

Original Article

Investigating the Factors that Influence Repurchase Intention through Customer Satisfaction during COVID-19 Pandemic in Indonesia

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Abstract: The COVID-19 virus has interrupted economic activities, including buying and selling; even some branded shops, supermarkets, and small shops in Indonesia had to close amid the COVID-19 pandemic. The food and beverage industry, such as Kentucky Fried Chicken (KFC), still buys and sells during the COVID-19 pandemic. Thus, this study investigates the factors influencing repurchase intention through customer satisfaction during the COVID-19 Pandemic in Indonesia at KFC Sei Semayang, Medan Binjai City, Indonesia. This study uses a quantitative approach from respondents' responses with a questionnaire as an analytical tool. This study used SEM (Structured Equation Model) analysis and was processed through the Smart-PLS 4.0 program. The sample in this study was 100 respondents who had purchased KFC in Sei Semayang. The findings revealed a positive relationship between the marketing mix and service quality, a significant effect on customer satisfaction, a positive relationship between the marketing mix and service quality, a significant effect on repurchase intention, and a positive relationship between the marketing mix and satisfaction. These findings show that KFC in Sei Semayang consider a few elements that can increase customer satisfaction and encourage them to keep buying KFC products. In this study, the dominant factor from the physical appearance aspect is the health protocol carried out during the pandemic, the reliability aspect is the presentation of clean and hygienic food, the taste aspect is a varied menu variation, the attention aspect is top of mind KFC products, the price aspect is the affordability of KFC products, and on the responsive aspect, food is prepared quickly.

Keywords: marketing mix; service quality; customer satisfaction; repurchase intention; COVID-19 pandemic.



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1. Introduction

The COVID-19 pandemic has brought about numerous changes in people's lives, particularly in the economic aspect. According to BPS data for 2020, domestic economic growth experienced a significant decline as much as -2.07%. The restaurant industry was one of most industries that experienced a decline. This industry is one of the sectors contributing to domestic economic growth. The Large-Scale Social Restriction Policy (PSBB) has the effect of decreasing restaurant sales, so they must lay off or reduce employees to support operations. One type of restaurant developing in Indonesia is a fast food restaurant. The phenomenon of fast food restaurants in Indonesia has long spread in big cities. The lifestyle of urban people, who tend to be instantaneous, also makes fast food a major necessity. Fast-food restaurants are everywhere, including shopping malls, offices, airports, train stations, and other public areas. Fast food has long been one of the favourite foods of the Indonesian people and is now a necessity. The concept of fast food is advantageous due to its fast and convenient serving times.

Table 1. TOP Brand Index for 2020-2021 (in percentage).

Brand(s)	2020	2021
KFC	26.40	27.20
McDonald's	22.80	26.00
Hoka-Hoka Bento	6.50	8.50
A&W	5.90	7.90
Richeese Factory	4.90	5.90

Source: Top Brand Index, 2020-2021

Table 1 displays the Top Brand Index 2020; the five most-popular fast-food chains in Indonesian are KFC (26.4%), McDonald's (22.8%), Hoka-Hoka Bento (6.5%), A&W (5.9%) and Richeese Factory (4.9%). KFC is one of Indonesia's market leaders for fast food restaurants, where the number of operating locations grows and expands each year. In 2019, PT Fast Food Indonesia Tbk, the owner of KFC restaurants, achieved sales of 6.9 trillion. In addition, it was also followed by the growth of additional outlet units, including mall outlets, drive-thru outlets, KFC outlets, in-line outlets, and freestanding outlets. According to data obtained from SWA magazine in 2016, many Indonesians prefer visiting fast food restaurant outlets to other types of eateries. In a survey conducted by Mastercard (2015) on consumer purchasing priorities, eighty percent of respondents chose to visit fast food restaurants, followed by 61% who chose hawker centers, 22% chose middle-class restaurants, and 1% of consumers chose fine dining restaurants. The research conducted by Nielsen in 2019 with 1000 respondents aged 18-45 years showed that around 58% of Indonesians bought fast food through online applications, whereas on average, 2 people bought fast food 6 times per week.

Then the next highest average is the selection of dining-in and takeout twice weekly. In contrast, takeout orders via telephone and restaurant website are 1.9 and 1.8 times per week, respectively. The secret recipe for the success of various quick-service restaurants in preparing their integrated marketing communications mix strategy is a must (Guinto & Alcantara, 2022). Marketers do not need to consider how to encourage consumers to make repeat purchases because after buying a product or service, the consumer will then evaluate the product or service that has been purchased. The evaluation will be the basis for consumers' future purchases (Wijayajaya & Astuti, 2018). Based on this, the researchers examined the intention to repurchase. This study focuses on fast food because it has a large market potential across all socioeconomic classes. One potential segment to become fast food consumers is people who already have an income. Purchasing decisions in people with an income are influenced by several things, such as lifestyle, environment, and culture.

In addition, the consumer behaviour of people who already have an income differs significantly from those who are still students/do not have income, so it has its characteristics. Service employee interpersonal characteristics in a service quality context are salient in marketing and quality literature (Alhelalat et al., 2017). The prime motive of the marketing manager is to increase loyalty by creating a strong bond between customers and the company (Ashraf et al., 2018). The pandemic conditions of the new normal era influence people's consumption patterns in choosing food. People today are generally health-conscious in their food selections. This study aims to identify the factors that influence customer satisfaction for all types of consumers and to see their impact on repurchase intention for fast food during the current pandemic. This study aims to (1) identify the factors that shape consumer preferences, (2) identify the most significant factors that influence on consumer preferences in fast food.

Table 2. Customer & Transaction Data KFC Jalan Sei Semayang Medan-Binjai 2018-2021

Year	Number of Customers	Transaction Totals
2018	186	154.38
2019	194.4	161.352
2020	150	124.5
2021	174	144.42

Table 2 captures customer and transaction data KFC Jalan Sei Semayang Medan-Binjai 2018-2021. The number of customers and transactions at KFC Jalan Sei Semayang Medan-Binjai increased. In 2020, the number of customers and transactions at KFC Jalan Sei Semayang Medan-Binjai declined significantly. In addition, the number of customers and transactions at KFC Jalan Sei Semayang Medan-Binjai began to rise again in 2021.

2. Literature Review

2.1. Marketing Mix

An important aspect of opening a restaurant business is the marketing mix. In Kotler & Armstrong (2010), restaurant owners and managers currently use marketing mix principles (i.e. product, place, price and promotion) to increase customer satisfaction among those who purchase and consume products that generate revenue to maximize company profits (Wang et al. 2013). Wansink (2015) has emphasized the importance of restaurants using marketing principles to make healthy food and beverage choices more convenient (to see, order, pick up and consume); appealing (via name, appearance, price and expectations); and normal (to order, purchase, serve and eat) to promote healthy dietary goals among individuals and populations. Marketers are to ensure that the companies assist each of the essentials to reach out to different individuals effectively and gain many customers. Kotler et al. (2015) define marketing as an organizational function and a set of processes for creating, communicating and delivering value to customers to manage customer relationships in ways that benefit the organization and its stakeholders. Marketing mix is the most important concept for achieving marketing objectives. Marketing strategy is required to determine the appropriate marketing for the company. It is necessary to combine the marketing mix elements to determine an effective marketing strategy. In marketing mix, there are variables that are interrelated with one another.

2.2. Service Quality

The fact that service quality is the most significant aspect of competition in the business world calls the new era of business the "era of quality". Service quality is generally analyzed primarily in terms of customer experience relative to their pre-service consumption expectations. Service quality is defined as the level of service the company provides and whether the service is considered to have met customer expectations. Similar to other retail industries, the importance of service quality in fast food restaurants is a major determinant of customer satisfaction. It is one of the most important things clients look for (Aymar & Massey, 2019). Service quality is also an important factor that can help businesses differentiate themselves from their rivals. The primary indicators of service quality include the friendliness and personality of employees, shorter food serving times, responsiveness, and the ability of employees to answer client questions and react quickly to client concerns and problems.

2.3. Customer Satisfaction

Customer satisfaction is determined by evaluating customers' experiences with and perceptions of products or services and whether both meet customer expectations to satisfy their needs and desires. According to Khair et al. (2022), consumer satisfaction is the feeling of someone who is happy or unhappy because of comparing the product performance (or results) obtained with expectations. Ali et al. (2016), freedom of choice affects customer satisfaction. For example, restaurant customers could be satisfied and give good feedback when choosing their menu items. Customer satisfaction is what a consumer feels after comparing what he received to what was expected. They assess customer satisfaction and increase consumer expectations to develop customer loyalty.

2.4. Repurchase Intention

Repurchase intention is a response-based behaviour that indicates a customer's desire to make repeat purchases. According to Peter et al. (1999) and Peter & Olson (1983), repurchase is a buying activity carried out more than once or several times. The satisfaction obtained by consumers can lead someone to repeat purchases, become loyal to the product or be loyal to the company where he buys the goods so that consumers can recommend positive products to others. Repurchase intention in marketing is generally a strong desire of consumers based on the experience of purchasing products made in the past. After consumers purchase a product or service, if they perceive that it provides them with satisfaction, they intend to repurchase it. From these conditions, the hypotheses that can be put forward are:

1. Marketing Mix has a significant positive effect on Repurchase Intention.
2. Marketing Mix does not have a significant positive effect on Customer Satisfaction.
3. Service Quality has a significant positive effect on Repurchase Intention.
4. Service Quality has a significant positive effect on Customer Satisfaction.
5. Customer Satisfaction has a significant positive effect on Repurchase Intention.
6. Marketing Mix does not have a significant positive effect on Repurchase Intention through Customer Satisfaction.
7. Service Quality has a significant positive effect on Repurchase Intention through Customer Satisfaction.

2.5. Conceptual Framework

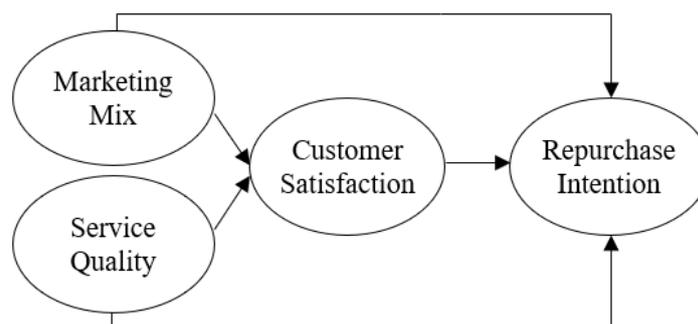


Figure 1. Conceptual Framework

3. Materials and Methods

This study uses a quantitative approach through a survey questionnaire, where multiple values or scores are given with a Likert scale reference and the assessment or score is adjusted based on the individual's perception. The Likert scale in this study was used to assess the influence of the marketing mix and service quality on consumer repurchase intention as measured by customer satisfaction. This study collected data by distributing a questionnaire to a predetermined number of respondents. The questionnaire was based on the perceptions and experiences of respondents (Sugiyono, 2018).

The research location is PT Fastfood Indonesia (Kentucky Fried Chicken). The KFC company produces fast food already worldwide and is located in Jalan Sei Semayang Medan-Binjai, North Sumatra. This research period begins in July 2022 and ends in September 2022. Sampling in this study used purposive sampling, which is a technique in data collection that uses specific methods and criteria set by a researcher to obtain information about problems that have occurred (Sugiyono, 2018), Marketing Mix (X1): Product (X1.1), Price (X1.2), Promotion (X1.3), Place (X1.4); Service Quality (X2): Reliability (X2.1), Tangibles (X2.2), Responsiveness (X2.3), Assurances (X2.4), Empathy (X2.5); Customer Satisfaction (Z); Repurchase Intention (Y).

The sampling criteria in this study were customers who visited and bought KFC products at the KFC fast food restaurant Jalan Sei Semayang Medan-Binjai at least twice. Where customers meeting these criteria already have experience in consuming these products. In addition, the minimum education level is High School Diploma. Where respondents meeting these criteria are deemed capable of making sound financial decisions. According to Sugiyono (2017), the sample is part of the number and characteristics possessed by

the population. Thus, the sample is part of the population to be studied. 100 respondents with prior KFC consumption on Jalan Sei Semayang comprised the sample for this study.

Al Amin et al. (2021) suggest a measurement model can be evaluated using covariance-based SEM and Partial least square SEM. In this regard, covariance-based SEM or CB-SEM is appropriate for evaluating the measurement model. In contrast, partial least square SEM or PLS-SEM is used to analyze the relationship between dependent and independent variables (Alstete & Meyer, 2011). For this purpose, we used PLS-SEM (version 3.0) to assess sample data (Ringle et al., 2015). In the past, CB-SEM and PLS-SEM have attained significant attention among researchers to perform multivariate analysis and estimate latent variables through path models (Rigdon, 2016). For this study, we consider the CB-SEM and PLS-SEM approach as appropriate methods for data analysis.

4. Results

Data processing techniques with Partial Least Square (PLS) require two stages to assess the model fit of a research model, namely:

4.1. Measurement (Outer) Model

There are three criteria in using data analysis techniques with SmartPLS 3.0 to assess the outer model: convergent validity, discriminant validity and composite reliability.

4.1.1. Convergent Validity

Convergent validity assessment is based on the correlation between item scores/component scores estimated with SmartPLS 3.0 Software. Individual reflexive measures are deemed high if the correlation is greater than 0.7 with the measured construct, as shown in Table 3.1

Table 3. Result of Outer Loading

Variable(s)	Dimension(s)	Code(s)	Loading Factor
Marketing	Product	X _{1.1}	0.868
		X _{1.2}	0.873
		X _{1.3}	0.877
		X _{1.4}	0.789
		X _{1.5}	0.710
	Price	X _{1.6}	0.909
		X _{1.7}	0.838
	Promotion	X _{1.8}	0.897
		X _{1.9}	0.906
	Place	X _{1.10}	0.787
		X _{1.11}	0.830
			X _{1.12}
Service Quality	Reliability	X _{2.1}	0.887
		X _{2.2}	0.845
	Tangibles	X _{2.3}	0.868
		X _{2.4}	0.858
		X _{2.5}	0.754
	Responsiveness	X _{2.6}	0.898
		X _{2.7}	0.796
	Assurances	X _{2.8}	0.882
		X _{2.9}	0.852
	Empathy	X _{2.10}	0.833
		X _{2.11}	0.939
Customer Satisfaction	Product and Service Features	Z _{.1}	1.000
		Z _{.2}	0.893
	Customer Emotional	Z _{.3}	0.880

Variable(s)	Dimension(s)	Code(s)	Loading Factor	
	Success / Fail Service	Z.4	0.906	
		Z.5	0.865	
	Perception of Fairness	Z.6	0.911	
		Z.7	0.932	
	Other Customers	Z.8	1.000	
	Repurchase Intention	Repeat purchase	Y.1	0.931
			Y.2	0.929
		Buying Off the Line	Y.3	0.894
Product		Y.4	0.897	
Recommend Products		Y.5	0.931	
		Y.6	0.913	
Attractiveness of Similar		Y.7	0.906	
Products from Competitors		Y.8	0.910	

Table 3 captures the value of the outer model or the correlation between constructs and variables that have met convergent validity because it has a loading factor value greater than 0.7, concluding that constructs for all variables can be used to test the hypothesis.

4.1.2. Discriminant Validity

According to Hair et al. (2017), discriminant validity explains that each construct should be distinct from other constructs in the model. Memon et al. (2019) assert that discriminant validity is essential for determining whether a construct is distinct from other study variables. Discriminant validity is done by looking at the cross-loading value of construct measurement. After processing the data with SmartPLS 3.0, Table 4 displays the discriminant validity results.

Table 4. Result of Discriminant Validity

No	Code	1	2	3	4	5	6	7	8	9	10	11
1	MM1	0.826										
2	MM2	0.673	0.874									
3	MM3	0.806	0.773	0.902								
4	MM4	0.871	0.827	0.885	0.826							
5	SQ1	0.844	0.613	0.706	0.771	0.866						
6	SQ2	0.074	-0.019	-0.005	0.072	0.026	0.828					
7	SQ3	0.081	0.015	0.006	0.073	0.073	0.726	0.849				
8	SQ4	0.706	0.729	0.624	0.734	0.670	0.071	0.100	0.867			
9	SQ5	0.809	0.708	0.751	0.779	0.773	0.136	0.117	0.749	0.888		
10	Y	-0.016	0.053	-0.129	-0.056	0.082	0.162	0.093	0.065	0.070	0.790	
11	Z	0.859	0.811	0.797	0.859	0.795	0.062	0.060	0.890	0.846	0.048	0.806

Table 4 captures the cross-loading value showing the correlation magnitude between each construct and its indicators and indicators from other block constructs. A measurement model has good discriminant validity if the correlation between the construct and its indicators is higher than the correlation with indicators from other block constructs. After processing the data using SmartPLS 3.0, the results of the cross-loading show that the correlation value between constructs with indicators is greater than the correlation values between constructs and other constructs. Thus, all constructs or latent variables already have good discriminant validity, with the indicators in the construct indicator block being superior to those in other blocks. The next evaluation compares the AVE root value to the correlation between constructs. The model has better discriminant validity if the square root of the AVE for each construct is greater than the correlation between the two constructs in the model. A good AVE value must have a value greater than 0.5. Table 6 displays the AVE value for each construct in this study.

Table 5. Result of Convergence Validity using Average Variance Extracted Value (AVE)

Construct(s)	AVE(s)
Product	0.682
Price	0.764
Promotion	0.813
Place	0.682
Reliability	0.750
Tangibles	0.686
Responsiveness	0.720
Assurances	0.752
Empathy	0.788
Repurchase Intention	0.625
Customer Satisfaction	0.649

Table 5 shows that the AVE value for marketing mix training variables, service quality, customer satisfaction, and consumer loyalty is greater than 0.5. Consequently, it can be stated that each variable possesses high discriminant validity.

4.1.3. Reliability Testing

In addition to assessing convergent and discriminant validity, the outer model can be measured by looking at construct reliability or latent variables using composite reliability and Cronbach's alpha values. The construct is deemed reliable if the composite reliability has a value greater than 0.7, as well as if Cronbach's alpha has a value greater than 0.6, then the construct is declared reliable. Table 6 displays the SmartPLS 3.0 output results for the composite reliability value.

Table 6. Result of Reliability Testing

Construct(s)	Cronbach's Alpha	Composite Reliability
Product	0.881	0.914
Price	0.697	0.866
Promotion	0.770	0.897
Place	0.772	0.865
Reliability	0.668	0.857
Tangibles	0.773	0.867
Responsiveness	0.619	0.837
Assurances	0.670	0.858
Empathy	0.745	0.881
Repurchase Intention	0.913	0.930
Customer Satisfaction	0.922	0.937

Table 6 demonstrates that the composite reliability value for all constructs is greater than 0.70. With the resultant value, all constructs have good reliability according to the minimum value limit that has been required. In the Cronbach's alpha test, the endogenous variable, namely consumer loyalty on the exogenous variables, namely the product, price, promotion, and place dimensions on the marketing mix variable, yielded values of 0.881, 0.697, 0.770 and 0.772, in addition to the dimensions of reliability, tangibles, responsiveness, assurance and empathy in variable service quality which yielded values of 0.668, 0.773, 0.619, 0.670, and 0.745. The mediation variable is customer satisfaction (Z), with a value of 0.922 and consumer loyalty (Y), with a value of 0.913. The questionnaire is declared reliable and consistent for all constructs above the value of 0.6.

4.2. Structural (Inner) Model

The model of the test results of the inner model (structural model) includes the output r-square, parameter coefficients, and t-statistics. Among other things, to determine whether a hypothesis can be

accepted or rejected by considering the significance value between constructs, t-statistics, and p-values. The hypothesis testing of this research was carried out with the help of SmartPLS 3.0 software. The bootstrapping results indicate these values. The greater the r-squared coefficient of determination, the better the statement. Meanwhile, q-squared is used to assess the predictive validity or relevance of a set of predictor latent variables.

Table 7. Result of Coefficients Determination and Predictive Relevance

Variable(s)	R-square	Q-square
Repurchase Intention	0.169	0.078
Customer Satisfaction	0.927	0.589

Table 8 captures the results of the inner model. The result indicates that the r-squared value for the mediating variable customer satisfaction is 0.927, indicating that the influence of the exogenous marketing mix and service quality variables on the mediating variable (e.g., customer satisfaction) of 92.7% is considered strong (large effect). And the r-square on the endogenous variable, namely consumer loyalty, is 0.169, indicating that the effect of exogenous variables, namely marketing mix and service quality, on the endogenous variable, namely consumer loyalty, is only 16.9%, considered weak (small effect). Meanwhile, the q-square value for the mediating variable, customer satisfaction, is 0.589, considered strong (large effect); and the endogenous variable, namely consumer loyalty, 0.078, is considered weak (small effect). The conclusion is that the value of predictive validity is greater than 0, indicating that the research data that has been distributed already has good construction and has a predictive relationship.

Table 8. Result of Effect Size using *f*-square

Construct(s)	Repurchase Intention	Effect Size	Customer Satisfaction	Effect Size
Product	0.001	Small	0.123	Small
Price	0.043	Small	0.084	Small
Promotion	0.052	Small	0.034	Small
Place	0.012	Small	0.003	Small
Reliability	0.033	Small	0.022	Small
Tangibles	0.028	Small	0.010	Small
Responsiveness	0.004	Small	0.016	Small
Assurances	0.002	Small	0.864	Large
Empathy	0.004	Small	0.026	Small
Customer Satisfaction	0.002	Small		

Table 8 indicates that the *f*-square value or the largest effect size for service quality (assurances) on customer satisfaction is 0.864, including the largest category, and the one with the smallest effect size value is the marketing mix (product) for consumer loyalty, which is equal to 0.001.

5. Discussion

5.1. Marketing Mix and Customer Satisfaction

This study found that marketing mix variable (X_1) significantly impacts customer satisfaction (Z). By looking at the value of the resulting beta coefficient, which is 0,895, the relationship between the marketing mix and customer satisfaction is significantly positive. It means that marketing mix activities influence the decline in customer satisfaction; consequently, the more the marketing mix activities are implemented, the greater customer satisfaction, and vice versa. KFC Sei Semayang must maintain variable indicators in marketing mix activities by improving product quality, price, promotion, and distribution in order to increase customer satisfaction. If the company increases its marketing mix activity, it will positively impact increasing customer satisfaction.

5.2. Service Quality and Customer Satisfaction

This study indicates that the service quality variable (X_2) does not significantly affect customer satisfaction (Z). The beta coefficient value of -0.006 indicates that the relationship between service quality and customer satisfaction is negative and not unidirectional. It indicates that service quality does not affect customer satisfaction decline as indicators of service quality variables, namely reliability, physical evidence, responsiveness, assurance, and empathy, do not contribute to a decline in customer satisfaction.

5.3. Marketing Mix on Repurchase Intention

This study found that the marketing mix variable (X_1) has no significant effect on repurchase intention (Y). By looking at the resulting beta coefficient value of -0.438, the relationship between the marketing mix and repurchase intention is negative and not one-way. It indicates that marketing mix activities do not affect the decline in repurchase intention. As indicators in the marketing mix, namely product, price, promotion, and distribution, are not factors in decreasing repurchase intention.

5.4. Service Quality on Repurchase Intention

This study found that the service quality variable (X_2) does not significantly affect repurchase intention (Y). The resultant beta coefficient value of 0.081 demonstrates that the relationship between service quality and repurchase intention is positive but not unidirectional. It indicates that service quality does not affect the decline of the repurchase intention. As indicators of service quality variables, such as reliability, tangibles, responsiveness, assurance, and empathy, do not decrease repurchase intention.

5.5. Customer Satisfaction on Repurchase Intention

This study found that customer satisfaction (Z) does not significantly affect repurchase intention (Y). By looking at the resulting beta coefficient value, which is equal to 0.158, the relationship between customer satisfaction and repurchase intention is positive but not unidirectional. It indicates that customer satisfaction does not affect the decline in repurchase intention. Even if the customer is already satisfied with a product, it is not guaranteed that the customer will remain loyal to the product, in other words, where customers want to try something new.

5.6. Marketing Mix on Repurchase Intention through Customer Satisfaction

This study found that marketing mix (X_1) demonstrates an indirect effect to repurchase intention (Y) through customer satisfaction (Z), then marketing mix (X_1) has a significant effect on repurchase intention (Y); thus, customer satisfaction (Z) is a variable intervening that can mediate the relationship between marketing mix (X_1) and repurchase intention (Y), meaning that customer satisfaction (Z) plays a role in the intervening model. In other words, customer satisfaction (Z) has a very important role in this research model, mediating the relationship between the marketing mix (X_1) and repurchase intention (Y) so that KFC Sei Semayang must maintain variable indicators in the marketing mix activities by improving product quality, price, promotion and distribution. If the company increases its marketing mix activities, it will positively increase customer satisfaction, which will increase customer loyalty.

5.7. Service Quality on Repurchase Intention through Customer Satisfaction

This study indicates that service quality (X_2) demonstrates an indirect effect. However, service quality (X_2) does not significantly affect repurchase intention (Y). Therefore, customer satisfaction (Z) is an intervening variable that cannot mediate the relationship between service quality (X_2) with repurchase intention (Y), meaning that customer satisfaction (Z) does not play a role in the intervening model. In other words, customer satisfaction (Z) is not an intervening variable that can mediate the relationship between service quality (X_2) and repurchase intention (Y).

6. Conclusions

This study focuses on customers of KFC Sei Semayang products regarding the effect of the marketing mix and service quality on repurchase intention as measured by customer satisfaction with KFC Sei Semayang products. We conclude that the marketing mix is proven to influence repurchase intention positively. The marketing mix is not proven to affect customer satisfaction positively. Service quality is not

proven to have a positive effect on repurchase intention. Service quality is not proven to have a positive effect on customer satisfaction. Customer satisfaction is not proven to have a positive effect on repurchase intention. Customer satisfaction is proven to be able to mediate marketing mix and repurchase intention relationships. Customer satisfaction is not proven to be able to mediate the relationship between service quality and repurchase intention. Likewise, in other studies, this research also has some limitations. First, the study has just undertaken the primary data collection approach, which limits how the data regarding the associated research could be collected. In addition, the study used only the quantitative research analysis method, including multiple regression and correlation analysis. No qualitative methods were used. Due to the Coronavirus pandemic, it was a difficult to collect data and the online communication had to be utilized, limiting face-to-face interactions with people. For future researchers, it is suggested that they should be able to concentrate more on investigating other variables from the marketing mix and service quality that can exert a greater influence on repurchase intention through the mediator variable, namely customer satisfaction.

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