The Influence of Service Quality and Brand Image on Repurchase Intention Mediated by Customer Satisfaction

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Abstract

The purpose of this study is to investigate the direct influence of service quality and brand image on customer satisfaction, to determine the direct influence of customer satisfaction, service quality and brand image, on repurchase intention. As well as the indirect influence of service quality and brand image on repurchase intention through customer satisfaction at Ayam Gepuk Pak Gembus (AGPG) outlets. Data collection was carried out using a questionnaire distributed online using Google Forms through social media such as Whatsapp and Instagram. The population in this study were all customers of AGPG outlets. The questionnaires collected were 190 respondents and the data were processed using the Smart PLS analysis tool. From the results of this study, it was found that service quality has a positive effect on customer satisfaction. Brand image has a positive effect on customer satisfaction. Customer satisfaction has a positive effect on repurchase intention. Service quality has no effect on repurchase intention. Brand image has a positive effect on repurchase intention. Service quality has an effect on repurchase intention through customer satisfaction. Finally, brand image has an effect on repurchase intention through customer satisfaction. Therefore, it is important for Ayam Gepuk Pak Gembus to improve the quality of service better with the aim of improving the brand image that has been formed at AGPG, so that customers will feel satisfied in visiting and purchasing at the outlet and have an interest in repurchasing products at the AGPG outlet.

Keywords: *service quality, brand image, customer satisfaction, repurchase intention.*

INTRODUCTION

Currently, the development of the culinary business is being targeted by young entrepreneurs, due to its high profitability, as people still desperately need basic necessities, namely food. The rapid development of the world today has given rise to new business innovations. New business innovations in the culinary sector in Indonesian Micro, Small, and Medium Enterprises (MSMEs) are diverse, ranging from individual/private business systems to franchise business systems. According to research by Pramesti (2021), in the culinary business, new innovations can expand the market and develop trademark distribution in culinary businesses quickly and accelerate capital turnover. According to Hardini et al., (2023), business actors must also strive to retain customers in today's competitive culinary business era. By continuing to provide superior and good service quality to support the formation of a good brand image and maintain consumer confidence in the products in the culinary business. According to Abdullah (2021), the experience or first impression that develops in consumers will result in reviews of their satisfaction with the culinary business and can foster consumer intention

to repurchase. It's considered highly effective to generate repeat customer interest through customer satisfaction with service quality and a well-established brand image, which exceeds their expectations (Haneemsipatma & Jufrizen, 2024). This is where the success and viability of a culinary business can be assessed.

According to Muhammad & Trianita (2020), Ayam Gepuk Pak Gembus (AGPG) is a trademark of a culinary business in Indonesia. This company operates in the food and beverage sector through a franchise system. AGPG has been well-known in the community since 2013 and has over 700 branches across Indonesia and Malaysia. In addition to selling products to consumers, one of AGPG's key factors is its service. For franchise companies, providing customer satisfaction can expand the market and enhance the company's brand image, thus encouraging repeat purchases.

The quality of service provided by employees at each AGPG outlet significantly influences customer satisfaction, resulting in a positive customer experience. According to Sariatin & Ekawati (2023), service quality refers to the extent to which a company can meet or exceed customer expectations and needs in providing services. Service quality significantly influences customer satisfaction and is a key factor that companies must consider (Ichsan & Karim, 2021). This contrasts with the research of Ibrahim & Thawil (2019), which found that service quality has not been proven to influence customer satisfaction because not all companies are successful in providing quality service that satisfies consumers. According to Budiarno et al. (2022), service quality has a negative and insignificant effect on customer satisfaction.

Furthermore, a well-established brand image of an AGPG outlet can also lead to customer satisfaction. A good brand image can foster customer satisfaction (Risnawati, 2023). According to Fauzi et al. (2023), a good brand image will foster positive attitudes among consumers and contribute to satisfaction, as it is an important factor worth considering. However, according to Gunardi & Erdiansyah (2019), brand image does not significantly influence customer satisfaction. Similarly, according to Sari & Amalia (2023), brand image has no effect on customer satisfaction.

Customer satisfaction at AGPG outlets can also lead to repeat purchase intention. According to Wicaksono et al. (2019), the higher the store's attention to customer satisfaction, the higher the customer's repeat purchase intention is expected to be. This contrasts with Ningsih et al. (2024), who found that customer satisfaction negatively influences repeat purchase intention.

Well-maintained service quality at AGPG outlets also influences repeat purchase intention. According to Al Ghifari & Darmawan (2022), brand image significantly influences repeat purchase intention, with positive perceptions of brand image tending to increase consumer repeat purchase intention. According to Kosli et al. (2023), the more positive the brand image, the more confident consumers are to repurchase a product or service. Meanwhile, according to Widayat & Purwanto (2020), service quality has no effect on consumer repurchase intention.

Companies must maintain a positive brand image to increase repeat purchase intention (Yoanda & Adialita 2024). According to Kosli et al. (2023), the more positive the brand image, the more confident consumers are to repurchase a product or service. However, according to Mukarromah et al. (2022), brand image does not influence customer repurchase decisions.

According to Pramesti (2021), AGPG is very careful about the service standards set, including friendliness, speed of service, neatness, and cleanliness. This can motivate them and become a key factor in choosing a brand's products or services. It also focuses on repeat purchase intentions and helps improve the overall customer experience, driven by customer satisfaction with the service and product. According to Sulastini et al. (2024), better service quality, supported by customer satisfaction, will increase repeat purchase intentions. Contrary to this, Nining (2023) stated that service quality significantly influences repeat purchase intentions, but customer satisfaction cannot mediate the relationship between service quality and repeat purchase intentions.

Furthermore, a good brand image will foster repeat purchase intentions through customer satisfaction. According to Falah & Rohandi (2024), consumer satisfaction is involved in the relationship between brand image and repeat purchase decisions as a mediator. This suggests that consumer satisfaction can strengthen the relationship between brand image and repeat purchase decisions and has a positive and significant effect. In contrast to Nainggolan & Suwadi (2024), who found that brand image does not influence repurchase intention through customer satisfaction.

In addition to service quality, a brand image formed through positive assessments can also boost customer confidence and repurchase intention based on the satisfaction they experience. A good brand image can create a positive perception in the eyes of customers, including loyal AGPG customers. A good brand image is also an asset for the company's progress. Continuously increasing customer satisfaction is a sign of AGPG's success, so positive perceptions must be prioritized in this business. Satisfied customers will recommend products or services to others, leading to repeat purchases. Satisfied customers will repurchase products and praise them in front of others (Kusumadewi & Saraswati 2020). The customer satisfaction generated by each AGPG outlet can provide benefits, including harmonious company-customer relationships and a strong foundation for repurchase intention.

The difference in this research is that previously it used the AGPG business brand but never in the Jakarta area, where the researcher will see how consumers who have made purchases and consumed products at AGPG outlets before will make repeat purchases. This study will test the direct influence of service quality and brand image on repurchase intention, the direct influence between service quality, brand image, repurchase intention on customer satisfaction, and the indirect influence between service quality and brand image on repurchase intention through customer satisfaction.

RESEARCH METHODS

This study examines the influence of service quality and brand image on repurchase intention at Ayam Gepuk Pak Gembus (AGPG) Jakarta Branch through customer satisfaction. Data were collected using an online survey conducted via Google Forms. This survey method was chosen because this study required primary data regarding respondents' perceptions of the variables studied.

The study population was all customers of the AGPG Jakarta Branch Outlet. Therefore, the sample size used in this study was five times the number of questions analyzed, following the formula (Hair et al. 2019). There were 38 statements in this research questionnaire, so the minimum sample size required was (38x5) 190

respondents. To select respondents, the researcher used a non-probability sampling method with a purposive sampling technique. Purposive sampling is a population selection technique based on predetermined criteria (Yadav et al. 2019). The sampling criteria used were customers who were at least 17 years old and had made a purchase or consumption within the last six months.

This study employed path analysis using SEM-PLS, which involved two stages in data analysis. The first stage is the outer model analysis carried out to ensure that the measurement used is suitable for measurement (valid and reliable) which consists of (1) Convergent Validity Test, with the indicator loading factor must be > 0.7, Average Variance Extranded (AVE) reflective construct > 0.5. Next (2) Discriminant Validity Test, discriminant validity can be said to be good if the root of the AVE on the construct is higher compared to the correlation of the construct with other latent variables, while the cross loading test must show a higher indicator value for each construct compared to the indicators on other constructs (Sekaran & Bougie, 2016). The reliability test uses Cronbach alpha and composite reliability, an indicator is said to be reliable if the value of Cronbach alpha ≥ 0.7 and composite reliability ≥ 0.7. The second stage is the inner model, according to Hair Jr et al. (2017) the R-Square value is categorized as strong if it is more than 0.50 – 0.75, moderate if it is more than 0.25 – 0.50, and weak if it is more than 0.00 – 0.25. Furthermore, the Q-Square value is greater than 0 indicating that the model has a predictive relevance value. Meanwhile, if the Q-Square value is less than 0 (zero), then the model has less or no predictive relevance. Then to test the hypothesis, look at the calculation of the path coefficient, by comparing the T statistic value > T table 1.96 (α 5%), which means that if the T statistic value of each hypothesis is greater than the T table, the initial assumption that has been made can be accepted, and vice versa. Next, look at the P value which must be <0.05 in order to reject H0 and the relationship between the independent variables can be said to have a significant effect on the dependent variable.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the results of the questionnaire distributed via Google Form, 190 respondents were collected. 190 (100%) of the respondents were familiar with Ayam Gepuk Pak Gembus. 28 (14.7%) of the respondents had purchased or consumed the product once in the last six months, and 162 (85.3%) had purchased more than twice. Furthermore, the 18-25 age group dominated the study, comprising 100 respondents (52.6%), and the majority of respondents were female, 98 (51.6%). Most respondents resided in West Jakarta (135) and most respondents had a bachelor's degree (58.4%), with 111 (58.4%) employed as private sector employees (113) (59.5%).

Hypothesis Testing

A hypothesis can be accepted or rejected based on the significance value of the T-statistic and the ρ-value. The hypothesis can be accepted if the T-statistic is greater than the T-table value of 1.96 (5%), and the P-value is less than 0.05. The results of the analysis are as follows:

Table 1. Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Service Quality (X1) -> Customer Satisfaction (Z)	0.653	0.652	0.068	9.541	0.000
Brand Image (X2) -> Customer Satisfaction (Z)	0.270	0.270	0.070	3.860	0.000
Customer Satisfaction (Z) -> Repurchase Intention (Y)	0.482	0.478	0.092	5.234	0.000
Service Quality (X1) -> Repurchase Intention (Y)	0.129	0.129	0.100	1.296	0.195
Brand Image (X2) -> Repurchase Intention (Y)	0.268	0.270	0.091	2.936	0.003

Source: Data processed by the author, 2024

Based on Table 1 above, the findings of this study are as follows: First, service quality has a positive effect on customer satisfaction, with a T-statistic of $9.541 > 1.96$ and a significant p-value of $0.000 < 0.05$. These results indicate that the higher and better the service quality provided, the greater the level of customer satisfaction. Second, brand image has a positive effect on customer satisfaction, as seen from a T-statistic of $3.860 > 1.96$ and a significant p-value of $0.000 < 0.05$. These results indicate that the higher and better the brand image, the greater the level of customer satisfaction. Third, customer satisfaction has a positive effect on repurchase intention, with a T-statistic of $5.234 > 1.96$ and a significant p-value of $0.000 < 0.05$. This indicates that the higher the customer satisfaction, the greater the level of repurchase intention. Fifth, brand image has a positive effect on repurchase intention, as evidenced by the T-statistic of $2.936 > 1.96$ and a significant p-value of $0.003 < 0.05$. This indicates that the higher and better the brand image, the greater the level of repurchase intention.

Table 2. Results of the Direct Effect Hypothesis Test

Hypothesis	Hypothesis Statement	P-Value	T- Statistic	Description	Conclusion
H1	Service quality has a direct, positive effect on customer satisfaction	0,000	9.541	Data supports the hypothesis	H1 accepted
H2	Brand image has a direct, positive effect on customer satisfaction	0,000	3.860	Data supports the hypothesis	H2 accepted
H3	Customer satisfaction has a direct, positive effect on repurchase intention	0,000	5.234	Data supports the hypothesis	H3 accepted
H4	Service quality does not have a direct, positive effect on repurchase intention	0.195	1.296	Data does not support the hypothesis	H4 rejected
H5	Brand image has a direct, positive effect on repurchase intention	0.003	2.936	Data supports the hypothesis	H5 accepted

Source: Data processed by the author, 2024

Based on the analysis of the table above, it can be concluded that of the five hypotheses, four were accepted and one was rejected. The four accepted hypotheses are H1, H2, H3, and H5. The rejected hypothesis is H4.

Indirect Effect

The next step is to determine the indirect effect between brand image and service quality on repurchase intention through customer satisfaction. This can be seen in the following indirect effect table:

Table 3. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values
Service Quality (X1) -> Customer Satisfaction (Z) -> Repurchase Intention (Y)	0.314	0.310	0.067	4.725	0.000
Brand Image (X2) -> Customer Satisfaction (Z) -> Repurchase Intention (Y)	0.134	0.134	0.046	2.923	0.003

Source: Data processed by the author, 2024

The results of the test of the indirect effect of service quality on repurchase intention through customer satisfaction, after a comprehensive analysis, yielded a T-statistic of 4.725 > 1.96 and a p-value of 0.000 < 0.05. This indicates an indirect effect of service quality on repurchase intention through customer satisfaction. Based on the overall results, it was found that service quality had no effect on repurchase intention (H4), and there was an indirect effect of service quality on repurchase intention through customer satisfaction (H6). This implies that customer satisfaction plays a full mediation role between service quality and repurchase intention. Therefore, AGPG service quality must satisfy customers, leading to their intention to repurchase.

The analysis of the indirect effect of brand image on repurchase intention through customer satisfaction yielded a T-statistic of 2.923 > 1.96 and a p-value of 0.003 < 0.05. These results indicate an indirect effect of brand image on repurchase intention through customer satisfaction. Based on the overall results, it is known that brand image influences repurchase intention (H5), and the study also shows an indirect effect of brand image on repurchase intention through customer satisfaction (H7). Therefore, it can be concluded that customer satisfaction acts as a partial mediator between brand image and repurchase intention. This means that customer satisfaction is a crucial factor in strengthening AGPG's brand image, leading to customer willingness to make repeat purchases.

Table 4. Results of the Indirect Effect Hypothesis Test

Hypothesis	Hypothesis Statement	P-Value	T- Statistic	Description	Conclusion
H6	Service quality has a direct, positive effect on repurchase intention through customer satisfaction.	0.000	4.725	Data supports the hypothesis	H6 accepted
H7	Brand image has a direct, positive effect on repurchase intention through customer satisfaction.	0.003	2.923	Data supports the hypothesis	H7 accepted

Source: Data processed by the author, 2024

Discussion

In this study, service quality significantly influences customer satisfaction. The better the quality of service provided to customers when making purchases at the outlet, the greater the customer's satisfaction when visiting the AGPG outlet. Waiters play a significant role in AGPG outlets because they can recommend AGPG menu items to customers to meet their needs and serve orders according to their wishes. Furthermore, waiters are not only responsible for providing recommendations but also for assisting customers whenever needed by providing the best possible service. The results of this study align with Ismail & Yusuf (2021) who explain that the higher the service quality, the higher the customer satisfaction. Therefore, service quality plays a significant role in increasing customer satisfaction.

Furthermore, brand image significantly influences customer satisfaction. This suggests that AGPG has a positive brand image, as its signature spicy chili sauce enhances customer enjoyment, thus increasing customer satisfaction. Therefore, AGPG offers a variety of spiciness levels as an option for young female customers with a taste for spicy food. The results of this study align with those of Hidayani & Arief (2023), who stated that a good product brand image will increase customer satisfaction by implementing unique marketing strategies, as this facilitates branding in consumers' minds. This means that brand image has a significant influence on customer satisfaction.

Furthermore, customer satisfaction significantly influences repurchase intention. In this study, the majority of Gen Z respondents were already familiar with AGPG for its distinctive spicy chili sauce. Therefore, AGPG's distinctive spiciness distinguishes it from

other competitors, leading to this distinctive flavor that can encourage repeat purchases. Furthermore, AGPG implements a sales strategy by locating locations close to campuses or offices because these locations are convenient for customers, resulting in customer satisfaction and interest in repeat purchases due to easy access. These results align with those of Wicaksono et al. (2019), who stated that the more attention a store provides to customer satisfaction, the higher the likelihood of repeat purchase intention. This means that customer satisfaction has a significant influence on repurchase intention.

In this study, service quality did not influence repurchase intention. This suggests that service quality is not a determining factor in customer repurchase intention. The guarantee provided by AGPG to customers if orders do not meet expectations will influence customers to feel dissatisfied or disappointed, leading to a disinterest in seeking further information about AGPG events. This also suggests that AGPG outlets offer a product exchange guarantee if the product is not suitable, as part of the company's SOP, which applies at each outlet. However, some outlets still fail to implement this guarantee. This can lead to customer dissatisfaction with the guarantee, as they simply expect the product to be as expected, without prioritizing the guarantee. Therefore, the failure to implement the guarantee can lead to customers becoming disinterested in seeking further information about AGPG events, thus diminishing their repurchase intention due to the disappointment. These research findings contradict Hardiana & Kayadoe (2022), who stated that service quality, with its tangibility, responsiveness, and empathy dimensions, plays a significant role in predicting consumer repurchase intention. This means that service quality does not influence repurchase interest.

Brand image has a significant influence on repurchase intention. This means that a well-established brand image will encourage customers to repurchase AGPG products. AGPG creates distinctive and unique food packaging concepts to attract customers. This concept attracts customers to AGPG products, thus encouraging repeat purchases. This concept also contributes to AGPG's reputation, which is considered to be improving, and customers are confident and interested in repeat purchases. The results of this study align with Yoanda & Adialita (2024), who indicate that companies need to maintain their brand image by continuously striving to innovate in line with changing market needs and desires, while also maintaining consistent quality standards to maintain a positive brand image and encourage repeat purchases. This means that brand image has a significant influence on repurchase intention.

In this study, service quality influences repurchase intention through customer satisfaction. This indicates that the better the quality of service provided to customers, the higher the customer satisfaction and the higher the repeat purchase intention. AGPG prioritizes customer service, where employees ensure that the menu items served match customer orders. AGPG has a standard operating procedure (SOP) issued to all outlets, guaranteeing product exchanges if the product received is not as expected and the customer is dissatisfied with the service. AGPG prioritizes customer satisfaction by providing the best quality service, including clean facilities, which encourages customers to return to AGPG outlets. The employees' responsiveness, consistent with customer orders and prompt delivery, ensures that customers already have their favorite menu items and are satisfied with the experience. This, in turn, leads to customer satisfaction and repeat purchases. The results of this study align with Sulastini et al. (2024), who found that better service quality, coupled with customer satisfaction, increases repurchase intention. This means that the better the service quality provided by AGPG outlets, the

greater the customer's repurchase intention, driven by the satisfaction they receive from the service.

Brand image influences repurchase intention through customer satisfaction. This can be interpreted as customer satisfaction acting as a mediator between brand image and repurchase intention and shows that a well-formed brand image will increase customer repurchase intention due to customer satisfaction from a good brand image that has been proven by AGPG customers themselves. With the AGPG brand image that offers a spicy level that can also make customers have their favorite menu which can make AGPG menus also known for their distinctive taste. So customers feel satisfied and make repeat purchases. If more customers are interested in AGPG's contemporary chili sauce products, it will make customers feel more satisfied and confident to make repeat purchases. The results of this study are in line with Nurhasanah et al., (2022) who stated that when consumers are attracted to a good brand image of a product, consumers will increase their interest in making repeat purchases and from this will result in customer satisfaction. This means that the better the brand image of the AGPG outlet, the higher the repurchase intention will be due to the results of customer satisfaction with the good AGPG product brand.

CONCLUSION

Based on the research findings, it can be concluded that service quality influences customer satisfaction. This means that good service quality is a determining factor in customer satisfaction, which is reflected in satisfactory service. Based on the research findings, it can be concluded that brand image has a positive influence on customer satisfaction. This indicates that if AGPG's brand image is attractive, customer satisfaction also increases.

Furthermore, it can be concluded that customer satisfaction influences repurchase intention. This means that consistently high customer satisfaction is a determining factor in repurchase intention at AGPG. Based on the research findings, it can be concluded that service quality does not influence repurchase intention. This means that service quality is not a determining factor in repurchase intention, but rather other factors, such as customer/community expectations (expected service) and perception of service (perceived service). The research findings found that brand image has a positive influence on repurchase intention. Customers are motivated to repurchase because AGPG has an attractive and positive brand image, which AGPG demonstrates by offering different levels of spiciness for each menu item.

Furthermore, it can be concluded that service quality influences repurchase intention through customer satisfaction. This can be interpreted that customer satisfaction plays a mediating role between service quality and repurchase intention. Customers who feel satisfied with the service they have experienced at AGPG outlets equipped with distinctive characteristics will make customers have repurchase interest in AGPG's favorite menu. Finally, brand image influences repurchase intention through customer satisfaction. This can be interpreted as customer satisfaction being an important mediator of a well-established brand image, namely fried chicken with a level of spiciness that suits the taste of its customers in all customer favorite package menus that increasingly make customers love AGPG products and enrich the distinctive taste of AGPG menus so that customers are interested in making repeat purchases.

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