

Analysis of the Effect of Product Quality, Price Perception, Brand Image and Promotion on Customer Satisfaction to Achieve Repurchase Intention (Fiesta Chicken Nugget)

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Abstract:- This study aims to analyze the effect of product quality, price perception, brand image and promotion on customer satisfaction to achieve repurchase intention's Fiesta chicken Nugget in Jakarta, Indonesia. This study uses Non Probability Sampling and purposive sampling methods with a total of 190 respondents. Data analysis of this study is carried out by structural equation model (SEM) analysis using Lisrel 8.8.

The findings show that each independent variable namely product quality, price perception, brand image and promotion has a positive and significant influence on customer satisfaction as intervening variable. Customer satisfaction as intervening variable has a positive and significant influence on repurchase intention as dependent variable. The product quality has the biggest influence among the four independent variables on customer satisfaction. It is recommended that companies should focus on increasing the value of product quality and product price adjustments to increase customer satisfaction and the company should pay more intention to promotion and improve brand image for the better. Further research by conducting research on other variables with a larger sample is also recommended.

Keywords:- Product Quality, Price, Brand Image, Promotion, Customer Satisfaction, Repurchase Intention, Fiesta Chicken Nugget.

I. INTRODUCTION

Modern lifestyle with high-paced activities particularly in the urban communities make people prefer fast food restaurant. Some of the reasons why people are turn to fast food are they do not have time to cook, fast food is easy to get, and the environmental influence which also prefer fast food.

As the food industry develop, chicken nuggets have emerged as ready-to-cook package. Now people can buy them in supermarket. Serving the nuggets is pretty straightforward; customer simply need to fried them until they are cooked. Nuggets can be used as side dish. They are

liked by various age groups from children to adult. This is because nuggets are nutritious and delicious. PT. Charoes Pokhphand Indonesia is the largest feedmil company in the country that has produced numerous processed chicken products such as Nugget Fiesta, Spicy Wing Fiesta, Fiesta Chicken Meatball, Champ Chicken Nugget, Okey Chicken Nugget, and many more. Fiesta Nugget currently controls 33% market share for the branded nuggets category. The largest market share is currently held by Champ, a brand that also owned by PT. Charoen Phokphand, which continuously growing since it launched several years ago. As the food business in chicken nuggets category grow, the competition is getting tougher. Competitors products would offer more products with their respective advantages. Thus, the customer would have plenty of brand options to choose. Customer can to be more selective in choosing the products they eat.

Marketers are not only required to analyzed and understand the customer of their own products, but also the customer of the competitors' brands and why they choose to buy them.

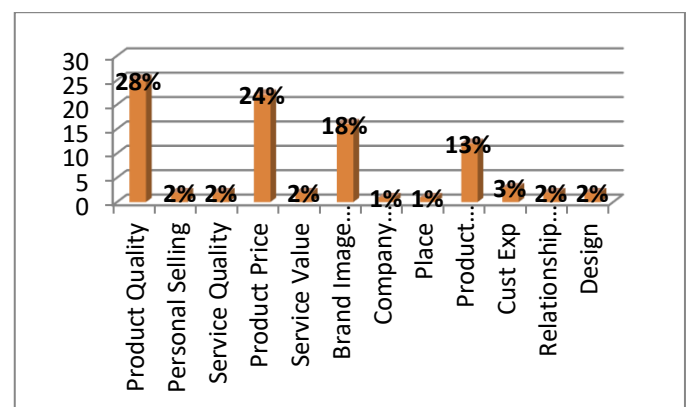


Fig 1:- Pre Survey Result

Based on the pre-survey result conducted by researches, the factor that affect the customer of chicken nugget is the quality of the product. The second factor is the price of Fiesta Chicken and the third is Fiesta brand image; Fiesta brand as processed food product is quite established. The last factor is promotion. According to Putri and Astuti (2017), customer satisfaction is positively and

significantly affected repurchase intention. A customer who is satisfied with a certain product most likely will repurchase that product. So in the case of decreased sales and Top Brand Index of Fiesta Nugget, several factors will be discussed that might become company 's reference in getting the Fiesta product back on track that the company hopes for.

II. LITERATURE REVIEW

A. Product Quality

Standardization is needed to ensure the resulting products meet the predetermined standard so the customers do not lose their confidence in the product. According to Kotler and Armstrong (2018:283) product quality is “the ability of a product to demonstrate its function, including durability, realibility, accuracy, ease of opeartion and product repair, and other product attibutes”. In strategic definition, “quality is everything that able to meet the needs of customer.

B. Price

The value that must be spent by the customer to get goods or service. According to Kotler and Armstrong (2018:314) price is the amount of money charged for goods or service or the amount of value that the customer exchanged for the benefits of owning or using the goods or service. Customer who want to enjoy or use certain product must let go an amount of value that expected of the product. The price of a product depends on manufactur and the value contained in the product. Price is pivotal part for a company revenue for the sustainability of the company.

C. Brand Image

Brand association has certain level of power and will get stronger as the consumption and the spread of information increase, and will go further if supported by other network. Brand image plays an important role in costumer behaviour in choosing which product to buy. Brand image includes product understanding and confidence in brand attributes (cognitive aspects), consequence of brand usage and suitable condition usage, also evaluation, feeling and emotion perceived with the brand (affective aspects). In the process of brand image developing it must be noted that stong brand has distinct identity.

D. Promotion

Company use promotion to introduce products to larger audience in order to increase the product awareness. According to Kotler and Armstrong (2018:76) “Promotion means activities that communicate the merits of the product and persuade target customers to buy it.” It also use to inform the benefits and advantages of a product. Promotion is a tool used to define a product, to encourage and persuade potential customer in purchasing decision process. It is a way of communicating between buyer and seller about the existence of a product or service so it can influence attitude and behaviours of potential customer in market, thus a promotion must be designed as appealing as possible with simple but informative message.

E. Customer Satisfaction

Company targeting the satified customer on the basis of the products they have placed in the market. Customer satisfaction is vital for marketer because it is a significantly positive effect in long term, such as repurchase and customer loyalty. According to Kotler and Keller(2016:138) definiton, “Satisfaction is a person’d feeling of pleasure or disappointment resulting from comparing perceived product’s performance (or outcome) in relation to their expectations. If the performance does not meet expectations, they will not satisfied.”

Overall, customer satisfaction has three antecedents: preceived quality, perceived value, and customer expectations. In general, the latter is prediction of consumer belief of what will they get if they buy or consume product/service. Meanwhile, perceived performance is the customer impression after they consume the product they have bought. If the customer is satisfied the company’s goal will achieved because its products is valuable for customer.

F. Repurchase Intention

Satisfaction gained by a customer can motivate someone to make repeat purchases and become loyal to the product or to the store where he bought the item so he can tell good things about the product to other people. High repurchase intention reflects consumer high satisfaction when he decided to adopt a product. The decision to embrace or reject a product is determined after the customer try it and he will decide whether he like it or not. The prefece for the product take place if the customer perceives that they get good quality item and can fulfill or even exceed his wishes and expectations. In other words, the product is considered high value by the customer. High repurchase intention will have positive impact on the product success in the market.

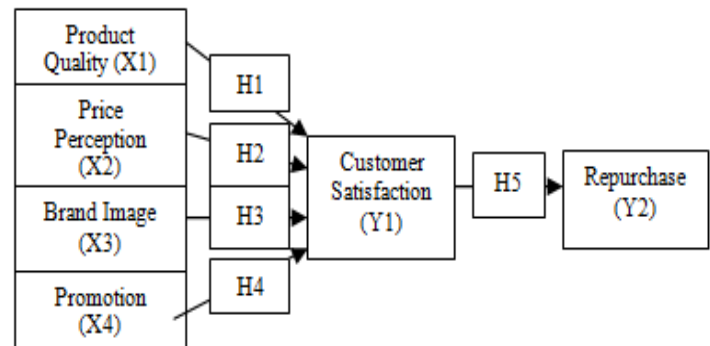


Fig 2:- Research Model

Hypothesis:

H1= Product Quality (X1) has positive and significant effect on customer satisfaction (Y1)

H2= Price Perception (X2) has positive and significant effect on customer satisfaction (Y1)

H3= Brand Image (X3) has positive and significant effect on customer satisfaction (Y1)

H4= Promotion (X4) has positive and significant effect on customer satisfaction (Y1)

H5= Customer Satisfaction (Y1) has positive and significant effect on Repurchase Intention (Y2)

III. RESEARCH METHODOLOGY

Survey research by collecting data from respondents using questionnaire. Independent variables in this research are Product Quality (X1), Price Perception (X2), Brand Image (X3) and Promotion (X4). Dependent variable is Repurchase Intention (Y2) and intervening variable is Customer Satisfaction (Y1). This study use Likert Scale with SEM method. Samples for this study are the people from DKI Jakarta Province with total sample of 190.

IV. STUDY RESULT

This study aimed to determine the effect of product quality, price, brand image, and promotion on customer satisfaction to achieve repurchase intention of Fiesta Chicken Nugget product. Research data that have been collected were analyzed descriptively and quantitatively.

Descriptive analysis was carried out with Microsoft Excel program to assess product quality, price, brand image, promotion, customer satisfaction, and repurchase intention whereas quantitative analysis conducted with structural equation mode – SEM and use LISREL 8.8 software to figure out the impact of product quality, price, brand image, and promotion on customer satisfaction to achieve repurchase intention. The following are the characteristic of respondents.

Respondents of this study were dominated by women as much as 63.61%, and in terms of age, 31-40 years old is at 51%. From the educational side, majority of the respondents are high school graduates at 51.58% and majority income group of 3-5 million at 55.26%.

A. Analysis Result and Discussion

Hypothesis testing in this study is done with structural equation model (SEM) with measurement analysis method of confirmatory factor analysis (CFA) in the initial stage using LISREL 8.8 program.

- *Confirmatory Model Measurement Analysis*
- *SEM Validity and Reliability Testing*
- ✓ *CFA Product Quality Variable (X1)*

Indicator Code	SLF	Standard Errors	e ²	Reliability		Validity
				CR ≥ 0,70	VE ≥ 0,5	
PQ1	0.91	0.12	0.01	0.98	0.91	Valid
PQ1	0.91	0.12	0.01			Valid
PQ1	0.99	0.01	0.00			Valid
PQ1	0.96	0.06	0.00			Valid
PQ1	0.92	0.12	0.01			Valid
PQ1	0.91	0.11	0.01			Valid

Table 1:- Result of Validity and Reliability Testing for Product Quality Variable (X1)

Source: *Lisrel Output* Researcher Processing Result (2020)

Table 1 above showed there are 6 observed variable indicators in latent variable of Product Quality (X1) that have passed validity test, since all 6 indicators' loading factor value ≥ 0.50. Whereas reliability test result of Product Quality (X1) showed good reliability value where Construct Reliability (CR) = 0.98 > 0.7 and value of Variance Extracted (VE) is 0.91 > 0.50.

- ✓ *CFA Price Variable (X2)*

Indicator Code	SLF	Standard Errors	e ²	Reliability		Validity
				CR ≥ 0,70	VE ≥ 0,5	
PP1	0.88	0.17	0.03	0.98	0.88	Valid
PP2	0.88	0.17	0.03			Valid
PP3	0.91	0.13	0.02			Valid
PP4	0.97	0.05	0.00			Valid
PP5	0.94	0.08	0.01			Valid
PP6	0.94	0.08	0.01			Valid

Table 2:- Result of Validity and Reliability Testing for Price Variable (X2)

Source: *Lisrel Output* Researcher Processing Result (2020)

The table above showed there are 6 observed variable indicators in latent variable of Product Price (X2) that have passed validity test, since all 6 indicators' loading factor value ≥ 0.50. Whereas reliability test result of Product Price (X2) showed good reliability value where Construct Reliability (CR) = 0.98 > 0.7 and value of Variance Extracted (VE) is 0.88 > 0.50. Therefore the latent variable Product Price (X2) has met the validity and reliability test requirements.

✓ CFA Brand Image Variable (X3)

Indicator Code	SLF	Standard Errors	e ²	Reliability		Validity
				CR ≥ 0,70	VE ≥ 0,5	
BI1	0.88	0.16	0.03	0.98	0.90	Valid
BI2	0.90	0.15	0.02			Valid
BI3	0.97	0.04	0.00			Valid
BI4	0.93	0.08	0.01			Valid
BI5	0.96	0.05	0.00			Valid
BI6	0.93	0.09	0.01			Valid

Table 3:- Result of Validity and Reliability Testing for Brand Image Variable (X3)

Source: *Lisrel Output* Researcher Processing Result (2020)

Table 3 above showed there are 6 observed variable indicators in latent variable of Brand Image Variable (X3) that have passed validity test, because of 9 variable indicators present, all loading factor value ≥ 0.50 . Whereas reliability test result of Brand Image Variable (X3) showed good reliability value where Construct Reliability (CR) = $0.98 > 0.7$ and value of Variance Extracted (VE) is $0.90 > 0.50$.

✓ CFA Promotion Variable (X4)

Indicator Code	SLF	Standard Errors	e ²	Reliability		Validity
				CR ≥ 0,70	VE ≥ 0,5	
P1	0.95	0.07	0.00	0.98	0.89	Valid
P2	0.89	0.13	0.02			Valid
P3	0.91	0.13	0.02			Valid
P4	0.94	0.08	0.01			Valid
P5	0.94	0.09	0.01			Valid
P6	0.91	0.11	0.01			Valid

Table 4:- Result of Validity and Reliability Testing for Promotion Variable (X4)

Source: *Lisrel Output* Researcher Processing Result (2020)

The table above showed there are 6 observed variable indicators in latent variable of Promotion Variable (X4) that have passed validity test, because of 6 variable indicators present, all loading factor value ≥ 0.50 . Whereas reliability test result of Promotion Variable (X4) showed good reliability value where Construct Reliability (CR) = $0.98 > 0.7$ and value of Variance Extracted (VE) is $0.89 > 0.50$.

✓ CFA Customer Satisfaction Variable (Y1)

Indicator Code	SLF	Standard Errors	e ²	Reliability		Validity
				CR ≥ 0,70	VE ≥ 0,5	
CS1	0.96	0.06	0.00	0.98	0.91	Valid
CS2	0.94	0.09	0.01			Valid
CS3	0.90	0.13	0.02			Valid
CS4	0.99	0.02	0.00			Valid
CS5	0.94	0.08	0.01			Valid
CS6	0.88	0.15	0.02			Valid

Table 5:- Result of Validity and Reliability Testing for Customer Satisfaction Variable (Y1)

Source: *Lisrel Output* Researcher Processing Result (2020)

The table above shows there are 6 observed variable indicators in latent variable of Customer Satisfaction Variable (Y1) that have passed validity test, because of 6 variable indicators present, all loading factor value ≥ 0.50 . Whereas reliability test result of Customer Satisfaction Variable (Y1) showed good reliability value where Construct Reliability (CR) = $0.98 > 0.7$ and value of Variance Extracted (VE) is $0.91 > 0.50$.

✓ CFA Repurchase Intention Variable (Y2)

Indicator Code	SLF	Standard Errors	e ²	Reliability		Validity
				CR ≥ 0,70	VE ≥ 0,5	
RI1	0.99	0.01	0.00	0.98	0.87	Valid
RI2	0.83	0.24	0.06			Valid
RI3	0.87	0.18	0.03			Valid
RI4	0.90	0.14	0.02			Valid
RI5	0.90	0.14	0.02			Valid
RI6	1.00	0.00	0.00			Valid
RI7	0.83	0.24	0.06			Valid
RI8	0.99	0.01	0.00			Valid

Table 6:- Result of Validity and Reliability Testing for Repurchase Intention Variable

Source: *Lisrel Output* Researcher Processing Result (2020)

Table 6 above showed that there are 8 observed variable indicators in latent variable of Repurchase Intention Variable (Y2) that have passed validity test, because of 8 variable indicators present, all loading factor value ≥ 0.50 . Whereas reliability test result of Repurchase Intention Variable (Y2) showed good reliability value where Construct Reliability (CR) = $0.98 > 0.7$ and value of Variance Extracted (VE) is $0.87 > 0.50$.

➤ Normality Analysis

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
PQ1	-0.006	0.996	-0.081	0.935	0.007	0.997
PQ2	-0.046	0.964	-0.034	0.973	0.003	0.998
PQ3	-0.184	0.854	-0.338	0.735	0.148	0.929
PQ4	-0.448	0.654	-0.359	0.720	0.329	0.848
PQ5	-0.384	0.701	-0.268	0.789	0.220	0.896
PQ6	-0.479	0.632	-0.097	0.923	0.239	0.888
PP1	-0.492	0.623	-0.496	0.620	0.488	0.783
PP2	-0.534	0.593	-0.399	0.690	0.444	0.801
PP3	-0.601	0.548	-0.127	0.899	0.377	0.828
PP4	-0.784	0.433	-0.135	0.893	0.634	0.728
PP5	-0.708	0.479	-0.082	0.935	0.507	0.776
PP6	-0.854	0.393	-0.118	0.906	0.743	0.690
BI1	0.250	0.802	-0.231	0.818	0.116	0.944
BI2	0.126	0.900	-0.429	0.668	0.200	0.905
BI3	-0.161	0.872	0.127	0.899	0.042	0.979
BI4	-0.457	0.648	-0.286	0.775	0.291	0.865
BI5	-0.545	0.586	-0.021	0.984	0.298	0.862
BI6	-0.714	0.475	-0.220	0.826	0.559	0.756
P1	-0.210	0.834	-0.342	0.732	0.161	0.923
P2	-0.159	0.874	-0.799	0.424	0.664	0.718
P3	-0.190	0.849	0.316	0.752	0.136	0.934
P4	-0.197	0.844	0.132	0.895	0.056	0.972
P5	-0.466	0.641	-0.143	0.887	0.237	0.888
P6	-0.366	0.715	-0.141	0.888	0.153	0.926
CS1	-0.285	0.775	-0.249	0.803	0.143	0.931
CS2	-0.267	0.790	-0.483	0.629	0.305	0.859
CS3	-0.396	0.692	-0.090	0.929	0.165	0.921
CS4	-0.592	0.554	0.273	0.785	0.425	0.809
CS5	-0.919	0.358	0.071	0.943	0.850	0.654
CS6	-0.922	0.356	-0.002	0.998	0.851	0.654
R1	-0.995	0.320	0.555	0.579	1.298	0.523
R2	-0.305	0.760	-0.153	0.879	0.116	0.943
R3	-0.376	0.707	-0.255	0.799	0.207	0.902
R4	-0.819	0.413	-0.025	0.980	0.671	0.715
R5	-0.795	0.427	-0.109	0.913	0.643	0.725
R6	-0.972	0.331	0.006	0.995	0.944	0.624
R7	-0.218	0.828	-0.044	0.965	0.049	0.976
R8	-0.995	0.320	0.555	0.579	1.298	0.523

Relative Multivariate Kurtosis = 0.672

Test of Multivariate Normality for Continuous Variables

Value	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Value	Z-Score	Chi-Square	P-Value
167.71	-0.350	0.726	655.192	-230	0.814	1.063
						0.588

Fig 3:- Output of Data Normality Test

Figure 3 provides information that the result of normality test of the data uncover finding for univariate normality, where data can be categorized in the normal distribution if p-value and chi-square o Skewness and Kurtosis > 0.05. Normality test of the data of this study show that the 38 indicator resulted p-value > 0.05, skewness value < 2, and kurtosis value < 7. These results indicate normal distribution of data.

➤ Multicollinearity Test

Covariance Matrix of ETA and KSI

	R	CS	PQ	PP	BI	Promotion
R	1.00					
CS	0.88	1.00				
PQ	0.86	0.84	1.00			
PP	0.86	0.83	0.82	1.00		
BI	0.66	0.64	0.59	0.65	1.00	
Promotion	0.66	0.65	0.59	0.62	0.53	1.00

Fig 4:- Output of Multicollinearity Test

In figure 4 it can be seen the correlation between independent variables tend to be large, for the most part are above 0.5, and none of the correlation value reach 0.9 or more. Thus, assumption of no multicollinearity has met and the analysis can continue to the next step.

➤ Model Structural Conformity Analysis

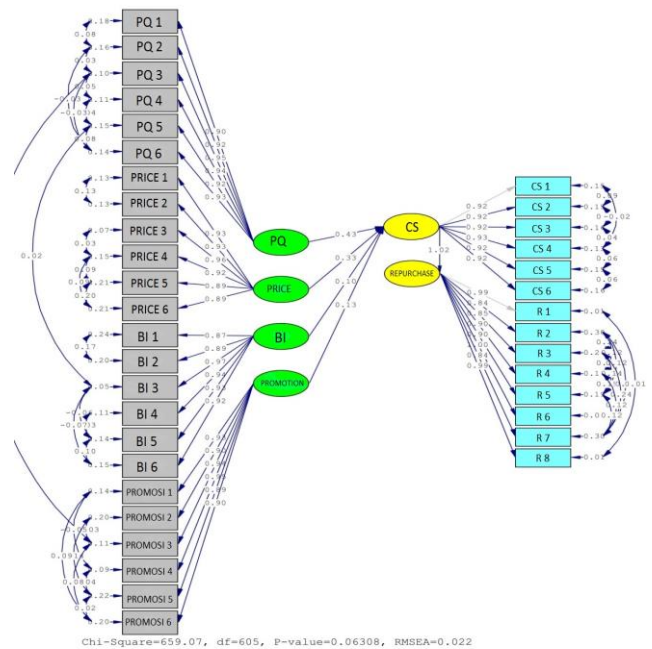


Fig 5:- Overall Variable Model

Result of hypothesis test can be seen in printed output of syntax process in the equation formula done by the researcher and also in the path diagram. Significant correlation will be marked with t-value in black color in the path diagram with value ≥ 1.96. Insignificant correlation marked with t-value in red color in the path diagram with value lower than 1.96. Path diagram showing in Figure 4.3 provides illustration about relationship between latent variables Product Quality (x1), Product Price (X2), Brand Image (X3), Promotion (X4), Customer Satisfaction (Y1) and Repurchase Intention (Y2). In the validity and reliability test before doing model test, all variable tested has met the requirements with value ≥ 1.96.

Goodnes Of Fit Measurement	Conformity Scale		Measurement Result	
	Good Fit	Marginal Fit		
Normed Chi-Square (χ^2/df)	< 2.0		1.089	Fit
Root Mean Square Error (RMSEA)	< 0.08		0.022	Fit
Root Mean Square Residual (RMR)	< 0.05		0.037	Fit
Goodness of Fit Index (GFI)	≥ 0.90	0.70 < 0.90	0.84	Marginal Fit
Normal Fit Index (NFI)	≥ 0.90	0.80 - < 0.90	0.99	Fit
Non-Normed Fit Index (NNFI)	≥ 0.90	0.80 - < 0.90	1.00	Fit
Comparative Fit Index (CFI)	≥ 0.90	0.80 - < 0.90	1.00	Fit
Incremental Fit Index (IFI)	≥ 0.90	0.80 - < 0.90	1.00	Fit
Relative Fit Index (RFI)	≥ 0.90	0.80 - < 0.90	0.99	Fit

Table 7:- Goodness of Fit Full Model
Source: Lisrel Output Researcher Processing Result (2020)

SEM analysis shows GFI value of 0.84 close to 0.90 (maginal fit), RMSEA value 0.022 < 0.08 (model fit), this implies that structural model equation has met the condition of absolute fit measure which means structural model equation in this study overall have conformity with the data. In the incremental fit measure requirement, value od NNFI/TLI 1.00 \geq 0.90 (model fit), CFI value 1.00 \geq 0.90 (model fit), RFI value 0.99 \geq 0.90 (model fit), NFI value 0.99 \geq 0.90 (model fit), and IFI 1.00 \geq 0.90 (model fit), show that structural model equation has met incremental measure fit condtion. For the parsimonious fit measure requirement, normed chi square of 1.089 < 2.0 (model fit) indicate that 8 of 9 criteria confirmed the model fit, hence structural model equation has met the parsimonius fit measure which means overall structural model equation in this study have comparative conformity with the baseline model (null model).

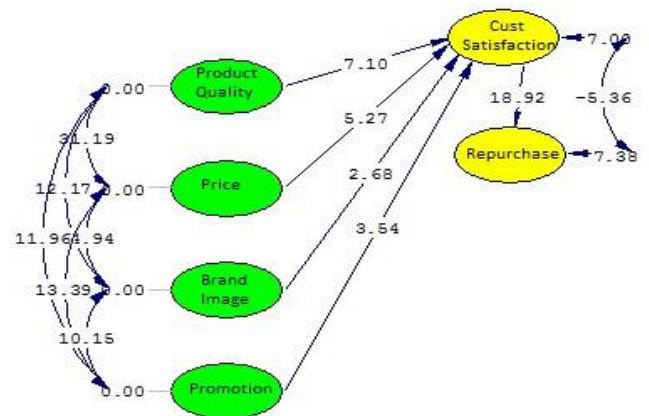


Fig 7:- Structural Model t-Value using Lisrel 8.8

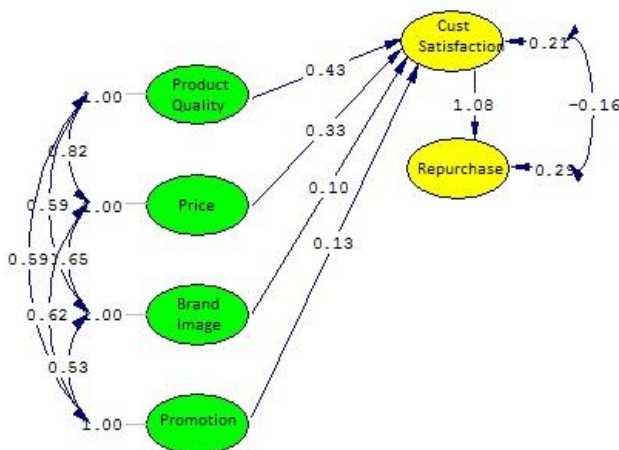


Fig 6:- Structural Model Estimates using Lisrel 8.8

$$R = 1.08 * CS, \text{Errorvar}_{CS} = 0.29, R^2 = 0.74$$

(0.057) (0.039)
18.92 7.38

$$CS = 0.43 * PQ + 0.33 * P + 0.10 * BI + 0.13 * Promotion, \text{Errorvar}_{CS} = 0.21, R^2 = 0.79$$

(0.061) (0.063) (0.038) (0.038) (0.030)
7.10 5.27 2.68 3.54 7.00

Fig 8:- Structural Model Equation Output

Figure 8 above shows that for the dependent variable of Customer Satisfaction is 0.79 meaning 79% of the existing variations can be explained by Product Quality, Product Price, Brand Image, and Promotion while the rest 0,21 or 21% is explained by other variable outside the ones used in the study.

Product Quality, Product Price, Brand Image, and Promotion are indicated to have significant positive relation to Customer Satisfaction (Y1) with coefficient value of 0.43, 0.33, 0.1, and 0.13 which are positive. Meanwhile the dependent variable Repurchase Intention is 0.74, meaning 74% of existing variables can be explained by independent variable Customer Satisfaction and the rest 0,26 or 26% explained by other variable outside the ones used in the study. This is indicated by positive coefficient value of 1.08.

➤ Hypothesis Testing

Based on the result of structural model conformity test conducted previously, seven research hypothesis have been proven that there is significant correlation on confidence level of 96% with t-value > 1.96. In general, the conclusion of hypothesis testing result, indirect effect, and coefficient regression estimate can be seen in the following table.

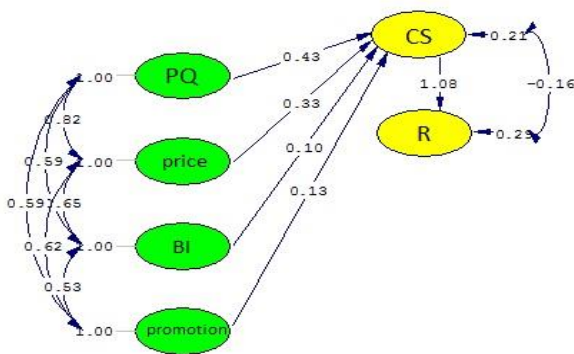


Fig 9:- Path Diagram of Structural Model Estimates
Source: Primary Data Processing (2020)

Constructs Correlation	Estimates	T-Values	Keterangan
Product Quality -> Customer Satisfaction	0.43	7.10	Positive, significant effect
Product Price -> Customer Satisfaction	0.33	5.27	Positive, significant effect
Brand Image -> Customer Satisfaction	0.10	2.68	Positive, significant effect
Promotion -> Customer Satisfaction	0.13	3.54	Positive, significant effect
Customer Satisfaction -> Repurchase Intention	1.08	18.92	Positive, significant effect

Table 8:- Hypothesis Testing
Source: Analysis result using Lisrel 8.8

- H1: There is positive and significant effect of Product Quality (X1) on Customer Satisfaction (Y1).
Based on table 4.8, it is known that t-Value = 7,10 > 1,96. Coefficient value is positive: 0,43, which means Product Quality variable (X1) positively affected Customer

Satisfaction variable (Y1) by 43%. Therefore, hypothesis H1 in this study which state that “Product Quality (X1) has positive and significant effect on Customer Satisfaction (Y1)” is confirmed. Improving Fiesta Chicken Nugget can increase customer satisfaction by 43%.

- H2: There is positive and significant effect of Product Price (X2) on Customer Satisfaction (Y1).
Based on Table 4.8, it is known that t-Value: 5,27 larger than t = 1,96. Coefficient value is positive: 0,33, which means Product Price variable (X2) positively affected Customer Satisfaction variable (Y1) by 33%. Therefore, hypothesis H2 in this study which state that “Product Price (X2) has significant effect on Customer Satisfaction (Y1)” is confirmed. Price adjustment of Fiesta Chicken Nugget can increase customer satisfaction by 43%.

- H3: There is positive and significant effect of Brand Image (X3) on Customer Satisfaction (Y1).
Based on Table 4.8, it is known that t-Value: 2.68 > 1,96. Coefficient value is positive: 0,10, which means Brand Image variable (X3) positively affected Customer Satisfaction variable (Y1) by 33%. Therefore, hypothesis H3 in this study which state that “Brand Image (X3) has significant effect on Customer Satisfaction (Y1)” is confirmed. Maintaining and strengthening Fiesta brand image can increase customer satisfaction by 10%.

- H4: There is positive and significant effect of Promotion (X4) on Customer Satisfaction (Y1).
Based on Table 4.8, it is known that t-Value: 3.54 larger than t = 1,96. Coefficient value is positive: 0,13, which means Promotion variable (X4) positively affected Customer Satisfaction variable (Y1) by 13%. Therefore, hypothesis H4 in this study which state that “Promotion (X4) has significant effect on Customer Satisfaction (Y1)” is confirmed. Intensifying promotion of Fiesta brand can increase customer satisfaction by 13%.

- H5: There is positive and significant effect of Customer Satisfaction (Y1) on Repurchase Intention (Y2).
Based on Table 4.8, it is known that t-Value: 18,92 larger than t = 1,96. Coefficient value is positive: 1.08 which means Customer Satisfaction (Y1) positively affected Repurchase Intention variable (Y2) by 108%. Therefore, hypothesis H5 in this study which state that “Customer Satisfaction (Y1) has significant effect on Repurchase Intention (Y2)” is confirmed.

V. CONCLUSION AND RECOMENDATIONS

A. Conclusion

Based on the research result and discussion in the previous chapters, several conclusions have drawn as follows:

- Product quality variable has positive and significant effect on customer satisfaction. This means the better product quality, the customer satisfaction will increase accordingly. Product quality variabel is the variable with the most significant effect on customer satisfaction.

- Product price variable has positive and significant effect on customer satisfaction. This means the better product price, the customer satisfaction will increase accordingly.
- Brand image variable has positive and significant effect on customer satisfaction. This means the better the brand image, the customer satisfaction will increase accordingly.
- Promotion variable has positive and significant effect on customer satisfaction. This means with better and improved promotion, the customer satisfaction will increase accordingly.
- Customer satisfaction variable has positive and significant effect on repurchase intention. This means the more satisfied the customers are, repurchase will increase accordingly.

B. Recommendations

Referring to the result of discussion analysis and the conclusions above, the following are some recommendation to complement this research result:

➤ For Company

The SEM structural hypothesis testing analysis proved that product quality, product price, brand image, and promotion has positive and significant effect on customer satisfaction and customer satisfaction is majorly significant on repurchase intention, so the company needs to do the following suggestion:

- The manufactured product quality, which includes durability, reliability, dan perceived quality become the main variables to increase customer satisfaction.
- Product price factor particularly in the terms of affordable, quality-based, and competitive price in the customer buying power need to be maintain to keep and continue good level of customer satisfaction.
- The less significant effect of company brand image on customer satisfaction to become one of the company's focus in producing Fiesta Nugget.

➤ For the Future Research

- Reviewing R-square test result in Chapter IV, 74% independent variables (Product Quality, Price, Brand Image, and Promotion) can affect dependent variable which is Customer Satisfaction while the remaining 26% can be use in the future research, namely variables in the pre surveyin the Chapter I that are personal selling, service quality, service value, company image, location, customer experince, relationship mark, and design.
- The time limitation of research cause the sampling restric to Jakarta area. Future research can be carried out outside Jakarta with larger sample.

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