

ANALYSIS OF FACTOR INFLUENCING REPURCHASE INTENTION AND WORD OF MOUTH COMMUNICATION MEDIATED BY SATISFACTION

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Abstract: In an era of increasingly rapid technological developments, changes and people's needs for practical products are also increasing. One of the most popular food products is Kentucky Fried Chicken (KFC). Therefore, it is important for companies to identify the factors that influence consumer behavior in order to improve the company. This study aims to analyze the factors that influence consumer repurchase intention and word of mouth communication mediated by customer satisfaction at Kentucky Fried Chicken (KFC) companies. Data collection was carried out by providing KFC customer questionnaires with a total of 171 respondents. The statistical analysis used is the Partial Least Square (PLS) based SEM (Structural Equation Modeling) method. The results showed that price fairness, restaurant food quality, and service quality had a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on consumer repurchase intention and word of mouth communication. From the results of this study, it contributes to the KFC company making price fairness, restaurant food quality, service quality a consideration in carrying out marketing strategies related to customer satisfaction and will influence consumer repurchase intention and word of mouth.

Keywords: *Customers, Repurchase intention, Consumer Satisfaction, Word of Mouth*

1. Introduction

Along with the rapid development of technological advances, changes in people's lives are also changing rapidly. Society's need for practical products is also increasing. One of the food products that people are most interested in is consuming fast food (fast food). The results of a Kurious survey from Katadata Insight Center (KIC) of 629 respondents from 31 January to 9 February 2023 show that Indonesians eat fast food more than once a week. The type of fast food consumed by most Indonesians in the last three months. These foods include fried chicken as much as 79%, followed by french fries 56%, and burgers 42.9% (Annur, 2023). The results of a survey conducted by Acuityhub (2023) in the cities of Jakarta, Bodetabek, Surabaya and Medan on 2,000 respondents, 76% of the people responded that people consume fast food on weekends, and 24% of people consume fast food on weekdays. The data indicates that there is a big opportunity for the growth of the fast food restaurant business. Furthermore, Richard (2019) also stated that it is estimated that the growth of Indonesian fast food restaurants is growing by 10% to 15% every year. The emergence of similar restaurants shows that competition is also getting tougher.

The number of fast food restaurants that have sprung up, consumers will have many alternative choices from competitors, so restaurants need to understand the various factors that can affect consumer satisfaction and repurchase intention. One of the restaurants that is in great demand by the public is Kentucky Fried Chicken (KFC). KFC needs to constantly keep abreast

of changing market developments. Market changes, in the form of lifestyle changes that are increasingly frequent, busy and family oriented, are both opportunities and challenges for KFC. Every business person, including KFC restaurants, must be able to adapt by continuing to innovate and create. According to Yesenia & Siregar (2014)) today's competition between businesses is oriented towards satisfying consumer needs and creating loyalty. Consumer satisfaction has an important role in creating consumer loyalty. Due to intense competition, the business focus does not only stop at attracting consumer buying interest, but also focuses on the process of influencing consumer interest to repurchase (Prinia, Fatih, & Rahmawati, 2022)

Consumer repurchase interest is consumer behavior that has satisfaction with a product or service that has been consumed so that an interest arises to repurchase the product or service (Sumarwan, 2015). Satisfaction can be measured through communication that exists between consumers and other consumers, which is usually done directly through word of mouth. This communication process is known as word of mouth (Prinia, et al., 2022). According to Brown, et al., (2005) word of mouth is the act of consumers in conducting conversations with other consumers about the quality of a product and services based on their experience of using these products or services.

Prasetya & Sianturi (2019) stated that consumer perceptions regarding service quality, product quality and price fairness can affect satisfaction and purchase intention. Furthermore, research conducted by Cahyadi & Harjanti (2022) on the factors that influence consumer satisfaction and repurchase intention in the bridal and make-up business also shows that service quality, product quality and price fairness affect consumer satisfaction and repurchase intention. This is the basis of this research, to examine further about service quality, product quality and price fairness effect on repurchase intention and word of mouth communication mediated by customer satisfaction.

Putri (2018) said that consumers as the target market for a product have great potential to market the products offered by manufacturers. Like a virus that can spread very quickly, which was originally only started by one person who has an extensive network, it can have an impact on the company's marketing. Recommendations and "word of mouth" marketing occur when a product that has a positive value will have a very large opportunity to be recommended by consumers to other consumers, which can be profitable for the company. Word of mouth marketing helps consumers become familiar with new products and services, quality of service and promotes wide choice. The results of Ruswanti, Eff, & Kusumawati (2019) research show that word of mouth affects consumer satisfaction with feelings of satisfaction and then provides positive information to prospective customers. Satisfaction increases, then the customer will also want to try again.

Price fairness is a consumer's assessment of a product that is reasonable and acceptable, meaning that there is conformity with the expectations expected by consumers. Research conducted by Krisnanda & Rastini (2018) shows that price fairness has a positive and significant effect on customer satisfaction. Service quality is an assessment of the service actions offered by the company to consumers, which involve products or services to meet the needs and desires of consumers. Food quality can be interpreted as a complex concept including presentation, variety, healthy choices, taste, freshness, and food temperature (Halimah, Hidayat & Fidhyallah, 2021). According to Davis, et al., (2018), the indicators of food quality are taste, texture, portion, aroma, color, temperature and presentation.

After consuming a product or service, consumers will be able to assess whether the product or service meets their expectations. When the product or service meets expectations, consumers will be satisfied. Satisfied customers have the potential to become a source of income in the future by making repeat purchases (Kotler and Keller, 2016). Consumer satisfaction can encourage consumers to share their satisfaction with others, and this creates word of mouth. A pleasant shopping experience creates customer satisfaction, so that customer satisfaction encourages word of mouth (Miswanto & Angelia, 2018).

Several research results found a relationship between service quality and customer satisfaction. This is supported by research by Muiz, Rachma & Slamet (2019); Panjaitan & Yuliati (2016); Purwasih, Yuliana & Suyuthie (2018). Therefore, customer satisfaction is one of the company's factors in improving and maintaining the quality of service for consumers. Some of the results of previous studies also revealed that product quality has an influence on consumer satisfaction (Maramis, Sepang & Soegoto, 2018). However, these results differ from the findings by Hartanto & Andreani (2019) which state that product quality does not have a significant effect on customer satisfaction. Furthermore, Muiz, et al., (2019); Panjaitan & Yuliati (2016); Purwasih, et al., (2018); Rahmadani, Suardana & Samudra (2019) can prove that service quality has a direct effect on consumer satisfaction.

In contrast to the results of research conducted by Kusumo & Vidyanata (2022) concerning the effect of service quality on repurchase intentions by mediating customer satisfaction, it shows that service quality has no significant effect on customer satisfaction. Customer satisfaction has no significant effect on re-purchase intentions, but service quality has a significant positive effect on consumer repurchase intentions, and customer satisfaction does not mediate the effect of service quality on repurchase intention.

The difference in research conducted by several previous experts indicates that it is necessary to carry out further research on the factors that influence consumer repurchase intention and word of mouth communication mediated by consumer satisfaction so that it can contribute to business actors making considerations in carrying out marketing strategies related to customer satisfaction. customer. The hypotheses in this study are:

H1: Price Fairness has a positive and significant effect on Customer Satisfaction

H2: Food Quality has a positive and significant effect on Customer Satisfaction

H3: Restaurant Service Quality has a positive and significant effect on Customer Satisfaction

H4: Customer Satisfaction has a positive and significant effect on repurchase intention

H5: Customer satisfaction has a positive and significant effect on word of mouth communication

2. Research Method

This research is quantitative research. Quantitative research is a research system by taking populations and samples from primary data sources. The research was conducted on consumers of Kentucky Fried Chicken (KFC). The data analysis technique used is the Partial Least Square (PLS) based SEM (Structural Equation Modeling) method to examine the effect of price fairness, quality of goods and services on repurchase intention and word of mouth communication through mediation of customer satisfaction.

Sampling in this study used a non-probability sampling design with a purposive sampling method, namely a sampling technique with certain criteria (Sugiyono, 2016). The population in this study were all consumers of Kentucky Fried Chicken (KFC) with a total sample of 171

respondents. The data collection technique used a questionnaire with a total of 30 statement items. Questionnaires were distributed in closed form so that respondents chose answers according to the existing scale of the existing statements/questions (Sugiyono, 2016). The measurement scale used is a Likert scale consisting of 5 points.

3. Results and Discussion

3.1. Results

This study uses Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SmartPLS 3.0 program for hypothesis testing. Before testing the hypothesis, all research items are tested to see whether the research items are valid and reliable. The validity test used in this study is convergent validity which consists of outer loading and average variance extract (AVE) and discriminant validity. In testing the reliability, they used Cronbach Alpha and Composite Reliability. The value of all research items is shown in Figure 3.1.1.

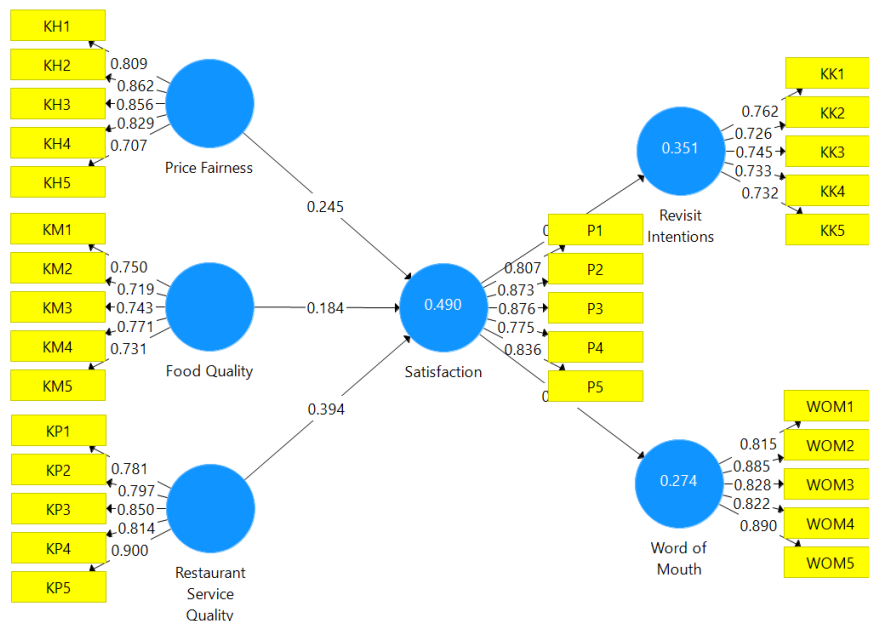


Figure 3.1.1 Outer Model of All Items

Table 3.1.1 Convergent Validity Results

Items	Outer Loading	Interpretation
KH1	0.809	Valid
KH2	0.862	Valid
KH3	0.856	Valid
KH4	0.829	Valid
KH5	0.707	Valid
KM1	0.750	Valid
KM2	0.719	Valid
KM3	0.743	Valid
KM4	0.771	Valid

KM5	0.731	Valid
KP1	0.781	Valid
KP2	0.797	Valid
KP3	0.850	Valid
KP4	0.814	Valid
KP5	0.900	Valid
P1	0.807	Valid
P2	0.873	Valid
P3	0.876	Valid
P4	0.775	Valid
P5	0.836	Valid
KK1	0.762	Valid
KK2	0.726	Valid
KK3	0.745	Valid
KK4	0.733	Valid
KK5	0.732	Valid
WOM1	0.815	Valid
WOM2	0.885	Valid
WOM3	0.828	Valid
WOM4	0.822	Valid
WOM5	0.890	Valid

Source: Processed data (2023)

To test the convergent validity, outer loading or factor loading values are used. Table 3.1.1 shows the outer loading values of each indicator in the research variables, which include six variables, namely price fairness (KH), food quality (KM), restaurant service quality (KP), satisfaction (P), revisit intentions (KK), and word of mouth (WOM). The test results show that all items have an outer loading value of > 0.70 , so all indicators are declared feasible for research use and can be used for further analysis.

Tabel 3.1.2 Cross Loading

	KH	KM	KP	P	KK	WOM
Price Fairness (KH)	0.814					
Food Quality (KM)	0.541	0.743				
Restaurant Service Quality (KP)	0.559	0.581	0.829			
Satisfaction (P)	0.565	0.545	0.638	0.834		
Revisit Intentions (KK)	0.442	0.506	0.474	0.592	0.740	
Word of Mouth (WOM)	0.494	0.417	0.460	0.523	0.612	0.849

Source: Processed data (2023)

Table 3.1.3 Average Variant Extracted (AVE)

Variables	AVE
Price Fairness (KH)	0.663
Food Quality (KM)	0.552
Restaurant Service Quality (KP)	0.688
Satisfaction (P)	0.696
Revisit Intentions (KK)	0.548
Word of Mouth (WOM)	0.721

Source: Processed data (2023)

Based on Table 3.1.2, the cross-loading values for each variable have a greater value than the other variables, so it can be concluded that the indicators used have good discriminant validity. Discriminant validity can be determined through other methods, namely by looking at the Average Variant Extracted (AVE) value. For each indicator, the value must be > 0.50 for a good model (Hair, et al., 2012). Based on table 3.1.3, it shows that the indicators used obtained an AVE value of > 0.50 so that it was concluded that this study had good discriminant validity in compiling their respective variables.

Table 3.1.4 Composite Reliability & Cronbach Alpha

Variables	Cronbach Alpha	Composite Reliability
Price Fairness (KH)	0.872	0.907
Food Quality (KM)	0.798	0.860
Restaurant Service Quality (KP)	0.886	0.917
Satisfaction (P)	0.890	0.920
Revisit Intentions (KK)	0.794	0.858
Word of Mouth (WOM)	0.903	0.928

Source: Processed data (2023)

Based on table 3.1.4 it is known that the composite reliability and cronbach alpha values of all research variables are > 0.70 . A variable is declared reliable if it obtains composite reliability and cronbach alpha > 0.70 (Hair, et al., 2012). The results show that each variable meets the composite reliability of cronbach alpha, so it can be concluded that all variables have a high level of reliability.

Tabel 3.1.5 Coefficient determination (R-Square)

Variables	R-Square
Satisfaction (P)	0.490
Revisit Intentions (KK)	0.351
Word of Mouth (WOM)	0.274

Source: Processed data (2023)

Based on table 3.1.5, the R-Square value for the satisfaction variable is 0.490. The acquisition of this value explains that the percentage of satisfaction can be explained by the price fairness, food quality, and restaurant service quality variables of 49%. Then the R-Square value obtained by the revisit intentions variable is 0.351. This value explains that visit intentions can be explained by satisfaction of 35.1%. The R-Square value for the word of mouth variable is 0.274. This value explains that word of mouth can be explained by satisfaction of 27.4%.

Table 3.1.6 Hypothesis Testing

Hypothesis	Influence	Path-Coe	T-stat	p-value	Conclusion
H1	Price Fairness -> Satisfaction	0,245	3,182	0,002	Accepted
H2	Food Quality -> Satisfaction	0,184	2,491	0,013	Accepted
H3	Restaurant Service Quality -> Satisfaction	0,394	4,845	0,000	Accepted
H4	Satisfaction -> Revisit Intentions	0,592	12,384	0,000	Accepted
H5	Satisfaction -> Word of Mouth	0,523	10,247	0,000	Accepted

Source: Processed data (2023)

Based on table 3.1.6, it can be seen that of the five hypotheses proposed in this study, all hypotheses were accepted with a P-value <0.50.

3.2.Discussion

1. The Effect of Reasonable Price on Customer Satisfaction

Based on the findings, it is known that price fairness obtains a t-statistic of $3.182 > t$ table 1.96 and p-values of $0.002 < 0.05$ with a path coefficient value of $0.245 > 0$ or a positive value. This means that price fairness has a positive and significant effect on customer satisfaction. The results of this study are in line with research conducted by Atmaja & Yasa (2020); Hanaysha, (2016); Konuk (2019); Krisnanda & Rastini (2018) found price fairness to have a positive and significant effect on customer satisfaction. Price is one of the determinants of product quality. Usually, ordinary people judge the merits of a product from the price offered. Price fairness is defined as a consumer's judgment and associated emotions as to whether a difference (or lack of difference) between a seller's price and another party's comparative price is reasonable, acceptable or justifiable (Xia, Monroe & Cox, 2004). If the price given by the producer is reasonable, in accordance with market prices in general, it can affect customer satisfaction.

With the fairness of the price set by business actors, it means showing conformity with the expectations expected by consumers. The results of research conducted by Ambarwati (2023) also show that price has a positive effect on customer satisfaction. Reasonable prices will encourage consumer satisfaction with a product, so consumers will be interested in buying the product again. When making transactions, consumers will assess whether the price of a product or service is in accordance with the benefits or value provided. If the price of the product or service is considered reasonable, then consumer expectations will also adjust to the level of benefits and value of the product or service. The more reasonable the price of a product in the view of consumers, the more likely the consumer is satisfied.

2. Effect of Food Quality on Customer Satisfaction

Based on the findings, it is known that the t-statistic value is $2.491 > t$ table 1.96 and the p-value is $0.013 < 0.05$ with a path coefficient value of $0.184 > 0$ or a positive value. This means that food quality has a positive and significant effect on customer satisfaction. The results of this study are in line with the research of Al-Tit (2015); Hanaysha (2016); Rajput & Gahfoor (2020); Yuliantoro, et al., (2019) which states that food quality affects customer satisfaction.

Food is the main product of a restaurant. If the food and drink has its own characteristics, a different taste from competitors, then this can affect customer satisfaction and the customer will make their favorite food or drink at the restaurant. Al-Tit (2015) stated that the importance of food quality is a measure of customer satisfaction in the restaurant industry. There are 5 aspects of the quality of food. Namely, the food is fresh, the food is delicious, the food is nutritious and the menu is varied and the aroma is tempting. When the quality of food is considered high enough for customers, so as to be able to meet customer expectations, customers will feel satisfied with these food products. To be able to maintain the level of customer satisfaction, KFC companies must be able to innovate and develop product quality by continuously improving quality control (Ibrahim & Thawil, 2019).

3. The Effect of Restaurant Service Quality on Customer Satisfaction

Based on the findings, it is known that service quality obtains a t-statistic of $4.845 > t$ table 1.96 and p-values of $0.000 < 0.05$ with a path coefficient value of $0.394 > 0$ or a positive value. This means that the quality of restaurant service has a positive and significant effect on customer satisfaction. This research supports research conducted by Al-Tit (2015); Atmaja & Yasa, (2020); Rajput & Gahfoor (2020) that there is a positive and significant influence on restaurant service quality on customer satisfaction.

Customer satisfaction depends on the quality of service in restaurants (Jalilvand, et al., (2017); Rohaeni & Marwa, (2018). Restaurant service quality is the ability of a restaurant to provide the best quality service. Restaurant service quality can influence the customer's dining experience through friendliness, price, cleanliness, care, variety, speed of service, and consistency of food according to the menu. Good service and in line with expectations reflects the company's appreciation of its customers. The company appreciates consumers by trying to always meet the needs and desires of consumers, so that quality service will increase customer satisfaction.

4. The Effect of Customer Satisfaction on Repurchase Intention

Based on the findings, it is known that customer satisfaction obtains a t-statistic of 12.234 $> t$ table of 1.96 and a p-value of $0.000 < 0.05$ with a path coefficient value of $0.592 > 0$ or a positive value. This means that customer satisfaction has a positive and significant effect on repurchase intention. Consumer repurchase interest is the result of consumer satisfaction with the product. When they are satisfied, the tendency of consumers to repurchase the product will be even greater. This research is supported by Kim, Kim, & Kim (2009); Waluyo (2020) who found customer satisfaction has a positive effect on intention to return. Research conducted by found that recovery satisfaction has a significant influence on revisit intention.

Customer satisfaction is how close the buyer's expectations of a product are to the perceived performance of the buyer for the product. If product performance is lower than the

buyer's expectations, the buyer will be disappointed, and vice versa. This consumer satisfaction plays an important role in determining the size of the gap (gap) that occurs between consumer expectations (consumer's expectations) and product performance (product performance) in satisfying consumers (Maulana & Sukresna, 2022). Many benefits will be obtained by restaurants due to customer satisfaction. The main benefit of customer satisfaction is to provide long-term value for the restaurant, where consumers will return to the restaurant and buy more.

5. Effect of Customer Satisfaction on Word of Mouth Communication

Based on the findings, it is known that the t-statistic value is $10.247 > t$ table 1.96 and the p-value is $0.000 < 0.05$ with a path coefficient value of $0.523 > 0$ or a positive value. This means that customer satisfaction has a positive and significant effect on repurchase intention. This research is in line with the results of research conducted by Kim, et al., (2009); Swara & Putri (2018); Yuliantoro, et al., (2019). Consumer satisfaction has a significant effect on word of mouth (WOM).

Customers tend to tell you about the products they like. Suggesting those closest to them to buy what the customer thinks is great is an action that results from satisfaction, so that the products produced by restaurants are always talked about. Customers who hear from other customers about the bad products and service of a restaurant tend not to want to buy products from that restaurant. Customers who hear the story trust other customers who have experienced bad things about the product, rather than experiencing the bad themselves, meaning the story about customers has a significant impact on the attitudes of other customers who hear the story.

4. Conclusion

Based on the results of analysis testing using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, it shows that price fairness, food quality and restaurant service quality have a positive and significant effect on customer satisfaction. Customer satisfaction will have an impact on customer repurchase intention and also word of mouth. When customers are satisfied with the food product they feel, it will encourage customers to come back to buy the food and tell other consumers about their satisfaction. Thus, KFC restaurants are expected to continue to strive to improve restaurant services, improve the quality of food sold by continuing to innovate and continuously improve quality control and maintain the fairness of food prices, so that consumer satisfaction continues to increase, which in turn contributes to the development and progress of the company.

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