



The effect of service quality and food quality on repurchase intention with customer satisfaction as a mediation variable

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ABSTRACT

The purpose of this study was to analyze the extent to which service quality, food quality, and brand image influence repurchase intentions, with satisfaction as a mediating variable, for Richeese Factory Transmart Padang consumers who are not known with certainty. In this study, a sample of 230 respondents was used through purposive sampling. The analysis technique employed for SEM analysis was Smart PLS4. The results of the study are as follows: (1) Service quality significantly influences repurchase intentions at Richeese Factory Transmart Padang City. (2) Service quality significantly influences Customer Satisfaction at Richeese Factory Transmart Padang City. (4) Food quality significantly influences customer satisfaction at Richeese Factory Transmart Padang City. (5) Food quality significantly influences repurchase intentions at Richeese Factory Transmart, Padang City. (6) Customer Satisfaction significantly influences repurchase intentions at Richeese Factory Transmart, Padang City.

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INTRODUCTION

As modern times grow, the need for fast food restaurants is growing. Nowadays, many eating places serve fast food to support activities. People's behavior in "consuming" food is also influenced by an improving economy with increasing per capita income of the population and lifestyle and prestige. Changes in lifestyle and food patterns have led to the rise of fast food. Due to busy work schedules that do not allow eating at home all the time, most people, especially urban communities, nowadays prefer to eat outside the home. Moreover, most people are more interested in fast food products because they are considered more practical and widely available everywhere.

Fast food is a well-known fast food in the community. Researchers are more interested in examining food restaurants that can be processed and served in a short and easy time in a matter of minutes, especially in restaurants, snack bars, and restaurants. Based on the top brand index data, Richeese Factory fast food restaurant is placed in 5th position as the top brand of fast food restaurants in Indonesia from 2020 to 2022. top award is an award given to brands that achieve the Top title. This award is given based on the assessment obtained from the results of a nationwide survey under the organization of Frontier Consulting Group. This can be seen in the table below:

Table 1. Fast Food Restaurant Top Brand Index Data in 2020, 2021 and 2022

Top Brand Index Fase 2 2020			Top Brand Index Fase 2 2021			Top Brand Index Fase 2 2022		
Brand	TBI		Brand	TBI		Brand	TBI	
KFC	26.4 %	TOP	KFC	27.2 %	TOP	KFC	27.2 %	TOP
McDonald's	22.8 %	TOP	McDonald's	26 %	TOP	McDonald's	26.2 %	TOP
Hoka-Hoka	6.5%		Hoka-Hoka	8.5 %		Hoka-Hoka	9.4 %	
Bento			Bento			Bento		
A&W	5.9 %		A&W	7.9 %		A&W	7.6 %	
Richeese	4.9%		Richeese	5.9%		Richeese	4.7%	
Factory			Factory			Factory		

Sumber: <https://www.topbrand>

From the data in Table 1, we can see that there is a considerable change in the top brand index winner. So that in this research the author wants to see several factors that may occur in consumer considerations in purchasing Richeese Factory products. It is also known that Richeese Factory is included in the top 5 rankings of the top brand index winners. From the data above, researchers are also interested in examining the effect of service quality and food quality on repurchase intention on customer satisfaction.

Making customers stay to buy back is not easy, there are many influencing factors, one of which is food quality. Food quality is one of the important factors in creating customer satisfaction and can create a desire to repurchase in the future. Quality is the starting point in capturing market share so that the level of satisfaction is not only maintained but must also be increased to face increasingly fierce competition.

Apart from food quality, currently consumers also make service quality as a material for making decisions to revisit certain places. Good service will have an impact on the sense of comfort felt by consumers so that consumers feel comfortable and will make return visits in the future. Restaurants not only offer food but also provide a pleasant atmosphere that encourages visitors to spend more time in the restaurant. Culinary connoisseurs are currently the physical environment as an important role when eating. A comfortable atmosphere with complete facilities is a consideration in deciding to visit the place to eat.

One of the fast food restaurants that is a favorite food place for the people of Padang City is a restaurant that serves fried chicken products as its main menu. However, there are so many fast food restaurants in Padang City that there are competitors from similar businesses that have already existed such as KFC, McDonald's, A&W, and Texas Fried Chicken, it is undeniable that there is very intense competition for Richeese Factory. Richeese Factory has 2 outlets, the first is Jl Jend. A Yani No.23, kp. Jao, kec. Padang Barat, Padang City and the second is located at Transmart Padang City, and the second outlet is the object of my research, namely Transmart Padang City. The following is a review of consumer experiences shopping at Richeese Factory Transmart Padang City.

Based on richeese customer online reviews, that in the shopping experience at Richeese Factory there are several negative consumer reviews while shopping at Richeese Factory Trasmart Kota Padang. There are still consumers who get an unsatisfactory shopping experience for several reasons such as service that takes too long, the taste of the chicken is not good, service quality is not friendly and the cleanliness of the restaurant is very bad. This can be a consideration for consumers who have the intention to repurchase at Richeese Factory Trasmart Padang City.

Based on the background description above, the research is interested in conducting further research on the effect of service quality and food quality on repurchase intention with customer satisfaction as a mediating variable for Richeese Factory Transmart restaurant customers in Padang City.

LITERATURE REVIEW

Repurchase intention

Repurchase Intention can be defined as a customer's intention to buy the same product or service several times. If the customer is satisfied with the service provided, it will affect the psychology of the customer (Steven et al., 2021). According to Ahmad et al (2016) Repurchase Intention shows the customer's desire to buy continuously. Customer satisfaction, customer loyalty, perceived value and trust are all the driving forces behind Repurchase Intention. According to research conducted by (Su, Swanson, Chinchanchokchai, et al., 2016) there are three indicators of repurchase intention, namely:

1. Intend to revisit Richeese Transmart Padang City.
2. Richeese Transmart Padang City food will always be my first choice.
3. I want to return to Richeese Transmart Padang City in the future.

Service quality

According to Su, Swanson, & Chen (2016) defines Service quality as the difference between customer expectations of the service to be received and the perception of the actual service received. According to Zibarzani et al (2022) The difference between what clients expect and what they actually receive can be referred to as service quality. According to Zibarzani et al (2022) there are five indicators of service quality as follows:

1. Richeese Restaurant Transmart Padang City serves a comfortable place
2. Richeese Transmart Padang City service is provided at an acceptable time
3. Richeese Transmart Padang City service is served quickly.
4. The services provided by Richeese Transmart Padang City meet expectations.
5. The services provided by Richeese Transmart Padang City are of high quality.

Food quality

According to Kotler, P., & Keller (2016) Defining product quality is the ability of an item to provide appropriate results or performance even beyond what the customer wants. Furthermore, according to Hanaysha (2016) food quality or what is usually called food quality is a key factor that influences the overall evaluation of customers towards restaurants and their intention to return or Repurchase Intention. According to (Zibarzani et al., 2022) there are five indicators of food quality as follows:

1. Richeese Transmart Padang restaurant serves good quality food.
2. Richeese Transmart Padang restaurant serves food that meets hygiene standards.
3. Richeese Transmart Padang restaurant serves food based on social distance measures.
4. Richeese Transmart Padang serves delicious food.
5. Dining at Richeese Transmart Padang restaurant looks safe to me.

Customer satisfaction

Customer Satisfaction can be defined as feelings of pleasure or sadness when customers compare perceived product performance or sadness when customers compare perceived product performance with previous expectations (Jiang & Zhang., 2016). According to Odunlami (2014) satisfaction is very important for brand loyalty because someone has loyalty to certain brands. Traditionally, satisfaction has been viewed as a fundamental determinant of long-term customer behavior.

According to Song et al (2019), there are six indicators of customer satisfaction, namely:

1. Satisfied with the taste of the Richeese restaurant menu Transmart Padang City.
2. Satisfied with the Richeese restaurant service Transmart Padang City.
3. Satisfied with the atmosphere of Richeese restaurant Transmart Padang City.
4. Satisfied with the menu price of Richeese restaurant Transmart Padang City.
5. Satisfied with Richeese restaurant Transmart Padang City than other restaurants.
6. Satisfied with the overall service of Richeese restaurant Transmart Padang City.

The effect of service quality on repurchase intention

A key idea in service marketing is service quality, which gives businesses a competitive edge. admits that customer service quality has a substantial impact on customers' intent to repurchase, which results in their loyalty. (Lee., 2017). Furthermore, Service quality has a positive effect on repurchase intention (Saleem et al., 2017). According to Amoako et al (2023) Service quality significantly influences the repurchase intention of buyers, which leads to their loyalty. In addition, Palazzo et al (2021) says that because they have the same characteristics, the service quality offered by service providers might impact customers' intentions to make more purchases through brand image. Customers are therefore more likely to favor service suppliers who meet their satisf.

H1: Service quality has a significant positive effect on repurchase intention

The effect of service quality on customer satisfaction

Defined Service quality can be the contrast between what customers expect and what they receive. Businesses evaluate the quality of their services based on client feedback to find new businessprospects. Customer satisfaction, loyalty, and corporate profitability can all be negatively impacted by the quality of the services provided. Businesses enhance their offerings in an effort to increase customer satisfaction and gain a larger market share. (Zibarzani et al., 2022). According to Namin (2017) Service quality has been considered a superior construction and a determinant of customer satisfaction. Service quality influences behavioral intention through customer satisfaction, which they identify as an intermediate effect. The more loyal customers are to a service, the more satisfied they will be with the service. Service quality has a positive effect on customer satisfaction (Kitapci et al., 2014). According to Su, Swanson, & Chen (2016) A product or service provides a level of satisfaction related to pleasurable consumption. In addition, in the opinion of Agarwal & Dhingra (2023) states that customer satisfaction will be high if service quality is also high. Service quality has a positive influence on customer satisfaction. It also establishes a strong relationship between Service quality and customer satisfaction.

H2: Service quality has a significant positive effect on customer satisfaction.

The effect of food quality on customer satisfaction

A restaurant's primary product is food quality. To achieve client happiness, food quality is more crucial than other factors. (Wibisono et al., 2017). According to Trimigno et al (2015) Food quality includes many complex features such as physical, compositional and microbial features, changes ensured by technological or preparation procedures, safety and healthy value. Many people leave places to eat that don't have a taste that matches their perceived taste. Because food quality is a tool used to satisfy and retain customers. Not a few of the customers are looking for places to eat that have a good taste, even though sometimes the prices are not reasonable. So the quality of food has an important role in shaping consumer satisfaction. In the context of a restaurant, food quality is one of the most important attributes that customers consider (Ramanathan et al., 2015). Furthermore, food quality has a positive relationship with customers and customers with the availability to pay in restaurants (Njite et al., 2015).

H3: Food quality has a significant positive effect on customer satisfaction.

The effect of food quality on repurchase intention

Food quality is the main product offered by a food house. Food quality is more important than other aspects in order to achieve customer satisfaction (Wibisono et al., 2017). According to Shariff et al (2015), in his research discussing the relationship between food quality and customer satisfaction muslim chinese restaurants in shah alam, Malaysia. Research looks at how meal quality and customer satisfaction relate to future purchase intentions at seven Chinese Muslim restaurants in Shah Alam, Selangor, Malaysia. According to the study's findings, satisfaction and the caliber of the food at Chinese Muslim restaurants are positively correlated. Customer satisfaction and likelihood to make another repurchase intention are substantially correlated with all factors, including service quality, food quality, environment, and price fairness. According to Rozekhi et al (2016), food quality is an absolute requirement to meet the needs and satisfaction of restaurant customers. Good food quality will affect consumer satisfaction and encourage customers to revisit the food place.

H4: Food quality has a positive significant effect on repurchase intention

The effect of customer satisfaction on repurchase intention

A happy psychological state that results from the appraisal of experience is called "consumer satisfaction." Past experiences have an impact on customer satisfaction, which is crucial for promoting, maintaining, and predicting consumer purchasing behavior and repurchase intention. (Chiu & Cho 2019). According to Liang et al (2018) satisfaction with a product or service is very decisive in Repurchase Intention. Likewise, customer satisfaction is the dominant direct determinant of repurchase intention. In particular, because Repurchase Intention is related to repeat purchases and recommendations, they are important determinants of customer loyalty (Jain et al 2021). According to Hsu et al (2014) argues that satisfied customers will form a Repurchase Intention, while dissatisfied customers can stop further use. Therefore, satisfied customers are more expected to repurchase in the future than dissatisfied customers (Bulut 2015).

H5: Customer satisfaction has a positive significant effect on repurchase intention.

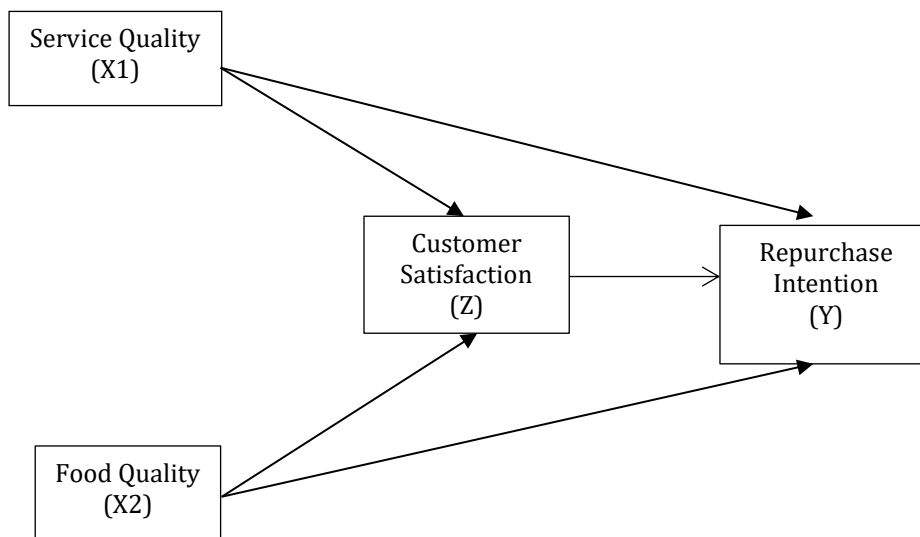


Figure 1 Conceptual Model

METHOD

Based on the type of research achieved, this research is classified as causative research. Causative research is a type of research with problem characteristics in the form of a causal relationship between two or more variables. This study will look at the extent of the influence of food quality (X₁), service Quality (X₂) on repurchase intention (Y) on Richeese Factory Trasmart Kota Padang customers with customer satisfaction (Z) as an intervening variable. The sample that will be used as respondents from this study are 230 people who have bought Richeese Factory Trasmart Padang City. The criteria that must be met by respondents are customers who have bought and willing to be a respondent

Operational variable

In order to avoid misunderstandings in understanding this research, research will be carried out on the variables used, it is necessary to make operational boundaries.

Table 2 Operational Definition and Research Variables

Variabel	Definisi Operasional	Indikator
Repurchase intention (Y)	Repurchase intention is where the customer has the intention and or desire to make the next purchase, which arises within the customer to repurchase a product or service in the future after previously using the same product or service.	<ol style="list-style-type: none"> 1. Intend to revisit 2. Be the first choice 3. Want to buy in the future
Service quality (X1)	Service quality is an effort to fulfill the needs and desires of customers and their delivery accuracy to balance customer expectations.	<ol style="list-style-type: none"> 1. The restaurant serves a comfortable place 2. Service provided at an acceptable time 3. Service is served quickly 4. Services provided meet expectations 5. The service provided is of high quality
Food Quality (X2)	Food Quality is the quality characteristics of food that can be accepted by consumers, this includes external factors such as size, shape, color, consistency, texture and taste.	<ol style="list-style-type: none"> 1. Richeese Restaurant Transmart Padang serves good quality food. 2. Richeese Restaurant Transmart Padang serves food that meets hygiene standards. 3. Richeese Transmart Padang restaurant serves food based on social distance measures. 4. Richeese Transmart Padang serves delicious food. 5. Dining at Richeese Transmart Padang restaurant looks safe to me.
customer satisfaction (Z)	Satisfaction is a feeling that arises after consuming an item accompanied by the fulfillment of expectations on its purchase.	<ol style="list-style-type: none"> 1. Satisfied with the taste of Richeese restaurant food 2. Satisfied with the Richeese restaurant service 3. satisfied with the atmosphere of Richeese restaurant 4. satisfied with the price of the Richeese restaurant menu 5. satisfied with Richeese restaurant than other restaurants 6. Satisfied with the overall Richeese restaurant service

RESULT AND DISCUSSION

Characteristics of respondents

The characteristics of the respondents needed in this study were based on gender, age, education level, Profession, monthly expenses, and how many times they had visited.

Table 3 Characteristic of Respondent

Characteristics	Category	Amount	Percentage
Gender	Man	61	26.5%
	Woman	169	73.5%

Age	<17 years old	22	9.6%%
	18-24 years old	120	52.2%%
	25-34 years old	41	17.8%
	35-44 years old	25	10.9%
	45-54 years old	20	8.7%
	>55 years old	2	0.9%
Education Level	SMP	22	9.6%
	SM	51	22.2%
	A	65	28.3%
	DIPLOM	80	34.8%
	AS1	12	5.2%
	S2/S3		
Profession	Entrepreneur	16	7%
	Private employees	17	7.4%
	Housewife	23	10%
	Student	26	11.3%
	Student	77	33.5%
	Other	55	23.9%
Monthly Expenses	≤ 1,000,000	47	20.4%
	Rp. 1,000,000 – Rp. 2,000,000	84	36.5%
	Rp. 2,000,000 – Rp. 3,000,000	53	23%
	≥ Rp. 3,000,000	46	20%
Number of Visits	1 time	142	61.7%
	2-3 Times	80	34.8%
	> 4 Times	8	3.5%
Fast Food Restaurant I've Been to	Richeese Factory Transmart Padang	229	99.6%
	McDonald's	107	46.5%
	KFC	105	45.7%
	CFCs	26	11.3%
	Dbesto	102	44,3

Source: Primary Data Processed, 2023

Validity test

Validity testing demonstrates how one variable differs from others from others. According (Hair, et al., 2018), a measurement is valid if it meets criteria, which specifies that the AVE value must be equal to or greater than 0.5. Table 3 displays the following average variance (AVE) extract values:

Table 4 Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
Food Quality	0.778
Customer Satisfaction	0.644
Repurchase Intention	0.784
Service Quality	0.775

Source: Primary Data Processed, 2023

It is evident from Table 4 that the AVE value of each variable has exceeded the > 0.60 rule of thumb threshold. Consequently, this investigation can be considered credible.

Test reliability

The goal of the reliability test is to demonstrate that an instrument can be utilized if it produces reliable data. Two reliability metrics must be observed in this reliability test, namely composite reliability and Cronbach's alpha, as given in Table 5.

Table 5 Cronbach Alpha dan Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability (0,7)
Food Quality	0.714	0.875
Customer Satisfaction	0.862	0.900
Repurchase Intention	0.862	0.916
Service Quality	0.855	0.912

Source: Primary Data 2023

Based on Table 5 shows that the variable has good reliability or is able to measure its construct. According to (Chin et al., 1998) a variable is to be reliable enough if the variable has a Cronbach alpha value > 0.6 and composite reliability is > 0.7.

R Square (R²)

R Square is a number that ranges from 0 to 1 which indicates the magnitude of the combination of endogenous variables. The closer to number one, the model produced by the regression will be better. The following is the R Square test:

Table 6 Nilai R Square

Variabel	Nilai R-Square
Customer Satisfaction	0.719
Repurchase Intention	0.571

Source: Primary Data 2023

Based on the table above, it can be seen that the R-square value for the satisfaction variable is 71,9 %. This result shows that 71,9 % of the service quality, food quality and brand image variables contribute to the satisfaction variable and the remaining 28,1% is influenced by other variables from outside this study. Meanwhile, the repurchase intention variable was 0.571. This result showed that 57,1% of the service quality, food quality and brand image variables contributed to the repurchase intention variable and the remaining 42,9 % were influenced by other variables from outside this study.

Test hypothesis

Information on the correlation between study variables is extremely helpfully provided by the significance of the calculated parameters. The value provided in the output component coefficient serves as the foundation for testing the hypothesis. Hypothesis testing can be done based on the significant level and the path coefficient value between the latent variables. For significance, it is guided by a p value with a value below 0.05 or t statistics > 1.96. as for the table of the path coefficient between variables as follows:

Table 7 Path Coefficient Direct Influence

	Original sample	T-Statistics	P values	Hypothesis
Food Quality -> Customer Satisfaction	0.694	13.137	0.000	Accepted
Food Quality -> Repurchase intention	0.330	3.002	0.003	Accepted
Customer Satisfaction -> Repurchase intention	0.679	6.215	0.000	Accepted
Service quality -> Customer Satisfaction	0.207	3.204	0.001	Accepted
Service quality -> Repurchase intention	-0.374	4.761	0.000	Accepted

Source: Primary Data 2023

According to table 7, all of the hypotheses for this study are valid. Each hypothesis' p-value is less than the significance level of 0.05.

Model Structural

This structural model is tested progressively until the desired results are attained. The entire structural model will then be estimated by incorporating the verified indicators into the analysis of the measurement model. The following model is derived from the outcomes of the data processing that has been performed:

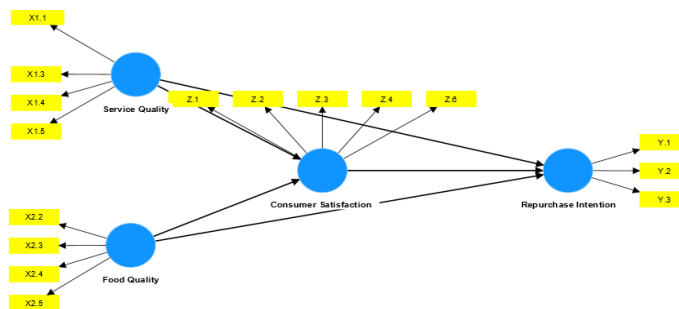


Figure 2. Model Structural

DISCUSSION

On the basis of the aforementioned results, we can construct the following analysis to explain and interpret the research:

Service quality has a positive and significant effect on repurchase intention

The results showed that service quality has a significant positive effect on repurchase intention. This is evidenced by the calculation results obtained from the path coefficient of -0.374 with a t-statistic of 4.761 where this value is greater than the t-table value of 1.96 and p values of 0.000. The results of this study are similar to the findings of Saleem et al (2017) which state that service quality has a positive effect on repurchase intention. According to (Amoako et al., 2023) service quality significantly influences buyers' repurchase intentions, which leads to their loyalty, therefore, the role of good service quality can be applied as a strategy in increasing customer repurchase intention. According to Lee (2017), states that service quality significantly affects buyers' repurchase intentions, which leads to their loyalty.

Service quality has a positive and significant effect on customer satisfaction

The results showed that Service quality has a significant positive effect on Customer Satisfaction. This is evidenced by the calculation results obtained from the path coefficient of 0.207 with a t-statistic of 3.204 where the value is greater than the t-table value of 1.96 and p values of 0.001. The results of this study are similar to the findings of Kitapci et al (2014) which state that service quality has a positive effect on customer satisfaction. The results of this study are supported by Agarwal & Dhingra (2023) who state that customer satisfaction will be high if service quality is also high. Service quality has a positive effect on customer satisfaction .also builds a strong relationship between service quality and customer satisfaction, therefore, the role of good service quality can be applied as a strategy in increasing customer satisfaction. The results of this study are supported by Ali et al (2016) service quality has been widely discussed since the 20th century and the idea is still relevant to help organizations today create differentiation and gain competitive advantage in the era of a borderless world and globalization.

Food quality has a positive and significant effect on customer satisfaction

The results showed that food quality has a significant positive effect on Customer Satisfaction. This is evidenced by the calculation results obtained from the path coefficient of 0.694 with a t-statistic of 13.137 where the value is greater than the t-table value of 1.96 and p values of 0.000. Furthermore, this study is in accordance with previous research conducted by research (Hanaysha, 2016), showing that food quality has a significant positive impact on customer satisfaction. Furthermore, food quality has a positive relationship with customers and customers with the availability to pay in restaurants ((Njite et al., 2015). In line with that Wibisono & Widjaja (2017) who say that food quality is the main product offered by a restaurant. Food quality is far more important than other aspects in order to achieve customer satisfaction.

Food quality has a positive and significant effect on repurchase intention

The results showed that food quality has a significant positive effect on repurchase intention. This is evidenced by the calculation results obtained from the path coefficient of 0.330 with a t-statistic of 3.002 where this value is greater than the t-table value of 1.96 and p values of 0.003. Furthermore, this study is in accordance with previous research conducted by Shariff et al (2015), in his research which discusses the relationship between food quality and customer satisfaction in Chinese Muslim restaurants in Shah Alam, Malaysia. The study examined the relationship between food quality and satisfaction which is expected to have an impact on repurchase intentions at seven Chinese Muslim restaurants, in Shah Alam Selangor Malaysia. The results of this study indicate that there is a positive relationship between food quality and satisfaction in Chinese Muslim restaurants. All variables such as service quality, food quality, ambience, and price fairness are significantly related to satisfaction and repurchase intention.

Customer satisfaction has a positive and significant effect on repurchase intention

The results showed that customer satisfaction has a significant positive effect on repurchase intention. This is evidenced by the calculation results obtained from the path coefficient of 0.679 with a t-statistic of 6.215 where the value is greater than the t-table value of 1.96 and p values of 0.000. The results of this study are in line with research conducted by Chiu & Cho (2019), which says that customer satisfaction obtained from previous purchases significantly affects their intention to repurchase in the future. And customer satisfaction is also the mainstay of revisit intentions (Jan & feng in Ramukumba 2018).

CONCLUSION

Based on the results of this study regarding the effect of service quality, food quality, brand image on repurchase intention with satisfaction as a mediating variable for customers of the Richeece Factory Transmart restaurant in Padang City, it can be concluded with the following description:

1. Service quality has a significant effect on repurchase intention. This means that good quality will make customers have the intention to repurchase. The better the quality of service provided by the restaurant, the higher the repurchase intention of customers towards Richeece Factory restaurants.
2. Service quality has a significant effect on Customer Satisfaction. This means that good quality will increase customer satisfaction, Richeece Factory Transmart, Padang City. The better the quality of service provided by the restaurant, the higher the customer satisfaction for the Richeece Factory restaurant.
3. Food quality has a significant effect on Customer Satisfaction. This means that good food quality will increase customer satisfaction, Richeece Factory Transmart, Padang City. The better the quality of the food provided by the restaurant, the higher the customer satisfaction for the Richeece Factory restaurant.
4. Food quality has a significant effect on repurchase intention. This means that good food quality will increase the repurchase intention of the richeece factory transmart customer in Padang City. The better the quality of the food provided by the restaurant, the higher the customer's repurchase intention towards the Richeece Factory restaurant.

5. Customer Satisfaction has a significant effect on repurchase intention. This means that if the customer is satisfied eating, it will increase the repurchase intention of the richeece factory transmart customer in Padang City. The better the satisfaction felt by consumers, the higher the value of repurchase intention.

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