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Research Article

Enhancing Repurchase Intentions: The Role of Product Quality, Service Quality, and Consumer Satisfaction as a Mediator

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Abstract

This inquires about points to investigate the effect of item quality and benefit quality on repurchase eagerly, with shopper fulfillment serving as a intervening calculate. Information was accumulated through a survey, and the investigation utilized the Fractional Slightest Square Auxiliary Condition Modeling (PLS-SEM) strategy. The discoveries demonstrate that both item quality and benefit quality altogether impact repurchase eagerly through customer fulfillment. Particularly, item quality emphatically and essentially influences repurchase purposefully, as does benefit quality. Furthermore, item quality emphatically and essentially contributes to buyer fulfillment, whereas benefit quality too emphatically impacts buyer fulfillment. Customer fulfillment, in turn, features a positive and noteworthy impact on repurchase eagerly, and it somewhat intervenes the relationship between item quality and repurchase eagerly. So also, shopper fulfillment somewhat intercedes the impact of benefit quality on repurchase eagerly. Administrative Suggestions: This thinks about emphasizing the imperative part of both item quality and benefit quality in improving buyer fulfillment, which eventually drives repurchase eagerly. For supervisors, this underscores the significance of maintaining tall benchmarks in item offerings and benefit conveyance to cultivate client devotion.

Keywords: Product Quality, Service Quality, Repurchase Intention, Consumer Satisfaction

1. Introduction

In today's rapidly evolving global landscape, we are witnessing a shift in cultural values that increasingly promotes individualism within society. The hustle and bustle of urban life often leads residents to seek new experiences that help alleviate the fatigue stemming from their daily routines. To unwind, many engage in activities such as dining, socializing over drinks, listening to music, gathering with friends and family, or simply taking time to relax.

Consumers are drawn to coffee shops not just for the drinks and food they offer, but also due to several other appealing factors. The prime location and comfortable ambiance of these establishments play a significant role in attracting patrons. Additionally, the availability of quality menu selections accompanied by friendly service enhances the overall experience (Kevin & Simon, 2024). Coffee shops provide facilities that encourage customers to gather and unwind. Beyond being a place for relaxation and socializing, coffee shops can also serve as conducive environments for more serious activities. They are ideal venues for meetings among business colleagues, as well as study spaces for students working on assignments (Putri, 2021).

To successfully maintain a coffee shop business, entrepreneurs must establish distinctive advantages and unique offerings for their products while also providing information that enhances customer satisfaction and engagement (Maghfur et al., 2023). A coffee shop cannot thrive without addressing these essential needs. This particular coffee shop demonstrates significant resilience and strong competitiveness, allowing it to survive and grow. Repurchase interest, as noted by Hasan (2019), refers to the inclination to purchase again based on previous buying experiences.

A large repurchase interest reflects a large level of satisfaction from consumers when consumers decide to buy a product. The decision to buy or reject a product arises after trying the product, and after trying the product, feelings of liking or disliking a product arise. A feeling of liking arises because consumers have the perception that a product used is good and can exceed consumers' desires and expectations (Fauzi et al., 2023).

Agreeing to Kotler & Armstrong (2018), item quality is the capacity of a item to illustrate its convenience, which incorporates toughness, unwavering quality, exactness, ease of operation and item repair, as well as other item properties. At that point, there's benefit quality, which is one of the components that impacts repurchase intriguing. Concurring to Kotler (2017), service quality could be a frame of buyer evaluation of the level of benefit gotten and the anticipated level of benefit. Concurring to (Tjiptono, 2019), buyer fulfillment can be translated as a comparison between trusts or desires some time recently acquiring and recognitions of execution after acquiring. This result implies that shopper fulfillment emerges after obtaining a item that they feel meets their desires.

This ponder fills the hole with respect to how item quality and benefit quality at the same time influence repurchase purposeful, with client fulfillment as a intervening variable, particularly within the setting of coffee shop businesses confronting tight competition. Most past thinks about talk about viewpoints of item or benefit quality independently, whereas this consider offers a all encompassing approach by considering both at the same time. This ponder points to analyze the impact of item and benefit quality on repurchase deliberate through client fulfillment as a intervening variable, utilizing the PLS-SEM strategy with information from DariKōpi Koja customers in North Jakarta. The most commitment of this consider is to supply knowledge for coffee shop commerce proprietors in expanding client fulfillment and dependability through item and benefit quality advancement procedures, which can eventually increment trade competitiveness.

2. Literature Review and Hypothesis
Literature Review
Consumer behavior
Consumer behavior refers to the process by which individuals decide to acquire a product or service, ultimately fulfilling their needs and desires (Ismanto, 2020). It serves as the foundation for consumers when making purchasing decisions. Before buying an item, consumers should carefully consider several factors, including price, quality, functionality, and other relevant aspects. This process of deliberation and inquiry regarding products prior to making a purchase is an integral part of consumer behavior (Indrasari, 2019). Understanding consumer behavior is crucial for companies as consumers play a vital role in their sustainability. However, it can be challenging for businesses to grasp consumer behavior due to the diverse backgrounds, preferences, and tastes of individuals (Mindari, 2020).

Repurchase Interest
Repurchase interest, as defined by Hasan (2019), refers to the inclination to purchase based on previous buying experiences. A high level of repurchase interest indicates significant consumer satisfaction. According to Swastha and Handoko (2018), this interest signifies a desire to buy the same product or service again. Tjiptono (2017) distinguishes repurchase interest from loyalty, noting that loyalty represents a psychological commitment to a specific product or brand, while repurchase behavior simply involves the repeated buying of the same brand. Nurfitriana and Iriani (2018) further explain that past purchasing behavior directly influences future repurchase interest and actions. Therefore, repurchase interest can be understood as a consumer behavior characterized by the decision to buy a product or service again, grounded in prior personal experience.

Product Quality
Concurring to Amalia & Nasution (2017), quality is the capacity of a item to carry out its capacities; this capacity incorporates toughness, unwavering quality, exactness created, ease of operation and repair and other important traits of the item. Concurring to Purnama & Rialdy (2019), item quality is the capacity of a item to carry out its capacities, counting toughness, unwavering quality, exactness, ease of operation and repair, as well as other profitable qualities. Concurring to Marpaung et al. (2021), item quality may be a item characteristic to meet customer needs and wants. With good quality, great characteristics will be shaped within the eyes of clients. At that point, agreeing to Kotler & Keller (2017), item quality is the capacity of a thing to supply comes about or execution that coordinate or even surpass what clients need. So, item quality is the capacity of a item to supply comes about that coordinate or surpass what is anticipated (Mustafa & Santosa, 2024).

Service quality
Benefit quality is the anticipated level of brilliance and control over that level of greatness to fulfill client wants (Tjiptono, 2019). At that point, agreeing to Kotler (2017) and (Sumardika et al., 2024), benefit quality may be a shape of customer evaluation of the level of benefit gotten and the anticipated level of benefit. On the off chance that the quality of benefit that clients get is in line with what they anticipate, at that point this may be a thought for buyers when making a buy. Concurring to Kasmir (2017), benefit quality is defined as the activities or activities of a individual or organization that point to supply fulfillment to customers or workers. Agreeing to Chabibi et al. (2018), benefit quality is an activity taken to fulfill the requirements of other individuals (customers, clients, visitors) whose level of fulfillment can as it were be felt by the individual serving and being served. It can be concluded that benefit quality is the activity of a individual or organization that centers on giving and satisfying shopper needs and fulfillment.

Consumer Satisfaction
Agreeing to Kotler and Keller (2019), fulfillment could be a person's feeling of bliss or disillusionment coming about from comparing the seen execution or comes about of a item or benefit with desires. Agreeing to Tjiptono (2019) and (Munawaroh & Simon, 2023), customer fulfillment can be translated as a comparison between trusts or desires some time recently buy and recognitions of execution after buy. Agreeing to Kharisma et al. (2023), buyer fulfillment is the enthusiastic investigate of customers after customers utilize a item, where the desires and needs of customers who utilize it are met. Agreeing to Fadillah et al. (2023), shopper fulfillment is the level of customer sentiments after comparing what they gotten and their desires. A customer, in the event that he is fulfilled with the esteem given by a item or benefit, is likely to gotten to be a client for a long time. So, customer fulfillment could be a person's level of fulfillment after obtaining a item that they feel meets their desires (Saputra & Santosa, 2024).

Hypothesis
The Influence of Product Quality on Repurchase Intention
Based on the comes about of past inquire about, the impact of item quality, concurring to Mulyana (2019), appears positive and critical comes about between item quality and repurchase intrigued

among Shao Kao shoppers in Surabaya. Besides, investigate conducted by Sari and Hariyana (2019) appears that item quality incorporates a positive and noteworthy impact on repurchase intrigued among teenage online shopping customers in Situbondo. At that point there's past inquire about, according to Hidayah & Apriliani (2019), which states that item quality contains a positive and critical impact on repurchase intrigued. On the off chance that the quality of the item given is getting superior, the intrigued in repurchasing will moreover increment. So, a theory can be defined as takes after:

H1: Product quality has a positive and significant effect on repurchase intention.

The Influence of Service Quality on Repurchase Intention
Based on the comes about of past inquire about, the impact of benefit quality, agreeing to Subandrio & Amarta (2021), appears positive and critical comes about between benefit quality and repurchase intrigued among buyers of the Lisa Jaya store in Bengkulu. Moreover, inquire about appears that benefit quality features a positive and critical impact on repurchase interest among Era Z BeautyHaul clients. At that point there's previous research, concurring to Mulyana (2019), which states that benefit quality includes a positive and noteworthy impact on repurchase intrigued. In case the quality of the benefit given is getting way better and buyers are fulfilled with the benefit, there will be an increment in repurchase intrigued. So, a speculation can be defined as takes after:

H2: Service quality has a positive and significant effect on repurchase intention.

The Influence of Product Quality on Repurchase Intention Through Consumer Satisfaction
Based on the comes about of past inquire about, the impact of item quality on repurchases intrigued through customers fulfillment, agreeing to Darwati et al. (2021), appears positive and critical comes about between the impact of item quality on repurchase intrigued through buyer fulfillment as an mediating variable for Matahari Office Store Sukabumi buyers. Moreover, inquire about conducted by Fuadi et al (2021) appears that there's a positive and critical impact between item quality on repurchase deliberate through shopper fulfillment as an interceding variable. Assume buyers feel fulfilled with the great quality of the items at the coffee shop. In that case, this could make buyers feel fascinated by buying again within the future since the quality of the items given by the coffee shop is sweet. So, a speculation can be defined as takes after:

H3: Consumer satisfaction mediates on product quality

The Influence of Service Quality on Repurchase Intention Through Consumer Satisfaction
Based on the comes about of past inquire about, the impact of benefit quality repurchase intrigued through buyer fulfillment, agreeing to Tania et al. (2022), appears positive and critical comes about between the impact of benefit quality on repurchase intrigued through customer fulfillment as an mediating variable for the shopper at Café n2 Foodcourt Tanjung Morawa. Moreover, investigate conducted by Alfaini et al (2022) appears that there's a positive and noteworthy impact between benefit quality on repurchase purposeful through buyer fulfillment as an interceding variable at the A1 Afiah Mangaran Situbondo Pharmacy. At that point there's past inquire about, concurring to Darwati et al. (2021), which states that there's a positive and noteworthy impact between benefit quality and repurchase intrigued through shopper fulfillment as a mediating variable. Assume a coffee shop gives great quality benefit so that it makes shoppers feel cheerful and fulfilled with the benefit given. In that case, this will have an effect on expanding shopper intrigued in repurchasing the coffee shop. So, a speculation can be defined as takes after:

H4: Consumer satisfaction mediates on service quality

Conceptual Framework
In this research, there are independent variables, dependent variables and mediating variables as mediating variables and intermediate variables between the independent variable and the dependent variable. The independent variables in this research are product quality and service quality, while the dependent variables are repurchasing interest and consumer satisfaction as mediating variables. Based on this explanation, the research framework can be seen in Figure 1.
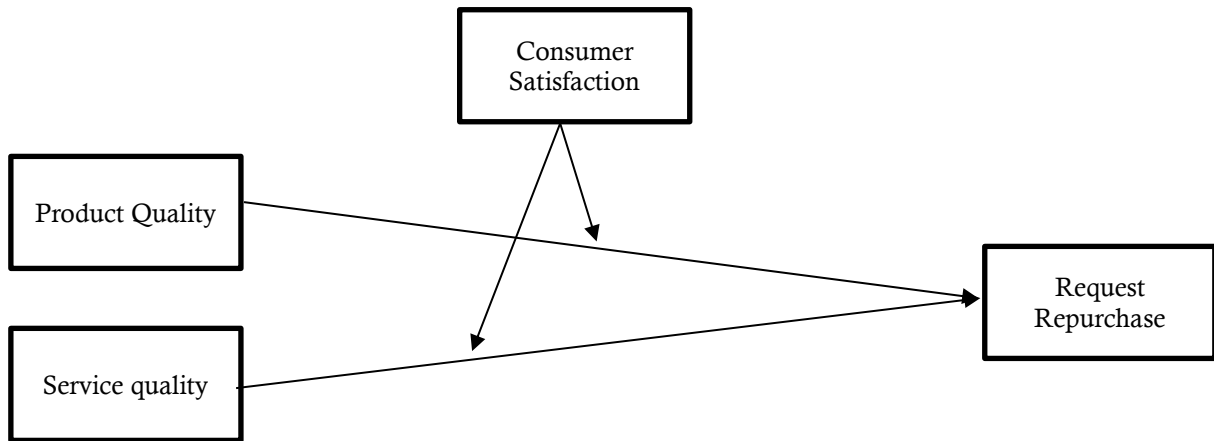
Figure 1. Conceptual Framework

3. Data and Method

Types of research

This investigation is informative with a quantitative approach. It points to decide the impact of item and benefit quality on repurchase purposefully utilizing customer fulfillment as a intervening variable.

Data collection technique

In this investigation, information was collected employing a study strategy, with collection procedures carried out utilizing surveys. Surveys were disseminated to clients who had gone to Dari Kōpi Koja, North Jakarta, and the survey was a Google shape.

Population

Populace could be a generalized range (a bunch) comprising of objects or subjects that have certain qualities and characteristics that analysts apply to consider and after that draw conclusions (Sugiyono, 2018). The populace in this inquire about are customers of Kopi Koja, North Jakarta.

Sample

Tests taken from the populace must be genuinely agent (agent) of the populace examined (Santosa & Hidayat, 2014). The examining strategy for this inquire about employments non-probability with a purposive testing strategy. Non-probability inspecting could be a testing strategy that does not give rise to openings for each populace, and the number is obscure. The testing strategy employs purposive examining which is characterized as a testing strategy with extraordinary choice or certain criteria for respondents.

Data analysis method

In this inquire about, the explanatory strategy utilized to test the investigate theory is the Auxiliary Condition Demonstrate (SEM) approach based on Halfway Slightest Square (PLS), which is bolstered by the Savvy PLS application. PLS employs a variable-based SEM measurable strategy, which is ready to unravel certain issues such as lost information, little test sizes and multicollinearity that shows up within the information and can learn complex models including mediating factors or middle of the road factors.

4. Results

Convergent Validity

Convergent Validity is used to determine that each existing indicator is estimated validly in measuring the indicators of the concept to be measured. Convergent validity is seen from the Average Variance Extracted (AVE) value, namely a value > 0.5 with a loading factor value > 0.70.

Table 1. Average Variance Extracted Value

	Average variance extracted (AVE)
Product Quality	0,552
Service quality	0,522
Consumer Satisfaction	0,601
Repurchase Interest	0,584

Source: Processed data (2023)

Based on Table 1 shows that the Average Variance Extracted (AVE) value for all the variables above has a value of > 0.5, which means that all the variables above are declared convergent validity.

Reliability Test
The reliability test is carried out by looking at the composite reliability value. The results of composite reliability are reliable if they have a value > 0.7. Reliability testing is a tool for measuring a questionnaire, which is an indicator of a variable (construct) (Ghozali, 2018). The following are the composite reliability values in Table 2

Table 2. Composite Reliability

	Composite reliability (rho_c)
Product Quality	0,952
Service quality	0,916
Consumer Satisfaction	0,900
Repurchase Interest	0,918

Source: Processed data (2023)

Table 2 shows that the composite reliability value of each variable has a value of > 0.7, which means that all constructs contribute to the formation of valid variables from this model, which is estimated to meet the composite reliability criteria.

Coefficient of Determination Test (R²)
The results of the coefficient of determination test can be seen from the R-Square (R^2). R-squared measures how far a model can explain the dependent variable. The following is the R-Square value, which can be seen in Table 3.

Table 3. Variable R-Square Value

	R-square
Repurchase Interest	0,609
Consumer Satisfaction	0,547

Source: Processed data (2023)

Based on the test results of the coefficient of determination, which has been noted in Table 3, the value of the R-Square for the repurchase interest variable is 0.609 (strong), meaning that the product quality variable, product quality can explain 60.9% of the repurchase interest variable. Customer service and satisfaction.

Predictive Relevance (Q²)
The predictive relevance test was carried out to find out how the construction of each variable in this research can be used to measure the research model. The value of predictive relevance can be seen from the Q^2 value obtained through the blindfolding method.

Table 4. Predictive Relevance Results (Q2)

	Q² predict
Repurchase Interest	0,526
Consumer Satisfaction	0,506

Source: Processed data (2023)

The independent variable in a study is said to be able to predict the related variable well if it has a Q² value greater than 0. If the model lacks predictive relevance, Q² is less than 0. Based on the results of Table 4, the Q² results are 0.526 and 0.506, which means predictions can be made. Rated high or predictive.

Goodness of Fit (GoF) Test
The Goodness of Fit test is used to assess the accuracy of the model being tested, whether it is good (fit) or not. The Goodness of Fit (GoF) value can be calculated manually by entering the AVE value and the value of the determination coefficient. The following is how to calculate the Goodness of Fit (GoF) value and the AVE (Average Variance Extracted) value.

$$AVE = (0{,}552+0{,}522+0{,}601+0{,}584)/4= 0{,}565$$
$$R^2= (0{,}609+0{,}547)/2= 0{,}578$$
$$GoF= \sqrt{AVE} \times R^2$$
$$GoF= \sqrt{0{,}565} \times 0{,}578$$
$$GoF= 0{,}848$$

Based on the results of the manual calculation of Goodness of Fit (GoF) above, the value obtained is 0.848, which means that this research model has a level of accuracy with a value of > 0.36, which means it is classified as large.

Research Hypothesis Testing
Path coefficients analysis aims to obtain information about the relationship between one variable and another in a study. Acceptance of the hypothesis in the study must have a t-statistic value of > 1.96, and p-values must be less than 0.05.
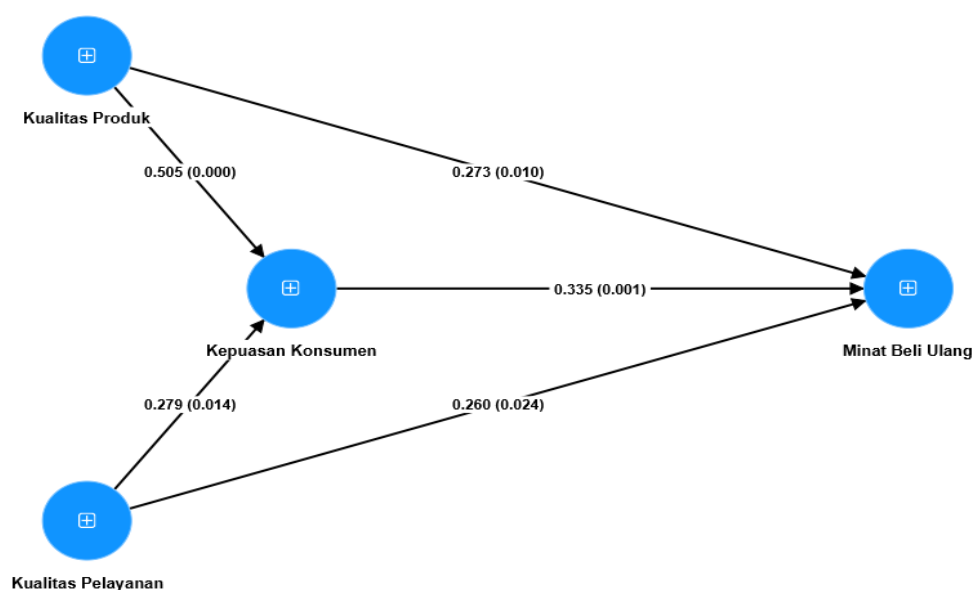
Figure 2. Path Diagram of Research Variables

Based on Figure 2. The results of the structural model test can be seen in how a variable influences other variables. The path coefficients have results that directly influence the product quality variable on repurchase interest, service quality on repurchase interest, product quality on consumer satisfaction, service quality on consumer satisfaction and consumer satisfaction on repurchase interest.

The value obtained from the path coefficient analysis can be obtained using the bootstrapping method to see the direct and indirect effects. The following Table 5 presents the results of testing the research hypothesis.

Table 5. Results of Research Hypothesis Testing

Relationship of Variables	Original sample	T statistics	P values
Product Quality → Repurchase Intention	0,273	2,583	0,010
Service Quality → Repurchase Intention	0,260	2,256	0,024
Product quality → Consumer Satisfaction	0,505	3,638	0,000
Service quality → Consumer Satisfaction	0,279	2,454	0,014
Consumer Satisfaction →Repurchase Intention	0,335	3,450	0,001
Product quality → Consumer Satisfaction	0,169	2,101	0,036
→ Repurchase Intention	0,093	2,295	0,022

Source: Processed data (2023)

The results of the hypothesis test show that product quality has a positive and significant effect on repurchase intention, with a coefficient of 0.273, a T value of 2.583, and a P value of 0.010. Likewise, service quality has a positive and significant effect on repurchase intention, with a coefficient of 0.260, a T esteem of 2.256, and a P esteem of 0.024. Besides, item quality moreover encompasses a positive and critical impact on client fulfillment, with a coefficient of 0.505, a T esteem of 3.638, and a P value of 0.000. In differentiate, benefit quality encompasses a positive impact on client fulfillment with a coefficient of 0.279, a T esteem of 2.454, and a P esteem of 0.014. In expansion, client fulfillment is demonstrated to have a positive impact on repurchase deliberate with a coefficient of 0.335, a T esteem of 3.450, and a P esteem of 0.001. Moreover, client fulfillment intercedes the relationship between item quality and repurchase purposeful with a coefficient of 0.169, a T esteem of 2.101, and a P esteem of 0.036. At last, item quality too has an circuitous impact on repurchase deliberate through client fulfillment, with a coefficient of 0.093, a T esteem of 2.295, and a P esteem of 0.022, demonstrating that client fulfillment acts as a halfway arbiter within the relationship.

5. Discussion
The Influence of Product Quality on Repurchase Intention
The comes about of the theory testing demonstrate that in the event that the item quality at the DariKōpi Koja coffee shop in North Jakarta is seen as predominant, buyer intrigued in repurchasing increments. Then again, in case the item quality is seen as lower, the probability of customers returning for encourage buys tends to diminish. These discoveries adjust with investigate conducted by Mulyana (2019), which proposes that respondents respect in general item quality as palatable which responsible item quality upgrades shopper delight of the offerings. Also, prove from Sari & Hariyana (2019) underpins the idea that customers regularly consider item quality when making buy choices at coffee shops. They anticipate the item gotten to coordinate the representations in special materials, which can emphatically impact their repurchase eagerly and empower them to prescribe the coffee shop to others or take off favorable input. This underscores the thought that item quality altogether influences repurchase intrigued. Hidayah and Apriliani (2019) advance expound that item quality meets client wants, needs, and desires, whereas Prakoso & Dwiyanto (2021) moreover affirms a positive and noteworthy relationship between item quality and repurchase intrigued.

The Influence of Service Quality on Repurchase Intention

From the comes about of theory testing, it was found that in case the quality of benefit given by the DariKōpi Koja coffee shop, North Jakarta, was way better (higher), the higher the intrigued in repurchasing by shoppers. These come about are in line with Subandrio and Amarta (2021), which states that if a shop can give great offices for serving buyers, customers will feel comfortable acquiring the items advertised by that shop, which suggests that benefit quality features a positive impact and critical affect on repurchase intrigued. This finding is additionally bolstered by inquiry, which states that service quality incorporates a positive and critical impact on repurchase purposefully. Mulyana (2019) expressed that benefit quality encompasses a positive and noteworthy impact on repurchase intrigued. At that point, moreover past research conducted by Sari and Hariyana (2019) stated that when customers make buys, they tend to consider benefit quality in serving shoppers. Assume the coffee shop serves it well and rapidly and gives the proper data. In that case, it'll make a feeling of fulfillment with the benefit, and this will influence expanding intrigued in rehash buys within the future and will prescribe it to other individuals.

Consumer Satisfaction moderates the Influence of Product Quality on Repurchase Intention.

The comes about of speculation testing appear that when buyers purchase items with great (tall) quality, shopper fulfillment tends to be tall and by implication increments intrigued in repurchasing. Moreover, bad habit versa, on the off chance that the lower the quality of the item advertised, the shopper fulfillment felt at the DariKōpi Koja coffee shop in North Jakarta will tend to be lower, coming about in a diminish in repurchase intrigued within the coffee shop gone to by buyers. DariKōpi Koja North Jakarta serves drinks concurring to the menu offered, as appeared within the menu and pictures provided, and the DariKōpi Koja North Jakarta shop encompasses a particular taste in its items. Based on the comes about of this inquire about it is in line with the comes about of inquire about by Darwati et al. (2021), appearing that consumer fulfillment can intercede product quality on repurchase deliberate. Expanded item quality will be able to extend consumers repurchase intrigued in conjunction with expanded shopper fulfillment. This finding is assisted affirmed by investigation by Fuadi et al. (2021), which states that buyer fulfillment can intercede item quality on repurchase purposeful.

The Influence of Service Quality on Repurchase Interest Moderated by Consumer Satisfaction

The theory testing appears that when customers feel the quality of benefit increments, the seen shopper fulfillment tends to be tall and by implication increments the intrigued in repurchasing. Moreover, bad habit versa, if the benefit quality is lower, the shopper fulfillment felt at the DariKōpi Koja North Jakarta shop will tend to be higher moreover moo, coming about in a diminish in repurchase intrigued in coffee shops gone to by shoppers. Respondents felt cheerful when DariKōpi Koja North Jakarta representatives made a difference buyers give data around a item by giving buyers consideration to each item they obtained. The comes about of this speculation test are in line with the comes about of inquire about by Tania et al. (2022), appearing that buyer fulfillment can intercede benefit quality on repurchase deliberate. This result was advance affirmed by Alfaini et al (2022) who expressed that customer fulfillment can intervene benefit quality on repurchase purposefully. The superior the quality of benefit, the more customer fulfillment will increase, or in other words, the more the quality of benefit in a trade is illustrated, the more shopper fulfillment will increase, and eventually, this will lead to repurchase intrigued from buyers. Besides, past inquire about conducted by Darwati et al (2021) expressed the inquire about comes about that customer fulfillment was able to intervene benefit quality on repurchase deliberate. State that shopper fulfillment can intervene benefit quality on repurchase purposefully.

6. Conclusion

Based on the examination and dialog conducted, the conclusions with respect to the impact of Item Quality and Benefit Quality on Repurchase Purposeful, with Buyer Fulfillment serving as an interceding figure, are as takes after: Item quality includes a positive and critical impact on repurchase purposeful. So also, benefit quality moreover contains a positive and critical impact on repurchase deliberate. Furthermore, buyer fulfillment viably intervenes the relationship between

item quality and repurchase purposeful. Higher item quality leads to more noteworthy shopper fulfillment, which, in turn, energizes shoppers to extend their intrigued in repurchasing. Besides, customer fulfillment moreover mediates the relationship between benefit quality and repurchase purposeful. Improved benefit quality comes about in higher shopper fulfillment, which persuades buyers to precise more noteworthy intrigued in future buys. Administrative Suggestions: The discoveries highlight that both item quality and benefit quality altogether influence repurchase purposeful, with shopper satisfaction playing a pivotal intervening part. This proposes that directors ought to prioritize progressing item quality and benefit benchmarks to boost client fulfillment, eventually driving to a better probability of rehash buys.

Recommendation

To upgrade future investigate, it is prudent to broaden the study's scope by consolidating extra variables that will influence repurchase purposeful, such as brand dependability, limited time exercises, and a more comprehensive understanding of client encounter. Moreover, utilizing longitudinal strategies may give bits of knowledge into how client fulfillment and repurchase purposeful advance over time. Executing customer division based on socioeconomics like age and occupation may to abdicate more nuanced points of view on varieties in acquiring behavior. Also, encourage investigate may utilize subjective approaches, such as in-depth interviews, to investigate the enthusiastic and mental components that drive client fulfillment and decision-making with respect to repurchase.

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