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Research Article

The Effect of Product Quality and Customer Perceived Value on Repurchases with Intervening Satisfaction

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Abstract

The purpose of this study was to determine the effect of product quality and customer-perceived value on repurchase. The method used in this research is explanatory research with a quantitative approach. The population in this study are all consumers who have purchased products at an unknown number of KFC Cempaka Putih Branch restaurants. The sample of this study was 104 people who came from consumers buying products at the KFC Cempaka Putih Branch restaurant. The data collection technique in this study was to use a questionnaire. Then, the data was analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method using the WarpPLS 7.0 program. The results of this study indicate that product quality and customer-perceived value have a positive and significant effect on customer satisfaction. Customer satisfaction, and customer perceived value have a positive and significant effect on repurchase buying. The implications of the study for managerial practices at KFC Cempaka Putih Branch are discussed. Recommendations are made to improve product quality, enhance perceived value, and effectively manage customer satisfaction to foster repurchases.

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1. Introduction

The faster the times develop, there are many ways for consumers to fulfill their daily needs, which are currently more diverse, of course, by paying attention to the needs factors desired. In terms of meeting basic needs such as eating and drinking, it is the concern of many companies or markets providing goods and services to offer a variety of products that are varied and in accordance with consumer desires and even try to fulfill all consumer requests. This kind of thing is often done by restaurants, especially fastfood restaurants, which until now continue to try to adapt and meet the basic needs of consumers accompanied by high consumer demand. Modern food, or fast food, is food that is classified as high fat, high salt, and high sugar but low in fiber and vitamins (Aulya et al., 2021).

In entering today's global market era, competition is increasingly sharp for both service and manufacturing companies (Widiyanto & Sugandha, 2019). This condition makes the level of competition in fast food restaurants continue to increase so that many fast food restaurants provide various conveniences for consumers to get the best products, quality, and completeness of products to meet needs in accordance with consumer desires so that purchases can be achieved. Product quality at fast food restaurants is also an important factor in creating consumer satisfaction. This demand is a concern for competitors in competing to create superior quality products, considering that there are so many fast food restaurants throughout Indonesia, such as KFC, McDonald's, Hoka-Hoka Bento, Burger King, CFC, and others. Apart from product quality, many fast-food restaurants also use location strategies to attract the interest of their consumers (Alamsyah & Setyaningrum, 2018).
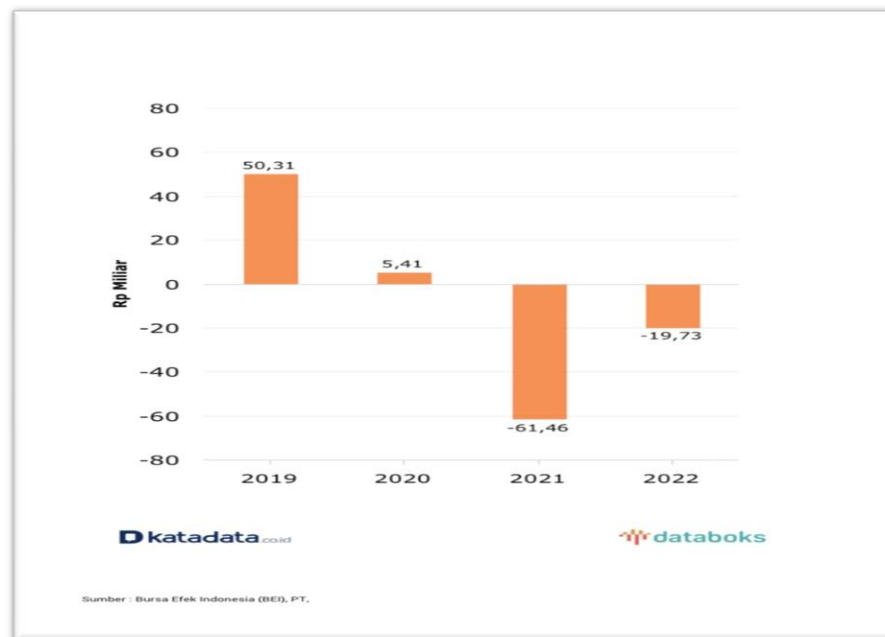

Figure 1. KFC Revenue Decline Diagram From 2019-2022

In Figure 1, based on the financial report, KFC experienced a decline in revenue. Not only in terms of ease of obtaining products, the best quality and completeness of products that suit consumer desires, but also the ability of fast-food restaurants to provide the best quality service to consumers.

Customer Perceived Value will provide 'long-term benefits.' Because customer perceived Value increases consumer confidence in a particular product, it will encourage consumers to repeat consumption of that product or increase their sense of attachment to products or brands that have positive perceived value. Customer Perceived Value is a customer's evaluation of the difference between all the benefits and all costs of marketing an offer relative to other competitors' offers. For some consumers, value means a product that has an affordable price, but for other consumers, value means "pay more to get more."

Perceived value is a comprehensive form of consumer evaluation regarding a product or service. Perceived value is defined as a consumer's overall assessment of the value of product benefits from what is received relatively compared to what must be sacrificed (Syarifah et al., 2020). Consumer purchasing decisions are always a concern for product marketers (Handoyo & Nugraha, 2020). Consumers who make repurchases or loyal consumers are a valuable asset for the company because there are many benefits to be gained from consumers who make repurchases.

Consumers who make repurchases or loyal consumers are an asset for the company because there are many benefits to be gained from consumers who make repurchases. The value of loyal

consumers is very important for companies; therefore, companies need to encourage consumers who make purchases to buy again. This value is because consumer satisfaction means being able to fulfill something pleasant and in line with their expectations (Subagiyo & Adlan, 2017).

Consumer satisfaction is also the main goal of many markets and fast-food restaurants (Hikmawati, 2017). One of the many fast food restaurants in Indonesia, KFC is one of the fast food companies that provides the best fast food fried chicken. Repurchase itself is an activity carried out by consumers in making purchases more than once where the purchasing process has been carried out previously. Repeat purchases made by consumers illustrate how far marketers have gone in trying to market a product to consumers. For this reason, product and service providers must be able to meet consumer expectations regarding the products and services that will be consumed and purchased according to the prices given by the restaurant and that are affordable for all groups. So consumers will make a purchase themselves after visiting the fast food restaurant and create opportunities for this restaurant in the future.

2. Literature Review and Hypothesis

Repeat purchase
Swastha & Handoko (2012), repurchases are purchases that have been made for the same product or service and will be bought again for the second or third time. As for the opinion (Suryani, 2019), repurchase is a decision to be willing to use the same product or service as before, which indicates that the product or service meets consumer expectations. Repurchase describes a customer's desire to continue to be in touch with a product or service in the future.

Consumer Satisfaction
Satisfaction can be defined as a person's evaluation of the difference between previous expectations and the final result (Berlianto, 2017). If it is appropriate, consumers will feel satisfied. Satisfaction plays a very important role in purchasing a product or service by consumers. Martin et al. (2007) define consumer satisfaction as one of the important factors for predicting consumer behavior and, more specifically, repurchases.

Customer Perceived Value
Nazwirman (2018) defines customer value as a general personal perception about the benefits that customers will obtain in connection with an organization's offerings and can be achieved by reducing fraudulent redemptions or providing ideal benefits to customers. Based on the theory above, Customer Value is a person's perception of whether the results of the sacrifices they make are commensurate with the results they get. The higher the level of assessment, the higher the consumers repurchases of products that they frequently consume (Tridiana, 2018).

Product Quality
Product quality has a very important role in determining product choice. Kotler and Armstrong (2012) state that product quality is the ability of a product to perform its function. This finding includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. It is often ingrained in consumers' minds that a particular company's products are of much higher quality than competitors' products, and consumers buy products that are believed to be of higher quality.

Hypothesis
Product Quality and Consumer Satisfaction
Product quality has a very important role in determining product choice. Kotler and Armstrong (2012) state that product quality is the ability of a product to perform its function. This quality includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Research results from Ibrahim & Thawil (2019), Amanah (2010), and Arianty (2015) state that product quality has a significant effect on consumer satisfaction.
H1: Product quality has a positive and significant effect on consumer satisfaction.

Customer Perceived Value and Consumer Satisfaction
Nazwirman (2018) defines customer value as a general personal perception about the benefits that customers will obtain in connection with an organization's offerings and can be achieved by reducing fraudulent redemptions or providing ideal benefits to customers. The research results of Perwira et al. (2016) and Ndun (2019) concluded that Customer Perceived Value has a significant influence on Customer Satisfaction.
H2: Customer Perceived Value has a positive and significant effect on consumer satisfaction.

Consumer Satisfaction and Repurchases
Satisfaction plays a very important role in purchasing a product or service by consumers. Martin et al. (2007) define consumer satisfaction as one of the important factors for predicting consumer behavior and, more specifically, repurchases. Research results from Suryani and Rosalina (2019) and Resti and Soesanto (2016) concluded that consumer satisfaction has a positive and significant influence on repurchases.
H3: Consumer satisfaction has a positive and significant effect on repurchases.

Product Quality and Repurchases
Product quality is the company's ability to provide distinctive characteristics to its products so that consumers can understand the products being sold. According to Ekaprana et al. (2020) and Pamardi (2019) concluded that product quality has a positive and significant effect on repurchases.
H4: Product quality has a positive and significant effect on repurchases.

Customer Perceived Value and Repurchases
Perceived value is the consumer's overall assessment of the product benefits obtained from the product plus the costs of obtaining the product. Perceived value, or what can also be called perceived value, is the result received, and the difference between service quality and sacrifices made by consumers certainly influences customer satisfaction (Kotler, 2006). According to Sayidah & Hidayat (2022), Pratiwi et al. (2015), and Anggreini (2015), Customer Perceived Value has a positive and significant influence on repurchases.
H5: Customer Perceived Value has a positive and significant effect on repurchases.

Product Quality, Consumer Satisfaction, and Repurchases
The results of Prayoni and Respati (2020) research show that consumer satisfaction variables, consumer satisfaction variables, and product quality variables have a positive and significant effect on repurchases. Wardani (2022) product quality indirectly has a positive and significant effect on repurchases.
H6: Consumer Satisfaction mediates the influence of Product Quality on Repurchases significantly and positively.

Customer Perceived Value, Consumer Satisfaction, and Repurchases
The customer satisfaction factor is the main factor that can influence buyers to make repurchases, so the higher a customer's level of satisfaction, the higher the decision to repurchase products and services. The research results of Purek & Khasanah (2018) and Nyarmiati & Astuti (2021) state that customer value has a significant influence on customer satisfaction.
H7: Consumer Satisfaction mediates the influence of Customer Perceived Value on Repurchases significantly and positively.

Conceptual framework
In this research, variables can be determined that are in accordance with the conceptual framework or research plan, namely the repurchase variable will be the dependent variable. The product quality variable, customer perceived value, is the independent variable. The consumer satisfaction variable is intervening. In this research, researchers will try to find the influence between independent variables, dependent variables, and intervening variables. So, the framework of thought in this research can be described as follows:
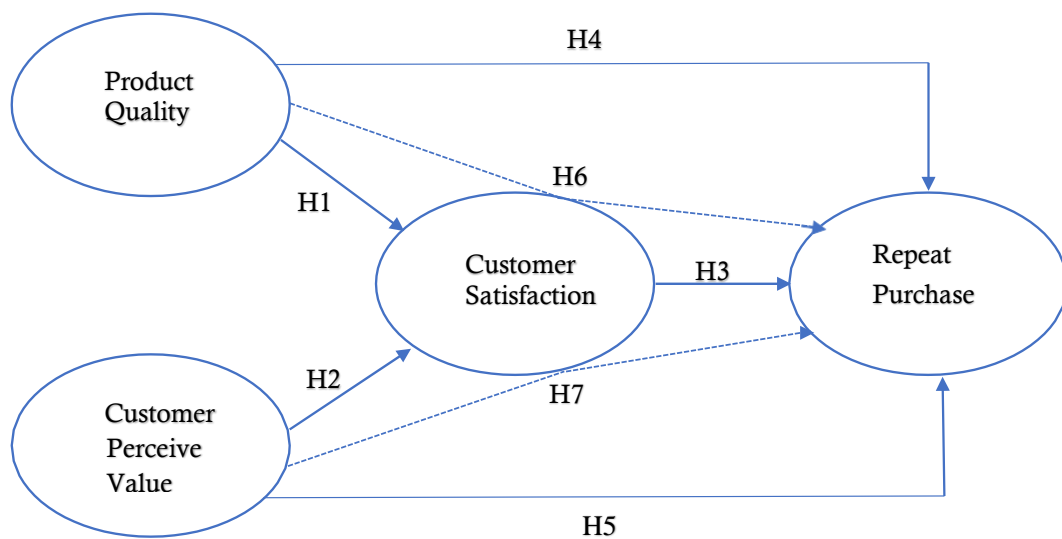
Figure 2. Research conceptual framework

Information:

⟶ : Direct Influence

- - - ▸ : Indirect Influence

3. Data and Method

The type of research used in this research is explanatory with a quantitative approach. The explanatory research method is a research method that aims to explain the position of the variables studied and their influence on one variable and another variable. The population in this study is all consumers who have purchased products more than once at the KFC Cempaka Putih Branch restaurant, an unknown number. This research used a non-probability sample with a sample size of 104 people. The method used in this research is the Partial Least Square Structural Equation Modeling (PLS-SEM) method using the WarpPLS 7.0 program. PLS is used to analyze causal relationship models between variables with the aim of determining the direct and indirect influence of independent variables on the dependent variable.

4. Results

Evaluation of the Measurement Model (Outer Model)

A good construct is if the loading factor value is significant at p-value < 0.01 and < 0.05 and the construct reliability has a composite reliability value of the variable > 0.7.

Table 1. Evaluation Results of the Measurement Model

Variable	Composite Reliability
Product Quality	0.911
Customer Perceived Value	0.902
Consumer Satisfaction	0.894
Repeat purchase	0.891

Source: Primary data processed, 2023

The research results show that all items in all statement variables have a big role in forming the repurchase variable because they have a composite reliability value of > 0.7.
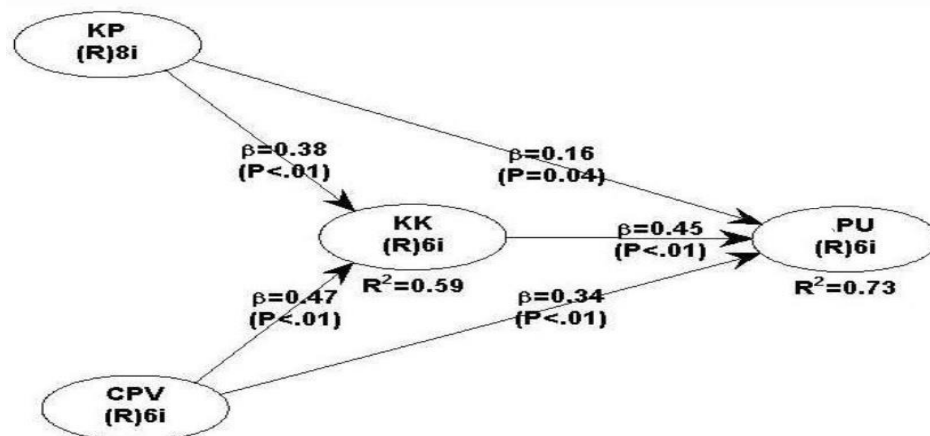
Structural Model (Inner Model)
Structural model evaluation was carried out to see the suitability of the model for the influence of product quality and customer perceived value on repurchases, with consumer satisfaction as the mediator variable. In general, the analysis of structural models is determined based on the overall model suitability quality index (Goodness of Fit).

Table 2. Structural Model Evaluation Results

Evaluation Measures	Criterion Rules	Model Test Results	Conclusion
R2 or adjusted R2	≤ 0.25 weak, 0.26-0.45 Moderate, 0.46-	R^2 = 0.726	Very strong
Q2 predictive relevance	0.70 strong ≥ 70 very strong	Q^2 = 0.728	Has Predictive Relevance
Tenenhaus Goodness of	Q2 > 0 = the model is predictive	GoF ≥ 0.620	Big

Source: Primary data processed, 2023

Based on Table 2, the Tenenhaus Goodness of FIT (GoF) evaluation measure is 0.620, where there is an influence between variables with a large level of suitability, namely ≥ 0.36. The test results for the coefficient of determination R^2 show a value of 0.726. These results show that all variables in this study influence repurchases, namely 72.6% and other variables influence the remaining 27.4%. The Q^2 value is 0.728. Based on these results, it can be concluded that the model has predictive relevance for the repurchase variable quite well in predicting the observed values. This is because the endogenous variable has a Q2 value > 0 (0.728).

Source: Primary data processed, 2023

Figure 3. Paths Between Variables

Based on Figure 3, it shows that there is a direct influence between the variables.

Hypothesis testing
Hypothesis testing is used to see the influence between research variables by looking at the significance value, which has a p-value criterion of 0.05 (5% significance level). According to Latan & Ghozali (2017), that the path coefficient value shows the influence (positive or negative), and the p-value shows significance in influencing the decision to accept or reject the hypothesis. The p-value used is 0.05, or a significant level of 5%. Hypothesis testing results are significant if the ρ-values are smaller than 0.05. The path coefficient value indicates a positive or negative influence.

Table 3. Hypothesis Test Results

Variabel Relationship	Coefficient	P- Value	Conclusion
Direct Effects			
Product quality -> Consumer Satisfaction	0.382	<0.001	Positive and Significant
Customer Perceived Value->Satisfaction Consumer	0.467	<0.001	Positive and Significant
Product Quality-> Purchase Repeat	0.164	0.042	Positive and Significant
Customer Perceived Value-> Repeat purchase	0.342	<0.001	Positive and Significant
Kepuasan Konsumen-> Pembelian Ulang	0.448	<0.001	Positive and Significant
Indirect Effects			
Product quality ->Consumer Satisfaction-> Repurchase	0.171	0.006	Positive and Significant
Customer Perceived Value->Consumer Satisfaction->Purchase Repeat	0.209	<0.001	Positive and Significant

Source: Primary data processed, 2023

Based on the results of hypothesis testing showing that the product quality variable has a positive and significant effect on consumer satisfaction, the first hypothesis is accepted. These results are based on tests that show that the P value is 0.001 or below the significant value of 0.05. The coefficient value of the product quality variable is 0.382 and shows a positive direction. These results indicate that the product quality variable has a positive and significant effect on consumer satisfaction.

H1: Product quality has a positive and significant effect on consumer satisfaction.

Based on the results of the hypothesis test it shows that the customer perceived value variable has a positive and significant effect on consumer satisfaction, so the second hypothesis is accepted. These results are based on tests that show that the P value is 0.001 or below the significant value of 0.05. The coefficient value of the customer perceived value variable is 0.467 and shows a positive direction. These results show that the customer-perceived value variable has a positive and significant effect on consumers.

H2: Customer Perceived Value has a positive and significant effect on Consumer Satisfaction.

Based on the results of the hypothesis test showing that the consumer satisfaction variable has a positive and significant effect on repurchases, the third hypothesis is accepted. These results are based on tests that show that the P value is 0.001 or below the significant value of 0.05. The coefficient value of the consumer satisfaction variable is 0.448 and shows a positive direction. These results indicate that the consumer satisfaction variable has a positive and significant effect on repurchases.

H3: Consumer satisfaction has a positive and significant effect on repurchases.

Based on the results of the hypothesis test showing that the product quality variable has a positive and significant effect on repurchases, the fourth hypothesis is accepted. These results are based on tests that show that the P value is 0.042 or below the significant value of 0.05. The coefficient value of the product quality variable is 0.164 and shows a positive direction. These results indicate that the product quality variable has a positive and significant effect on repurchases.

H4: Product quality has a positive and significant effect on repurchases.

Based on the results of the hypothesis test showing that the customer perceived value variable has a positive and significant effect on repurchases, the fifth hypothesis is accepted. These results are based on tests that show that the P value is 0.001 or below a significant value of 0.05. The coefficient value of the customer perceived value variable is 0.342 and shows a positive direction. These results show that the customer-perceived value variable has a positive and significant effect on

repurchases.

H5: Customer Perceived Value has a positive and significant effect on Repurchases.

5. Discussion

The Influence of Product Quality Variables on Consumer Satisfaction Variables

The results of the analysis in this study indicate that product quality has a positive and significant influence on consumer satisfaction. The research findings show that the better the product quality a company possesses, the higher the consumer satisfaction. Consumer satisfaction enhances the good relationship between the company and consumers and increases repurchases. Improved product quality increases consumer interest in the product. This research aligns with studies by Ibrahim and Thawil (2019) and Amanah (2010), indicating that product quality significantly influences customer satisfaction.

The Influence of Customer Perceived Value on Consumer Satisfaction

The analysis results in this study show that customer-perceived value has a positive and significant influence on consumer satisfaction. This result implies that the better consumers perceive the use of a company's product, the higher their satisfaction. Consumers who receive benefits matching their expectations enhance the positive image of the product in their minds, increasing trust in the product. This finding aligns with studies by Ndun (2019) and Perwira et al. (2016), indicating that customer-perceived value significantly affects consumer satisfaction.

The Influence of Consumer Satisfaction on Repurchases

The analysis results in this study indicate that consumer satisfaction has a significant influence on repurchases. This finding suggests that higher consumer satisfaction with a company's product increases repurchases. Suppose a company can maintain a good and quality product image in consumers' minds and uphold the service provided. In that case, consumers will be more interested in purchasing the product, fostering a good relationship between the company and consumers. Increased consumer satisfaction with the offered product leads to more repurchases. This result aligns with studies by Suryani and Rosalina (2019) and Resti and Soesanto (2016), showing that consumer satisfaction has a positive and significant impact on repurchases.

The Influence of Product Quality on Repurchases

The analysis results in this study show that product quality has a positive and significant influence on repurchases. The research indicates that the higher the level of product quality a company possesses, the more repurchases occur. Consumers pay close attention to product quality and will purchase products believed to be of higher quality than others. Consumer trust increases when a company's product can meet consumer expectations, leading to a desire for repurchases. This finding aligns with studies by Ekaprana et al. (2020) and Pamardi (2019), showing that product quality has a positive and significant impact on repurchases.

The Influence of Customer Perceived Value on Repurchases

The analysis results in this study show that customer-perceived value has a significant influence on repurchases. This result indicates that the higher the positive perception consumers have of a product, the more repurchases occur. Product quality and good service increase the desire for continuous purchases in a company because consumers feel comfortable when making purchases. This finding in-line with studies by Sayidah & Hidayat (2022), Pratiwi et al. (2015), and Anggraeni (2015), indicating that customer perceived value has a positive and significant influence on repurchases.

Consumer Satisfaction Mediates the Influence of Product Quality on Repurchases

Based on the hypothesis testing results, the study shows that consumer satisfaction acts as a mediating factor between the influence of product quality on repurchases. Thus, the mediation used is partial because of the positive and significant results. This research is consistent with the study conducted by Wardani (2022), indicating that product quality indirectly has a positive and significant impact on repurchases through customer satisfaction.

Consumer Satisfaction Mediates the Influence of Customer Perceived Value on Repurchases
Based on the hypothesis testing results, the study shows that consumer satisfaction acts as a mediating factor between the influence of customer perceived value on repurchases, with a coefficient value of 0.209 and a p-value of <0.001 (<0.05), indicating a positive and significant impact. Therefore, the mediation used is partial mediation due to positive and significant results. Hence, hypothesis 7, stating that consumer satisfaction mediates the influence of customer perceived value on repurchases, is accepted.

6. Conclusion
The findings of this study underscore the crucial role of product quality and customer-perceived value in shaping consumer satisfaction and influencing repurchases. The positive and significant impact of product quality on consumer satisfaction aligns with prior research, emphasizing the importance of maintaining high standards to enhance consumer relationships and foster repurchases. Similarly, the study reveals that customer-perceived value significantly contributes to consumer satisfaction, emphasizing the role of meeting or exceeding consumer expectations in building trust and positive product perceptions. Furthermore, the mediating role of consumer satisfaction in both the relationship between product quality and repurchases, as well as customer perceived value and repurchases, highlights the intermediary pathway through which these factors collectively influence consumer behavior. As a result, businesses are encouraged to prioritize product quality and perceived value to not only enhance consumer satisfaction but also to cultivate enduring customer loyalty and encourage repurchases.

Recommendation
Based on the results of the analysis and discussion, the conclusions that can be drawn from the Influence of Product Quality and Customer Perceived Value on Repurchases through Consumer Satisfaction as an Intervening Variable for KFC Cempaka Putih Branch include: Product quality has a positive and significant effect on consumer satisfaction. The better the quality level of KFC Cempaka Putih Branch products, the more consumer satisfaction will increase. Customer perceived value has a positive and significant effect on consumer satisfaction. Consumers who receive benefits according to what they expect will increase the positive image of the product in consumers' minds. This will increase consumer confidence in KFC Cempaka Putih Branch products. Consumer satisfaction has a positive and significant effect on repurchases. The higher consumer satisfaction with KFC Cempaka Putih Branch products, the higher the repurchases. Product quality has a positive and significant effect on repurchases. The higher the level of product quality that the KFC Cempaka Putih Branch has, the more repurchases will increase. Customer perceived value has a positive and significant effect on repurchases. Good product quality and service will increase consumers' desire to continue making purchases at KFC Cempaka Putih Branch because consumers feel comfortable when making purchases.

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Ethics declarations

Availability of data and materials
Data sharing is not applicable to this article as no new data were created or analyzed in this study.

Competing interests
No potential competing interest was reported by the authors.