

THE EFFECT OF PRODUCT QUALITY ON REPURCHASE INTENTION MEDIATED BY CUSTOMER SATISFACTION (A Study on Toyota Car Consumers)

Pande Erlangga Raewangsa, I Wayan Santika

¹ Accounting Study Program, Faculty of Economics and Business, Udayana University, Denpasar

* Corresponding Author: e-mail :raepande@gmail.com

Abstract: The rapid development of the automotive industry in Indonesia compels companies to continuously innovate in order to face increasingly intense competition. Toyota, as one of the market leaders, faces the challenge of declining sales despite having a large customer base. This phenomenon raises the question of whether product quality directly drives repurchase intention, or whether other factors mediate the relationship. This study aims to examine the effect of product quality on repurchase intention with customer satisfaction as a mediating variable among Toyota consumers in Denpasar. A quantitative approach with a causal design was employed. Data were collected through questionnaires distributed to existing Toyota customers at PT Astra International Auto2000 Sanur, with a sample size ranging from 55 to 110 respondents, determined through purposive sampling. The variables used included product quality (X), customer satisfaction (M), and repurchase intention (Y), each measured with specific indicators based on established theories and previous studies. Analysis was conducted to determine both the direct and indirect relationships among variables. The findings reveal that product quality does not have a significant effect on repurchase intention. However, product quality has a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction exerts a positive and significant influence on repurchase intention and significantly mediates the relationship between product quality and repurchase intention. These results emphasize that consumer loyalty is not solely determined by product quality but also by the level of satisfaction experienced after product usage. Therefore, enhancing customer satisfaction becomes a key strategy for Toyota in maintaining consumer loyalty and competitiveness in the Indonesian automotive market.

Keywords: Product Quality, Customer Satisfaction, Repurchase Intention, Toyota, Automotive Industry

INTRODUCTION

The rapid growth of the automotive industry in Indonesia has intensified competition among companies and increased the complexity of challenges faced (Mila & Santika, 2021). Firms are required to innovate their products and services in order to sustain market share. The automotive trend in Indonesia demonstrates significant developments, where every aspect is demanded to adapt to rapid changes, enabling individuals to accomplish tasks even in distant locations. To reach distant places quickly, transportation tools become essential (Listiono, 2024).

Toyota Astra Motor (TAM), as one of the leading car market players in Indonesia, continues to improve sales performance by prioritizing innovation and after-sales service quality (Alfiah & Suwitho, 2024). The intense competition in the automotive industry is characterized by the continuous emergence of new variants designed to meet consumer

preferences. Currently, the demand for vehicles is increasingly crucial due to rising human mobility (Amri et al., 2024). Consequently, companies compete to offer superior products, while consumers are presented with a wide variety of attractive options. The growing demand for vehicles, particularly cars, presents both opportunities and challenges for companies in marketing their products, as car usage now extends beyond the upper-middle class to all social groups. Astra International is one of the largest public companies in Indonesia, with more than 200 subsidiaries, joint ventures, and affiliated entities, supported by over 200,000 employees. Its diversified business model creates synergies and opportunities across multiple industries, including automotive, financial services, agribusiness, and infrastructure (www.astra.co.id, 2025). In the automotive sector, Astra International serves as the official distributor and brand holder of several leading vehicle brands such as Toyota, Daihatsu, and Isuzu, which contribute significantly to national vehicle sales.

The Indonesian automotive industry is supervised and monitored by the Association of Indonesian Automotive Industries (GAIKINDO), a non-profit organization whose members consist of brand-holding agents (APMs), including vehicle manufacturers, distributors, and key component producers (www.gaikindo.or.id, 2020). GAIKINDO also serves as a primary data source for industry players, academics, and the government in understanding vehicle sales trends, market shifts, and consumer needs. It regularly publishes automotive sales data, which serves as a benchmark for evaluating the performance of automotive brands in Indonesia.

A preliminary survey was conducted on 30 respondents who already owned Toyota vehicles. This pre-survey was carried out in light of the phenomena observed at PT Astra International Tbk–Auto2000 Sanur, which prompted further investigation into customer responses toward Toyota products in Denpasar. The survey adapted methods from previous research, which indicated that customer satisfaction can mediate the relationship between product quality and repurchase intention (Aulia & Herawati, 2024).

Based on the preliminary data from 30 Toyota users, the findings are consistent with prior studies (Mila & Santika, 2021), which suggest that customer satisfaction with a product and brand service does not always guarantee brand loyalty. Previous studies also highlighted that even satisfied customers may be influenced by external factors such as technological innovation, tax incentives, and eco-friendly vehicle trends, which may lead them to consider alternative brands. Therefore, despite Toyota’s high satisfaction levels, the company must continue to innovate and adapt to changing consumer preferences to retain market loyalty. This aligns with Toyota’s sales data, which reported a 9.7% decline (July 2024 vs. July 2023), underscoring that customer satisfaction does not automatically ensure loyalty or sales growth.

Table 1. Comparison of Motor Vehicle Sales Fluctuations.

| (Unit) | Jul-23 | Jun-24 | Jul-24 | Year-on-Year | MoM |
|---------------|---------------|---------------|---------------|---------------------|------------|
| Toyota | 30,029 | 25,464 | 27,126 | -9.7% | 6.5% |
| Daihatsu | 15,821 | 14,967 | 13,910 | -12.1% | -7.1% |
| Mitsubishi | 7,803 | 8,700 | 7,809 | 0.1% | -10.2% |
| Honda | 10,626 | 7,618 | 6,249 | -41.2% | -18.0% |
| Suzuki | 5,845 | 4,584 | 5,410 | -7.4% | 18.0% |
| Others | 2,486 | 3,073 | 2,371 | -4.6% | -22.8% |

| (Unit) | Jul-23 | Jun-24 | Jul-24 | Year-on-Year | MoM |
|--------------|---------------|---------------|---------------|--------------|-------------|
| Total | 80,504 | 72,936 | 74,160 | -7.9% | 1.7% |

Source: Association of Indonesian Automotive Industries (GAIKINDO).

Based on the Car Sales Fluctuation Comparison table, Toyota sales experienced a decline of 9.7% Year-over-Year (YoY) in July 2024 compared to July 2023. However, on a Month-over-Month (MoM) basis, Toyota actually experienced a 6.5% increase from June 2024 to July 2024.

Compared to other brands, Daihatsu also experienced a YoY decline of 12.1% with a MoM decline of -7.1%, while Honda experienced the most significant YoY decline of -41.2%, with a MoM decline of -18.0%. On the other hand, Suzuki was the only brand to experience positive MoM growth of 18.0%, although YoY remained negative (-7.4%). Toyota's 9.7% YoY decline in sales indicates that this brand faces challenges in maintaining long-term growth, although in the short term (MoM) there was a slight recovery with an increase of 6.5%. Factors that could influence this decline could come from declining customer loyalty, intense competition in the market, or external factors such as economic conditions and consumer purchasing power.

Although Toyota still dominates the market in terms of units sold, this trend shows that customer satisfaction does not necessarily guarantee loyalty or sales growth, so there needs to be a strategy to increase the attractiveness of products and services so that customers continue to choose Toyota amidst increasingly fierce competition. The problem that has occurred recently, many customers have complained about their complaints caused by the furniture they purchased being of poor quality. Facing the tight competition between car manufacturers in selling their products, the company opened a sales branch, one of which is PT. Astra International Tbk-Auto 2000 Sanur.

Table 2. Sales of SUV Types of PT.Astra International Tbk-Auto 2000 Sanur

| Year | Brand | Sold |
|------|----------|------|
| 2019 | Rush | 239 |
| | Fortuner | 45 |
| | Raize | 0 |
| | Corrola | 0 |
| 2020 | Rush | 75 |
| | Fortuner | 31 |
| | Raize | 0 |
| | Corrola | 2 |
| 2021 | Rush | 88 |
| | Fortuner | 140 |
| | Raize | 94 |
| | Corrola | 2 |
| 2022 | Rush | 81 |
| | Fortuner | 57 |
| | Raize | 114 |
| | Corrola | 1 |
| 2023 | Rush | 90 |
| | Fortuner | 140 |

Source: Head of Sales PT. Astra International Tbk-Auto 2000 Sanur, 2025.

From the above data, fluctuations in vehicle sales across different models from 2019 to 2023 indicate significant variation, with some models experiencing growth, decline, or stability in the number of units sold. The Theory of Planned Behavior states that an individual's intention to perform a behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 2005). In this context, good product quality can foster positive consumer attitudes, which in turn enhance satisfaction and ultimately drive repurchase intention.

Product quality exerts a significant positive effect on customer satisfaction, which in turn mediates repurchase intention. This suggests that satisfied customers tend to demonstrate stronger repurchase intentions, consistent with the Theory of Planned Behavior (Mukti et al., 2023). This finding aligns with Hanggara & Hussein (2022), who stated that perceived value plays a crucial role in shaping repurchase intention. Although product quality does not directly influence repurchase intention, it contributes to customer satisfaction, which subsequently affects the intention to repurchase.

Consumer repurchase intention is derived from a learning process, a process of thought that shapes perceptions before making a purchase decision (Karuniawan & Santika, 2023). Strong repurchase intention has a positive impact on a company's success and growth (Ningsih et al., 2024). Repurchase intention refers to a consumer's tendency or willingness to repurchase a product or continue using the services of a particular brand in the future (Syahrizal & Sigarlaki, 2024).

Product quality reflects the strength of a product in fulfilling its function, including aspects such as workmanship, durability, precision, ease of operation, product improvement, and other valuable attributes (Ningsih et al., 2024). The better the product quality, the higher the repurchase intention (Aulia & Herawati, 2023). In today's competitive environment, companies are required to offer quality products with added value, thereby differentiating themselves from competitors (Amri et al., 2024).

Customer satisfaction reflects an individual's evaluation of product performance relative to expectations (Paramitha & Kusuma, 2018). When companies focus on achieving high customer satisfaction, consumers with low satisfaction levels may easily switch when presented with better offers, whereas highly satisfied customers are less likely to change their choices (Izzuddin & Muhsin, 2020). Consumers are more likely to repurchase if they have had a positive brand experience (Kusumajaya & Yoestini, 2024).

Based on the above discussion, given the inconsistency of previous research findings, differences in research focus, and the current phenomena, the researcher is motivated to conduct a follow-up study entitled: "The Effect of Product Quality on Repurchase Intention Mediated by Customer Satisfaction."

RESEARCH METHOD

This study employed a quantitative approach with a causal research design, aiming to examine the effect of independent variables on the dependent variable, both directly and through mediation. Data were collected through questionnaires distributed to Toyota consumers who met the research criteria. The study was conducted at PT Astra International Auto2000 Sanur, Denpasar, Bali, which is the largest official Toyota dealer in Bali, thereby facilitating the collection of representative data. The research focused on

existing customers currently using after-sales services, with the main variables consisting of product quality (X), customer satisfaction (M), and repurchase intention (Y).

Operational definitions of variables were established to ensure accurate measurement. Repurchase intention was measured using four indicators: transactional, referential, preferential, and exploratory. Product quality was measured through performance, reliability, features, durability, and conformity. Meanwhile, customer satisfaction was measured through repurchase behavior and word of mouth. The study population consisted of all Toyota consumers in Denpasar City, whose exact number is unknown, thus categorized as an infinite population. Sampling was conducted using purposive sampling, with a sample size ranging from 55 to 110 respondents, determined by the number of indicators, and with specific criteria: respondents must be at least 17 years old, possess a valid driver's license (SIM A), and have experience using Toyota products.

The research data consisted of quantitative data, including sales figures and questionnaire results, and qualitative data, including respondent characteristics. Primary data sources included Toyota SUV sales growth for the period 2019–2023 and responses from the distributed questionnaires, while secondary data were derived from relevant previous studies. The research instrument was a questionnaire developed using Google Forms with a five-point Likert scale to measure respondents' opinions. Through this approach, the study is expected to provide valid empirical evidence on the relationship between product quality, customer satisfaction, and repurchase intention among Toyota consumers in Denpasar.

RESULTS AND DISCUSSION H

General Overview or Scope of the Research Area

This study was conducted at PT Astra International Auto2000 Sanur, Bali Province, with a primary focus on existing customers—namely, consumers who already own Toyota vehicles and are currently utilizing after-sales services. This location was selected because Auto2000 Sanur is one of Toyota's main branches in Bali, actively providing various after-sales services such as periodic maintenance, vehicle repairs, spare part replacement, and digital-based customer services.

Bali was chosen as the research site due to its relatively high growth in vehicle ownership, in line with increasing community mobility and the expansion of the tourism sector. The high demand for after-sales services positions Auto2000 Sanur as a strategic location to better understand Toyota customer behavior, particularly in terms of product quality, satisfaction levels, and repurchase intention.

Auto2000 Sanur has also implemented an integrated digital service system, including applications for service booking, vehicle service status tracking, and real-time customer satisfaction surveys. These innovations provide convenience for customers in accessing services and offering feedback, making the site highly relevant for analyzing the relationships between product quality, customer satisfaction, and repurchase intention. In addition, direct customer interactions with workshop facilities and technicians offer real-world experiences that serve as valuable inputs for evaluating both service and product quality.

Demographic Description or Statistical Overview of Respondent Characteristics Respondent Characteristics

Table 3. Respondent Characteristics

| No | Characteristics | Information | Amount | |
|----|-----------------|---------------|------------|-------------|
| | | | Perso n | % |
| 1 | Gender | Man | 90 | 81% |
| | | Woman | 20 | 9% |
| | | Total | 110 | 100% |
| 2 | Age | 20 – 30 Years | 32 | 81% |
| | | 31 – 41 Years | 46 | 3% |
| | | 41 – 50 Years | 22 | 9% |
| | | > 51 Years | 10 | 7% |
| | | Total | 110 | 100% |

Source: Processed primary data, 2025

The characteristics of respondents in this study were categorized into two main criteria, namely gender and age range.

First, based on gender, the majority of respondents were male, 90 (81%), while only 20 (18%) were female. This indicates a significantly higher proportion of male respondents, with a ratio approaching 4:1, meaning four out of five respondents were male.

Second, based on age group, respondents were spread across five categories. Most respondents were in the 31–40 years range (46 people (42%)), followed by the 20–30 years range (32 people (29%)). The 41–50 years age group accounted for 22 respondents (20%), while those over 51 years old only accounted for 10 respondents (9%). This data indicates that the majority of respondents were in their productive age, particularly those between 31 and 40 years old, who are most likely to be active users of after-sales services for Toyota vehicles. The total number of respondents participating in this study was 110 people (100%), who are active customers of after-sales services at PT Astra Internasional Auto2000 Sanur.

Instrument Test Results

Research instruments are guidelines for conducting interviews to obtain research information. The instruments used as observation guidelines are based on the methods used, namely validity and reliability tests.

1) Validity Test

An instrument is considered valid if the correlation value (r count) is greater than r table. With 30 respondents, the r table value at a 5% significance level is 0.30. Therefore, if r count $>$ 0.30, the item is declared valid. All correlation coefficients and variable indicators tested in this study have item correlation values greater than 0.30 ($r >$ 0.3), which means all indicators in this study are proven valid, as listed in Table 4 below.

Table 4. Validity Test Results

| No | Variables | Indicator | Total Item Correlation | Information |
|----|------------------------------|-----------|---------------------------|-------------|
| 1 | Product Quality (X) | X.1 | 0.594 | Valid |
| | | X.2 | 0.530 | Valid |
| | | X.3 | 0.610 | Valid |
| | | X.4 | 0.599 | Valid |
| | | X.5 | 0.537 | Valid |
| 2 | Customer Satisfaction (M) | M.1 | 0.571 | Valid |
| | | M.2 | 0.611 | Valid |

| | | | | |
|---|--------------------------|-----|-------|-------|
| | | M.3 | 0.608 | Valid |
| | | M.4 | 0.586 | Valid |
| | | M.5 | 0.553 | Valid |
| 3 | Repurchase Intention (Y) | Y.1 | 0.515 | Valid |
| | | Y.2 | 0.518 | Valid |
| | | Y.3 | 0.541 | Valid |
| | | Y.4 | 0.655 | Valid |
| | | Y.5 | 0.550 | Valid |

Primary data source processed, 2025

Table 4 demonstrates that all correlation coefficients for the tested variable indicators have a total item correlation value greater than 0.30 ($r > 0.30$). These results indicate that all indicators in this study are valid.

2) Reliability Test

Instrument reliability testing is a test that determines whether an instrument will yield consistent results when used repeatedly to measure the same object. This test is conducted using Cronchbach's Alpha. If the result is greater than 0.60, the instrument is considered reliable. Reliability testing in this study was assisted by the Statistical Package of Social Sciences (SPSS).

Reliability tests are used to measure the consistency of a variable. A research instrument is considered reliable if it has a Cronbach's Alpha value > 0.60 .

Table 5. Reliability Test Results

| No | Variables | Cronbach's Alpha | Information |
|----|---------------------------|------------------|-------------|
| 1 | Product Quality (X) | 0.793 | Reliable |
| 2 | Customer Satisfaction (M) | 0.800 | Reliable |
| 3 | Repurchase Intention (Y) | 0.778 | Reliable |

Primary data source processed, 2025

Table 5 shows that each Cronbach's Alpha value for each research instrument is greater than 0.60, which means that all instruments are reliable and can be used to conduct research.

Description of Data Related to Research Variables

Table 6. Data Description

| | N | Minimum | Maximum | Mean | Std. Deviation |
|-----------------------|-----|---------|---------|-------|----------------|
| Product Quality | 110 | 7.00 | 20.00 | 12.35 | 3,049 |
| Customer satisfaction | 110 | 7.00 | 20.00 | 12.87 | 3,240 |
| Repurchase Intention | 110 | 7.00 | 19.00 | 12.42 | 2,463 |
| Valid N (listwise) | 200 | | | | |

Primary data source processed, 2025

Based on table 6, the following points can be concluded.

- 1) The descriptive statistics results show that the Product Quality (X) variable has a minimum value of 7.00 and a maximum value of 20.00 with an average value of 12.35 and a standard deviation value of 3.05. This can be concluded that the average respondent tends to agree with the statements contained in the research questionnaire for the Product Quality (X) variable.

- 2) The Customer Satisfaction (M) variable has a minimum value of 7.00 and a maximum value of 20.00, with an average value of 12.87 and a standard deviation value of 3.24. This indicates that the average respondent tends to agree with the statements contained in the research questionnaire for the Customer Satisfaction (M) variable.
- 3) The Repurchase Intention (Y) variable has a minimum value of 7.00 and a maximum value of 19.00, with an average value of 12.42 and a standard deviation value of 2.46. This indicates that the average respondent tends to agree with the statement contained in the research questionnaire for the Repurchase Intention (Y) variable.

Results of Analysis of Research Data

4.5.1 Path Analysis Test

- 1) Feasibility Test or Simultaneous Test (F Test)

Table 7. Results of the Feasibility Test (F Test) of Regression Model 1

| Model | Sig. | Results |
|------------|-------|---------|
| Regression | 0.018 | Worthy |

Primary data source processed, 2025

Table 8. Results of the Feasibility Test (F Test) of Regression Model 2

| Model | Sig. | Results |
|------------|-------|---------|
| Regression | 0.043 | Worthy |

Primary data source processed, 2025

It is known in tables 7 and 8, in the first regression model, ANOVA has a Sig. value of $0.018 < 0.05$. Therefore, it can be concluded that the Product Quality variable (X) simultaneously influences Customer Satisfaction (M). In the second regression model, the ANOVA table has a Sig. value of $0.043 < 0.05$. Therefore, it can be concluded that the Information Quality variable (X) and Customer Satisfaction (M) simultaneously influence Repurchase Intention (Y). The results of the two F-tests of the regression models show a significance value of < 0.05 and it can be concluded that all independent variables simultaneously influence the dependent variable, so both regression models are suitable for use in this study.

- 2) Coefficient of Determination Test (R²)

Table 9. Results of the Determination Test of the Coefficient (R²) of Regression Model 1

| Model | Adjusted R Square |
|-------|-------------------|
| 1 | 0.42 |

Primary data source processed, 2025

Table 10. Results of the Determination Test of the Coefficient (R²) of Regression Model 2

| Model | Adjusted R Square |
|-------|-------------------|
| 2 | 0.57 |

Primary data source processed, 2025

Based on Tables 9 and 10, the results of the determination coefficient test in the first regression model show an Adjusted R Square value of 0.42. The

magnitude of the determination coefficient (Adjusted R²) is 0.42, which means that the variance of Repurchase Intention (M) can be significantly influenced by Product Quality (X) by 42 percent, while the remaining 58% is influenced by other factors not included in the model.

Test resultsThe coefficient of determination in the second regression model is 0.57, which means that variations in Customer Satisfaction (M) can be significantly influenced by Product Quality (X), by 57 percent, while the remaining 43 percent is explained by other factors not included in the model..

3) Partial Test (t-Test)

Table 11. Results of Regression Analysis of Model 1

| Model | Unstandardized Coefficients B | t | Sig. | Note: |
|-------------------|-------------------------------|-------|-------|---------------------------|
| 1 Product Quality | 0.289 | 2,412 | 0.018 | Have a significant impact |

Primary data source processed, 2025

Table 12. Results of Regression Analysis of Model 2

| Model | Unstandardized Coefficients B | t | Sig. | Note: |
|-------------------------|-------------------------------|-------|-------|---------------------------|
| Product Quality | 0.082 | 0.543 | 0.588 | No significant impact |
| 2 Customer satisfaction | 0.272 | 2,299 | 0.023 | Have a significant impact |

Primary data source processed, 2025

From the two regression tests, the partial test results (t-test) are obtained as in table 13 below.

Table 13. Partial Test Results (t-Test)

| Variables | Regression Coefficient | t | Sig. |
|-----------------------|------------------------|-------|-------|
| Product Quality (X) | 0.289 | 2,412 | 0.018 |
| Customer satisfaction | 0.272 | 0.299 | 0.023 |

Primary data source processed, 2025

To create a path model in this study, the standardized beta coefficient and standardized error coefficient values are required, which can be seen in Table 14 and Table 15 below.

Table 14. Standardized Beta Coefficient Values of Regression Model 1

| Variables | Standardized Coefficient Beta | Coefficient Standardized Error |
|-----------|-------------------------------|--------------------------------|
|-----------|-------------------------------|--------------------------------|

| | | |
|---------------------|-------|-------|
| Product Quality (X) | 0.226 | 0.120 |
|---------------------|-------|-------|

Primary data source processed, 2025

Table 15. Standardized Beta Coefficient Values of Regression Model 2

| Variables | Standardized Coefficient Beta | Coefficient Standardized Error |
|---------------------------|-------------------------------|--------------------------------|
| Product Quality (X) | 0.052 | 0.151 |
| Customer Satisfaction (M) | 0.222 | 0.118 |

Primary data source processed, 2025

4) Sobel test

Table 16. Sobel Test Results

| Model | Sobel Test Statistic | One-tailed Probability | Information |
|-------------------|----------------------|------------------------|---------------------------|
| 1 Product Quality | 1,665 | 0.047 | Have a significant impact |

Primary data source processed, 2025

Sobel test result shows that the Sobel Test Statistic value is 1.665 with a one-tailed probability value of 0.047. Because the probability value is smaller than the 0.05 significance level, it can be concluded that Customer Satisfaction is able to significantly mediate the effect of Product Quality on Repurchase Intention. This means that good product quality not only directly influences consumer repurchase intention, but also indirectly through increased customer satisfaction.

Thus, the better the product quality a company offers, the higher customer satisfaction will be, ultimately encouraging repeat purchases. This finding supports the theory that customer satisfaction is a crucial factor bridging the relationship between product quality and repeat purchase intention.

Classical Assumption Test

1) Normality Test

Table 17. Normality Test of Regression Model 1

| | Unstandardized Residual |
|-----------------------|-------------------------|
| N | 110 |
| Asymp. Sig.(2-tailed) | 0.200d |

Primary data source processed, 2025

Table 18. Normality Test of Regression Model 2

| | Unstandardized Residual |
|-----------------------|-------------------------|
| N | 110 |
| Asymp. Sig.(2-tailed) | 0.200d |

Primary data source processed, 2025

Based on the Normality Test with One-Sample Kolmogorov-Smirnov in tables 17 and 18, it is shown that the magnitude of the test results in both regression equations, the results of the Asymp. Sig. (2-Tailed) values were 0.200 each. This value obtained is greater than the alpha value of 0.05 which indicates that the data used in this study is normally distributed.

2) Multicollinearity Test

Table 19. Multicollinearity Test for Regression Model 2

| Model | | Tolerance | VIF |
|-------|---------------------------|-----------|-------|
| 1 | Product Quality (X) | 0.999 | 1,001 |
| | Customer Satisfaction (M) | 0.999 | 1,001 |

Primary data source processed, 2025

Based on Table 19, it can be seen that the results of the Multicollinearity Test show the same value, namely each tolerance value is greater than 0.10, namely 0.999. In addition, the VIF value also obtained the same value, namely 1.001, where <10 . Therefore, it can be concluded that the independent variables in the second regression model are free from symptoms of multicollinearity.

3) Heteroscedasticity Test

Table 20. Heteroscedasticity Test for Regression Model 1

| Model | | Sig. |
|-------|---------------------|-------|
| 1 | (Constant) | 0.015 |
| | Product Quality (X) | 0.282 |

Primary data source processed, 2025

Table 21. Heteroscedasticity Test for Regression Model 2

| Model | | Sig. |
|-------|---------------------------|-------|
| 2 | (Constant) | 0.105 |
| | Product Quality (X) | 0.172 |
| | Customer Satisfaction (M) | 0.766 |

Primary data source processed, 2025

Based on tables 20 and 21, it is shown that Product Quality (X) has a Sig value > 0.05 , which means there is no influence between the independent variables on the absolute residual. It is also shown that User Satisfaction (M) has a Sig value > 0.05 , which means there is no influence between the independent variables on the absolute residual. Thus, it can be said that both regression model equations do not experience symptoms of heteroscedasticity.

Discussion of Research Results

Product Quality Has a Positive and Significant Influence on Repurchase Intention

The first hypothesis proposed that product quality has a positive and significant effect on repurchase intention. However, based on the results of the partial test (t-test), the product quality variable showed an insignificant effect on repurchase intention with a significance value of 0.588, which is above the 0.05 threshold. This indicates that even if consumers perceive high product quality, it does not necessarily increase their intention to repurchase. Therefore, the first hypothesis (H1) of this study is rejected.

These findings contradict Wicaksono & Setiawan (2024), who reported that product quality has a positive effect on repurchase intention, and Selvia et al. (2024), who argued that higher perceived product quality leads to greater satisfaction and ultimately increases repurchase intention. However, the results are consistent with Purnamasari & Fadli (2023), who demonstrated that product quality significantly affects customer satisfaction and perceived value but does not have a direct significant impact on repurchase intention. This suggests that repurchase intention is more strongly influenced

by mediating factors, such as customer satisfaction, rather than product quality alone. The present findings reinforce this perspective, confirming that product quality does not have a direct significant effect on repurchase intention.

Product Quality Has a Positive and Significant Influence on Customer Satisfaction

The second hypothesis stated that product quality has a positive and significant effect on customer satisfaction. Based on the partial test results, product quality significantly influenced customer satisfaction, with a significance value of 0.018, which is below the 0.05 threshold. This means that the better the product quality perceived by consumers, the higher their satisfaction with the product. Thus, the second hypothesis (H2) is accepted.

This result aligns with Amanda & Indra (2024), who found that higher perceived product quality leads to greater customer satisfaction, and Lone & Bhat (2023), who demonstrated that various dimensions of product quality significantly affect customer satisfaction, emphasizing the importance of quality in achieving satisfaction and loyalty. On the other hand, it contradicts Wardhana & Hasin (2024), who argued that product quality does not significantly affect customer satisfaction, while service quality plays a more dominant role. These discrepancies may be explained by differences in research context. In some cases, satisfaction is driven more by service-related experiences such as responsiveness and employee friendliness, whereas in this study, customers placed greater emphasis on reliability, durability, and product conformity with expectations. Thus, product quality was found to significantly influence satisfaction in this context.

Customer Satisfaction Has a Positive and Significant Influence on Repurchase Intention

The third hypothesis stated that customer satisfaction has a positive and significant effect on repurchase intention. The partial test results showed that customer satisfaction significantly influenced repurchase intention, with a significance value of 0.023, which is below the 0.05 threshold. This indicates that higher customer satisfaction increases the likelihood of repurchase. Customer satisfaction is therefore confirmed as an important factor driving consumer loyalty and repeated purchases. Hence, the third hypothesis (H3) is accepted.

This finding is consistent with Afinia & Tjahjaningsih (2024), who found that customer satisfaction significantly influenced repurchase intention in the e-commerce sector in Semarang, and Iflaahiyah & Komalasari (2024), who obtained similar results in the context of Scarlett Whitening products. Both studies support the present findings that customer satisfaction significantly contributes to repurchase intention. However, the results differ from Kusuma et al. (2021), who reported that satisfaction alone is insufficient to increase repurchase intention in the banking sector. This discrepancy may be attributed to differences between products and services, as well as higher customer expectations in banking, where service quality, accessibility, and trust play more substantial roles.

Customer Satisfaction can positively mediate the influence of Product Quality on Repurchase Intention

The fourth hypothesis posited that customer satisfaction positively mediates the effect of product quality on repurchase intention. The Sobel test yielded a Z-value of 1.665 with a significance level of 0.047, which is below the 0.05 threshold. This confirms that

customer satisfaction significantly mediates the relationship between product quality and repurchase intention. Thus, the fourth hypothesis (H4) is accepted.

This result is in line with Sari & Giantari (2020), who found that customer satisfaction mediates the relationship between product quality and repurchase intention. It indicates that consumers who are satisfied with product quality are more likely to consistently repurchase. Similarly, Wicaksono & Giantari (2024) reported that customer satisfaction mediates the relationship between product quality and repurchase intention among Grab users in Denpasar. However, the findings contradict Tajudinnur et al. (2022), who found that although product quality affects satisfaction and satisfaction influences repurchase intention, satisfaction does not act as a mediating variable in the relationship.

CONCLUSION

- 1) Product quality does not have a significant effect on repurchase intention, indicating that good product quality alone does not directly encourage consumers to repurchase.
- 2) Product quality has a positive and significant effect on customer satisfaction. The better the perceived product quality, the higher the satisfaction experienced by consumers.
- 3) Customer satisfaction has a positive and significant effect on repurchase intention. Higher satisfaction levels encourage customer loyalty and repeated purchases.
- 4) Customer satisfaction significantly mediates the relationship between product quality and repurchase intention. Although product quality does not directly affect repurchase intention, its influence emerges indirectly through customer satisfaction.

REFERENCES

- Alfiah, N. V., & Suwitho. (2024). Pengaruh Kualitas Pelayanan terhadap *Repurchase Intention* melalui Kepuasan Pelanggan pada PT. Toyota Liek Motor. *Jurnal Ilmu dan Riset Manajemen*, 13(1). 1-23.
- Ajzen, I. (2005). *Attitudes, personality, and behavior*. Open University Press.
- Amerta, K. A., & Warmika, I. G. K. (2023). Peran Kepuasan Pelanggan memediasi Pengaruh Kualitas Pelayanan terhadap Niat Beli Ulang Produk Toko Kopi Damar. *E-Jurnal Manajemen*, 12(9), 887-909.
- Amri, S., Maksalmina, & Mukhdasir. (2024). Pengaruh Kualitas Produk dan Brand Image terhadap Keputusan Pembelian Produk Mobil Toyota Innova pada Masyarakat Kota Banda Aceh. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 10(2), 1455-1464.
- Aulia, & Herawati. (2023). Pengaruh Kualitas Produk terhadap Minat Beli Ulang yang dimediasi oleh Kepuasan Konsumen. *Portofolio: Jurnal Ekonomi, Bisnis, Manajemen dan Akuntansi*, 20(2). 75-78.
- Devi, D. A. Y., & Darma, G. S. (2024). *The Role of Customer Satisfaction in Mediating the Influence of Product Quality, Service Quality, and Brand Image on Repurchase Intention*. *International Journal of Science and Society*, 6(4), 192-205.
- Ellitan, L., & Suhartatik, A. (2023). *Increasing Repurchase Intention through Product Quality, Service Quality, and Customer Satisfaction*. *International Journal of Research*, 10(10), 25-32.

- Ellitan, L., & Suhartatik, A. (2023). *Increasing Repurchase Intention Through Product Quality, Service Quality, and Customer Satisfaction. International Journal of Research*, 10(10), 25-32.
- Firdausi, F. (2021). Pengaruh Kualitas Produk Dan Harga terhadap Minat Beli Ulang Produk Syahi Haleeb. *Performa: Jurnal Manajemen dan Start-Up Bisnis*, 6(5), 465-473.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26 & SmartPLS 3.0*. Badan Penerbit Universitas Diponegoro.
- Hanggara, & Hussein. (2023). Pengaruh *Product Quality, Service Quality, dan Perceived Value* terhadap *Repurchase Intention*. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 2(3). 660-662.
- Hapsari, B. C., & Astuti, S. R. T. (2022). Pengaruh Keragaman Produk dan Promosi Penjualan terhadap Minat Beli Ulang di Toko Online Lazada dengan Kepuasan Konsumen sebagai Variabel Intervening. *Diponegoro Journal of Management*, 11(2), 1-15.
- Harita, H. T. S., & Siregar, O. M. (2022). Pengaruh *Direct Marketing* dan *Product Quality* terhadap Minat Beli Ulang pada *Live Streaming Marketing* Tiktok (Studi pada Pengguna Aplikasi Tiktok di Kota Medan). *Jurnal Ekonomi Kreatif dan Manajemen Bisnis Digital*, 1(2), 171-184.
- Iflaahiyah S, N., & Komalasari, D. (2024). Brand Image and Satisfaction Drive Repurchase Intentions, While Ambassadors Fail in Indonesia. *Indonesian Journal of Law and Economics Review*, 19(2), 10.21070/ijler.v19i2.1122. <https://doi.org/10.21070/ijler.v19i2.1122>
- Izzuddin, A., & Muhsin, M. (2020). Pengaruh Kualitas Produk, Kualitas Layanan dan Lokasi terhadap Kepuasan Konsumen. *Jurnal Manajemen dan Bisnis Indonesia*, 6(1), 72-78.
- Juliyanti, J., & Djunaid, I. S. (2024). *The Effect of Customer Relationship Management and Customer Experience on Repurchase Intention through Customer Satisfaction as An Intervening Variable in Antavaya Bali. Global Sustainable Tourism Conference: Charting Paths for Responsible Travel (Glost)*, 1-9.
- Karuniawan, I. K. V. A., & Santika, I. W. (2023). Peran Kepuasan Pelanggan dalam memediasi Pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan. *E-Jurnal Manajemen*, 12(9), 995-1015.
- Kusuma, I. G. A. E. T., Yasmari, N. N. W., Agung, A. A. P., & Landra, N. (2021). When satisfaction is not enough to build a word of mouth and repurchase intention. *Asia Pacific Management and Business Application*, 9(2), 159-174. <https://apmba.ub.ac.id/index.php/apmba/article/view/349>
- Kotler, P., & Keller, K. L. (2015). *Marketing Management: 14 Edition*. Prentice Hall, Pearson Hall, Pearson Education, Inc.
- Listiono, D. O. (2024). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Toyota Kijang Innova Diesel Reborn di Surabaya. *Prosiding Seminar Nasional Ilmu Terapan (Sniter) Viii*, E03-1 – E03-3.
- Mila, & Santika, I. W. (2021). Peran Kepuasan Pelanggan memediasi Pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan Larissa Aesthetic Center Denpasar. *E-Jurnal Manajemen*, 10(9), 845-865.
- Mukti, Santoso, & Buchdadi. (2023). *The Effect of Product Quality and Service Quality on Repurchase Intention with Customer Satisfaction as A Mediation Variable. Journal of Business and Behavioral Entrepreneurship*, 7(1). 33-36.
- Natalia, N. K. T., & Suparna, G. (2023). *The Role of Customer Satisfaction in Mediating the Effect of Product Quality and Service Quality on Customers' Repurchase Intention of a*

- Coffee Shop in Bali, Indonesia. European Journal of Business and Management Research*, 8(5), 132-136.
- Ningsih, Kaukab, Aksa, & Akbar. (2024). Apakah Customer Satisfaction berpengaruh dalam Repeat Order Konsumen Produk CV. Yuasafood Berkah Makmur? *Jurnal Akuntansi, Manajemen & Perbankan Syariah*, 4(1). 1-3.
- Ningsih, M. W., Handoko, B., & Putra, R. (2022). Pengaruh Kualitas Produk terhadap Kepuasan sebagai Variabel Intervening (Pada Mahasiswa Unhar Pelanggan Marketplace Online). *Jamek | Jurnal Akuntansi Manajemen Ekonomi dan Kewirausahaan*, 2(3), 143-160.
- Paramitha, K. A. I., & Kusuma, A. A. G. A. (2018). Pengaruh Persepsi Kualitas, Citra Merek dan Persepsi Nilai terhadap Kepuasan untuk Meningkatkan Loyalitas Pelanggan (Studi pada Produk Laptop Merek Asus). *E-Jurnal Manajemen Unud*, 7(10), 5407-5444.
- Praja, Y. (2022). Pengaruh Iklan, Harga dan Kualitas Produk terhadap Minat Beli Ulang Konsumen Kopi Kapal Api di Kabupaten Bondowoso. *Jurnal Manajemen dan Bisnis Indonesia*, 8(1), 31-41
- Ramadhina, A., & Mugiono. (2022). Pengaruh Desain Kemasan, Variasi Produk, dan Kualitas Produk terhadap Minat Beli Konsumen. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 01(1), 59-67.
- Rivalda, M. R., Ma'ruf, J. J., & Djalil, M. A. (2024). What Drives Repurchase Intention? Mediating Role of Customer Satisfaction and Customer Relationship Management with Marketing Mix as an Independent Variable. *International Journal of Business Management and Economic Review*, 7(4), 117-131.
- Sardjono, B., & Tanuwijaya, H. (2024). An Exploratory Study on Customer Relationship Management Implementation and Its Impact on Customer Loyalty and Repurchase Intention. *Journal of System and Management Sciences*, 14(3), 161-176.
- Solihin, D., Maddinsyah, A., & Kusjono, G. (2024). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian pada Dealer Tunas Toyota Cinere Depok. *Jurnal Ilmiah M-Progress*, 14(1). 98-102.
- Sugiyono. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D* (S. Yustiyani Suryandari (Ed.); Cetakan 1). Bandung: Alfabeta.
- Suryani, N. K., & Yasa, N. N. K. (2020). Role of Consumer Satisfaction in Mediating Effect of Product Quality on Repurchase Intentions. *International Research Journal of Management, It & Social Sciences*, 7(1), 217-226.
- Syahrizal, & Sigarlaki. (2024). Pengaruh Kualitas Produk dan Persepsi Harga terhadap Niat Beli Ulang yang dimediasi oleh Kepuasan Pelanggan Minuman Siap Saji. *Equilibrium*, 13(2). 369-371.
- Werdiastuti, P. E., & Agustiono, A. (2022). The Effect of Product Quality and Price toward Repurchase Intention at Taco Casa Bali with Customer Satisfaction as a Mediator. *Asian Management and Business Review*, 2(1), 1-12.
- Yasmeardi, F., Hartono, Y., & Ramadhani, F. (2023). Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan pada Apollo Kuliner Nagari Tandikek Selatan Kabupaten Padang Pariaman. *Jurnal Public Administration, Business and Rural Development Planning*, 5(1).