

Analysis of the influence of product quality and service quality on customers' repurchase intention at Restaurant X mediated by customer satisfaction



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ABSTRACT

This study considers the effects of product quality as well as service quality on repurchase intention, with a mediating variable which is customer satisfaction, within the context of Restaurant X, a steakhouse operating in Indonesia's competitive food and beverage sector. A quantitative methodology was adopted, drawing on data from 103 valid respondents obtained through an online survey. Data analysis utilized Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings demonstrate that product quality has a direct effect that is positive and statistically significant on repurchase intention, while customer satisfaction shows a positive effect on customers' intentions to return and make additional purchases. Additionally, customer satisfaction significantly mediates the relationships between product quality with repurchase intention, as well as between service quality with repurchase intention. These findings indicate that high-quality products and services primarily encourage repeat purchases by enhancing customer satisfaction. The results highlight the strategic importance of maintaining consistent product excellence along with superior service quality to foster customer loyalty in the restaurant industry. This study gives a contribution to the hospitality and consumer behaviour literature by clarifying customer satisfaction's mediating role in repurchase intention and provides practical recommendations for restaurant managers seeking to make improvements on customer retention and lasting business performance.

Keywords: Product Quality; Service Quality; Customer Satisfaction; Repurchase Intention; PLS-SEM



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INTRODUCTION

Indonesia's business sector has exhibited sustained growth in recent years. As reported by the Ministry of Cooperatives and SMEs (2024), the number of businesses in Indonesia reached over 65 million in 2024, an increase from 64.2 million in 2021. The food and beverage (culinary) subsector, as part of the creative economy, has shown particularly robust expansion. Achieving success in the culinary subsector now requires more than offering appealing food and beverages; businesses must implement effective strategies to remain competitive in a rapidly expanding and increasingly saturated market (Kadek et al., 2025).

The Ministry of Industry (2024) reports that the culinary subsector grew by 5.53% in the second quarter of 2024, making it the largest contributor to the non-oil-and-gas manufacturing sector's GDP, accounting for 40.33% of its total contribution. Additionally, the Survey of Food and Beverage Service Enterprises found that approximately 4.85 million food and beverage establishments operated in Indonesia in 2023, representing a 9.29% increase from 2022 (BPS, 2024).

Restaurant X is one of the MSMEs operating in the industry of food and beverage. It serves as this study's object and is a steakhouse located in Margaasih District, Bandung Regency. Based on interviews conducted with the owner and manager of Restaurant X, they stated that there has been a decline in the number of customers returning to the restaurant over the years, particularly during 2024. Many customers visit only once and do not return to make subsequent purchases at Restaurant X.

Interviews with 12 customers who had previously visited Restaurant X revealed that 8 had only visited once, citing dissatisfaction with their dining experience as the primary reason for not returning. These findings suggest that customer repurchase intention at Restaurant X is low. The interviews further indicate that factors such as limited menu variety and unsatisfactory employee service may contribute to this issue. This study focuses on local restaurants, which exhibit unique customer characteristics and operational conditions distinct from those examined in previous research. Furthermore, the study incorporates customer perceptions to give a thorough understanding of the research context.

This study has the aim to advance understanding of how product along with service quality influence customers' repurchase intentions in restaurants, with customer satisfaction serving as a mediating factor. The findings are intended to assist Restaurant X's management in understanding the impacts of product along with service quality on repurchase decisions through customer satisfaction. Based on these insights, practical recommendations will be formulated to enhance customer repurchase intention.

LITERATURE REVIEW

Product Quality

A product in a business context refers to anything that can be offered to the market and can ultimately be observed, liked, purchased, used, or consumed in order to satisfy customers' needs or wants (Gani & Oroh, 2021). Product quality describes the overall characteristics and distinctive features of a product, whether it is a good or a service, that are provided to customers to fulfill their needs or desires, either directly or indirectly (Kotler & Keller, 2021). According to Salsabila (2023), several dimensions that can be used as a measurement of product quality include taste, quantity, variety, hygiene, and innovation.

Service Quality

Service quality reflects how services are delivered to customers by a service-oriented company (Kotler & Keller, 2021). Service quality refers to a company's efforts to meet customers' expectations through the services it provides (Kotler, 2012). In other words, service quality functions as a benchmark by which customers evaluate the actual performance delivered by a company in comparison with their expectations. According to Salsabila (2023), service quality is often assessed using the SERVQUAL scale, which comprises five dimensions: reliability, responsiveness, assurance, empathy, as well as tangibles.

Customer Satisfaction

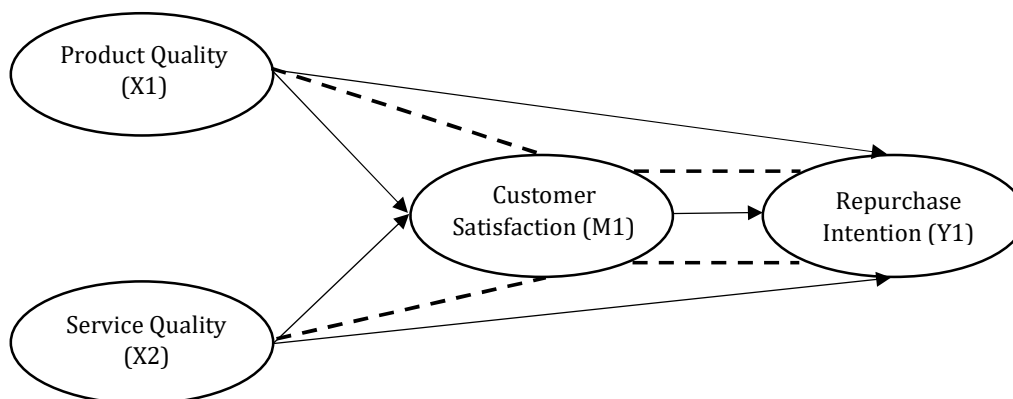
Customer satisfaction is how well a company's products and services measures up to what customers expect from them (Kotler & Keller, 2021). This implies that when the performance of the products or services offered aligns with customers' expectations, customers will feel satisfied. According to Salsabila (2023), the dimensions of customer satisfaction include conformity with expectations, a positive experience, and a positive perception.

Repurchase Intention

Repurchase intention is consumer behavior reflecting an intention to reuse services previously used (Arifin et al., 2016). This statement is backed by Hutami et al. (2020), who argue that repurchase intention emerges after consumers complete the purchasing process. Repurchase intention reflects a positive response from consumers and plays a role that is important in encouraging future purchasing behavior toward a particular brand. According to Salsabila (2023), the dimensions used to assess customer repurchase intention are repurchase intention, revisit intention, and belief in reusing services.

Research Framework

This section presents the conceptual model used to explain the relationships among the variables examined in this study, including the independent as well as dependent variables (Sugiyono, 2019). Two independent variables are included in this study, which are product quality as well as service quality. In addition, it comprises one dependent variable, namely customers' repurchase intention, and one mediating variable, namely customer satisfaction.



Source : Constructed by authors, 2026

Figure 1
Research Framework

Hypothesis

The following section outlines the research hypotheses. A hypothesis is a tentative answer to a research problem formulation (Sugiyono, 2019). It is considered tentative because it is based on relevant theories rather than on empirical evidence from data collection and analysis. The hypotheses in this study will be tested using appropriate data analysis methods. The research hypotheses are as follows.

H1: Product quality positively affects on customer satisfaction at Restaurant X.

H2: Service quality positively affects on customer satisfaction at Restaurant X.

H3: Product quality positively affects on customer repurchase intention at Restaurant X.

H4: Service quality positively affects on customer repurchase intention at Restaurant X.

H5: Customer satisfaction positively affects on customer repurchase intention at Restaurant X.

H6: Product quality positively affects on customer repurchase intention at Restaurant X, with customer satisfaction serving as a mediating.

H7: Service quality positively affects on customer repurchase intention at Restaurant X, with customer satisfaction serving as a mediating.

METHOD

An explanatory research design was implemented in this study, with the aim to explain the relationships among the variables being investigated, identify the influence of one variable on others, and test the hypotheses that were proposed (Sugiyono, 2019). This study's population consists of individuals who have visited and made purchases at Restaurant X. After defining the population, the sampling technique and the minimum required sample size were determined. Individuals who have previously purchased products from Restaurant X were selected because they are able to evaluate the restaurant's product and service quality, along with customer satisfaction.

Non-probability sampling was the sampling design used for this study, in which each population member does not possess a known probability of being included in the research sample (Sekaran & Bougie, 2020). Specifically, this study employs purposive sampling, particularly the judgment sampling method. Under this approach, sample selection is limited to individuals who can provide the information required for the study, and respondents are chosen based on their relevance and experience with the research object (Sekaran & Bougie, 2020).

The criteria for respondents are consumers who have visited Restaurant X and purchased products there within the last six months. Since the exact size of the research population is unknown, the required sample size was calculated through the use of Cochran's formula (Sugiyono, 2019). From this calculation, the minimum sample size required for the study is 97 respondents. Research respondents were obtained through data collection using a questionnaire distributed via Google Forms.

The data analysis techniques used for this study were descriptive analysis along with Partial Least Squares Structural Equation Modeling (PLS-SEM). According to Sugiyono (2019), the use of descriptive analysis is to provide an overview or description of the research data. This type of analysis is not intended to draw research conclusions; rather, it is used to describe the data systematically. PLS-SEM is specifically designed to predict constructs that represent key target variables or drivers (Hair et al., 2021). PLS-SEM is particularly suitable for studies involving complex research models, relatively small sample sizes, and/or data that do not show a distribution that is normal.

RESULTS AND DISCUSSION

From the questionnaire distribution, 110 responses were collected in total. The data then underwent screening and cleaning to identify and correct issues such as illegal codes, inconsistent data, incomplete responses, and screening-question results, ensuring that all respondents met the predetermined sampling criteria. After data screening and cleaning, 103 of the 110 respondents were deemed eligible for further analysis.

The following section displays the demographic profile of the 103 valid respondents for this study.

Table 1
Respondent Profile

No	Question	Answer	Frequency
1	Age	< 17 years old	10
		17-25 years old	33
		26 - 35 years old	24
		36 - 45 years old	22
		> 45 years old	14
2	Gender	Male	35
		Female	68
3	Current Occupation	Student	30
		Private Employee	51
		Entrepreneur	17
		Unemployed	5
4	Monthly Expenditure on Dining at Steak Restaurants	< Rp 1 Mio	36
		Rp 1 Mio - Rp 2 Mio	49
		Rp 2 Mio - Rp 3 Mio	13
		> Rp 3 Mio	5
5	How often do you eat at a steak restaurant in a month?	0	4
		1 - 3 times	51
		3 - 5 times	39
		> 5 times	9
6	Kapan waktu Anda makan di restoran steak? When do you usually eat at a steak restaurant?	Weekend	44
		Family gathering	20
		Special occasions	18
		When I want to dine out	21
7	How many times have you visited or purchased from Restaurant X?	Once	74
		2 - 3 times	22
		> 3 times	7
8	When was the last time you visited or purchased products from Restaurant X?	< 3 months ago	47
		3 - 6 months ago	56
9	How did you know about Restaurant X?	Relatives/Friends	39
		Social Media	37
		Bazaar	21
		Others	6

Source: Data Analyzed, 2026

Following the examination of the research respondents' profiles, a descriptive data analysis was then conducted. This analysis involves calculating the mean for each indicator to provide an overview of respondents' perceptions of the variables under study. The descriptive analysis outcomes are displayed on Table 2.

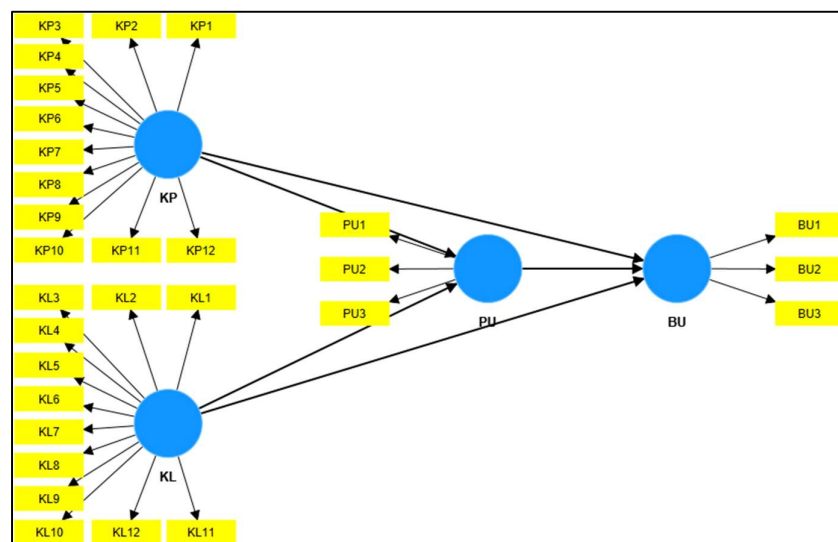
Table 2
Descriptive Analysis

No	Variable	Average	Category
1	Product Quality	3.07	Netral
2	Service Quality	3.03	Netral
3	Customer Satisfaction	2.98	Netral
4	Repurchase Intention	3.03	Netral

Source: Data Analyzed, 2026

Referring to the descriptive analysis, the mean scores for respondents' evaluations of each variable fall within the neutral category. This indicates that respondents did not provide particularly high ratings, but neither did they assign low ratings to any of the variables examined in this study.

The next step involves analyzing the research data using PLS-SEM. According to Hair et al. (2021), PLS-SEM analysis comprises two main components: measurement model analysis (outer model) as well as structural model analysis (inner model). The following path model serves as the basis for the PLS-SEM data analysis conducted in this study.



Source: SmartPLS4, 2026

Figure 1
Path Model

There are two independent variables in this study, which are Product Quality (KP) along with Service Quality (KL). In addition, Customer Satisfaction (PU) serves as the mediating variable, while Customer Repurchase Intention (BU) serves as the dependent variable. Hair et al. (2021) stated that once the path model is established, the subsequent step involves conducting the measurement model analysis. The initial phase of this analysis is the assessment of indicator reliability, which can be evaluated using

outer loading values. As explained by Hair et al. (2021), an outer loading value is considered acceptable if it exceeds 0.708. Table 3 presents the outer loadings before indicator elimination.

Table 3
Outer Loading Before Indicator Elimination

	KP	KL	PU	BU
KP1	0.567			
KP2	0.707			
KP3	0.723			
KP4	0.732			
KP5	0.726			
KP6	0.716			
KP7	0.721			
KP8	0.726			
KP9	0.576			
KP10	0.715			
KP11	0.716			
KP12	0.712			
KL1		0.664		
KL2		0.706		
KL3		0.728		
KL4		0.708		
KL5		0.705		
KL6		0.719		
KL7		0.729		
KL8		0.737		
KL9		0.732		
KL10		0.72		
KL11		0.727		
KL12		0.723		
PU1			0.823	
PU2			0.782	
PU3			0.85	
BU1				0.853
BU2				0.839
BU3				0.839

Source: Data Analyzed, 2026

Based on the Table 3, three indicators KP1, KP9, and KL1 have outer loading values below 0.70. These indicators will be considered for elimination after further examining their impact on internal consistency reliability as well as convergent validity. The comparison of internal consistency reliability with convergent validity is presented in Table 4.

Table 4
Comparison of Internal Consistency Reliability and Convergent Validity

	Before Elimination			After Elimination		
	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
BU	0.798	0.881	0.712	0.798	0.881	0.712
KL	0.914	0.927	0.514	0.909	0.923	0.523
KP	0.903	0.918	0.486	0.9	0.918	0.527
PU	0.754	0.859	0.671	0.754	0.859	0.671

Source: Data Analyzed, 2026

The Table 4 presents a comparison of internal consistency reliability and convergent validity values before and after the elimination of indicators KP1, KP9, and KL1 from their respective constructs. For the Product Quality (KP) construct, removing indicators KP1 and KP9 increased the Average Variance Extracted (AVE). Therefore, these two indicators were eliminated from the construct.

Regarding indicator KL1, the comparison results show that although the internal consistency reliability values slightly decreased after its removal, the construct became less redundant. Furthermore, the AVE value increased following the elimination of KL1. Therefore, indicator KL1 was also removed from the construct. The outer loadings after indicator elimination can be seen in Table 5.

Table 5
Outer Loading After Indicator Elimination

	KP	KL	PU	BU
KP2	0.716			
KP3	0.729			
KP4	0.73			
KP5	0.723			
KP6	0.723			
KP7	0.716			
KP8	0.765			
KP10	0.735			
KP11	0.701			
KP12	0.724			
KL2		0.716		
KL3		0.733		
KL4		0.709		
KL5		0.719		
KL6		0.717		
KL7		0.719		
KL8		0.739		
KL9		0.722		
KL10		0.726		
KL11		0.729		

KL12	0.724	
PU1		0.823
PU2		0.781
PU3		0.851
BU1		0.853
BU2		0.839
BU3		0.839

Source: Data Analyzed, 2026

Following the elimination process, all remaining indicators resulted in outer loadings that exceed 0.70, confirming their acceptability. Thus, the data met the requirements for indicator reliability. The next step involved the assessment of internal consistency reliability through the use of Cronbach's Alpha as well as Composite Reliability values (Hair et al., 2021). Table 6 presents the results of the internal consistency reliability assessment.

Table 6
Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability (rho_c)
BU	0,798	0,881
KL	0,909	0,923
KP	0,900	0,918
PU	0,754	0,859

Source: Data Analyzed, 2026

The outcomes presented in Table 6 are an indication that the study satisfied the internal consistency reliability criteria. This is evidenced by the Composite Reliability values for all research variables exceeding 0.70. The subsequent assessment addressed convergent validity, evaluated with the use of the Average Variance Extracted (AVE). An AVE value above 0.50 is regarded as acceptable for all constructs in the model (Hair et al., 2021). Table 7 presents the results of the Average Variance Extracted (AVE) assessment.

Table 7
Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
BU	0,712
KL	0,523
KP	0,527
PU	0,671

Source: Data Analyzed, 2026

The AVE values for all variables exceeded 0.50, an indication that the study satisfied the requirements for convergent validity. As explained by Hair et al. (2021), the final in the measurement model analysis involved assessing discriminant validity by examining the cross-loading values. The discriminant validity assessment results are displayed on Table 8.

Table 8
Cross-Loading

	KP	KL	PU	BU
KP2	0,716	0,171	0,348	0,434
KP3	0,729	0,235	0,366	0,428
KP4	0,73	0,187	0,358	0,394
KP5	0,723	0,187	0,347	0,446
KP6	0,723	0,247	0,407	0,344
KP7	0,716	0,215	0,352	0,407
KP8	0,765	0,296	0,41	0,497
KP10	0,735	0,161	0,46	0,437
KP11	0,701	0,286	0,445	0,377
KP12	0,724	0,146	0,321	0,394
KL2	0,113	0,716	0,315	0,297
KL3	0,382	0,733	0,429	0,43
KL4	0,084	0,709	0,268	0,197
KL5	0,185	0,719	0,347	0,356
KL6	0,107	0,717	0,409	0,324
KL7	0,167	0,719	0,417	0,296
KL8	0,287	0,739	0,352	0,358
KL9	0,28	0,722	0,516	0,428
KL10	0,313	0,726	0,342	0,433
KL11	0,137	0,729	0,423	0,369
KL12	0,188	0,724	0,425	0,408
PU1	0,4	0,52	0,823	0,506
PU2	0,434	0,401	0,781	0,586
PU3	0,462	0,422	0,851	0,563
BU1	0,542	0,442	0,566	0,853
BU2	0,506	0,373	0,559	0,839
BU3	0,403	0,459	0,583	0,839

Source: Data Analyzed, 2026

At this stage, discriminant validity is established when an indicator's outer loading on its assigned construct exceeds its loadings on other constructs. The cross-loading criterion was fulfilled, indicating that the study achieved discriminant validity. As explained by Hair et al. (2021), in addition to cross-loadings, discriminant validity was also evaluated with the use of the Heterotrait-Monotrait Ratio (HTMT) criterion. The HTMT outcomes are shown on Table 9.

Table 9
Heterotrait-Monotrait Rasio (HTMT)

	BU	KL	KP	PU
BU				
KL	0,574			
KP	0,674	0,313		
PU	0,869	0,644	0,637	

Source: Data Analyzed, 2026

The results indicate that the study satisfied the requirements for discriminant validity due to all HTMT values below 0.90. Besides measurement model analysis, PLS-SEM also involves structural model analysis (the inner model). As explained by Hair et al. (2021), the first step in conducting the structural model analysis is to assess collinearity by evaluating VIF values. Table 10 presents the results of the Variance Inflation Factor (VIF) assessment.

Table 10
Variance Inflation Factor (VIF)

	BU	KL	KP	PU
BU				
KL	1,425			1,095
KP	1,387			1,095
PU	1,804			

Source: Data Analyzed, 2026

As shown in the table, all VIF values were below 5, indicating that the constructs satisfied the collinearity requirement. In other words, problematic multicollinearity is not exhibited by this study's variables. The second stage of structural model analysis entails evaluating the significance of path coefficients. These coefficients range from -1 to +1, with values nearer to +1 signifying stronger positive relationships between constructs (Hair et al., 2021). The path coefficients for the structural model are presented on Table 11.

Table 11
Structural Model Path Coefficients

<i>Path Coefficients</i>	
KP -> PU	0,402
KL -> PU	0,427
KP -> BU	0,302
KL -> BU	0,190
PU -> BU	0,411

Source: Data Analyzed, 2026

The path coefficient results show that all hypothesized relationships among the variables are positive, as all coefficients are greater than zero. However, the strength of these relationships varies. The relationship between Service Quality with Customer

Repurchase Intention is relatively weak, with a path coefficient at 0.190. In contrast, the other four hypothesized relationships demonstrate stronger positive associations between the respective constructs. The coefficient of determination (R^2) values are shown on Table 12.

Table 12
Coefficient of Determination

	R-square	R-square adjusted
BU	0.546	0,533
PU	0.446	0,435

Source: Data Analyzed, 2026

As stated by Hair et al. (2021), R-square (R^2) values can be classified into three categories: an R^2 value at 0.75 is an indication of a substantial model, 0.50 is an indication of a moderate model, and 0.25 is an indication of a weak model. Referring to the table above, the R-square value for Customer Satisfaction (PU) is 0.446, which falls within the weak-to-moderate category. This result suggests that the research model accounts for a reasonable proportion of the variance in customer satisfaction. For the Customer Repurchase Intention (BU) variable, the R-square value obtained is 0.546, indicating a moderate explanatory power. This finding suggests that customer repurchase intention can be adequately explained by the model's predictor variables, including customer satisfaction

The next step involved hypothesis testing using SmartPLS 4's bootstrapping feature. According to Hair et al. (2021), a bootstrapping procedure with 10,000 subsamples is generally recommended for PLS-SEM analysis. After determining the number of subsamples, the criteria for evaluating p-values and t-values were established. This study employed a 5% significance level, a 95% confidence interval, and a critical t-value at 1.96. The hypothesis testing results are presented on Table 13.

Table 13
Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
KP -> PU	0,402	0,405	0,070	5,763	0,000
KL -> PU	0,427	0,430	0,076	5,628	0,000
KP -> BU	0,302	0,308	0,080	3,762	0,000
KL -> BU	0,190	0,190	0,098	1,930	0,054
PU -> BU	0,411	0,408	0,095	4,337	0,000

Source: Data Analyzed, 2026

Referring to Table 13, the hypothesis testing results can be summarized as below:

- a. Product Quality positively affects on Customer Satisfaction at Restaurant X.
This finding is supported by a p-value at 0.000, which does not exceed the predetermined significance level of 0.05. Furthermore, the path coefficient at 0.402 shows a relationship that is positive between product quality with customer satisfaction at Restaurant X. This result is backed by the findings of Gunawan and Azhar (2020) and Sari and Giantari (2020), who reported a relationship that is

- positive and significant between product quality with customer satisfaction. Customers naturally expect the products they receive to meet their expectations and provide satisfaction. When the quality of the products aligns with those expectations, customers more likely feel happy with their purchase.
- b. Service Quality positively affects on Customer Satisfaction at Restaurant X.
The p-value at 0.000 for the relationship between service quality with customer satisfaction is below the 0.05 significance threshold, indicating a statistically significant effect. The resulting path coefficient of 0.427 demonstrates a relationship that is positive between service quality with customer satisfaction. This finding is backed by Hilal and Top (2019) and Mensah and Mensah (2018), who found that has customer satisfaction is significantly and positively influenced by service quality. Service quality is a crucial aspect of the dining experience because it affects customers' overall perceptions during their visit. High-quality service contributes to an enjoyable dining experience, which directly results in enhanced customer satisfaction.
 - c. Customer Satisfaction positively affects on Customer Repurchase Intention at Restaurant X.
Customer satisfaction's influence on repurchase intention is evidenced by a p-value at 0.000, which does not exceed the 0.05 significance level. The path coefficient at 0.411 is an indication of a positive relationship between customer satisfaction with customer repurchase intention. Customer satisfaction can encourage consumers to repeatedly purchase and consume products (Martini et al., 2018). Similar results were found by Lin (2014), who emphasized that customer satisfaction is a key factor in fostering repeat purchases. When customers feel that products and services meet their needs and expectations, they are more likely to make repeat purchases and develop lasting relationships with the business.
 - d. Product Quality positively affects on Customer Repurchase Intention at Restaurant X.
The data analysis indicates that customer repurchase intention is significantly and positively affected by product quality. This conclusion is backed by a p-value at 0.000, which does not exceed 0.05. The path coefficient at 0.302 suggests a positive relationship between the two variables, though it is moderate rather than strong. This finding is backed by by Sari and Giantari (2020) and Muliawan and Suigarto (2018), who concluded a positive, significant relationship between product quality with repurchase intention. Therefore, Restaurant X should continuously maintain and improve product quality to encourage repeat purchases from customers.
 - e. Service Quality does not have a direct effect on Customer Repurchase Intention at Restaurant X.
Referring to the analysis, the p-value for the relationship between service quality with customer repurchase intention is 0.054, which exceeds the 0.05 significance threshold. Therefore, there is no statistically significant direct effect of service quality on customer repurchase intention. This finding is backed by Tanjung et al. (2022), who reported that service quality alone may not be sufficient to increase consumers' intentions to make repeat purchases. Inconsistencies in earlier findings may be caused by variations in research contexts, respondent characteristics, as well as other factors that influence repurchase decisions.

The next stage of the analysis involves examining the indirect effects to determine whether customer satisfaction mediates the relationships between product quality,

service quality, with customer repurchase intention. Table 14 displays the results of the indirect effects.

Table 14
Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
KL -> PU -> BU	0,176	0,178	0,06	2,936	0,003
KP -> PU -> BU	0,165	0,164	0,045	3,701	0

Source: Data Analyzed, 2026

The Table 14 illustrates Customer Satisfaction's role as a mediating variable. The results of the indirect effect analysis are presented as follows:

- a. Product Quality positively affects on Customer Repurchase Intention at Restaurant X through Customer Satisfaction.

This result is backed by a p-value at 0.000, which does not exceed the significance threshold of 0.05. Moreover, the path coefficient at 0.165 indicates an indirect effect that is positive of product quality on customer repurchase intention through customer satisfaction. Sari and Giantari (2020) found that customer satisfaction functions as a mediating variable between product quality with customer repurchase intention. Similarly, Chang et al. (2014) reported that customer satisfaction mediates the relationship between product quality with repurchase intention in a significant manner.

Customers decide whether to make repeat purchases after evaluating how well the products they receive meet their expectations. When customers perceive that product quality is good and either fulfills or even exceeds what they expect, they are likely to feel satisfied. This sense of satisfaction subsequently encourages them to make repeat purchases. Restaurant X can utilize this finding to increase customer repurchase intention by consistently providing high-quality food and beverages. This includes offering appropriate portion sizes relative to price, maintaining excellent taste, ensuring food hygiene, and continuously improving other aspects of product quality.

- b. Service Quality positively affects on Customer Repurchase Intention at Restaurant X through Customer Satisfaction.

The p-value for this relationship is 0.003, which does not exceed the predetermined significance level of 0.05. Furthermore, the path coefficient at 0.176 is an indication of a positive indirect effect of service quality on customer repurchase intention through customer satisfaction. As found by Wilson et al. (2019), customer satisfaction has a mediating role in enhancing customer repurchase intention by linking service quality and repurchase behavior. Likewise, Rahmayanti and Wandebori (2016) argued that businesses should improve service quality to enhance customer satisfaction, which, in turn, encourages repurchase intention.

Although service quality does not directly influence customer repurchase intention in this study, it remains an important factor for Restaurant X because of its significant impact on customer satisfaction. After experiencing Restaurant X's service, customers evaluate whether it meets their expectations and is satisfactory. When customers are satisfied with the service they receive, they become more likely to revisit the restaurant and make repeat purchases.

CONCLUSION AND SUGGESTION

Respondents' evaluations of Product Quality, Service Quality, Customer Satisfaction, and Customer Repurchase Intention at Restaurant X were generally classified within the moderate (neutral) category. Regarding the relationships among the variables, both Product Quality as well as Service Quality were found to have an effect that is positive on Customer Satisfaction at Restaurant X. In addition, Customer Satisfaction was revealed to have a positive effect on Customer Repurchase Intention.

The results also revealed that Product Quality shows a direct effect that is positive and significant on Customer Repurchase Intention at Restaurant X, whereas Service Quality does not. However, when Customer Satisfaction is introduced as a mediating variable, both Product Quality as well as Service Quality demonstrate positive indirect effects on Customer Repurchase Intention.

Based on these findings, Restaurant X should maintain and further improve all aspects regarding the quality of their products and services. Enhancing these aspects is expected to increase customer satisfaction, which, in turn, can encourage customers to make repeat purchases and strengthen lasting customer relationships.

For future research, additional variables such as price, brand image, and other relevant factors may be examined to gain a more comprehensive understanding of customer repurchase behavior. Furthermore, future studies may explore other issues faced by Restaurant X, such as conducting a competitive analysis of the restaurant industry to identify opportunities for improving its market position and competitiveness.

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