

## The Influence of Product Quality on Repurchase Intention of Holland Bakery With Customer Satisfaction as an Intervening Variable

Syahfani Eka Rosdianti<sup>1</sup>, Firdaus Firdaus<sup>2</sup>

<sup>1,2</sup> Department of Management, Muhammadiyah University Semarang  
Corresponding author: [syahfanieka16@gmail.com](mailto:syahfanieka16@gmail.com)

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### ABSTRACT

This research aims to analyze and determine the influence of product quality on repurchase intentions with customer satisfaction as a mediating variable. The research method used in this research uses a quantitative approach. The population in this study were Holland Bakery Kedungmundu Semarang customers. The sample in this study amounted to 121 respondents. Results of research data analysis using PLS-SEM (Partial Least Square - Structural Equation Modeling) with SmartPLS 3.0 software. The research results show that product quality has a positive and significant effect on customer satisfaction, product quality has a positive and significant effect on repurchase intention, customer satisfaction has a positive and significant effect on repurchase intention, and customer satisfaction mediates the relationship between product quality and repurchase intention.

**Keywords:** Product Quality, Customer Satisfaction, Repurchase Intention, Holland Bakery.

## **INTRODUCTION**

Industry bakery in Indonesia is experiencing rapid progress, marked with a significant increase in consumption of bakery products per capita. This shows that public demand for bakery products is increasing. According to EU-Indonesia Business Network (2019), consumption bakery per capita in Indonesia go on amounting to 87.96%, of 14.25 pieces on year 2016 to 26.78 fruit on 2018. Indonesian Bakery Entrepreneurs Association (APEBI) also stated that the bakery industry in Indonesia experienced average revenue growth of more than 10% every year. In 2019, bakery industry revenues reached around 6 billion USD. This growth is not apart from bakery product innovation which continues to develop. Various new flavors and forms continue to emerge, attracting public interest and encourage industrial growth bakeries. Wrong One example industry players bakery who was successful in Indonesia is Holland Bakeries. Brand franchise bread This has develop fast with 200 outlets in various cities, such as Jakarta, Bandung, Surabaya, Semarang, Lampung, Batam, Pekanbaru, Makassar, Bali, Balikpapan, Samarinda and Manado.

Apart from the rapid growth of the bakery industry in Indonesia, Holland Bakery Kedungmundu actually faced with customer complaints regarding the quality of its products. Customer often voice disappointment they to Bolen banana products and moldy pudding, sour taste, and the cake is stale. This is of course not meet quality standards and customer expectations, resulting in dissatisfaction and reluctance to buy return. Such that expressed Sari (2021), customer satisfaction is created when they feel happy and have a strong desire to use or repurchase a product or service regularly. The following are various kinds of customer complaints regarding product regrets they received that the author obtained from Google Review Holland Bakery; " Review 1: The quality control is terrible , I ordered banana bolen and pudding via Gofood, I was given bolen which was stale, moldy, the flan pudding tasted sour, this is in the same class as a well-known bakery, how come you can sell goods that have been in stock for a long time, it makes you give up, Review 2: The bread is still delicious, it's just a shame that now the piscokju is very little, there's almost no chocolate. Even though previously the chocolate had melted, please consider again to maintain the quality. Review 3: Last night I bought a chiffon cake here for Mother's Day, but this morning before Friday the cake was ready. stale, if you eat it, it smells like crow caterpillars, it won't be a surprise for you, Review 4: Subscribe to a premium bakery, just ask for help. Once I bought pudding, it was a bit sticky and not fresh, so that the quality control was tightened." Source: Google Maps Reviews Holland Bakeries Kedungmundu.

On review Above customers shows some negative reviews from related customers product quality Holland Bakery. Lots disappointed customers And not satisfied Because accept product Which Already stale. Matter This Of course just can ruin the image brands And lower trust customer. Wrong One factor important that influences interest bakery consumers is quality product. Innovation And Good product quality can improve the taste, aroma and texture of bread and cakes, thus attracting customers to buy again. More If Holland Bakery No quick solve the problem the quality of the product, the company will experience significant losses, such as: Decreased Customer Trust; Customers who are disappointed with the quality of the product are unlikely to purchase Again in period front, Decline Sale; Dissatisfaction customer may result in a decrease in sales. If many customers are dissatisfied, the company's revenue will decrease, reputation will be tarnished; Negative customer reviews on social media and other online platforms can damage a company's reputation. Matter This can make candidate customer reluctant For buy Holland Bakery products. Measuring the level of customer satisfaction is very important for companies (Afnina & Hastuti., 2018). By knowing the level of customer satisfaction, companies can: Measure Performance; Companies can

find out how they are performing in serving customers and compared to their competitors, Identify Weaknesses; Companies can find out deficiencies or weaknesses in the quality of the products offered. This can help companies make improvements and improve the quality of their products.

Although research on repurchase intentions has been studied, however There are still inconsistencies in the results of previous research. The research results different found in study Palm & Andjarwati (2016) in The research shows that product quality does not have a significant effect on intentions repurchase and price have a negative effect on repurchase intention. The results Negatives were also found in the research conducted by Denniswara (2016). In this research, product quality did not have a significant effect on Repurchase intention and price do not have a significant effect on repurchase intention. Looking at these conditions and there is a research gap in research previous research, the current research wants to re-examine the variables variable Which influential. Attitude And follow carry on is important For grow customer Which nature loyal. By Because That, study This aims to test the direct influence of product quality on purchase intentions repeat with customer satisfaction as mediation.

In connection with the research objectives, this research carried out a series of action that is First look for respondent; respondents from study This is customer product Holland Bakeries Kedungmundu Semarang, Then data collected using questionnaire survey Which will distributed randomly on line through social media, and finally the data will be analyzed using the method Structural Equation Model - Partial Least Squares (SEM-PLS).

Study This give contribution significant, Good in a way theoretical nor managerial. By theoretical, study This formulate hypothesis directed And design study empirical For understand connection between variable like quality product, satisfaction customer, And intention buy repeat. With thereby, This research can contribute to the development of science in field marketing And management. Managerially; Helping companies in evaluating repair sustainable on product. With understand how is the quality product affect satisfaction and intention to repurchase customers, the company can take appropriate steps to improve the quality of its products. Increasing the company's competitiveness in the market; By building loyalty customer through product quality tall And satisfaction customer high, the company can increase its market share and outperform its competitors.

## **LITERATURE REVIEW**

### **Product Quality**

Mahsyar (2020) states product quality as a capability product to carry out its function, this includes product durability overall, reliability, precision, ease of operation and repair, and attributes worth other. It means quality product is bunch characteristic And characteristics goods And service Which have ability For fulfil requirements, which is a combined understanding of reliability, density, comfort, maintenance, and other attributes of a product.

Salsabila (2023) states that product quality is an overall characteristic And uniqueness product And service based on his abilities in fulfil need Which stated in a way direct nor implied. Product is all something Which can offered to something market For fulfil satisfaction something desire or need.

### **Customer Satisfaction**

Ho et al. (2020) define satisfaction customer as something emotional state that arises after using a product or service. This satisfaction is determined by a comparison between results and customer expectations.

Anjani (2021) provides a clear definition, namely customer satisfaction as the point where a person's achievements or work results are compared with their expectations. Customers who potentially good behavior become regular customers and able to inspire other customers.

### **Repurchase Intention**

Repurchase intention is defined as a consumer's desire and intention to repurchase the same product or service from a similar shop or service provider based on previous experience. According to Mustikasari et al. (2021), the goal of repurchase intention is to purchase a product that is identical to the one previously purchased while maximizing profit margins.

According to Mokoginta et al. (2022), the definition of repurchase intention is the process of purchasing goods and services repeatedly from a particular shop, and the main aim is to facilitate trade. In addition, repurchase intention is a component of consumer behavior that shows the desire and willingness to buy a product or service.

### **The Influence of Product Quality on Customer Satisfaction**

Based on the S-O-R theory, this first hypothesis focuses on Stimulus-Organism, where when the stimulus (product quality) increases, the organism (customer satisfaction) will also increase. Customers who have good experiences with products will increase consumer satisfaction (Mustikasari et al., 2021).

This is supported by previous research which states that product quality has a significant relationship with customer satisfaction Abdullah et al., (2018) and Ho et al., (2020). Mustikasari et al., (2021) also stated that product quality has a positive and significant effect on customer satisfaction. From this statement, the following hypothesis can be concluded:

**H1: Product Quality Has a Positive and Significant Influence on Customer Satisfaction at Holland Bakery Kedungmundu Semarang**

**The Influence of Product Quality on Repurchase Intentions** Price can be interpreted Based on the S-O-R theory, this second hypothesis focuses on Stimulus-Response, where when the stimulus (product quality) increases it will influence the individual which triggers a response in the form of repurchase intentions. With good and trustworthy product quality, the product will always be positively embedded in the minds of consumers as a factor for consumers to make repeat purchases. This is supported by previous research, Salsabila (2023) stated that there is a positive influence of product quality on consumer repurchase interest. (Mahendrayanti et al., 2021) also shows that product quality has a positive and significant effect on repurchase intentions. Likewise, Abdullah et al. (2018) showed that food quality and revisit intention were significant. From this statement, the following hypothesis can be concluded:

**H2: Product Quality Has a Positive and Significant Influence on Repurchase Intentions at Holland Bakery Kedungmundu Semarang**

### **The Influence of Customer Satisfaction on Repurchase Intention**

Based on the S-O-R theory, this third hypothesis focuses on Organism-Response, where customer satisfaction is an organism level, the state of a person's sensory acceptance

of consuming a product with their expectations" (Ho et al., 2020). Where when the organism (customer satisfaction) increases, it will influence the individual which triggers a response in the form of repurchase intentions.

This is supported by previous research by Abdullah et al. (2018) stated that customer satisfaction has a positive and significant effect on re-subscription intentions. Hidayat et al., (2020) also found similar results, namely that customer satisfaction had a positive and significant effect on repurchase intentions at hot plate restaurants in Sunter and Bekasi. Similar findings were also found by Tufahati et al., (2021) which showed that customer satisfaction had a significant positive effect on intention to repurchase fashion products on Bloomy Things. From this statement, the following hypothesis can be concluded:

**H3: Customer Satisfaction Has a Positive and Significant Influence on Repurchase Intentions at Holland Bakery Kedungmundu Semarang**

**Customer Satisfaction in Mediating Product Quality with Repurchase Intention**

In this context, customer satisfaction acts as a mediating variable, where customer satisfaction as an organism can link the influence of product quality which is a stimulus on repurchase intention as an individual response. How strong the relationship between product quality and repurchase intention is influenced by the level of customer satisfaction.

This is supported by previous research which states that there is a positive influence on customer satisfaction as a mediating variable between product quality and service quality and consumer repurchase interest (Salsabila., 2023). Tufahati et al., (2021) also stated that customer satisfaction has a significant positive effect on repurchase intention. From this evidence, the following hypothesis can be concluded:

**H4: Customer Satisfaction Mediates the Relationship Between Product Quality and Repurchase Intention Holland Bakery Kedungmundu Semarang**

**RESEARCH METHODS**

**Population and Sample**

The population is all objects or subjects that have certain characteristics which are used as research objects and then conclusions are drawn (Abdullah et al., 2021). The population in this study is Holland Bakery Kedungmundu Semarang customers, the exact number of which is not yet known.

A sample is a small part of the population that has certain characteristics which is taken to represent the population to be studied. In this research, we carried out a sampling process using the Non-Probability Sampling method with Purposive Sampling techniques, because the population we took was very large and the exact data was not known. In determining the number of samples in our research we used the *Lemeshow* (1997) formula:

$$n = \frac{z^2 pq}{e^2} n = \frac{1,96^2 \times 0,5 \times 0,5}{0,1^2} n = \frac{0,9604}{0,001} = 96,04 = 96$$

Based on these calculations, the number of samples that will be used in this research can be obtained, namely 96 respondents.

**Data Analysis Method**

The data analysis method used in this research is the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method. PLS-SEM is a statistical method of data analysis

that is used to test and understand complex relationships between variables" (Hair et al., 2019).

#### **Model Analysis Test ( Outer Model)**

- **Validity Test**

- **Convergent Validity**

Convergent validity is the degree to which constructs converge to explain item variance. The metric used to evaluate convergent validity constructs is the average Average Variance Extracted (AVE) for all items in each construct. According to Hair et al., (2019) to calculate AVE we must square the loading of each indicator on a construct and calculate the mean value. An acceptable average AVE is 0.50 or higher indicating that the construct explains at least 50 percent of the item variance.

This Convergent Validity test is assessed based on the Average Variance Extracted (AVE). Where the assessment of indicators with convergent validity is said to be good if the AVE value is  $>0.50$  (Haqq, 2021).

- **Discriminant Validity**

Discriminant Validity is defined as "the extent to which two measures are designed to measure similar but conceptually different (interrelated) constructs. Low to moderate correlations are often considered evidence of discriminant validity (Roemer et al., 2021). The discriminant validity testing method is by comparing the Average Variance Extracted (AVE) value of the two constructs with the squared correlation value between the two. If the AVE value is higher than the correlation, discriminant validity is met.

- **Reliability Test**

- **Internal Consistency**

Internal Consistency refers to the level of consistency between the indicators used. Internal consistency is said to be good if the composite reliability value exceeds 0.70.

- **Reliability Indicators**

Indicator Reliability is the similarity that indicators have in compiling a variable. A good reliability indicator assessment can be seen from the outer loadings value which is above 0.70 (Haqq et al., 2021).

#### **Model Analysis Test ( Inner Model)**

- **Path Coefficient**

Path coefficient is a measuring tool used to see how much influence one variable has on other variables. This method can be used to evaluate and confirm the validity of hypotheses that have been constructed statistically. This can be seen from the level of significance. It is said to be significant if the statistical value is more than 1.96 (Haqq et al., 2021).

- **R-Square (R2)**

R-Square value (R2) aims to measure how much influence the independent latent variable has on the dependent latent variable. The significance test in the SEM-PLS model aims to determine the effect of exogenous variables on endogenous variables. Hair et al., (2019) stated that the coefficient of determination assessment was 0.75 (assessed as strong), 0.50 (assessed as good) and 0.25 (assessed as weak). Where when the coefficient of determination value approaches 1 (one) and away from 0 (zero), the independent variable has the influence to predict the dependent variable. On the other hand, if the value is smaller, it means that the independent variable is very limited in explaining the dependent variable.

## RESULTS

- **Validity Test (Outer Model)**  
**Convergent Validity**

	Kepuasan Pelanggan (Z)	Kualitas Produk (X)	Niat Beli Ulang (Y)	Keterangan
KP1		0,809		Valid
KP2		0,816		Valid
KP3		0,810		Valid
KPE1	0,795			Valid
KPE2	0,838			Valid
KPE3	0,738			Valid
KPE4	0,846			Valid
NBU1			0,711	Valid
NBU2			0,812	Valid
NBU3			0,796	Valid
NBU4			0,817	Valid

Based on table 4.9, the results of the outer loadings test on product quality (exogenous), 3 statement items have an outer loading value of >0.7, which indicates that the statement items are said to be valid and can be used for further tests. Then, for customer satisfaction (intervening), 4 statement items have an outer loading value of >0.7, which indicates that the statement items are said to be valid and can be used for further testing. Furthermore, regarding repurchase intention (endogenous), 4 statement items have an outer loading value of >0.7, which indicates that the statement items are said to be valid and can be used for further testing.

### Discriminant Validity

	Kepuasan Pelanggan	Kualitas Produk	Niat Beli Ulang
KP1	0,575	<b>0,809</b>	0,506
KP2	0,550	<b>0,816</b>	0,502
KP3	0,540	<b>0,810</b>	0,527
KPE1	<b>0,795</b>	0,604	0,626
KPE2	<b>0,838</b>	0,589	0,504
KPE3	<b>0,738</b>	0,418	0,446
KPE4	<b>0,846</b>	0,564	0,636
NBU1	0,460	0,459	<b>0,711</b>
NBU2	0,588	0,483	<b>0,812</b>
NBU3	0,538	0,533	<b>0,796</b>
NBU4	0,591	0,505	<b>0,817</b>

Table 4.10 shows the cross loading value of each manifested variable tested. The results of the table show that all the cross distribution values of the indicators in the relevant constructs are higher than the cross distribution values in other constructs. This indicates that all constructs have good discriminant validity. Thus, the constructs in this study are effective in differentiating between different groups based on the characteristics measured. In short, the measuring instruments used to measure these constructs can differentiate between groups that should differ in terms of things the characteristic being measured.

**Reliability Test (Outer Model)  
 Composite Reliability**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Keterangan
Kepuasan Pelanggan	0,820	0,831	0,880	0,649	Reliabel
Kualitas Produk	0,741	0,741	0,853	0,659	Reliabel
Niat Beli Ulang	0,792	0,798	0,865	0,617	Reliabel

Table 4.12 shows that all variables in reliability testing using composite reliability have values >0.7. This shows that the variables tested are valid and reliable, so they can be continued to test the structural model (Ghozali & Latan, 2015:76-78). R-Square (Inner Model).

Table 4.13 shows that the R Square model of product quality on customer satisfaction gives a value of 0.467, which can be interpreted to mean that the variability of the customer satisfaction construct which can be explained by the variability of the product quality construct is 46.7% while the remainder is explained by other variables outside this research. Likewise, the model of the influence of product quality on repurchase intention gives a value of 0.529, which can be interpreted as that the variability of the repurchase intention construct which can be explained by the variability of the product quality construct is 52.9%, while the remainder is explained by other variables outside this research. Meanwhile, the R-Square Value is Adjusted For variable " Satisfaction Customers (Z)", R-Square adjusted is 0.463. It means about 46.3% variability in satisfaction customer can explained by variability in quality product after consider number and relevance other variables in the model , For variable " Repurchase Intention (Y)", the adjusted R-Square is 0.521. It means about 52.1% variability in intention buy repeat can explained by variability in quality product after consider number and relevance other variables in the model .

**Path Coefficients (Inner Model)  
 Direct Effect (Direct Effect)**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Keterangan
Kepuasan Pelanggan	0,820	0,831	0,880	0,649	Reliabel
Kualitas Produk	0,741	0,741	0,853	0,659	Reliabel
Niat Beli Ulang	0,792	0,798	0,865	0,617	Reliabel

Based on the results of the hypothesis test, the values of H1, H2 and H3 have exceeded the value of 1.96, so the hypothesis is accepted. below is an explanation of the hypothesis test results in Table 4.14 which are as follows:



Hypothesis Testing 1: Product quality has a positive and significant effect on customer satisfaction.

Based on the results of testing hypothesis 1, the beta coefficient value of product quality on customer satisfaction has a positive value of 0.683. This can be interpreted that if the quality of the product is higher, it will increase customer satisfaction. The results of this hypothesis testing have a T-Statistics value of 12.703. This shows that this hypothesis has a significant influence because T-Statistics > 1.96 with a p-value < 0.05, namely 0.000, so it can be concluded that product quality significantly has a positive influence on customer satisfaction so that hypothesis 1 is accepted.

Hypothesis Testing 2: Product quality has a positive and significant effect on repurchase intention.

Based on the results of testing hypothesis 2, the beta coefficient value of product quality on repurchase intention has a positive value of 0.290. This can be interpreted to mean that if the product quality is higher, it will increase the customer's intention to make repeat purchases. The results of this hypothesis testing have a T-Statistics value of 2.876. This shows that this hypothesis has a significant influence because T-Statistics > 1.96 with a p-value < 0.05, namely 0.004, so it can be concluded that product quality significantly has a positive influence on repurchase intentions so that hypothesis 2 is accepted.

Hypothesis Testing 3: Customer satisfaction has a positive and significant effect on repurchase intention.

Based on the results of testing hypothesis 3, the beta coefficient value of customer quality on repurchase intention has a positive value of 0.498. This can be interpreted to mean that if customer satisfaction is higher, it will increase the customer's intention to make repeat purchases. The results of this hypothesis testing have a T-Statistics value of 5.237. This shows that this hypothesis has a significant influence because T-Statistics > 1.96 with a p-value < 0.05, namely 0.000, so it can be concluded that customer satisfaction significantly has a positive influence on repurchase intention so that hypothesis 3 is accepted.

**Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
KP (X) -> KPE (Z) -> NBU (Y)	0,340	0,353	0,072	4,716	0,000

Based on table 4.15 above, it can be seen that the t-statistic value of the influence of product quality has a positive effect on repurchase intentions mediated by customer satisfaction, which is smaller than the t-table statistical value (1.967), namely 4.716 with an influence size of 0.340 and p-value <0. 05 of 0.000. So it can be concluded that customer satisfaction has an influence in mediating product quality on repurchase intentions.

**DISCUSSION**

**The Influence of Product Quality on Customer Satisfaction**

Product quality is one of the most important factors for increasing customer satisfaction. If the company is able to provide superior product quality to customers, it will give the impression of positive value to customers and customers will feel satisfied with the

products they receive. Thus, the management of Holland Bakery Kedungmundu Semarang can pay attention to and improve the quality of its products to increase the level of customer satisfaction, which in turn can increase customer loyalty and Holland Bakery performance.

The research results support the first hypothesis (H1) which states that product quality has a positive and significant effect on customer satisfaction at Holland Bakery Kedungmundu Semarang. This is shown in the T-Statistics value of 12.703. This shows that this hypothesis has a significant influence because  $T\text{-Statistics} > 1.96$ . This means that the first hypothesis (1) "Product Quality has a significant positive effect on Customer Satisfaction" is accepted. This means that there is a significant influence of product quality variables on customer satisfaction at Holland Bakery Kedungmundu Semarang.

Based on the results of research that has been carried out, it is stated that product quality has a positive and significant effect on customer satisfaction at Holland Bakery Kedungmundu. This is in line with the findings of previous research by Abdullah et al. (2018) and Ho et al., (2020) which stated that product quality has a significant relationship with customer satisfaction. Mustikasari et al., (2021) also stated that product quality has a positive and significant effect on customer satisfaction. Based on the results of previous research, the same results were also found in this study. Based on the results of the data processing obtained, it is stated that the highest product quality indicator value is products that are sold according to the quality desired by consumers, with a mean value of 4.339. Based on these results, it was concluded that the products sold by Holland Bakery Kedungmundu such as bread, donuts, fried foods, chiffons, roll cakes, soes & muffins, wet cakes, puddings and brownies were in accordance with consumer desires. This means that when the quality of the product matches what the consumer wants, a feeling of satisfaction arises within the consumer, as said by Ho et al., (2020). Customer satisfaction is the level of a person's state of sensory acceptance which is concluded from comparing the results obtained from consuming a product.

### **The Influence of Product Quality on Repurchase Intention**

Good product quality can increase customers' repurchase intentions at Holland Bakery Kedungmundu Semarang. Thus, the management of Holland Bakery Kedungmundu Semarang can focus on improving the quality of their products to increase customers' repurchase intentions, which in turn can improve Holland Bakery's business performance.

The research results support the second hypothesis (H2) which states that product quality has a positive and significant effect on repurchase intentions at Holland Bakery Kedungmundu Semarang. This is shown in the T-Statistics value of 2.876. This shows that this hypothesis has a significant influence because  $T\text{-Statistics} > 1.96$ . This means that the second hypothesis (2) "Product Quality has a significant positive effect on Repurchase Intention" is accepted. This means that there is a significant influence of product quality variables on repurchase intentions at Holland Bakery Kedungmundu Semarang.

Based on the results of the research that has been carried out, it is stated that product quality has a positive and significant effect on the intention to repurchase Holland Bakery Kedungmundu. This is in line with previous research findings by Mahendrayanti et al., (2021) which stated that product quality has a positive and significant effect on repurchase intentions. Based on the results of previous research, the same results were also found in this study. Based on the results of the data processing obtained, it is stated that the high product quality indicator value, apart from the product being sold according to the quality desired by consumers, is that the product does not have defective

packaging , with a mean value of 4.050. Based on these results, it was concluded that none of the product packaging sold by Holland Bakery Kedungmundu had defective packaging so that it could protect the quality of the products. This means that when the product quality meets consumer expectations, it tends to create a positive experience. Perfect packaging without defects gives a professional impression and can increase consumer confidence in the product. Satisfying user experience and positive feedback are factors in strengthening consumers' intentions to repurchase the product in the future.

### **The Influence of Customer Satisfaction on Repurchase Intention**

If the performance of products and services is as expected, then customers will be satisfied. When customers get this satisfaction, customers will make repeat purchases in the future because they have had a positive experience with the product. From these results, it can be concluded that customer satisfaction has an important role in increasing customer repurchase intentions at Holland Bakery Kedungmundu Semarang. Thus, the management of Holland Bakery Kedungmundu Semarang can focus on increasing their customer satisfaction to increase repurchase intentions, which in turn can improve Holland Bakery's business performance.

The research results support the third hypothesis (H3) which states that customer satisfaction has a positive and significant effect on repurchase intentions at Holland Bakery Kedungmundu Semarang. This is shown in the T-Statistics value of 5.237. This shows that this hypothesis has a significant influence because  $T\text{-Statistics} > 1.96$ . This means that the third hypothesis (3) "Customer Satisfaction has a significant positive effect on Repurchase Intention" is accepted. This means that there is a significant influence of the customer satisfaction variable on repurchase intentions at Holland Bakery Kedungmundu Semarang.

Based on the results of the research that has been conducted, it is stated that customer satisfaction has a positive and significant effect on repurchase intentions at Holland Bakery Kedungmundu. This is in line with the findings of previous research by Hidayat et al., (2020) and Tufahati et al., (2021) which stated that customer satisfaction has a positive and significant effect on repurchase intentions. Based on the results of previous research, the same results were also found in this study. Based on the data processing results obtained, it is stated that the highest customer satisfaction indicator value is that consumers are very satisfied with the product when shopping, with a mean value of 4.322. Based on these results, it can be concluded that consumers are very satisfied with the products sold by Holland Bakery Kedungmundu. This means that the quality of the products sold by Holland Bakery Kedungmundu meets customer expectations so that customers feel satisfied with the products they receive. Customer satisfaction is a factor in customers' intention to make repeat purchases in the future.

### **The Influence of Customer Satisfaction in Mediating Product Quality with Repurchase Intention**

From these results, it can be concluded that customer satisfaction plays an important role in bridging the relationship between product quality and customer repurchase intentions at Holland Bakery Kedungmundu Semarang. This shows that, apart from directly influencing repurchase intentions, customer satisfaction can also act as a mediator between product quality and repurchase intentions. Therefore, the management of Holland Bakery Kedungmundu Semarang can focus on increasing customer satisfaction to increase repurchase intentions, by paying attention to and improving the quality of their products.

The research results support the fourth hypothesis (H4) which states that customer satisfaction mediates the relationship between product quality and repurchase intention at Holland Bakery Kedungmundu Semarang. This is shown in the T-Statistics value of 4.716. This shows that this hypothesis has a significant influence because T-Statistics > 1.96. This means that the fourth hypothesis (4) "Customer Satisfaction mediates the relationship between Product Quality and Repurchase Intention" is accepted. This means that there is a significant influence of the customer satisfaction variable in mediating product quality and repurchase intention at Holland Bakery Kedungmundu Semarang.

Based on the results of research that has been conducted, it is stated that customer satisfaction mediates the relationship between product quality and repurchase intention at Holland Bakery Kedungmundu. This is in line with the findings of previous research by Salsabila., (2023) which stated that there was a positive influence on customer satisfaction as a mediating variable between product quality and service quality and consumers' repurchase intentions. Based on the results of previous research, the same results were also found in this study. Based on the data processing results obtained, it is stated that the highest customer satisfaction indicator value is that consumers are very satisfied with the product when shopping, with a mean value of 4.322 . The highest product quality indicator value is a product that is sold according to the quality desired by consumers, with a mean value of 4.339 and a value of the highest indicator of repurchase intention is the likelihood that they will buy again from this offline store in the future, with a mean value of 4.306. Based on these results, it can be concluded that the influence of customer satisfaction on repurchase intention is significant in mediating the relationship between product quality and repurchase intention at Holland Bakery Kedungmundu Semarang. This finding is consistent with previous research which shows that customer satisfaction can be an important factor influencing consumers' repurchase intentions. This emphasizes the importance of always improving product quality in order to maintain customer satisfaction, which in turn can increase consumers' repurchase intentions.

## **CONCLUSION**

**Hypothesis 1: Product Quality has a Positive and Significant Influence on Customer Satisfaction at Holland Bakery Kedungmundu Semarang**

The results of hypothesis testing carried out in this research show that hypothesis I proposed in this research is significantly proven. The research results support the first hypothesis (H1) which states that product quality has a positive and significant effect on customer satisfaction at Holland Bakery Kedungmundu Semarang. This is shown in the T-Statistics value of 12.703. This shows that this hypothesis has a significant influence because T-Statistics > 1.96. This means that there is a positive relationship between product quality and customer satisfaction. Thus, the results of this research show that product quality is proven to influence customer satisfaction at Holland Bakery Kedungmundu Semarang.

**Hypothesis 2: Product Quality has a Positive and Significant Influence on Repurchase Intention at Holland Bakery Kedungmundu Semarang**

The results of hypothesis testing carried out in this research show that hypothesis II proposed in this research is significantly proven. The research results support the second hypothesis (H2) which states that product quality has a positive and significant effect on repurchase intentions at Holland Bakery Kedungmundu Semarang. This is shown in the T-Statistics value of 2.876. This shows that this hypothesis has a significant influence

because T-Statistics  $> 1.96$ . This means that there is a positive relationship between product quality and repurchase intention. Thus, the results of this research show that product quality is proven to influence repurchase intentions at Holland Bakery Kedungmundu Semarang.

Hypothesis 3: Customer Satisfaction has a Positive and Significant Influence on Repurchase Intention at Holland Bakery Kedungmundu Semarang.

The results of hypothesis testing carried out in this research show that hypothesis III proposed in this research is significantly proven. The research results support the third hypothesis (H3) which states that customer satisfaction has a positive and significant effect on repurchase intentions at Holland Bakery Kedungmundu Semarang. This is shown in the T-Statistics value of 5.237. This shows that this hypothesis has a significant influence because T-Statistics  $> 1.96$ . This means that there is a positive relationship between customer satisfaction and repurchase intention. Thus, the results of this research show that customer satisfaction is proven to influence repurchase intentions at Holland Bakery Kedungmundu Semarang.

Hypothesis 4: Customer Satisfaction Mediates the Relationship Between Product Quality and Repurchase Intention at Holland Bakery Kedungmundu Semarang

The results of hypothesis testing carried out in this research show that hypothesis IV proposed in this research is significantly proven. The research results support the fourth hypothesis (H4) which states that customer satisfaction mediates the relationship between product quality and repurchase intention at Holland Bakery Kedungmundu Semarang. This is shown in the T-Statistics value of 4.716. This shows that this hypothesis has a significant influence because T-Statistics  $> 1.96$ . This means that there is a positive relationship between customer satisfaction in mediating the relationship between product quality and repurchase intention. Thus, the results of this research show that customer satisfaction is proven to mediate the relationship between product quality and repurchase intention at Holland Bakery Kedungmundu Semarang.

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