**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 examine the influence of product quality on repurchase intention of Chitato potato chips in Bandung City, with a specific focus on the mediating role of customer satisfaction. It seeks to test four hypotheses related to the direct and indirect effects of product quality on consumer behavior.  **Study design:** This research employs a correlational quantitative approach using a descriptive survey method to explore relationships among variables.  **Place and Duration of Study:** The research was conducted in Bandung City from November 2024 to February 2025.  **Methodology:** A total of 90 respondents aged 15 to 65 were selected through purposive sampling. Data were collected using a structured questionnaire employing a Likert scale. Analytical techniques included descriptive statistics, multiple regression, and the Sobel test for mediation. Assumption tests for normality, multicollinearity, and heteroscedasticity were also conducted.  **Results:** Product quality significantly and positively influences both customer satisfaction (β = 0.805, p < 0.001) and repurchase intention (β = 0.797, p < 0.001). Customer satisfaction also has a significant effect on repurchase intention (β = 0.726, p = 0.015). Furthermore, the Sobel test confirms that customer satisfaction mediates the relationship between product quality and repurchase intention (t = 2.456 > 1.98).  **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. While the study offers practical implications for FMCG marketers, its generalizability is limited by its geographic scope and non-random sampling. Future research is encouraged to validate these findings in broader contexts. |

*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, particularly potato chips, are popular 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 otherwise processed to create a crunchy texture ready for consumption. In recent years, snacking habits among Indonesians have increased significantly. A study cited by Oktariani et al. (2022) reported that 51.33% of Indonesians consume snacks during daily activities for various purposes, such as relieving hunger, boosting energy, and improving concentration.

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

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Brands | 2024 | 2023 | 2022 | 2021 | Increase/Decrease |
| 1. | Chitato | 54.70% | 45.50% | 48.20% | 43.60% | +9.20 |
| 2. | Mister Potato | 7.30 | 7.80% | 8.90% | 9.40% | -0.50 |
| 3. | Piattos | 11.30% | 8.20% | 9.20% | 9.30% | +3.10 |
| 4. | Potabee | 8.80% | 6.60% | 5.00% | 5.90% | +2.20 |
| 5. | Pringles | 8.30% | 6.70% | - | - | +1.60 |

Source: Top Brand Award, 2023

As shown in Table 1, Chitato experienced a significant increase of 9.20 points in its Top Brand Index from 2023 to 2024, rising from 45.50% to 54.70%. This upward trend reflects a recovery in brand performance and suggests stronger consumer preference and repurchase intention, both of which are key indicators of brand loyalty. However, considering the intense competition in the potato chip market, sustaining this growth requires consistent efforts to maintain product quality, adapt to changing consumer preferences, and enhance overall customer satisfaction. These factors highlight the importance of continuous product evaluation and strategic alignment with consumer expectations. Therefore, it remains essential to investigate the underlying drivers of repurchase behavior, particularly those associated with product quality and customer satisfaction, in order to strengthen Chitato’s position in the market.

Given these conditions, particularly those related to customer satisfaction, it becomes increasingly clear that maintaining customer loyalty is essential in a highly competitive market environment. Product quality plays a pivotal role in shaping both customer satisfaction and repurchase behavior. Prior studies have consistently shown that product quality has a significant influence on customer satisfaction as well as repurchase intention (Chatzoglou et al., 2022; Goh et al., 2016). Furthermore, customer satisfaction has been widely recognized as a mediating factor in the relationship between product quality and repurchase intention (Chatzoglou et al., 2022; Suryawan & Suwandana, 2020). Within this context, the present study seeks to analyze the influence of product quality on repurchase intention, with customer satisfaction acting as a mediating variable. The study focuses specifically on Chitato potato chip consumers in Bandung City.

While numerous studies have explored the relationship between product quality, customer satisfaction, and repurchase intention, many have focused on high-involvement products or service-based industries such as cafés, beverages, and online marketplaces (Mensah & Mensah, 2018; Halim & Suparna, 2021; Gunawan et al., 2023). Research examining fast-moving consumer goods such as snack products remains relatively limited, especially when analyzed within localized markets. In particular, studies that focus on specific FMCG brands like Chitato and target consumers in a specific region, such as Bandung City, are rarely addressed in depth.

Additionally, although several studies have emphasized the importance of product quality and its positive impact on repurchase behavior (Girsang et al., 2020; Pratama & Yulianthini, 2022), the mediating role of customer satisfaction has not been consistently isolated, especially in the snack food sector. Many prior works have examined other mediators such as brand image, trust, or perceived value (Putri & Sukawati, 2020; Nazarani & Suparna, 2021; Khasbulloh & Suparna, 2022). This creates a research gap in understanding how customer satisfaction alone mediates the relationship between product quality and repurchase intention in the context of packaged snacks.

Therefore, the present study aims to contribute to the literature by addressing this gap. It specifically investigates how product quality influences repurchase intention, with customer satisfaction serving as a mediating variable, among Chitato potato chip consumers in Bandung City. The findings are expected to provide contextual insights for both academic literature and FMCG marketing practices in Indonesia.

**2. LITERATURE REVIEW**

**2.1 Product Quality**

Product quality is a critical factor in shaping consumer satisfaction and purchasing behavior. Kotler and Keller (2022) define product quality as the ability of a product to perform its intended functions, including accuracy, reliability, and durability, achieved through proper supervision. Tjiptono (2013) views product quality as the effort to fulfill or exceed customer expectations, encompassing product, service, people, process, and environment. Similarly, Assauri (2015) states that product quality reflects the extent to which a brand or product performs as expected.

In the context of food products, Espejel et al. (2007) explain that consumer perceptions of quality are influenced by intrinsic attributes such as taste, texture, aroma, and appearance, which are particularly relevant in evaluating snack products like potato chips.

**2.2 Customer Satisfaction**

Customer satisfaction refers to a consumer's emotional response arising from the comparison between expectations and perceived product or service performance. According to Oliver (in Tjiptono & Diana, 2018), satisfaction occurs when the performance meets or exceeds expectations, while dissatisfaction results from unmet expectations. Kotler (2022) notes that satisfaction can generate feelings of pleasure or disappointment depending on the outcome. Verzosa et al. (2024) describe satisfaction as “the mind, heart, and spirit of marketing,” emphasizing its central role in aligning customer experience with business values.

Tjiptono (2013) outlines three indicators of satisfaction: (a) expectation confirmation; (b) repurchase intention; and (c) recommendation willingness. These dimensions are essential for evaluating consumer experiences and behavioral outcomes. This view aligns with the broader marketing literature, which highlights satisfaction as a comparison-based evaluation that influences loyalty and advocacy (Zeithaml et al., 2020; Kotler & Keller, 2022).

**2.3 Repurchase Intention**

Repurchase intention refers to a consumer’s tendency to buy a product again after prior consumption. Peter and Olson (2014) describe it as repeated purchasing behavior typically driven by satisfaction. Kotler and Keller (2022) emphasize that satisfaction or dissatisfaction after a purchase affects future buying behavior. According to Ajzen’s Theory of Planned Behavior (in Rupianti & Nashohah, 2023), intention is shaped by attitudes, subjective norms, and perceived behavioral control. When consumers evaluate a product positively and perceive social support, their intention to repurchase tends to increase.

Ferdinand (2002) identifies three indicators of repurchase intention: transactional, referential, and preferential. These dimensions reflect not only behavioral repetition but also emotional and cognitive brand attachment. Understanding these aspects is crucial for evaluating marketing effectiveness aimed at customer retention.

Recent studies extend these indicators by incorporating factors such as in-store experience and emotional satisfaction. Chatzoglou et al. (2022) empirically demonstrate that perceived value, store atmosphere, and personal satisfaction significantly affect repurchase intentions in retail settings. These findings are particularly relevant to fast-moving consumer goods (FMCG) such as snack products, where sensory and experiential factors strongly influence repeat purchase behavior.

Although the existing literature provides a solid theoretical foundation for the relationships between product quality, customer satisfaction, and repurchase intention, most studies focus on high-involvement products like electronics, services, or luxury goods. Limited empirical research addresses these constructs in the FMCG context, particularly snack products, which are more affected by habitual purchasing and sensory appeal. Furthermore, few studies examine these relationships within a localized market like Bandung City, focusing on a specific product such as Chitato. This study seeks to address that gap by offering context-specific insights into how product quality and satisfaction influence repurchase intention in the snack food sector.

**2.4 Theoretical Frameworks and Hypotheses**

This study adapts the framework proposed by Setiawan and Safitri (2019), which examines the relationship between product quality, customer satisfaction, and repurchase intention in the context of snack food consumers, particularly Chitato consumers in Bandung City. In this context, product quality plays a vital role in shaping consumer perceptions. Snack products are typically assessed based on taste consistency, packaging, and freshness, factors that strongly influence repeat purchasing in competitive markets. Consumers evaluate not only functional benefits but also durability and the extent to which the product meets expectations over time (Kotler & Armstrong, 2016).

The conceptual model of this study is grounded in Expectancy Disconfirmation Theory (EDT), which posits that customer satisfaction results from the comparison between expectations and perceived product performance (Oliver, 1980). When performance meets or exceeds expectations, consumers tend to feel satisfied, which in turn reinforces their intention to repurchase. This theory provides a relevant foundation for understanding the indirect relationship between product quality and repurchase intention through customer satisfaction, particularly in fast-moving consumer goods like snack foods.

Customer satisfaction is an emotional response resulting from the match between perceived performance and expectations (Kotler et al., 2018). It reflects an evaluation of performance versus anticipated benefits (Espejel et al., 2007). Satisfaction indicators include contentment, positive consumption experiences, and need fulfillment. Maulana and Sukresna (2022) found that product quality positively and significantly affects customer satisfaction. This leads to the first hypothesis:

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

Repurchase intention represents the consumer’s willingness to repurchase a product, typically influenced by satisfaction and perceived value (Goh et al., 2016). Ferdinand (2002) classifies repurchase intention into transactional, referential, and preferential aspects. For snack brands like Chitato, repeated purchases often depend on sensory satisfaction and packaging appeal. High product quality reinforces brand loyalty, especially in saturated FMCG markets like Bandung. Lestari and Iswati (2021) support this relationship, forming the basis for the second hypothesis:

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

Goh et al. (2016) show that customer satisfaction significantly contributes to repurchase intention, reinforcing its mediating role between product quality and behavior. This finding is also supported by Setiawan and Safitri (2019), leading to the third hypothesis:

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

In a highly competitive snack food market, customer satisfaction acts as a strategic bridge between product attributes and brand loyalty. Understanding this mediating function is essential for sustaining repurchase behavior in localized contexts. Previous studies (Mahemba & Rahayu, 2019; Setiawan & Safitri, 2019) confirm the mediating role of customer satisfaction, supporting the fourth hypothesis:

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

The relationships among these variables are illustrated in the conceptual model in Figure 1.

**Figure 1. Conceptual Framework**

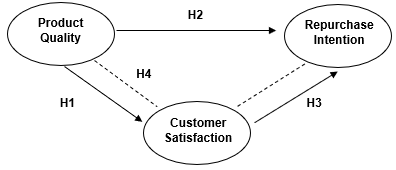
****

Figure 1 illustrates the hypothesized relationships among the variables, where product quality influences repurchase intention both directly and indirectly through customer satisfaction 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, using Chitato potato chip consumers in Bandung City as the research context. A quantitative approach was employed, with a survey method serving as the primary data collection technique. The study examined three variables: product quality, customer satisfaction, and repurchase intention. These 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 the instrument was tested using Pearson’s product-moment correlation (Sugiyono, 2017), and reliability was assessed through the Cronbach’s alpha coefficient (Sekaran & Bougie, 2017). The study used purposive sampling, a non-probability sampling technique in which respondents were selected based on characteristics relevant to the research objectives. Respondents were considered eligible if they had previously consumed Chitato potato chips and were willing to provide accurate responses.

The sample size was determined following the rule of thumb by Hair et al. (2010), which recommends using 10 to 30 times the number of indicators or variables. In addition, Singh-Ackbarali and Maharaj (2014) suggest that a sample of 75 to 150 consumers is sufficient for evaluating product preference and acceptance, particularly in sensory studies related to food. These considerations support the adequacy of the 90 respondents selected for this study.

**3.2 Characteristics of the Research Population**

The population of this study includes residents of Bandung City aged between 15 and 65 years who have purchased or consumed Chitato potato chips. This age range was selected to ensure cognitive readiness in answering the questionnaire while also representing the typical demographic of snack food consumers.

The final sample size of 90 respondents is considered sufficient based on methodological guidelines. Hair et al. (2010) recommend a sample size of at least 10 to 30 times the number of indicators or observed variables for regression analysis. In addition, Singh-Ackbarali and Maharaj (2014) suggest that a sample size ranging from 75 to 150 is generally acceptable in sensory evaluation and consumer preference studies, particularly in food-related contexts. These benchmarks confirm the adequacy of the sample used in this study.

**3.3 Data Processing and Analysis Methods**

The data collected through questionnaires were processed in stages, including coding, editing, entry, and transformation. Data analysis was conducted using SPSS version 25. The techniques applied in the analysis consisted of descriptive statistics, simple and multiple regression analysis, and the Sobel test to evaluate the mediating effect of customer satisfaction. To ensure the validity of the regression models, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity (Ghozali, 2013).

**4. RESULTS AND DISCUSSION**

**4.1 Respondent Profile**

Based on the data presented in Table 2, this study involved 90 respondents who had previously consumed Chitato potato chips and lived in Bandung City. The respondents ranged in age from 15 to 65 years, covering a wide demographic segment from adolescents 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 examined three primary variables: product quality (X), customer satisfaction (Z), and repurchase intention (Y). Each variable was measured using several indicators, which were operationalized into structured questionnaire items based on a five-point Likert scale. Before conducting hypothesis testing, it was necessary to assess the validity and reliability of the measurement instrument to ensure that the data collected were accurate and consistent. The validity test was performed using Pearson’s product-moment correlation, in which each item was correlated with the total score of its corresponding variable. An item was considered valid if its correlation coefficient (r-count) exceeded the critical value (r-table) and the significance value (Sig. 2-tailed) was less than 0.05. Reliability was assessed using the Cronbach’s alpha coefficient. A variable was classified as reliable if the alpha value exceeded 0.70, indicating acceptable internal consistency (Sugiyono, 2017; Sekaran & Bougie, 2017). The results of the validity and reliability tests for each item under the three variables are presented in Table 3.

**Table 3. Validity and Reliability Test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Statement** | **r-calculated** | **Note** | **Cronbach’s alpha** | **Note** | |
| **Product Quality (X)** | | | | | |
| 1. | Chitato potato chips have a pleasant and distinctive taste. | 0.8905 | Valid | 0.7684 | Reliable | |
| 2. | Chitato potato chips emit an aroma that enhances appetite. | 0.6137 | Valid |
| 3. | The portion size of Chitato potato chips is appropriate for individual consumption. | 0.6256 | Valid |
| 4. | Chitato potato chips are presented in packaging that is visually appealing. | 0.5466 | Valid |
| 5. | Chitato potato chips have a consistently crispy texture. | 0.7552 | Valid |
| 6. | The level of doneness of Chitato potato chips is perceived to be optimal. | 0.8340 | Valid |  |  | |
| **Customer Satisfaction (Z)** | | | | | |
| 1. | Chitato potato chips meet my expectations for a high-quality snack product. | 0.7005 | Valid | 0.7478 | Reliable | |
| 2. | I am satisfied with Chitato and would consider purchasing it again in the future. | 0.9196 | Valid |
| 3. | Due to its quality, I would confidently recommend Chitato potato chips to others | 0.8163 | Valid |
| **Repurchase Intention (Y)** | | | | | |
| 1. | I intend to repurchase Chitato potato chips in the future. | 0.8902 | Valid | 0.8763 | Reliable | |
| 2. | I am willing to recommend Chitato potato chips to others. | 0.9280 | Valid |
| 3. | I prefer Chitato over other potato chip brands. | 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 5% significance level. The results indicated that the first regression equation (product quality → customer satisfaction) produced a significance value of 0.164, while the second equation (product quality and customer satisfaction → repurchase intention) yielded a significance value of 0.095. Since both values were greater than 0.05, it can be concluded that the data were normally distributed (Ghozali, 2013; Hair et al., 2010; Gujarati & Porter, 2009). The results of the normality test for both regression equations are presented in Table 4 and Table 5.

**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**

The multicollinearity test was conducted to examine whether a strong correlation existed between the independent variables. The results showed that the Variance Inflation Factor (VIF) value for both product quality (X) and customer satisfaction (Z) was 5.133, which is below the commonly accepted threshold of 10. The tolerance value for both variables was 0.195, which exceeds the minimum acceptable value of 0.1. These results indicate that multicollinearity was not present among the independent variables, and the regression model satisfied the multicollinearity assumption (Ghozali, 2013; Hair et al., 2010; Gujarati & Porter, 2009). It is important to note that the identical VIF and tolerance values for both variables do not reflect a computational error. Because the model included only two independent variables, each variable was regressed on the other to calculate multicollinearity statistics. In such cases, a balanced correlation between the two predictors may result in identical VIF and tolerance values. This supports the conclusion that multicollinearity was not an issue in the model. The detailed results of the multicollinearity test are presented in Table 6.

**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**

The heteroscedasticity test in this study was conducted using the Glejser method, which is commonly applied to detect unequal variance in regression residuals. This test involves evaluating 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 significance values exceeded 0.05, it can be concluded that there was no indication of heteroscedasticity in the regression model. This finding suggests that the variance of the residuals remained constant across the levels of the independent variables, thereby fulfilling the homoscedasticity assumption required in linear regression analysis (Ghozali, 2013; Hair et al., 2010; Gujarati & Porter, 2009). The detailed results of the Glejser test for both regression equations are presented in Tables 7 and 8.

**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 was conducted to provide an overview of respondents' perceptions regarding the three main variables in this study, namely product quality, customer satisfaction, and repurchase intention. Each indicator was measured using a five-point Likert scale. To categorize the respondents' responses, the interpretation of the mean values was based on the interval class method proposed by Sugiyono (2017). The total range of the Likert scale (5 – 1 = 4) was divided into five equal categories, resulting in an interval of 0.8. The categorization is as follows:

* 1.00–1.80 = Very Poor,
* 1.81–2.60 = Poor,
* 2.61–3.40 = Fair,
* 3.41–4.20 = Good,
* 4.21–5.00 = Very Good.

Based on this classification, the descriptive statistics for each variable are presented in Table 9.

**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 held a very favorable perception of Chitato's product quality and expressed high levels of satisfaction. Repurchase intention was also rated positively, although with slightly lower scores compared to the other variables.

**4.5 Result of Regression Analysis**

**4.5.1 First Regression Equation**

A simple linear regression analysis was conducted to examine the effect of product quality (X) on customer satisfaction (Z). The results of the analysis are presented in Table 10.

**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 results of the t-test, the product quality variable had a significance value of 0.000, which is less than the threshold of 0.05, and a t-statistic of 19.071, which exceeds the critical t-value of 1.663 (df = 87). Therefore, the null hypothesis (H₀) is rejected, and the alternative hypothesis (Hₐ) is accepted (Field, 2018). This finding supports Hypothesis 1, which states that product quality has a positive and significant effect on customer satisfaction among Chitato potato chip consumers in Bandung City.

**4.5.2 Second Regression Equation**

A multiple regression analysis was conducted to examine the effect of product quality (X) and customer satisfaction (Z) on repurchase intention (Y). The results of this analysis are presented in Table 11.

**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 regression results, the product quality variable had a significance value of 0.000, which is lower than the threshold of 0.05. The t-statistic was 6.197, which exceeds the critical t-value of 1.663 (df = 87). Therefore, the null hypothesis (H₀) is rejected, and the alternative hypothesis (Hₐ) is accepted (Field, 2018). This finding supports Hypothesis 2, which states that product quality has a positive and significant effect on repurchase intention among Chitato potato chip consumers in Bandung City.

The customer satisfaction variable showed a significance value of 0.015, which is also below 0.05, and a t-statistic of 2.494, which is greater than the critical value of 1.663. Accordingly, the null hypothesis (H₀) is rejected, and the alternative hypothesis (Hₐ) is accepted (Field, 2018). These results confirm **Hypothesis 3**, which states that customer satisfaction has a positive and significant effect on repurchase intention among Chitato potato chip consumers in Bandung City.

**4.6 Coefficient of Determination (R²)**

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

**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 presented in Table 12 show that the first model yielded an R² value of 0.805. This indicates that 80.5% of the variation in customer satisfaction was explained by product quality, while the remaining 19.5% was attributed to other variables not included in the model. In the second model, product quality accounted for 79.7% of the variation in repurchase intention. This finding suggests that product quality has a substantial influence on consumers' intention to repurchase. In the third model, customer satisfaction explained 72.6% of the variation in repurchase intention. This result demonstrates that satisfaction plays a significant role in shaping repeat purchase behavior among Chitato consumers in Bandung City (Field, 2018).

Overall, these findings confirm the strength of the regression models in explaining consumer behavior and reinforce the importance of product quality and customer satisfaction in driving 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. This test assesses the significance of the indirect effect through a 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

The t-statistic was then calculated as follows:

t = (a × b) / Sab

t = (0.432 × 0.263) / 0.04625

t = 0.11362 / 0.04625

t = 2.456  
  
The resulting t-value of 2.456 exceeded the critical value of 1.98 at the 95% confidence level (α = 0.05, df > 30). Therefore, it can be concluded that the indirect effect was statistically significant (Hayes, 2018). This finding supports Hypothesis 4, confirming that customer satisfaction significantly mediates the relationship between product quality and repurchase intention among Chitato potato chip consumers in Bandung City.

5. Conclusion

This study examined the influence of product quality on repurchase intention, with customer satisfaction serving as a mediating variable, focusing on Chitato potato chip consumers in Bandung City. The results showed that product quality had a significant impact on both customer satisfaction and repurchase intention. Furthermore, customer satisfaction was found to partially mediate the relationship between product quality and repurchase intention. These findings support previous research in consumer behavior, particularly in the context of fast-moving consumer goods (FMCG), where quality perceptions strongly influence purchase-related outcomes.

The contribution of this study lies in its contextual application. While many earlier studies have focused on high-involvement products or service industries, this research adds value by highlighting the same behavioral mechanisms within a low-involvement and sensory-driven category such as snack foods. The focus on Chitato and consumers in Bandung City also provides new insights into consumer behavior in a localized Indonesian context, which has not been widely represented in existing international literature.

From a practical perspective, the study offers several recommendations for producers and marketers of snack products. Maintaining and improving product quality, particularly in terms of taste, texture, aroma, and packaging, is essential to strengthen customer satisfaction and encourage repeat purchases. In addition, companies are advised to actively monitor customer feedback and satisfaction levels in order to respond quickly to changes in consumer preferences and expectations.

Despite its contributions, the study has several limitations that should be acknowledged. It examined only one brand in a specific city using purposive sampling, which may limit the generalizability of the results. The sample size, although adequate based on methodological guidelines, remains relatively small. Future research could explore additional mediating or moderating variables such as perceived value, brand trust, or consumer lifestyle. Expanding the scope to different brands, product categories, or geographic regions would also help to strengthen and broaden the applicability of the findings.

**RECOMMENDATIONS**

This study offers several practical and academic recommendations:

1. For industry practitioners, particularly Chitato, maintaining and enhancing key dimensions of product quality such as taste, texture, aroma, and packaging is essential. These aspects significantly influence customer satisfaction and repurchase intention, and continued improvement may strengthen brand loyalty and market competitiveness.
2. For management, it is advisable to implement structured feedback mechanisms to monitor customer satisfaction, given its mediating role. Prompt responses to customer preferences and concerns can improve the likelihood of repeat purchases.
3. For future researchers, further studies may incorporate additional mediating or moderating variables, such as brand trust or perceived value, to provide a more comprehensive understanding of consumer behavior. Expanding the scope to different product categories or geographic regions may also enhance the generalizability of the findings.

**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.

**Disclaimer (Artificial intelligence)**

Author(s) hereby declare that generative AI technologies such as Large Language Models, etc. have been used during the writing or editing of manuscripts. This explanation will include the name, version, model, and source of the generative AI technology and as well as all input prompts provided to the generative AI technology

Details of the AI usage are given below:

1. ChatGPT-4 (OpenAI, <https://chat.openai.com>) was used to improve the clarity and structure of the abstract, introduction, and conclusion sections without altering the core ideas or findings of the manuscript.

2. Assistance was sought from ChatGPT-4 to paraphrase and refine the description of statistical results, particularly in the “Results and Discussion” section, to ensure academic tone and coherence

3. All scientific ideas, data interpretations, and conclusions presented in this manuscript are the sole responsibility of the authors.

**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* [Government regulation]. <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. <https://www.topbrand-award.com/top-brand-index/?tbi_year=2023&category=makanan-dan-minuman&type=brand&tbi_find=Chitato>
4. Chatzoglou, P. D., Chatzoudes, D., Savvidou, A., & Fotiadis, T. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. Heliyon, 8(3), e10619. <https://doi.org/10.1016/j.heliyon.2022.e10619>
5. 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. <https://dergipark.org.tr/en/pub/irmm/issue/32102/355721>
6. 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. <https://www.ojs.unr.ac.id/index.php/akses/article/view/686/620>
7. Girsang, N. M., Rini, E. S., & Gultom, P. (2020). The effect of brand image and product quality on repurchase intention with customer satisfaction as intervening variables in consumers of skincare Oriflame users: A study on students of North Sumatra University Faculty of Economics and Business. *European Journal Of Management And Marketing Studies, 5*(1), 40–57. <https://doi.org/10.46827/ejmms.v0i0.726>
8. Gunawan, A., Yunikewaty, Y., & Meitiana, M. (2023). Pengaruh kualitas pelayanan terhadap niat beli ulang melalui kepuasan pada swalayan KPD di Palangka Raya. *Media Bina Ilmiah, 17*(6), 1185–1194. <https://doi.org/10.33578/mbi.v17i6.243>
9. Halim, G. C., & Suparna, G. (2021). The role of brand image mediates the effect of product quality on repurchase decision of GuluGulu Drink in Denpasar City. *American Journal of Humanities and Social Sciences Research, 5*(1), 398–40. <https://www.ajhssr.com/wp-content/uploads/2021/01/ZX21501398407.pdf>
10. Mensah, I., & Mensah, R. D. (2018). Effects of service quality and customer satisfaction on repurchase intention in restaurants on University of Cape Coast campus. *Journal of Tourism, Heritage & Services Marketing, 4*(1), 27–36. <https://doi.org/10.5281/zenodo.1247542>
11. Khasbulloh, A. H. K., & Suparna, G. (2022). Effect of perceived risk and perceived value on customer loyalty through customer satisfaction as intervening variables on Bukalapak users. *European Journal of Business and Management Research, 7*(4), 22–28. <https://doi.org/10.24018/ejbmr.2022.7.4.1472>
12. Nazarani, M. R., & Suparna, G. (2021). The effect of luxury brand, brand image, and product quality on purchase intention. *American Journal of Humanities and Social Sciences Research, 1*(2), 290–295. Retrieved from <https://www.ajhssr.com/wp-content/uploads/2021/01/ZM21501290295.pdf>
13. Pratama, C. S., & Yulianthini, N. N. (2022). The influence of product quality and customer satisfaction on the intention to repurchase Yeh Buleleng brand bottled water in Singaraja City. *Prospek: Jurnal Manajemen dan Bisnis, 4*(2), 213–222. Retrieved from <https://ejournal.undiksha.ac.id/index.php/Prospek/article/view/39750>
14. Putri, K. T. K., & Sukawati, T. G. R. (2020). The role of trust mediates the effect of customer satisfaction on repurchase intention (Study on consumer Chatime) in Denpasar City. *American Journal of Humanities and Social Sciences Research, 4*(8), 412–418. Retrieved from <https://www.ajhssr.com/wp-content/uploads/2020/08/ZW2048412418.pdf>
15. Kotler, P., & Keller, K. L. (2016). *EBOOK:* Marketing management (15th ed.). Pearson Education. <https://app.box.com/s/7lwswtplu78es6kjkra940dzxhvzvh1n>
16. Tjiptono, F. (2004). Marketing services. Bayumedia.
17. Assauri, S. (2015). Marketing management. Rajawali Pers.
18. 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>
19. Tjiptono, F., & Diana, A. (2015). Satisfied customers? Not enough. Andi. <https://www.researchgate.net/publication/316890354_Pelanggan_Puas_Tak_Cukup>
20. Verzosa, J. M. O., Poblete, R. A., Membrebe, Z. J. O., Ng, L. T., Daraway, A. C., & Diaz, M. N. R. (2024). Service quality and customer satisfaction towards a first-choice decision framework of a tourist destination in selected resort hotels in Palawan. Ignatian International Journal for Multidisciplinary Research, 2(11), 590–630. <https://doi.org/10.5281/zenodo.14213936>
21. Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Ajay, P. (2020). Services marketing: Integrating customer focus across the firm (8th ed.). McGraw-Hill Education.
22. Peter, J. P., & Olson, J. C. (2014). Consumer behavior and marketing strategy (9th ed.). Salemba Empat.
23. Ferdinand, A. (2002). Structural equation modeling in management research (2nd ed.). Diponegoro University Publishing Agency.
24. 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>
25. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research, 17*(4), 460–469. <https://doi.org/10.1177/002224378001700405>
26. Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (Edisi ke-12, Jilid 1 & 2). Erlangga.
27. Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2022). Marketing management: An Asian perspective (7th ed.). Pearson Education. <https://ink.library.smu.edu.sg/lkcsb_research/137>
28. 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. <https://ejournal3.undip.ac.id/index.php/djom/article/view/33820>
29. 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. <http://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/KURS/index>
30. Sugiyono. (2010). Quantitative, qualitative, and R&D research methods. Alfabeta.
31. Sekaran, U., & Bougie, R. (2017). *Metode penelitian untuk bisnis: Pendekatan pengembangan-keahlian* (Edisi ke-6, Buku 1). Salemba Empat.
32. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis (7th ed.). Pearson Education.
33. Singh-Ackbarali, D., & Maharaj, R. (2014). Sensory evaluation as a tool in determining acceptability of innovative products developed by undergraduate students in food science and technology at The University of Trinidad and Tobago. Journal of Curriculum and Teaching, 3(1), 10–27. <https://doi.org/10.5430/jct.v3n1p10>
34. Ghozali, I. (2013). Multivariate analysis applications with IBM SPSS 21 program: Update PLS regresi. Diponegoro University Publishing Agency.
35. Gujarati, D. N., & Porter, D. C. (2009). Basic econometrics (5th ed.). McGraw-Hill Education.
36. Field, A. (2018). Discovering statistics using IBM SPSS statistics (5th ed.). SAGE Publications.
37. Hayes, A. F. (2018). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach (2nd ed.). The Guilford Press.