

The Effect of Product Quality and Location on Consumer Satisfaction Through Repeat Repurchase Intention

Nur Wulan Lovitasari¹, Nina Nurhasanah²

Esa Unggul University Jakarta, Indonesia

E-mail: nurwulanlovitasari99@gmail.com¹, nina.nurhasanah@esaunggul.ac.id²

Correspondence: nurwulanlovitasari99@gmail.com

Article history: Received June 25, 2025; revised June 30, 2025; accepted July 15, 2025

This article is licensed under a Creative Commons Attribution 4.0 International

License



ABSTRACT

The competition in the F&B business, especially fast food, is getting tighter along with the busy lifestyle of society. Many people choose fast food because it is practical and efficient, especially after work or school. This study aims to analyze the effect of product quality and location on consumer satisfaction, through repurchase intention in one of the F&B companies in Tangerang City. The method used is quantitative with a positivistic approach, using research instruments to collect data from certain samples, then analyzed statistically to test the hypothesis. The independent variables in this study are product quality and location, the intervening variable is repurchase interest, and the dependent variable is consumer satisfaction. The results showed that product quality and location have a significant direct effect on repurchase intention. Repurchase intention also has a direct positive effect on consumer satisfaction. In addition, there is an indirect effect of quality and location on satisfaction through repurchase interest. The factors in this model explain 72.8% of the variation in consumer satisfaction, approaching a maximum of 100%.

Keywords: Customer Satisfaction, Location, Product Quality, Repurchase Intention

INTRODUCTION

Culinary business is part of the food sector, which is very important because food is a basic human need (Arisca, 2023). According to Dananjaya (2018), people tend to like food outlets with unique menus, especially those that offer spicy flavors. One example is noodles, which are a favorite food for many people. Product quality is closely related to consumer satisfaction and repurchase interest. A product is considered quality if it can meet consumer needs and expectations (Pranandha, 2022). Restiani (2017) stated that product quality is the main factor determining the level of consumer satisfaction, and if the quality is high, it can build customer loyalty.

The choice of business location also has a significant influence on purchasing decisions. Consumers tend to choose restaurants that are easily accessible or that are close to their location (Hardiansyah, 2019). A strategic location can make it easier for consumers and save time and money, whereas a non-strategic location can hinder business (Hidayatullah et al., 2022; Senggetang, 2019). Consumer satisfaction arises when products and services meet or exceed expectations. Optimal services will increase the likelihood of consumers making repeat purchases (Andika, 2022). Repurchase intention is important for business continuity and is influenced by the first purchase experience. Factors such as quality, price, product variety, promotion, and location significantly determine repeat purchase decisions (Hardikoesoemo, 2021).

Previous research on product-purchasing decisions has shown varying results. Hutagalung (2020) finds that product quality affects consumers' repurchase interest. This finding is supported by Anggraeni (2020), who states that product quality has a positive and significant effect on repurchase interest. However, this differs from Tumbel et al. (2017), who concluded that product quality does not have a significant effect on purchasing decisions. Gultom (2020) finds that location has a positive and significant effect on repurchase interest. This result is in line with Dessyaningrum (2020), who stated that easily accessible locations can maintain consumer loyalty. On the other hand, Azizah and Sheila (2019) concluded that location does not affect purchasing decisions. Tuti (2017) states that repurchase intention affects consumer satisfaction, which is formed after consumers make repeat purchases. Tirtayasa (2021) also shows a positive and significant

relationship between repurchase intention and consumer satisfaction. Several studies by Prasasti (2022) and Rizki (2022) discuss consumer satisfaction, but none has specifically examined the variable of repurchase intention. In addition, there has been no research examining fast-food F&B companies in the Cipondoh area, which is a new and only branch in Tangerang City.

The purpose of this study is to determine the effect of product quality and location on consumer satisfaction through repurchase intention at fast-food F&B company in the Cipondoh area of Tangerang City. This study is expected to serve as a reference for further research.

LITERATURE REVIEW

Product Quality

According to Noor (2020), product quality is a dynamic condition involving products, services, people, processes, and the environment that as a whole are able to meet or even exceed consumer expectations. From the perspective of ISO 9000, product quality is defined as "the overall characteristics and characteristics of a product or service that affect its ability to meet certain needs" (Sari, 2021). According to Saputra (2022), product quality is the actual condition of a product produced by a company. A product is said to be of quality if it meets established standards and can be used according to its function. Consumers tend to make repeat purchases if a product meets their needs and expectations. Conversely, low-quality products encourage consumers to switch to other products.

Location

According to Fahrudin (2015), a location is where a company carries out its operations and business activities. Location is also closely related to marketing because a good place can attract consumers to make purchases. Furthermore, according to Puspa et al. (2017), choosing a business location is a strategic decision, because it has a long-term impact on business growth and sustainability. Husen (2018) added that location is a long-term commitment that can affect future business flexibility. Therefore, choosing a strategic location is important because it can increase consumer accessibility and comfort. According to Senggetang (2019), a location that is easy to reach and has a good level of security will increase consumers' appeal in making purchases.

Repurchase Intention

According to Kassim and Abdullah (2018), repurchase intention is the intention to make the next purchase of the same product because of consumer satisfaction with innovation, quality, price, service, and after-purchase services. According to Chiu and Cho (2019), repurchase intention provides good feedback and reviews to the community, relatives, and family members, and repurchase the same product and service. According to Huang et al. (2020), repurchase intention is a form of consumer behavior that includes the desire and action to repurchase a product because of the satisfaction received according to desires. According to Syah et al. (2020), repurchase intention is the intention to buy the same product next because of consumer satisfaction with innovation, quality, price, service, and after-purchase services. Sukma et al. (2021) define repurchase intention as a positive assessment of customer activities that have been carried out previously, and consumers make repeat purchases. According to Gökerik (2024), repurchase intention is the behavior of repeating a product two or more times based on trust and a form of positive response to a product in the form of a desire to reuse the product over time.

Customer Satisfaction

According to Nugraha (2015), consumer satisfaction is the level of consumer feelings that arise after comparing expectations with the reality, which is influenced by two main factors: product quality and service quality. Furthermore, according to Handayani (2020), consumer satisfaction greatly determines loyalty, whereby consumers who feel satisfied tend to make repeat purchases and recommend products to others based on their positive experiences. Suryani (2019) also explained that satisfaction occurs when consumer expectations of a product match or even exceed the reality felt when using the product. Kasinem (2020) adds that the main indicator of consumer satisfaction is the conformity of expectations, namely, the extent to which the performance of a product or service meets or exceeds customer expectations.

THEORETICAL FRAMEWORK AND HYPOTHESES

The Influence of Product Quality on Repurchase Intention

Product quality plays an important role in influencing consumers' repurchase intention. Products that meet expectations and provide positive experiences tend to encourage consumers to make repeat purchases. According to Kotler (2019), product quality comprises five dimensions: reliability, sustainability, reliability, responsiveness, and physical evidence. Several studies, such as Setyawan and Safitri (2019) and Istiqamah (2020), show that product quality has a positive effect on repurchase intention. Quality improvement strategies need to be adjusted to consumer characteristics and product usage time to be more targeted. Yuneifa (2020) stated that companies with high-quality products tend to develop better in the long term. Superior quality also differentiates market competition and influences repeat purchase decisions. This is in line with the views of Cahayani (2020) and Andika (2022), who emphasize that satisfaction with quality encourages consumers to continue making purchases. Based on the above explanation, we propose the following hypothesis:

H₁: Product Quality has an influence on Repurchase Intention.

The Influence of Location on Repurchase Intention

The business location is an important element in the marketing mix that influences consumer repurchase interests. Liana (2023) shows that strategic location has a positive and significant impact on repurchase decisions. A location that is easy to reach, close to the target market, and supported by adequate access and facilities will increase consumer comfort and encourage loyalty (Kinasih et al., 2023; Mardani, 2020). According to Wibowo (2021), the choice of location is highly dependent on the type of business being run, and the right location can maximize the profit potential. This is reinforced by the findings of Yusra and Nanda (2019) and Aryandi (2020), who state that ease of access and location visibility can drive repeat purchases. Aspects of security and comfort also influence consumer interest in returning to shops at that location (Wahyuni, 2016). Thus, a strategic location not only supports smooth operations but is also a determining factor in attracting and maintaining consumer repurchase intentions (Tanjung, 2020). Based on this logic, the following hypothesis is proposed:

H₂: Location has an influence on Repurchase Intention.

The Influence of Repurchase Intention on Consumer Satisfaction

Repurchase intention reflects consumer satisfaction with a given product. Satisfied consumers tend to make repeat purchases because they meet their expectations (Putra et al., 2017; Andika, 2022). Conversely, dissatisfaction can reduce consumers' tendency to repurchase. Consumer satisfaction is formed from previous purchasing experiences and is an important link between marketing strategies and consumer behavior. According to Istiqamah (2020), the level of satisfaction is influenced by the gap between expectations and reality. The smaller the gap, the higher is the level of satisfaction. Repurchase intention reflects consumers' intentions and considerations before making a purchasing decision. When repurchase intention increases, consumer satisfaction tends to increase, which has a positive impact on company sustainability of the company (Lie, 2021). The previous studies and research results were combined to create the following hypothesis:

H₃: Repurchase Intention has an influence on Consumer Satisfaction.

The Influence of Product Quality on Consumer Satisfaction through Repurchase Intention

Product quality is an important factor in determining consumer satisfaction after a purchase. Products that can meet consumer needs and tastes will create a positive experience that encourages consumers to make repeat purchases (Cahayani, 2020; Andika, 2022). Kinasih et al. (2023) showed that product quality has a positive and significant effect on consumer satisfaction through repurchase interest. This is in line with the findings of Istiqamah (2020) and Yusra and Nanda (2019), who emphasize that good quality increases consumers' tendency to repurchase. Anggraeni and Soliha (2020) suggested that companies focus on improving product quality and making comparisons with competitors to maintain consumer loyalty. Yuneifa (2020) added that companies with high-quality products tend to be more successful in the long term. Thus, the higher the product quality, the more likely consumers are to feel satisfied with and interested in making repeat purchases (Lucky et al., 2023). Based on this logic, the following hypothesis is proposed:

H₄: Product Quality has an effect on Consumer Satisfaction through Repurchase Intention.

The Relationship between Brand Attitude and Brand Loyalty

The business location plays an important role in shaping consumer satisfaction. According to Majid (2022), an easily accessible, strategic, and efficient location is the primary consideration for consumers when choosing a place to shop. An adequate location not only increases comfort, but also increases satisfaction, which ultimately encourages repurchase intention (Hidayatullah et al., 2022). Tania (2022) also shows that a strategic location contributes to increased consumer satisfaction, which indirectly influences the decision to repurchase. The easier a location is to reach, the more likely consumers are to make repeat purchases (Yuni, 2020). Thus, a strategic and easily accessible location not only increases consumer satisfaction but is also a driving factor in repurchase intention (Miranti & Syah, 2023). Based on the above explanation, we propose the following hypothesis:

H₅: Location influences Consumer Satisfaction through Repurchase Intention.

Based on the theoretical logic explanation above, the following research model was created:

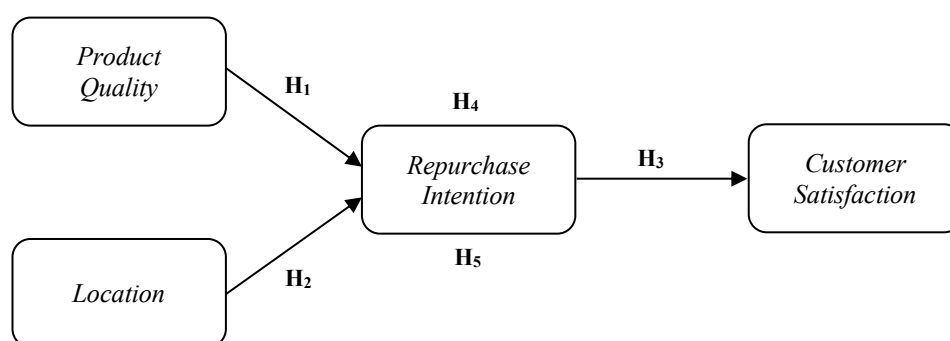


Figure 1. Conceptual Framework

RESEARCH METHOD

Quantitative data were used in this study. According to Sugiono (2019), quantitative methods can be interpreted as research methods based on the philosophy of positivism used to research certain populations or samples, data collection using research instruments, and quantitative or statistical data analysis, with the aim of describing and testing the established hypotheses. In this study, the independent variables are Product Quality and Location, the intervening or connecting variables are Repurchase Intention, and the dependent variable is Consumer Satisfaction with Mie Gacoan.

Survey measurement techniques use data collection tools in the form of questionnaires with online distribution. The data used in this study were primary data. Primary data conducted in this study were obtained directly from respondents through the distribution of questionnaires to consumers (Gunawan, 2021). The measurement used in this study used a Likert scale ranging from 1-5. The operationalization of product quality variables was measured using the four indicators adopted from (Ariella, 2018). The location variable was measured using five indicators adopted from (Krisdayanto, 2018). The consumer satisfaction variable is measured using three indicators adopted from (Kasinem, 2020). The repurchase intention variable was measured using the five indicators adopted from (Mulyana, 2019).

The population in this study comprised consumers who had made purchases or visited Mie Gacoan Cipondoh, Tangerang City. The number of samples was determined by referring to the formula proposed by Hair et al. (2021), which states that the minimum number of samples should be five times the number of items or statements in the questionnaire. In this study, there were 22 statement items: therefore, the minimum number of samples required was $22 \times 5 = 110$ respondents.

The data collection technique was carried out by distributing questionnaires, starting with a trial (pretest) to 30 respondents to ensure the clarity and validity of the instrument. Respondents were selected based on the minimum requirement of having made two purchases at Mie Gacoan Cipondoh. Non-probability sampling was used, which is a sample selection technique that does not provide an equal opportunity for all members of the population to be selected as samples (Sugiyono, 2019). The technique used was purposive sampling, which is a sample determination technique based on certain criteria or considerations. In this case, the respondent criteria are consumers who have made at least two purchases in Mie Gacoan Cipondoh,

Tangerang City.

Then, the analysis of primary data, totaling 110 respondents, used the structural equation Modeling method to test the outer and inner models. Outer model testing consisted of convergent validity, discriminant validity, reliability, collinearity, and adjusted R-squared. Testing the inner model with the criteria of p-value, t-statistics, and the original sample. Based on the theory (Hair et al., 2021), the value that meets convergent validity is > 0.7 for loading factors, and for Average Variance Extracted (AVE) values, namely > 0.5 . Furthermore, according to Hair et al. (2021), if the T-statistic value is greater than the T table (1.960) with a P-value < 0.05 , then this can be said to have a positive influence; otherwise, the direction of the relationship can be determined by looking at the original sample value.

RESULTS AND DISCUSSION

Respondents in this study from the distribution of online questionnaires obtained 110 respondents, then 38 of them were male (35%), 72 were female (62%), Most of the respondents in this study were in the age range of 17 - 23 years as many as 94 people (87%), over 24 years old as many as 4 people (4%) and min 17 years old as many as 12 people (9%). Next, from 110 respondents spread online, 97 people were students (88%), 4 private employees (4%), 9 civil servants (8%), then there were 110 people who had visited Mie Gacoan Cipondoh Tangerang City (100%).

Outer Model Test Results

Table 1. Results of Respondent Data Validity Test

<i>Variable</i>	<i>Indicator</i>	<i>Outer Loading</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>AVE</i>
Product Quality	PQ1	0.871	0.871	0.901	0.645
	PQ2	0.831			
	PQ3	0.747			
	PQ4	0.849			
	PQ5	0.705			
Location	LC1	0.872	0.902	0.849	0.648
	LC2	0.803			
	LC3	0.884			
	LC4	0.832			
	LC5	0.849			
Purchase Intention	PI1	0.830	0.922	0.936	0.678
	PI2	0.828			
	PI3	0.910			
	PI4	0.842			
	PI5	0.766			
Customer Satisfaction	CS1	0.784	0.894	0.920	0.698
	CS2	0.836			
	CS3	0.828			
	CS4	0.881			
	CS5	0.840			
	CS6	0.719			

Source: Researcher-processed data findings, 2025

Convergent validity tests were conducted using outer loading and Average Variance Extracted (AVE) values, as well as reliability tests using Composite Reliability (CR) and Cronbach's alpha. For the convergent validity test, all indicators had outer loading values above 0.70, so they can be declared valid. According to Hair et al. (2021), an indicator is considered to have adequate convergent validity if the outer loading value is > 0.70 . Furthermore, the AVE value for each construct in this study also met the minimum criteria, namely, > 0.50 , which indicates that each construct has good convergent validity. In the reliability test, the Composite Reliability (CR) and Cronbach's alpha values of each construct exceeded a threshold value of 0.70. Based on Hair et al. (2017), a construct can be said to be reliable if it has a CR value > 0.70 and a Cronbach's alpha value ≥ 0.70 . Thus, all constructs in this study can be concluded to be valid and reliable, based on the results of the tests that were conducted.

Table 2. R Square Adjusted

	<i>R Square</i>	<i>R Square Adjusted</i>	<i>Conclusion</i>
Repurchase Intention	0.728	0.719	Moderate
Customer Satisfaction	0.740	0.724	Moderate

Source: Researcher-processed data findings, 2025

The next stage is to determine the R-square value; if the R-square is 0.75, 0.50, or 0.25, it can be concluded that the outer model is strong, moderate, or weak, respectively. The coefficient of determination explains the extent to which the exogenous variable can explain the endogenous variable (Hair et al., 2021). Based on the data processing that was performed using SmartPLS 3.0 program, the R Square value is obtained as follows: Variable Y has an R Square value of 0.719, as seen in the table above. This acquisition explains 71.9 percentage of the brand image. This shows that variables X_1 and X_2 have an influence of 71.9% on Y, while the other variables have an influence of the remaining 28.1 percent. Variable Z has an R Square value of 0.724. This acquisition explains 72.4 percentage of brand image. This means that variables X_1 and X_2 have an influence of 72.4% on Z, and the remaining 27.6% is influenced by other variables that are not stated in this study.

Inner Model Results (Hypothesis Testing)

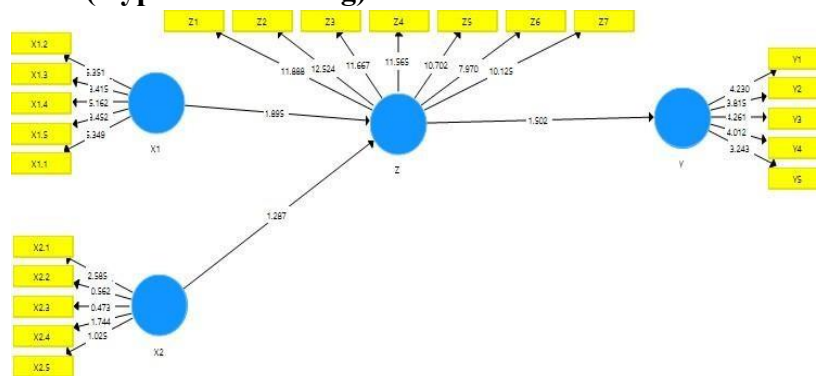


Figure 2. Hypothesis Test Results

Testing the internal model of a study (hypothesis testing) by looking at the results of the significance of the path coefficient. Hair et al. (2021) state that if the T-statistic is greater than the T-table (1.960) at the 5% level with a p-value < 0.05, it can be said to have a significant effect if the direction of the relationship is determined. When considering the original sample values.

Table 3. Direct Influence Test Results

	<i>Hypothesis</i>	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Information</i>
PQ → RI	H ₁	0.243	2.863	0.023	The data support the hypothesis
LCC → RI	H ₂	0.325	2.184	0.037	The data support the hypothesis
RI → CS	H ₃	0.167	2.626	0.035	The data support the hypothesis

Source: Researcher-processed data findings, 2025

Hypothesis Testing 1 examined the influence of Product Quality on Repurchase Intention. The original sample value (O) is positive at (0.243) with a t-statistic value (2.080) > t-table (1.960) and p-values (0.023) < (0.05). Thus, we can conclude that there is an influence between Product Quality and Repurchase Intention.

Hypothesis Testing 2: Influence of Location on Repurchase Intention. The original sample value (O) is positive at (0.325) with a t-statistic value (2.184) > t-table (1.960) and p-values (0.037) < (0.05). The results of this data processing explain the influence between Location and Repurchase Intention.

Hypothesis Testing 3, namely, the effect of Repurchase Intention on Consumer Satisfaction. The original sample value (O) is positive at (0.167) with a t-statistic value (2.626) > t-table (1.960) and p-values (0.035) < (0.05). Thus, it can be concluded that repurchase intentions affect consumer satisfaction.

Analysis of Mediation Effects

Table 3. Indirect Effect Test Results

	<i>Hypothesis</i>	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Information</i>
PQ → RI → CS	H ₄	0.040	2.080	0.028	The data support the hypothesis
LC → RI → CS	H ₅	0.054	2.853	0.039	The data support the hypothesis

Source: Researcher-processed data findings, 2025

Hypothesis Testing 4 examines the influence of Product Quality on Consumer Satisfaction through Repurchase Intention. The original sample value (O) is positive at (0.040) with a t-statistic value (2.080) > t-table (1.960) and p-values (0.028) < (0.05). The results of this data processing explain the influence between Product Quality and Consumer Satisfaction through Repurchase Intention.

Hypothesis Testing 5: The influence of Location on Consumer Satisfaction through Purchase Intention. The original sample value (O) is positive at (0.054) with a t-statistic value (2.853) > t-table (1.96) and p-values (0.039) < (0.05). Thus, it can be concluded that location affects consumer satisfaction through the purchase intention.

Based on the research results, Hypothesis 1 is accepted; thus, it can be concluded that product quality is related to repurchase intention. This finding is in line with the results of a study conducted by Setyawan and Safitri (2019), which showed that product quality can increase consumer interest in repeat purchases. Product quality is an important aspect that encourages consumers to choose the same product. Istiqamah (2020) also supports this view, stating that product quality plays a role in encouraging consumer interest in making repeat purchases. Therefore, the strategy for improving product quality should be adjusted to the characteristics of the target community and the time of product use so that consumers feel more confident and encouraged to buy again. Yuneffa (2020) stated that "companies with good product quality will grow rapidly, and in the long term, the company will be more successful than other companies." Differences in quality between products encourage competition in the market, which also influences consumers' decisions to make repeat purchases. Thus, it can be concluded that a quality product meets consumer needs and desires. This encourages consumers to continue buying products (Cahayani, 2020). The satisfaction obtained from using a product also plays a role in encourages consumers to continue choosing the same product for their next purchase (Andika, 2022).

The results show that the business location is related to consumers' repurchase intention. This finding is in line with research by Liana (2023), which explains that ease of access and strategic location are among the main considerations for consumers in making repurchase intentions. As part of the marketing mix, location determines the effectiveness of marketing activities. The choice of location is usually adjusted according to the type of business, and the right location can help increase profit opportunities. Locations that are easy to reach, clearly visible from the road, and close to activity centers and public facilities, such as schools or health services, can increase the likelihood of consumers making repurchase intention (Yusra & Nanda, 2019; Aryandi, 2020; Mardani, 2020). Consumers tend to be more loyal if their business location is in a safe and comfortable area (Wahyuni, 2016). Tanjung (2020) added that a suitable location supports the smooth distribution of products or services and is one of the factors considered by consumers in repurchase intentions.

The third finding was that customer satisfaction with a product tends to form after consumers make repurchase intentions. This perceived satisfaction provides a sustainable contribution to the company over the long term. When the repurchase intention increases, customer satisfaction also tends to increase. Conversely, if repeat purchase intention decreases, customer satisfaction also decreases. Consumers' decisions to purchase a product more than once can be an indicator of their satisfaction with the product (Andika, 2022; Putra, 2017). Consumers who are satisfied with a product's performance generally tend to repurchase the same product or service. The level of customer satisfaction is highly dependent on the difference between expectations and the real experience received. The greater the difference between what is expected and what is received, the higher is the likelihood that consumers will feel dissatisfied with the service or product (Istiqamah, 2020). Research also shows that consumers' tendency to make repurchases in the future is closely related to their level of interest in the product (Lie, 2021). This reflects how repurchase intention can be an important indicator for understanding customer behavior as a whole.

The results of the data processing show that product quality is related to the level of customer

satisfaction, where repurchase intention is part of the process. This finding is in line with the research by Istiqamah (2020), which suggests that quality improvement strategies need to consider customer characteristics and product usage time to encourage repeat purchase decisions. Satisfied consumers tend to make repurchases. For some middle-to-upper-class consumers, high prices are considered to reflect quality, whereas others prefer products with affordable prices. The better the quality of a product, the greater the consumer's interest in repurchasing (Yusra & Nanda, 2019). Anggraeni and Soliha (2020) recommend that companies focus on quality and make comparisons with competing products to maintain their competitiveness. Companies with quality products are more likely to grow and survive in the long term (Yunefa, 2020). Differences in quality create competition among products, which is an important part of repeat purchase decisions. In general, products that meet consumer needs and desires encourage purchases, and the satisfaction felt from the experience makes consumers tend to continue using the product (Cahayani, 2020; Andika, 2022).

Recent findings show that location is related to the level of customer satisfaction formed through repurchase intention. This finding is in line with the results of a study conducted by Majid (2022), which showed that location plays an important role in determining consumer comfort. Consumers tend to choose places that are easily accessible, have a strategic location, and allow them to arrive quickly and efficiently. Thus, an adequate location not only facilitates access, but also provides a more comfortable shopping experience. This can indirectly increase satisfaction with the services and products that are offered. When consumers are satisfied with the convenience and comfort provided by the business location, the chances of repeat purchases are greater. As explained by Hidayatullah et al. (2022), a location that suits consumer needs in terms of distance, accessibility, and the surrounding environment can strengthen consumers' decision to make a purchase. Therefore, location selection is an important part of a marketing strategy that has an impact on overall consumer experience.

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Based on the results of the research conducted on Mie Gacoan consumers in Tangerang, it can be concluded that product quality and business location have a strong relationship with consumer repurchase intentions, which ultimately impacts their level of satisfaction. Product quality in accordance with consumer tastes and expectations, such as consistent taste, adequate portions, and affordable prices, encourages consumers to make repurchase intentions. In addition, the strategic and easily accessible location of Mie Gacoan also supports consumer comfort when visiting the place. Ease of access, adequate parking areas, and being busy are considerations for consumers to return. Repurchase intention has been proven to be a bridge between quality and location and satisfaction. Consumers who continue to make repurchases are generally satisfied with the experience received, both in terms of product, service, and location. This shows that a marketing strategy that considers quality and location simultaneously can create consumer loyalty to Mie Gacoan in Tangerang.

This study had several limitations that must be considered when interpreting the results. The focus of the study is on only three variables product quality, location, and customer satisfaction in relation to repurchase intention. In practice, various other factors can drive consumer decisions to make repurchase intentions, such as promotions, prices, services, brand image, and social media trends. In addition, this study was conducted only on Mie Gacoan consumers in the Cipondoh area of Tangerang City. This limits the generalizability of the results because consumer behavior and preferences in other areas, even in the same city, can be different. Thus, the results of this study cannot represent all Mie Gacoan consumers. For further research, it is recommended that the scope of the area be expanded and the variables studied be added, so that the understanding of consumer repurchase intention becomes more comprehensive. This will provide a deeper picture of consumer behavior towards Mie Gacoan, especially in the context of competition in the fast-food culinary industry in urban areas such as Tangerang.

This study provides input for the management of Mie Gacoan in Tangerang to maintain product quality, particularly in terms of taste, portion, and consistency. An easily accessible and strategic location also needs to be maintained, including the convenience of facilities, such as parking areas and cleanliness. A high repurchase intention indicates that customer satisfaction is formed by continuous good experiences. Therefore, a friendly and responsive service to input needs to be a concern so that consumers remain loyal. With this step, Mie Gacoan can maintain its position amid competition in the culinary business.

REFERENCES

- Andika, R. K. (2022). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen dengan Minat beli ulang sebagai Variabel Intervening pada Toko Sembako Dibesuki Situbondo. *Urnal Mahasiswa Entrepreneur. Jurnal Mahasiswa Entrepreneur (JME)*, 1(4), 692–712.
- Anggraeni, A. R. (2020). Kualitas Produk, Citra Merek dan Persepsi Harga terhadap Minat beli ulang (Studi pada Konsumen Kopi Lain Hati Lamper Kota Semarang). *Al Tijarah*. 6(3), 96. <https://doi.org/10.21111/tijarah.v6i3.5612>.
- Ariella, I. R. (2018). Pengaruh Kualitas Produk, Harga Produk dan Desain Produk terhadap Minat beli ulang Konsumen Mazelid. *Performa: Jurnal Manajemen Dan Start-Up Bisnis*, 3(2), 215–221.
- Arisca, D. A. (n.d.). Pengaruh Electronic Word Of Mouth, Citra Merek, dan Kualitas Produk terhadap Minat beli ulang pada Mie Setan. 14(1), 10–20.
- Aryandi, J. &. (2020). Pengaruh Kualitas Pelayanan dan Lokasi terhadap Minat beli ulang Konsumen pada Cafe Wareg Bengkulu. . *Jurnal Manajemen Modal Insani Dan Bisnis*, 1(1), 117–127.
- Cahayani, C. O. (2020). Pengaruh Kualitas Produk terhadap Brand Image dan Dampaknya terhadap Minat beli ulang pada Produk Aldo Shoes. 10, 1–15.
- Cesariana, C. J. (2022). Model Minat beli ulang melalui Kepuasan Konsumen pada Marketplace: Kualitas Produk dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran). . *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 211–224. <https://doi.org/10.38035/jmpis.v3i1.867>.
- Dananjaya, G. N. (2018). Peran Brand Image Memediasi Pengaruh Kualitas Produk terhadap Loyalitas Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 7(10), 5258–5283.
- Dessyaningrum, C. S. (2020). Pengaruh Kualitas Mobile, Harga, dan Kualitas Produk dengan Kepercayaan Pelanggan sebagai Variabel Moderasi terhadap Minat beli ulang Online Situs Shoppe. . *Jurnal Epak Manajemen Bisnis*, XII(3), 439–459.
- Fahrudin, M. F. (2015). Pengaruh Promosi, Lokasi, dan Kualitas Layanan terhadap Minat beli ulang Nasabah Bank Mandiri Surabaya. . *Journal of Business and Banking*, 5(1), 149–162. <https://doi.org/10.14414/jbb.v5i1.385>.
- Fetritzen, &. A. (2019). Analisis Pengaruh Kualitas Produk, Harga, Promosi terhadap Minat beli ulang Air Minum dalam Kemasan (AMDK) Merek AICOS Produksi PT. Bumi Sarimas Indonesia. *OSF Preprints*, 1, 1–9.
- Gunawan, S. &. (2021). Pengaruh Kualitas Produk, Harga dan Promosi terhadap Minat beli ulang Produk Mark.on.Id. . *Jurnal Manajemen Dan Start-Up Bisnis*, 6(2), 104–113. <https://doi.org/10.37715/jp.v6i2.2029>.
- Handayani, J. D. (2020). Pengaruh Desain Produk terhadap Minat beli ulang dan Dampaknya pada Kepuasan Konsumen. *Journal of Business and Banking*, 10(1), 91–103. <https://doi.org/10.14414/jbb.v10i1.2261>.
- Hardikoesoemo, M. &. (2021). Pengaruh Keragaman Produk, Sales Promotion dan Lokasi terhadap Minat beli ulang Konsumen di Toko Oke Listrik Jember. 9(2). *Hidayatullah, M. A.*, .
- Husen, A. S. (2018). Pengaruh Lokasi, Citra Merek dan Word of Mouth terhadap Minat beli ulang Konsumen Mie Ayam Solo Bangsal Jember. *Jurnal Manajemen Dan Bisnis Indonesia*, 4(2), 127–143. <https://doi.org/10.32528/jmbi.v4i2.1757>.
- Istiqamah, M. T. (2020). Pengaruh Kualitas Produk dan Harga terhadap Kepuasan Konsumen melalui Minat beli ulang sebagai Variabel Intervening. *Jurnal AKMAMI (Akutansi, Manajemen, Ekonomi)*, 2(1), 68–78.
- Istiqomah, L. S. (2022). Pengaruh Kualitas Pelayanan Dan Lokasi Terhadap Minat beli ulang Melalui Kepuasan Konsumen Sebagai Variabel Interveing Pada Toko Sk Mart Di Kecamatan Jangkar. *Jurnal Mahasiswa Entrepreneur (JME)*, 1(4), 854– 866.
- Kadi, D. C. (2021). Pengaruh E - Promotion , E - WOM dan Lokasi terhadap Kepuasan Konsumen melalui Minat beli ulang sebagai Variabel Intervening Pendahuluan. *MBR (Management and Business Review)*, 5(2), 224–238.
- Kasinem. (2020). Pengaruh Kepercayaan dan Kualitas Pelayanan terhadap Kepuasan Konsumen pada Hotel Bukit Serelo Lahat. *Jurnal Media Wahana Ekonomika*, 17(4), 329– 339. <https://doi.org/10.31851/jmwe.v17i4.5096>.
- Kotler, P. &. (2019). Manajemen Pemasaran Edisi 12, Jilid 1. Jakarta : PT. Indeks. Krisdayanto, I. H. (2018). Analisis Pengaruh Harga, Kualitas Pelayanan, Fasilitas, dan Lokasi terhadap Kepuasan Konsumen di I Cafe Lina Putra Net Bandung. *Journal of Management*, 4(4).
- Liana, A. M. (2023). Pengaruh Lokasi Usaha, Cita Rasa, Dan Harga Terhadap Minat Beli Produk (Studi Pada Konsumensteaky Steak). *Jurnal Manajemen dan Bisnis*. 2(2) : 127-150.

- Lie, D. S. (2021). Pengaruh Persepsi Konsumen dan Minat beli ulang terhadap Kepuasan Konsumen pada PT Garuda Makmur Sentosa Pematangsiantar. *Strategic: Journal of Management Sciences*, 1(3), 131–138. <https://doi.org/10.37403/strategic.v1i3.25>.
- Lucky, O. S., Siti Aisjah, & Ningrum, A. P. (2023). The impacts of store price image and brand image on repurchase intention with customer satisfaction as mediation. *International Journal of Research in Business and Social Science* (2147- 4478), 12(1), 22–30. <https://doi.org/10.20525/ijrbs.v12i1.2269>
- Maghfiroh, K. (2019). Pengaruh Harga, Kualitas Produk dan Word of Mouth terhadap Kepuasan Konsumen serta Implikasinya pada Minat beli ulang Smartphone Xiaomi. *Business Management Analysis Journal (BMAJ)*, 2(2), 34–44. <https://doi.org/10.24176/bmaj.v2i2.4075>.
- Majid, F. E. (2022). Analisis Lokasi dan Kualitas Pelayanan dalam menentukan Kepuasan Konsumen dengan Mediasi Minat beli ulang sebagai Variabel Intervening pada Rumah Makan Biru Daun di Kabupaten Situbondo. *Jurnal Mahasiswa Entrepreneur (JME)*, 1(9), 1855–1868.
- Mardani, A. D. (2020). Pengaruh Lokasi, Harga dan Brand Image terhadap Minat beli ulang Perumahan Subisidi Kota Pangkalpinang. *Jurnal Ekonomi Dan Manajemen STIE Pertiba Pangkalpinang*, 6(1), 96–104. <https://journal.stiepertiba.ac.id/index.php/jem/article/view/94>.
- Martini, A. N. (2021). Pengaruh Kualitas Produk terhadap Minat beli ulang Handphone Oppo di Kota Pagar Alam. *Jurnal Aktiva: Riset Akuntansi Dan Keuangan*, 2(3), 44–53. <https://doi.org/10.52005/aktiva.v2i3.82>.
- Miranti, Y., & Syah, T. Y. R. (2023). Marketplace analysis: The Effect of E-Service Quality, Product Brand Perception and Social Support on Repurchase through Consumer Satisfaction and Trust. *International Journal of Electronic Commerce Studies*, 14(4), 45–72. <https://doi.org/10.7903/ijecs.2265>
- Mulyana, A. (2019). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Pelanggan Shao Kao Kertajaya Melalui Kepuasan Pelanggan. *AGORA*, 7(2) :1-8.
- Noor, F. U. (2020). Pengaruh Kualitas Produk, Persepsi Harga Citra Merek terhadap Minat beli ulang serta dampaknya terhadap Kepuasan Konsumen (Studi pada Konsumen Produk Pt. Salim Ivomas Pratama Kecamatan Bojonegoro Kabupaten Bojonegoro). *Jurnal Mitra Manajemen (JMM Online)*, 4(4), 581–594. <https://doi.org/10.52160/ejmm.v4i4.374>.
- Nugraha, F. A. (2015). Pengaruh Word Of Mouth terhadap Minat beli ulang dan Kepuasan Konsumen (Studi pada Konsumen Kober Mie Setan Jalan Simpang Soekarno- Hatta Nomor 1-2 Malang). *Jurnal Administrasi Bisnis (JAB)*, 22(1), 1–7.
- Pranandha, K. E. (2022). Peran Word Of Mouth Memediasi Pengaruh Kualitas Produk terhadap Minat beli ulang Konsumen. *E-Jurnal Manajemen*, 11(3), 443–463.
- Prasasti, G. A. (2022). Pengaruh Fasilitas, Harga dan Cita Rasa terhadap Kepuasan Konsumen Mie Gacoan di Solo Raya. Publik: *Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(2), 276–288. <https://doi.org/10.37606/publik.v9i2.327>.
- Puspa, R. P. (2017). Pengaruh Harga dan Lokasi terhadap Minat beli ulang (Studi Kasus pada Perumahan Ciujung River Park Serang, Banten). *Jurnal Ilmiah Manajemen Bisnis*, 3(02), 205–215
- Putra, G. P. (2017). Pengaruh Kualitas Produk terhadap Minat beli ulang dan Dampaknya terhadap Kepuasan Konsumen (Survei pada Mahasiswa Administrasi Bisnis Fakultas Ilmu Administrasi Angkatan 2013 Dan 2014 Universitas Brawijaya yang melakukan Pembelian Paket Data Kampus). *Jurnal Administrasi Bisnis (JAB)*, 48(1), 124–131.
- Rizki, M. N. (2022). Pengaruh Kualitas Produk dan Harga terhadap Kepuasan Konsumen Mie Gacoan Malang. *Jurnal Aplikasi Bisnis*, 8(2), 259–264.
- Saputra, A. R. (2022). Pengaruh Harga dan Kualitas Produk terhadap Minat Beli di Doremie Madiun dengan Kepuasan Pelanggan sebagai Variabel Intervening. *Seminar Inovasi Manajemen Bisnis Dan Akuntansi (SIMBA)* 4, 4(September 2022).
- Sari, R. M. (2021). Pengaruh Harga dan Kualitas Produk terhadap Minat beli ulang (Survey Pelanggan Produk Sprei Rise). *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3), 1171–1184.
- Senggetang, V. M. (2019). Pengaruh Lokasi, Promosi dan Persepsi Harga terhadap Minat beli ulang Konsumen pada Perumahan Kawanua Emerald City Manado. *Jurnal EMBA*, 7(1), 881–890.
- Setiawan, W. C. (2019). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Ulang Beras Batang Gadis Di Agen S. Riyadi Melalui Kepuasan Konsumen Sebagai Variabel Intervening. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 3(3), 223–231. <https://doi.org/10.31955/mea.vol3.iss1.pp.223-231>
- Soeliha, S. &. (2022). Pengaruh Kualitas Produk dan Lokasi terhadap Kepuasan Konsumen melalui Keputusan Pembelian sebagai Variabel Intervening pada Distro Bandung Clothing Situbondo. *Jurnal Mahasiswa Entrepreneur (JME)*, 1(8), 1724–1736.

- Sugiono, P. D. (2019). Metode Penelitian Kuantitatif.
- Suryani, S. &. (2019). Pengaruh Brand Image dan Kualitas Layanan terhadap Minat beli ulang Ulang dengan Kepuasan Konsumen sebagai Variabel Moderating. . *Jurnal Riset Manajemen Dan Akuntansi*, 4(1), 41–53. <https://doi.org/10.55606/jurima.v2i2.253>.
- Tanjung, A. S. (2020). Pengaruh Store Atmosphere, Lokasi dan Promosi terhadap Minat beli ulang. *Jurnal Manajemen Pelita Bangsa*, 05(03), 1–18.
- Tirtayasa, S. L. (2021). Minat beli ulang: sebagai Variabel Mediasi Hubungan Kualitas Produk dan Kepercayaan terhadap Kepuasan Konsumen. . *Jurnal Inspirasi Bisnis Dan Manajemen*, 5(1), 67–86. <https://doi.org/10.33603/jibm.v5i1.4929>.
- Tuti, M. (2017). Pengaruh Kualitas Produk dan Lokasi Terhadap Kepuasan Konsumen melalui Minat beli ulang di Cafe Tenda Cak Wanto. November.
- Wahyuni, M. D. (2016). Pengaruh Persepsi Harga, Kepercayaan Merek, Kualitas Pelayanan dan Lokasi terhadap Minat beli ulang (Studi pada Konsumen Natasha Skin Clinic Center Gresik). 30–40. *Jurnal Distribusi*, 9(2), 119–136. <https://doi.org/10.29303/distribusi.v9i2.155>.
- Yunefa, A. &. (2020). Pengaruh Kualitas Produk, Harga, dan Iklan terhadap Minat beli ulang Produk Lipstik Emina di Yogyakarta. *Cakrawangsa Bisnis*, 1(2), 171–186.
- Yusra, I. &. (2019). Pengaruh Kualitas Produk, Lokasi dan Harga terhadap Minat beli ulang pada Cafe Kinol Bistro N'Poll di Kota Padang. *Jurnal Pundi*, 3(3), 161–170. <https://doi.org/10.31575/jp.v3i3.173>.
- Zubairi, A. E. (2022). Pengaruh Harga dan Kualitas Produk terhadap Kepuasan Konsumen dengan Mediasi Variabel Minat beli ulang pada Industri Makmur Jaya Di Besuki. *Jurnal Mahasiswa Entrepreneur (JME)*, 1(4), 677–69.