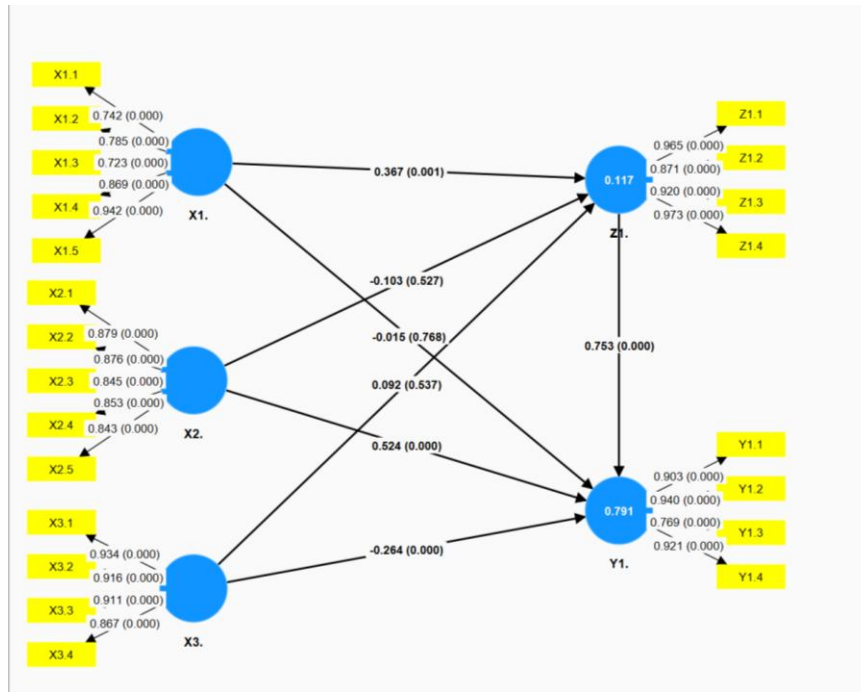


Figure 1.
Outer Loading Model
 Source: SmartPLS Output, 2025

Based on the outer loading results, all indicators of the variables Location, Price, Menu Variations, Emotional Attachment, and Repurchase Intention show values above 0.700, indicating validity, strong representation of their constructs, and fulfillment of convergent validity requirements for further analysis.

Convergent Validity Testing

Convergent validity was tested with SmartPLS 4.0, where indicators are valid if outer loadings > 0.70 and constructs if AVE > 0.50.

Table 1.
Convergent Validity Testing

	Average variance extracted (AVE)	Note
X1.	0,666	
X2.	0,739	
X3.	0,823	
Y1.	0,785	
Z1.	0,870	

Source: SmartPLS Output, 2025



Based on the SmartPLS output (2025), all indicators for Location, Price, Menu Variety, Repurchase Intention, and Emotional Attachment have outer loadings above 0.70 and AVE values exceeding 0.50, confirming convergent validity. These results indicate that all constructs are strongly represented by their indicators and are suitable for further analysis.

Discriminant Validity Test

Using SmartPLS 3.0, validity is confirmed if $\sqrt{AVE} >$ inter-construct correlations and indicator loadings (≥ 0.70) are highest on their construct. Results are shown below.

Table 2.
Discriminant Validity Test (Fornell-Larcker Criterion)

	X1.	X2.	X3.	Y1.	Z1.
X1.	0,816				
X2.	0,805	0,859			
X3.	0,588	0,826	0,907		
Y1.	0,507	0,496	0,328	0,886	
Z1.	0,338	0,269	0,223	0,830	0,933

Source: SmartPLS Output, 2025

Table 2 shows that all Fornell-Larcker values exceed inter-construct correlations, meeting discriminant validity. This confirms that each indicator measures its intended construct more strongly than others.



Table 3.
Discriminant Validity Test (Cross Loadings)

	X1.	X2.	X3.	Y1.	Z1.
X1.1	0,742	0,642	0,595	0,163	-0,048
X1.2	0,785	0,652	0,644	0,200	0,033
X1.3	0,723	0,689	0,624	0,196	-0,059
X1.4	0,869	0,641	0,394	0,435	0,359
X1.5	0,942	0,772	0,540	0,593	0,426
X2.1	0,670	0,879	0,804	0,316	0,105
X2.2	0,625	0,876	0,869	0,364	0,170
X2.3	0,682	0,845	0,686	0,331	0,167
X2.4	0,761	0,853	0,576	0,613	0,411
X2.5	0,621	0,843	0,782	0,217	0,008
X3.1	0,463	0,699	0,933	0,252	0,178
X3.2	0,513	0,752	0,915	0,299	0,217
X3.3	0,594	0,800	0,916	0,298	0,154
X3.4	0,549	0,736	0,863	0,326	0,243
Y1.1	0,445	0,437	0,242	0,903	0,698
Y1.2	0,486	0,411	0,284	0,940	0,785
Y1.3	0,490	0,569	0,381	0,770	0,561
Y1.4	0,388	0,371	0,270	0,921	0,868
Z1.1	0,267	0,220	0,179	0,848	0,965
Z1.2	0,396	0,328	0,293	0,672	0,871
Z1.3	0,304	0,216	0,135	0,779	0,920
Z1.4	0,307	0,246	0,226	0,789	0,973

Source: SmartPLS Output, 2025

Based on Table 3, all indicators show the highest loading on their respective constructs, confirming discriminant validity through the cross-loading test. This indicates that each indicator reliably measures its intended construct.

Reliability Test

Reliability testing assesses the consistency and trustworthiness of measurements. Reliability is confirmed when Cronbach’s alpha, rho_a, and rho_c values exceed 0.70 (Ghozali & Kusumadewi, 2023).

Table 4.
Composite Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
X1.	0,914	1,105	0,908
X2.	0,920	1,059	0,934
X3.	0,928	0,935	0,949
Y1.	0,907	0,916	0,935
Z1.	0,950	0,953	0,964

Source: SmartPLS Output, 2025



Table 4 shows that all indicators have Cronbach’s alpha, rho_a, and rho_c > 0.70, indicating high consistency in measuring the constructs. This confirms that the instruments used are reliable for further analysis.

Coefficient Of Determination (R)

The coefficient of determination (R) shows how much variation in the dependent variable is explained by the independents; higher values indicate better model fit. The results are as follows:

Table 5.
Coefficient Of Determination (R)

	R-square	R-square adjusted
Y1.	0,791	0,789
Z1.	0,117	0,110

Source: SmartPLS Output, 2025

Table 5 shows R² for Emotional Attachment at 0.117 (adjusted 0.110), indicating weak explanatory power, while R² for Repurchase Intention is 0.791 (adjusted 0.789), indicating strong predictive ability. This suggests that Location, Price, Menu Variety, and Emotional Attachment strongly influence repurchase intention, whereas other factors largely affect emotional attachment.

Direct Effect Hypothesis Test

Direct effect hypotheses were tested using original sample values and t-statistics via bootstrapping in SmartPLS 3.0. Significance is indicated by t > 1.652 and p < 0.05.

Table 6.
Direct Effect Hypothesis Test

Variable	Original Sample (O)	Standard Deviation	T Statistics	P Values	Description
Emotional Attachment - > Repurchase Intention	0.753	0.023	32.753	0.000	Accepted
Price -> Emotional Attachment	-0.013	0.0163	0.632	0.527	Rejected
Price -> Repurchase Intention	0.524	0.071	7.356	0.000	Accepted
Location -> Emotional Attachment	0.367	0.113	3.243	0.001	Accepted
Location -> Repurchase Intention	-0.015	0.050	0.294	0.768	Rejected
Menu Variety -> Emotional Attachment	0.092	0.150	0.617	0.537	Rejected
Menu Variety -> Repurchase Intention	-0.264	0.042	6.225	0.000	Rejected

Source: SmartPLS Output, 2025

The results show that Price and Emotional Attachment positively and



significantly affect Repurchase Intention, Location positively affects Emotional Attachment but not Repurchase Intention, while Menu Variety has a negative or insignificant effect. Overall, Price, Location, and Emotional Attachment are key drivers of repurchase, whereas Menu Variety plays a limited role.

Indirect Effect Hypothesis Test

Indirect effects were evaluated using original sample values and t-statistics with mediating variables via bootstrapping in SmartPLS 3.0. Significance is indicated by $t > 1.652$ and $p < 0.05$.

Table 7.
Indirect Effect Hypothesis Test

Variable	Original Sample	Standard Deviation	T Statistics	P Values	Description
Price_Emoational Attachment -> Repurchase Intention	-0.078	0.124	0.627	0.531	Rejected
Location_Emoational Attachment -> Repurchase Intention	0.276	0.086	3.200	0.001	Accepted
Menu Variety_Emoational Attachment -> Repurchase Intention	0.069	0.113	0.615	0.539	Rejected

Source: Processed primary data, 2024

Based on Table 7, the indirect effect test results indicate that emotional attachment significantly mediates the relationship between location and repurchase intention (H8 accepted). Conversely, emotional attachment does not serve as a mediator in the relationship between price and repurchase intention, nor between menu variation and repurchase intention, leading to the rejection of H9 and H10.

Location and Repurchase Intention of Kopi Keliling Viral on Jl. Pahlawan Semarang

The results of the study indicate that price has a positive and significant effect on repurchase intention at Kopi Keliling Viral (coefficient = 0.524; $t = 7.356$; $p = 0.000$), as consumers perceive the price to correspond with the quality of the product and service received. Affordable and competitive pricing creates a positive perception and customer satisfaction, making it an important factor in maintaining loyalty. Strategies such as periodic discounts, bundled pricing, loyalty programs, and transparency regarding raw material composition can further enhance consumer trust, encourage repeat purchases, and expand the market through recommendations from satisfied customers.

In line with Kotler (2020), appropriate pricing can enhance consumers'



perceived value, which in turn generates higher satisfaction. At Kopi Keliling Viral, price serves as a primary attraction, especially for price-sensitive segments such as students and workers. Popular coffee brands like Kopi Atlas, Qilat Coffee, Kopi Disaat, and Kopi MORE demonstrate that competitive pricing compared to other coffee shops makes consumers feel they gain greater benefits, thereby increasing satisfaction and repurchase intention. Previous studies also support this finding, Sinurat dkk. (2024) found that price and outlet location positively and significantly affect repurchase intention for popcorn snacks.

Price and Repurchase Intention at Kopi Keliling Viral on Jl. Pahlawan Semarang

The study shows that price has a positive and significant effect on repurchase intention at Kopi Keliling Viral on Jl. Pahlawan Semarang (coefficient = 0.524; $t = 7.356$; $p = 0.000$). Affordable, competitive, and consistent pricing creates satisfaction and positive perceptions, thereby encouraging customer loyalty. Strategies such as discounts, bundling, loyalty programs, and transparency of ingredient composition can strengthen trust and increase repeat purchases.

According to Kotler (2020), effective pricing enhances perceived value and consumer satisfaction. For price-sensitive segments such as students and workers, competitive pricing makes consumers feel they gain more benefits, thereby increasing repurchase intention. This finding aligns with Sinurat dkk. (2024), which shows that price and location positively affect product repurchase intention.

Menu Variety and Repurchase Intention at Kopi Keliling Viral on Jl. Pahlawan Semarang

The results of the study indicate that menu variety has a negative and significant effect on repurchase intention at Kopi Keliling Viral (coefficient = -0.264; $t = 6.225$; $p = 0.000$), suggesting that menu diversity has not yet become a primary consideration for consumers. This indicates that adding many new variants is not always effective in encouraging repeat purchases. Kopi Keliling Viral should focus on improving the quality and consistency of favorite menu items and strengthening branding, while maintaining adequate variation through periodic innovation on popular items to reach new preferences.

Although menu variety is important for customer satisfaction (Kotler, 2020), in the context of Kopi Keliling Viral, variations in coffee flavors, toppings, and non-coffee beverages have not increased repurchase intention. This suggests that consumers emphasize consistent quality and experience over a wide range of options. This finding contrasts with Putri dkk. (2023), who showed that menu



diversity positively affects repurchase intention.

Location and Emotional Attachment at Kopi Keliling Viral on Jl. Pahlawan Semarang

The results indicate that location has a positive and significant effect on emotional attachment at Kopi Keliling Viral (coefficient = 0.367; $t = 3.243$; $p = 0.001$), indicating that a strategic and comfortable location enhances consumers' emotional connection with the brand. Easily accessible, pleasant locations close to daily activities create positive experiences, while well-managed, comfortable, clean spaces with strong visual identity and community events can strengthen customer loyalty (Schiffman & Kanuk, 2012).

According to Schiffman & Kanuk (2012), emotional attachment is formed through positive experiences and repeated interactions. At Kopi Keliling Viral, a strategic location allows customers to feel close and comfortable, so frequent interactions enhance emotional attachment. Previous research also supports this; Ghorbanzadeh & Rahehagh (2020) found a significant relationship between location accessibility and emotional attachment, emphasizing the importance of location selection in customer experience-based marketing strategies.

Price and Emotional Attachment at Kopi Keliling Viral on Jl. Pahlawan Semarang

The results show that price does not have a significant effect on emotional attachment at Kopi Keliling Viral (coefficient = -0.013; $t = 0.632$; $p = 0.527$), indicating that price perception does not create an emotional closeness with the brand. Emotional attachment is more influenced by experience, ambiance, social interaction, and personal impressions of the brand. Therefore, the focus should be on creating enjoyable and personal customer experiences, such as friendly barista interactions, consistent service, and authentic brand image (Zeithaml dkk., 1996).

Although affordable pricing allows for routine consumption, it is insufficient to build emotional attachment. Strategies emphasizing unique experiences, brand storytelling, and attractive décor are more effective. This finding contrasts with previous studies; Utari & Pasaribu (2024) found that price significantly affects emotional satisfaction at Kedai Cisangkuy Padang, and Singgih dkk. (2024) showed that discounts increase brand attachment, confirming that at Kopi Keliling Viral, non-price factors are more dominant in building emotional attachment.

Menu Variety and Emotional Attachment at Kopi Keliling Viral on Jl. Pahlawan Semarang

The results of the study indicate that menu variety does not have a



significant effect on emotional attachment at Kopi Keliling Viral (coefficient = 0.092; $t = 0.617$; $p = 0.537$), suggesting that menu diversity is not a primary factor in building customers' emotional closeness. Kopi Keliling Viral should prioritize service quality, ambiance, and personal experiences such as friendly service, a comfortable environment, or storytelling in branding to strengthen emotional relationships.

Although menu variety provides broader choices for consumers Keller (2003), it has not been able to enhance emotional attachment at Kopi Keliling Viral, including popular coffees such as Kopi Atlas, Qilat Coffee, Kopi Disaat, and Kopi MORE. This finding differs from previous research, Singgih dkk. (2024) found that menu diversity positively and significantly affects brand attachment.

Emotional Attachment and Repurchase Intention at Kopi Keliling Viral on Jl. Pahlawan Semarang

The results show that emotional attachment has a positive and significant effect on repurchase intention at Kopi Keliling Viral (coefficient = 0.753; $t = 32.753$; $p = 0.000$), indicating that the higher the customers' emotional attachment, the greater their desire to repurchase. Emotional attachment creates a strong relationship between customers and the brand, so Kopi Keliling Viral should strengthen it through compelling brand stories, consistency in quality and service, meaningful experiences, and personalization strategies such as name greetings and loyalty rewards.

According to Thomson dkk. (2005), emotional attachment is a deep affective relationship that enhances satisfaction and loyalty. Consumers who feel emotionally connected to a brand, such as through repeated positive experiences or shared values, tend to remain loyal. At Kopi Keliling Viral, including popular coffees like Kopi Atlas, Qilat Coffee, Kopi Disaat, and Kopi MORE, emotional attachment has been proven to drive repurchase intention, consistent with Wulanjani & Derriawan (2017), who found that experiential marketing positively affects consumers' intention to revisit.

Emotional Attachment as a Mediating Variable between Location and Repurchase Intention at Kopi Keliling Viral on Jl. Pahlawan Semarang

The results show that emotional attachment mediates the effect of location on repurchase intention at Kopi Keliling Viral (coefficient = 0.276; $t = 3.200$; $p = 0.001$), indicating that a strategic location not only facilitates access but also fosters customers' emotional attachment, which strengthens repurchase decisions. Kopi Keliling Viral can maximize the potential of its location by enhancing the store appearance, creating a comfortable and Instagrammable atmosphere, turning the



location into a social interaction space, and organizing events or thematic discounts to increase emotional engagement.

A strategic location is important in attracting repurchase intention, especially in the food and beverage industry (Kotler dkk., 2021). Consumers tend to choose locations that are convenient and easily accessible, while emotional attachment a deep emotional relationship with the brand (Thomson dkk., 2005), strengthens the effect of location on repurchase decisions. Viral coffee brands such as Kopi Atlas, Qilat Coffee, Kopi Disaat, and Kopi MORE demonstrate that positive experiences created from strategic locations and emotional attachment drive loyalty and repurchase intention, consistent with Putri dkk. (2023), who found that a pleasant store atmosphere enhances positive emotions and repurchase intention.

Emotional Attachment as a Mediating Variable between Price and Repurchase Intention at Kopi Keliling Viral on Jl. Pahlawan Semarang

The results of the study indicate that emotional attachment does not mediate the relationship between price and repurchase intention at Kopi Keliling Viral (coefficient = -0.078; $t = 0.627$; $p = 0.531$), meaning that a favorable price perception alone is insufficient to foster emotional attachment that drives repurchase. In other words, even if customers have a high emotional connection to the brand, it does not mediate the effect of price on repurchase decisions.

Price remains an important factor in repurchase decisions, particularly when it is competitive, consistent with quality, and transparent (Kotler & Armstrong, 2018). Consumers assess whether the price is proportional to the benefits received, but emotional attachment does not influence this relationship. At Kopi Keliling Viral, including popular coffees such as Kopi Atlas, Qilat Coffee, Kopi Disaat, and Kopi MORE, consumers perceive price as part of a positive experience, thereby encouraging repurchase even when prices fluctuate. Previous research has not examined the role of emotional attachment in strengthening the effect of price on repurchase intention.

Emotional Attachment as a Mediator between Menu Variety and Repurchase Intention at Kopi Keliling Viral on Jl. Pahlawan Semarang

The results of the study show that emotional attachment does not mediate the relationship between menu variety and repurchase intention at Kopi Keliling Viral (coefficient = 0.069; $t = 0.615$; $p = 0.539$), meaning that menu variety does not indirectly affect repurchase intention through emotional attachment. Nevertheless, emotional attachment continues to drive repurchase among customers who are already emotionally connected.

Kopi Keliling Viral should not overly focus on increasing the number of



menu variants but rather offer emotionally valuable items, such as seasonal drinks, limited editions, or nostalgic menu items, along with friendly interactions when introducing new menus. Consumers with high emotional attachment tend to remain satisfied and loyal even with a limited menu variety (Thomson et al., 2005). Popular coffees such as Kopi Atlas, Qilat Coffee, Kopi Disaat, and Kopi MORE demonstrate that emotional experiences are more important than the number of menu choices. Previous research has not examined the role of emotional attachment as a mediator of menu variety on repurchase intention.

CONCLUSION

Based on the study of Kopi Keliling Viral on Jl. Pahlawan Semarang, emotional attachment is crucial in shaping repurchase intentions. A strategic location strengthens this attachment, while price and menu variation influence it differently: price does not significantly form emotional bonds, and menu changes affect repurchase mainly through emotional pathways. Thus, repurchase decisions are driven more by emotional experiences than by functional factors such as price or menu variety. Consumers remain loyal when they have a strong emotional attachment, even if price or menu options are not optimal.

Practically, marketing strategies should focus on creating positive emotional experiences. Kopi Keliling Viral can enhance repurchase intentions by optimizing location, ambiance, service, and brand storytelling. Personal, interactive, and memorable experiences are key to loyalty, while menu innovation, pricing, and accessibility should support these emotional experiences. This approach not only improves satisfaction but also reinforces long-term loyalty and profitability.

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