THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON REPURCHASE INTEREST WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE IN MIXUE STORE IN MEDAN CITY

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Abstract: The aim of the research aims to analyze several things, namely the influence of product quality on repurchase interest, the influence of brand image on repurchase interest, the influence of product quality on customer satisfaction , the influence of brand image on customer satisfaction , the influence of customer satisfaction on repurchase interest, the influence of product quality on interested in buying again through customer satisfaction, the influence of brand image on repurchase intention through customer satisfaction. This research uses associative research with a sample of 96 respondents who are customers of Mixue Store in Medan City. The data collection technique uses a list of statements such as a questionnaire and the data analysis technique uses Path Analysis and to test five hypotheses Which submitted in study This uses the Partial Least Square (SmartPLS) application . Results research showing that the influence of product quality on repurchase intention is positive and significant, the influence of brand image on repurchase intention is positive and significant, the influence of product quality on customer satisfaction positive and significant, the influence of brand image on customer satisfaction positive and significant, the influence of customer satisfaction on repurchase intention is positive and significant, the influence of product quality on repurchase intention is mediated by positive and positive customer satisfaction significantly, the influence of brand image on repurchase intention is mediated by positive customer satisfaction and significant.

Keywords: Product Quality, Brand Image, Customer Satisfaction and Repurchase Intention

Introduction

Progress in the economic sector has caused the business world to experience rapid growth and progress. This makes producers think more critically, creatively and innovatively about the changes that occur, both in the social, cultural, political and economic fields, all of which is evidenced by the emergence of new companies. Likewise with businesses operating in the food and beverage sector, including coffee shops, bars, cafes, food courts and catering . Every company is required to compete competitively in terms of business strategy to achieve company goals and understand what is happening in the market and what consumers want. In order for this goal to be achieved, every company must strive to produce goods and services that suit the needs and desires of consumers . Business growth is increasingly rapid, especially the business of processed drinks made from milk, one of which is ice cream. Ice cream is a dairy product that is made by freezing and mixing cream, called ice cream mix (ICM), by mixing the right ingredients and processing correctly, good quality ice cream can be produced. This phenomenon can certainly be a good opportunity for business people .

Therefore, every company is required to continue to innovate in order to survive amidst business competition. Ice cream is one of the favorite desserts because it tastes delicious and fresh. Since 2017-2021, ice cream sales have increased due to the large number of people interested in ice cream and how easy it is to find anywhere.
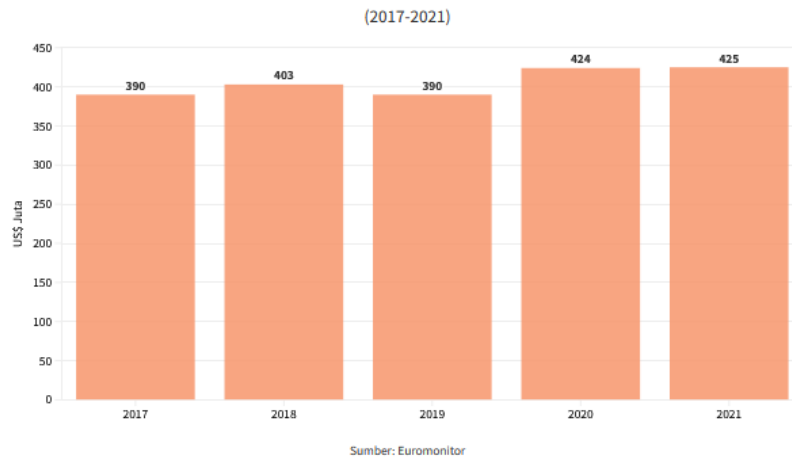

Figure 1.Ice Cream Sales Data

Source: DataIndonesia.id

Before making a purchasing decision, consumers first go through several stages to arrive at a purchasing decision, namely the step-by-step process that consumers use when purchasing goods or services. (Arianty & Andira, 2021) . Repurchase Intention is a purchase intention based on previous purchase experience (Musarofah, 2020). Previous purchases have an impact on subsequent purchases, therefore the service provided must be appropriate and create a positive experience so that consumers are interested in coming back. Consumers' willingness to buy again is not only a response to the quality of the product and brand provided, but also a response to a purchasing environment that pleases consumers. The main thing that must be prioritized in a competitive situation is customer satisfaction which ultimately attracts customers to repurchase the product, which is directly influenced by customer satisfaction (Bahar & Sjaharuddin, 2015). Because creating customer satisfaction provides benefits for the company, including providing a good basis for the company and forming a recommendation that is profitable for the company, so that customer interest arises in buying (Sambodo Rio Sasongko, 2021).

From the results of the research that the author obtained through interviews, there are several problems that show that Mixue has product quality and brand image that is not good enough. Based on the results of interviews from several consumers, there are still negative answers regarding the quality of Mixue products. In contrast to similar ice cream, Mixue consumers say that Mixue ice cream melts more easily and the fruit taste is less pronounced, so that when consumers buy it and take it home, it is not uncommon for Mixue ice cream to already be liquid. Then there are answers that show that the company's image is also not good, the bad attitude of employees which is felt by consumers makes Mixue's image bad. Mixue was given a bad reputation because there was news circulating that mixue contained ingredients that were not halal.

From the results of the research carried out, it can be stated that the product quality and brand image of Mixue are still not good. Product quality and brand image certainly have an important role in improving consumer purchasing decisions . Therefore, it is hoped that Mixue's product quality and brand image can be improved so that it will ultimately increase consumer buying interest can continue to the decision to repurchase.

Literature Review
Repurchase Interest

Repurchase Interest is a decision taken by consumers to strengthen the brand and ignore other options (Trivedi & Yadav, 2018) . Repurchase interest is reflected in the positive attitude of consumers who are loyal and committed to maintaining the good name and reputation of the company (Nofrialdi, 2021) . Repurchase interest arises because consumers feel satisfied with the products they consume or use, and with the emergence of this interest it is hoped that consumers will actually decide to repurchase (Zullaihah & Setyawati, 2021) . According to (Putra & Prasetyawati, 2021) , repurchase interest can be interpreted as consumers' willingness to repurchase the same product according to their experience and expectations.

Product Quality

Quality is a dominant issue in many companies, along with fast times, flexibility in meeting consumer demand (products made are always in accordance with what consumers request) and low selling prices, quality is a key and strategic choice. Product quality is a combination of all product characteristics resulting from the marketing department, the results of production engineering and maintenance so that it becomes an item (product) that can be used according to consumer needs (Ibrahim & Thawil, 2019) . Product quality is the characteristic of a brand's products that a company produces with a serious and long process in order to meet the needs and benefits of its consumers. So there is optimism for sellers so that the products offered have a different selling value from competitors' products so that product quality will determine the success of sales in the market (Surpriadi et al., 2021) . Every company that wants to meet the needs and desires of customers will try to make quality products, which are displayed both through the external characteristics of the product and the core of the product itself (Weenas, 2013) .

Brand Image

Brand image is a series of associations that exist in consumers' minds towards a brand, usually organized into a meaning. By having a good brand image, customers can recognize the product or service they want to buy, know the quality of the product, and gain experience from the product which can then be recommended to other people (Setyowati, 2017) . Brand image is an introduction to a label. which represents a brand, which is embedded in the minds of these customers, or in other words, brand image as a representation of the overall results of people's recognition of a brand (Tiefani & Saputra, 2020) . Brand Image is a view of the value of a product that a company provides to customers regarding the beliefs that are formed and inherent in the minds of customers towards a particular brand (Rosmawati, 2023) .

Customer Satisfaction

Customer satisfaction is the level of someone's feelings after comparing the perceived product performance with their expectations (Indrasari, 2019) . Customer satisfaction means a comparison between what consumers expect and what consumers feel when using the product. If consumers feel that the performance of a product is poor or exceeds their expectations, it means they are dissatisfied (Gultom et al., 2020) . Customer satisfaction will increase if consumers who consume the product feel happy and like the product in an effort to increase customer satisfaction The quality of the products offered must be improved to be of higher quality (Arif & Syahputri, 2021) .

Method

This type of research is survey research, which takes samples from a population. This research uses an explanatory approach, which aims to explain the causal relationship between

research variables and hypothesis testing (Nasution et al., 2020) . This research uses associative research, namely research to contact two or more variables. Where the relationship between variables in the research will be analyzed using relevant statistical measures on the data to test the hypothesis.

The approach for this thesis is a quantitative approach, where quantitative research is used as a research method based on the philosophy of positivism, used to research a certain population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of proposing a predetermined hypothesis.

Population And Sample

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2014) . In this research, the population used is people who consume and make purchases at Mixue stores throughout Medan City. Because the population used is all Mixue customers, the number is very widely spread and it is difficult to know for sure, samples were taken.

According to (Sugiyono, 2014) , the sample is part of the number and characteristics of the population. In this study the sample used was a questionnaire. In this study, not the entire population was taken, but only a portion of the population due to the author's limitations in conducting research both in terms of time, energy and unknown population size. Therefore, the sample taken must be truly representative.

Because the population of Medan people who consume Mixue is unknown, the formula needed to determine the sample size is to use the Lemeshow formula.

$$n = \frac{Za^2 x\ P\ x\ Q}{r^2}$$

Information :
n = Minimum number of samples required
   = Standard Value of the distribution according to value   = 5% = 1.96
Z_a α
P = Prevalence of outcome , because data has not yet been obtained, 50% is used
Q= 1 – P
L= 10% level of accuracy
Based on the formula, then n =   = 96.04

$$\frac{(1.96)^2 x\ 0.5\ x\ 0.5}{0.1^2}$$

Based on the formula above, there are 96.04 samples and rounded up to 96. The number of respondents to be used in this research is 96.

Data Collection
Measurement Model Analysis (Outer Model)
The measurement model analysis (outer model) uses 4 tests, including: convergent validity , discriminant validity , composite reliability, and Cronbach alpha. The following are the results the test:

Convergent Validity

An individual reflexive measure is said to be high if it correlates > 0.70 with the construct being measured. However, according to (Ghozali, 2013), for research in the initial stages of developing a measurement scale, a loading value of 0.5-0.6 is considered sufficient.

Table 1. Outer Loading

	Brand Image	Customer satisfaction	Product quality	Repurchase Interest
CM1	0.769			
CM2	0.775			
CM3	0.836			
CM4	0.805			
CM5	0.751			
CM6	0.734			
CM7	0.708			
CM8	0.761			
KP1			0.726	
KP2			0.734	
KP3			0.779	
KP4			0.900	
KP5			0.709	
KP6			0.793	
KP7			0.705	
KP8			0.779	
KPL1		0.780		
KPL2		0.792		
KPL3		0.776		
KPL4		0.766		
KPL5		0.783		
KPL6		0.798		
KPL7		0.762		
KPL8		0.732		
MBU1				0.846
MBU2				0.747
MBU3				0.901
MBU4				0.750
MBU5				0.823
MBU6				0.762
MBU7				0.703
MBU8				0.724

Source: SmartPLS 3 Data Processing Results (2023)

Convergent validity test is that all loading values are above 0.5, so it can be concluded that all loading values are dequate.
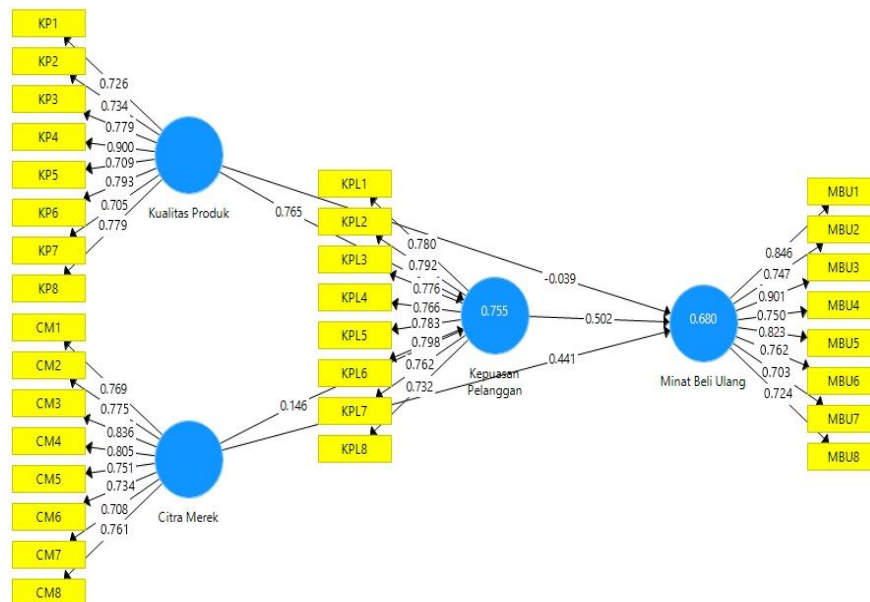
Figure 2. Test Results (Outer Loading)
Source: SmartPLS 3 Data Processing Results (2023)

Discriminant Validity

It is a measurement model with reflexive indicators assessed based on cross-loading of measurements with constructs. (Ghozali, 2013) stated that this measurement can be used to measure the reliability of component scores of latent variables and the results are more conservative compared to composite reliability . It is recommended that the AVE value should be greater than the value of 0.50.

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand Image	0.521
Customer satisfaction	0.514
Product quality	0.546
Repurchase Interest	0.524

Source: SmartPLS 3 Data Processing Results (2023)

Based on the table above, it shows that the AVE (Average Variance Extracted) value for all constructs has a value of > 0.50. Therefore, there is no discriminant validity problem in the model tested.

Cronbach Alpha

Cronbach alpha must be > 0.70 for confirmatory research , and > 0.53 is still acceptable for exploratory research (Hair et all., 2021) .

Table 3. Cronbach Alpha

	Cronbach's Alpha
Brand Image	0.767
Customer satisfaction	0.726
Product quality	0.828
Repurchase Interest	0.766

Source: SmartPLS 3 Data Processing Results (2023)

By looking at the Cronbach alpha value of the indicator block that measures the construct, it can be concluded from the table above that all constructs have reliability that is in accordance with the required minimum value limit.

Composite Reliability

Composite reliability must be > 0.70 for confirmatory research , 0.53-0.70 is still acceptable for exploratory research (Hair et all., 2021) .

Table 4. Composite Reliability

	Composite Reliability
Brand Image	0.828
Customer satisfaction	0.806
Product quality	0.868
Repurchase Interest	0.847

Source: SmartPLS 3 Data Processing Results (2023)

The table above shows that the composite reliability value for all constructs is above 0.53. Thus it can be concluded that all constructs have good reliability.

Model Analysis (Inner Model)

Analysis model structural use 3 testing, between other: (1) R- Square ; (2) F-Square ; (3) Hypothesis Test : Following are the test results:

R-Square

The criteria for R-Square are: (1) if the value (adjusted) = 0.75 → model is substantial (strong); (2) If mark (adjusted) = 0.50 → model is moderate (medium); (3) if the value (adjusted) = 0.25 → the model is weak (bad) (Juliandi, 2018).

Table 5. R-Square

	R Square	R Square Adjusted
Customer satisfaction	0.755	0.750
Repurchase Interest	0.680	0.670

Source: SmartPLS 3 Data Processing Results (2023)

The conclusion from testing the R-quare value in Table 4.14 is as follows: R-Square Adjusted m model path I = 0 .670 This means the ability of variable X , namely product quality and brand image in explaining Y (repurchase interest) is 67%, thus the model is classified as medium; R-Square Adjusted model path II = 0 .750 . This means that the ability of variable X is product quality and brand image in explaining Z (customer satisfaction) is 75 %, thus the model is classified as strong.

F-Square

F-Square measurement or effect size is a measure used to assess the relative impact of an influencing (exogenous) variable on the influenced (endogenous) variable. Changes in values when certain exogenous variables are removed from the model can be used to evaluate whether the omitted variables have a substantive impact on the endogenous construct (Juliandi, 2018). The F-Square criteria according to (Juliandi, 2018) are as follows: (1) If the value = 0.02 → Small effect of exogenous variables on endogenous; (2) If value = 0.15 → Medium/moderate effect of exogenous variables on endogenous; and (3) If value = 0.35 → Large effect of exogenous variables on endogenous.

Table 6. F-Square

	Brand Image	Customer satisfaction	Product quality	Repurchase Interest
Brand Image		0.049		**0.324**
Customer satisfaction				**0.193**
Product quality		**1,336**		**0.312**
Repurchase Interest				

Source: SmartPLS 3 Data Processing Results (2023)

The conclusion of the F-Square value that can be seen in the table above is as follows:
1) The variable X 1 (product quality) to Y (repurchase interest) has a value = 0.312, then there is a large effect of the exogenous variable on the endogenous.
2) Variable X2 (brand image) to Y (repurchase interest) has a value = 0.324, then there is a large effect of the exogenous variable on the endogenous.
3) Variable X1 (product quality) to Z (customer satisfaction) has a value = 1.336, then the exogenous variable has a large effect on the mediator.
4) Variable X2 (brand image) to Z (customer satisfaction) has a value = 0.049 , then the exogenous variable has a small effect on the mediator.
5) The variable Z (customer satisfaction) on Y (repurchase interest) has a value = 0.193, so there is a moderate effect of the mediator variable on endogenous.

Hypothesis test
Direct Effects (Direct Influence)
This test is to determine the path coefficients of the structural model. The goal is to test the significance of all relationships or test hypotheses. If the P-Values < 0.05, then it is significant; and if the P-values are > 0.05, then it is not significant (Juliandi, 2018).

Table 7. Direct Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Customer Satisfaction	0.146	0.164	0.066	2,208	**0.028**
Brand Image -> Repurchase Intention	0.441	0.440	0.110	4,020	**0,000**
Customer Satisfaction -> Repurchase Intention	0.502	0.487	0.103	4,896	**0,000**
Product Quality -> Customer Satisfaction	0.765	0.757	0.055	13,842	**0,000**
Product Quality -> Repurchase Intention	0.439	0.417	0.115	4,339	**0,000**

Source: SmartPLS 3 Data Processing Results (2023)

The path coefficient in the table above shows that all path coefficient values are positive (seen in TStatistic(|O/STDEV|)), including:

1) X1 against Y : TStatistics value (|O/STDEV|) = 4.339 and P-Value = 0.000 < 0.05 meaning, the influence of X (product quality) on Y (repurchase interest) is positive and significant .

2) X2 against Y : TStatistics value (|O/STDEV|) = 4.020 and P-Value = 0.000 < 0.05 meaning, the influence of X (brand image) on Y (repurchase interest) is positive and significant .

3) X1 against Z : TStatistics value (|O/STDEV|) = 13.842 and P-Value = 0.000 < 0.05, meaning, the influence of X1 (product quality) on Z (customer satisfaction) is positive and significant .

4) X2 against Z : TStatistics value (|O/STDEV|) = 2.208 and P-Value = 0.028 < 0.05, meaning, the influence of X2 (product quality) on Z (customer satisfaction) is positive and significant .

5) Z on Y: TStatistics(|O/STDEV|) = 4.896 and P-Values = 0.000 < 0.05, meaning that the influence of Z (customer satisfaction) on Y (repurchase interest) is positive and significant.
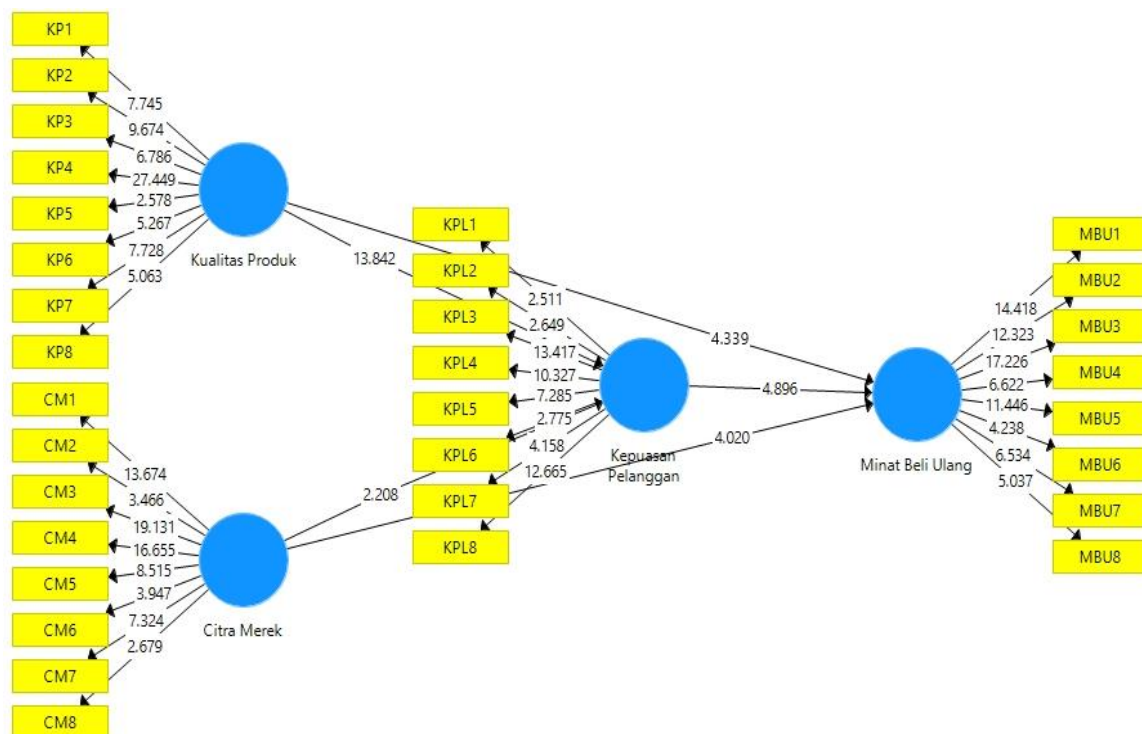

Figure 3. Test Results (Direct Effect)

Source: SmartPLS 3 Data Processing Results (2023)

Indirect Effect (Indirect Influence)
indirect effect analysis is useful for testing the hypothesis of the indirect influence of an influencing variable (exogenous) on the influenced variable (endogenous) which is mediated/mediated by an intervening variable (mediator variable) (Juliandi, 2018). The criteria for determining indirect influence (indirect effect) (Juliandi, 2018) are:

1) If the P-Values value is <0.05, then it is significant, meaning that the mediator variable (Z/

customer satisfaction) mediates the influence of the exogenous variables (X1/ product quality) and (X2/brand image) on the endogenous variable (Y/repurchase interest).

2) If the P-Values value is > 0.05, then it is not significant, meaning that the mediator variable Z/ customer satisfaction), does not mediate the influence of the exogenous variables (X1/ product quality) and (X2/brand image) on the endogenous variable (Y/repurchase interest).

Table 8. Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Customer Satisfaction -> Repurchase Intention	0.073	0.080	0.037	1,988	**0.047**
Product Quality -> Customer Satisfaction -> Repurchase Intention	0.384	0.368	0.082	4,685	**0,000**

Source: SmartPLS 3 Data Processing Results (2023)

Thus, it can be concluded that the indirect effect values seen in table 4.17 are:

1) Indirect effect (X1) -> (Z) -> (Y) TStatistics(|O/STDEV|) value is 4.685 , with P-Values 0.000 < 0.05 (significant), then customer satisfaction mediates the influence of product quality on repurchase intention.

2) Indirect effect (X2) -> (Z) -> (Y) TStatistics(|O/STDEV|) value is 1.988 with P-Values 0.047 < 0.05 (significant), then customer satisfaction mediates the influence of brand image on repurchase intention.

Total Effect (Total Influence)
total effect is the total of direct effects and indirect effects (Juliandi, 2018).

Table 9. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Customer Satisfaction	0.146	0.164	0.066	2,208	**0.028**
Brand Image -> Repurchase Intention	0.514	0.520	0.106	4,830	**0,000**
Customer Satisfaction -> Repurchase Intention	0.502	0.487	0.103	4,896	**0,000**
Product Quality -> Customer Satisfaction	0.765	0.757	0.055	13,842	**0,000**
Product Quality -> Repurchase Intention	0.345	0.351	0.093	3,707	**0,000**

Source: SmartPLS 3 Data Processing Results (2023)

Conclusion from mark total influence on table on is:

1) Total effect For connection X1 (product quality) And Y (repurchase interest) TStatistics value(|O/STDEV|) is 3.707 with P-Values 0.000 < 0.05 (significant effect) .
2) Total effect For connection X2 (brand image) And Y (repurchase interest) TStatistics value(|O/STDEV|) is 4.830 with P-Values 0.000 < 0.05 (significant effect) .
3) Total effect For connection X1 (product quality) And Z (customer satisfaction) value TStatistics(|O/STDEV|) is 13.842 with P-Values 0.000 < 0.05 (significant effect) .
4) Total effect For connection X2 (product quality) And Z (repurchase interest) TStatistics value(|O/STDEV|) is 2.208 with P-Values 0.028 < 0.05 (significant effect) .
5) The total effect for the relationship between Z (customer satisfaction) and Y (repurchase interest) value of TStatistics(|O/STDEV|) is 4.896 with P-Values 0.000 < 0.05 (significant effect) .

Discussion

1) Based on partial test results , the influence of product quality on repurchase interest , with a significance level of 0.000 < 0 . 05 From these results it can be concluded that there is a significant influence between product quality and repurchase interest.
2) Based on partial test results , the influence of brand image on repurchase intention , with a significance level of 0.000 < 0 . 05 From these results it can be concluded that there is a significant influence between brand image and repurchase intention .
3) Based on partial test results, the influence of customer satisfaction on repurchase interest , Z on Y with the value TStatistics(|O/STDEV|) = 4.896 and P-Value s 0 , 0 00 with a significance level of 0.000 < 0 . 05 From these results it can be concluded that there is a significant influence between customer satisfaction and repurchase interest .
4) Based on partial test results , the effect of product quality on customer satisfaction , with a significance level of 0.000 < 0 . 05 From these results it can be concluded that there is a significant influence between product quality and customer satisfaction .
5) Based on partial test results, the influence of brand image on customer satisfaction , X2 on Z with the value TStatistics(|O/STDEV|) = 2.208 and P-Value s 0.028 with a significance level of 0.028 < 0.05. From these results it can be concluded that there is a significant influence between brand image and customer satisfaction .
6) Based on partial test results , the influence of product quality on repurchase interest through customer satisfaction , 05 From these results it can be concluded that there is a significant influence between product quality on repurchase interest through customer satisfaction . This means that the mediating variable (customer satisfaction) is a mediator between product quality and repurchase interest.
7) Based on the results of simultaneous testing, the influence of brand image on repurchase intention through customer satisfaction , X 2 on Y through Z with TStatistics(|O/STDEV|) value = 1.988 and P-Value s 0.047 with a significance level of 0.047 < 0 . 05 from these results it can be concluded that there is an influence between brand image and repurchase intention through customer satisfaction . This means that the mediating variable (customer satisfaction) is the mediator between brand image and repurchase interest.

Conclusion

Based on data obtained in this research from respondents totaling 96 people, it has been carried out analysis, it is concluded as follows:

1. Product quality has a significant effect on repurchase interest at Mixue Store in Medan City .
2. Brand image has a significant effect on repurchase interest at Mixue Store in Medan City

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3. Customer satisfaction influence on repurchase interest at Mixue Store in Medan City .
4. Product quality has a significant effect on customer satisfaction at Mixue Store in Medan City .
5. Brand image has a significant effect on customer satisfaction at Mixue Store in Medan City .
6. Product quality influence on repurchase interest through customer satisfaction at Mixue Store in Medan City.
7. Brand image influence on repurchase interest through customer satisfaction at Mixue Store in Medan City.

Suggestion
The suggestions that can be given in this research are as follows:
1. Mixue Store is advised to make improvements in the product quality control process, including stricter supervision of raw materials, regular inspections during production, and quality tests before the product reaches consumers.
2. Mixue Store is advised to carry out a strategy to produce products or services that are unique and different from competitors. By highlighting the distinctive elements that make Mixue Store unique, brand image can be enhanced.
3. Encourage improvements in customer service that is more responsive, friendly and helpful. Training employees in communication skills and handling customer complaints can provide a more positive experience.
4. Recommend implementing a loyalty program that provides incentives for customers to return to shop. Special discounts, exclusive offers, or gifts for loyal customers can increase repeat purchase interest.

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