**The Influence of Product Quality on Repurchase Intention Mediated by Customer Satisfaction: A Case Study of Chitato Potato Chips in Bandung City**

ABSTRACT

|  |
| --- |
| **Aims:** This study aims to analyze the influence of product quality on repurchase intention of Chitato potato chips in Bandung City, with a focus on the mediating role of customer satisfaction. Specifically, the research investigates (1) the effect of product quality on customer satisfaction, (2) the effect of product quality on repurchase intention, (3) the effect of customer satisfaction on repurchase intention, and (4) the mediating role of customer satisfaction in the relationship between product quality and repurchase intention.  **Study design:** This study employs a correlational quantitative approach using a descriptive method to examine the relationships among product quality, customer satisfaction, and repurchase intention.  **Place and Duration of Study:** The research was conducted in Bandung City from November 2024 to February 2025.  **Methodology:** The study involved 90 respondents aged between 15 and 65 years, selected through purposive sampling. Data were collected using questionnaires with a Likert scale measurement design. Data analysis was carried out using descriptive quantitative analysis and multiple regression techniques. Four hypotheses were tested: one using simple regression, two using multiple regression, and one using multiple regression combined with the Sobel test for mediation. Classical assumption tests such as normality, multicollinearity, and heteroscedasticity were conducted beforehand.  **Results:** The findings indicate that product quality has a positive and significant effect on customer satisfaction (*P* = 0.000, *t* = 19.071, β = 0.805). Product quality also significantly influences repurchase intention (*P* = 0.000, *t* = 6.197, β = 0.797). In addition, customer satisfaction positively affects repurchase intention (*P* = 0.015, *t* = 2.494, β = 0.726). Furthermore, the Sobel test confirms that customer satisfaction significantly mediates the relationship between product quality and repurchase intention (*t* = 2.456 > 1.98), supporting the fourth hypothesis.  **Conclusion:** The study concludes that product quality significantly influences both customer satisfaction and repurchase intention of Chitato potato chip consumers in Bandung City. Moreover, customer satisfaction also has a direct positive impact on repurchase intention and serves as a significant mediating variable in the relationship between product quality and repurchase intention. The findings suggest that maintaining high product quality is essential for fostering customer satisfaction and sustaining repurchase behavior. |

*Keywords: Product quality; customer satisfaction; repurchase intention; mediation analysis.*

1. **INTRODUCTION**

The food and beverage industry remains one of the fastest-growing sectors globally, including in Indonesia. A major contributor to this growth is the increasing demand for ready-to-eat snack foods. Snacks, including potato chips, have become a popular choice across all age groups due to their convenience, variety of flavors, and accessibility. According to the Indonesian National Agency of Drug and Food Control (BPOM, 2019), potato chips are defined as thinly sliced products made from whole or cut potatoes that are fried, baked, or processed to create a crunchy texture ready for consumption. In recent years, snacking habits among Indonesians have shown a significant increase. A study cited by Oktariani et al. (2022) found that 51.33% of Indonesians consume snacks during daily activities for various purposes, including relieving hunger, boosting energy, and enhancing concentration.

The rapid development of the snack industry has led to intense competition among brands, especially in the potato chip segment. Consumers in this market are highly responsive to product innovations, promotions, and brand visibility. According to the Top Brand Index (2023), Chitato one of Indonesia’s leading potato chip brands experienced a decline in its index score from 48.20 in 2022 to 45.50 in 2023. This competitive dynamic is reflected in the annual Top Brand Index for potato chip products. The index tracks consumer perceptions based on brand awareness (Top of Mind), recent usage (Last Usage), and future repurchase intention (Future Intention). The detailed figures are presented in Table 1.

**Table 1. Top Brand Index** **for Potato Chip Products (2021–2023)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No | Brands | 2023 | 2022 | 2021 | Increase/Decrease |
| 1. | Chitato | 45.50% | 48.20% | 43.60% | -2.70 |
| 2. | Mister Potato | 7.80% | 8.90% | 9.40% | -1.10 |
| 3. | Piattos | 8.20% | 9.20% | 9.30% | -1.00 |
| 4. | Potabee | 6.60% | 5.00% | 5.90% | +1.60 |
| 5. | Pringles | 6.70% | - | - | - |

Source: Top Brand Award, 2023

As shown in Table 1, Chitato experienced a 2.70-point decline in its Top Brand Index from 2022 to 2023. While the brand continues to hold a dominant position in the potato chip category, this downward trend could suggest a weakening in customer repurchase intention, which is one of the key indicators of brand loyalty. This trend may be influenced by intensifying competition, shifts in consumer taste preferences, or decreased satisfaction with specific product attributes, such as packaging or portion size. These possibilities highlight the importance of continuously monitoring product performance and aligning it with consumer expectations to maintain market leadership. As such, further investigation into the underlying factors, particularly those related to product quality and customer satisfaction, is essential to formulate effective marketing strategies.

Given these potential causes, especially those involving customer satisfaction, it becomes evident that in highly competitive markets, maintaining customer loyalty is critical. Product quality plays a crucial role in influencing customer satisfaction and repurchase behavior. Previous studies (Hidayah & Apriliani, 2019; Mulyana & Adi, 2019; Anggraeni & Sunarti, 2016) have consistently shown that product quality significantly affects repurchase intention and customer satisfaction. Furthermore, customer satisfaction has been identified as a mediating variable between product quality and repurchase intention (Suryawan & Suwandana, 2020). Based on this context, the present study aims to examine the influence of product quality on repurchase intention with customer satisfaction as a mediating variable, focusing on Chitato potato chip consumers in Bandung City.

**2. LITERATURE REVIEW**

**2.1 Product Quality**

Product quality is a critical factor in determining consumer satisfaction and purchase behavior. According to Kotler and Keller (2008), product quality is the total of product characteristics that affect its ability to meet customer needs. Tjiptono (2013) defines it as efforts to fulfill or exceed customer expectations, covering product, service, people, process, and environment. Reinforcing these views, Assauri (2015) states that product quality reflects the degree to which a brand or product is capable of performing its intended function.

In the context of food products, West et al. (in Fiani & Japarianto, 2012) outline specific indicators relevant to snack foods, such as color, portion, shape, texture, aroma, doneness, and taste. These indicators are adopted in this study due to their relevance to consumer perceptions of potato chip quality, particularly for Chitato.

**2.2 Customer Satisfaction**

Customer satisfaction is defined as a consumer's emotional response resulting from the comparison between expectations and perceived product or service performance. According to Oliver (in Tjiptono & Diana, 2018), satisfaction arises when the performance of a product or service meets or exceeds customer expectations, whereas dissatisfaction occurs if expectations are not fulfilled. Kotler (2003) emphasizes that satisfaction can lead to feelings of pleasure or disappointment, depending on the outcome of this comparison.

According to Tjiptono (2013), customer satisfaction can be measured through three key indicators: (a) Expectation confirmation, referring to how closely product performance aligns with customer expectations; (b) Repurchase intention, the willingness of customers to buy the product again; (c) Recommendation willingness, the likelihood of customers recommending the product to others. These indicators are relevant for evaluating the overall experience of consumers and their behavioral intentions toward the brand.

**2.3 Repurchase Intention**

Repurchase intention refers to a consumer’s tendency to buy a product again after previous consumption. According to Peter and Olson (2014), it is a behavior of repeated purchasing that occurs more than once and is often driven by satisfaction. Kotler and Keller (2016) also state that satisfaction or dissatisfaction after purchase influences future buying behavior. Ajzen’s Theory of Planned Behavior (in Rupianti & Nashohah, 2023) explains that intention is formed by attitude, subjective norms, and perceived behavioral control. When consumers positively evaluate a product and feel supported by their environment, the intention to repurchase increases.

Ferdinand (2002) identifies three indicators of repurchase intention: (a) Transactional intention, the tendency to repurchase a product; (b) Referential intention, the willingness to recommend the product; (c) Preferential intention, a strong preference for a particular product over alternatives. These three dimensions reflect not only repeated purchasing behavior but also emotional and cognitive attachment to a brand. Understanding these aspects is essential for evaluating the effectiveness of marketing strategies aimed at fostering long-term customer relationships.

**2.4 Theoretical Frameworks and Hypotheses**

This study refers to the model proposed by Setiawan and Safitri (2019), which examines the relationship between product quality, customer satisfaction, and repurchase intention. Product quality is a key factor for companies in maintaining consumer trust and encouraging repeat purchases. Consumers tend to assess not only the functional benefits of a product but also its durability and ability to meet expectations over time (Kotler & Amstrong, 2016). Customer satisfaction is defined as the emotional response that arises when perceived performance matches or exceeds expectations (Kotler et al., 2018). It reflects the outcome of a comparison between the product's performance and the customer’s anticipated benefit (Espejel et al., 2007). Indicators of satisfaction include feelings of contentment, positive usage experience, and fulfillment of needs. Previous research by Maulana & Sukresna (2022) shows that product quality has a positive and significant effect on customer satisfaction. This leads to the first hypothesis:

**H1**: Product quality has a positive effect on customer satisfaction.

Furthermore, repurchase intention represents a consumer’s willingness to buy a product again, driven by prior satisfaction and perceived product value (Goh et al., 2016). According to Ferdinand (2002), repurchase intention includes transactional, referential and preferential aspects. Lestari & Iswati (2021) found a significant positive effect of product quality on repurchase intention, forming the basis of the second hypothesis:

**H2**: Product quality has a positive effect on repurchase intention.

Nurhayati and Wahyu (2021) emphasized that satisfaction received after purchase directly contributes to repurchase intention. This is supported by Setiawan & Safitri (2019), leading to the third hypothesis:

**H3**: Customer satisfaction has a positive effect on repurchase intention.

In addition, customer satisfaction has been shown to mediate the relationship between product quality and repurchase intention (Mahemba & Rahayu, 2019; Setiawan & Safitri, 2019). Based on these findings, the fourth hypothesis is proposed:

**H4**: Customer satisfaction mediates the relationship between product quality and repurchase intention.

The interrelationships among the variables outlined in the aforementioned framework are illustrated in the conceptual model presented in the image.

**Figure 1. Conceptual Framework**

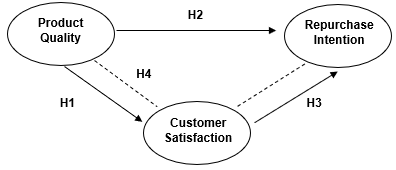
****

Figure 1 illustrates the hypothesized relationships among the variables. Product quality is proposed to influence repurchase intention both directly and indirectly through customer satisfaction, which acts as a mediating variable.

3. METHODOLOGY

3.1 Research Objectives, Approaches, And Strategies

This study aims to examine the influence of product quality on repurchase intention, with customer satisfaction as a mediating variable, in the case of Chitato potato chip consumers in Bandung City. The research employs a quantitative approach using a survey method as the primary data collection strategy. The variables in this study consist of product quality, customer satisfaction, and repurchase intention, which were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Questionnaires were distributed to respondents who met the inclusion criteria. The validity of each item was tested using the Pearson product-moment correlation (Sugiyono, 2017), while reliability was assessed using the Cronbach's alpha technique (Sekaran & Bougie, 2017). The study applied purposive sampling, a type of non-probability sampling in which respondents are selected based on specific characteristics relevant to the research objectives (Sekaran & Bougie, 2017). A respondent is considered eligible if they have previously consumed Chitato potato chips and are willing to provide accurate information. The sample size was determined using the rule of thumb proposed by Hair et al. (2010), which recommends at least 10 to 30 times the number of indicators or variables. This study involved a total of 90 respondents, exceeding the minimum recommended size based on the three main variables analyzed.

**3.2 Characteristics of the Research Population**

The population in this study includes residents of Bandung City aged 15 to 65 years who have purchased or consumed Chitato potato chips. This age range was chosen to ensure cognitive maturity in understanding and responding to questionnaire items, while also reflecting the actual consumer demographic for snack food products.

**3.3 Data Processing and Analysis Methods**

Data obtained from the questionnaires were processed in several stages: coding, editing, entry, and transformation. The data were then analyzed using SPSS version 25. The analysis techniques include descriptive statistics, simple and multiple regression, and a Sobel test to evaluate the mediating effect of customer satisfaction. Classical assumption tests such as normality, multicollinearity, and heteroscedasticity were conducted to ensure the accuracy of the regression models (Ghozali, 2013).

**4. RESULTS AND DISCUSSION**

**4.1 Respondent Profile**

According to the data presented in Table 2, the research involved 90 respondents who had previously consumed Chitato potato chips and resided in Bandung City. The age range of respondents was 15 to 65 years, representing a broad spectrum of consumers from teenagers to older adults.

**Table 2. Respondent Profile**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Information** | **Sum** | **%** |
| **Age** |  |  |  |
| 1. | 15-20 | 21 | 23.4% |
| 2. | 21-26 | 13 | 14.4% |
| 3. | 27-32 | 9 | 10% |
| 4. | 33-38 | 11 | 12.2% |
| 5. | 39-44 | 10 | 11.1% |
| 6. | 45-50 | 10 | 11.1% |
| 7. | 51-56 | 8 | 8.9% |
| 8. | 57-65 | **8** | 8.9% |
|  | **Total** | **90** | **100%** |
| **Gender** |  |  |  |
| 1. | Male | 37 | 41.1% |
| 2. | Female | 53 | 58.9% |
|  | **Total** | **90** | **100%** |
| **Location** |  |  |  |
| 1. | Bandung City | 90 | 100% |
|  | **Total** | **90** | **100%** |
| **Have shopped for Chitato products** | | | |
| 1. | Yes | 90 | 100% |
| 2. | No | 0 | 0% |
|  | **Total** | **90** | **100%** |

*Source: Researcher-Processed Information (2025)*

**4.2** **Validity and Reliability Test**

This study examines three key variables: product quality (X), customer satisfaction (Z), and repurchase intention (Y). Each variable is measured using several indicators that have been operationalized into statements within a structured questionnaire using a five-point Likert scale. Before proceeding to hypothesis testing, it is important to assess the validity and reliability of the instrument to ensure accurate and consistent measurement. The validity test was conducted using the Pearson product-moment correlation, where each item was correlated with the total score of its respective variable. An item is considered valid if its r-count > r-table and Sig. (2-tailed) < 0.05. Reliability was tested using the Cronbach's alpha coefficient. A variable is deemed reliable if the alpha value is greater than 0.70, indicating acceptable internal consistency. The results of the validity and reliability tests for each item across the three variables are summarized in Table 3 below.

**Table 3. Validity and Reliability Test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Statement** | **r-calculated** | **Note** | **Cronbach’s alpha** | **Note** | |
| **Product Quality (X)** | | | | | |
| 1. | Chitato potato chips have a delicious taste. | 0.8905 | Valid | 0.7684 | Reliable | |
| 2. | Chitato potato chips have an appetizing aroma. | 0.6137 | Valid |
| 3. | Chitato potato chips have an adequate portion size. | 0.6256 | Valid |
| 4. | Chitato potato chips are attractively packaged. | 0.5466 | Valid |
| 5. | |  | | --- | | Chitato potato chips have a crispy texture | | 0.7552 | Valid |
| 6. | The level of doneness of Chitato potato chips is just right. | 0.8340 | Valid |  |  | |
| **Customer Satisfaction (Z)** | | | | | |
| 1. | Chitato meets my expectations as a quality potato chip. | 0.7005 | Valid | 0.7478 | Reliable | |
| 2. | I feel satisfied enough to consider repurchasing Chitato. | 0.9196 | Valid |
| 3. | I would not hesitate to recommend Chitato potato chips to others due to its quality. | 0.8163 | Valid |
| **Repurchase Intention (Y)** | | | | | |
| 1. | I am interested in repurchasing Chitato in the future. | 0.8902 | Valid | 0.8763 | Reliable | |
| 2. | I am willing to recommend Chitato to others. | 0.9280 | Valid |
| 3. | I prefer Chitato products over others | 0.8712 | Valid |

*Source: Researcher-Processed Information (2025)*

**4.3 Classical Assumptions Test**

**4.3.1 Normality Test**

The normality test in this study was conducted using the One-Sample Kolmogorov–Smirnov test at a significance level of 5%. The results showed that the first equation (product quality → customer satisfaction) had a significance value of 0.164, and the second equation (product quality and customer satisfaction → repurchase intention) had a significance value of 0.095. Since both values are greater than 0.05, it can be concluded that the data are normally distributed. The results of the normality test for both regression equations are presented in Table 4 and Tabel 5 below.

**Table 4. Normality Test One-Sample Kolmogorov-Smirnov (First Equation)**

|  |  |  |
| --- | --- | --- |
| Unstandardized Residual | | |
| N |  | 90 |
| Normal Parametersa,b | Mean | 0.0000000 |
|  | Std. Deviation | 0.95884193 |
| Most Extreme Differences | Absolute | 0.083 |
|  | Positive | 0.055 |
|  | Negative | -0.083 |
| Test Statistic |  | 0.083 |
| Asymp. Sig. (2-tailed) |  | 0.164c |
| a. Test distribution is Normal.  b. Calculated from data.  c. Lilliefors Significance Correction | | |

*Source: SPSS Output Data Version 25 (2025)*

**Table 5. Normality Test One-Sample Kolmogorov-Smirnov (Second Equation)**

|  |  |  |
| --- | --- | --- |
| Unstandardized Residual | | |
| N |  | 90 |
| Normal Parametersa,b | Mean | 0.0000000 |
|  | Std. Deviation | 1.05483980 |
| Most Extreme Differences | Absolute | 0.086 |
|  | Positive | 0.076 |
|  | Negative | -0.086 |
| Test Statistic |  | 0.086 |
| Asymp. Sig. (2-tailed) |  | 0.095c |
| a. Test distribution is Normal.  b. Calculated from data.  c. Lilliefors Significance Correction | | |

*Source: SPSS Output Data Version 25 (2025)*

**4.3.2 Multicollinearity Test**

Multicollinearity was tested to determine whether there was a correlation between the independent variables. Based on the test results, the Variance Inflation Factor (VIF) value for both product quality (X) and customer satisfaction (Z) was 5.133, which is less than the threshold of 10. The tolerance value for both variables was 0.195, which exceeds the minimum threshold of 0.1. These values indicate that there is no multicollinearity among the independent variables, and the regression model passes the multicollinearity assumption. Table 6 below presents the detailed results of the multicollinearity test.

**Table 6. Multicollinearity Test**

|  |  |  |  |
| --- | --- | --- | --- |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| Product Quality | 0.195 | 5.133 |
| Customer Satisfaction | 0.195 | 5.133 |
| a. Dependent Variable: Repurchase Intention | | | |

*Source: SPSS Output Data Version 25 (2025)*

**4.3.3 Heteroscedasticity Test**

Heteroscedasticity testing in this study was conducted using the Glejser test, which is commonly employed to detect the presence of unequal variance in regression residuals. This method involves examining the significance level of each independent variable in relation to the absolute value of the residuals. The results showed that in the first regression equation, the significance value for product quality (X) was 0.254. In the second regression equation, the significance values for product quality (X) and customer satisfaction (Z) were 0.845 and 0.790, respectively. Since all of these values are greater than 0.05, it can be concluded that there is no indication of heteroscedasticity in the regression model. This suggests that the variance of the residuals remains constant across all levels of the independent variables, which fulfills the assumption of homoscedasticity required in linear regression analysis. The results of the Glejser test for both regression equations are presented in Tables 7 and 8 below.

**Table 7. Heteroscedasticity Test (First Equation)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | t | Sig |
| 1 | (Constant) | 1.145 | 0.331 |  | 3.463 | 0.001 |
|  | Product Quality | -0.015 | 0.013 | -0.122 | -1.149 | 0.254 |
| Dependent Variable: Abs-Res1 | | | | | | |

*Source: SPSS Output Data Version 25 (2025)*

**Table 8. Heteroscedasticity Test (Second Equation)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | t | Sig |
| 1 | (Constant) | 1.109 | 0.311 |  | 3.566 | 0.001 |
|  | Product Quality | -0.005 | 0.027 | -0.047 | -0.196 | 0.845 |
|  | Customer Satisfaction | -0.015 | 0.056 | -0.064 | -0.267 | 0.790 |
| Dependent Variable: Abs-Res2 | | | | | | |

*Source: SPSS Output Data Version 25 (2025)*

**4.4 Descriptive Analysis**

Descriptive analysis is used to provide an overview of respondent perceptions regarding the three variables in this study: product quality, customer satisfaction, and repurchase intention. Each indicator was measured using a five-point Likert scale. The results are presented in Table 9 below.

**Table 9. Descriptive Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Indicator Description** | **Mean** | **Category** |
| **Product Quality** | | | |
| 1 | Delicious taste | 4.26 | Very Good |
| 2 | Appetizing aroma | 4.13 | Good |
| 3 | Adequate portion | 4.16 | Good |
| 4 | Attractive packaging | 4.17 | Good |
| 5 | Crispy texture | 4.30 | Very Good |
| 6 | Proper doneness | 4.23 | Very Good |
|  | **Average** | **4.22** | **Very Good** |
| **Customer Satisfaction** | | | |
| 1 | Product meets expectations | 4.22 | Very Good |
| 2 | Willing to repurchase | 4.21 | Very Good |
| 3 | Willing to recommend | 4.38 | Very Good |
|  | **Average** | **4.27** | **Very Good** |
| **Repurchase Intention** | | | |
| **1** | Interest in repurchasing | 4.14 | Good |
| **2** | Willingness to recommend | 4.35 | Very Good |
| **3** | Preference over other brands | 4.01 | Good |
|  | **Average** | **4.17** | **Good** |

*Source: Researcher-Processed Information (2025)*

The results indicate that respondents had a very favorable perception of Chitato’s product quality and customer satisfaction, while repurchase intention was rated positively, though slightly lower.

**4.5 Result of Regression Analysis**

**4.5.1 First Regression Equation**

The simple regression analysis tested the effect of product quality (X) on customer satisfaction (Z). Table 10 presents the regression results for the first equation.

**Table 10. Simple Regression Test Results**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Coefficientsa | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients |  | |
| B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 1.699 | 0.567 |  | 2.998 | 0.004 |
| Product Quality | 0.432 | 0.023 | 0.897 | 19.071 | 0.000 |
| 1. Dependent Variable: Customer Satisfaction | | | | | | |

*Source: SPSS Output Data Version 25 (2025)*

Based on the t-test results, the product quality variable has a significance level of 0.000, which is smaller than 0.05, and a t-count of 19.071, which is greater than the t-table value of 1.663 (df = 90 – 3 = 87). Therefore, H₀ is rejected and Hₐ is accepted. This confirms that Hypothesis 1, stating “Product quality has a positive and significant effect on customer satisfaction of Chitato potato chips consumers in Bandung City,” is accepted.

**4.5.2 Second Regression Equation**

Multiple regression was used to test the effect of product quality (X) and customer satisfaction (Z) on repurchase intention (Y). Table 11 presents the regression results for the second equation.

**Table 11. Multiple Regression Test Results**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Coefficientsa | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients |  | |
| B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 1.283 | 0.590 |  | 2.176 | 0.032 |
| Product Quality | 0.315 | 0.051 | 0.656 | 6.197 | 0.000 |
| Customer Satisfaction | 0.263 | 0.106 | 0.264 | 2.494 | 0.015 |
| 1. Dependent Variable: Repurchase Intention | | | | | | | |

*Source: SPSS Output Data Version 25 (2025)*

Based on the multiple regression test results, the product quality variable has a significance level of 0.000, which is smaller than 0.05, and a t-count value of 6.197, which is greater than the t-table value of 1.663 (df = 90 – 3 = 87). Thus, H₀ is rejected and Hₐ is accepted. It can be concluded that Hypothesis 2, stating “Product quality has a positive and significant effect on repurchase intention of Chitato potato chips in Bandung City,” is supported by the data.

The customer satisfaction variable also shows a significance value of 0.015 (< 0.05) and a t-count of 2.494, which exceeds the t-table value of 1.663 (df = 87). Accordingly, H₀ is rejected and Hₐ is accepted. This result confirms that Hypothesis 3, which states “Customer satisfaction has a positive and significant effect on repurchase intention of Chitato potato chips in Bandung City,” is accepted.

**4.6 Coefficient of Determination (R²)**

The coefficient of determination (R²) indicates the proportion of variance in the dependent variable explained by the independent variables. The R² values for each model are summarized in Table 12 below.

**Table 12. Determination Coefficient Test**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0.897a | 0.805 | 0.803 | 0.964 |
| a. Predictors: (Constant), Product Quality  b. Dependent Variable: Customer Satisfaction | | | | |
| 2 | 0.893a | 0.797 | 0.794 | 0.983 |
| a. Predictors: (Constant), Product Quality  b. Dependent Variable: Repurchase Intention | | | | |
| 3 | 0.852a | 0.726 | 0.723 | 1.141 |
| a. Predictors: (Constant), Customer Satisfaction  b. Dependent Variable: Repurchase Intention | | | | |

*Source: SPSS Output Data Version 25 (2025)*

The results in Table 12 indicate that the coefficient of determination (R²) for the first model is 0.805, meaning that 80.5% of the variation in customer satisfaction can be explained by product quality, while the remaining 19.5% is influenced by other factors not included in the model. In the second model, product quality accounts for 79.7% of the variation in repurchase intention, suggesting that product quality has a substantial influence on consumers’ intention to repurchase. In the third model, customer satisfaction explains 72.6% of the variation in repurchase intention, indicating that satisfaction plays a significant role in influencing repeated purchase behavior of Chitato consumers in Bandung City. These results confirm the strength of the regression models in explaining consumer behavior, thereby reinforcing the critical role of product quality and customer satisfaction in fostering repurchase intentions.

**4.7 Mediation Test (Sobel Test)**

To evaluate the mediating effect of customer satisfaction (Z) in the relationship between product quality (X) and repurchase intention (Y), a Sobel test was conducted. The Sobel test assesses the significance of the indirect effect through the mediating variable using the following formula:

Sab = √[(b² × Sa²) + (a² × Sb²) + (Sa² × Sb²)]

Where:  
- a = the unstandardized coefficient between X and Z = 0.432  
- b = the unstandardized coefficient between Z and Y = 0.263  
- Sa = standard error of a = 0.023  
- Sb = standard error of b = 0.106

Substituting the values into the formula:

Sab = √[(0.263² × 0.023²) + (0.432² × 0.106²) + (0.023² × 0.106²)]

Sab = √[(0.069169 × 0.000529) + (0.186624 × 0.011236) + (0.000529 × 0.011236)]

Sab = √[0.00003659 + 0.00209691 + 0.00000594]

Sab = √0.00213944

Sab = 0.04625

Next, the t-statistic for the indirect effect is calculated using the formula:

t = (a × b) / Sab

t = (0.432 × 0.263) / 0.04625

t = 0.11362 / 0.04625

t = 2.456  
  
The calculated t-value is 2.456, which exceeds the critical value of 1.98 at a 95% confidence level (α = 0.05, df > 30). Therefore, it can be concluded that the indirect effect is statistically significant. This finding supports Hypothesis 4, confirming that customer satisfaction plays a significant mediating role in the relationship between product quality and repurchase intention among Chitato consumers in Bandung City.

5. Conclusion

Based on the findings of this study, the following conclusions can be drawn regarding the influence of product quality on repurchase intention mediated by customer satisfaction among Chitato potato chip consumers in Bandung City:

1. Product quality significantly affects customer satisfaction among Chitato potato chip consumers in Bandung City.
2. Product quality significantly affects repurchase intention among Chitato potato chip consumers in Bandung City.
3. Customer satisfaction significantly affects repurchase intention among Chitato potato chip consumers in Bandung City.
4. Customer satisfaction significantly mediates the effect of product quality on repurchase intention among Chitato potato chip consumers in Bandung City.

**CONSENT**

Not applicable.

**ETHICAL APPROVAL**

This research does not involve any human or animal experiment requiring formal ethical approval.

**COMPETING INTERESTS DISCLAIMER:**

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

**REFERENCES**

1. Food and Drug Supervisory Agency of the Republic of Indonesia. (2019). Regulation of the Food and Drug Supervisory Agency of the Republic of Indonesia Number 34 of 2019 concerning Food Categories. Jakarta: BPOM. Retrieved from https://standarpangan.pom.go.id/ dokumen/peraturan/2019/PerBPOM\_Nomor\_34\_Tahun\_2019\_Kategori\_Pangan\_Salinan.pdf

2. Oktariani, F. P., Putra, E. S., & Wijaya, A. P. (2022). Design of stoneware snack plates as a container for serving snacks for casual activities at home. Jurnal Desain Indonesia, 4(2). https://doi.org/10.52265/jdi.v4i2.178

3. Top Brand Award. (2023). Top Brand Index 2023 – Food and Beverage Category: Chitato. Retrieved from https://www.topbrand-award.com/top-brand-index/?tbi\_year=2023&category=makanan-dan-minuman&type=brand&tbi\_find=Chitato

4. Hidayah, S. A., & Apriliani, R. A. E. P. (2019). Analysis of the influence of brand image, price, product quality, and promotional appeal on the repurchase interest of Pekalongan batik consumers (Study at the Setono Batik Pekalongan Wholesale Market). Journal of Economic, Business and Engineering, 1(1). Retrieved from https://ojs.unsiq.ac.id/index.php/jebe/article/view/872/451

5. Mulyana, A., & Andreani, F. (2019). The influence of product quality and service quality on the repurchase interest of Shao Kao Kertajaya customers through customer satisfaction. AGORA, 7(2), 1–8. Management Study Program, Faculty of Business and Economics, Petra Christian University. Retrieved from https://www.neliti.com/publications/287237

6. Anggraeni, D. P., Kumadji, S., & Sunarti. (2016). The effect of product quality on customer satisfaction and loyalty (Survey on Nasi Rawon customers at Sakinah Restaurant, Pasuruan City). Journal of Business Administration (JAB), 37(1), 171–178. Retrieved from https://www.neliti.com/publications/87178/pengaruh-kualitas-produk-terhadap-kepuasan-dan-loyalitas-pelanggan-survei-pada-p

7. Suryawan, I. G., & Suwandana, I. M. A. (2020). The role of customer satisfaction mediating the effect of product quality on repurchase interest at Jegeg Bali Jayantidi, Badung Regency. Access Journal, 12(1), 1–10. Faculty of Economics and Business, Ngurah Rai University. Retrieved from https://www.ojs.unr.ac.id/index.php/akses/article/view/686/620

8. Kotler, P., & Keller, K. L. (2008). Marketing management (Volume 1). Jakarta: Erlangga.

9. Tjiptono, F. (2013). Marketing services. Malang: Bayumedia.

10. Assauri, S. (2015). Marketing management. Jakarta: Rajawali Pers.

11. Fiani, M. S., & Japarianto, E. (2012). Analysis of the influence of food quality and brand image on purchasing decisions for Kecik bread at Ganep's Bakery in Solo City. Journal of Marketing Management, 1(1), 1–6. Retrieved from https://media.neliti.com/media/publications/134151-ID-analisa-pengaruh-food-quality-dan-brand.pdf

12. Tjiptono, F., & Diana, A. (2018). Satisfied customers? Not enough. Yogyakarta: Andi.

13. Kotler, P. (2003). Marketing management: Analysis, planning, implementation and control. Jakarta: PT Prenhallindo.

14. Peter, J. P., & Olson, J. C. (2014). Consumer behavior and marketing strategy (9th Edition, Book 2). Jakarta: Salemba Empat.

15. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Boston, MA: Prentice Hall.

16. Ferdinand, A. (2002). Structural equation modeling in management research (2nd Edition, Key Library Series 03/BP). Semarang: Diponegoro University Publishing Agency.

17. Setiawan, W., & Safitri, K. (2019). The effect of product quality and price on repurchase interest of Batang Gadis rice at S. Riyadi Agent through consumer satisfaction as an intervening variable. MEA Scientific Journal (Management, Economics & Accounting), 3(3), 223–231. https://doi.org/10.31955/mea.vol3.iss1.pp223-231

18. Kotler, P., & Armstrong, G. (2016). Marketing principles. Jakarta: Erlangga.

19. Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). Marketing management: An Asian perspective (7th ed.). Harlow, UK: Pearson Education.

20. Espejel, J., Fandos, C., & Flavián, C. (2007). The role of intrinsic and extrinsic quality attributes on consumer behavior for traditional food products. Managing Service Quality: An International Journal, 17(6), 681–701. https://doi.org/10.1108/09604520710834911

21. Maulana, A. Z., & Sukresna, I. M. (2022). The effect of product quality, customer satisfaction and word of mouth on consumer repurchase intention (A study on customers of Que Bread bread products in Bogor City). Diponegoro Journal of Management, 11(1), May. Retrieved from https://ejournal3.undip.ac.id/index.php/djom/article/view/33820

22. Goh, S.K., Jiang, N., Hak, M.F.A., & Tee, P.L. (2016). Determinants of smartphone repeat purchase intention among Malaysians: A moderating role of social influence and a mediating effect of consumer satisfaction. International Review of Management and Marketing, 6(4), 993–1004. Retrieved from https://dergipark.org.tr/en/pub/irmm/issue/32102/355721

23. Lestari, N. I., & Iswati, H. (2021). The Effect of SME Product Quality and Social Media on Repurchase Intention with Customer Satisfaction as an Intervening Variable. Journal of Accounting, Entrepreneurship and Business, 6(1), 24–40. Retrieved from http://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/KURS/index

24. Nurhayati, & Wijaya, W. W. (2012). Analysis of Factors Affecting Public Repurchase Interests for Mobile Phone Products. VALUE ADDED, 8(2), March–August 2012. Retrieved from http://jurnal.unimus.ac.id

25. Sugiyono. (2017). Quantitative, Qualitative, and R&D Research Methods. Bandung: CV Alfabeta.

26. Sekaran, U., & Bougie, R. (2017). Research Methods for Business (6th Edition). Jakarta: Salemba Empat.

27. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis (7th ed.). Pearson Education.

28. Ghozali, I. (2013). Multivariate Analysis Applications with IBM SPSS 21 Program: Update PLS Regresi. Semarang: Diponegoro University Publishing Agency.