

The Influence of Product Quality on Repurchase Intention for Frestea Tea Packaged Drinks in Bandung City with Consumer Satisfaction as an Intervening Variable

Fadila Febriyanti Risfi^{1*}, Siti Herawati²

Universitas Jenderal Achmad Yani

Corresponding Author: Fadila Febriyanti Risfi,

fadilafebriyanti_22p250@mn.unjani.ac.id

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ABSTRACT

This research investigates how product quality influences the repurchase intention of Frestea bottled tea beverages in Bandung City, utilizing consumer satisfaction as a mediating variable. A quantitative approach combined with a survey method was employed for this study. The research instrument is compiled based on indicators of product quality, consumer satisfaction, and repurchase intention that have passed validity and reliability tests. The research data was obtained by distributing questionnaires to Frestea Tea consumers in Bandung City who are at least 17 years old and have consumed Frestea Tea at least once in the past month. This study involved 110 respondents selected through a purposive sampling technique. Data were analyzed using descriptive statistics, classical assumption tests, simple and multiple linear regression, and the Sobel test to evaluate the mediation effect via SPSS version 25. The findings are expected to demonstrate that product quality positively and significantly affects both consumer satisfaction and repurchase intention, that consumer satisfaction significantly drives repurchase intention, and that consumer satisfaction successfully mediates the relationship between product quality and repurchase intention for Frestea bottled tea in Bandung City.

INTRODUCTION

The business world is increasingly dynamic, driven by increased competition among packaged beverage brands. Changing consumer tastes, coupled with a wide variety of brands and variants, require companies to continually adapt to survive in the increasingly competitive market. This situation forces companies to focus not only on achieving short-term sales but also on creating business sustainability through a more consumer-focused approach (Poan & Wicaksono, 2023). This phenomenon is evident in the Indonesian soft drink industry, particularly in the packaged tea category, which has expanded parallel to the growing market demand for practical and easy-to-consume beverage products.

Mahardhika and Nurmahdi (2023) stated that the development of the packaged beverage industry, including ready-to-drink tea, is influenced by increasingly dynamic lifestyle changes and high daily activities that demand practicality. Packaged tea drinks are widely consumed in various countries, including Indonesia, because they are considered to provide a refreshing and calming sensation, especially amidst increasingly busy social activities. Along with this increasing demand, various brands and variants of packaged tea drinks have emerged in the domestic market, ultimately tightening the level of competition and requiring companies to continuously improve the competitiveness of their products (Reggiana & Hermina, 2025).

The decline in the Frestea index in 2025 indicates a decline in consumer repurchase interest in Frestea packaged tea products. This phenomenon is important to further investigate because repurchase intention serves as a key indicator of marketing strategy success and brand sustainability in the packaged beverage market. According to Hasan (2013), repurchase interest is an intention related to previous purchases that directly influences consumers' desire to consume a product again.

Meanwhile, Hidayat et al. (2020) define repurchase intention as a consumer's plan to reacquire a particular good or service later on, repurchase intention is a crucial area for study because it reflects the overall effectiveness of marketing strategies and brand sustainability in the packaged beverage market.

Based on research by Ghasani and Nurmansyah (2025), Mufashih et al. (2023), and Prima et al. (2023), Previous research highlights that product quality significantly and positively impacts repeat purchase intentions. Such findings suggest that maintaining high standards in taste, consistency, and overall features fosters a satisfying consumption experience, which subsequently encourages customers to buy again.

On the other hand, research by Werdiastuti and Agustiono (2022), Teressa et al. (2024), and Subrata and Indrawati (2024) found that product quality does not significantly affect repurchase intention. This implies that repeat purchase decisions can be driven by variables beyond product quality, including customer satisfaction. These mixed findings reflect a broader inconsistency in previous empirical studies regarding the direct link between product quality and repurchase intent.

Furthermore, Saputra and Cinthya (2023), Maryoso et al. (2023), and Mufashih et al. (2023) investigated the connection between product quality and customer satisfaction, concluding that product quality exerts a positive and significant impact on consumer satisfaction. In the context of the food and beverage industry, Krisyanti and Indrajaya (2024), Tarigan and Bernarto (2024), and Prima et al. (2023) established that customer satisfaction significantly enhances repurchase intention. Additionally, studies by Terrasista and Antonio (2025), Reggiana and Hermina (2025), and Bingarsari et al. (2025) confirmed that customer satisfaction acts as a vital mediating variable linking product quality to repeat purchase decisions. Building on this established mediating role, the present research reevaluates these variables specifically within the context of Frestea ready-to-drink tea, thereby offering clearer insights into the determinants of consumer repurchase behavior in Bandung.

Based on the phenomenon, literature and previous research, therefore this study is entitled "The Influence of Product Quality on Repurchase Interest in Frestea Tea Packaged Drinks in Bandung City with consumer satisfaction as an intervening variable"

LITERATURE REVIEW

Product Quality

Product quality is a crucial factor for consumers to consider when selecting and using a product. Companies that produce quality products will more easily gain consumer trust and maintain their business continuity amidst increasingly fierce competition. Therefore, product quality remains a critical factor that must be consistently evaluated to fulfill consumer demands and expectations. As defined by Haidar, Octaviani, and Hendrasto (2025), product quality refers to an item's capacity to satisfy consumer needs through tangible, directly experienced attributes, including flavor, consistency, and packaging. In the beverage packaging industry, product quality is assessed not only by its primary function as a thirst quencher, but also by its sensory and visual aspects, which can provide a pleasant consumption experience for consumers. Furthermore, Amalia, Hidayah, and Widhiandono (2024) high product quality is capable of generating a positive consumption experience, subsequently leading to increased levels of consumer satisfaction.

Customer Satisfaction

Customer satisfaction serves as a vital element in securing customer retention and overall business success. Contented consumers typically exhibit favorable attitudes, engage in repeat purchases, and advocate the product to others, making it essential for companies to evaluate satisfaction levels to continuously enhance product and service quality. As defined by Kotler and Keller (2016), customer satisfaction represents an individual's emotional response of pleasure or disappointment resulting from a comparison between a product's perceived performance and their prior expectations. When performance meets or surpasses expectations, consumers feel satisfied; conversely, performance below expectations leads to dissatisfaction. Echoing this

perspective, Tjiptono (2019) describes consumer satisfaction as a post-purchase evaluation where the selected alternative fulfills or exceeds expectations, whereas unmet expectations result in disappointment. Together, these definitions emphasize that consumer satisfaction stems directly from the experiential evaluation following product consumption or usage.

Repurchase Interest

Repurchase intention is a crucial indicator of a company's success in retaining its customers. Consumers with repurchase intention tend to repurchase products they have previously used due to satisfaction and positive experiences. Therefore, repurchase intention is an important aspect for companies to consider in their efforts to increase customer loyalty and maintain business continuity. According to Hasan (2013), reflecting past purchasing patterns, repurchase intention directly impacts a customer's inclination to purchase an item again, suggesting that positive utilization experiences naturally foster future buying behavior. In line with this, Hidayat et al. (2020) define repurchase intention as a consumer's future commitment to acquiring a particular product or service based on lessons learned from past purchases.

Theoretical Framework

H1: Product quality has a positive effect on customer satisfaction

H2: Product quality has a positive effect on repurchase intention

H3: Customer satisfaction has a positive effect on repurchase intention

H4: Customer satisfaction mediates the relationship between product quality and repurchase intention

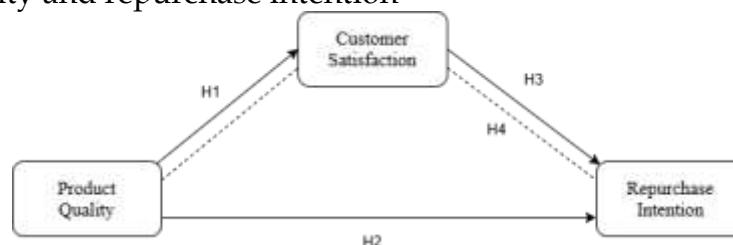


Figure 1. Conceptual Model of the Effect of Product Quality on Repurchase Intention for Frestea Bottled Tea in Bandung, with Customer Satisfaction as an Intervening Variable

METHODOLOGY

Adopting a quantitative approach and a survey method, this research aims to examine the hypothesized relationships between product quality, customer satisfaction as a mediating variable, and repurchase intention. The procedural framework followed a structured sequence, beginning with variable operationalization and questionnaire design, followed by validity and reliability testing, data collection, and statistical analysis. This survey-based design was specifically selected to effectively elicit primary data concerning consumer perceptions toward the targeted variables.

The research subjects were consumers of Frestea Tea in Bandung City, aged at least 17 years and who had consumed Frestea at least once in the past

month. This research examines three core constructs: product quality as the independent variable (X), customer satisfaction as the intervening variable (Y), and repurchase intention as the dependent variable (Z). Grounded in established theories and prior literature, each variable was operationalized into specific indicators. To quantitatively gauge respondents' perceptions, all items were evaluated using a five-point Likert scale, spanning from strongly disagree to strongly agree.

The target population comprised all Frestea consumers in Bandung City, with the sample selected via a purposive sampling technique based on specific criteria aligned with the study's objectives. A total of 120 respondents were chosen, fulfilling the sample size criteria for multivariate analysis. Primary data were gathered using an online questionnaire distributed via Google Forms. Prior to formal data collection, the instrument underwent validity testing using Pearson's Product Moment Correlation and reliability testing via Cronbach's alpha to ensure that every question item measured the targeted variables accurately and consistently.

The collected data underwent a multi-stage processing procedure involving data coding, data entry into statistical software, editing for completeness and consistency, and data transformation to ready it for evaluation. The analytical process was divided into two main phases: descriptive analysis to outline respondent response characteristics via Likert-scale metrics, and inferential analysis for hypothesis testing. Hypotheses were evaluated using simple and multiple linear regression, alongside the Sobel test to assess the mediating effect of customer satisfaction. Statistical computations were performed using SPSS version 23, while an online Sobel calculator was utilized for the mediation test. Furthermore, classical assumption tests—comprising normality, multicollinearity, and heteroscedasticity evaluations—were conducted prior to regression analysis to guarantee that the statistical model satisfied all necessary prerequisites.

RESEARCH RESULT

Results of Validity and Reliability Tests of Research Instruments

Table 1. Validity and Reliability Test Results

No	Statement	Results Validity Test	Results Reliability Test
		R Count (Person) Correlation)	Cronbach's Alpha
Product Quality (X)			
1	One Bottle Of Frestea Tea Is Enough To Quench My Thirst.	0.914	0.925
2	The Aroma Of Frestea Tea Smells Fresh.	0.915	
3	The Sweetness Of Frestea Tea Is Just What I Wanted.	0.894	
4	Attractive Frestea Tea Packaging Illustration.	0.895	

Customer Satisfaction (Y)			
1	I Am Glad That Frestea Tea Was Able To Quench My Thirst.	0.889	0.913
2	I Love The Refreshing Aroma Of Frestea Tea.	0.896	
3	I Like Level Flavorthe Sweetness Is Always Consistent.	0.900	
4	I Love The Freshtea Tea Packaging Illustration.	0.877	
Repurchase Intention (Z)			
1	I Will Always Repurchase Freshtea Tea When I Want To Drink Tea.	0.919	0.898
2	I Would Recommend Freshtea Tea To Others.	0.913	
3	I More Choose Tea Freshtea Compared To Brands Other.	0.903	

Source: Validity and Reliability Test Results (Appendix 4)

Based on table 1, The validity test results demonstrate that the calculated r value for each questionnaire item exceeds the critical r table value of 0.1786, confirming that all items are valid. This indicates that the data collection instrument effectively measures the intended constructs. Furthermore, the reliability test results confirm that all instruments are reliable, as evidenced by the Cronbach's alpha values obtained for the product quality measures, consumer satisfaction and repurchase intention is above 0.60, meaning that the reliability of the instrument is reliable or acceptable as stated by Sekaran & Bougie (2017).

Classical Assumption Test Results

Table 2. Results of the Classical Assumption Test

No	Types of Classical Assumption Tests	Criteria Reception Test Results	Test Results	Interpretation
1.	Normality Test (Kolmogorov-Smirnov) Product Quality → Customer Satisfaction	(Sig) ≥ 0.05	(Sig) = 0.200	

	Normality Test (Kolmogorov-Smirnov) Product Quality → <i>Customer Satisfaction</i> → Repurchase Intention	(Sig) ≥ 0.05	(Sig) = 0.200	Data Normally Distributed
2.	Multicollinearity TestProduct Quality → Customer Satisfaction	<i>Tolerance value</i> > 0.1 and VIF < 10	<i>Tolerance value</i> =1,000 or VIF = 1,000	No there is a correlation Which perfect bet ween independent variables
	Multicollinearity TestProduct Quality→ Customer Satisfaction → Repurchase Intention	<i>Tolerance value</i> > 0.1 and VIF < 10	<i>Tolerance value</i> =0.699 or VIF = 1.431 <i>Tolerance value</i> =0.699 or VIF = 1.431	
3.	Test Heteroscedasticity (Test (Glejser)	(Sig) ≥ 0.05	(Sig) = 0.153	No there is variance similarity of model residuals
	Product Quality → Customer Satisfaction			regression or absence of heteroscedastici ty
	Heteroscedasticity Test Product Quality→ Customer Satisfaction → Repurchase Intention	(Sig) ≥ 0.05	(Sig) = 0.142 (Sig) = 0.670	

Source: Classical Assumption Test Results (Appendix 5)

As presented in Table 4.3, the classical assumption test results confirm that the data satisfy all required statistical conditions. The normality test yielded significance values of 0.200 (≥ 0.05) for both equations, verifying that the data are normally distributed. In the multicollinearity evaluation, the model is shown to be free from multicollinearity, as evidenced by tolerance values exceeding 0.10 and variance inflation factor (VIF) values below 10, indicating an absence of correlation among the independent variables. Finally, the heteroscedasticity test results reveal significance values greater than 0.05 for all variables, confirming that no independent variable significantly influences the absolute residuals and verifying that the regression model is free from heteroscedasticity.

Descriptive Analysis Test

Table 3. Results of Descriptive Analysis of Product Quality Variables

Statement	Mean Statistics	Total Mean Statistics	Category
X1.1	3.01	3.02 (Medium or sufficient)	Moderate or sufficient
X1.2	3.04		Moderate or sufficient
X1.3	3.06		Moderate or sufficient
X1.4	2.98		Moderate or sufficient

Source: Results of Product Quality Descriptive Analysis Test (Attachment 6)

The descriptive analysis indicates that the statistical mean values range from 2.98 to 3.06 , yielding an overall grand mean of 3.02 . This result demonstrates that respondents' perceptions regarding the product quality of Frestea ready-to-drink tea in Bandung City fall into the moderate or sufficient category.

Table 4. Results of Descriptive Analysis of Customer Satisfaction Variables

Statement	Mean Statistics	Total Mean Statistics	Category
Y1.1	2.97	3.01 (Medium or sufficient)	Moderate or sufficient
Y1.2	3.02		Moderate or sufficient
Y1.3	3.02		Moderate or sufficient
Y1.4	3.02		Moderate or sufficient

Source: Results of Descriptive Analysis of Customer Satisfaction Test (Appendix 6)

The descriptive analysis reveals that the statistical mean values range from 2.97 to 3.02, with an overall average of 3.01. This indicates that respondents' perceptions regarding customer satisfaction with Frestea ready-to-drink tea products in Bandung City are categorized as moderate or sufficient.

Table 5. Results of Descriptive Analysis of Repurchase Intention Variables

Statement	Mean Statistics	Total Mean Statistics	Category
Z1.1	2.98	2.98 (Medium or sufficient)	Moderate or Sufficient
Z1.2	3.03		Moderate or Sufficient
Z1.3	2.94		Moderate or Sufficient

Source: Results of Descriptive Analysis of Repurchase Intention Test (Appendix 6)

The descriptive analysis indicates that the statistical mean values range from 2.94 to 3.03, yielding an overall average of 2.98. This demonstrates that

respondents' attitudes regarding the repurchase intention for Frestea ready-to-drink tea products in Bandung City fall into the moderate or sufficient category.

Mean score interval as a basis for interpretation

- 0.00 – 1.80 = Very Bad
- 1.81 – 2.60 = Bad
- 2.61 – 3.40 = Moderate or Sufficient
- 3.41 – 4.20 = Good
- 4.21 – 5.00 = Very Good

Results of Simple, Multiple Regression Analysis and Sobel Test

Table 6. Results of Simple Regression Analysis of the Effect of Product Quality on Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Sig
	B	Std. Error	Beta		
1 (Constant)	6,131	0.860		7,133	0.001
Product Quality	0.488	0.068	0.549	7,166	0.001

a. Dependent Variable: Customer Satisfaction Source: Simple Regression Test Results (Appendix 7)

According to Table 4.7, the resulting simple regression equation is expressed as $Y = 6.131 + 0.488X$. The intercept of 6.131 signifies the baseline level of customer satisfaction when product quality is absent. The analysis further demonstrates that product quality (X) significantly and positively influences customer satisfaction (Y). This is supported by a coefficient of 0.488, a t -statistic of 7.166 surpassing the t -table value of 1.65776, and a p -value (0.001) lower than the 0.05 significance cutoff.

Table 7. Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Sig
	B	Std. Error	Beta		
1 (Constant)	1,970	0.745		2,644	0.009
Product Quality	0.392	0.059	0.533	6,631	0.001
Customer Satisfaction	0.187	0.067	0.226	2,819	0.006

a. Dependent Variable: Repurchase Intention Source: Multiple Regression Test Results (Appendix 7)

Derived from the data in Table 4.8, the multiple linear regression equation is expressed as $Z = 1.970 + 0.392X + 0.187Y$. The constant value of 1.970 suggests that if both product quality and customer satisfaction are maintained at zero, repurchase intention is projected to be 1.970 units. Furthermore, product

quality (X) exerts a positive and significant effect on repurchase intention (Z), supported by a regression coefficient (B_2) of 0.392, a calculated t -value of 6.631 (surpassing the critical t -table value of 1.65787), and a significance level of 0.001 (below the 0.05 threshold). Similarly, customer satisfaction (Y) significantly and positively influences repurchase intention (Z), indicated by a coefficient (B_3) of 0.187, a t -statistic of 2.819 (exceeding the t -table value of 1.65787), and a p -value of 0.006 (< 0.05).

Table 8. Sobel Test Results: The Role of Customer Satisfaction in Mediating the Effect of Product Quality on Repurchase Intention

Hypothesized Relationship Between Variables	A	B	Sa	Sb	Sobel Test Results (T Count)	Criterion a Receipt of Test Results Sobel	P Value	Interpretation
Product Quality → Customer Satisfaction → Repurchase Intention	0.488	0.187	0.068	0.067	2.60124288	$t_{count} > t_{table} = 1.65787$	0.009	Customer Satisfaction successfully mediates the influence of Product Quality on Repurchase Intention

Source: Sobel Test Results (Appendix 7)

Information:

a = regression coefficient of the independent variable on the intervening variable

b = regression coefficient of the intervening variable on the dependent variable

The findings presented in Table 4.8 indicate that customer satisfaction functions as a significant mediator in the relationship between product quality and repurchase intention. Specifically, the Sobel test yielded a calculated t -value of 2.601, which exceeds the critical t -table threshold of 1.65787, accompanied by a p -value of 0.009 (falling below the 0.05 significance level). This confirms that customer satisfaction successfully mediates the effect of product quality on consumer repurchase intention.

Hypothesis Test Results

Table 9. Hypothesis Test Results

Hypothesis	Influence between variables	T Count	T Table	Sig	Interpretation of Hypothesis Test Results	
H1	Product Quality → Customer Satisfaction	7,166	1.65776	0.001	H0 successfully rejected	H1 accepted
H2	Product Quality → Repurchase Intention	6,631	1.65787	0.001	H0 successfully rejected	H2 accepted
H3	Customer Satisfaction → Repurchase Intention	2,819		0.006	H0 successfully rejected	H3 accepted
H4	Product Quality → Customer Satisfaction → Repurchase Intention	2,601		0.009	H0 successfully rejected	H4 accepted

Information:

1. Rejection criteria H_0 if $t_{hitung} > t_{tabel}$ or $sig \leq 0.05$
2. *** = t_{tabel} (Simple regression) of 1.65776
3. *** = t_{tabel} (multiple regression) of 1.65787
4. *** = t_{tabel} (Sobel test) of 1.65787

Table 4.10 shows that all hypotheses successfully rejected H_0 , so all hypotheses were declared acceptable.

DISCUSSION

The hypothesis test evaluating the relationship between product quality and customer satisfaction led to the rejection of H_0 , confirming that product quality positively and significantly influences customer satisfaction. Such results corroborate previous investigations by Armayanti and Suyanto (2019), Hudzaifah and Idris (2018), and Hudaya et al. (2021), reinforcing the consensus that product excellence drives customer fulfillment. Therefore, Fretea must prioritize delivering exceptional products to secure a competitive advantage and ensure business sustainability.

Subsequent analysis for the second hypothesis (H_2) led to the rejection of the null hypothesis (H_0), confirming that product quality exerts a positive and significant effect on repurchase intention. These findings are consistent with prior studies by Ananda and Jamiat (2021) and Rumasukun et al. (2022), which similarly demonstrated that superior product quality directly drives consumer repurchase behavior. Consequently, maintaining and enhancing the product quality of Fretea is vital for fostering higher customer repurchase intentions.

In addition, the evaluation of the third hypothesis reveals that customer satisfaction significantly and positively influences repurchase intention. This outcome aligns with earlier research conducted by Setiawan and Safitri (2019) and Wijayanti and Almaidah (2021), reinforcing the principle that satisfied customers are more likely to return. Therefore, managing and elevating consumer satisfaction directly serves to drive future repurchase decisions.

The evaluation of H_4 resulted in the rejection of H_0 , thereby establishing that customer satisfaction plays a mediating role in the effect of product quality on repurchase intention. This outcome corroborates earlier research conducted by Fuadi et al. (2021), Janiawati et al. (2022), and Praja and Haryono (2022). Consequently, the results highlight that product quality not only directly influences repurchase intention but also indirectly drives it through the enhancement of consumer satisfaction.

CONCLUSIONS

1. Product quality has a positive and significant effect on consumer satisfaction of Frestea Tea in Bandung City.
2. Product quality has a positive and significant effect on repurchase interest in Frestea Tea in Bandung City.
3. Consumer satisfaction has a positive and significant effect on the intention to repurchase Frestea Tea in Bandung City.
4. Consumer satisfaction plays a mediating role in the influence of product quality on repurchase interest in Frestea Tea in Bandung City.

RECOMMENDATIONS

1. Scientific Implications

This research contributes significantly to marketing management literature by establishing that consumer satisfaction effectively mediates the impact of product quality on Frestea repurchase intentions in Bandung. There are several limitations in this study, including the study only involving respondents in Bandung, so the results may differ if conducted in other regions. Furthermore, this study only used one independent variable, one dependent variable, and one intervening variable. Therefore, To achieve a more exhaustive understanding of repurchase intention, subsequent studies should consider integrating other influential factors, including brand image, price, promotions, and consumer loyalty. These variables can provide deeper context and serve as valuable benchmarks for future scholarly work.

2. Managerial Implications

Grounded in the empirical findings demonstrating that product quality significantly influences repurchase intention through the mediating mechanism of consumer satisfaction, it is hoped that the company can develop a strategy to increase repurchase intention by continuously maintaining and improving product quality. The company can improve product quality by maintaining Frestea Tea's ability to quench thirst, maintain the freshness of the tea aroma, maintain the consistency of the sweetness level, and increase the attractiveness of the packaging illustrations.

ADVANCED RESEARCH

This study underscores that product quality exerts an indirect effect on consumers' repurchase intention through the mediating role of satisfaction. Consequently, Frestea management should continuously elevate product quality by preserving its refreshing flavor profile, distinct tea aroma, sweetness consistency, and appealing packaging design. Furthermore, future research is encouraged to examine additional determinants such as brand image, pricing strategy, promotional efforts, and consumer loyalty to yield a more comprehensive understanding of consumer repurchase behavior.

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