



The Effect of Product Quality on Repurchase Interest Mediated by Consumer Satisfaction of Lemonilo Noodles in Cimahi City

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Abstract

This study aims to analyze the influence of product quality on repurchase interest with consumer satisfaction as an intermediate variable among students in Cimahi City. A sample of 60 respondents was obtained through purposive sampling. Data were collected using questionnaires and quantitatively processed with the Sobel Test using SPSS software version 27. The results show that product quality has a significant influence on consumer satisfaction, product quality has a significant influence on repurchase intention, consumer satisfaction has a significant influence on repurchase intention, and consumer satisfaction is proven to have a significant mediating role in the relationship between product quality and repurchase intention. The uniqueness of this research lies in its focus on examining the mediating role of consumer satisfaction in the context of students in Cimahi City, thereby providing new insights for the marketing literature by highlighting local perspectives that are rarely studied. This research contributes to three aspects. First, strengthen the theory of consumer behavior by proving that satisfaction mediates the relationship between product quality and repurchase interest, and enriches empirical studies on the role of product quality in consumer satisfaction and loyalty (especially students). Second, becomes a guideline for business actors in Cimahi City to improve product quality. Third, the application of the Sobel Test contributes to analyzing the role of mediation and can be a reference for future consumer behavior research.

Keywords: Product Quality, Consumer Satisfaction, Repurchase Intent, Consumer Loyalty

INTRODUCTION

In this increasingly advanced era, most Indonesians tend to choose ready-to-eat and practical food. This is because ready-to-eat meals are easier to prepare. Noodles have become a popular choice as an alternative to rice among Indonesians. Given people's tendency to prioritize practicality, food manufacturers are encouraged to create products that meet the needs of the Indonesian people.

	Country/Region	2018	2019	2020	2021	2022
1	China/Hong Kong	40,250	41,450	46,360	43,990	45,070
2	Indonesia	12,540	12,520	12,640	13,270	14,260
3	Viet Nam	5,200	5,440	7,030	8,560	8,480
4	India	6,060	6,730	6,730	7,560	7,580
5	Japan	5,780	5,630	5,970	5,850	5,980
6	USA	4,520	4,630	5,050	4,980	5,150
7	Philippines	3,980	3,850	4,470	4,440	4,290
8	Republic of Korea	3,820	3,900	4,130	3,790	3,950
9	Thailand	3,460	3,570	3,710	3,630	3,870
10	Brazil	2,390	2,420	2,720	2,850	2,830

Figure 1. The Rate of Countries with the Highest Consumption of Instant Noodles in the World
Source: WINA (2022)

According to 1data1World Instant Noodles1Association (WINA) in 2022, China/Hong Kong occupies the first position in instant noodle consumption with 45.070 billion servings per year, followed by Indonesia in second place with 14.260 billion servings. Even though instant noodles contain excess oil and MSG, consumers in large markets like Indonesia remain high. Therefore, manufacturers need to pay attention to quality and price to stay competitive.

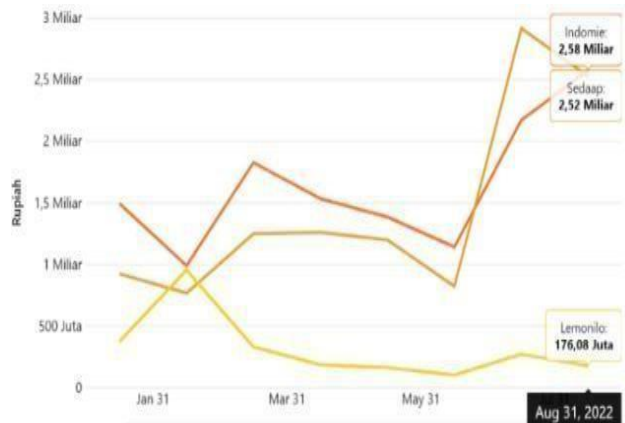


Figure 2. Sales Revenue of a Number of Instant Noodle Brands in E-Commerce
Source: Databoks.id (2022)

Based on Figure 2 above, Lemonilo instant noodles, known for their claims of healthy and natural products, continue to strive to strengthen its position in the Indonesian market dominated by conventional brands. Despite being successfully accepted and experiencing an increase in sales (Compas, 2021), Lemonilo still faces significant competitive challenges, especially in the market share battle with giants such as Indomie and Mie Sedaap.

Recent data shows that Lemonilo's position in e-commerce sales remains stable among the top brands, but with a much smaller market share. A research from Compas (the latest relevant until 2024) in the Instant Pasta Noodle category shows that Indomie dominates with a market share of 64.3%, followed by Sedaap Noodles. Lemonilo, despite being included in the Top 10 Brands, is ranked at the bottom with a market share that is far behind the two market leaders (Compas,). In another survey at the beginning of 2024, Indomie became the favorite brand with 71.2% of respondents, while Mie Sedaap was in second place with 13.9%, showing that Lemonilo is still

unable to penetrate the preferences of the majority of consumers. (Goodstats, 2024)

In 2024, Lemonilo will expand its international business by starting exporting healthy instant noodle products to the United States through partnerships with major retail chains such as Costco and global e-commerce platforms. This step is part of Lemonilo's strategy to introduce healthy food products with natural composition and high quality to the global market, while strengthening the image of the Indonesian brand in the international arena (IDX Channel, 2024).

The latest data (2023) shows that Indofood CBP Sukses Makmur (ICBP), the producer of Indomie, reported net sales of instant noodles reaching IDR 50.44 trillion throughout 2023 (CNBC Indonesia, 2024). This dominance is also reflected in the market share, where Indomie controls 72.5% of the market in 2023, followed by Mie Sedaap around 16.2% (Respository, 2023)

In the midst of this dominance, instant noodles that prioritize health aspects, such as Lemonilo, continue to face significant challenges. Although Lemonilo has been trying to increase its market share in e-commerce, it is still far below its competitors. Based on Kompas.co.id monitoring in the period from February 25 to March 10, 2024, Lemonilo is third in the list of Top 10 Instant Pasta Noodle Brands with a market share of sales revenue that is far below Indomie (64.3%) (Kompas, 2024).

This performance gap reflects extreme sales fluctuations in the past and difficulties in maintaining repurchase interest. Although it had jumped significantly in February 2022 to reach IDR 953.54 million, surpassing Sedaap which was only IDR 765.3 million in the same month, Lemonilo's sales trend tended to decline drastically in the following months. For example, in March 2022, Lemonilo's sales fell to IDR 329.82 million, while Indomie jumped to IDR 1.83 billion and Sedaap IDR 1.25 billion (Databoks.id, 2022). This decline is often attributed to two main factors related to Product Quality: 1.) Taste: Indonesian consumers, who are used to strong savory taste, often consider the taste of Lemonilo to be less than optimal due to its formula that is free of preservatives and artificial flavor enhancers, thus affecting Consumer Satisfaction; 2.) Price: The price of Lemonilo is relatively higher than conventional instant noodles, narrowing the market segmentation. Customer.

This situation creates a dilemma. Theoretically, high Product Quality should contribute positively and significantly to Customer Satisfaction, and ultimately increase Repurchase Interest (Ramadhan & Adialita, 2024; Ananda & Jamiat, (2021). However, in the case of Lemonilo, although in terms of the quality of the raw materials the product is "healthy" (it does not contain preservatives, dyes, etc.), it does not seem to have fully translated into the satisfaction that drives repeat purchases in a market dominated by taste preferences and prices. According to (Alford & Biswas, 2002) price perception is not only about the nominal price paid, but how consumers assess the suitability of the price with the value received.

Theoretical gaps also emerge: several studies in 2024 show that Product Quality and Price have a positive effect on purchasing decisions for Lemonilo (Journal of Academic Campus, 2024), but these findings are inversely proportional to several other studies that state that Product Quality has no significant effect on customer satisfaction and repurchase (Bahar & Sjahrudin, 2017; Hartanto & Andreani, 2019).

Therefore, the phenomenon of stagnant or fluctuating sales of Lemonilo (2024) and minimal market share (far below Indomie with a difference of tens of trillions of rupiah in net sales) is a crucial issue. This indicates a problem that may be rooted in how Lemonilo's healthy Product Quality attributes actually affect Repurchase Interest and whether Consumer Satisfaction is able

to bridge that relationship amid strong consumer preferences for savory taste and low prices.

Based on this phenomenon, new research needs to be conducted to test the effectiveness of Lemonilo's marketing strategy in 2024, especially in overcoming the problem of low repurchase interest, taking into account product quality variables.

The Influence of Product Quality on Repurchase Interest

Ananda & Jamiat, (2021) stated that product quality has a positive influence on repurchase interest. This is in line with. (Saputri & Tjahjaningsih, 2022) show that the better the quality of the product, the more likely consumers are to buy it back. The mechanism behind this relationship is that good product quality will increase consumer satisfaction and build trust in the brand or seller. When consumers feel satisfied and trusted, they are more likely to make a repeat purchase. A high level of satisfaction encourages customers to feel happy and remain loyal, which ultimately increases the likelihood of them making a repeat purchase (Erlin & Alimuddin, 2022). Based on the above explanation, the following first hypothesis can be proposed.

H1: Quality product has a positive effect on repurchase interest.

The Effect of Product Quality on Consumer Satisfaction

The results of the research conducted by (Marpaung et al., 2021) found a positive and statistically significant relationship between product quality and consumer happiness. Product quality is the consumer's perception of the advantages of a product compared to other alternatives in the market (Zeithaml, 1988). This is in line with what is done (Sisrahmayanti, 2022) and (Lionarto et al., 2022) shows that product quality has a positive effect on consumer satisfaction. In the midst of increasingly fierce market competition, companies must produce quality products and services to ensure customer satisfaction (Dhameria, 2019). In other words, a high-quality product will have a more pronounced impact on happy buyers. In addition, the research disclosed by (Freekey et al., 2018) further supports the idea that high-quality products lead to more satisfied customers. Customer satisfaction plays an important role in a highly competitive market, as there is a significant difference in loyalty levels between customers who are simply satisfied and those who are truly happy or satisfied (Lubis & Suwitho, 2017).

H2: Product quality has a positive effect on consumer satisfaction.

The Influence of Customer Satisfaction on Repurchase Interest

According to Research (Saputri & Tjahjaningsih, 2022) and (Fakaubun, 2017) customer satisfaction increases interest in making a repurchase. Basically, the probability of a consumer making a repeat purchase is directly proportional to their level of satisfaction with the product. Research conducted by (Ramadhani & Kusumawardhani, 2024; Sisrahmayanti, 2022) shows that the level of satisfaction felt by customers plays an important role in shaping interest in making a repeat purchase. These results are in line with the findings (Prasetyo & Wibowo, 2023) and (Purbaya & Herawati, 2024) which confirm that customer satisfaction has a positive influence on the intention to buy back a product. Satisfaction reflects the extent to which consumer expectations are met; When customers feel satisfied, they are more likely to show loyalty and make repeat purchases, whereas dissatisfaction can lower the tendency.

H3: Consumer satisfaction has a positive effect on repurchase interest.

The Influence of Consumer Satisfaction Plays A Role In Mediating the Influence of Product Quality on Repurchase Interest

Aunillah et al., (2022) stated that, if consumer satisfaction serves as an intermediary in the relationship between repeat buying interest and product quality, improved product quality and consumer satisfaction will encourage higher repurchase interest. This is in line with (Alfareza & Sukaatmadja, 2024) also proving that customer satisfaction plays a mediator in the relationship between product quality and customer loyalty.

H4: Consumer satisfaction plays a role in mediating the influence of product quality on repurchase interest

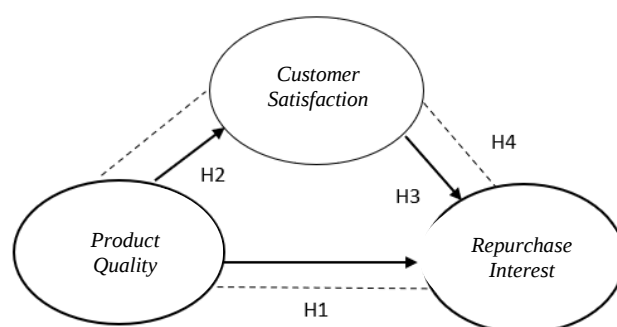


Figure 3. Research Conceptual Model

METHOD

This research approach uses a quantitative method with primary data applied to a specific population or sample. The results of the study are presented in the form of numerical data which is then analyzed to identify the relationship or influence between variables. This study is designed to explain the position of each of the variables studied and describe the influence that occurs between the variables.

Table 1
Variable Operational

No	Variables & Definitions	Indicators
1.	Product quality is a characteristic that products or services to meet customer needs. Kotler & Amstrong 2018	1. Consistent Taste Compatibility 2. Suitability of health benefits 3. Noodle Texture Suitability
2.	Customer satisfaction is a person's feeling in comparing their expectations and the results they get (Firli & Stiawan, 2021)	1. The pleasure felt by customers after consuming 2. The customer's feeling when their expectations are met 3. Appropriateness of the customer's perceived results
3.	Repurchase interest is the desire and action of consumers to buy products because of decisions that match their expectations. (Fitria Jalilah et al, 2021)	1. Desire to plan to buy back 2. Desire to try other flavor variants 3. I chose it as the top choice

The population in this study is all consumers of Lemonilo Noodles who make purchases in Cimahi City, with the number of samples set as 60 respondents who were selected using purposive sampling techniques based on the following criteria: (1) Have consumed Lemonilo Noodles, (2) Domiciled in Cimahi City, and (3) Age 17–64 years. The research instrument used was a questionnaire with all items measured using a Likert Scale of 1–5 (Sugiyono, 2018) to test the variables of Product Quality (X), Consumer Satisfaction (Y) and Repurchase Interest (Z). The Product Quality variable was measured using indicators adopted from Kotler and Keller (2016), including the taste, health benefits, and texture of noodles, while the Consumer Satisfaction variable was measured using indicators from Kotler and Keller (2016) which included emotional satisfaction, fulfillment of expectations, and appropriate decisions, while the Repurchase Interest variable included *repurchase intention*, exploration of other products, and preferences.

RESULTS AND DISCUSSION

The number of respondents collected in the study was as many as 60 people who consumed lemonilo noodles in Cimahi City, The majority of respondents in this study were at the age of 17-22 years, which amounted to 37 (37%) with 39 people (39%) female and 21 (21%) male gender, all domiciled in Cimahi City (100%). Respondents as many as 36 people (36%) are still students, with an income of less than 1 million as many as 28 (28%). Then, all respondents had consumed lemonilo (100%).

Table 2
Validity and reliability test results

No	Question	Instrument Validity Results R Calculus (<i>Pearson Correlations</i>) Product Quality	R Count	R Table	Description	Instrument Reliability Test Results <i>Cronbach's Alpha</i>
1.	The taste of the lemonilo noodles was in line with my expectations	0.643	0.760	0.2542	Valid	0.793
2.	Lemonilo noodles provide health benefits according to its claims	0.586	0.740	0.2542	Valid	
3.	The texture of the lemonilo noodles is as expected after cooking	0.464	0.675	0.2542	Valid	
Customer Satisfaction						
1.	I feel happy after consuming lmonilo noodles	0.604	0.520	0.2542	Valid	0.794
2.	I feel that my hopes after consuming lmonilo noodles have been fulfilled	0.564	0.439	0.2542	Valid	
3.	I feel that my decision in choosing lemonilo noodles to consume is right	0.540	0.406	0.2542	Valid	
Interest in Repurchase						
1.	I will buy this product again in the future	0.624	0.477	0.2542	Valid	0.740
2.	I am interested in trying other flavors of this product in the future	0.439	0.461	0.2542	Valid	

No	Question	Instrument Validity Results R Calculus (Pearson Correlations)	R Count	R Table	Description	Instrument Reliability Test Results Cronbach's Alpha
3.	I make lemonilo noodle products as the main choice.	0.346	0.269	0.2542	Valid	

Source: Data Processing Results with SPSS 27 (2025)

Based on the table of validity test results, it can be concluded that the results of the validity test using the Pearson Product Moment technique show that all question items (items 1 to 3) on the variables of product quality (X), consumer satisfaction (Y) and repurchase interest (Z) have a calculation value greater than the table (0.254). Thus, all question items are declared valid and can be used in the research.

Furthermore, the results of the reliability test for the variables of product quality (X), consumer satisfaction (Y) and repurchase interest (Z) showed Cronbach's Alpha values of 0.793, 0.794 & 0.740. Because this value is greater than the minimum limit value of reliability (0.60), it can be concluded that the questionnaire instrument for the variable is reliable and consistent.

Table 3
Classical Assumption Test Results

No	Parameters tested	Criteria for Acceptance of Test Results	Test Results	Interpretation
Normality Test (<i>Kolmogorov – Smirnov</i>)				
1.	X → & → Z	(Sig) ≥ 0.05	(sig) = 0.200	Normally distributed data
Multicollinearity Test				
2.	X → & → Z	<i>Tolerance</i> value > 0.01 and VIF < 10	<i>Tolerance</i> value = 0.607 ALIVE = 1,647	There is no perfect or near-perfect correlation between variables
Heteroscedasticity Test				
3.	X → & → Z	(Sig) ≥ 0.05	(Sig) = 0.262 (Sig) = 0.198 (sig) = 0.264	There is similarity in the variance of the residual in the regression model

Source: Data Processing Results with SPSS 27 (2025)

In the classical assumption test, this study uses the normality test method with the Kolmogorov-Smirnov approach. If the significance value is more than 0.05, then the data is considered to have a normal distribution. The test results showed a significance value of 0.200, which indicated that the data was distributed normally. Furthermore, the results of the multicollinearity test showed a Tolerance value of 0.607, which was above the limit of 0.01, and a VIF value of less than 10, so it can be concluded that the regression model did not experience multicollinearity problems. Meanwhile, heteroscedasticity testing yielded significance values of

0.262, 0.198, and 0.264, indicating that there were no symptoms of heteroscedasticity.

Normality Test

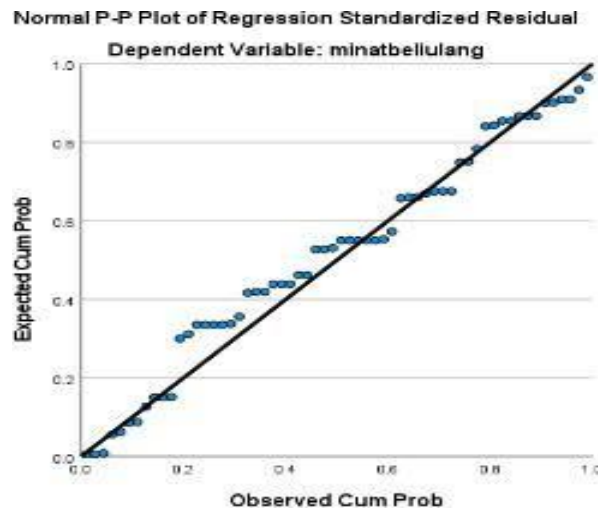


Figure 4. P-P Plot

The result of the above graph is displayed on the plot, where the dots follow and approach the diagonal line. The results show that the regression model meets the assumption of normality.

Heteroscedasticity Test

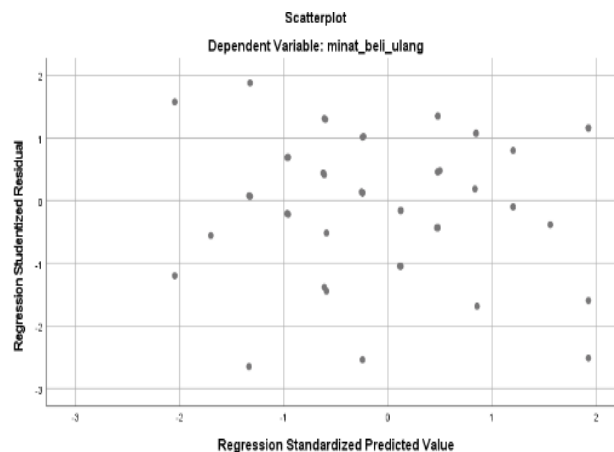


Figure 5. Scatterplot

Based on the scatter plot graph, a clear pattern can be seen of the points above and below the number 10 on the Y-axis. Therefore, based on the regression results, it seems that heteroscedasticity does not occur. If the significance value is less than 0.05, this indicates that the residual data is not random and that there is an autocorrelation. In contrast, the absence of autocorrelation and randomness of the residual data was indicated by a significance value greater than 0.05.

Regression Analysis Test**Table 4**
Results of the Simple

Type	Unstandardized Coefficients		Standardized Coefficients		T Value	Sig
		B	Std. Error	Beta		
1.	(Constant)	4.328	1.300		3.329	0.002
	Product Quality	0.636	0.105	0.627	6.125	0.001

a. Dependent on Consumer Satisfaction Variables

Source: Data Processing Results with SPSS 27 (2025)

$$Y = 4.328 + 0.636 X$$

Looking at a simple regression equation, it was found that the customer is worth 4,328, which indicates that consumer satisfaction will be worth 4,328 units in a situation where all variables are equal to zero. In addition, from the equation, it is known that the quality of the product and 1 significant value of B 0.318 and consumer satisfaction of 0.309, consumer satisfaction and product quality have a 1positive1 and 1significant effect on the interest in rebuying. The results show that the t-count1 is more1 larger than the t-table is as large as 1.673 and the significance is less than 0.05.

Table 5
Multiple Regression Analysis Test Results

Type	Unstandardized Coefficients	Standardized Coefficients		T Value	Sig
		B	Std. Error		
1.	(Constant)	4.341	1.327		3.271 0.002
	Product quality	0.318	0.125	0.342 2.549	0.014
	Consumer Satisfaction	0.309	0.123	0.338 2.515	0.015

a. Repurchase Interest Variable Dependency

Source: Data Processing Results with SPSS 27 (2025)

$$Z = 4.341 + 0.318 X + 0.309 Y$$

Referring to the equation of 1 multiple regression, it can be known that the consumer satisfaction is 2.515 with a significant value of product quality of 0.014 and consumer satisfaction of 0.015. Consumer satisfaction can be seen from the coefficient (B) of 0.636 with a calculation value of 6.125 greater than the table of 1.673 and a significance value of less than 0.05, i.e. 0.001.

Table 6
Sobel Test Results

Consumer Satisfaction (Y) Repurchase Interest (Z)			
	t-statistic	Std.Error	p-Value
Product Quality	2.3237	0.0845	0.0201

Source: Data Processing Results with SPSS 27 (2025)

Product quality has a significant effect on repeat purchase interest through consumer satisfaction (Intervening), or consumer satisfaction (Intervening) is able to mediate the influence of product quality on repurchase interest, according to the sobel test analysis with a p-value of 0.0201 (<0.05) and a t-statistical value of 2.3237.

Table 7
Partial Test (T Test)

Type	Unstandardized Coefficients		Standardized Coefficients		T Value	Sig
		B	Std. Error	Beta		
1.	(Constant)	4.341	1.300		3.329	0.002
	Product Quality	0.514	0.101	0.554	5.065	0.001
	Consumer Satisfaction	0.505	0.100	0.525	5.043	0.001

a. Repurchase Interest Variable Dependency

Source: Data Processing Results with SPSS 27 (2025)

Based on the results of the partial t-test, it was found that the product quality variable (X1) had a significance value of 0.001, which was smaller than 0.05, to the repurchase interest (Y). In addition, the tcal values are 5.065 and 5.043, respectively greater than the ttable value of 1.673. This condition shows a statistically significant relationship between repurchase interest and product quality.

Thus, based on these results, we can accept HA1 and reject the null hypothesis (H01). A greater tendency for customers to make a repeat purchase is related to higher product quality, suggesting that product quality has a significant impact on repurchase intent.

Table 8
F-statistic test (F-test)

Type	Sum of Squares	Df	Mean Square	F	Sig
1. Refreshment	44.250	2	22.130	17.168	0.001
Residual	73.473	57	1.289		
Total	117.733	59			

Repurchase Interest Variable Dependency

Processing Results with SPSS 27 (2025)

Based on the results of the study, it can be concluded that the influence of product quality (X1) and consumer satisfaction (X2) on repurchase intention (Y) is statistically significant with a p value of $0.001 < 0.05$ and an F value of $17,168 > 3.16$. We can conclude that H3 is true and reject H03. Customers are more likely to make a repeat purchase if they are satisfied with the quality of the goods they receive.

DISCUSSION

The Effect Of Product Quality On Repurchase Interest

Based on the results of the first hypothesis test, it was found that product quality has a positive and significant effect on repurchase interest, so H1 is accepted, indicating that the better the quality of a product perceived by consumers, the greater their tendency to make repurchases in the future. These findings are in line with the foundation of marketing theory that places quality as the foundation of value creation and customer satisfaction (Kotler & Keller, 2016), and is supported by previous studies such as (Ananda & Jamiat, 2021) and (Saputri & Tjahjaningsih, 2022), as well as other studies (Rifki et al., 2022) which consistently concludes that product performance and durability are the main drivers of repurchase intent. Thus, high quality successfully meets customer expectations, which then transforms into trust and repetitive purchasing behavior.

The Effect of Product Quality on Consumer Satisfaction

Based on the second hypothesis test, it was found that product quality had a positive and significant effect on repurchase interest, so H2 was accepted. These findings have important implications, meaning that the higher the quality of the product consumers perceive (including performance, reliability, and features), the more likely they are to make a repeat purchase in the future. These results are in line with empirical findings by (Marpaung et al., 2021) and (Freekey et al., 2018). This phenomenon can be explained through *Expectation Disconfirmation Theory*, where the quality of products that meet or even exceed the initial expectations of consumers will create feelings of happiness and satisfaction. According to Kotler and Keller (2016), this high satisfaction is a precursor or strong driver for the formation of interest in buying again, because consumers feel that the product offers optimal value. This statement is also supported by (Ramadhani & Kusumawardhani, 2024) which reveals that the quality of a product in terms of value meets consumer satisfaction. Therefore, this H2 acceptance confirms that focusing on providing superior quality products is the most effective strategy to maintain the consistency of consumer purchases.

The Effect of Consumer Satisfaction on Repurchase Interest

Based on the testing of the third hypothesis, it was found that consumer satisfaction had a positive and significant effect on repurchase interest, so H3 was accepted. The acceptance of this hypothesis means that the higher the level of satisfaction felt by consumers, the greater their tendency to buy the same product again in the future. These findings are powerful and in line with the basic principles of marketing, which believe that customer satisfaction is at the core of retention strategies. These results are supported by research (Saputri & Tjahjaningsih, 2022) and (Fakaubun, 2017), which consistently affirm the positive and significant influence of consumer satisfaction and repurchase interest. Furthermore, other studies by (Rifki et al., 2022) and (Maryanto, 2021) also reinforce that satisfaction serves as a mediating variable or a key driver that links previous

positive experiences to future purchasing decisions. Therefore, the acceptance of H3 confirms that the company's investment in maintaining quality to create satisfaction is a key strategic step to ensure business continuity through increased repurchase intention.

The Influence of Consumer Satisfaction Plays A Role in Mediating the Influence of Product Quality on Repurchase Interest

Based on the testing of the fourth hypothesis, it is shown that customer satisfaction plays a significant mediating variable in the influence of product quality on repurchase interest, so H4 is accepted. These findings have important implications: good product quality does not automatically guarantee a repeat purchase, but rather must go through an internalization process, where consumers first feel a high level of satisfaction. In other words, satisfaction acts as an intervening variable that channels the positive impact of product quality towards repurchase intentions. These results are in line with research conducted by (Aunillah et al., 2022) and Cahyani & Nurtjahjadi, (2024), which found that consumer satisfaction has a positive impact and serves as an effective bridge between product quality perceptions and repurchase intensity. Theoretically, this is in accordance with the concept that satisfaction is the result of comparing product performance with consumer expectations (Disconfirmation Theory). When product quality meets that promise, satisfaction is created, and it is this positive feeling that triggers future transactional intentions. Other research such as by (Rifki et al., 2022) also strengthens that customer satisfaction is a logical and vital mediator, emphasizing that the company's strategy must be directed to ensure that superior quality translates into a pleasant consumer experience so that repurchase interest can be optimally created. This is in line with (Amaragga & Rahanatha 2018) product quality is interested in carrying out repurchase through customer satisfaction that mediates.

CONCLUSION

The study of 60 Lemonilo customers in Cimahi City concluded that product quality is a crucial factor that positively and significantly influences consumer repurchase interest, both directly and indirectly through the role of consumer satisfaction as a mediating variable, which is evidenced by all accepted hypotheses (significance < 0.05 and $t_{cal} > t_{table}$ managerially, the implication of this finding is that Lemonilo's management must make quality core products as a top investment priority and actively manage expectations to ensure that these qualities translate into high satisfaction to ensure customer retention, while scientifically, this research contributes in the form of strengthening the mediation model of Product Quality, Satisfaction and Repurchase Interest in the context of the healthy instant food industry in regional markets.

This study has several limitations, such as the limited number of respondents around Cimahi City and the age of the respondents, which is dominated by students. The results do not reflect all consumers of Lemonilo noodles in Indonesia. In addition, this study only uses a quantitative approach and does not review qualitative elements such as consumers' deep perceptions or their preferences for the taste and price of products.

SUGGESTION

Further research is suggested to expand the scope of the region and involve respondents with more diverse demographic backgrounds, so that the results can be more representative of the

general consumer population. A mixed methods approach that combines quantitative and qualitative analysis is also recommended to obtain a more in-depth picture, including emotional factors, taste preferences, and price perceptions. In addition, the addition of variables such as price perception, promotion, and brand loyalty will enrich the research model and provide a more comprehensive understanding of the factors that influence repurchase interest.

For Lemonilo, improving product quality, especially in the taste that is more in line with the preferences of Indonesian consumers, needs to be a priority, without losing the identity of healthy products. A more aggressive pricing and promotional strategy, as well as expanding market segmentation beyond consumers focused on healthy eating, will help expand market share. Increased customer satisfaction, flavor variant innovation, and more effective product value communication are also expected to encourage interest in repurchase on a sustainable basis.

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