



Building Repurchase Intention in MSMEs Through Product and Service Quality Strategies on Customer Satisfaction

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Abstract

Purpose: This study aims to explore the role of product quality and service quality strategies in building repurchase intention in Micro, Small, and Medium Enterprises (MSMEs), specifically through their impact on customer satisfaction. The focus is on the soft drink industry in Tangerang Selatan.

Research Methodology: The research employed a quantitative approach using Structural Equation Modeling (SEM) for data analysis. A sample of 100 respondents, selected through purposive sampling, provided data via an online questionnaire. The study tested the relationships between product quality, service quality, customer satisfaction, and repurchase intention.

Results: The findings indicate that both product quality and service quality significantly influence customer satisfaction and repurchase intention. Customer satisfaction plays a crucial mediating role, positively influencing repurchase intention. The study further reveals that improving product and service quality directly enhances repurchase intentions.

Conclusions: Product quality and service quality are pivotal factors in increasing customer satisfaction, which in turn boosts repurchase intention in MSMEs. The results underscore the importance of continuous improvement in these areas for MSMEs to achieve long-term customer loyalty.

Limitations: The study is limited by its sample size of 100 respondents, which may not fully represent the broader MSME market. Future research could expand the sample size and explore other industries to validate these findings.

Contributions: This research contributes to the understanding of customer behavior in MSMEs, offering practical insights for small businesses aiming to improve customer retention and sales strategies. It emphasizes the critical role of quality management in driving customer satisfaction and repurchase intentions.

Keywords: *Customer Satisfaction, Product Quality, Repurchase Intention, Service Quality*

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1. Introduction

The development of small-scale businesses, commonly known as Micro, Small, and Medium Enterprises (MSMEs), has become a popular choice among many people in Indonesia, especially during the COVID-19 pandemic (Anggraini, 2021; Aprillita & Perkasa, 2021). During the pandemic, many individuals were affected by a large number of layoffs between companies and their employees, which caused many former workers to willingly leave their jobs and stable sources of income. MSME actors utilize

information technology in the modern era (Abdullah, 2021). They use online transportation services to obtain their orders continuously. Each received order is handled through third-party services provided by third parties (Mahendrayanti & Wardana, 2021). This condition benefits many parties in the buying and selling process, as it makes it easier for customers and is profitable for sellers.

The packaged beverage business during the COVID-19 pandemic offered significant profit opportunities, ranging from healthy drinks to refreshing beverages, and became a preferred choice for customers (Agussalim & Ali, 2017; Susanto & Parmenas, 2021). This is because they were unable to purchase directly because of social distancing measures. Customers can choose to order their preferred drinks through their personal smartphones (Satria, 2021; Solihin, 2021). With just one or two clicks, the desired order can be delivered quickly. The payment process is also made easier, as online transportation services provide digital wallets containing customer balances that can be used to pay the sellers (Mahsyar & Surapati, 2020; Setyawati, Huda, et al., 2021). The packaged beverage business in Tangerang City has grown rapidly. Many of these businesses have been operating since the pandemic. During this time, a large number of new MSME actors emerged; however, due to a lack of experience, many of them lack proper strategies and business plans (Mensah & Mensah, 2018). This situation has become an obstacle for MSME actors who are still in the early stages of establishing their businesses.

2. Literature Review

According to Anjani, 2021, product quality has eight dimensions: performance is the characteristic of a product that represents its core features; features refer to secondary or additional characteristics of the product. Reliability refers to the consistency of the offered product. Conformance to specifications is the extent to which the design and operational characteristics meet previously established standards (Rachbini et al., 2021). Durability refers to the lifespan of a product. Serviceability includes speed, competence, convenience, ease of repair, and satisfactory complaint handling (Fathihani & Nasution, 2021; Ikhsani et al., 2021). Aesthetics refers to the appearance of a product and involves sensory perception (Rimawan et al., 2017). Perceived quality refers to the product's image and reputation, as well as the company's responsibility toward the product.

According to Arora and Narula, 2018, there are five dimensions of service quality used as guidelines by customers in evaluating service quality, namely: Tangibles, which refer to the appearance of physical facilities, equipment, and personnel. Empathy is the ability to care for and provide personal attention to customers (Rizki et al., 2021). Reliability is the ability to perform the promised service accurately and dependably. Responsiveness is the willingness to help customers and provide prompt or quick service. Assurance refers to the knowledge and courtesy of employees as well as their ability to inspire trust and confidence (Setiawan & Rastini, 2021).

According to Kotler, 2012; Sumaryadi and Kusnadi, 2021, companies can use several methods to measure and monitor customer satisfaction and that of their competitors. Customer satisfaction is a condition in which customer expectations are met or exceeded, and is influenced by various underlying factors. Customer satisfaction represents a company's achievement as a result of the combination of several strategies to obtain customer satisfaction (Berlian Rms & Wahyuningsih, 2021; Suyanto et al., 2021a).

Moorhead and Griffin, 2013 stated that customers who are satisfied with the products or services they have purchased will repurchase them. The dimensions of repurchase intention Diputra and Yasa, 2021; Saputra and Kusnadi, 2021 are as follows: transactional intention, which refers to a person's tendency to purchase a product; referential intention, which refers to a person's tendency to recommend the product to others; preferential intention, which describes a person's behavior who has a primary preference for a particular product; and explorative intention, which refers to a person's tendency to seek information about the positive values of a product of interest (Rizqi & Sakinah, 2021; Wardhani & Uily, 2024).

3. Methodology

Population is the generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions are drawn (Sugiyono, 2013). A sample is a part of the number and characteristics of the population. Hair et al. Fitrajaya and Nurmahdi, 2019 stated that the appropriate sample size for Structural Equation Modeling (SEM) analysis is a minimum of 100 and a maximum of 200. Sugiyono, 2013 suggests that the best sample size for multivariate analysis is 5 to 10 times the number of indicators. This study uses 19 indicators; based on parameter estimation, the sample size obtained is 100–200 respondents. Based on this, the researcher selected a sample of 100 visitors as respondents in the study. Sampling was carried out using a purposive sampling method based on individuals who came to purchase products for either dine-in or take-away. Respondents were provided with a Google Form link to complete the research questionnaire, thereby reducing direct contact through paper questionnaires.

4. Results and Discussion

4.1 Measurement (Outer) Model Evaluation

Three key values must be considered at this stage: convergent validity, discriminant validity, and composite reliability. Convergent validity refers to the extent to which the indicators of a construct share a high variance proportion. Discriminant validity was assessed for reflective indicators based on cross-loadings with their respective latent variables. Another approach is to compare the square root of the Average Variance Extracted (AVE) for each construct with the correlations between constructs in the model. If the measurement values from these methods are higher than those of the other constructs in the model, it can be concluded that the construct has good discriminant validity, and vice versa. In this regard, the recommended threshold value was greater than 0.50. Composite reliability refers to the indicator block that measures the internal consistency of the indicators forming a construct, indicating the degree to which they represent a common latent (unobserved) variable. A construct is considered reliable if it has a composite reliability value above 0.70 and a Cronbach's alpha above 0.60, although these are not absolute standards.

4.1.1 Convergen Validity

Table 1. Convergent Validity Test Results

Variable	Indicator	Outer Loadings	Description
Product Quality	X1.1	0.897	Valid
	X1.2	0.938	Valid
	X1.3	0.910	Valid
	X1.4	0.819	Valid
	X1.5	0.937	Valid
	X1.6	0.901	Valid
	X1.7	0.791	Valid
	X1.8	0.837	Valid
	X1.9	0.848	Valid
	X1.10	0.727	Valid
Service Quality	X2.1	0.767	Valid
	X2.2	0.759	Valid
	X2.3	0.832	Valid
	X2.4	0.805	Valid
	X2.5	0.773	Valid

Variable	Indicator	Outer Loadings	Description
	X2.6	0.823	Valid
	X2.7	0.855	Valid
	X2.8	0.800	Valid
	X2.9	0.605	Valid
	X2.10	0.585	Valid
Customer Satisfaction	Y1.1	0.626	Valid
	Y1.2	0.768	Valid
	Y1.3	0.826	Valid
	Y1.4	0.705	Valid
	Y1.5	0.818	Valid
	Y1.6	0.883	Valid
	Y1.7	0.768	Valid
	Y1.8	0.835	Valid
	Y1.9	0.736	Valid
	Y1.10	0.810	Valid
Purchase Intention Repurchase	Y2.1	0.851	Valid
	Y2.2	0.851	Valid
	Y2.3	0.807	Valid
	Y2.4	0.731	Valid
	Y2.5	0.792	Valid
	Y2.6	0.846	Valid
	Y2.7	0.794	Valid
	Y2.8	0.829	Valid

The data processing results showed that the loading values were greater than 0.50, and many even exceeded 0.70, indicating that the results were valid.

Table 3. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Product Quality	0.745
Service Quality	0.586
Customer Satisfaction	0.610
Purchase Intention Repurchase	0.662

The AVE values, based on the data processing results, were considered valid, as all AVE values exceeded 0.50.

4.1.2 Composite Reliability and Cronbach's Alpha

Table 4. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Product Quality	0.961	0.967
Service Quality	0.920	0.933
Customer Satisfaction	0.928	0.939
Purchase Intention Repurchase	0.928	0.940

The composite reliability values were predominantly above 0.90, indicating that the results of the study were reliable.

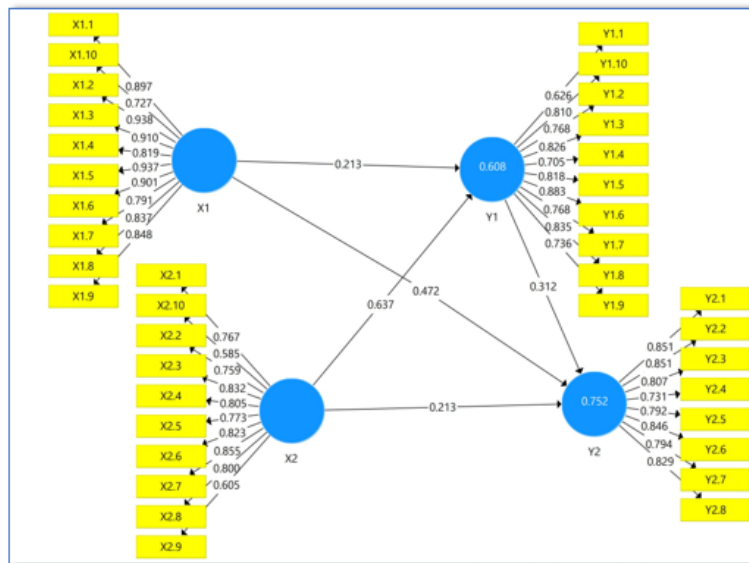


Figure 1. PLS Algorithm Results Display Image

4.2 Structural Model Testing (Inner Model)

4.2.1 Calculation of Effect between Variables

Table 5. Hypothesis Test Results

Variable	T Statistics	P Values	Significance Level
Product Quality → Customer Satisfaction	2.710	0.007	<0.05
Service Quality → Customer Satisfaction	8.871	0.000	<0.05
Product Quality → Repurchase Decision	6.495	0.000	<0.05
Service Quality → Repurchase Decision	3.009	0.003	<0.05
Customer Satisfaction → Repurchase Decision	3.688	0.000	<0.05

$$Y_1 = 0.213X_1 + 0.637X_2 \quad (1)$$

$$Y_2 = 0.472X_1 + 0.213X_2 + 0.312Y_1 \quad (2)$$

Where:

X_1 : Product quality

X_2 : Service quality

Y_1 : Customer satisfaction

Y_2 : Purchase Intention Repurchase

4.2.2 Hypothesis test

The table above provides evidence for the research hypotheses regarding the influence of product and service quality on customer satisfaction, which in turn has implications for repurchase intention.

1. The first hypothesis, which states that service quality affects customer satisfaction, was supported. This can be seen from the t-statistic value of 2.710, which is greater than the t-table value of 1.96, and the probability value of 0.007, which is lower than the significance level of 0.05. Therefore, it can be concluded that service quality has a positive and significant effect on customer satisfaction. The findings of this study are consistent with previous research, which shows that service quality

influences customer loyalty. This indicates that there is a relationship between service quality and customer satisfaction, where improvements in service quality simultaneously increase customer satisfaction (Heriyanto, 2021). Furthermore, service quality has a positive effect on customer satisfaction and will continue to increase as it improves Joudeh and Dandis, 2018; Kartikasari and Albari, 2019.

2. The second hypothesis, which states that product quality affects customer satisfaction, is supported. This can be seen from the t-statistic value of 8.871, which is greater than the t-table value of 1.96, and the probability value of 0.000, which is lower than the critical value of 0.05. Therefore, it can be concluded that product quality has a positive and significant effect on customer satisfaction. The results of this study show a positive and significant effect, which is in line with previous research conducted by Agussalim and Ali, 2017 and Hudaya, 2020, who also found that product quality has a positive and significant influence on customer satisfaction. Product quality is an important factor in achieving customer satisfaction and must be considered by companies. When product quality is improved, customer satisfaction also increases significantly (Agussalim & Ali, 2017).
3. The third hypothesis, which states that service quality affects repurchase intention, is supported. This can be seen from the t-statistic value of 6.495, which is greater than the t-table value of 1.96, and the probability value of 0.000, which is lower than the critical value of 0.05. Therefore, it can be concluded that service quality has a positive and significant effect on repurchase intention. Service quality plays an important role in encouraging customers to repurchase. The results of this study show a positive and significant influence of service quality on repurchase intention, which is consistent with previous research conducted by Garcia et al., 2020; Saleem et al., 2017; Sari and Giantari, 2020; Shi et al., 2018 state that when service quality is improved, repurchase intention increases. If the relationship shows a positive and significant effect, both variables will move in the same direction, meaning that improving service quality will positively enhance repurchase intentions.
4. The fourth hypothesis, which states that product quality affects customer loyalty, is supported. This can be seen from the t-statistic value of 3.009, which is greater than the t-table value of 1.96, and the probability value of 0.003, which is lower than the critical value of 0.05. Therefore, it can be concluded that product quality has a positive and significant effect on repurchase intention. The findings of this study are in line with previous research conducted by Sari and Giantari, 2020, which states that good product quality has an influence on increasing purchase intention toward a product. This is consistent with the results of this study, which shows a positive and significant effect. Similar findings are also supported by Zaman and Ikhwan, 2021 and Zainul, 2019, who found that purchase intention increases with good product quality, as their results also indicate a positive and significant relationship.
5. The fifth hypothesis, which states that customer satisfaction affects repurchase intention, is supported. This can be seen from the t-statistic value of 3.088, which is greater than the t-table value of 1.96, and the probability value of 0.000, which is lower than the critical value of 0.05. Therefore, it can be concluded that customer satisfaction has a positive and significant effect on repurchase intentions. This finding is consistent with that of Suyanto et al., 2021b, who stated that customer satisfaction has a positive and significant influence on repurchase intention. Customer satisfaction must be properly managed to achieve repurchase intentions. This is also in line with the research conducted by Susanto et al., 2021 and Setyawati, Nur Huda, et al., 2021, which indicates that customer satisfaction acts as an intervening variable in generating repurchase intention. Therefore, companies should focus on managing customer satisfaction, as the results show that good satisfaction leads to an increase in repurchase intention.

5. Conclusions

The study shows that service quality significantly affects customer satisfaction in soft drink MSMEs, with improvements in service quality directly enhancing customer satisfaction. Soft drink businesses, in particular, are strongly influenced by the physical appearance of the service, the empathy of the shop owner, and the overall service quality. Therefore, it is essential for business owners to consistently enhance these aspects, as they have a substantial impact on customer satisfaction. Similarly, product quality plays a crucial role in customer satisfaction, with a positive relationship between the two. The respondents, largely from the lower-middle-income segment, tend to be more sensitive to product quality, making it an important factor in their satisfaction.

Moreover, repurchase intention increases when MSME beverage businesses focus on improving service quality through various dimensions, such as the physical appearance of equipment, owner empathy, quick responses to customers, and ethical behavior. When these factors are addressed, repurchase intention naturally rises. Consistent product quality also contributes to repurchase intention. MSMEs that maintain high-quality products that align with their menu offerings are more likely to build repurchase intentions. This intention will grow when product quality is prioritized and properly maintained by business owners.

Customer satisfaction plays a critical role in driving repurchase intention. The strong relationship between satisfaction and repurchase behavior highlights the importance of ensuring customer satisfaction in generating repeat purchases. In the food and beverage industry, service quality is already quite good according to the feedback from respondents, but it is crucial to maintain and enhance it. Particular attention should be given to the physical appearance of equipment and the performance of service personnel to further improve customer satisfaction.

Finally, customer satisfaction is expected to lead to repurchase intentions, which could extend to purchasing other product variations. Optimizing each product is key, especially in terms of its performance, features, and aesthetics, all of which are highly valued by customers. Offering a range of product options can prevent customer boredom and increase satisfaction, which ultimately fosters repurchase intention. Thus, MSMEs must ensure that product quality is consistently high to create satisfied consumers who will continue to make purchases.

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Author Contributions

AH is the sole author of this study. He contributed to the conceptualization of the research, the formulation of hypotheses, and the development of the research methodology. He was responsible for data collection, analysis, interpretation of results, and the writing of the manuscript. Additionally, Agung Hudaya reviewed and edited the manuscript, ensuring its academic rigor and clarity.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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