The Influence of Product Quality and Promotion on Repurchase Intent, with Customer Satisfaction as the Mediating Variable
(A Study on Kemejaberkah.2nd Online Shop Consumers)

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Abstract

This study investigates the role of customer satisfaction as an intervening variable in analyzing the impact of product quality and marketing on repurchase intention among customers of *Kemejaberkah.2nd* online shop. A quantitative research method with a descriptive approach was employed. Data were collected through a questionnaire distributed to 115 individuals who had made at least three repeat purchases in 2023. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results revealed that both product quality and promotion have a positive and significant effect on customer satisfaction and repurchase intention. Moreover, customer satisfaction mediates the relationship between product quality and promotion with repurchase intention. These findings highlight the importance of developing strategies that improve product quality and marketing effectiveness to sustain customer satisfaction. By applying the right approach, businesses can enhance customer satisfaction and drive repeat purchases.

Keywords: Customer satisfaction, Repurchase Intention, Promotion, Product Quality.

1. Introduction

Currently, many individuals capitalize on the sophisticated digitalization of everyday life. For example, this can be observed in the acquisition or disposition of products or services through online platforms. Databooks 2023 reveals that Indonesians exhibit a significant interest in online shopping, ranking second globally in the number of individuals who engage in purchases via online platforms or social media. Businesses that utilize social media as a sales channel significantly benefit, as it facilitates effortless and accessible transactions for potential customers.

This study aimed to ascertain the extent to which product quality and promotion influence customers' propensity to make additional purchases from Kemejaberkah.2nd. A significant number of buyers were observed to make only a single purchase from this second online store. The correlation between product quality and advertising—as well as their role in influencing consumer evaluations—justifies their inclusion as focal points in this research. Product quality reflects the degree to which a product meets consumer expectations and desires, whereas advertising determines the level of awareness and interest potential buyers may have regarding a particular product.

Product quality plays a crucial role in enhancing customer satisfaction and encouraging repeat purchases (M. P. Lestari, Maya, & Artino, 2023). Customers are more inclined to select products that meet specific criteria, such as appropriate specifications, strong durability, and attractive design, especially when these features are supported by positive reviews. These characteristics increase the likelihood of customers returning for subsequent purchases. Additionally, effective promotional strategies such as rebates, discounts, and loyalty programs can enhance a product's appeal and influence consumers' decisions to return to a specific brand or online store.

Nevertheless, customer satisfaction serves as a decisive variable that may either strengthen or weaken the relationship between product quality and advertising on repurchase intention. Even though product quality and advertising are key driving factors,

their ultimate impact is often determined by the level of customer satisfaction achieved. According to the report, Kemejaberkah.2nd has experienced an increase in annual sales; however, the majority of consumers tend to make only a single transaction per year. In 2023, internal sales data recorded 3,248 unique customers, but only 728 of them (approximately 22.4%) made a second purchase within the same year. This indicates that over 75% of buyers are one-time purchasers, signaling low customer retention despite sales growth. This trend suggests that a deeper understanding of how customer satisfaction is affected by product quality and promotion could increase the likelihood of repeat purchases (A. Osmond and I. Alfalhin, 2020).

Kemejaberkah.2nd is an online retailer that offers a diverse selection of shirts, each accompanied by quality assurances. This business was established in Batam City in 2021. The company's principal objective through active online and offline sales is to fulfill consumers' demand for high-quality fashion products at affordable prices.

The annual growth in the number of buyers at Kemejaberkah.2nd has been consistently positive throughout its development. Although this company possesses significant potential to enhance repurchase interest, available data indicate that most customers make purchases only once a year. Therefore, this study was conducted to examine the influence of product quality and promotion on repurchase intention, with customer satisfaction acting as an intervening variable. The results are expected to support the development of more targeted and effective marketing strategies.

This research offers two key contributions: conceptual and practical. Conceptually, the findings may provide a scientific foundation for better understanding and evaluating how product quality can stimulate repurchase intention through customer satisfaction. These insights could be used to refine and strengthen relevant variables for future academic studies.

Practically, the anticipated benefits of this research include its potential to positively influence online retail stakeholder, particularly Kemejaberkah 2nd by analyzing the elements that drive repeat purchases. The study may serve as a valuable evaluation tool for online retailers seeking to improve their product quality and promotional strategies. Furthermore, other e-commerce businesses may find the data beneficial in shaping their advertising approaches and enhancing their focus on delivering consistent product quality.

2. Theoretical Study

2.1 Product Quality

(Kotler and Keller, 2012) assert that product quality refers to the ability of a product to perform its intended functions, encompassing factors such as strength, reliability, durability, usability, and other desirable attributes. Product quality is defined by its ability to meet consumer expectations in relation to the costs incurred during the purchasing process (Putri & Trisnowati, 2021).

(Lasander, 2013) identifies three core components that determine product quality: the product's function, the product's external appearance, and the product's cost.

(Sopiah and Sangadjih, 2016) identified six metrics of product quality, which include performance, design, durability, features, reliability, and compliance with specifications (Hariyanto, Arief, & Praja, 2022).

2.2 Promotion

(Handoko, 2017) defines promotion as a form of advertisement aimed at increasing sales by informing, motivating, and reminding prospective customers about a product. It also serves to solicit and obtain customer input (Abubakar, 2022).

Kotler and Keller (2008:269) state that product sales promotions comprise several indicators, including discounts, samples, cashback offers, coupons, price packs, and pooled rewards.

2.3 Repurchase Intention

(Hasan, 2013) explains that repurchase interest is a personal behavior influenced by previous usage, which rapidly shapes the intention for future reuse (Sabrin & Peburiyanti, 2022).

(Setiawan, 2021) identifies several indicators of repurchase intention, which include transactional interest, referential interest, preferential interest, and exploratory interest.

2.4 Customer Satisfaction

Consumer satisfaction is defined as the degree to which the perceived performance of a product or service fulfills customer expectations. When performance exceeds expectations, customers experience a high level of satisfaction (Iswati & N. I. Lestari, 2021).

According to (Widianita, 2023), assessing customer satisfaction is essential as it provides critical insights for organizations, industries, investors, governments, and consumers. The six indicators that reflect customer satisfaction include overall customer happiness, consumer appraisal, desire confirmation, intent to repurchase, willingness to recommend, and

dissatisfaction.

2.5 Hypotheses

The hypotheses in this research are formulated based on theoretical frameworks and prior research findings. According to the research questions outlined, the hypotheses of this study are as follows:

- **H1:** Product quality (X1) exerts a favorable and significant influence on repurchase intention (Y) at the online store *kemejaberkah.2nd*.

- **H2:** Promotion (X2) positively influences repurchase intention (Y) at the online store *kemejaberkah.2nd*.

- **H3:** Product quality (X1) exerts a favorable and considerable influence on customer satisfaction (Z) at the online store *kemejaberkah.2nd*.

- **H4:** The analytical results demonstrate that promotion (X2) exert a positive and significant impact on customer satisfaction (Z) at the *kemejaberkah.2nd* online shop.

- **H5:** Customer satisfaction (Z) exerts a positive and significant impact on repurchase intention (Y) at the *kemejaberkah.2nd* online shop.

- **H6:** Product quality (X1) exerts a positive and significant influence on repurchase intention (Y) via the mediating variable of customer satisfaction (Z) in the *kemejaberkah.2nd* online shop.

- **H7:** Promotion (X2) positively and significantly influences repurchase intention (Y) via the mediating variable of customer satisfaction (Z).
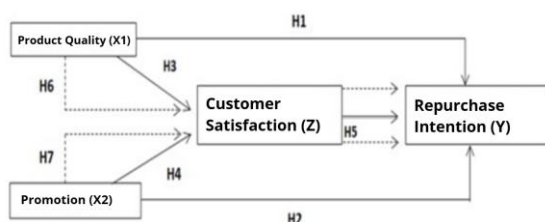

Figure 1: Framework of Thought

Source: Processed data, 2025

3. Research Methods

(Sugiyono, 2018) contends that quantitative research is based on the principles of positivism and is used to study populations with defined samples. This study was conducted at the Kemejaberkah.2nd online shop and applied quantitative data analysis using descriptive methodological techniques.

Sampling was conducted using the purposive sampling method, selected to meet the research's defined criteria. According to (Sugiyono, 2016), purposive sampling is a technique for selecting data sources based on specific objectives and characteristics relevant to the research context. The total population in this study was 159 customers, and the sample size was determined using the Slovin formula with a 5% margin of error, resulting in a sample of 115 respondents (Hariyanto et al., 2022).

Although the sampling was purposive, the selection process incorporated statistical validation and was guided by prior purchase history, specifically targeting customers who had made at least three repeat purchases in 2023 (Balaka, 2022).

This study focuses on four variables: product quality (X1), promotion (X2), repurchase intention (Y), and customer satisfaction (Z). Data were collected using a survey method through a structured questionnaire based on a Likert scale. The questionnaire serves as a research instrument designed to evaluate perceptions and behaviors by presenting a series of statements to elicit the most relevant responses (Dewi & Sudaryanto, 2020; Dianingati, Amalia, & Annisaa', 2022).

TABLE I

LIKERT SCALE

CATEGORY	SCORE
Strongly Disagree	1
Disagree	2
Agree	3
Strongly Agree	4

Source: (Sugiyono, 2014)

Following the compilation of questionnaire findings, it is essential to assess the validity and reliability of the research instruments. This study employed descriptive analysis techniques and Structural Equation Modeling using Partial Least Squares (SEM-PLS), which involves the evaluation of convergent validity, composite reliability, and discriminant validity to ensure the accuracy and consistency of the data.

According to (Ghozali, 2006), the assessment of SEM-PLS prioritizes predictive modeling rather than covariance-based SEM, making it a suitable method for research that does not require normal data distribution or large sample sizes. This analytical technique is considered effective due to its minimal assumptions and flexibility in data requirements (Adam & Irwan, 2020).

Furthermore, the evaluation of the structural model (inner model) includes the R-Square and F-Square tests to measure explanatory power and effect size. These are followed by mediation analysis (indirect

effect) and hypothesis testing (direct effect) to determine the relationships among variables.

4. Result and Discussion

4.1 Descriptive Analysis Test

This research was conducted by distributing a questionnaire via Google Form, which contained a series of statements directed at the respondents. The sample for this study consisted of buyers who had made three repeat purchases at *Kemejaberkah.2nd* during the year 2023, totaling 115 individuals.

a) Respondent Description

The results indicate that all respondents were male, amounting to 115 individuals, which represents 100% of the sample. Therefore, it can be concluded that the entire respondent population in this study consists of male buyers.

With regard to age, all respondents fall within the 18–45-year age range. This range is considered appropriate for obtaining relevant and reliable responses, as individuals in this category are generally mature and capable of providing accurate information.

b) Variable Data Description

Based on the calculations presented, the assessment criteria are categorized using a distribution scale as proposed by Pradana and Mawardi (2021), which is as follows:

- Very Low: 1.00 – 1.75
- Low: 1.76 – 2.50
- High: 2.51 – 3.25
- Excellent: 3.26 – 4.00

This scale is used to interpret the descriptive results for each research variable in subsequent analyses.

TABLE II

PRODUCT QUALITY VARIABLE

Variable	Item Statements	Scores of answer								Mean
		STS 1		TS 2		S 3		SS 4		
		F	%	F	%	F	%	F	%	
Product Quality (X1)	X1.1	The shirt I bought at the kemejaberkah.2nd online shop is made of quality materials and is comfortable to use	3	2,61%	3	2,61%	42	36,52%	67	58,26%	3,50
	X1.2	The seam of the shirt I bought was neat and strong so that it lasted a long time.	3	2,61%	3	2,61%	41	35,65%	68	59,13%	3,51
	X1.3	The color and material of the shirt are still durable even though they have been washed many times	3	2,61%	3	2,61%	41	35,65%	68	59,13%	3,51
	X1.4	The design of the shirt I bought was modern and in line with current trends.	3	2,61%	3	2,61%	38	33,04%	71	61,74%	3,54
	X1.5	The size of the shirt I bought corresponded to the description shown.	3	2,61%	3	2,61%	45	39,13%	64	55,65%	3,48
	X1.6	The shirt I bought was of comparable quality to the price I paid.	3	2,61%	3	2,61%	41	35,65%	68	59,13%	3,51
Mean Variable										3,50

Source: Processed data, 2025

Based on Table 2, the mean score of the product quality variable is **3.50**, which falls into the "excellent" category. This indicates that respondents perceive the shirts sold by *Kemejaberkah.2nd* as high quality, particularly in terms of durability, comfort, and value for money. All six indicators scored consistently high, with the majority of respondents selecting "Agree" and "Strongly Agree." These results suggest that product quality is a strong supporting factor for customer satisfaction and repurchase intention.

TABLE III

PROMOTION VARIABLE

Variable	Item Statements	Scores of answer								Mean
		STS 1		TS 2		S 3		SS 4		
		F	%	F	%	F	%	F	%	
Promotion (X2)	X2.1	I am more interested in buying shirts at the Kemejaberkah.2nd online shop when there is a discount promo.	3	2,61%	3	2,61%	38	33,04%	71	61,74%	3,54
	X2.2	The promotion of giving product samples helped me understand the quality of the product before making a purchase.	3	2,61%	3	2,61%	36	31,30%	73	63,48%	3,56
	X2.3	The cashback promo provided by the Kemejaberkah.2nd online shop made me more interested in buying products.	4	3,48%	2	1,74%	42	36,52%	67	58,26%	3,50
	X2.4	I prefer to buy products at the Kemejaberkah.2nd online shop when there is a promo coupon that can be used.	5	4,35%	1	0,87%	34	29,57%	75	65,22%	3,56
	X2.5	I buy shirts more often when there are additional rewards or attractive bonuses.	3	2,61%	3	2,61%	38	33,04%	71	61,74%	3,52
	X2.6	I feel more interested in buying a product because of the lucky draw promo	3	2,61%	3	2,61%	41	35,65%	68	59,13%	3,51
Mean Variabel										3,53

Source: Processed data, 2025

Based on Table 3, the promotion variable has a mean value of 3.50, which is categorized as "excellent" (Pradana & Mawardi, 2021). This suggests that the

promotional activities implemented by *Kemejaberkah.2nd* such as discounts, cashback offers, and loyalty programs are well-received by customers. The high score indicates that these promotions are not only effective in attracting attention but also play a significant role in enhancing customer satisfaction and influencing repurchase intention. The consistency in high responses across all indicators shows that promotion is a key strength in the company's marketing strategy.

Based on Table 4, the mean value of the repurchase intention variable is 3.50, which falls into the "excellent" category. This indicates that respondents have a strong intention to make future purchases at *Kemejaberkah.2nd*. The highest mean score is observed in statement Y.1 (3.53), showing that many respondents plan to repurchase in the near future. Similarly, other indicators such as Y.4 (3.51) reflect that buyers are satisfied with the store's offerings and are willing to return when similar needs arise. These findings suggest that *Kemejaberkah.2nd* has successfully built trust and loyalty, strengthening customer retention.

TABLE IV

REPURCHASE INTENTION VARIABLE

Variable	Item Statements	STS 1		TS 2		S 3		SS 4		Mean
		F	%	F	%	F	%	F	%	
Repurchase Intention (Y)	Y.1 I have plans to buy another shirt at the 2nd kemejaberkah online shop in the near future	4	3,48 %	2	1,74 %	38	33,04 %	71	61,74 %	3,53
	Y.2 I plan to recommend the Kejaberkah.2nd online shop product to the community around me to make a purchase	4	3,48 %	2	1,74 %	45	39,13 %	64	55,65 %	3,47
	Y.3 Before looking for other stores, I will look at the latest shirts in the Kemejaberkah.2nd online shop first	3	2,61 %	3	2,61 %	40	34,78 %	69	60%	3,52
	Y.4 I am sure that I will continue to buy products at the 2nd kemejaberkah online shop because it suits my needs	2	1,74 %	4	3,48 %	42	36,52 %	67	58,26 %	3,51
Mean Variabel										3,50

TABLE V

CUSTOMER SATISFACTION VARIABLE

Variable	Item Statements	STS 1		TS 2		S 3		SS 4		Mean
		F	%	F	%	F	%	F	%	
Customer Satisfaction (Z)	Z.1 I am very satisfied with the quality of the shirt I bought at the Kemejaberkah online shop.2nd	3	2,61 %	3	2,61 %	41	35,65 %	68	59,13 %	3,51
	Z.2 I am satisfied with the rate I spend because it matches the quality of the shirt I get.	3	2,61 %	3	2,61 %	42	36,52 %	67	58,26 %	3,50
	Z.3 I am satisfied with the service provided during the purchase process	4	3,48 %	2	1,74 %	34	29,57 %	75	65,22 %	3,57
	Z.4 I feel that the product information displayed in the kemejaberkah.2nd online shop is by reality	4	3,48 %	2	1,74 %	41	35,65 %	68	59,13 %	3,50
	Z.5 I will go back to buy a shirt at the 2nd Kemejaberkah online shop because I am satisfied with the previous purchase experience.	3	2,61 %	3	2,61 %	42	36,52 %	67	58,26 %	3,50
	Z.6 I personally, as a customer, feel that the 2nd online store needs input in the form of suggestions and criticisms from its customers.	4	3,48 %	2	1,74 %	43	37,39 %	66	57,39 %	3,49
Mean Variabel										3,51

Source: Processed data, 2025

Based on Table 5, the mean score for the customer satisfaction variable (Z) is 3.51, which is classified as "excellent" according to the scale. This indicates that respondents are generally highly satisfied with their shopping experience at *Kemejaberkah.2nd*. The highest mean (3.56) appears in statement Z.2, reflecting those customers feel satisfied enough to recommend the shop to others. Similarly, Z.5 (3.55) shows that customers intend to repurchase due to satisfaction with previous transactions. These results affirm that *Kemejaberkah.2nd* has achieved a strong level of customer satisfaction, which likely supports their repurchase intention and brand advocacy.

4.2 Data Analysis Using SEM-PLS

The primary objective of assessing this notion is to ascertain the efficacy of variable indicators in correlating variables. Given that all analyzed indications were connection indicators, Composite reliability served as the instrument for the reliability test. Furthermore, Convergent Validity and Discriminant Validity were employed in the validity assessment.

1. Convergent Validity

According to Zaelany (2022) a loading factor value of 0.70 serves as the standard threshold for meeting convergent validity criteria. The validity conditions are considered fulfilled when the Average Variance Extracted (AVE) exceeds 0.50 and the outer loading values are greater than 0.70 (Todd & Chin, 1995, as cited in Zaelany et al., 2022).

TABLE VI

LOADING FACTOR VALUE

	Product Quality (X1)	Promotion (X2)	Repurchase Interest (Y)	Customer Satisfaction (Z)
X1.1	0.938			
X1.2	0.966			
X1.3	0.885			
X1.4	0.833			
X1.5	0.832			
X1.6	0.909			
X2.1		0.956		
X2.2		0.934		
X2.3		0.857		
X2.4		0.877		
X2.5		0.848		
X2.6		0.853		
Y.1			0.954	
Y.2			0.944	
Y.3			0.929	
Y.4			0.936	
Z.1				0.938
Z.2				0.938
Z.3				0.872
Z.4				0.852

(Source: *Smart-PLS* Primary Data, 2025)

According to Table 6, the loading factor values for all indicators across the four variables—Product Quality (X1), Promotion (X2), Repurchase Intention (Y), and Customer Satisfaction (Z)—are above the minimum threshold of 0.70. The values range from 0.832 to 0.966, indicating that each indicator demonstrates a strong and acceptable level of correlation with its corresponding construct.

This result confirms that all measurement indicators meet the requirements for convergent validity, as suggested by (Hair et al., 2017), who recommend a loading factor value above 0.70 for confirmatory purposes in reflective measurement models. Therefore, none of the indicators need to be eliminated, and all can be retained for further analysis in the structural model.

The high loading values also suggest that each item is a reliable representation of its underlying latent variable, reinforcing the internal consistency and construct validity of the measurement model.
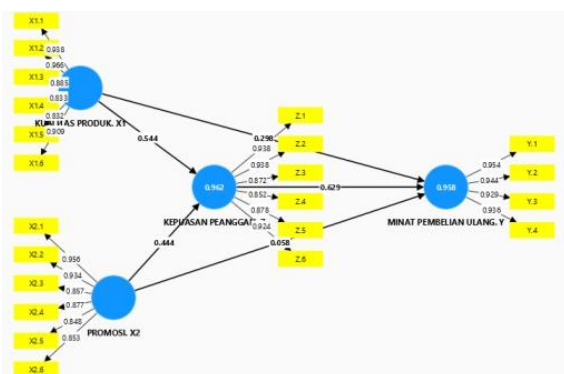

Figure 2: Graph of Loading Factor Value Results

Source: Smart-PLS Primary Data, 2025

2. Composite Reliability

The assessment of construct reliability is conducted using composite reliability and Cronbach's alpha, both of which evaluate the internal consistency of the measurement indicators within each construct. A Cronbach's alpha value and composite reliability value greater than 0.70 are generally considered to indicate strong and acceptable reliability.

TABLE VII

COMPOSITE RELIABILITY

Construct Validity and Reliability				
	Cronbach's alpha	Reliability of composite (rho.. a)	Composite reliability (rho.. c)	Average variants extracted (AVE)
Product Quality (X1)	0.929	0.931	0.946	0.946
Promosi (X2)	0.893	0.893	0.925	0.756
Repurchase Intention (Y)	0.937	0.937	0.960	0.888
Customer Satisfaction (Z)	0.953	0.955	0.963	0.812

Source: Smart-PLS Primary Data, 2025

The results of the construct validity and reliability tests show that both Cronbach's alpha and composite reliability values for all constructs exceed 0.70. Therefore, it can be concluded that all constructs demonstrate strong internal consistency and are considered reliable.

3. Discriminant Validity

Discriminant validity is evaluated by comparing the cross-loading values of each indicator across different constructs. A construct is considered to have good discriminant validity when the loading value of an indicator on its intended construct is greater than its loading on other constructs, with a threshold of >0.70 being preferred.

TABLE VIII

CROSS-LOADING VALUE

	Product Quality (X1)	Promotion (X2)	Repurchase Intention (Y)	Customer Satisfaction (Z)
X1.1	0.929	0.918	0.909	0.917
X1.3	0.890	0.966	0.854	0.863
X1.4	0.838	0.816	0.810	0.801
X1.5	0.842	0.796	0.775	0.809
X1.6	0.910	0.872	0.889	0.892
X2.2	0.928	0.920	0.935	0.928
X2.3	0.809	0.875	0.814	0.832
X2.4	0.857	0.885	0.835	0.867
X2.5	0.824	0.856	0.804	0.828
X2.6	0.797	0.863	0.784	0.783
Y.2	0.907	0.898	0.949	0.914
Y.3	0.903	0.899	0.932	0.915
Y.4	0.893	0.882	0.946	0.899
Z.1	0.919	0.907	0.919	0.938
Z.2	0.918	0.900	0.924	0.938
Z.3	0.848	0.858	0.840	0.873
Z.4	0.833	0.849	0.828	0.852
Z.5	0.846	0.849	0.854	0.878
Z.6	0.904	0.893	0.906	0.924

Source: Smart-PLS Primary Data, 2025

The table above shows that all cross-loading values exceed 0.70, indicating that each construct has adequate discriminant validity. This confirms that the indicators are more strongly associated with their respective constructs than with others, supporting the distinctiveness of each variable in the model.

4.3 Structural Model Test (Inner Model)

This structural model test aims to analyse the regression of the strength of the relationship between the independent and dependent variables. The inner model is divided into 2, namely:

a) R-Square

To determine whether the R^2 values are statistically significant, it is necessary to examine the t-statistics for each hypothesized path within the structural model. Significance is assessed by evaluating the t-values and p-values obtained from the bootstrapping procedure in SEM-PLS. The following section presents this information in detail:

TABLE IX

R-SQUARE VALUE

R - Square		
	R – Square	Adjusted R - Square
Repurchase Intention (Y)	0.935	0.933
Customer Satisfaction (Z)	0.955	0.954

Source: Smart-PLS Primary Data, 2025

The analysis results show that the R^2 value for the repurchase intention variable (Y) is 0.958, indicating that the independent variables product quality (X1) and promotion (X2) explain 95.8% of the variance in repurchase intention. This value falls into the "high" category, suggesting that the structural model has strong explanatory power.

b) F-Square

The following are the results of the F^2 (effect size) assessment, which measures the contribution of each exogenous variable to the R^2 value of the endogenous variable. F^2 values indicate the impact magnitude of an independent variable on a dependent variable when that variable is included in or excluded from the model. According to (Cohen, 1988), F^2 values can be interpreted as follows:

TABLE X

F-SQUARE VALUE

F – Square				
	Minat Pembelian Ulang (Y)	Kepuasan Pelanggan (Z)	Kualitas Produk (X1)	Promosi (X2)
Repurchase Intention (Y)				
Customer Satisfaction (Z)	0,443			
Product Quality (X1)	0,046	1.073		
Promotion (X2)	0.008	0.242		

Source: Smart-PLS Primary Data, 2025

The F-square analysis yielded several estimates of effect size as follows: The influence of product quality (X1) on customer satisfaction (Z) resulted in an F^2 value of 0.433, which falls into the strong effect category. This indicates that product quality plays a substantial role in shaping customer satisfaction.

Meanwhile, the effect of customer satisfaction (Z) on repurchase intention (Y) recorded an F^2 value of 0.335, and the effect of promotion (X2) on customer satisfaction (Z) showed an F^2 value of 0.289. Both values fall under the moderate effect category, suggesting a meaningful and noteworthy impact on the dependent constructs.

In contrast, the effect of product quality (X1) on repurchase intention (Y) produced an F^2 value of 0.081, and the influence of promotion (X2) on repurchase intention (Y) yielded an F^2 value of 0.003. These results are classified as weak effects, indicating that the direct influence of these variables on repurchase intention is relatively limited.

4.4 Hypothesis Testing (Direct Effect)

Hypotheses in this study are accepted if the T-value > 1.96 and the P-value < 0.05, indicating statistical significance at the 95% confidence level.

TABLE XI

HYPOTHESIS TESTING RESULTS

Path coefficient – Average, STDEV, T-value, P-value					
	Original Sample (O)	Sample average (M)	Standard deviation (STDEV)	T statistic (IO/STDEVI)	(P-Values)
Customer Satisfaction (Z) => Repurchase Intention (Y)	0.629	0.589	0.169	3.725	0.000
Product Quality (X1) => Customer Satisfaction (Z)	0.544	0.545	0.076	7.198	0.000
Product Quality (X1) => Repurchase Intention (Y)	0.298	0.320	0.134	2.224	0.026
Promotion (X2) => Customer Satisfaction (Z)	0.444	0.442	0.076	5.856	0.000
Promotion (X2) => Repurchase Intention (Y)	0.058	0.076	0.111	0.521	0.062

Source: Smart-PLS Primary Data, 2025

Based on the hypothesis testing results:

1. H1 is accepted: Product quality (X1) has a positive and significant effect on repurchase intention (Y), with a T-statistic of 2.224 (>1.96) and a P-value of 0.026 (<0.05). This indicates that better product quality increases repurchase interest.
2. H2 is rejected: Promotion (X2) does not significantly affect repurchase intention (Y), as shown by a T-statistic of 0.521 (<1.96) and a P-value of 0.620 (>0.05).
3. H3 is accepted: Product quality (X1) significantly influences customer satisfaction (Z), with a T-statistic of 7.198 and a P-value of 0.000.
4. H4 is accepted: Promotion (X2) has a significant positive effect on customer satisfaction (Z), supported by a T-statistic of 5.856 and a P-value of 0.000.
5. H5 is accepted: Customer satisfaction (Z) significantly affects repurchase intention (Y), with a T-statistic of 3.725 and a P-value of 0.000, indicating that higher satisfaction leads to stronger repurchase intention.
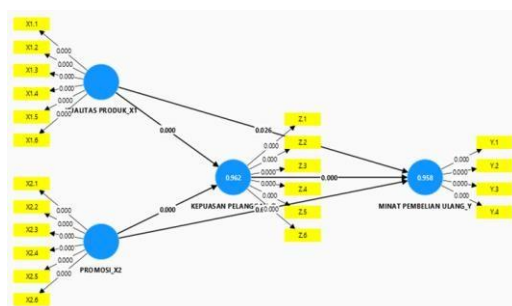

Figure 3: Hypothesis testing graph

Source: Smart-PLS Primary Data, 2025

4.5 Mediation Testing (Indirect Effect)

The primary objective of this research is to examine the relationship between exogenous and endogenous variables through the mediating effect of customer satisfaction (Z), using PLS-SEM with mediation analysis (Indirect Effect). The mediation test follows standard significance thresholds, where T-statistics must exceed 1.96 and P-values must be less than 0.050 to confirm a statistically significant mediating relationship.

TABLE XII

MEDIATION TESTING RESULTS

Specific indirect effects – Mean, STDEV, T-value, p-value					
	Original Sampel (O)	Sample average (M)	Standard deviation (STDEV)	T Statistik (IO/STDEV)	(P – Values)
Product Quality (X1) => Customer Satisfaction (Z) => Repurchase Intention (Y)	0.342	0.319	0.098	3.498	0.000
Promotion (X2) => Customer Satisfaction (Z) => Repeat Purchase Intention (Y)	0.279	0.261	0.091	3.084	0.002

Source: Smart-PLS Primary Data, 2025

The results of the mediation analysis are as follows:

1. H6 is accepted: Product quality (X1) has a positive and significant indirect effect on repurchase intention (Y) through customer satisfaction (Z), with a T-statistic of 3.498 and a P-value of 0.000. This confirms that customer satisfaction significantly mediates the relationship between product quality and repurchase intention.
2. H7 is accepted: Promotion (X2) also shows a positive and significant indirect effect on repurchase intention (Y) via customer satisfaction (Z), supported by a T-statistic of 3.084 and a P-value of 0.002. This indicates that customer satisfaction effectively mediates the relationship between promotion and repurchase intention.

4.6 Discussion

1. The Effect of Product Quality on Repurchase Interest

The analysis results indicate that repurchase interest (Y) is significantly and positively influenced by product quality (X1). This research demonstrates that

Kemejaberkah.2nd has effectively enhanced the quality of its products, thereby increasing consumers' interest in making additional purchases.

The value of this research is consistent with the findings of a previous study conducted by (Hariyanti, 2021), titled "Analysis of the Effect of Product Quality, Price, and Service Performance on Repurchase Interest in Key Equipment at PT. Kenari Djaja Prima Semarang City." The results of that study indicate that product quality has a positive impact on repeat purchase interest at PT. Kenari Djaja Prima, Semarang City.

The results presented above are also in line with prior research conducted by (Sunyoto & Dewantara, 2021), which indicates that product quality has a substantial and positive impact on repurchase interest.

2. The Effect of Promotion on Repurchase Interest

According to the analysis findings, there is a rejection of the effect of promotion (X2) on repurchase interest (Y). This research demonstrates that promotions do not have an impact on the frequency of repeat purchases made by consumers of Kemejaberkah.2nd Online Shop.

The significance of this research is consistent with the findings of a previous study by (Hapsari & Astuti, 2022), titled "The Effect of Marketing Mix on Repurchase Interest Through Consumer Satisfaction as a Mediating Variable at Secondshitstuff Shop Yogyakarta." The hypothesis results in that study indicate that promotion has a negligible and insignificant impact on repurchase interest at Secondshitstuff Stores in Yogyakarta.

This is also consistent with the findings of (Lusiani & Blasius, 2022), which state that promotion has no positive and insignificant effect on repurchase interest in Oriflame products.

3. The Effect of Product Quality on Customer Satisfaction

The results of the analysis indicate that customer satisfaction (Z) is significantly and positively influenced by product quality (X1). This finding demonstrates that Kemejaberkah.2nd has successfully improved customer satisfaction by offering exceptional product quality.

The significance of this research is in line with the findings of the study titled "Analysis of Product Quality and Service Quality to Customer Loyalty Through Customer Satisfaction Being a Bridging Variable," conducted by (Alfalhin and Osmond, 2020). The hypothesis testing in that study indicates that product quality has a positive impact on customer satisfaction at PT. Antero Mandiri Sentosa Jombang.

4. The Effect of Promotion on Customer Satisfaction

The data indicates that promotion (X2) positively and significantly influences customer satisfaction (Z). This study shows that Kemejaberkah.2nd Online Shop has effectively implemented superior promotions to enhance customer happiness.

This research aligns with prior work conducted by (Tjahjaningsih, 2020), titled "The Effect of Image and Promotion on Customer Satisfaction and Its Impact on Customer Loyalty: A Study at Carrefour Supermarket Semarang." The findings of that study indicate that promotion positively influences customer satisfaction at Carrefour Supermarket in Semarang.

This study also supports the findings of (Manik, 2020), which state that promotion positively and significantly influences customer satisfaction.

5. The Effect of Customer Satisfaction on Repurchase Interest

The analysis reveals that customer satisfaction (Z) positively and significantly influences repurchase interest (Y). This study demonstrates that Kemejaberkah.2nd Online Shop has effectively satisfied customers, thereby increasing their likelihood of repeat purchases.

The findings of this study are in line with prior research conducted by (Pradana, 2023), titled "The Effect of Consumer Satisfaction and Loyalty on Increasing Repeat Purchases in E-Commerce." The results of that study indicate that customer satisfaction positively influences repurchase intent.

6. The Effect of Product Quality on Repurchase Interest Through Mediation of Customer Satisfaction

The analytical test results indicate that product quality (X1) exerts a positive and significant influence on repurchase interest (Y) through the mediating variable customer satisfaction (Z). This study demonstrates that Kemejaberkah.2nd Online Shop has effectively delivered superior product quality, thereby enhancing repurchase intent through the mediation of customer satisfaction.

These findings align with prior research conducted by (Waris, Wahono, and ABS, 2023), titled "The Effect of Product Quality on Repurchase Interest Through Customer Satisfaction as a Mediating Variable (Study at Tacibay Dinoyo Food Stalls in Malang City)." The hypothesis results of that study indicate that product quality positively and significantly influences repurchase interest via the mediation of customer satisfaction at Tacibay food stalls in Dinoyo, Malang City.

7. The Effect of Promotion on Repurchase Interest Through Mediation of Customer Satisfaction

The analytical test results indicate that promotion (X2) exerts a positive and significant influence on repurchase interest (Y) through the mediating variable customer satisfaction (Z). This study demonstrates that Kemejaberkah.2nd Online Shop has effectively implemented superior promotional strategies to enhance repurchase interest through customer satisfaction.

The results of this study are in accordance with prior research conducted by (Syahrani and Utami, 2022), titled "The Effect of Sales Promotion and Online Customer Review on Repurchase Interest Through Consumer Satisfaction as Mediation on Tokopedia in Padang City." The findings indicate that promotion exerts a positive and significant impact on repurchase intentions, mediated by consumer satisfaction in Padang City.

5. Conclusion

Based on the extensive measurement tests and comprehensive data analysis conducted using SEM-PLS, the following conclusions can be drawn regarding the factors influencing repurchase intention at Kemejaberkah.2nd online store:

1. Product quality (X1) has a direct and significant positive effect on repurchase intention (Y). This indicates that improvements in product quality are strongly associated with increased customer interest in making repeat purchases.
2. Promotion (X2) does not have a significant direct effect on repurchase intention (Y). This suggests that promotional efforts alone may not directly influence customers to repurchase unless supported by other factors.
3. Product quality (X1) exerts a strong and significant influence on customer satisfaction (Z), highlighting the importance of high-quality products in fostering a satisfying customer experience.
4. Promotion (X2) significantly affects customer satisfaction (Z), indicating that well-executed promotional strategies can enhance customer perception and satisfaction.
5. Customer satisfaction (Z) has a significant positive impact on repurchase intention (Y), confirming that satisfied customers are more likely to return and repurchase.
6. Customer satisfaction (Z) acts as a mediator in the relationship between product quality (X1) and repurchase intention (Y). This demonstrates that the impact of product quality on repeat buying behavior is strengthened when customer satisfaction is high.
7. Similarly, customer satisfaction (Z) also mediates the effect of promotion (X2) on repurchase intention (Y), suggesting that effective promotions indirectly drive repeat purchases by first enhancing customer satisfaction.
8. In summary, product quality is the most influential factor, both directly and indirectly (via customer satisfaction), in encouraging repurchase intention. While promotions may not directly impact repeat purchases, they play a crucial indirect role through satisfaction, reinforcing the importance of delivering value-driven promotions that enhance the overall customer experience.

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