



## Customer Satisfaction Mediates Product Quality and Brand Image on Repeat Purchase Intention (Case Study: 2Tang Tea at PT Perkebunan Teh Assam Jayanegara Indah Sukabumi)

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### ABSTRACT

This study aims to examine the influence of product quality and brand image on repurchase intention through customer satisfaction as intervening variable on 2Tang Tea at PT Perkebunan Teh Assam Jayanegara Indah Sukabumi. The population in this study were 2Tang tea consumers with a selected sample of 100 people using the Lemeshow formula. Data collection methods through interviews, filling out questionnaires, and observation. Data analysis using part analysis with the help of SPSS software version 25.00. The results showed that product quality and brand image have a positive and significant effect on customer satisfaction. Product quality, brand image and customer satisfaction also have a positive and significant effect on repurchase intention. Sobel test results also found that product quality and brand image affect repurchase intention through customer satisfaction.

## INTRODUCTION

Business is an activity carried out by companies to gain profit, and in the era of globalization, business competition is becoming increasingly intense, requiring every company to formulate effective strategies to continue to grow and be sustainable. One business sector showing rapid development is the beverage industry, especially ready-to-drink beverages in various types of soft drinks. According to ASRIM (Association of Soft Drink Industry), soft drink products consist of various types, including Packaged Drinking Water (AMDK), ready-to-drink tea, isotonic drinks, soda, milk, fruit juice, fruit extract, energy drinks, health drinks, and packaged coffee (source: <http://asrim-indonesia.org/profil-asrim/>). In Indonesia, the demand for soft drinks is dominated by AMDK, which holds an 84% market share of the total ready-to-drink packaged beverage market. Meanwhile, isotonic drinks, milk, juice, fruit extract, energy drinks, health drinks, and coffee together account for 12.4%, while carbonated drinks contribute 3.6% of the total market (Sutopo, 2020).

The tea-based beverage industry is also continuously growing because tea has long been part of tradition and is enjoyed by various groups for refreshment, health benefits, and as a complement to daily social activities. Ready-to-serve tea, served through traditional brewing, remains popular because it offers authentic taste, quality, and cultural value, even though the trend of practical lifestyles has boosted the popularity of packaged tea. Therefore, this industry must keep innovating to meet consumer preferences while maintaining quality and tradition. Data from the Central Bureau of Statistics (2024) shows that consumer demand for ready-to-serve tea has consistently increased every year during the 2019–2024 period. The demand index, which was around 100 in 2019, has steadily risen to nearly 200 by 2024.

PT. Perkebunan Teh Assam Jayanegara Indah is a manufacturing company in the tea beverage industry that produces quality packaged tea using selected tea leaves from its own plantations. Its production process includes plucking, drying, fermenting, and packaging, resulting in a distinctive taste and aroma. Competition in the business world is becoming increasingly fierce with many similar businesses emerging, each with different characteristics. PT. Perkebunan Teh Assam Jayanegara Indah also feels the impact of this situation and strives to ensure consumer satisfaction so they do not switch to other brands. One marketing strategy the company can use to achieve its goals is to pay attention to repurchase intention. Repurchase intention refers to the tendency or intention of consumers to buy a product or service again that they have previously tried and consumed. Generally, consumers with high repurchase intention tend to remain loyal customers and make repeated purchases more frequently. This effect potentially increases the company's revenue and maintains business continuity over a long period.

According to Hasan (2018), repurchase intention is a purchase interest based on past purchase experiences that reflect a high level of consumer satisfaction. Several indicators measure repurchase intention, including transactional intention, referential intention, preferential intention, and explorative intention. Based on a pre-survey of 30 consumers, the overall

response showed that the 2Tang tea product received a less favorable reaction, with 53% of consumers expressing no interest in buying it again. This low repurchase intention may be caused by several main factors, such as a lack of product differentiation that makes 2Tang tea difficult to compete with other brands, consumer experience quality that may not meet expectations, weak brand image in the eyes of consumers, and promotional strategies that have not been optimal in attracting attention and building loyalty. Hasan (2018) states that factors capable of encouraging consumers to repurchase include product quality, price perception, brand reputation, service quality, and the level of satisfaction experienced.

Product quality is a factor influencing repurchase intention. According to Tjiptono (2016), product quality is a consumer's assessment of a product's advantages or special features. The indicators of product quality according to Tjiptono (2016) include performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality. Based on the return product data of PT. Perkebunan Teh Assam Jayanegara Indah in 2023, 143 cartons of 2Tang tea were returned due to leakage, taste changes, spoilage, and loss of characteristic aroma. Although the volume of returned goods is still considered reasonable, if not handled optimally, this situation could cause a surge in returns in the future and impact consumers' willingness to repurchase.

Besides product quality and consumer satisfaction, another factor that can influence repurchase intention is brand image. According to Firmansyah (2019), brand image is what comes to a person's mind or what is felt when hearing and seeing a brand. The indicators of brand image according to Firmansyah (2019) are company image, user image, and product image. Referring to the Top Brand Index data for the packaged tea category in Indonesia from 2021 to 2023, it can be seen that the 2Tang Tea brand experienced a gradual decline in sales performance. This downward trend was most prominent in 2023, with a sharp decline of 7.80% compared to the previous year. In the same year, Sariwangi Tea surpassed 2Tang Tea to top the rankings with an index score of 80.5%. This indicates that 2Tang Tea's dominance as a long-time player in the packaged tea industry is beginning to be overtaken by competitors. Locally, especially in the Sukabumi area, its sales performance also shows an unfavorable trend for the company.

**The third element that plays a role in shaping consumers' tendency to make repeat purchases is consumer satisfaction.**

According to Kotler & Keller (2016), consumer satisfaction reflects the extent to which an individual's feelings after evaluating the outcome of using a product compare to their initial expectations. Therefore, companies need to ensure that the performance of the product or service offered aligns with or even exceeds consumer expectations in order to create a satisfying experience. Kotler & Keller (2016) mention three indicators of consumer satisfaction: Overall Satisfaction, Expectation Satisfaction, and Experience Satisfaction. Based on the Consumer Complaint Data of PT. Perkebunan Teh Assam Jayanegara Indah in 2023, it appears that the highest consumer complaints were related to poor

product quality (28.67%). This is due to the tea product's taste quality not meeting consumer expectations, such as the tea tasting bitter, sour, or lacking its characteristic flavor or not matching the desired taste. The second highest category of complaints was regarding product content and information (25.17%), caused by the presence of additives or preservatives not listed on the label. These consumer complaints indicate that the product quality at PT. Perkebunan Teh Assam Jayanegara Indah is still not optimal.

## LITERATURE REVIEW

### Product Quality and Consumer Satisfaction

According to Tjiptono (2016), product quality is how a product can be described to provide something that satisfies consumers. Product quality is closely related to consumer satisfaction. Kotler & Keller (2016) define consumer satisfaction as the level of a person's feelings after comparing the product's performance they experience with their expectations. Studies examining the relationship between product quality and consumer satisfaction have been conducted by Fauziyyah & Yulianingsih (2024), Syahrizal & Sigarlaki (2024), and Latief et al. (2023), all proving that product quality has a direct and positive effect on consumer satisfaction.

**H1: There is a direct and positive effect of product quality on consumer satisfaction.**

### Brand Image and Consumer Satisfaction

According to Firmansyah (2019), brand image is what appears in a person's mind or is felt when hearing and seeing a brand. A brand image known for being positive will create high expectations in consumers. When the product or service meets or exceeds those expectations, consumers feel satisfied. Studies on how brand image affects consumer satisfaction have been conducted by Ridwan (2020) and Setiawan (2024), showing that brand image directly and positively influences consumer satisfaction.

**H2: There is a direct and positive effect of brand image on consumer satisfaction.**

### Product Quality and Repurchase Intention

Product quality is one of the main factors influencing consumer purchasing decisions, including repurchase intention. Consumers satisfied with product quality tend to have a higher likelihood of making repeat purchases, which in turn supports long-term business sustainability. According to Hasan (2018), repurchase intention is the purchase interest based on past purchase experience that reflects a high level of consumer satisfaction. Research on the influence of product quality on repurchase intention has been conducted by Nursaidah (2024) and Sudarijati et al. (2020), showing that product quality has a direct, positive, and significant effect on repurchase intention.

**H3: There is a direct and positive effect of product quality on repurchase intention.**

#### **Brand Image and Repurchase Intention**

Brand image is the public perception of a company or its products. A good image of a product benefits the company, as consumers subconsciously recommend the product to others. A strong and positive brand image plays an important role in shaping consumers' purchase decisions, including decisions to repurchase. Studies on the effect of brand image on repurchase intention have been conducted by Wulandari & Sari (2024), whose results show that brand image directly positively affects repurchase intention. This is also supported by research from Andini (2024), which confirms the direct positive influence of brand image on repurchase intention.

**H4: There is a direct and positive effect of brand image on repurchase intention.**

#### **Consumer Satisfaction and Repurchase Intention**

The wider the gap between consumer expectations and the actual experience obtained, the greater the potential dissatisfaction with a product or service. The level of consumer satisfaction plays an important role in shaping the tendency to make repeat purchases. Consumers who feel satisfied with a company's products or services usually have a higher likelihood of making repeat transactions. Conversely, if the product performance does not meet expectations, consumers will experience disappointment. However, if the product performs as expected, a feeling of satisfaction will be created. The relationship between customer satisfaction and repurchase intention has been explored in studies by Ahmad (2024) and Nurmansyah (2024), which show a direct and positive impact between the two.

**H5: There is a direct and positive effect of consumer satisfaction on repurchase intention.**

#### **Product Quality and Repurchase Intention Through Consumer Satisfaction**

The desire to make repeat purchases arises as a response after consumers feel satisfied with their previous product usage experience. The intention to repurchase reflects a form of loyalty or attachment formed after the transaction. The quality of a product directly influences consumer perception, so it is important for companies to deliver products with high quality standards to avoid disappointment. Research by Ahmad (2023) reveals that product quality has a positive and significant impact on repurchase intention, mediated by the level of consumer satisfaction. This is supported by other research according to Haryono (2022), which explains that product quality directly influences repurchase intention through consumer satisfaction.

**H6: There is a direct and positive effect of product quality on repurchase intention through consumer satisfaction.**

### Brand Image and Repurchase Intention Through Consumer Satisfaction

If consumers have a positive view of a brand, then their likelihood of purchasing products from that brand tends to increase. Brand image is a mental picture formed in consumers' minds through evaluations of attributes, benefits, usage context, user segmentation, and perceptions of the producer and marketer of the product. Brand image encompasses the overall perception developed based on direct experience or information obtained about the brand. This perception forms an impression that is embedded in consumers' memories, resulting from their interactions and involvement with the product or related brand. The influence of brand image on repurchase intention through consumer satisfaction has been studied by Rini (2020) and Hasanudin (2023). Brand image partially and significantly has a direct and positive effect on repurchase intention through consumer satisfaction.

**H7: There is a direct and positive effect of brand image on repurchase intention through consumer satisfaction.**

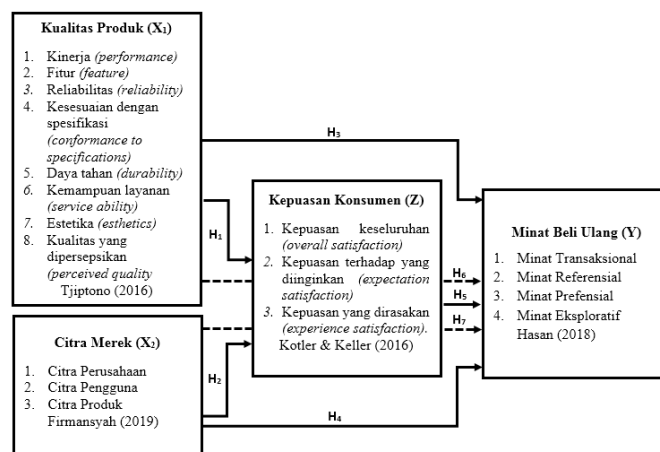


Figure 1. Conceptual Framework

## METHODOLOGY

This study is a quantitative research employing a descriptive approach and path analysis. The population of this research consists of consumers who consume 2Tang tea beverages, with a sample size of 100 respondents selected using accidental sampling technique. Data collection methods include interviews, questionnaire filling, and observation to obtain primary data. Data

analysis was conducted using path analysis with the assistance of IBM SPSS software version 25.00.

## RESEARCH RESULT

### Consumer Characteristics

Consumer characteristics were obtained through the distribution of questionnaires to 100 respondents, categorized based on several characteristics as follows:

| Characteristic       | Majority          | Percentage (%) |
|----------------------|-------------------|----------------|
| Gender               | Female            | 56             |
| Age                  | 17-25             | 66             |
| Last Education Level | High School (SMA) | 60             |
| Occupation           | Student           | 47             |
| Monthly Income       | < Rp.1,000,000    | 47             |

Table 1 shows that the majority of consumers are female, representing 56% or 56 respondents. Most respondents (66%) fall within the age group of 17-25 years old, totaling 66 people. The highest education level among consumers is high school (60%), with 60 respondents. The largest occupational group is students (47%), consisting of 47 respondents. Lastly, most consumers have a monthly income below Rp.1,000,000 (47%).

### Instrument Testing

Instrument testing was conducted through validity and reliability tests. The validity criterion was set such that if the calculated r-value (r-count)  $\geq 0.3$ , the data is considered valid for hypothesis analysis. The results showed all r-values exceeded 0.3, thus all statements were considered valid. Reliability was measured using Cronbach's Alpha ( $\alpha$ ), where a variable is considered reliable if its value is greater than 0.6. The analysis showed all variables had Cronbach's Alpha values above 0.6, indicating that the data obtained is consistent and reliable for this study.

### Path Analysis

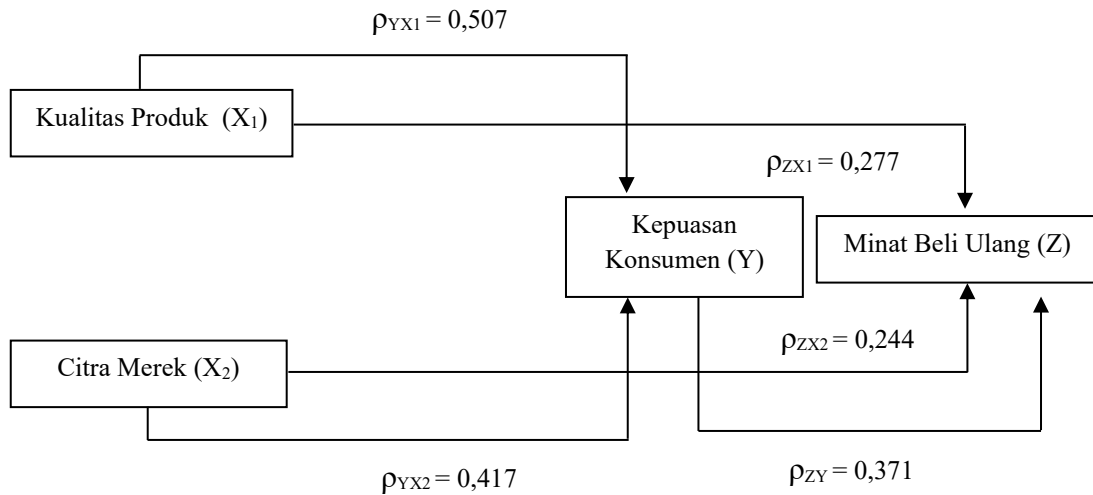
This study used two structural equation models analyzed through path analysis using IBM SPSS version 25. The first model tested the direct effect of variable X on variable Y, while the second model evaluated the effect of variable

X on variable Z through variable Y as a mediator. The two structural equations from the path analysis are as follows:

$$Y = 0.507X_1 + 0.417X_2 + e_1 \quad (1) \quad Y = 0.507X_1 + 0.417X_2 + e_1 \quad (1)$$

$$Z = 0.277X_1 + 0.244X_2 + 0.371Y + e_2 \quad (2) \quad Z = 0.277X_1 + 0.244X_2 + 0.371Y + e_2 \quad (2)$$

The path coefficients from the first and second structural equations are illustrated in the diagram below for easier understanding.



**Figure 2. Path Diagram Results**

Referring to Figure 2, the calculation results for direct and indirect effects among variables are summarized in the following table:

**Variable Effect Direct Effect Indirect Effect Total Effect**

|        |       |       |       |
|--------|-------|-------|-------|
| X1 → Y | 0.507 | -     | 0.593 |
| X2 → Y | 0.417 | -     | 0.305 |
| Y → Z  | 0.371 | -     | 0.545 |
| X1 → Z | 0.277 | 0.188 | 0.465 |
| X2 → Z | 0.244 | 0.154 | 0.398 |

The analysis shows that product quality has a more significant impact on consumers' repurchase intention compared to brand image, both directly and through consumer satisfaction. The direct effect of product quality on repurchase intention is 27.7%, and the indirect effect is 18.8%, resulting in a total effect of 46.5%. Meanwhile, brand image has a direct effect of 24.4% and an indirect effect of 15.4%, totaling 39.8%. Based on these findings, it is recommended that the company focus more on improving product quality to increase consumer satisfaction.

**Hypothesis Testing Results**

The hypothesis testing in this study consisted of t-tests for direct effects and Sobel tests for indirect effects through mediating variables. The following table summarizes the overall results:



| No | Hypothesis                                                                                                                   | Test Statistic                           | Decision                    | Conclusion                      |
|----|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-----------------------------|---------------------------------|
| 1  | There is a positive and significant effect of product quality on consumer satisfaction                                       | $t = 6.262 > 1.984$ ; $p = 0.000 < 0.05$ | Reject $H_0$ , accept $H_a$ | Positive and significant effect |
| 2  | There is a positive and significant effect of brand image on consumer satisfaction                                           | $t = 5.150 > 1.984$ ; $p = 0.000 < 0.05$ | Reject $H_0$ , accept $H_a$ | Positive and significant effect |
| 3  | There is a positive and significant effect of product quality on repurchase intention                                        | $t = 2.539 > 1.984$ ; $p = 0.013 < 0.05$ | Reject $H_0$ , accept $H_a$ | Positive and significant effect |
| 4  | There is a positive and significant effect of brand image on repurchase intention                                            | $t = 2.347 > 1.984$ ; $p = 0.021 < 0.05$ | Reject $H_0$ , accept $H_a$ | Positive and significant effect |
| 5  | There is a positive and significant effect of consumer satisfaction on repurchase intention                                  | $t = 3.215 > 1.984$ ; $p = 0.002 < 0.05$ | Reject $H_0$ , accept $H_a$ | Positive and significant effect |
| 6  | There is a positive and significant indirect effect of product quality on repurchase intention through consumer satisfaction | $t = 2.554 > 1.984$ ; $p = 0.005 < 0.05$ | Reject $H_0$ , accept $H_a$ | Positive and significant effect |
| 7  | There is a positive and significant indirect effect of brand image on repurchase intention through consumer satisfaction     | $t = 2.731 > 1.984$ ; $p = 0.003 < 0.05$ | Reject $H_0$ , accept $H_a$ | Positive and significant effect |

## DISCUSSION

### Effect of Product Quality on Consumer Satisfaction

The analysis shows that product quality has a direct positive effect on consumer satisfaction with 2Tang tea, supported by respondents' majority agreement on the product quality, especially regarding conformity to specifications. The official certification held by 2Tang tea further strengthens consumer confidence in its quality and safety. These findings align with previous studies by Fauziyyah & Yulianingsih (2024), Ahmad (2024), and Latief et al. (2023), which also confirm a positive and significant relationship between product quality and consumer satisfaction. Overall, this study emphasizes the importance of maintaining strong product quality as a key strategy to enhance consumer satisfaction and create competitive advantage in the market.

### Effect of Brand Image on Consumer Satisfaction

The results indicate that brand image has a direct impact on consumer satisfaction with 2Tang tea, supported by respondents' agreement across indicators, particularly regarding the product image reflecting quality and safety for all age groups. A positive brand perception increases consumer satisfaction and product appeal. This finding is consistent with research by Ridwan (2020)

and Setiawan (2024), which found a positive and significant effect of brand image on consumer satisfaction. The implication is that brand image can be used as an effective strategy to boost customer satisfaction and strengthen brand positioning. A strong brand reputation enhances consumer perceptions of product integrity and opens opportunities for further research into moderating factors within this relationship.

### **Influence of Product Quality on Repurchase Intention**

The analysis reveals that product quality has a significant direct impact on consumers' intention to repurchase 2Tang tea. This is supported by respondents' high average scores on all quality indicators, especially conformity to specifications. Compliance with high-quality standards not only increases consumer satisfaction but also builds trust that drives repurchase decisions. Consumers tend to choose products that have proven to meet their expectations in terms of quality and safety. These findings are consistent with the research of Nursyaidah (2020) and Sudarijati et al. (2020), which also concluded that product quality positively and significantly influences repurchase intention. In business practice, building and maintaining product quality is a crucial strategy to retain customer loyalty and create competitive advantages in the market. High-quality products reduce consumer uncertainty and strengthen positive brand perceptions. Furthermore, these findings open opportunities for future research to explore deeper into factors shaping perceptions of product quality and how branding strategies can be effectively utilized, particularly in the ready-to-drink beverage industry.

### **Influence of Brand Image on Repurchase Intention**

The analysis indicates that brand perception exerts a strong direct effect on consumers' willingness to repurchase 2Tang tea. This is reinforced by descriptive results showing high average scores across all brand image indicators, particularly regarding product image, company reputation, and user profile. These three components play a key role in forming positive perceptions that encourage consumer repurchase interest. A strong and reputable brand image builds trust and aligns with consumer expectations, making it an effective marketing strategy to enhance customer loyalty. This finding aligns with the studies of Wulandari & Sari (2024) and Khofidoh et al. (2023), which also affirm that brand image positively and significantly affects repurchase intention, especially for ready-to-drink products. The study strengthens the understanding that social influence via brand image is critical in consumer decision-making processes. A widely recognized and credible brand image increases awareness and enhances product credibility in the eyes of consumers. Practically, companies are advised to reinforce branding strategies that are consistent with brand values and identity, and consider partnerships with relevant brand images to maximize impact on repurchase intention. These results also provide a strong foundation for further research to explore moderating factors between brand image and consumer repurchase behavior.

### **Influence of Consumer Satisfaction on Repurchase Intention**

The analysis shows that consumer satisfaction has a significant direct influence on the repurchase intention of 2Tang tea consumers. This is supported by descriptive data showing high average scores on satisfaction indicators, particularly satisfaction with expectations where consumers feel that the price of 2Tang tea is commensurate with the quality offered. High satisfaction levels create comfort and assurance in repurchasing decisions, as consumers believe the product has met their expectations in terms of both quality and price. The higher the satisfaction, the greater the likelihood of repurchasing. These findings are in line with studies by Rini (2020) and Setiawan (2024), which state that customer satisfaction has a positive and significant impact on repurchase intention. The implications of this research reinforce the importance of satisfaction improvement strategies in business management, as satisfaction acts as a primary factor in building loyalty and trust. Satisfaction fosters trust, which in turn strengthens repurchase decisions. This study also lays the groundwork for future investigations into factors influencing consumer satisfaction in ready-to-drink tea products, helping companies design more effective and sustainable strategies.

### **Influence of Product Quality on Repurchase Intention through Consumer Satisfaction**

Statistical analysis shows that product quality influences repurchase intention of 2Tang tea consumers indirectly through consumer satisfaction. Descriptive results indicate that high consumer satisfaction – reflected in overall satisfaction, fulfillment of desires, and perceived satisfaction – plays a crucial role in building trust toward the product. This trust becomes a significant factor that drives repurchase decisions. These results align with studies by Syahrizal & Sigarlaki (2024) and Wulandari & Sari (2024), which confirm that product quality has a positive and significant effect on repurchase intention mediated by consumer satisfaction. The implications highlight the importance of quality improvement strategies focused on creating positive consumer experiences to strengthen satisfaction and customer loyalty. In the ready-to-drink beverage industry context, consistent product quality reinforces perceptions of brand reliability and fosters trust, key elements in increasing repurchase intention. Therefore, further research is recommended to explore additional mediating factors between product quality, consumer satisfaction, and repurchase intention to provide more comprehensive strategic insights for business development.

### **Influence of Brand Image on Repurchase Intention Through Consumer Satisfaction**

The data analysis indicates that brand image plays a significant mediating role in influencing repurchase intention through consumer satisfaction for the 2Tang Tea product. Descriptive analysis also reveals that the brand image of 2Tang Tea received high ratings from respondents and significantly enhances consumer satisfaction. The high level of consumer trust in the brand image drives repurchase intention, as consumers tend to choose brands they know and trust well. These findings are consistent with studies by Lestari (2023) and Ahmad

(2024), which confirmed that brand image positively and significantly affects repurchase intention through consumer satisfaction. Brand image not only has a direct impact on purchasing decisions but also builds emotional bonds and psychological connections that strengthen consumer satisfaction with the brand. Therefore, companies need to seriously manage brand image strategies to build strong relationships with consumers and increase loyalty. Future research is recommended to explore other factors influencing consumer satisfaction beyond brand image to optimize marketing strategies.

## CONCLUSIONS

Based on the findings and hypothesis testing conducted, the following conclusions can be drawn:

1. Product quality has a positive and significant effect on consumer satisfaction at PT. Perkebunan Teh Assam Jayanegara Indah.
2. Brand image has a positive and significant effect on consumer satisfaction at PT. Perkebunan Teh Assam Jayanegara Indah.
3. Product quality has a positive and significant effect on repurchase intention at PT. Perkebunan Teh Assam Jayanegara Indah.
4. Brand image has a positive and significant effect on repurchase intention at PT. Perkebunan Teh Assam Jayanegara Indah.
5. Consumer satisfaction has a positive and significant effect on repurchase intention at PT. Perkebunan Teh Assam Jayanegara Indah.
6. Product quality has a positive and significant effect on repurchase intention mediated by consumer satisfaction at PT. Perkebunan Teh Assam Jayanegara Indah.
7. Brand image has a positive and significant effect on repurchase intention mediated by consumer satisfaction at PT. Perkebunan Teh Assam Jayanegara Indah.

## RECOMMENDATIONS FOR FUTURE RESEARCH

For subsequent studies, it is recommended to include additional variables to examine broader influences on repurchase intention. Furthermore, expanding the research area to other regions could enhance the generalizability of the findings.

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