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THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (A CASE STUDY AT GUDANG AKI DENPASAR)

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Abstract

This study examines the effects of product quality (X1) and service quality (X2) on repurchase intention (Y), with customer satisfaction (Z) as a mediating variable among customers of Gudang Aki Denpasar. The research was conducted during March–June 2024 using a quantitative approach and primary data collected through questionnaires. The sample size was determined using Slovin's formula, resulting in 99 respondents. Data were analyzed using SEM-PLS with SmartPLS 4.1 to test both direct and indirect relationships. The structural results indicate that product quality has a positive and significant effect on repurchase intention and a positive and significant effect on customer satisfaction. Service quality also shows a positive and significant effect on repurchase intention and on customer satisfaction. Moreover, customer satisfaction positively and significantly influences repurchase intention. Mediation testing confirms that customer satisfaction partially mediates the effect of product quality on repurchase intention and the effect of service quality on repurchase intention. The model explains the variance of repurchase intention and customer satisfaction, indicating a moderate explanatory power. In conclusion, product quality and service quality have a positive and significant effect on repurchase intention, both directly and through customer satisfaction; customer satisfaction is also proven to partially mediate the effects of product quality and service quality on repurchase intention, indicating that consistent improvements in product and service performance will strengthen satisfaction and encourage repeat purchases at Gudang Aki Denpasar.

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

INTRODUCTION

In the era of globalization, the rapid growth of information technology connects the world economy. Consequently, the need for transportation has increased significantly. With people engaging in a wide variety of outdoor activities, they seek fast, efficient, and comfortable ways to travel. The number of battery-powered cars and motorcycles has increased annually. This has become a primary choice for people to facilitate outdoor activities (Rifki dkk., 2022).

In recent years, there has been a significant increase in the number of vehicles using batteries as a primary or supporting power source, including both conventional and electric vehicles. Although the number of electric vehicles in Bali remains lower than conventional vehicles, their growth trend is evident. Despite being more environmentally friendly, electric vehicles still require auxiliary batteries to support low-voltage electrical components, similar to conventional vehicles that rely on batteries for engine ignition and electrical systems (Hasan, 2021). This growth in vehicle numbers has led to increased demand for high-quality batteries.

The rising demand creates opportunities as well as intense competition for battery producers and retailers, such as Gudang Aki Denpasar. To remain competitive, companies must ensure product quality that meets consumer expectations, as battery quality significantly influences repeat purchase intention (Ellitan & Suhartatik, 2023). Repeat purchase intention reflects consumer loyalty and is driven by positive prior experiences with products or services. When consumers are satisfied, they are more likely to repurchase the same product, making repeat purchase intention a crucial indicator of long-term business sustainability (Akmal & Yurizal, 2024).

Product quality plays a key role in shaping consumer satisfaction and repeat purchase intention, particularly in terms of durability, reliability, and performance (Hsu et al., 2024; Ellitan & Suhartatik, 2023). However, product quality alone is insufficient to build consumer loyalty. Service quality—such as responsiveness, friendliness, and service speed—also strongly influences overall consumer experience. Poor service, even when accompanied by high product quality, can reduce satisfaction and weaken repeat purchase intention (Ellitan & Suhartatik, 2023).

Consumer satisfaction acts as an intervening variable linking product quality and service quality to repeat purchase intention. Satisfied consumers are more likely to repurchase and recommend products to others, thereby strengthening brand loyalty and long-term sales performance (Ellitan & Suhartatik, 2023). This is particularly relevant in Bali, where rapid economic growth, increasing mobility, and tourism development have driven continuous growth in vehicle ownership, especially in Denpasar, which has the highest number of vehicles in the province (Rifki et al., 2022).

The growing number of both conventional and electric vehicles increases the need for reliable batteries, intensifying competition among battery retailers in Bali. Easy access to information through online platforms and blogs, such as recommendations provided by *Alongwalker*, enables consumers to compare battery shops and make informed purchasing decisions. This competitive environment further emphasizes the importance of maintaining high product quality, excellent service, and customer satisfaction to encourage repeat purchases.

As Gudang Aki Denpasar has become increasingly popular due to its excellent service and high-quality battery products, competition within the battery retail industry has intensified. Management has observed fluctuations in repeat purchase behavior, while competitors continue to attract the market. In this competitive environment, customer testimonials—particularly Google Maps reviews—serve as important indicators of product quality, service quality, and customer satisfaction. Positive reviews demonstrate that both service and product quality significantly influence customer satisfaction and repurchase intention. According to Teressa et al. (2024), post-purchase satisfaction or dissatisfaction affects subsequent consumer behavior, with satisfied customers being more likely to repurchase.

However, some consumers still express concerns regarding product durability and lifespan. Prior studies present mixed findings: Harmiyanti and Ningsih (2025) found that product quality does not significantly affect customer satisfaction, while Rosdianti and Firdaus (2024) reported a positive and significant effect of product quality on repurchase intention. Product quality is also considered a key factor in fostering long-term relationships between companies and consumers (Kuriawan & Valencia, 2021; Syahfudin, 2023).

In addition to product quality, service quality plays a crucial role in shaping satisfaction and repurchase intention. Gudang Aki Denpasar trains its employees to be responsive, friendly, and capable of providing appropriate product consultations. Yanti et al. (2024) found that service quality positively affects repurchase intention, although Andari and Mathori (2023) reported no significant effect. Despite its strong reputation, Gudang Aki Denpasar faces complaints regarding inconsistent service, such as limited employee responsiveness and insufficient product knowledge, which reduce customer satisfaction and lead consumers to switch to competitors (Junianingrum et al., 2023).

Sales data from 2019 to 2023 indicate a stable upward trend, with total sales of 60,238 units from three major brands: GS Gold Star Low Maintenance, GS Gold Star Maintenance Free Calcium, and Osaka Low Maintenance. GS Gold Star Low Maintenance dominated sales with 39,704 units due to its reliability, ease of maintenance, and product variety. Improved product quality indirectly enhances customer satisfaction and repeat purchases, thereby increasing company revenue (Laia & Handini, 2022).

Although previous studies confirm the influence of product and service quality on satisfaction and repurchase intention, uncertainty remains regarding which specific product attributes—such as durability, reliability, or ease of maintenance—have the greatest impact. Gudang Aki Denpasar also emphasizes service quality through product consultation, clear information, and after-sales services, including warranties and technical support. Customer satisfaction, defined as the comparison between expected and perceived performance, is essential for long-term business success (Gunawan et al., 2024; Sasongko, 2021; Muh. Wahyuddin MH, 2024). Therefore, Gudang Aki Denpasar must improve service consistency and product quality to enhance customer satisfaction, strengthen loyalty, encourage repeat purchases, and maintain its leadership position in the battery industry.

Competition in the battery business is fierce. In the battery industry, vehicle battery selection is often influenced by product quality and service provided by the seller. Therefore, product quality and service quality have long been a primary concern. Therefore, researchers wanted to determine the extent to which product quality and service quality influence customer repurchase intention, as well as the role of customer satisfaction as a connecting

factor between the two. Therefore, the researchers chose the title "The Effect of Product Quality and Service Quality on Repurchase Intention with Customer Satisfaction as an Intervening Variable."

RESEARCH METHOD

Research Design

This study employs a quantitative research method based on the positivist paradigm, aiming to test existing theories and data through hypothesis testing on a specific population or sample. Data were collected using research instruments and analyzed quantitatively through statistical techniques. The quantitative approach was selected because the observed phenomena are objective, measurable, and expressed in numerical form, allowing variables to be clearly identified and examined. One key advantage of this method is its ability to empirically verify existing theories. Quantitative research requires clearly defined hypotheses, which determine subsequent analytical stages and statistical techniques (Sarwono, 2009). Data analysis in this study uses multivariate analysis with Structural Equation Modeling (SEM), specifically a variance-based, component-based approach using Partial Least Squares (PLS).

Research Location and Period

The study was conducted at Gudang Aki Denpasar, located on Jalan Buluh Indah No. 137C, Denpasar, Bali. Established in 2000, Gudang Aki Denpasar operates in the automotive spare parts sector, specializing in batteries. By 2025, the company had expanded to 40 branches across Bali and other regions in Indonesia, making it a suitable research site. The research was carried out from March to June 2024.

Scope of the Study

The scope of this research includes product quality, service quality, customer satisfaction, and repurchase intention. The study focuses on consumers who purchased batteries and made repeat purchases at Gudang Aki Denpasar.

Population

According to Sugiyono (2017:80), a population is a generalized area consisting of objects or subjects with specific characteristics determined by the researcher. The population in this study comprises 10,954 customers who purchased batteries at Gudang Aki Denpasar within a 12-month period in 2024.

Sample and Sampling Technique

A sample represents a subset of the population (Sugiyono, 2019:127). This study applies non-probability sampling, specifically incidental sampling, where respondents are selected based on chance encounters and deemed suitable as data sources (Sugiyono, 2014:81; 2014:85). Data were collected by distributing questionnaires to customers visiting Gudang Aki Denpasar. The sample size was determined using the Slovin formula to reduce the population of 10,954 respondents (Sugiyono, 2014:90).

$$\boldsymbol{n} = \frac{\boldsymbol{N}}{1 + \boldsymbol{N}(\boldsymbol{e})^2}$$

$$\boldsymbol{n} = \frac{10.954}{1 + 10.954(0.1)^2}$$

$$\boldsymbol{n} = \frac{10.954}{110{,}54}$$
$$\boldsymbol{n} = 99$$

Description:
n = Sample size / number of respondents
N = Population size
E = Percentage of tolerable sampling error; e = 0.1
The Slovin formula contains the following provisions:
The value of e = 0.1 (10%) for a large population
The value of e = 0.2 (20%) for a small population

Therefore, the sample range that can be taken using the Slovin technique is between 10 and 20% of the study population.

Therefore, the sample size used in this study was 99 respondents, which was taken from the Slovin formula, with the resulting number of 99.09 rounded to 99 respondents.

RESULT AND DISCUSSION

Instrument Test

Validity Test

The validity test criteria are performed by comparing the calculated r value with 0.30, thus declaring the question item valid. In this case, the calculated r value for each question item is the product-moment correlation coefficient, denoted by the SPSS version 22 calculation for each question item of a variable. Based on the processing results in SPSS version 22.0, the calculated r coefficients are as shown in the following table:

Table 1.
Product-Moment Correlation Coefficient

Variable	Indicator	Code	Product-Moment Correlation Value	Description
X1	Performance	X1_1	0.781	Valid
	Durability	X1_2	0.728	Valid
	Conformance Quality	X1_3	0.777	Valid
	Features	X1_4	0.757	Valid
	Reliability	X1_5	0.772	Valid
	Aesthetics	X1_6	0.797	Valid
	Perceived Quality	X1_7	0.751	Valid
X2	Reliability	X2_1	0.747	Valid
	Responsiveness	X2_2	0.731	Valid
	Assurance	X2_3	0.804	Valid
	Empathy	X2_4	0.757	Valid
	Tangibles	X2_5	0.746	Valid
Z	Expectation Confirmation	Z_1	0.796	Valid
	Revisit Intention	Z_2	0.789	Valid
	Willingness to Recommend	Z_3	0.736	Valid
Y	Transactional Interest	Y_1	0.764	Valid

Referential Interest	Y_2	0.791	Valid
Preferential Interest	Y_3	0.777	Valid
Explorative Interest	Y_4	0.781	Valid

Source: processed data, 2026

Based on Table 1, all statement items in the variables Product Quality (X1), Service Quality (X2), Consumer Satisfaction (Z), and Repurchase Intention (Y) show high correlation values and are all rated as Valid. Overall, the correlations between these items are above the commonly used minimum value (generally ≥ 0.30 or compared to the r-table), thus it can be concluded that all statements in the questionnaire meet validity requirements. This means that each item is truly relevant in measuring the construct/variable being studied and is suitable for further analysis.

Reliability Test

To test the reliability of a questionnaire for a research variable, the Cronbach's Alpha coefficient is used. The value of the Cronbach's Alpha coefficient indicates the level of reliability of the questionnaire. According to Sugiyono (2019: 72), a variable construct is considered reliable if it has a Cronbach's value of > 0.60. From processing SPSS version 22.0, the Cronbach's alpha coefficient was obtained as in the following table:

Table 2.
Reliability Test

Variable	Number_of_ items	Cronbach_alpha
Product Quality (X1)	7	0,941
Quality of Service (X2)	5	0,927
Customer Satisfaction (Z)	3	0,923
Repurchase Interest (Y)	4	0,930

Source: processed data, 2026

According to Table 2, the Cronbach's Alpha values for each variable were well above 0.60, with all values exceeding 0.90, indicating a very high level of reliability. This indicates that the statement items in each variable have excellent internal consistency, and the measurement results are reliable for use in subsequent analysis.

Inferential Analysis Results

Outer Model Testing

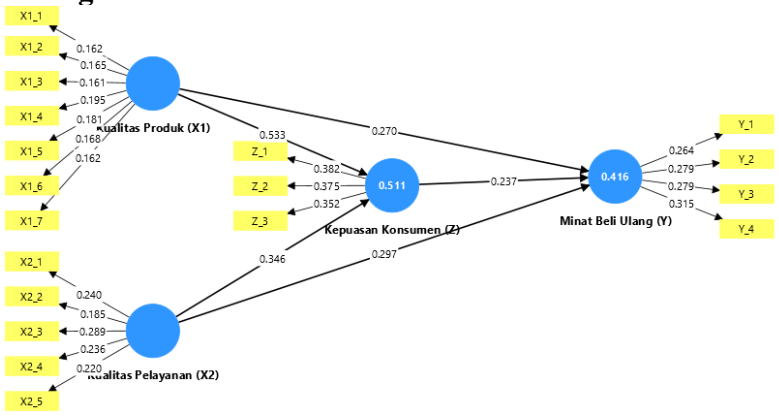

Figure 1.
Model Structure (Outer Model)

In SmartPLS 4.1 analysis, the assessment of the outer model is conducted using three criteria: convergent validity, discriminant validity, and composite reliability.

Convergent Validity

Convergent validity is evaluated based on the loading factor values of reflective indicators. In this study, a threshold of 0.7 is applied. The results shown in Table 3 indicate that all indicators have loading factor values above 0.50, thus meeting the criteria for convergent validity.

Table 3.
Outer Loading Results (Measurement Model)

Construct	Indicator	Outer Loading Value
Product Quality (X1)	X1_1 <- Product Quality	0,848
	X1_2 <- Product Quality	0,863
	X1_3 <- Product Quality	0,843
	X1_4 <- Product Quality	0,863
	X1_5 <- Product Quality	0,837
	X1_6 <- Product Quality	0,794
	X1_7 <- Product Quality	0,804
Quality of Service (X2)	X2_1 <- Quality of Service	0,867
	X2_2 <- Quality of Service	0,836
	X2_3 <- Quality of Service	0,858
	X2_4 <- Quality of Service	0,849
	X2_5 <- Quality of Service	0,853
Consumer Satisfaction (Z)	Z_1 <- Consumer Satisfaction	0,912
	Z_2 <- Consumer Satisfaction	0,892
	Z_3 <- Consumer Satisfaction	0,899
Repurchase Interest (Y)	Y_1 <- Repurchase Interest	0,850
	Y_2 <- Repurchase Interest	0,877
	Y_3 <- Repurchase Interest	0,893
	Y_4 <- Repurchase Interest	0,890

Source: processed data, 2026

Based on Table 3, all indicators of Product Quality meet the convergent validity criteria with high outer loading values. The highest outer loadings are found in durability and features (0.863), indicating that these indicators contribute most strongly to the Product Quality construct. All indicators of Service Quality also meet convergent validity, with reliability showing the highest outer loading (0.867), making it the most dominant indicator in representing service quality.

For Customer Satisfaction, all indicators have acceptable outer loading values and meet convergent validity. The highest outer loading is expectation confirmation (0.912), indicating it is the strongest indicator of customer satisfaction. Regarding Repurchase Intention, all indicators meet the required outer loading criteria. The preferential intention indicator has the highest value (0.893), showing it is the most influential factor in forming repurchase intention.

Discriminant Validity

This test ensures that each latent variable is distinct from the others. Discriminant validity is achieved when an indicator's loading on its construct is higher than its loadings on other constructs, as shown by the cross-loading values in Table 4.

Table 4.
Cross Loading Value

Indicator	Consumer Satisfaction (Z)	Quality of Service (X2)	Product Quality (X1)	Repurchase Interest (Y)
X1_1	0.514	0.282	**0.842**	0.382
X1_2	0.502	0.277	**0.863**	0.419
X1_3	0.515	0.249	**0.843**	0.381
X1_4	0.576	0.226	**0.870**	0.517
X1_5	0.563	0.277	**0.842**	0.446
X1_6	0.499	0.185	**0.792**	0.442
X1_7	0.533	0.214	**0.803**	0.365
X2_1	0.397	**0.868**	0.304	0.458
X2_2	0.374	**0.819**	0.161	0.282
X2_3	0.549	**0.874**	0.269	0.481
X2_4	0.413	**0.847**	0.296	0.426
X2_5	0.363	**0.851**	0.186	0.422
Y_1	0.466	0.444	0.356	**0.847**
Y_2	0.437	0.400	0.500	**0.873**
Y_3	0.466	0.404	0.468	**0.892**
Y_4	0.578	0.484	0.454	**0.898**
Z_1	**0.912**	0.509	0.544	0.536
Z_2	**0.896**	0.499	0.565	0.497
Z_3	**0.895**	0.339	0.608	0.472

Source: processed data, 2026

Table 5.
AVE Values

Variable	Average variance extracted (AVE)
Product Quality (X1)	0.700
Quality of Service (X2)	0.726
Consumer Satisfaction (Z)	0.770
Repurchase Interest (Y)	0.813

Source: processed data, 2026

Based on Table 5, it can be explained that all variables have AVE values above 0.50, indicating that the data have good discriminant validity.

Composite Reliability

Internal consistency is a reliability test used to measure the consistency of a construct as a measurement instrument. Reliability reflects the accuracy, consistency, and precision of the instrument in measurement. Internal consistency is assessed using the composite reliability (CR) criterion.

Table 6.
Composite Realiability

Variable	Composite reliability (rho_c)
Product Quality (X1)	0.942
Quality of Service (X2)	0.930
Consumer Satisfaction (Z)	0.931

Repurchase Interest (Y)	0.929

Source: processed data, 2026

Based on Table 6, all variables meet the composite reliability criteria, as their values exceed the recommended threshold of 0.70, indicating that the constructs are reliable. Overall, based on the evaluation of convergent validity, discriminant validity, and composite reliability as described above, it can be concluded that the indicators used to measure the latent variables are valid and reliable.

Inner Model Testing

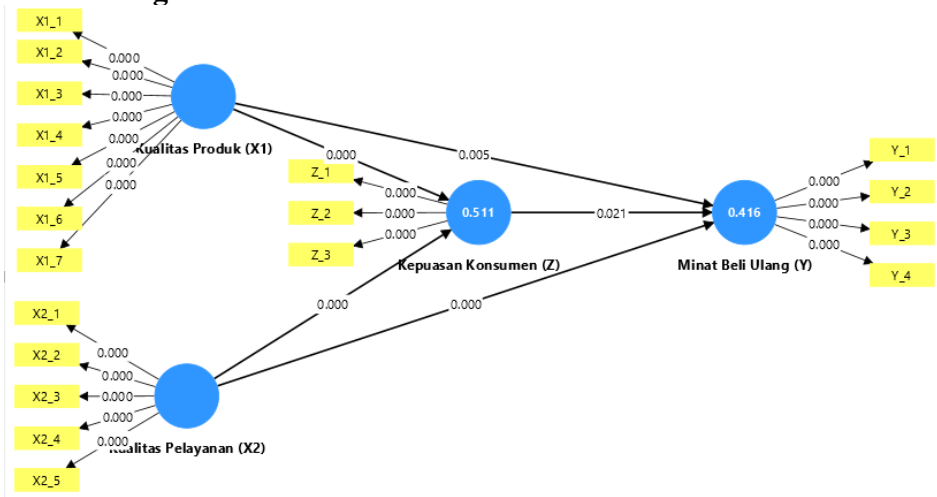

Figure 2.
Model Structure (Inner Model)

The research model is presented as a path diagram illustrating the relationships between latent constructs and their indicators, where changes in latent variables are assumed to influence the measured indicators. The model consists of two exogenous variables—Product Quality (X1) and Service Quality (X2)—and two endogenous variables—Customer Satisfaction (Z) and Repurchase Intention (Y), with Customer Satisfaction acting as a mediating variable.

Structural model evaluation using PLS-SEM is conducted by examining the R-square values to assess the explanatory power of exogenous variables and the Q^2 predictive relevance to evaluate the model's predictive capability. Higher R-square values and Q^2 values closer to 1 indicate better model performance and serve as the basis for subsequent hypothesis testing.

Table 7.
R-Square Values

	R-square	R-square adjusted
Repurchase Interest (Y)	0.416	0.398
Consumer Satisfaction (Z)	0.511	0.501

Source: processed data, 2026

Table 7 shows that the R-square value for Repurchase Intention is 0.416 and for Customer Satisfaction is 0.511, indicating a moderate explanatory power of the structural model. Model fit is further evaluated using Q-square (Q^2), where a value greater than 0 indicates that the model has predictive relevance.

Q2 $= 1 – (1 – R1^2) (1 – R2^2)$
$= 1 – (1 – 0,416) (1 – 0,511)$
$= 1 – (0,584) (0,489)$
$= 1 – 0,285$
$= 0,714$

The Q^2 value of 0.714 indicates good *predictive relevance*, meaning the model adequately explains and predicts the observed data. About 71.4% of the variation in endogenous constructs is explained by exogenous constructs, while 28.6% is influenced by other factors. Based on Q^2 and *Goodness of Fit* (GoF), the model is classified as very good.

Hypothesis Testing

Direct Effect Testing

The significance of the estimated parameters explains the relationships among variables. Hypothesis testing is based on the *inner weight* output, as presented in Table 8.

Table 8.
Hypothesis Testing Results

Variable	Original sample (O)	T statistics (|O/STDEV|)	P values
Product Quality (X1) -> Repurchase Interest (Y)	0.270	2.808	0.005
Product Quality (X1) -> Customer Satisfaction (Z)	0.533	8.443	0.000
Quality of Service (X2) -> Repurchase Interest (Y)	0.297	3.628	0.000
Quality of Service (X2) -> Customer Satisfaction (Z)	0.346	5.156	0.000
Customer Satisfaction (Z) -> Repurchase Interest (Y)	0.237	2.310	0.021

Source: processed data, 2026

The hypothesis testing results based on Table 5.13 are as follows:

1. **Hypothesis 1**: Product Quality (X1) has a positive and significant effect on Repurchase Intention (Y) (β = 0.270; t = 2.808; p = 0.005). Thus, H1 is accepted.
2. **Hypothesis 2**: Product Quality (X1) positively and significantly affects Customer Satisfaction (Z) (β = 0.533; t = 8.443; p = 0.000). Thus, H2 is accepted.
3. **Hypothesis 3**: Service Quality (X2) has a positive and significant effect on Repurchase Intention (Y) (β = 0.297; t = 3.628; p = 0.000). Thus, H3 is accepted.
4. **Hypothesis 4**: Service Quality (X2) positively and significantly affects Customer Satisfaction (Z) (β = 0.346; t = 5.156; p = 0.000). Thus, H4 is accepted.
5. **Hypothesis 5**: Customer Satisfaction (Z) has a positive and significant effect on Repurchase Intention (Y) (β = 0.237; t = 2.310; p = 0.021). Thus, H5 is accepted.

Indirect Effect Testing through the Mediating Variable

This analysis examines the mediating role of Customer Satisfaction (Z) in the relationship between Product Quality (X1) and Service Quality (X2) on Repurchase Intention (Y), as presented in Table 9.

Table 9.
Summary of Test Results for Consumer Satisfaction Mediating Variables

No	Mediation of Consumer Satisfaction Variable (Z)	t count	Sig	Variance Accounted For (VAF) (%)	Description
1	Product Quality (X1) -> Consumer Satisfaction (Z) -> Repurchase Intention (Y)	2,228	0,026	31,9	Partial Mediation
2	Service Quality (X2) -> Consumer Satisfaction (Z) -> Repurchase Intention (Y)	2,108	0,035	21,6	Partial Mediation

Source: processed data, 2026

Table 9 presents the mediation test results as follows:

1. **Hypothesis 6**: Customer Satisfaction (Z) significantly mediates the effect of Product Quality (X1) on Repurchase Intention (Y) (t = 2.228; p = 0.026). Thus, H6 is accepted.
2. **Hypothesis 7**: Customer Satisfaction (Z) significantly mediates the effect of Service Quality (X2) on Repurchase Intention (Y) (t = 2.108; p = 0.035). Thus, H7 is accepted.

Mediation analysis using the VAF (Variance Accounted For) method indicates partial mediation, as the VAF values fall within the 20%–80% range. This shows that Customer Satisfaction (Z) partially mediates the effects of Product Quality (X1) and Service Quality (X2) on Repurchase Intention (Y).

To examine the overall effects among variables, a summary of direct, indirect, and total effects is presented in Table 10.

Table 10.
Calculation of Direct, Indirect, and Total Effects

Variable	Direct effect	Indirect effect	Total effect
Product Quality (X1) → Consumer Satisfaction (Z)	0,533	–	0,533
Service Quality (X2) → Consumer Satisfaction (Z)	0,346	–	0,346
Consumer Satisfaction (Z) → Repurchase Intention (Y)	0,237	–	0,237
Product Quality (X1) → Repurchase Interest (Y)	0,270	0,126	0,396
Service Quality (X2) → Repurchase Intention (Y)	0,297	0,082	0,379

Source: processed data, 2026

Table 10 indicates that Customer Satisfaction (Z) mediates the effects of Product Quality (X1) and Service Quality (X2) on Repurchase Intention (Y). Product Quality has the strongest total effect (0.396), exceeding Service Quality (0.379), showing that improving product quality most effectively increases repurchase intention.

The Effect of Product Quality on Customer Satisfaction

Respondents rated product quality and customer satisfaction in the good category. Hypothesis testing shows that Product Quality (X1) has a positive and significant effect on Customer Satisfaction (Z) ($\beta = 0.533$; $t = 8.443$; $p < 0.05$). This indicates that better product

performance, features, and aesthetics increase customer satisfaction, while improving durability may further enhance long-term satisfaction. These findings are consistent with satisfaction theory based on the comparison between perceived performance and expectations (Kotler, 2010; Tjiptono, 2012) and are supported by previous studies (Ramadhan & Santosa, 2017; Syahfudin, 2023; Andari & Mathori, 2023).

The Effect of Service Quality on Customer Satisfaction

Service quality and customer satisfaction were also rated as good. The results indicate that Service Quality (X2) has a positive and significant effect on Customer Satisfaction (Z) ($\beta = 0.346$; $t = 5.156$; $p < 0.05$). Responsiveness emerged as the strongest indicator, highlighting the importance of prompt and helpful service in shaping satisfaction. This finding aligns with the SERVQUAL framework (Tjiptono, 2017) and is supported by prior research (Syahrir et al., 2024; Gunardy & Padmawidjaja, 2024; Raesita & Apriyanti, 2023).

The Effect of Product Quality on Repurchase Intention

Product quality and repurchase intention were perceived positively by respondents. Hypothesis testing confirms that Product Quality (X1) has a positive and significant effect on Repurchase Intention (Y) ($\beta = 0.270$; $t = 2.808$; $p < 0.05$). Strong features and aesthetics encourage repeat purchases, while improving durability may also enhance referral intentions. This result is consistent with the Theory of Planned Behavior (Ajzen, 2005) and supported by earlier studies (Ahmad & Nurmansyah, 2024; Hariyanto et al., 2022; Wijayanti & Almaidah, 2021).

The Effect of Service Quality on Repurchase Intention

Respondents rated service quality and repurchase intention as good. The results show that Service Quality (X2) positively and significantly affects Repurchase Intention (Y) ($\beta = 0.297$; $t = 3.628$; $p < 0.05$). Responsiveness plays a key role in encouraging repeat transactions, while improvements in physical evidence may strengthen referral intentions. This finding aligns with the Theory of Planned Behavior (Ajzen, 2005) and is supported by previous studies (Bahar, 2017; Salsabila, 2022; Wulandari & Marlena, 2020).

The Effect of Customer Satisfaction on Repurchase Intention

Respondents rated customer satisfaction and repurchase intention in the good category. Hypothesis testing indicates that Customer Satisfaction (Z) has a positive and significant effect on Repurchase Intention (Y) ($\beta = 0.237$; $t = 2.310$; $p < 0.05$). This finding suggests that higher satisfaction strengthens consumers' intention to repurchase by creating positive experiences and reducing switching tendencies. The dominant role of expectation confirmation supports satisfaction theory (Kotler, 2010; Tjiptono, 2012), where satisfaction acts as a prerequisite for repeat purchasing behavior. These results are consistent with previous studies by Maulana (2017), Setiawan and Safitri (2019), and Mulyana and Andreani (2019).

The Effect of Product Quality on Repurchase Intention with Customer Satisfaction as a Mediating Variable

Product quality, customer satisfaction, and repurchase intention were all perceived positively by respondents. The indirect effect test shows that Customer Satisfaction mediates the relationship between Product Quality and Repurchase Intention ($t = 2.228$; $p < 0.05$), supporting Hypothesis 6. The total effect of Product Quality on Repurchase Intention is 0.396, consisting of a direct effect (0.270) and an indirect effect through satisfaction (0.126). The VAF value of 31.9% indicates partial mediation, meaning product quality influences

repurchase intention both directly and indirectly through customer satisfaction. Improving durability, the lowest-rated indicator, may further strengthen satisfaction and repeat purchasing behavior.

The Effect of Service Quality on Repurchase Intention with Customer Satisfaction as a Mediating Variable

Service quality, customer satisfaction, and repurchase intention were rated as good, with responsiveness as the strongest service indicator. The mediation test confirms that Customer Satisfaction significantly mediates the effect of Service Quality on Repurchase Intention ($t = 2.108$; $p < 0.05$), supporting Hypothesis 7. The total effect of Service Quality on Repurchase Intention is 0.379, derived from a direct effect (0.297) and an indirect effect through satisfaction (0.082). The VAF value of 21.6% indicates partial mediation, suggesting that service quality affects repurchase intention both directly and via satisfaction. Enhancing physical evidence may further improve service experiences, satisfaction, and consistent repurchase behavior.

CONCLUSION

Based on the research findings, the influence of Product Quality, Service Quality, and Customer Satisfaction on Repurchase Intention at Gudang Aki Denpasar can be summarized as follows:

1. Product Quality (X1) positively and significantly affects Customer Satisfaction (Z). The path coefficient is 0.533, $t = 8.443$ (>1.96), $p = 0.000$ (<0.05). Better product quality increases satisfaction, as products meeting performance, features, and appearance expectations reduce complaints, enhance trust, and strengthen purchase decisions.
2. Service Quality (X2) positively and significantly affects Customer Satisfaction (Z). The path coefficient is 0.346, $t = 5.156$ (>1.96), $p = 0.000$ (<0.05). Efficient and helpful service enhances satisfaction by reducing customer effort, uncertainty, and increasing security and appreciation during the purchase process.
3. Product Quality (X1) positively and significantly affects Repurchase Intention (Y). Path coefficient = 0.270, $t = 2.808$ (>1.96), $p = 0.005$ (<0.05). High-quality products increase consumer confidence, reduce perceived risk, and encourage repeat purchases.
4. Service Quality (X2) positively and significantly affects Repurchase Intention (Y). Path coefficient = 0.297, $t = 3.628$ (>1.96), $p = 0.000$ (<0.05). Responsive and reliable service improves the purchasing experience, increasing consumers' willingness to repurchase.
5. Customer Satisfaction (Z) positively and significantly affects Repurchase Intention (Y). Path coefficient = 0.237, $t = 2.310$ (>1.96), $p = 0.021$ (<0.05). Higher satisfaction fosters positive experiences, reduces switching behavior, and strengthens confidence in future purchases.
6. Customer Satisfaction (Z) mediates the effect of Product Quality (X1) on Repurchase Intention (Y). $t = 2.228$ (>1.96), sig. = 0.026 (<0.05). The indirect effect is 0.126, forming a total effect of 0.396. This shows that better product quality increases satisfaction, which in turn enhances repurchase intention.
7. Customer Satisfaction (Z) mediates the effect of Service Quality (X2) on Repurchase Intention (Y). $t = 2.108$ (>1.96), sig. = 0.035 (<0.05). The indirect effect is 0.082, forming

a total effect of 0.379. Better service quality increases satisfaction, thereby further boosting repurchase intention.

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