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**THE INFLUENCE OF CUSTOMER EXPERIENCE, PRODUCT BUNDLING,  
AND PRODUCT VARIETY ON THE INTEREST IN BUYING BACK COFFEE  
MEMORIES IN BANDAR LAMPUNG IN THE PERSPECTIVE OF ISLAMIC  
BUSINESS**

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**Abstract**

The increasing competition in Indonesia's coffee beverage industry requires businesses to maintain customer loyalty, including Kopi Kenangan Ruko Ahmad Yani Branch in Bandar Lampung, which experienced a sales decline in 2021–2022. This study aims to analyze the influence of customer experience, product bundling, and product variety on consumers' repurchase intention from an Islamic business perspective. A quantitative approach was used with purposive sampling involving 200 respondents who had made at least two purchases. Data were collected using a five-point Likert scale questionnaire and analyzed using SmartPLS 4 to test validity, reliability, and the relationships between variables. The results indicate that all independent variables positively and significantly affect repurchase intention, implying that customer experience, bundling offers, and product variations play an important role in shaping customer loyalty. This study provides strategic implications for implementing marketing practices aligned with Islamic principles, such as honesty, product halalness, and fair service, to support business sustainability in an increasingly competitive market environment.

**Keywords:** Customer Experience, Product Bundling, Product Variety, Repurchase Intention, Islamic Business



## INTRODUCTION

The coffee beverage industry in Indonesia has experienced rapid growth over the past decade, accompanied by a rise in public interest in coffee consumption as part of a modern lifestyle. This trend is not limited to big cities but also extends to various regions in Indonesia (Dinova & Tuti, 2022). (Dinova & Tuti, 2022) For the majority of people around the world, coffee is an important drink to be consumed every day. Coffee is a widely known plantation product throughout Indonesia, especially in Lampung. For some people, especially young people, drinking coffee not only fights drowsiness and fatigue but has developed into a habit or lifestyle. One of the coffee businesses that participated in enlivening the coffee market in Indonesia is Coffee Memories. Kopi Kenangan is a popular coffee shop in the community, especially among young people. Kopi Kenangan operates 868 independently owned outlets in 64 cities without establishing a franchise. Kopi Kenangan is a company that wants to expand its network in the global market and is the first Newiretail F&B Unicorn company in Southeast Asia, thanks to significant funding. Carrying the concept of presenting quality coffee at affordable prices and supporting digital technology in the ordering and service process, the three main aspects that are believed to be key in forming re-purchase interest are customer experience, product bundling, and product variety (Cahyani & Rahmat Hartono, 2025).

The success of Kopi Kenangan lies not only in its marketing strategy but also in the company's ability to create a memorable customer experience. The customer experience encompasses the entire consumer interaction with the brand, from the service in the store, the taste of the product, to the atmosphere of the place, and the ease of ordering. This suggests that emotional and psychological factors play an important role in shaping customer loyalty. A good customer experience gained from understanding customer expectations, proper treatment on every occasion, and various other factors will cause customers to want to buy back the products they consume. On the other hand, product bundling is also one of the ways used to attract consumers. Product bundling is a sale that offers two or more products in one package. With bundling products, manufacturers experience increased sales because more products are sold and consumers get more products at low prices (Ummah & Fikriyah, 2024). Not only that, the variety of products offered by Kopi Kenangan is also one of the attractions for consumers. By offering a variety of menu options, coffee shops can cater to diverse tastes and preferences. Product variety is an attraction for consumers; more varied choices can encourage consumer satisfaction. More and





declining sales in 2021-2022. This condition shows that consumer repurchase interest is not as stable, so it is necessary to evaluate the factors that influence it. Customer experience, product bundling, and product variety are three important factors that are thought to affect customer loyalty, because they are directly related to satisfaction, benefit value, and product choice for consumers. In addition, in the context of a Muslim-majority society, marketing practices must be aligned with Islamic business principles such as honesty, price openness, halal products, and fair service (Bella et al, 2024). Consumers are increasingly critical of these values, so their implementation has the potential to influence trust and repurchase decisions.

The urgency of this study lies in the need for the Kopi Kenangan branch of Ruko Ahmad Yani Lampung to overcome sales fluctuations by understanding the factors that affect the consumer's repurchase interest. Customer experience, product bundling, and product variety need to be analyzed so that companies can determine the most effective marketing strategies in increasing customer loyalty. Furthermore, there is a lack of research on the repurchase interest in the modern coffee business in Bandar Lampung, which is examined from the perspective of Islamic Business. The results of this study are expected to be the basis for corporate decision-making in maintaining business sustainability in accordance with Sharia values in the midst of increasingly fierce competition in the coffee industry.

## LITERATURE REVIEW

### **Theory of Planned Behavior**

Consumer behavior is a study that examines individuals, groups, and organizations in choosing, buying, using, and evaluating products to satisfy their needs and desires (Dewi et al., 2022). Schiffman & Kanuk suggest that consumer behavior is the study of the processes that occur when individuals or groups select, buy, use, or stop using products, services, ideas, or experiences to satisfy certain desires and desires. According to Philip Kotler, consumer behavior includes consumer decisions about what to buy, so buy or not, when to buy, where to buy, how to buy, how to get the goods, and how to pay (cash or credit). Consumer behavior, according to (Peter and C, n.d.) is a dynamic interaction between influences and cognitions, behaviors, and events around us, as well as exchange aspects in everyday life. Consumer behavior was defined by James F. Engel as the actions directly related to acquiring, consuming, and spending goods and services, as well as the decision-making processes that precede and follow



these actions. Cultural, social, personal, and psychological factors are the four main factors that influence consumer purchasing decisions. Consumer behavior is deeply and widely influenced by cultural factors because culture is the most fundamental factor in behavior and desire. If instincts are largely responsible for the behavior of lower beings, then learning is primarily responsible for human behavior. Culture, subculture, and social class are examples of these cultural factors. Social aspect. Reference groups, families, and the role and social status of consumers are examples of social factors that influence consumer behavior. Group, reference, family, role, and status are examples of social factors. Personal aspect. The personal characteristics of customers influence their purchasing decisions. Gender, age, occupation, lifestyle, economic circumstances, personality, and consumer self-concept are among the characteristics (Literatur, 2017).

### **Customer Experience**

According to Schmitt, Customer experience is an experience where the experiences are personal events. Customer experience is defined as the cognitive recognition or perception of stimulating customer motivation. Kertajaya said that to create a good customer experience, there are things that must be considered. First, make the proportion of experience appointments attractive so that customers are willing to come and attend the corresponding reality of the appointment (Ibad, 2025). If the two match, then customer satisfaction will arise and lead to long-term customer loyalty.

### **Product Bundling**

Bundling is a marketing strategy that combines several products in one promotional package marketing strategy. This can help to encourage consumers to purchase products with more volume from the same brand, so that it can increase sales of products that have been promoted. The use of this strategy provides many advantages for both consumers and companies, for bundling companies can be used as one way to increase profits and sales figures, while the benefits for consumers, by purchasing bundling packages, consumers will be more efficient than buying products in units (Mandiri et al., 2024).

### **Product Variety**

Product variation is a collection of several products or goods that will be offered by the seller to potential consumers. Product variation is something that distinguishes a product between manufacturers or companies in the same product category (Saputra et al., 2023).



### **Re-Interested In Buying**

Buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the degree of likelihood of consumers making purchases to predict consumer behavior in the future (Hadithya, 2022).

### **RESEARCH METHOD**

The research method used is quantitative research methods. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations/samples. Sampling techniques are generally carried out randomly, data collection using research instruments, and data analysis is quantitative/statistical in nature, with the aim of testing established hypotheses (Afif et al., 2023).

Population refers to the entire group or element that has certain characteristics that are wanted to be investigated. A population can consist of individuals, objects, events, or anything else that is relevant to the research being conducted. The population in this study is all consumers of coffee memories Ahmad Yani branch of Ruko Bandar Lampung who have made purchases of products at least twice. The population was chosen because it is considered to have sufficient experience in enjoying the products and services of Kopi Kenangan, so as to provide an objective assessment of the variables studied, namely customer experience, product bundling, product variety, and interest in buying again.

The sample is part of the population or representative of the population studied and taken as a source of data, and can represent the entire population, or the sample is a part of the number and characteristics owned by the population. The sample in this study was 200 respondents; the method of determining the sample was determined based on certain criteria, namely, having made at least 2x purchases at Kopi Kenangan Ruko Ahmad Yani Lampung Branch (Asrulla et al., 2023).

### **RESULTS AND DISCUSSION**

#### **Characteristics of Respondents**

**Table. 2**  
**Gender**

| <b>Gender</b> | <b>Frequency</b> | <b>Percentage</b> |
|---------------|------------------|-------------------|
| Men           | 119              | 59,5%             |



|              |            |               |
|--------------|------------|---------------|
| Female       | 81         | 40,5%         |
| <b>Total</b> | <b>200</b> | <b>100,0%</b> |

Source: primary data processed by SmartPls 4, 2025

Based on the data received during the study can be seen the table above shows that the majority of respondents in this study were men, as many as 119 people (59.5%), while female respondents were only 81 people (40.5%).

**Table 3**  
**Age**

| Age          | Frequency  | Percentage    |
|--------------|------------|---------------|
| 16-25 Year   | 128        | 64,0%         |
| 26-30 Year   | 72         | 36,0%         |
| <b>Total</b> | <b>200</b> | <b>100,0%</b> |

Source: primary data processed by SmartPls 4, 2025

Based on the above data, it shows that the majority of respondents in this study were respondents aged 16-25 years, namely as many as 128 people (64%), while respondents aged 26-30 years were as many as 72 people (36%).

**Data Analysis**

**Validity Test**

Validity testing is a process to assess the extent to which research instruments actually measure what should be measured. In the context of the use of SmartPLS 4, this test is carried out to ensure that each indicator in the model is able to accurately represent the construct. Convergent validity can be analyzed through the value of the loading factor of each indicator on its construction. The indicator is considered valid if its loading value exceeds 0.60, which indicates a significant contribution to forming the construct. Meanwhile, discriminant validity serves to evaluate the degree to which a construct can be distinguished from other constructs in the model. For reflective indicators, discriminant validity assessment is done by looking at the value of cross-loading. An indicator is considered to pass the discriminant validity test if the loading value of the original construct is higher than the loading of other constructs. Based on the results of data processing, the variable validity test can be seen in the following table:



Table 4  
Outer Loading

| Variable                | Item | Loading | Rule of Thumb | Conclusion |
|-------------------------|------|---------|---------------|------------|
| Customer Experience     | X1.1 | 0,732   | 0,700         | Valid      |
|                         | X1.2 | 0,773   | 0,700         | Valid      |
|                         | X1.3 | 0,796   | 0,700         | Valid      |
|                         | X1.4 | 0,772   | 0,700         | Valid      |
|                         | X1.5 | 0,752   | 0,700         | Valid      |
|                         | X1.6 | 0,793   | 0,700         | Valid      |
|                         | X1.7 | 0,787   | 0,700         | Valid      |
|                         | X1.8 | 0,782   | 0,700         | Valid      |
| Product Bundling        | X2.1 | 0,807   | 0,700         | Valid      |
|                         | X2.2 | 0,775   | 0,700         | Valid      |
|                         | X2.3 | 0,822   | 0,700         | Valid      |
|                         | X2.4 | 0,770   | 0,700         | Valid      |
|                         | X2.5 | 0,755   | 0,700         | Valid      |
|                         | X2.6 | 0,788   | 0,700         | Valid      |
|                         | X2.7 | 0,777   | 0,700         | Valid      |
|                         | X2.8 | 0,814   | 0,700         | Valid      |
| Product Variety         | X3.1 | 0,789   | 0,700         | Valid      |
|                         | X3.2 | 0,745   | 0,700         | Valid      |
|                         | X3.3 | 0,729   | 0,700         | Valid      |
|                         | X3.4 | 0,731   | 0,700         | Valid      |
|                         | X3.5 | 0,767   | 0,700         | Valid      |
|                         | X3.6 | 0,757   | 0,700         | Valid      |
| Re-Interested In Buying | Y.1  | 0,828   | 0,700         | Valid      |
|                         | Y.2  | 0,790   | 0,700         | Valid      |
|                         | Y.3  | 0,818   | 0,700         | Valid      |
|                         | Y.4  | 0,761   | 0,700         | Valid      |
|                         | Y.5  | 0,806   | 0,700         | Valid      |
|                         | Y.6  | 0,792   | 0,700         | Valid      |

Source: primary data processed by SmartPls 4, 2025

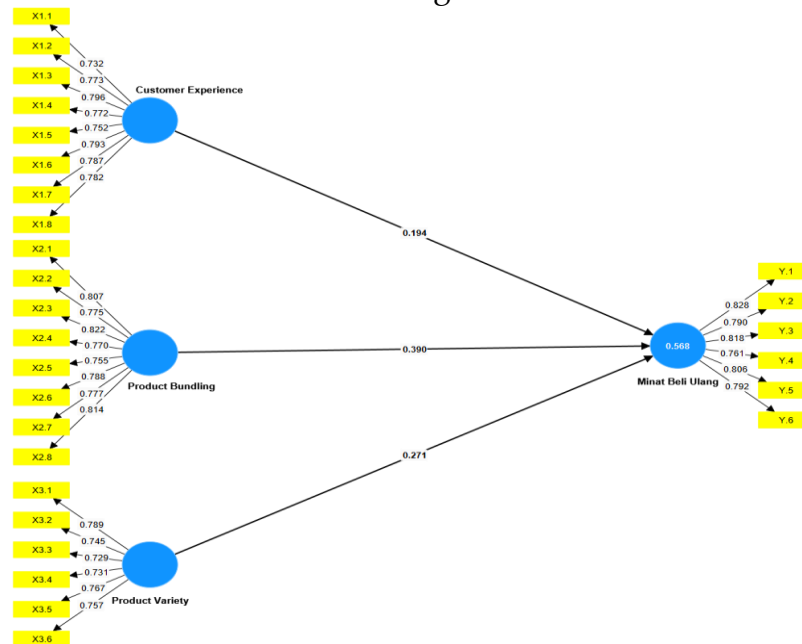
Based on the results of the analysis in the table above, it can be seen that the loading value obtained on both variables, Customer experience, Product bundling, product variety, and re-purchase interest, is greater than 0.7. Thus, it



can be concluded that the statement items used in each variable are declared valid.

Table. 5  
Convergent Validity

Validity Test Results of Customer Experience Variables (X1), Product Bundling (X2), Product Variety (X3), on the Re-Purchase Interest (Y), Consumers of Kopi Kenangan.



Source: primary data processed by SmartPLS 4 2025

Discriminant Validity

Table. 6  
Value of Average Variance Extracted (AVE)

|                         | Average Variance Extracted (AVE) |
|-------------------------|----------------------------------|
| Customer Experience     | 0,598                            |
| Product Bundling        | 0,622                            |
| Product Variety         | 0,568                            |
| Re-Interested in Buying | 0,639                            |

Source: primary data processed by SmartPLS 4 2025

The table above shows that the value of Ave on variables Customer experience, Product bundling, Product variety, and repurchase interest > 0.50. Thus, it can be concluded that the question items used in this study meet the criteria for convergent validity.



Table. 7  
Discriminant Validity Test

|      | Customer Experience | Product Bundling | Product Variety | Re-Interested in Buying |
|------|---------------------|------------------|-----------------|-------------------------|
| X1.1 | 0,732               | 0,473            | 0,454           | 0,450                   |
| X1.2 | 0,773               | 0,487            | 0,426           | 0,404                   |
| X1.3 | 0,796               | 0,549            | 0,474           | 0,483                   |
| X1.4 | 0,772               | 0,570            | 0,512           | 0,525                   |
| X1.5 | 0,752               | 0,538            | 0,488           | 0,473                   |
| X1.6 | 0,793               | 0,640            | 0,520           | 0,568                   |
| X1.7 | 0,787               | 0,630            | 0,516           | 0,537                   |
| X1.8 | 0,782               | 0,564            | 0,478           | 0,531                   |
| X2.1 | 0,617               | 0,807            | 0,491           | 0,560                   |
| X2.2 | 0,497               | 0,775            | 0,423           | 0,491                   |
| X2.3 | 0,612               | 0,822            | 0,407           | 0,541                   |
| X2.4 | 0,550               | 0,770            | 0,476           | 0,555                   |
| X2.5 | 0,572               | 0,755            | 0,502           | 0,582                   |
| X2.6 | 0,524               | 0,788            | 0,481           | 0,493                   |
| X2.7 | 0,633               | 0,777            | 0,521           | 0,610                   |
| X2.8 | 0,548               | 0,814            | 0,529           | 0,537                   |
| X3.1 | 0,549               | 0,511            | 0,789           | 0,503                   |
| X3.2 | 0,391               | 0,396            | 0,745           | 0,440                   |
| X3.3 | 0,474               | 0,520            | 0,729           | 0,429                   |
| X3.4 | 0,445               | 0,408            | 0,731           | 0,450                   |
| X3.5 | 0,487               | 0,450            | 0,767           | 0,503                   |
| X3.6 | 0,483               | 0,468            | 0,757           | 0,515                   |
| Y.1  | 0,590               | 0,610            | 0,580           | 0,828                   |
| Y.2  | 0,476               | 0,493            | 0,467           | 0,790                   |
| Y.3  | 0,528               | 0,629            | 0,524           | 0,818                   |
| Y.4  | 0,513               | 0,549            | 0,461           | 0,761                   |
| Y.5  | 0,512               | 0,563            | 0,501           | 0,806                   |
| Y.6  | 0,475               | 0,473            | 0,480           | 0,792                   |

Source: primary data processed by SmartPLS 4 2025

The results of the discriminant validity test by using cross-loading on the above obtained that the loading value of each item variable Customer experience, product bundling, product variety, and re-purchase interest, is greater than the



value of the variable loading with other latent variables. This shows that the statement items used in this study are valid discriminantly.

**Table. 8**

**Fornell-Lacker Criterion**

|                         | Customer Experience | Re-Interested in Buying | Product Bundling | Product Variety |
|-------------------------|---------------------|-------------------------|------------------|-----------------|
| Customer Experience     | 0,774               |                         |                  |                 |
| Re-Interested in Buying | 0,648               | 0,799                   |                  |                 |
| Product Bundling        | 0,725               | 0,696                   | 0,789            |                 |
| Product Variety         | 0,628               | 0,631                   | 0,609            | 0,753           |

Source: primary data processed by SmartPLS 4 2025

Discriminant validity test using the Fornell-Lacker criterion in the table above shows that the value of the square root of AVE (considering the diagonal value) for each variable is greater than the value of the correlation between these variables with other latent variables. Thus, it can be concluded that the validity of the discriminant has been met.

**Reliability Test**

A reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct. In this study, to determine whether the questionnaire is reliable or not reliable using Cronbach's alpha (a). The results need to be tested for reliability, one of which is to see Cronbach's Alpha, which can be declared eligible if the value is >0.7. Instrument reliability test results using SmarPLS 4 application tools. The output of SmartPLS 4 calculation for variable Customer Experience, Product Bundling, Product Variety, on re-purchase interest and can be seen from the table below:

**Table. 9**

**Cronbach's Alpha dan Composite Reliability**

|                         | Cronbach's Alpha | Composite Reliability |
|-------------------------|------------------|-----------------------|
| Customer Experience     | 0,904            | 0,923                 |
| Product Bundling        | 0,913            | 0,929                 |
| Product Variety         | 0,848            | 0,887                 |
| Re-Interested in Buying | 0,887            | 0,914                 |

Source: primary data processed by SmartPLS 4 2025

The above shows that the variables Customer experience, Product bundling, product variety, and repurchase interest have Cronbach's alpha and composite reliability values greater than 0.7; it can be concluded that all variables have reliable statement items.



**T-Test (Partial Test)**

The Partial Test (T-test) is used to prove that the independent variable affects the dependent variable individually. The test was conducted by comparing the t-count of each 0.05 means significant and T statistic >1.98 and p values > means not significant using SmartPLS 4 application. Here is the T-test.

**Table. 10**  
**Partial T-Test**

|                     | Unstandardized Coefficients | SE    | T value | P value |
|---------------------|-----------------------------|-------|---------|---------|
| Customer Experience | 0,129                       | 0,048 | 2,671   | 0,008   |
| Product Bundling    | 0,269                       | 0,050 | 5,398   | 0,000   |
| Product Variety     | 0,290                       | 0,067 | 4,310   | 0,000   |
| Intercept           | 5,063                       | 1,391 | 3,640   | 0,000   |

Source: primary data processed by SmartPLS 4 2025

The results of the analysis above show that the customer experience variable has t value of 2.671 with a p-value of 0.008 < 0.05, it can be concluded that customer experience has a significant effect on re-purchase interest. Furthermore, the product bundling variable has a t value of 5.398 with a p-value of 0.000 < 0.05; it can be concluded that product bundling has a significant effect on repurchase interest. Finally, the product variety variable has a t value of 4.310 with a p-value of 0.000 < 0.05; it can be concluded that product variety has a significant effect on repurchase interest.

**Coefficient of Determination Test**

The coefficient of determination (R2) serves to show how much influence the independent variable (X) has on the dependent variable (Y). This test is



important to determine the extent to which the research model is able to explain the variations that occur in the dependent variable. A high value of R2 indicates that the proportion of changes in the dependent variable can be significantly explained by the independent variable. Conversely, a low value of R2 indicates that the contribution of the independent variable to the dependent variable is also low. In this study, the analysis of the coefficient of determination was carried out using the help of SmartPLS software version 4. The results of the coefficient of determination test are presented as follows:

Table. 11 Coefficient of Determination Test Results

Table with 2 columns: R-square, Re-Interested in Buying. Value: 0,561

Source: primary data processed by SmartPLS 4 2025

The results of the analysis above obtained the value of R-square (R2) of 0.561 for variable repurchase interest. The value indicates that the variables Customer Experience, Product Bundling, and Product Variety have contributed to the Consumer's interest in re-buying coffee memories in Bandar Lampung by 56.1%. Meanwhile, the remaining 43.9% were influenced by other variables that were not included in this study.

With the value of R Square of 0.561, it can be concluded that this model has a fairly good ability to explain the influence of independent variables on the interest in re-buying coffee memories in the shop branch Ahmad Yani, Lampung. This value reflects that more than half of the changes in repurchase interest can be predicted through the three main factors examined in this study.

Table. 12 F Test (Simultaneous)

Table with 6 columns: Sum square, df, Mean square, F, P value. Rows: Total, Error, Regression.

Source: primary data processed by SmartPLS 4 2025

The results of the above analysis on Regression obtained the value of F = 83.587 with a p-value of 0.000 < 0.05. It was concluded that the variables Customer Experience, Product Bundling, and Product Variety simultaneously (together) affect significantly re-purchase interest.



### Recapitulation of Hypothesis Test Results

Based on the results of research that has been described previously, a summary or recapitulation of the hypothesis test results is as follows:

**Table. 13**  
**Recapitulation of Hypothesis Test Results**

|                | Hypothesis   | Description |
|----------------|--|-------------|
| H <sub>1</sub> | There is a significant influence of Customer Experience on the interest in re-buying coffee, consumers' memories of the Ahmad Yani shop branch, Lampung.   | Supported   |
| H <sub>2</sub> | There is a significant influence of product bundling on the interest in re-buying coffee, consumers' memories of the branch of Ahmad Yani shop in Lampung. | Supported   |
| H <sub>3</sub> | There is a significant influence of Product Variety on the interest in re-buying coffee, consumers' memories of Ahmad Yani shop branch, Lampung.           | Supported   |

Source: primary data processed by SmartPLS 4 2025

### The Syntax of the Subject

Based on research that has been previously tested explained that the results of the data instruments answered by respondents to measure variables customer experience, product bundling, and product variety on the interest to buy back on the kopi kenangan branch of Ruko Ahmad Yani Lampung, the instrument is valid and reliable. So that the indicators and item questions from researchers can be used later, and the results obtained can be analyzed.

### Influence of Customer Experience on Re-Purchase Interest

Based on the results of the statistical analysis that has been done, the value of the t-value of 2.671 with a p-value of 0.008 < 0.05. That is, customer Experience variables have a positive and significant effect on consumer interest in buying back Coffee memories in the city of Bandar Lampung. This is in line with (Priambada et al., 2023) research, showing that the results of this study conclude that customer experience has a positive and significant effect on re-purchase intentions. Reinforced by (Fitri & Gufron, 2025), who stated that customer experience had a positive and significant effect on re-purchase interest. And also reinforced by (Adistia et al., 2023), which states that customer



experience has a positive and significant effect on repurchase interest. Based on research that has been done, it can be concluded that the better the customer experience, the better the effect on the increased interest in re-buying.

### **Effect of Product Bundling on Repurchase Interest**

The results showed that the variable product bundling significant effect on repurchase interest. This is evidenced by the T-value of 5.398 with a p-value of 0.000, smaller than the significance level of 0.05. Thus, the second hypothesis is accepted, so it can be said that if the product bundling is appropriate, it will have a good effect on the increase in repurchase interest. In this case, in line with (Wijaya & Kinder, 2020) research, it proves that product bundling has a positive and significant effect on re-purchase interest. Reinforced by the (Ummah & Fikriyah 2024) that product bundling has a significant effect on repurchase interest, it can be concluded that product bundling can create a higher perception of benefits for consumers and strengthen the desire to buy the same product again. Then it was also reinforced by (Zurni et al., 2024) that product bundling has a positive and significant effect on consumer buying interest.

### **Effect of Product Variety on Re-Purchase Interest**

The results of this test can be concluded that this variable has a positive and significant effect on repurchase interest, with the resulting t-value of 4.310 with a p-value of  $0.000 < 0.05$ , so that H2 is supported. In line with research by (Prihandoyo et al., 2025), it proves that product variety has a positive and significant effect on repurchase interest. Reinforced by (Saputra et al., 2023) research, it shows that product variety is positively significant to repurchase interest, meaning that the more diverse the products offered, the higher customer satisfaction and trust, which can ultimately increase the desire to repurchase. And it is also reinforced by (Dina Arista, 2023) that product variety has a positive and significant effect on repurchase interest.

### **Customer Experience, Product Bundling, and Product Variety on Repurchase Interest in an Islamic Business Perspective.**

Based on the results of testing variables Customer Experience (X1), product Bundling (X2), and Product Variety (X3) on the repurchase interest (Y) through the F test simultaneously, the variables Customer Experience, Product Bundling, and Product Variety have a positive and significant effect on consumer repurchase interest kopi kenangan branch ruko ahmad yani lampung. In line with the research by Rohmawati and Anwar, from the perspective of



Islamic Business, repurchase interest arises not only from material satisfaction, but also from spiritual satisfaction because consumers feel transactions in an atmosphere of blessing. Three important aspects that influence repurchase interest, namely, customer experience, product bundling, and product variety have a strong foundation in Islamic teachings that are carried out in accordance with the principles of honesty, justice, and blessing will increase customer trust and satisfaction, which ultimately strengthen repurchase interest on an ongoing basis (Rohmawati & Anwar, 2025).

Repurchasing interest in the Islamic business perspective is not only seen from the economic aspect and consumer satisfaction, but also includes elements of halal, trust, ethics, and spiritual satisfaction of muslim consumers. In the Islamic business perspective, every economic activity should be based on the values of honesty, trustworthiness, justice, and responsibility. Meanwhile, from the Islamic business perspective, a good customer experience is not just fast and friendly service, but also includes honesty, fairness, and manners in service. Rasulullah SAW himself was known as a merchant who displayed ethical behavior in trading, such as providing honest information about the quality of goods and avoiding fraud (gharar). When consumers experience service based on Islamic values, such as friendliness, honesty, and sincerity, a sense of trust arises that reinforces the intention to buy the same product again (Anita & Rahmawaty 2022).

Furthermore, the product bundling strategy is allowed as long as it meets the principles of transparency, honesty and does not contain elements of gharar (obscurity). Thus, when the seller explains the contents and benefits of the product package clearly without deceiving the consumer, then this strategy becomes ethical and lawful. Consumers will feel they are getting added value (value for money) that is fair and does not harm one of the parties this fosters a sense of trust and satisfaction, thus encouraging consumers to make repeat purchases, if product bundling is done appropriately or according to Islamic values and with a target price that is in accordance with what is obtained, this conformity can increase the number of product purchases (Zurni et al., 2024). Meanwhile, from the perspective of Islamic business, the diversity of products offered to consumers includes a form of effort to meet the needs of diverse consumers, as long as it does not cause excessive elements (israf) and still maintains halal principles. Creativity in product variations reflects innovation (Ijtihad bisnis), which is worth worship if carried out in good faith and paying attention to customer satisfaction. The more diverse the choice of halal and



quality products, the higher the interest in repurchasing because consumers feel their needs are met fairly and according to Sharia values (Septina et al, 2025).

## CONCLUSION

Based on the results of research conducted, the coffee beverage industry in Indonesia continues to grow as coffee consumption increases as part of a modern lifestyle, including in Bandar Lampung. These conditions encourage intense competition between businesses, one of which is the Kopi Kenangan branch of Ruko Ahmad Yani Lampung, which had experienced fluctuations in sales. Based on the results of a study conducted on 200 consumers who have purchased at least twice, it was found that customer experience, product bundling, and product variety proved to have a positive and significant effect on re-purchase interest. Good customer experience, attractive bundling offers, and diverse menu variations can increase satisfaction and encourage consumers to buy products again. In addition, in the context of Islamic Business, Marketing Success is determined not only by commercial strategy but also by the application of Sharia values such as honesty, price openness, fair Service, and halal products. All of these aspects also affect muslim consumer confidence in Kenangan coffee and can strengthen their loyalty in the midst of an increasingly competitive coffee industry.

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