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# The Influence of Service Quality and Product Quality on Repurchase Intention with Customer Satisfaction as Intervening Variable on Bubur Ayam Jakarta Ronggo Pekanbaru

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**Abstract**

This study aims to determine the influence of service quality and product quality on repurchase intention with customer satisfaction as intervening variable on Bubur Ayam Jakarta Ronggo Pekanbaru In this study, data collected from 100 respondents In this study, data collected from 100 respondents who have visited more than 2 times with the age of 12 years and over and domiciled in Pekanbaru were analyzed using SEM-PLS. The results showed that service quality has a positive and significant effect on customer satisfaction and repurchase intention, while product quality has no significant effect on customer satisfaction and repurchase intention. Customer satisfaction is proven to have a positive and significant influence on repurchase intention and acts as a significant mediator in the relationship between service quality and repurchase intention. However, customer satisfaction does not significantly mediate the relationship between product quality and repurchase intention

**Keywords**

service quality, product quality, customer satisfaction, repurchase intention

## INTRODUCTION

Breakfast is essential for sustaining a person's physical activities before beginning the day. Indonesian breakfast menus vary widely based on personal preferences and cultural backgrounds. According to sehataqua.co.id (2024), the top 10 most popular Indonesian breakfast options include bubur ayam (chicken porridge), nasi pecel, nasi uduk, nasi goreng, nasi kuning, soto, lontong sayur, pisang goreng, bubur kacang hijau, and bubur sumsum.Bubur ayam (chicken porridge) is one of Indonesia's most popular breakfast dishes due to its savory flavor and soft texture. This healthful dish features shredded chicken, cakwe, fried onions, celery, crackers, soy sauce, and yellow sauce as its main ingredients. Bubur ayam, with its savory taste and soft texture, is the most beloved breakfast choice. This nutritious dish consists of shredded chicken, cakwe, fried onions, celery, crackers, soy sauce, and yellow sauce, often complemented with intestines or egg satay.

Bubur Ayam Jakarta Ronggo is a family-owned business established in 2000, located at Jalan Ronggo Warsito No. 15 A, Pekanbaru. It has been selling Jakarta-style chicken porridge for over two decades and has become one of the most popular breakfast spots in Pekanbaru. The business has faced fluctuating sales, with the highest increase occurring from 2020 to 2021 during the pandemic, followed by a decline in 2022-2023 due to emerging competitors. In 2022 to 2023, many new competitors emerged as a result of the pandemic's economic crisis. As people's incomes have reduced, many have turned to starting businesses, one of which is the breakfast industry. Bubur Ayam Jakarta Ronggo faces a number of obstacles, including how to sustain and increase consumer loyalty in the increasingly competitive Pekanbaru culinary market. The decrease in sales due to increased competition and changes in customer behavior, especially due to the pandemic of people switching to online ordering via apps, which Bubur Ayam Jakarta Ronggo

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Pekanbaru has not yet done in 2022-2023 .Many new restaurants and food stalls are popping up, offering various variants of chicken porridge with competitive quality and competitive prices.

This encourages customers to be more selective in choosing where to eat, and ultimately can divert their attention to other places that offer a different culinary experience. This study aims to determine the influence of service quality and product quality on customer satisfaction and repurchase intention, both directly and through customer satisfaction as an intervening variable at Bubur Ayam Jakarta Ronggo Pekanbaru. The findings will provide valuable insights for Bubur Ayam Jakarta Ronggo in developing business strategies, contribute to academic knowledge in the field of marketing, and serve as a reference for further research development.

## LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

### *Service Quality*

Service quality is simply a measure of how well the level of service provided is able to be realized in accordance with customer expectations. (Tjiptono, 2014) Service quality is an effort to fulfill and satisfy customer desires and the determination to deliver to meet customer expectations. Nowadays, most consumers are starting to make quality the main parameter in choosing a product/service. In principle, service quality focuses on meeting the needs and desires of customers, as well as the accuracy of delivery to keep up with customer expectations. (Tjiptono, 2014:268). Service is said to be good if the end result can meet the expectations of customers or consumers so that they can retain old customers. Service quality can also be defined as “Only consumers have the right to judge quality” apart from the consumer's point of view. Prospects are said to be good if a consumer has a good experience with the company or the products produced by the company. If consumers are satisfied with a product but are not disappointed with the service provided, they will rate the company that produces the product poorly. (Nurmalina et al., 2015) Good service quality can increase consumer interest or increase the number of new visitors to an ongoing company or business. Quality service directly affects company reputation and customer bonds. According to Tjiptono & Chandra (in Alamudi, 2022), there are 4 indicators of service quality, among others: 1)Good Facilities2) Fast service3)Employee response4)Employee insight into the product, employee provide education.

### *Product Quality*

According to Sugiyanto & Maryanto (2021) product quality is the real condition of the product produced by the company, a quality product is a product that has been produced by the company. According to Kotler and Armstrong (2014) product quality is a characteristic that exists in a product that can meet consumer needs. Quality is one of the factors that consumers consider before buying a product. Product quality is a characteristic of a product and services that have dependence on the ability to solve problems consumers and satisfy the needs of consumers, which can be stated and can be implemented (Kotler and Armstrong, 2016). Product quality is a relative value that belongs to the product and customers’ expectation on the product (Wheelock, 1992; Cardello, 1995). This means when customers buy certain products, they buy the expectation from the products. This expectation determines the quality of the product. in this research food is the case, Potter and Hotchkiss (2018), food quality is the quality characteristics of a food that can be accepted by consumers. This includes internal factors such as size, shape, colour, consistency, texture, and taste. The food provided by a culinary entrepreneur is the main thing that will be an assessment for consumers. So the quality of the food served is the main thing that must be considered. Food quality is one of the most important things about the experience when eating at a restaurant (Fungai, 2017). Several things that affect food quality are food taste, food presentation, freshness, and menu variety (Pestek & Cinjarevic, 2014). The indicators used in this study to measure the quality of food products include:1)Freshness: Color, Taste, Aroma, Texture 2)Presentation: Garnishes, Portions, Garnishes or garnishes 3)Well Cooked: Serving temperature, Hygiene, Degree of Maturity, Cooking Time 4)

Variety of food: Innovation, Menu, Price, Taste.

### *Customer Satisfaction*

According to Kotler & Armstrong (2018) customer satisfaction is the tendency of feelings arise that customers experience depending on the perceived product performance against customer expectations. Consumer satisfaction was defined by Oliver (1997) as the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant. Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived product or service performance with expectations. According to Hawkins and Lonney quoted in (Tjiptono, 2014: 354), indicators forming customer satisfaction consists of: 1)Expectation Conformity, is the level of conformity between the service performance expected by consumers and that felt by consumers. 2) Interest in Revisiting, is the willingness of consumers to visit again or reuse related services3)Willingness to Recommend ,is the willingness of customers to recommend services that have been felt to friends and family.

### *Repurchase Intention*

According to Kotler and Keller (2015), repurchase intention is consumer action on or after purchase, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will be able to influence subsequent consumer attitudes or behavior. If consumers are satisfied, they will be able to show a greater possibility of repurchasing the product. Repurchase intention is consumer action after purchase that reflects satisfaction or dissatisfaction. According to Hasan (2013), these four dimensions identify repeat purchase intention. Transactional interest reflects the direct tendency to buy. Referential interest shows willingness to recommend to others. Preferential interest indicates a primary preference that can only be replaced if something happens with the preferred product. Explorative interest describes the behavior of seeking information about the product of interest to support its positive qualities.

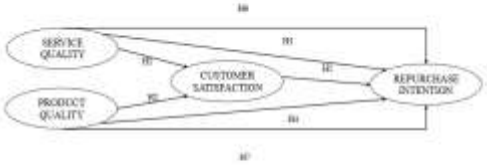



**Figure 1. Research Framework**

### *Hypotheses Development*

H1: Service quality will have positively influences customer satisfaction on Bubur Ayam Ronggo Jakarta Pekanbaru

H2: Product quality will have positively influences customer satisfaction on Bubur Ayam Ronggo Jakarta Pekanbaru

H3: Service quality will have positively influences repurchase inteention on Bubur Ayam Ronggo Jakarta Pekanbaru

H4: Product quality will have positively influences repurchase intention on Bubur Ayam Ronggo Jakarta Pekanbaru

H5: Customer satisfaction will have positively influences repurchase intention on Bubur Ayam Ronggo Jakarta Pekanbaru

H6: Service quality will have positively influences repurchase intention through customer satisfaction on Bubur Ayam Jakarta Ronggo Pekanbaru

H7: Product quality will have positively influences repurchase intention through customer satisfaction on Bubur Ayam Jakarta Ronggo Pekanbaru.

## METHODS

This study employs a quantitative methodology. The quantitative approach is a

research methodology that prioritizes extensive data and is appropriate for large populations with few variables, with the findings seen as representative of the population (Sugiyono, 2015). Sugiyono (2015) defines population as the generalization domain of items or people with defined qualities and attributes established by researchers for the purpose of investigation and conclusion. The location of this research will be carried out at Bubur Ayam Jakarta Ronggo which is located on Jl. Ronggo Warsito No. 15 A, Pekanbaru, more precisely beside Zainab Mother and Child Hospital. In this study, the object of research is people in Pekanbaru who have shopped at Bubur Ayam Jakarta Ronggo. The population in this study are all the customers of Bubur Ayam Jakarta Ronggo Pekanbaru. To determine the sample size in this study from the population, researchers determine the number of samples in this study, the Hair et al (1999) formula was used with a minimum of 5 times the number of indicators and a maximum of 10 times the number of indicators used in this study. The calculation is as follows:

$n$ = 5 × $p$ = 5 × 15 = 75

$n$ = 10 × $p$ = 10 × 15 = 150

Description:

(5 or 10) = the minimum and maximum of multiplicationn = samples

p = research indicator parameters

Based on calculations, the maximum sample required is 150 people and the researcher will take 100 people for the sample in this research.The sampling technique used in this study is a non-probability sampling method with purposive sampling technique. The method used in this research is Structural Equation Modeling using Partial Least Square (PLS) software. Structural Equation Modeling (SEM) is a set of statistical techniques that allow testing a relatively complex set of relationships that cannot be solved by linear regression equations (Statistical Test).

## RESULT AND DISCUSSION

## RESULT

### *General Description of Respondents*

### *Characteristics of Respondents Based on Gender*

| NO | Gender | Frequency | |
|---|---|---|---|
| | | People | Percentage % |
| 1 | Male | 45 | 45% |
| 2 | Femalr | 55 | 55% |
| Total | | 100 | 100% |

Based on the table above, it can be concluded that the majority of respondents are women, total 55 people or 55% of the total 100 respondents. Meanwhile, there are 45 men, representing 45% of the total respondents.

### *Characteristics of Respondents Based on Age*

| No | Age | Frequency | |
|---|---|---|---|
| | | People | Percentage % |
| 1 | 15-20 years | 8 | 8% |
| 2 | 21-25 years | 54 | 54% |
| 3 | 26-30 years | 25 | 25% |
| 4 | >30 years | 13 | 13% |
| Total | | 100 | 100% |

Based on the table of respondent characteristics by age, it can be concluded that the majority of respondents are in the 21-25 age group, which includes 54 people or 54% of the total respondents. This age group dominates the survey, indicating that the majority of respondents are from the early productive age group.

### *Characteristics of Respondents Based on Purchase Frequency*

| No | Purchase Frequency | Frequency | |
|---|---|---|---|
| | | People | Percentage % |
| 1 | 2 times | 22 | 22% |
| 2 | 3-5 times | 43 | 43% |
| 3 | 6-10 times | 22 | 22% |
| 4 | More than 10 times | 13 | 13% |
| Total | | 100 | 100% |

Based on the table above, it can be seen that the majority of respondents made purchases 3-5 times, with a total of 43 people or 43% of the total respondents.

| Indicator | SQ | PQ | CS | RI | Description |
|---|---|---|---|---|---|
| SQ1 | **0.706** | 0.642 | 0.483 | 0.472 | Valid (highest loading on SQ construct) |
| SQ2 | **0.880** | 0.742 | 0.725 | 0.722 | Valid (highest loading on SQ construct) |
| SQ3 | **0.871** | 0.717 | 0.768 | 0.750 | Valid (highest loading on SQ construct) |
| SQ4 | **0.873** | 0.672 | 0.808 | 0.858 | Valid (highest loading on SQ construct) |
| PQ1 | 0.697 | **0.844** | 0.574 | 0.602 | Valid (highest loading on PQ construct) |
| PQ2 | 0.786 | **0.837** | 0.679 | 0.656 | Valid (highest loading on PQ construct) |
| PQ3 | 0.605 | **0.821** | 0.539 | 0.548 | Valid (highest loading on PQ construct) |
| PQ4 | 0.623 | **0.813** | 0.572 | 0.581 | Valid (highest loading on PQ construct) |
| CS1 | 0.747 | 0.633 | **0.893** | 0.774 | Valid (highest loading on CS construct) |
| CS2 | 0.764 | 0.680 | **0.873** | 0.784 | Valid (highest loading on CS construct) |
| CS3 | 0.743 | 0.576 | **0.868** | 0.824 | Valid (highest loading on CS construct) |
| RI1 | 0.833 | 0.694 | 0.894 | **0.916** | Valid (highest loading on RI construct) |
| RI2 | 0.722 | 0.611 | 0.800 | **0.913** | Valid (highest loading on RI construct) |
| RI3 | 0.713 | 0.602 | 0.700 | **0.855** | Valid (highest loading on RI construct) |
| RI4 | 0.834 | 0.669 | 0.823 | **0.890** | Valid (highest loading on RI construct) |

Source: Author's data processed, 2025

### *Outer Model*

### *Convergent Validity*

Convergent validity refers to the degree of alignment between the characteristics of various measurement instruments and the theoretical constructs that clarify the existence of these variable features. In the convergent validity assessment, it is evident that the outer loading value must exceed 0.7 for confirmatory research, while a value between 0.6 and 0.7 is acceptable for exploratory research, provided that the AVE value is higher than 0.5.

| Variable | Indicator | Loading Factor | Cut Off | Decision |
|---|---|---|---|---|
| Service Quality | SQ1 | 0.706 | 0.7 | Valid |
| | SQ2 | 0.880 | 0.7 | Valid |
| | SQ3 | 0.871 | 0.7 | Valid |
| | SQ4 | 0.858 | 0.7 | Valid |
| Product Quality | PQ1 | 0.844 | 0.7 | Valid |
| | PQ2 | 0.837 | 0.7 | Valid |
| | PQ3 | 0.821 | 0.7 | Valid |
| | PQ4 | 0.813 | 0.7 | Valid |
| Customer Satisfaction | CS1 | 0.893 | 0.7 | Valid |
| | CS2 | 0.873 | 0.7 | Valid |
| | CS3 | 0.868 | 0.7 | Valid |
| Repurchase Intention | RI1 | 0.916 | 0.7 | Valid |
| | RI2 | 0.913 | 0.7 | Valid |
| | RI3 | 0.855 | 0.7 | Valid |
| | RI4 | 0.890 | 0.7 | Valid |

All indicators showed loading factors above 0.7, indicating good convergent validity. The Average Variance Extracted (AVE) values for all variables were above 0.6, further confirming convergent validity. This result means that the indicator shows good convergent validity.

### *Divergent Validity*

The discriminant validity test determines whether the research variables' indicators have a unique value andare only related to their own variables and not to variables outside the expected or represented variables. To ensure that the research model has good discriminant validity, there are two stages that must be carried out, namely the cross loading results and the Forell Larcker criterion results.

| Variable | Service Quality | Product Quality | Customer Satisfaction | Repurchase Intention |
|---|---|---|---|---|
| Service Quality | **0.832** | 0.693 | 0.696 | 0.700 |
| Product Quality | 0.678 | **0.829** | 0.591 | 0.597 |
| Customer Satisfaction | 0.751 | 0.629 | **0.878** | 0.784 |
| Repurchase Intention | 0.775 | 0.644 | 0.804 | **0.894** |

Source: Author's data processed, 2025

Cross-loading values showed that each indicator had the highest loading on its own construct compared to other constructs. The Fornell-Larcker criterion confirmed that all variables had higher values when explaining their own variable compared to other variables.

### *Composite Reliability*

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| Variable | Cronbach Alpha | Composite Reliability |
|---|---|---|
| Service Quality | 0.851 | 0.899 |
| Product Quality | 0.849 | 0.898 |
| Customer Satisfaction | 0.851 | 0.910 |
| Repurchase Intention | 0.916 | 0.941 |

Source: Author's data processed, 2025

All variables showed Cronbach's Alpha values above 0.6 and Composite Reliability values above 0.7, indicating that all constructs

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| Variable | Average Variance Extracted (AVE) |
|---|---|
| Service Quality | 0.692 |
| Product Quality | 0.687 |
| Customer Satisfaction | 0.771 |
| Repurchase Intention | 0.799 |

Source: Author's data processed, 2025

### *Inner Model*

### *Variable R- Square*

Customer Satisfaction: 0.734 (73.4% explained by Service Quality and Product Quality) Repurchase Intention: 0.853 (85.3% explained by Customer Satisfaction, Service Quality, and Product Quality).

| Variable | R-Square |
|---|---|
| Customer Satisfaction | 0.734 |
| Repurchase Intention | 0.853 |

### *F- Square Value*

| Variable | Service Quality | Product Quality | Customer Satisfaction | Repurchase Intention |
|---|---|---|---|---|
| Service Quality | | | 0.822 | 0.158 |
| Product Quality | | | 0.002 | 0.000 |
| Customer Satisfaction | | | | 0.645 |

Based on the table above, the following conclusions can be drawn:

a. Service Quality affects Customer Satisfaction by 0.822 = strong

b. Product Quality affects Customer Satisfaction by 0.002 = weak

c. Service Quality affects Repurchase Intention by 0.158 = moderate

d. Product Quality affects Repurchase Intention by 0.000 = weak

e .Customer Satisfaction influences Repurchase Intention by 0.645 = strong.

### *Hypothesis Test*

### *Results of Direct Hyphotheses*

| Hypothesis | Path Coefficient | p-Values | T statistics | Result |
|---|---|---|---|---|
| Service Quality → Customer Satisfaction | 0.825 | 0.000 | 9.562 | Significant Influence |
| Product Quality → Customer Satisfaction | 0.038 | 0.689 | 0.400 | Not a Significant Influence |
| Service Quality → Repurchase Intention | 0.363 | 0.000 | 3.833 | Significant Influence |
| Product Quality → Repurchase Intention | -0.004 | 0.958 | 0.052 | Not asignificant influence |
| Customer Satisfaction → Repurchase Intention | 0.597 | 0.000 | 7.398 | Significant influence |

### *Results of Indrect Hyphotheses*

| Hypothesis | Path Coefficient | p-Values | T statistics | Result |
|---|---|---|---|---|
| Service Quality → Customer Satisfaction → Repurchase Intention | 0.492 | 0.000 | 5.564 | Significant Influence |
| Product Quality → Customer Satisfaction →Repurchase Intention | 0.023 | 0.691 | 0.691 | Not a Significant Influence |

## DISCUSSIONS

Service quality strongly influences both customer satisfaction (0.825) and repurchase intention (0.363), making it the most critical factor for business success. Investments in staff training, service efficiency, and facility improvements will yield significant returns. While product quality received good ratings (3.87/5.0), it doesn't significantly drive satisfaction or repurchase intention. This suggests maintaining product standards is necessary to prevent dissatisfaction, but won't create competitive advantage alone. With a strong effect on repurchase intention (0.597), satisfaction is a crucial mediator between service quality and customer loyalty. Creating satisfying experiences should be a primary business objective to ensure long-term success. The findings highlight the importance of a holistic approach to customer experience, with particular emphasis on service quality.

While maintaining product standards is important, the emotional connection created through excellent service is what truly drives customer loyalty and business success.

## CONCLUSION

This study aims to analyze the effect of service quality and product quality on repurchase intention, with customer satisfaction as the intervening variable at Bubur Ayam Jakarta Ronggo, Pekanbaru. Based on the data analysis results, the following conclusions were obtained:

1. Service quality has a positive and significant effect on customer satisfaction at Bubur Ayam Jakarta Ronggo.
2. Product quality has no significant effect on customer satisfaction at Bubur Ayam Jakarta Ronggo Pekanbaru.
3. Service quality has a significant direct effect on repurchase intention at Bubur Ayam Jakarta Ronggo Pekanbaru.
4. Product quality has no significant effect on repurchase intention at Bubur Ayam Jakarta Ronggo Pekanbaru.
5. Customer satisfaction has a positive and significant effect on repurchase intention at Bubur Ayam Jakarta Ronggo Pekanbaru.
6. Customer satisfaction significantly mediates the relationship between service quality and repurchase intention at Bubur Ayam Jakarta Ronggo Pekanbaru.
7. Customer satisfaction does not significantly mediate the relationship between product quality and repurchase intention at Bubur Ayam Jakarta Ronggo Pekanbar

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