

# Factors Influencing Repurchase Intention of Champ Products at Indofrozen Store, Jakarta

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## ABSTRACT

This research aims to analyze the influence of product quality, price, brand image, and customer satisfaction factors on the intention to repurchase Champ products Case Study at Indofrozen Store Jakarta. The results of this study were obtained using primary data in the form of a questionnaire distributed to 95 respondents. The data collected was then processed using the SmartPLS4 statistical tool. The findings of the study indicate that there are two exogenous variables, namely brand image and customer satisfaction, which each have a positive and significant impact on the intention to repurchase Champ products, while the two exogenous variables, product quality and price, each have no significant impact on the intention to repurchase Champ products. These findings suggest that marketers and store management should focus on strengthening brand image and enhancing customer satisfaction strategies to increase repurchase intention. Practical efforts such as improving after-sales service, personalized promotions, and consistent brand communication can serve as effective approaches to retain loyal customers.

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## 1. INTRODUCTION

In the era of globalization, Indonesia has experienced significant development across various sectors, particularly in the business sector. This progress has led to increasingly intense competition, which requires entrepreneurs to develop appropriate strategies to ensure business continuity and sustainability despite facing numerous competitors. Alongside the global transformation and the momentum of the Industrial Revolution 4.0, businesses are compelled to possess a competitive advantage to survive and grow in both domestic and international markets. In this highly competitive environment, companies must optimize the implementation of marketing strategies more effectively than their competitors [1].

The demand for speed, convenience, and efficiency in daily life has also increased, encouraging a shift in consumer behavior. This change has created promising opportunities for products that offer practicality, such as frozen food. Frozen food serves as a practical and durable alternative that caters to individuals seeking to simplify their meal preparation [2]. The growing variety of products and brands has made frozen food a popular choice among consumers. Therefore, brand selection becomes an important factor that influences consumers' purchasing decisions in this product category.

Branding plays a vital role in enhancing product value and strengthening a company's competitive position in the market [3]. While product characteristics can be imitated, developing a strong and unique brand identity is more challenging. A brand builds trust between businesses and consumers by consistently delivering the quality and benefits expected by the consumer [4]. According to Kotler, a brand is a name, term, symbol, or design, or a combination of these elements, that serves to identify the goods or services of a seller and to

distinguish them from those of competitors [5]. A brand also reflects the seller's commitment to delivering consistent features, benefits, and services.

Among various frozen food brands in Indonesia, Champ remains one of the leading choices, particularly for consumers in Jakarta who make purchases at Indofrozen Stores. Although the company is aware of the competitive pressures, it continues to strengthen its position in the market and strives to meet its sales targets despite these challenges.

Product quality is another important factor that supports business competitiveness and is strongly associated with repeat purchasing behavior [6]. Through direct interaction with customers, businesses can better understand and fulfill consumer needs and expectations. Product quality refers to the characteristics of a product that meet consumer requirements, including ease of use, durability, and reliability [7].

In addition to quality, price is a major consideration that influences consumer purchasing behavior. Affordable pricing makes it easier for consumers to access and repurchase products, which can lead to higher levels of satisfaction [8]. Price is defined as the amount of money consumers are willing to pay to acquire, own, and use a product [9]. A fair and accessible price increases customer satisfaction and enhances their overall shopping experience.

Consumer satisfaction is one of the final variables that influence repurchase intention. After using a product, consumers may feel either satisfied or dissatisfied. Satisfied consumers are more likely to repurchase the product. Consumer satisfaction is defined as the feeling that arises when consumers compare their expectations with the actual performance of the product [10]. It represents the customer's perspective of the value received from the product and the extent to which it meets or exceeds expectations.

Despite extensive research on branding, product quality, price, and consumer satisfaction in various product categories, there remains a gap in studies that specifically examine these variables in the frozen food sector in Indonesia, particularly focusing on the Champ brand at Indofrozen Stores in Jakarta. This study therefore contributes by addressing this research gap and providing empirical evidence on how these factors influence consumer repurchase intention in this unique context [11]. Furthermore, the contributions of this research lie in offering practical insights for companies in the frozen food industry to refine their marketing strategies and strengthen consumer loyalty.

## **2. HYPOTHESIS**

### **2.1. The Effect of Product Quality on Repurchase Intention for Champ Products at the Indofrozen Store in Jakarta**

Product quality is determined by customers through the characteristics of a product and service, where customer satisfaction is influenced by the value gained from consuming a product [12]. In previous research, Praja (2022) examined product quality, showing that product quality had a significant positive effect on repurchase intention for Kapal Api Coffee in the Bondowoso Regency community [13]. Based on this description, the hypothesis in this study is as follows:

H1: Product quality has a positive effect on repurchase intention for Champ products at the Indofrozen Store in Jakarta.

### **2.2. The Effect of Price on Repurchase Intention for Champ Products at the Indofrozen Store in Jakarta**

According to Kotler, price is the amount of value a buyer provides to own, consume, or use, and obtain benefits or advantages from a product or service [14]. In previous research, Wahyuni (2021) examined price, showing that price had a positive and significant effect on repurchase intention at Cafe Aii Looff Yuu. Based on this description, the hypothesis in this study is:

H2: Price has a positive effect on repurchase intention for Champ products at Indofrozen stores in Jakarta.

### **2.3. The Influence of Brand Image on Repurchase Intention for Champ Products at Indofrozen Stores in Jakarta**

Consumers with a positive brand image are more likely to make a purchase [15]. Brand image is the consumer's identity and trust within a consumer group. The brand you choose is a brand that consumers are aware of [16]. In previous research, Chandra and Siaputra (2020) on brand image showed that brand image has a significant positive effect on consumer satisfaction [17]. Based on this description, the hypothesis in this study is:

H3: Brand image has a positive effect on repurchase intention for Champ products at Indofrozen stores in Jakarta.

#### 2.4. The Influence of Consumer Satisfaction on Repurchase Intention for Champ Products at Indofrozen Stores in Jakarta

Consumer satisfaction is one of the reasons consumers decide to shop at a particular store. If consumers are satisfied with a product, they are more likely to continue purchasing and using it and tell others about their pleasant experiences with it [18]. Previous research by Santi and Supriyanto (2020) on consumer satisfaction showed that customer satisfaction partially influences repurchase intention for Sate Taichan Banjar D'Licious [19]. Based on this description, the hypothesis in this study is:

H4: Consumer satisfaction has a positive effect on repurchase intention for Champ products at Indofrozen Stores in Jakarta.

### 3. METHODS

According to Sugiyono (2016), a population is a general group comprising subjects or objects that possess specific characteristics determined by the researcher to be studied and from which conclusions are drawn. In this study, the population consisted of consumers in Jakarta who purchased or consumed Champ products from Indofrozen stores. A sample is a subset of the population that reflects its characteristics [20].

This study employed a purposive sampling technique, which selects respondents based on specific predetermined criteria. The sampling criteria used were as follows:

- Consumers who had purchased Champ products at Indofrozen stores at least twice.
- Residents of Jakarta aged between 17 and 60 years who have consumed or purchased Champ products from Indofrozen.

This study used both primary and secondary data sources. Primary data was collected through the distribution of questionnaires to respondents who met the sampling criteria. These respondents had purchased Champ products at least three times from Indofrozen stores in Jakarta. Secondary data were obtained from literature reviews and relevant previous research studies to support and complement the primary data collected. This study research model shown in Fig. 1.

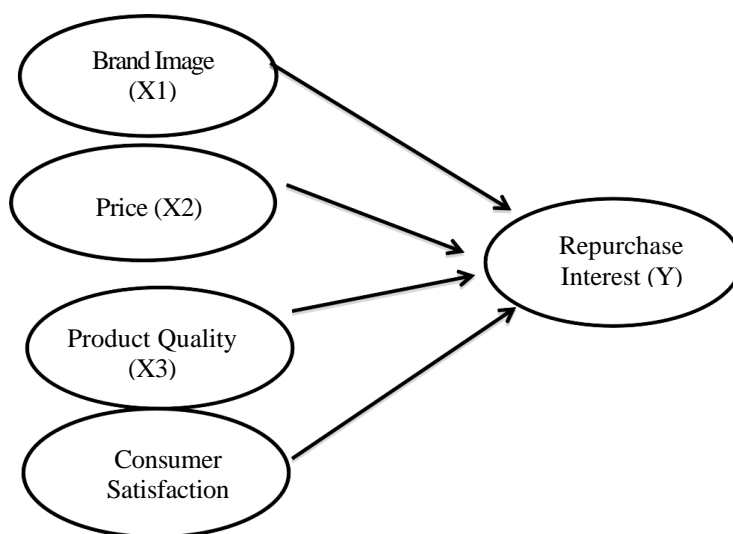


Fig. 1. Research model

#### 3.1. Measurement Scale

The study employed a likert scale to measure research variables. Based on Sugiyono (2017), the likert scale (Table 1) allows variables to be operationalized into specific indicators that form the basis for questionnaire statements [21]. The responses were weighted according to the level of agreement or preference expressed by the respondents.

Tabel 1. Scale likert

Rating scale	Score
Strngly disagree / Never (STS)	1
Disagree / Almost never (TS)	2
Neutral / Sometimes (N)	3
Agree / Often (S)	4
Strongly agree / Always (SS)	5

### 3.2. Data Analysis

Data were analyzed using SmartPLS software through the Partial Least Squares (PLS) approach, which is a variance-based structural equation modeling (SEM) technique. This method allows simultaneous evaluation of the measurement and structural models. According to Ghazali (2015), PLS is considered a "soft modeling" technique that does not require strict assumptions regarding data distribution or measurement scales, making it suitable for studies with smaller sample sizes (under 100 respondents) [22].

### 3.3. Data Testing Techniques

#### 3.3.1. Validity Test

Validity was assessed using SmartPLS 4.0. The primary indicator of convergent validity is the loading factor, which should exceed 0.70. Discriminant validity was also evaluated by examining cross-loading values, ensuring that each indicator loads more strongly on its associated construct than on others [22].

#### 3.3.2. Reliability Test

Construct Reliability (CR) and Average Variance Extracted (AVE) were used to measure internal consistency and the homogeneity of item indicators. A model is considered reliable if  $CR > 0.70$  and  $AVE > 0.50$ . Convergent and discriminant validity tests were conducted to validate the measurement model.

### 3.4. Outer Model Evaluation

#### 3.4.1. Convergent Validity

Convergent validity examines the relationship between observed indicators and their corresponding latent variables. Indicators are considered valid if they exhibit a factor loading  $> 0.70$  and an  $AVE > 0.50$ .

#### 3.4.2. Discriminant Validity

Discriminant validity ensures that each latent variable is more strongly associated with its own indicators than with those of other constructs. A cross-loading value greater than 0.70 confirms that the indicators are specific to their respective constructs.

#### 3.4.3. Composite Reliability

Composite reliability testing aims to test the validity of the instrument in a research model. It also measures internal consistency, and its value must be  $> 0.6$ . If all latent variable values have a composite reliability or Cronbach's alpha value  $> 0.6$ , it indicates that the construct has good reliability, indicating that the questionnaire used as a research tool is reliable and consistent.

### 3.5. Inner model

Model feasibility can be determined by observing the R-Square value of the dependent variable. Changes in the R-Square value can be used to explain the influence of a particular exogenous latent variable on an endogenous latent variable, and whether it has a significant effect. R-Square values are classified into three categories: 0.75 (strong), 0.50 (moderate), and 0.25 (weak) [22].

### 3.6. Hypothesis Testing

Hypothesis testing is used to test the validity of a statement. The purpose of a hypothesis is to establish a basis for making a decision whether to reject or accept it. Hypothesis testing can be seen from the T-statistic and P-value. The criteria for accepting or rejecting a hypothesis are: if the t-statistic is significant  $> 1.96$  and the p-value is  $< 0.05$ , the hypothesis is accepted. If the t-statistic is significant  $< 1.96$  and the p-value is  $> 0.05$ , the hypothesis is rejected.

## 4. RESULT

### 4.1. Descriptive Analysis of Research Variables

The variables were measured using a Likert scale, with 1 being the lowest score and 5 being the highest: Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S), and Strongly Agree (SS). Based on the Table 2-6, it can be said that the construct values of product quality, price, brand image, consumer satisfaction, and repurchase intention have met the convergent validity standard because all loading factor values are  $> 0.7$ . Thus, it can be concluded that all constructs are valid.

**Table 2.** Product quality items

Code	Item	Mean	Criteria
X1.1	Champ products offer a variety of attractive product quality options.	4.32	Strongly agree
X1.2	Champ products always release new variants so I don't get bored of buying them.	4.28	Strongly agree
X1.3	Champ products consistently develop flavors that meet consumer preferences.	4.33	Strongly agree

**Table 3.** Price items

Code	Item	Mean	Criteria
X2.1	Champ product prices are competitive with competitors	4.30	Strongly agree
X2.2	Price increases do not affect Champ product purchases	4.00	Strongly agree
X2.3	Champ product prices are in line with consumers' purchasing power	4.34	Strongly agree
X2.4	Prices vary according to Champ product type	4.35	Strongly agree
X2.5	Champ product prices are in line with their quality	4.47	Strongly agree
X2.6	Champ product prices are in line with the expected taste	4.33	Strongly agree
X2.7	Champ product prices are in line with the perceived taste	4.40	Strongly agree

**Table 4.** Brand image items

Code	Item	Mean	Criteria
X3.1	Champ products have their own unique characteristics in the eyes of consumers	4.33	Strongly agree
X3.2	Champ products have their own character	4.28	Strongly agree
X3.3	Champ products have a good image	4.46	Strongly agree
X3.4	Champ products are one of the best products	4.30	Strongly agree

**Table 5.** Consumer satisfaction items

Code	Item	Mean	Criteria
X4.1	After trying Champ products, I am very satisfied	4.28	Strongly agree
X4.2	Everything I get from Champ products meets my expectations	4.28	Strongly agree
X4.3	After trying Champ products, I am interested in repurchasing	4.38	Strongly agree
X4.4	After experiencing Champ products, I will recommend them to other people	4.36	Strongly agree

**Table 6.** Item repurchase intention

Code	Item	Mean	Criteria
Y1.1	I will always be interested in purchasing Champ products	4.15	Strongly agree
Y1.2	I will always be interested in and recommend Champ products to my contacts	4.23	Strongly agree
Y1.3	I will always be interested in Champ products because they guarantee a replacement if there is a problem	4.10	Strongly agree
Y1.4	I will always be interested in trying new variants of Champ products	4.40	Strongly agree

## 4.2. Outer Model

### 4.2.1. Validity Test

#### a. Convergent Validity

Based on Table 7, it can be concluded that the construct values of product quality, price, brand image, consumer satisfaction, and repurchase intention have met convergent validity standards because all factor loading values are  $>0.7$ . Thus, it can be concluded that all constructs are valid.

#### b. Discriminant Validity

Table 8 above shows that all cross-loading values for each latent variable are higher than the cross-loading values for the other variables. This shows that each latent variable has good discriminant validity.

### 4.2.2. Reliability Test

Based on Table 9 above, it shows that the KP, H, CM, KK, and MBU variables have Cronbach's alpha and composite reliability values  $>0.6$ , and the average value Variance Extraced (AVE)  $>0.5$ . Therefore, the resulting value indicates that all variables are stated to have good reliability and the questionnaire used in this study is reliable and consistent.

**Table 7.** Convergent validity values

Construct	Code Item	Loading Factor	Conclusion
Product Quality	KP.1	0.850	Valid
	KP.3	0.859	Valid
Price	H.1	0.775	Valid
	H.3	0.766	Valid
	H.4	0.762	Valid
	H.5	0.738	Valid
	H.6	0.751	Valid
Brand	CM.1	0.810	Valid
	CM.2	0.848	Valid
	CM.4	0.718	Valid
Consumer Satisfaction	KK.1	0.779	Valid
	KK.2	0.790	Valid
	KK.3	0.761	Valid

**Table 8.** Discriminant validity values (Cross loading)

Indicators	Product Quality (X1)	Price (X2)	Brand Image (X3)	Consumer Satisfaction (X4)	Repurchase Intention (Y)
KP.1	0.850	0.375	0.495	0.543	0.437
KP.3	0.859	0.385	0.353	0.527	0.442
H.1	0.478	0.775	0.515	0.429	0.387
H.3	0.379	0.766	0.548	0.542	0.430
H.4	0.383	0.762	0.537	0.439	0.355
H.5	0.493	0.738	0.552	0.398	0.370
H.6	0.540	0.751	0.546	0.549	0.406
CM.1	0.412	0.482	0.810	0.533	0.594
CM.2	0.377	0.512	0.848	0.462	0.526
CM.4	0.386	0.548	0.718	0.431	0.572
KK.1	0.567	0.559	0.562	0.779	0.426
KK.2	0.613	0.598	0.540	0.790	0.337
KK.3	0.554	0.521	0.637	0.761	0.402
KK.4	0.600	0.552	0.495	0.798	0.408
MBU.1	0.477	0.433	0.581	0.344	0.822
MBU.2	0.567	0.483	0.681	0.393	0.839
MBU.3	0.568	0.440	0.580	0.381	0.818
MBU.4	0.496	0.307	0.569	0.318	0.759

**Table 9.** Cronbach alpha and composite reliability

Construct	Cronbach's Alpha	Composite Reliability	AVE	Conclusion
KP (X1)	0.631	0.844	0.730	Reliabel
H (X2)	0.816	0.871	0.575	Reliabel
CM (X3)	0.704	0.836	0.630	Reliabel
KK (X4)	0.789	0.863	0.612	Reliabel
MBU (Y)	0.825	0.884	0.657	Reliabel

#### 4.3. Inner Model

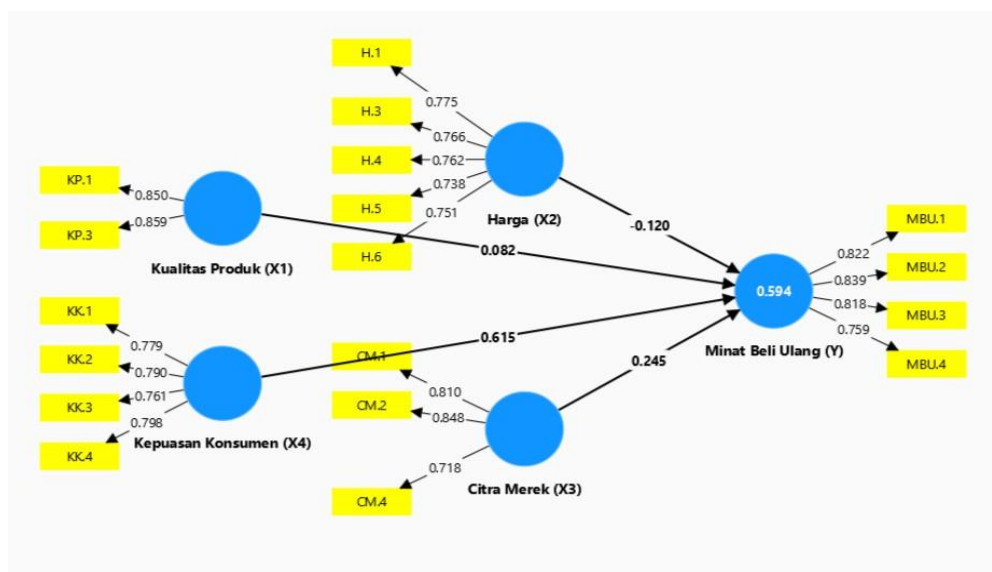
Structural model evaluation was conducted using goodness-of-fit tests and hypothesis testing. The goodness-of-fit test was performed by examining the R-square value. A higher R-square value indicates a greater ability of the exogenous variables to explain the endogenous variables, thus improving the model structure. Hypothesis testing was conducted by examining the significance of the relationships between variables. The following are the results of the bootstrapping process on the structural model shown in Fig. 2.

Based on the structural model in Fig. 2, all indicators have values greater than 0.7, indicating that all indicators for each variable are valid and can be used in this study because they meet convergent validity. The structural model evaluation process begins by displaying the R-square for each dependent variable.

The R-square results in Table 10 show an R-square value of 0.594. This value indicates that the product quality and price variables are significantly different. Brand image and consumer satisfaction influence repurchase intention by 59.4%, while the remaining 40.6% is influenced by other variables outside this study.

**Table 10.** R-square

Research Variable	R-Square	R-Square Adjusted
Repurchase intention (Y)	0.594	0.576

**Fig. 2.** Structural model

#### 4.4. Hypothesis Test

The results of direct bootstrapping are shown in Table 11. Based on Table 10 the t-statistic for consumer involvement in value equity related to product quality is  $0.869 < 1.96$ , with a p-value of  $0.385 > 0.05$ , and an original sample value of 0.082. This indicates that product quality does not have a significant effect on repurchase intention.

**Table 11.** The results of direct bootstrapping

Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistic ( O/STDEV )	P-Values
KP (Y1) -> MBU (Y)	0.082	0.077	0.094	0.869	0.385
H (Y1) -> MBU (Y)	-0.120	-0.083	0.148	1.811	0.417
CM (Y1) -> MBU (Y)	0.245	0.253	0.122	2.014	0.044
KK (Y1) -> MBU (Y)	0.615	0.585	0.135	4.557	0.000

Based on Table 10 the t-statistic for consumer involvement in value equity related to price is  $1.811 < 1.96$ , with a p-value of  $0.417 > 0.05$ , and an original sample value of -0.120. This indicates that price does not have a significant effect on repurchase intention.

Based on Table 10 the t-statistic for consumer involvement in value equity related to brand image is  $2.014 > 1.96$ , with a p-value of  $0.044 < 0.05$ , and an original sample value of 0.245. indicating a positive relationship. Therefore, it can be concluded that brand image has a significant positive effect on repurchase intention.

Based on Table 10 the t-statistic for consumer satisfaction in relation to value equity is  $4.557 > 1.96$ , with a p-value of  $0.000 < 0.05$ , and an original sample value of 0.615, also indicating a positive relationship. Therefore, it can be concluded that consumer satisfaction has a significant positive effect on repurchase intention.

## 5. DISCUSSION

### 5.1. The Effect of Product Quality on Repurchase Intention

The results of the first hypothesis test show that the effect of product quality on repurchase intention is not statistically significant. with a path coefficient of 0.082, a t-statistic of 0.869, and a p-value of 0.385. These findings indicate that product quality does not significantly influence consumers' intention to repurchase. This may be due to a negative perception of product quality in the minds of consumers or the presence of competitors offering products perceived to be of higher quality. Although product quality is generally a key factor in repurchase behavior, in this context it did not play a significant role. Therefore, Hypothesis 1 is rejected.

Similar findings were reported by Xue et al. (2021), who noted that in highly competitive markets, the effect of product quality on repurchase intention tends to diminish when competing brands offer similar or

even superior perceived quality [23]. This suggests that firms need to go beyond product attributes and focus on building stronger emotional or symbolic associations through branding strategies.

### 5.2. The Effect of Price on Repurchase Intention

The second hypothesis examined the influence of price on repurchase intention. The statistical analysis yielded a path coefficient of -0.120, a t-statistic of 1.811, and a p-value of 0.417. These results suggest that price does not significantly affect repurchase intention. Consumers may perceive the price of Champ products as comparable to those of competitors, offering neither a distinct advantage nor disadvantage. Furthermore, the presence of other brands with more competitive pricing or higher perceived value may reduce the influence of price on consumers' decisions. Thus, Hypothesis 2 is rejected.

This is consistent with the study by Nguyen and Gizaw (2014), which revealed that when consumers perceive price fairness and parity across competing products, the role of price in influencing repeat purchase weakens [24]. Marketers should therefore focus on value-added strategies, such as loyalty programs or bundling, rather than relying solely on price competitiveness.

### 5.3. The Influence of Brand Image on Repurchase Intention

The third hypothesis tested the influence of brand image on repurchase intention and showed a positive and significant relationship. The path coefficient was 0.245, with a t-statistic of 2.014 and a p-value of 0.044. These results indicate that brand image significantly and positively affects repurchase intention. A strong and positive brand image enhances consumer trust, confidence, and perceived reliability, encouraging repeat purchases. This suggests that maintaining and improving brand image can be a key factor in sustaining customer loyalty. Therefore, Hypothesis 3 is accepted. This result aligns with previous research by Su and Chang (2018), who found that brand image directly influences consumer loyalty by shaping perceived value and emotional connection [25]. Practically, marketers could strengthen brand image through consistent communication strategies, storytelling, and customer engagement across digital platforms to build stronger brand equity.

### 5.4. The Effect of Consumer Satisfaction on Repurchase Intention

The fourth hypothesis examined the impact of consumer satisfaction on repurchase intention. The analysis revealed a strong and significant positive relationship, with a path coefficient of 0.615, a t-statistic of 4.557, and a p-value of 0.000. These findings demonstrate that consumer satisfaction is a major factor influencing the intention to repurchase. When consumers feel satisfied—meaning their expectations are met or exceeded—they are more likely to repeat their purchase. This confirms the role of satisfaction as a key determinant in consumer loyalty. As a result, Hypothesis 4 is accepted. Similar to this finding, Marcos et al. (2022) highlighted that satisfaction not only drives repurchase but also fosters positive word-of-mouth, which further strengthens brand reputation. Therefore, marketers should prioritize after-sales services, product consistency, and personalized customer experiences to maximize consumer satisfaction and long-term loyalty.

## 6. CONCLUSION

Based on the data analysis and discussion presented, it can be concluded that product quality and price do not have a significant influence on repurchase intention for Champ products at Indofrozen stores in Jakarta, leading to the rejection of the first and second hypotheses. On the other hand, brand image and consumer satisfaction show a positive and significant effect on repurchase intention, supporting the acceptance of the third and fourth hypotheses. These findings suggest that while product quality and price alone may not strongly impact consumers' decisions to repurchase, a strong brand image and high consumer satisfaction play a crucial role in encouraging repeat purchases of Champ products. Therefore, Indofrozen Store should focus on enhancing its brand image through consistent marketing communication and consumer engagement, as well as strengthening consumer satisfaction by implementing loyalty programs and proactive feedback systems, which have been proven to foster long-term customer loyalty and repurchase intention.

### Author Contribution

All authors contributed equally to the main contributor to this paper. All authors have read and agreed to the published version of the manuscript.

### Conflict of Interest

The authors declare no conflict of interest.



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