

THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE INFLUENCE OF PRODUCT QUALITY ON REPURCHASE INTENTION (STUDY ON MIXUE PRODUCT CUSTOMERS IN DENPASAR CITY)

Sidney Muliarta *

Faculty of Economics and Business, Udayana University, Bali, Indonesia

Email: siidneyy4@gmail.com

I Gede Ketut Warmika

Faculty of Economics and Business, Udayana University, Bali, Indonesia

ABSTRACT

The culinary business in Indonesia continues to develop every year. One thing that is currently popular among Indonesian people is tea and ice cream. These two dishes are very popular with various groups, from children to adults. This potential creates extensive business opportunities in the culinary sector. This research was conducted at the Mixue outlet in Denpasar City. The purpose of this research was to explain the role of customer satisfaction in mediating the influence of product quality on repurchase intentions among Mixue product customers. The sample in this study was 120 respondents. Data collection was carried out by distributing questionnaires via Google Form to make it easier for respondents to provide answers and be more practical. The collected data was analyzed using path analysis techniques, Sobel test, and VAF test. The results of this research show that product quality has a positive and significant effect on customer satisfaction; product quality has a positive and significant effect on repurchase intentions; customer satisfaction has a positive and significant effect on repurchase intention; and customer satisfaction is able to partially mediate the influence of product quality on repurchase intentions among Mixue product customers. The implications of this research can be material for consideration and input for Mixue in maintaining repurchase intentions by considering product quality and customer satisfaction.

Keywords: Customer Satisfaction, Product Quality, Repurchase Intention

INTRODUCTION

The culinary industry that is currently popular in Indonesian society is tea and ice cream. These two dishes are very popular with various groups ranging from children to adults, this makes the tea and ice cream market in Indonesia have quite high potential which can be an opportunity for business people from abroad to also sell their products in Indonesia. Apart from that, Indonesia is a tropical country where almost half of the year is summer, so selling tea drinks and ice cream can be a big opportunity for beverage business people. One of the ice cream and beverage companies from abroad that is expanding in Indonesia is Mixue Ice Cream & Tea. Mixue is an ice cream and tea company originating from Zhengzhou, Henan, China which was founded on June 16 1997 by Zhang Hongchao. Mixue had more than 10,000 stores as of 2020 in China. According to CNBC Indonesia.com, the Mixue company is one of the food & beverage companies with the most outlets in the world, having more than 10,000 outlets spread across Vietnam, the Philippines, Singapore, Malaysia and Indonesia.

This Mixue outlet entered Indonesia in 2020 with its first outlet located in Bandung, West Java. These outlets continue to expand to a number of big cities in Indonesia with a total of 300

outlets in various regions. The rapid expansion of new Mixue outlets in various regions in Indonesia makes it even easier for people in various regions to enjoy this culinary delight. Mixue products are known to have quite cheap prices, such as the price of Mixue ice cream at only 8000 rupiah, consumers can enjoy good quality and delicious ice cream cones with a choice of coffee, strawberry and vanilla flavors. Apart from ice cream, this outlet also has other menus such as smoothies, drinks with real fruit, milk tea and tea. Mixue outlets are widely spread in Indonesia even though it is a company that has just entered Indonesia. Based on data from Jatimnetwork.com, the following are the 10 provinces with the most Mixue outlets in Indonesia:

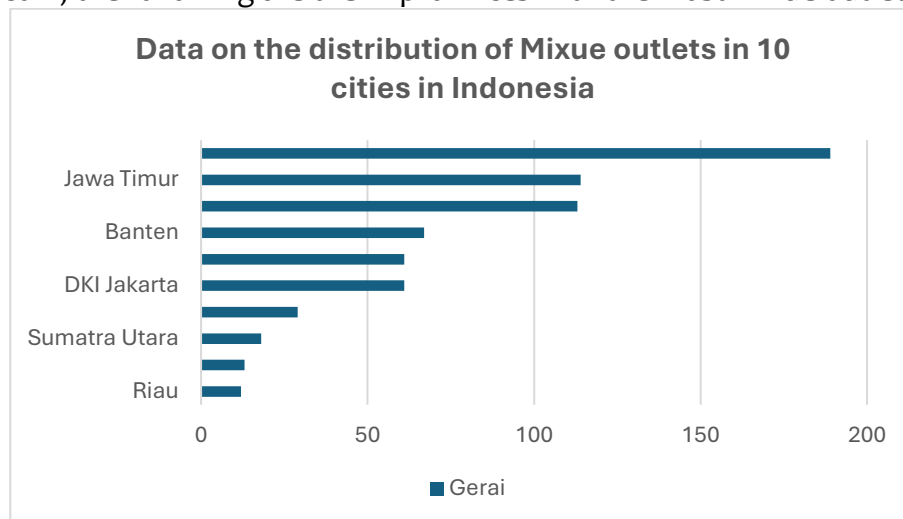


Figure 1 Data on the Distribution of the Number of Mixue Outlets in 10 Cities in Indonesia

One of the Mixue outlets in Indonesia, namely Bali, is one of the areas that has quite a lot of Mixue franchises spread across various regions. Until 2023, mixue outlets in Bali will continue to increase and will be popular with consumers. According to idntimes.com data, as of January 2023 the number of Mixue branches in Bali reached 59 branches, of which the largest number of branches was in the city of Denpasar, reaching 30 branches as in the following data:

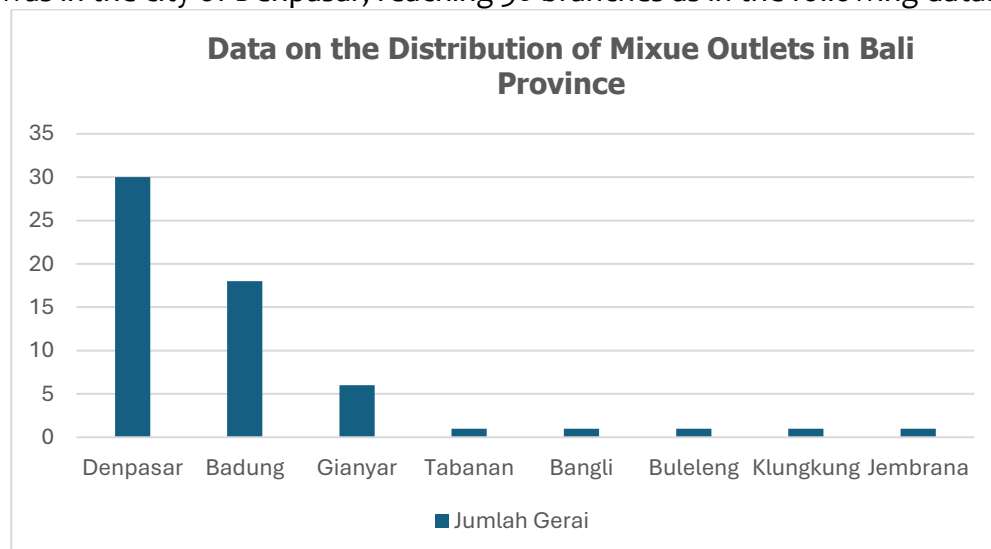


Figure 2 Data on the distribution of the number of mixue outlets in Bali

Mixue's many branches make it easy to find for consumers who are interested in making a purchase. For this reason, researchers conducted a limited survey of 20 respondents in Denpasar City who had made purchases at Mixue Denpasar outlets to find out consumer responses to Mixue outlets.

Table 1 Preliminary Survey Results

No	Question	Yes	%	No	%	Total
1	Have you ever shopped at the Mixue Store in Denpasar City?	20	100	0	0	20
2	Is the quality of the products that Mixue Stores provide to consumers good enough?	15	75	5	25	20
3	Are you satisfied with the products you bought at the Mixue Store?	13	65	7	35	20
4	Do you intend to make a repurchase at the Mixue Store?	12	60	8	40	20

Source: Processed data, 2023

The limited survey results in Table 1 show that as many as 20 people have made purchases at Mixue outlets in Denpasar City with as many as 60 percent of respondents stating that they have the intention to make repeat purchases at Mixue outlets. Based on the results of a limited survey, it can be seen that good product quality and customer satisfaction can increase repurchase intentions at Mixue outlets. The results of the limited survey that has been carried out cannot yet reflect the condition of society as a whole so it is necessary to carry out research with a larger sample to obtain better results so this research is important to carry out.

The objectives to be achieved from this research are to explain the influence of product quality on customer satisfaction, explain the influence of product quality on repurchase intentions, explain the influence of customer satisfaction on repurchase intentions, and explain the role of customer satisfaction in mediating the influence of product quality on customers' repurchase intentions for Mixue products. in Denpasar City. It is hoped that the results of this research can be used as a reference to provide understanding in developing and applying theories of product quality, customer satisfaction, and repurchase intentions and can be a reference for the Mixue company in making decisions regarding business strategies related to customer repurchase intentions by paying attention to product quality. and customer satisfaction.

Repurchase intention is the desire to make a purchase based on experience in making previous purchases (Faradisa et al, 2016). The same thing was also stated by Hellier et al (2003) that repurchase intentions occur when consumers carry out repurchase activities one or several times, where the reason for doing so is because of the consumer's experience with a company's product or service. When a brand can create equity for its consumers, it will influence consumers repurchase intentions (Kusumayani & Warmika, 2022). Consumers who have purchased a product have certainly felt or have experience using the product. Based on this experience, consumers will have knowledge regarding the products they buy whether they meet consumer expectations or exceed their expectations. There are several factors that play an important role in triggering repurchase intentions, one of which is product quality (Chinomona & Maziriri, 2017).

Product quality is one of the things that can influence consumers to purchase a product (Mahemba and Rahayu, 2019). Consumers are now smarter in determining whether a product has good quality, so it is important for producers to continue to improve the quality of their products (Suryantari & Respati, 2022). Product quality is something that must be the main concern of a company, because the quality of a product is closely related to problems related to

customer satisfaction (Assauri, 2015). Improving the quality of a product is one of the company's strategies for attracting the attention of consumers (Dharma & Sukaatmadja, 2015). Previous research found that there is a positive and significant influence between product quality on repurchase intentions (Prayoni & Respati, 2020) which is also supported by research by Girsang et al. (2020) which states that there is a positive and significant influence of product quality on repurchase intentions. However, different results were found in Denniswara's (2016) research which stated that product quality variables did not have a significant effect on repurchase intentions. Based on this explanation, there is a research gap on the influence of product quality on consumers' repurchase intentions, so a complementary variable is needed, namely customer satisfaction. The customer satisfaction variable was chosen as a mediating variable because customer satisfaction is one of the factors that influences repurchase intentions (Putri & Astuti, 2017).

Customer satisfaction is a person's feeling of happiness or disappointment with a product after comparing the product's function with what they expected (Kotler & Keller, 2016: 70). Maintaining product quality is one way to increase customer satisfaction (Dewi & Suprapti, 2018). Customer satisfaction will help the company to continue to develop its business until it achieves maximum results. Creating customer satisfaction will provide significant benefits, one of which is the relationship between the company and consumers which will become more harmonious (Kurniasih, 2012). By maintaining harmonious relationships, companies can improve their business performance while increasing their sales. Customer satisfaction will be the main factor as the company's goal to maintain the company's survival in the business market and be able to increase its superiority in competition (Punkyanti & Seminari, 2020).

The theory underlying this research is Expectancy Disconfirmation Theory (EDT), a theoretical model which explains that a sense of satisfaction arises from the process obtained after purchasing a product and then comparing expectations with the product performance obtained (Zhang et al., 2022). Customer satisfaction is related to the consumption experience, such as the consumption process to the results of consumption and the assessment of whether the level of satisfaction obtained is in accordance with customer expectations or not (Oliver, 2010). The emphasis of expectancy disconfirmation theory is on post-purchase assessments which are influenced by initial expectations about a product and intentions to continue using it as well as forming perceptions about product performance which will determine the level of satisfaction from the first purchase and subsequent purchases. So if it is related to the topic of this research, namely expectations related to product quality held by customers, that is, if these expectations are in accordance with the reality received when making a purchase, this will indirectly create customer satisfaction. Consumers who are satisfied with a product will have the intention to repurchase the product in question. Repurchase intention is highly dependent on previous satisfaction, while the level of satisfaction itself is obtained from disconfirmation and expectations regarding the service obtained from a product or service.

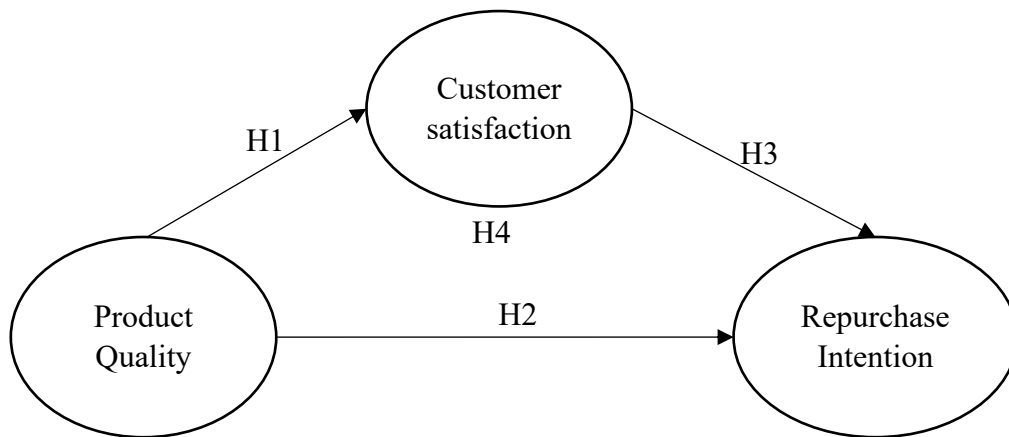


Figure 3. Conceptual Framework

Previous research shows that product quality influences customer satisfaction (Safrizal et al., 2016). Based on research conducted by Pesoth (2015), it also shows that the relationship between product quality and customer satisfaction resulted in the discovery that product quality has a relationship with customer satisfaction. Research conducted by Fauzi & Mandala (2019) and Prayoni & Respati (2020) also shows that product quality influences customer satisfaction. Based on the description above, a hypothesis is prepared as follows:

H1: Product quality has a positive and significant effect on customer satisfaction.

Research conducted by Prayoni & Respati (2020) and Sanjaya & Ardani (2018), states that product quality has a positive and significant effect on repurchase intentions. Fathurahman and Sihite (2022) also explained that product quality has a positive effect on repurchase intentions. However, different results were found in Palma & Andjarwati (2016) which stated that there was no significant influence of product quality on repurchase intentions. So there is a research gap on the influence of this variable, based on this, the following hypothesis is formulated:

H2: Product quality has a positive and significant effect on repurchase intention.

Previous research by Sari & Giantari (2020) shows that customer satisfaction influences repurchase intentions. Similar research was found by Prayoni & Respati (2020) with results stating that customer satisfaction has a positive and significant effect on repurchase intentions. Based on this explanation, a hypothesis is formulated as follows:

H3: Customer satisfaction has a positive and significant effect on repurchase intention.

Research conducted by Mahemba & Rahayu (2019) and Sari & Giantari (2020) states that customer satisfaction is able to mediate the influence of product quality on repurchase intentions. This is also supported by the results of research by Prayoni & Respati (2020) which states that customer satisfaction can mediate the influence of product quality on repurchase intentions. Based on the explanation above, the author formulates the following hypothesis:

H4: Customer satisfaction can significantly mediate the influence of product quality on repurchase intentions

RESEARCH METHODS

This research was carried out using an associative quantitative approach. The location of this research was carried out in Denpasar City. The objects examined in this research are product quality, customer satisfaction, and repurchase intention. The variables examined in this research are the endogenous variable, namely repurchase intention (Y), the mediating variable, namely customer satisfaction (M), and the exogenous variable, namely product quality (X). The population of this research is customers at Mixue outlets in Denpasar City. This research used a

sample of 120 respondents. The sampling method used in this research is non-probability sampling using a purposive sampling technique.

The qualitative data in this research is the research location, characteristics of respondents, and the results of respondents' answers. The quantitative data in this research is data on the distribution of Mixue outlets in Indonesia and the results of respondents' answers to the survey that was conducted in the form of data in the form of numbers. The primary data source for this research is research respondents. Secondary data sources in this research are scientific journals, articles and the official website of the central statistics agency which are useful for this research.

This research uses a questionnaire so it is necessary to carry out validity and reliability tests to determine whether the questionnaire that has been created is suitable for use as a data source or not. A questionnaire can be said to be valid and reliable if the questionnaire statement is able to reveal something that is measured by the questionnaire. Descriptive statistical analysis is used to analyze data by describing the data that has been collected to make conclusions that apply generally (Sugiyono, 2017:147). Classic assumption test (consisting of normality test, multicollinearity test, and heteroscedasticity test), a good regression model is a model that is free from these classical statistical assumptions. The inferential statistical analysis carried out is path analysis to estimate the causal relationship between previously determined variables (Ghozali, 2018:245). Next, the hypotheses will be tested using a Sobel test which is carried out to test the strength of the indirect influence of the service quality variable (X) on repurchase intention (Y) through customer satisfaction (M). The final step is to carry out a VAF test which aims to measure how much the mediating variable is able to absorb the previously significant direct influence of the model without the mediator.

RESULTS AND DISCUSSION

Based on research conducted on customers at Mixue outlets in Denpasar City, it can be seen that the characteristics of the respondents include gender, age, highest level of education, occupation, monthly income/pocket money which are explained in Table 2 as follows.

Table 2 Characteristics of Respondents

No.	Variable	Classification	Amount (person)	Percentage (%)
1.	Gender	Man	41	34.2
		Woman	79	65.8
		Total	120	100
2.	Age	18 – 21 years old	42	35.0
		22 – 25 years	56	46.7
		26 – 29 years old	9	7.5
		30 – 33 years old	6	5.0
		> 33 years old	7	5.8
		Total	120	100
3.	Last education	High School/Equivalent	90	75.0
		Diploma	3	2.5
		Bachelor	26	21.7
		Postgraduate	1	0.8

		Total	120	100
4.	Work	Student	88	73.3
		Self-employed	3	2.5
		Private sector employee	27	22.5
		Government employees	2	1.7
		Other	0	0
		Total	120	100
5.	Monthly Income / Pocket Money	Rp. 1,000,000 - Rp. 2,000,000	62	51.7
		>Rp. 2,000,000 - Rp. 3,000,000	26	21.7
		>Rp. 3,000,000 – Rp. 4,000,000	14	11.7
		>Rp.4,000,000 – Rp.5,000,000	5	4.2
		> IDR 5,000,000	13	10.8
		Total	120	100

Source: Processed data, 2024

Table 2 shows the first characteristic that the respondents were dominated by female respondents with 79 respondents or 64.8 percent of the 120 respondents, while the male gender was 41 respondents or 34.2 percent of the 120 respondents. The ages of respondents in this study were 42 respondents aged 18-21 years, 56 respondents aged 22-25 years, 9 respondents aged 26-29 years, 6 respondents aged 30-33 years and >33 years as many 7 respondents. The ages of most respondents were in the range 18-21 years and 22-25 years. Respondents with a high school/equivalent educational background, namely 90 respondents or 75 percent, dominated more than other graduates. Regarding job characteristics, there were 88 students with a percentage of 73.3 percent, this shows that the majority of respondents who consumed products from Mixue outlets were students. The fourth characteristic, namely income or pocket money per month, shows that respondents are dominated by respondents with income or pocket money per month of IDR 1,000,000 – IDR 2,000,000 as many as 62 respondents or 51.7 percent. Respondents in this study were dominated by respondents aged 22-25 years, respondents with jobs as students, monthly income or pocket money of IDR 1,000,000 – IDR 2,000,000 because the amount of income or pocket money per month is in accordance with the range the age and occupation of the respondents and these results are in accordance with the price of Mixue products which is quite affordable and has many branches in various regions.

Table 3. Validity Test Results

No.	Variable	Instrument	Pearson Correlation	Information
1.	Product Quality (X)	X1	0.905	Valid
		X2	0.969	Valid
		X3	0.921	Valid
		X4	0.975	Valid
		X5	0.885	Valid
2.	Customer Satisfaction (M)	M1	0.880	Valid
		M2	0.903	Valid
		M3	0.776	Valid
		M4	0.913	Valid
3.	Repurchase Intention (Y)	Y1	0.783	Valid
		Y2	0.882	Valid
		Y3	0.845	Valid
		Y4	0.823	Valid
		Y5	0.904	Valid

Source: Data processed 2024

Based on Table 3, it can be concluded that all research variable instruments in the form of product quality, repurchase intention and customer satisfaction have fulfilled the requirements of the validity test with a total Pearson correlation score for each instrument greater than 0.30 and having a greater significance value smaller than 5 percent (0.05). Therefore, it can be concluded that all of these research instruments are valid so they can be said to be suitable as research instruments.

Table 4. Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1.	Product quality (X)	0.961	Reliable
2.	Customer Satisfaction (M)	0.891	Reliable
3.	Repurchase Intention (Y)	0.901	Reliable

Source: Data processed 2024

Based on Table 4, it can be concluded that the reliability test for each variable is product quality of 0.961, repurchase intention of 0.901, and customer satisfaction of 0.891, which has a value above 0.60 so it can be said that all instruments have met the reliability requirements it is suitable as a research instrument.

Table 5. Description of Respondents' Answers to Product Quality

No	Statement	Number of Respondents' Answers (person)					Total Score	Average Score	Category
		1	2	3	4	5			
1	The Mixue product packaging design has an easy to remember appearance	0	8	28	17	67	503	4.19	Good
2	The packaging for Mixue products that have been purchased is not damaged or defective	1	18	25	30	46	462	3.85	Good
3	Mixue has an attractive product appearance	1	15	24	21	59	482	4.02	Good
4	Mixue outlets can create a positive brand image for their products	1	18	25	32	44	460	3.83	Good
5	Mixue products have a consistent taste	2	18	30	41	29	437	3.64	Good
Average								3.91	Good

Source: Data processed 2024

Based on the data presented in Table 5, the statement of the additional specialness indicators which obtained the highest average results on the product quality variable with the statement "The Mixue product packaging design has an easy to remember appearance", obtained an average value of 4.19 which is included good criteria, this means that respondents feel the quality of the Mixue product from how easy it is to remember the appearance of the Mixue product from the packaging design

The statement of the consistent indicator which gets the lowest average results on the product quality variable with the statement "Mixue products have a consistent taste", obtained an average value of 3.64 which is included in the good criteria, but has a low average value Compared to other statements, this means that there are still some respondents who feel that Mixue products have an inconsistent taste with every purchase.

Table 6 Description of Respondents' Answers to Repurchase Intentions

No	Statement	Number of Respondents' Answers (person)					Total Score	Average Score	Category
		1	2	3	4	5			
1	I intend to repurchase Mixue products in the future	10	11	42	31	26	412	3.43	High
2	I have a mainstay menu that I will always order when buying Mixue products	8	13	26	44	29	433	3.61	High
3	I'm looking for the latest promos for Mixue products	0	13	21	13	73	506	4.22	Very high
4	I intend to buy more Mixue products than previous purchases	0	27	17	30	46	455	3.79	High
5	I look forward to the launch of Mixue's new products	1	27	16	34	42	449	3.74	High
Average								3.76	High

Source: Data processed 2024

Based on the data presented in Table 6, the statement from the exploratory intention indicator obtained the highest average results on the repurchase intention variable with the statement "I am looking for the latest promotions for Mixue products", obtained an average value of 4.22 which was entered. very high criteria, this means that respondents are looking for the latest Mixue product promos for their next purchase.

The statement from the transactional intention indicator obtained the lowest average result on the repurchase intention variable with the statement "I intend to repurchase Mixue products in the future", obtained an average value of 3.43 which is included in the high criteria, this means that there are still some respondents did not intend to repurchase in the future but still wanted to know information about Mixue.

Table 7. Description of Respondents' Answers to Customer Satisfaction

No	Statement	Number of Respondents' Answers (person)					Total Score	Average Score	Categor y
		1	2	3	4	5			
1	Mixue products can meet my expectations for cold drinks and ice cream	0	23	25	42	30	493	3.66	High
2	The Mixue product is a recommendation when you want a cold drink	5	17	23	28	47	455	3.79	High
3	Mixue product packaging works well	0	2	31	13	74	519	4.33	Very high
4	My desire for tea or ice cream can be fulfilled by purchasing Mixue products	0	24	31	48	17	418	3.48	High
Average								3.81	High

Source: Data processed 2024

Based on the data in Table 7, the statement from the product performance indicators obtained the highest average results on the customer satisfaction variable with the statement "Mixue product packaging can function well", obtained an average value of 4.33 which is included in the very high criteria, this means that respondents feel that the Mixue product packaging functions well so that respondents can feel satisfied with the product they purchased.

The statement from the need indicator gets the lowest average results on the customer satisfaction variable with the statement "My desire for tea drinks and ice cream can be fulfilled by buying Mixue products", getting an average of 3.48 which is included in the high criteria, but has an average – This low average compared to other statements means that there are still some respondents whose desires for tea drinks and ice cream cannot be fulfilled by buying products from Mixue.

Table 8. Normality Test

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Substructural 1	0.054
Substructural 2	0.200

Source: Data processed 2024

Table 8 shows that the normality test withusing the One-Sample Kolmogorov-Smirnov Test has a value equal to the Asymp value. Sig. (2-tailed) Kolmogorov-Smirnov of 0.054 and 0.200. Asymp value. Sig. (2-tailed) Kolmogorov-Smirnov means that if it is greater than the alpha value of 0.05, it indicates that the data used in this study is normally distributed, so it can be concluded that this model meets the normality assumption.

Table 9 Multicollinearity Test

Equality	Model	Tolerance	VIF
Substructure 2	Product Quality	0.555	1,803
	Customer satisfaction	0.555	1,803

Source: Data processed 2024

Table 9 shows the tolerance values, namely 0.555 each, which means greater than 0.10 ($0.555 > 0.10$) and the VIF value, respectively 1.803, which means smaller than 10 ($1.803 < 10$). This means that there are no exogenous variables that have a tolerance value of less than 0.10 and a VIF value of more than 10. Therefore, the regression model can be said to be free from symptoms of multicollinearity.

Table 10 Heteroscedasticity Test (Glejser Test)

Equality	Model	Q	Sig.
Substructure 1	Product Quality	-3,558	0.111
Substructure 2	Product Quality	-0.776	0.439
	Customer satisfaction	-1,154	0.250

Source: Data processed 2024

A good regression model is one that does not contain symptoms of heteroscedasticity, stated if the significance value is greater than alpha 0.05, based on Table 10 showing the results of statistical calculations using the Glejser method. Table 10 shows that each model has a significance value that is greater than 0.05. This shows that exogenous variable used in this study did not have a significant effect on endogenous variables namely absolute residual so it can be concluded that this research is free from symptoms of heteroscedasticity.

Table 11. Path Analysis Results on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,872	,995		5,901	,000
Product Quality	,481	,049	,667	9,735	,000
R ² : 0.445					

Source: Data processed 2024

Based on the path results in Table 11, the structural equation formed can be formulated as follows:

$$M = \beta_1 X + e_1$$

$$M = 0.667$$

The Product Quality variable has a coefficient of 0.667, which means that Product Quality has a positive influence on customer satisfaction. This means that if product quality increases, customer satisfaction will increase, and vice versa.

Table 12 Results of Path Analysis in Structural 2					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2,455	1,619		1,517	.132
Product Quality	,236	,095	,223	2,487	.014
Customer satisfaction	,769	.132	,523	5,844	,000
R2: 0.479					

Source: Data processed 2024

Based on the path results in Table 12, the structural equation formed can be formulated as follows:

$$Y = \beta_2 X + \beta_3 M + e_2$$

$$Y = 0.223X + 0.523M$$

The structural equation can be interpreted if The Product Quality variable has a coefficient of 0.223, which means that Product Quality has a positive influence on repurchase intention. This means that if product quality increases, repurchase intention will increase, and vice versa. The customer satisfaction variable has a coefficient of 0.523, meaning that customer satisfaction has a positive influence on repurchase intention. This means that if customer satisfaction increases, repurchase intention will increase, and vice versa.

Table 13 Direct Effect, Indirect Effect Product Quality (X), Customer Satisfaction (M) and Repurchase Intention (Y)

Influence of variables	Direct influence	Indirect influence via M	Total Influence	Std. Error	Sig.	Results
X→M	0.667		0.667	0.049	0,000	Significant
M→Y	0.523		0.523	0.132	0,000	Significant
X→Y	0.223	0.349	0.572	0.095	0.014	Significant

Source: Data processed 2024

Table 13 shows the calculation results of the influence of product quality on customer satisfaction show that product quality has a direct positive influence on customer satisfaction of 0.667 and a significance value of 0.000. The calculation results of the influence of customer satisfaction on repurchase intention show that customer satisfaction has a direct positive influence on repurchase intention of 0.523 and a significance value of 0.000. The calculation results of the influence of product quality on repurchase intentions show that product quality has a direct positive influence on repurchase intentions of 0.223 and a significance of 0.000. The calculation results of customer satisfaction in mediating the influence of product quality on repurchase intentions showed that product quality had a positive direct influence on repurchase intentions of 0.233 and a positive indirect influence of 0.349 with a total positive influence of 0.572.

Mediation hypothesis testing can be done using the Sobel Test. The Sobel Test is carried out by testing the strength of the indirect influence of the exogenous variable (X) on the endogenous variable (Y) through the mediating variable (M). Mediation hypothesis testing can be done with the Sobel Test. The Sobel test is used to test the strength of the indirect influence

of the product quality variable (X) on repurchase intention (Y) through variables customer satisfaction (M). This effect is calculated by multiplying the path coefficient X towards M (a) by the path coefficient M towards Y (b) or ab. The standard errors of coefficients a and b are written as Sa and Sb, the magnitude of the indirect standard error (indirect effect). If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediating variable is assessed as significantly mediating the relationship between the dependent variable and the independent variable, which indicates that Ho is rejected and H4 is accepted..

Ho : Customer satisfaction does not mediate the effect of product quality on repurchase intentions.

H4 : Customer satisfaction mediates the effect of product quality on repurchase intentions.

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

Information :

$$a = 0.667$$

$$S_a = 0.049$$

$$b = 0.523$$

$$S_b = 0.132$$

$$Z = \frac{0,667 \cdot 0,523}{\sqrt{(0,523^2 \cdot 0,049^2) + (0,667^2 \cdot 0,132^2) + (0,049^2 \cdot 0,132^2)}}$$

$$Z = \frac{0,349}{0,092}$$

$$Z = 3.795$$

Based on the results of the Sobel test, it shows that the result $Z = 3.795 > 1.96$, it can be said that Ho is rejected and Ha is accepted, which means that the customer satisfaction variable is a mediating variable that has a significant influence between product quality on repurchase intentions among Mixue product customers, so the hypothesis The fourth in this study was proven to be true.

Variance Accounted For (VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. The formula for calculating the VAF value is as follows:

$$\begin{aligned} \text{VAF} &= \frac{\text{Indirect Influence}}{\text{Direct Influence} + \text{Indirect Influence}} \\ &= \frac{0,349}{0,223 + 0,349} \\ &= 0.610 \text{ (61 percent)} \end{aligned}$$

There are criteria for the form of mediation influence using the VAF value (Sholihin & Ratmono, 2013: 82), namely:

- 1) If the VAF value is above 80 percent, it indicates the mediation role is full mediation.
- 2) If the VAF value is between 20 – 80 percent, it can be categorized as partial mediation.

3) If the VAF value is less than 20 percent, it shows almost no mediation effect.

Based on the VAF test, the calculated value is 61 percent, which is between 20 - 80 percent, so it can be categorized as partial mediation. So it can be concluded that customer satisfaction partially mediates product quality on Mixue product customers' repurchase intentions.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the data analysis and discussion presented in the previous section, several conclusions can be drawn as follows:

1. Product quality has a positive and significant effect on customer satisfaction with Mixue products. This shows that the better the product quality that Mixue has, the greater the satisfaction felt by Mixue product customers.
2. Product quality has a positive and significant effect on repurchase intentions among Mixue product customers. This shows that the better the product quality that Mixue has, the more it increase the repurchase intention of Mixue product customers.
3. Customer satisfaction has a positive and significant effect on customers' repurchase intentions for Mixue products. This shows that the higher the customer's satisfaction with Mixue products, the greater their intention to repurchase Mixue products.
4. Customer satisfaction is able to mediate the influence of product quality on repurchase intentions, where customer satisfaction plays a partial role in the influence of product quality on repurchase intentions among Mixue product customers. This shows that the influence of product quality further increases the repurchase intention of Mixue product customers if the customer has high satisfaction with the Mixue product that has been purchased.

Based on the research that has been carried out, there are several suggestions that can be of concern to Mixue outlets in Denpasar City. Some of the suggestions in this research are: For Mixue, it can increase customers' repurchase intentions by paying attention to product quality and customer satisfaction. Anything that can be taken into consideration is based on the results of descriptive analysis in terms of product quality variables, the statement that has the lowest average is "Mixue products have a consistent taste". This can be a reference for Mixue to always pay attention to and improve the quality of its products in terms of the consistency of taste given to each product purchased by customers. Based on the results of descriptive analysis and customer satisfaction variables, the statement with the lowest average is "My desire for tea and ice cream drinks can be fulfilled by buying Mixue products". This can be a reference for Mixue to improve taste quality and suit customer needs by making various variations of Mixue products that customers can choose according to their wishes.

Based on the results of descriptive analysis and the variables of repurchase intention, the statement with the lowest average is "I intend to repurchase Mixue products in the future". This can be a reference for Mixue to further improve the quality of its products and continue to innovate so that it can keep up with the times so that Mixue customers can have the intention to repurchase Mixue products in the future. The suggestions that can be given for further research are that further research is expected to be able to add variables that can influence repurchase intentions, as well as being able to expand the scope of research which is not only limited to Mixue outlets in Denpasar City considering that there are still many other business fields, thus providing broader view and capable of general implementation

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