

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of this study regarding Product Differentiation, Price, Brand Trust, and Repurchase Decision, the conclusions are as follows:

1. Customers of Kopi Kenangan in Surabaya generally perceived the products as distinctive, the prices as reasonable, and the brand as trustworthy, which encouraged repurchasing behavior.
2. Product differentiation encouraged repurchasing behavior through distinctive product characteristics that differentiated Kopi Kenangan from competing coffee shop brands and strengthened customer preference toward the products.
3. Price encouraged repurchasing behavior because it was perceived as affordable, acceptable, and consistent with the benefits received from Kopi Kenangan products.
4. Product differentiation indirectly encouraged repurchasing behavior through brand trust. The distinctive characteristics of Kopi Kenangan products strengthened customer trust, which subsequently encouraged continued purchases.
5. Price indirectly encouraged repurchasing behavior through brand trust. Affordable and acceptable prices strengthened customer trust, which subsequently encouraged continued purchases.
6. Brand trust served as the primary psychological mechanism linking product differentiation and price to repurchase decisions among Kopi Kenangan customers in Surabaya. This finding indicates that customers relied more on trust toward the brand than on product differentiation or price directly, highlighting brand trust as the main determinant of repurchase decisions.

5.2 Suggestions

Kopi Kenangan is recommended to continuously improve product differentiation by introducing innovative menu variations, including seasonal menus that can create excitement and maintain consumer interest throughout the year. Seasonal products should be introduced while maintaining consistent taste and product quality across all outlets to strengthen customer trust and ensure a reliable brand experience. In addition, maintaining consistent product quality across both regular and seasonal offerings is important to strengthen consumer trust toward the brand. Although product differentiation contributed to encouraging repurchase decisions, the findings indicate that its influence became stronger when accompanied by higher levels of Brand Trust. Therefore, every product innovation should be supported by consistency, reliability, and standardized product quality across outlets to strengthen customer confidence.

Furthermore, Kopi Kenangan is recommended to place greater emphasis on strengthening Brand Trust through consistent product quality, transparent pricing, and reliable customer experiences. The findings showed that Brand Trust strengthened the influence of Product Differentiation and Price on Repurchase Decision, indicating that customer trust is a key factor in encouraging continued purchases. Therefore, maintaining customer trust should become a strategic priority to support long-term customer retention and strengthen Kopi Kenangan's competitiveness within the coffee shop industry. This can be achieved by ensuring product consistency across outlets, responding effectively to customer feedback, maintaining product availability, and delivering service experiences that meet customer expectations. Strengthening customer engagement through loyalty programs, digital platforms, and personalized promotions may also help reinforce customer trust and encourage continued purchases of Kopi Kenangan products while fostering stronger long-term relationships with customers.