The Influence of Brand Image and Product Innovation on Customer Repurchase Intention Through The Mediation of Customer Satisfaction Towards Indomie

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Journal of Entrepreneurship & Business

The Influence of Brand Image and Product Innovation on Customer Repurchase Intention Through The Mediation of Customer Satisfaction Towards Indomie

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Article Info	Abstract
	Purpose: To examine the effect of Indomie brand image and product innovation on repurchase intention either directly or through customer satisfaction. **Method:** This study uses quantitative methods to obtain significant results and data collection in the form of an online questionnaire through the google form. The total respondents obtained were 153 respondents with a minimum age of 17 years or more, domiciled in Surabaya, and had consumed Indomie in the last 3 months. The data were then analyzed using the structural equation model technique with the help of PLS 4 software. **Result:** The results showed that brand image and product innovation had a positive and significant impact on customer satisfaction and repurchase intention, customer satisfaction had a positive and significant impact on repurchase intention, and consumer satisfaction partially mediated the relationship between brand image and product innovation on repurchase intention.

INTRODUCTION

Food and drink are basic needs that must be met by every human being because without them humans will not be able to survive. Thus, food and beverage becomes a lucrative opportunity in the current and future business environment, causing the food and beverage-related sectors to be in high demand by many parties. One of the sectors that is most in demand is the food and beverage industry which always increasing on the Indonesian stock exchange. The food and beverage industry is a branch of the manufacturing industry that plays an important role in economic growth in Indonesia. Juli Ardika as Director General of Agro-Industry at the Ministry of Industry said that the food and beverage industry contributed 37.77% to the Gross Domestic Product of the non-oil and gas industry, making it the largest contributor to GDP development than other sub-sectors.

The other factor that supports this phenomenon is the growth of the food and beverage industry itself. the food and beverage industry was able to grow above 5% in 2017 to 2019, making it one of the pillars in increasing national investment (Kementrian Republik Indonesia, 2019). In 2020

the food and beverage industry experienced a significant decline as a result of the covid 19 that attacked Indonesia, which was only 1.58%. Meanwhile, in 2021 the growth was 2.54%. When compared to previous years, the growth of the food and beverage industry was much weaker. However, the growth of the food and beverage industry was able to maintain a positive value, thus chosen by the government to become the country's reliability to maintain economic conditions.

One type of product that supports the production of the food and beverage industry is instant noodles. Instant noodles are fast food noodles that have been processed in advance by the industry with the aim of simplifying the serving procedure. Thus, shortening the available time. In addition, due to the various flavors, easy cooking methods, and its nature as a substitute for rice, instant noodles have advantages that are rarely owned by other food products. Hence, instant noodles are liked by everyone, including the people of Indonesia. According to World Instant Noodle Association (WINA), the demand of Indonesian for instant noodles reached 13,270 in 2021. The previous year's demand was also not significantly different from 2021, namely 12,620 in 2017, 12,540 in 2018, 12,520 in 2019, and 12,640 in 2020, showing the high interest of Indonesians in instant noodles consumption from year to year. On that account, the World Instant Noodle Association ranks Indonesia as one of the top 15 countries with the biggest demand for instant noodles.

Indomie is an instant noodle produced by one of the subsidiaries of PT Indofood Sukses Makmur, namely PT Indofood CBP. Indomie was first introduced to the public in 1972 by PT Djangkar Djati. Since Indofood became one of the strongest players in food and beverage, Indomie was acquired by Indofood. The first variant launched by Indomie is Indomie Chicken Broth. However, due to changes in time and public demand, Indomie released another variant to compete in the market. Presently, Indomie has several flavor variants, including: Indomie Mie Goreng, Indomie Barbecue, Indomie Satay Flavor, Indomie Rendang, Indomie Special, Indomie Iga Penyet, Indomie Soto, Indomie Shrimp Flavor, Indomie Cabe Ijo, Indomie Chicken Curry, and Indomie Special Chicken.

Through the data displayed on table 1, Indomie has been in the top rank for six consecutive years, namely 80.0% in 2017, 77.8% in 2018, 71.7% in 2019, 70.5% in 2020, 72.9% in 2021, and 72.9% in 2022. Despite the fact that there are increases and decreases in a certain year, the comparison between instant noodles of Indomie and other brands can be said to have the index distance that is quite far. So, Indomie is categorized as the community's best choice as well as the market leader of instant noodle (Natadjaja, 2003). The factors that support Indomie's success include Indomie creativity in which Indomie always releases types of instant noodle with new flavors and uses product adaptation strategies in combining local flavors which make it more in demand. Indomie also has a low price. Consequently, people who have low incomes can buy Indomie. In addition, Indomie is very easy to find, such as in supermarkets, markets, stalls or other shopping areas, making it an attractive brand. Indomie's motto "IndomieSeleraku" is likewise one of the matters which make Indomie memorable.

Table 1.
Instant Noodle Ranking Based on Top Brand Index

Brand	2017	2018	2019	2020	2021	2022
Indomie	80.0%	77.8%	71.7%	70.5%	72.9%	72.9%
Mie Sedaap	10.8%	10.2%	17.6%	16.0%	15.2%	15.5%
Sarimi	3.4%	4.4%	3.3%	3.8%	3.1%	2.6%
Supermi	3.2%	4.1%	3.7%	2.3%	2.7%	1.6%

Source: Top Brand Index (2022)

This can be seen from the top brand index which shows a significant decline in the Indomie brand from 2018. Although there is an increase from 2020 to 2021, the increase is also not much. In 2021 to 2022, there will be no increase at all which causes the growth of Indomie's competition is not as strong as it used to be. This shows that the community's positive response and future intentions towards Indomie are starting to weaken when compared to 2017, resulting in the phenomenon gap. In fact, customer repurchase intention is one of the keys to the success of a business.

Repurchase intention is a response in the form of consumers feeling to make repeat purchases in the same brand because of positive encouragement or motivation when they use the brand (Saputra & Ekawati, 2020). The greater the commitment or interest of consumers in making repeat purchases, the possibility of them to stay with the same brand will be even greater. As one of the leading brands, Indomie certainly tries to maintain the interest in repurchasing from consumers to foster strong consumer loyalty due to the existence of strong customer loyalty will help a business to achieve its glory.

The basic factors that need to be recognized by companies to develop the customer repurchase intention is the brand image (Prabowo, Astuti, & Respati, 2020). Brand image can be interpreted as the main element that influences the good or bad observations from a consumer's point of view (Dam & Dam, 2021). Brand image itself is also a means of consumer assessment to the brand in question. In other words, in making a purchase choice, brand image will be taken into consideration. As a result, a good and strong brand image is needed by all brands including Indomie. A good brand image can leave a positive impression on consumers and keep the brand in mind.

Product innovation is the strategies made by the company in developing or creating new products (Widyanita & Rahanatha, 2022). As a well-known instant noodle, Indomie always innovates products to overcome increasingly fierce competition as well as attracts more attention from consumers. For example, Indomie launched the latest variant of fried and soup-based noodles, namely Chicken Pop in the style of West Sumatra and Soto Banjar Limau Kuit with the aim of bringing new experiences for consumers. Therefore, product innovation is believed to determine the buying interest of consumers (Aditi, 2019).

Customer satisfaction is a feeling where a consumer feels satisfied with the benefits obtained from a product or service which determines the decision to repurchase or not (Widyanita & Rahanatha, 2022). When a consumer gets what is expected, customer satisfaction will arise as a result. In addition, the probability of consumers to repurchase the brand in question will be even greater. Therefore, creating customer satisfaction is the main target for all companies. Customer satisfaction is very necessary to be maintained. So that consumers do not feel disappointed with the brand used. If there is disappointment or costumers' expectations are not met, consumers will not repurchase the brand.

Indomie as a popular instant noodle certainly has a good image and innovation. However, the positive response and future intention from the public decreased significantly compared to 2017. Despite the increase in the index, the current increase in Indomie is not as strong as it used to be even though Indomie is the market leader and well known by many people. Therefore, Indomie's brand image and product innovation need to be investigated to determine their effect on consumer satisfaction and repurchase intention.

The need for food and beverages that must be met by every human being makes a lot of industries engaged in the food and beverage sector. Thus, the food and beverage industry has an important role in driving the Indonesian economy. One example of Indonesian favorite food is instant noodles where it has many brands and variations. From the several types of instant noodles available, Indomie is the most popular. Indomie as a popular instant noodle certainly has a good image and innovation. However, the positive response and future intention from the public decreased significantly compared to 2017. Despite the increase in the index, the current increase in Indomie is not as strong as it used to be even though Indomie is the market leader and well known

by many people. Therefore, Indomie's brand image and product innovation need to be investigated to determine their effect on customer satisfaction and repurchase intention.

According to research conducted by Saputra & Ekawati (2020), brand image affects customer satisfaction. Consumer perceptions or judgments are the basis for consumers to buy or not. So, the fulfillment of consumer expectations and desires will lead to a positive brand image. This is in line with the formation of consumer satisfaction. The research is also supported by research conducted by Dam & Dam (2021) in which brand image affects customer satisfaction. Brand image is a predictor of consumer satisfaction itself. A positive brand image gives customers a positive experience as well. Putri & Yasa (2022) gives results if brand image affects consumer satisfaction. This is because the brand image is the reputation of the brand. A good reputation will make consumers have good expectations. Based on the research of Prameswari & Mahestu (2019), customer satisfaction is influenced by brand image. The study found that brand image has a strong impact on consumer satisfaction. If a brand can meet consumer needs, the consumer will have a good picture of the image which will create a positive effect on customer satisfaction. Desyana & Basri (2019) also confirm the previous statement that brand image owned by a brand affects the formation of customer satisfaction. From the discussion above, this research will test the following hypotheses.
H1: Brand Image has an effect on Customer Satisfaction.

Product innovation affects customer satisfaction according to Widyanita & Rahanatha (2022). Product innovation can provide new experiences and impressions for customers. These results are consistent with the findings of Setiobudi & Audrey (2021). It shows a substantial relationship between innovation and customer satisfaction because new products can provide added value to consumers. Meanwhile, according to research conducted by Manuhatu (2021), the influence of product innovation on consumer satisfaction is caused by an increase in the quality of existing products. From the discussion above, this research will test the following hypotheses.
H2: Product Innovation has an effect on Customer Satisfaction.

Research conducted by Widyanita & Rahanatha (2022) found that customer satisfaction has a positive effect on repurchase intention. Satisfaction leads consumers to make repeat purchases due to the positive experience received. Study that has been carried out by Saputra & Ekawati(2020) illustrates that customer satisfaction has a positive effect on the formation of repurchase intentions. Customer satisfaction as a calculation basis for a consumer to make repeat purchases in the future or not. Hence, high consumer satisfaction tends to influence consumers to repurchase. Sohaib & Rehman (2016) also asserted that consumers' decisions to reuse a brand are influenced by how satisfied they are with the product. From the discussion above, this research will test the following hypotheses.
H3: Customer Satisfaction has an effect on Repurchase Intention.

The testing of Saputra & Ekawati (2020) shows if brand image affects repurchase intention positively. A business that has a good brand image will make consumers more familiar and also safe in using the products offered. So that, the tendency of consumers to use these products in the future will be even greater. Putri & Yasa (2022) found if brand image has an effect on repurchase intention. Good brand image causes consumers becoming more known with the brand which in turn aroused consumers' desire to repurchase. Based on research conducted by Sari, Fauzi, & Rini (2021), brand image has a significant effect on repurchase intention. This influence arises as a result of Garuda Indonesia providing the best quality service for consumers by adding the facilities contained in the aircraft. Thus consumers assume that Garuda Indonesia is reliable which makes consumers more interested in reusing Garuda Indonesia services in the future. Girsang, Rini, & Gultom (2020) also confirm the previous statement that a good brand image has a strong role in consumer repurchase

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interest. Positive brand image makes consumers become more confident with the brand which fosters consumer interest in making repeat purchases. From the discussion above, this research will test the following hypotheses.
H4: Brand Image has an effect on Repurchase Intention

Setiobudi & Audrey (2021) revealed that product innovation has an impact on repurchase intention. Product innovation will make consumers feel the benefits and new experiences. Therefore, it has the potential to increase the purchase or reuse of the brand in question. The same finding is supported by research conducted by Aditi (2019) which shows that product innovation encourages the development of consumers' repurchase intentions because product innovation increasingly makes consumer expectations more fulfilled which makes customers want to stick with the brand. Whereas Widyanita & Rahanatha (2022) revealing the relationship between product innovation and repurchase intention caused by product innovation increases consumer curiosity. When consumers feel that the innovation is profitable, the consumer's interest to repurchase in the future will be even greater. From the discussion above, this research will test the following hypotheses.
H5: Product Innovation has an effect on Repurchase Intention.

According to research conducted by Putri & Yasa (2022), consumer satisfaction is able to mediate the influence of brand image on repurchase intention. This activity occurs because Kopi Kulo which is the object of research has a good taste as well as good product quality and service which creates a good reputation. Thus, creating consumer satisfaction which ultimately makes consumers interested in buying back in the future. In addition, Saputra and Ekawati (2020) also found the same results where the relationship between brand image and repurchase interest was mediated by consumer satisfaction. Saputra and Ekawati (2020) argue that the brand image perceived by consumers affects the feelings and emotions of consumers themselves. The satisfaction felt by consumers makes consumers more confident in reusing products from the same brand. The findings of Ananda et al. (2021) are consistent with the findings of two previous studies, which found a mediating effect of customer satisfaction between brand image and the development of repurchase intentions. Customer satisfaction makes customers feel more comfortable shopping at the Matahari department store which in turn increases the customer's desire to repurchase.
H6: Customer Satisfaction mediates the relationship between Brand Image and Repurchase Intention.

Widyanita & Rahanatha (2022) concludes that consumer satisfaction mediates the relationship between product innovation and repurchase intention. These findings explain if product innovation causes a product to have more value than competitors. Thus, product innovation triggers a sense of pride in consumers which makes consumers do a repeat purchase intention in the future. The results of this study are supported by Setiobudi & Audrey (2021) which show that customer satisfaction has an important role in mediating the relationship between product innovation and customer repurchase intentions. Product innovation provides more benefits to a product which makes the product more qualified. This makes consumers feel benefited profitably and makes positive satisfaction. Once positive satisfaction exists, consumers will tend to remember the product brand in their minds which causes them to have a higher chance of buying the same brand. This then leads to higher repurchase intentions. Research conducted by Manuhutu et al. (2021) strengthens the findings of the two previous studies if consumer satisfaction mediates the relationship between product innovations and repurchases intention. The mediation role is caused by product innovation created by the company making the product more attractive. The more attractive a product is, the more popular it is for consumers. This creates consumer desire to repurchase in the future.
H7: Customer Satisfaction mediates the relationship between Product Innovation and Repurchase Intention.
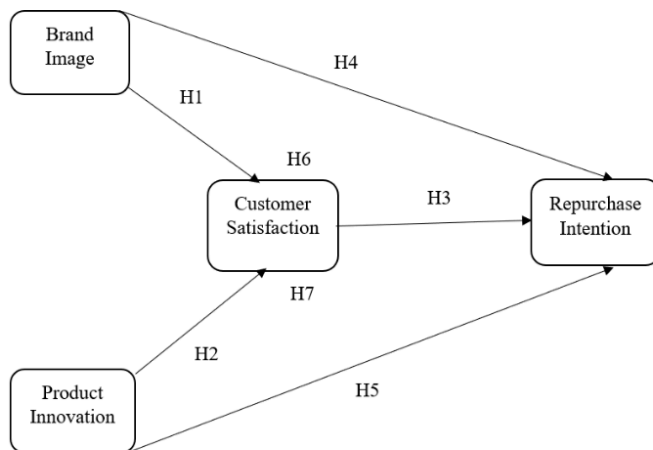
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Figure 1. Research Model

RESEARCH METHODS

This research uses a causal research design with quantitative methods and primary data. This research uses the population of all consumers who have or are currently consuming Indomie and domiciled in Surabaya. Meanwhile, the sample used is 153 respondents. The sampling technique used in this research is non-probability sampling in the form of purposive sampling. The characteristics of the respondents used are as follows: Have a minimum age of 17 years because someone in 17 years old already has the skills to make choices, have consumed or are currently consuming Indomie products within 3 months, domiciled in Surabaya. The independent variable contained in this research are independent variable: brand image and product innovation, mediating variable: customer satisfaction, dependent variable: repurchase intention. The method used to measure the variables is the Likert scale. Meanwhile the data analysis technique used in this research is a structural equation model with the assistance of partial least square software.

Brand Image-Brand image can be interpreted as a good or bad perception from consumers' evaluation after they consume Indomie products. According to Dam & Dam (2021), the quantifying indicators of brand image are: X1.1 The brand is perceived as reliable X1.2 The brand is perceived as attractive X1.3 The brand is perceived as pleasing X1.4 The brand is perceived to have a good reputation.

Product Innovation-Product innovation described as a development made by the company on Indomie products to maintain sales. Based on Aditi (2019); Widyanita&Rahanatha (2022), the measurement indicators of product innovation are: X2.1 The brand adds a variety of product variants X2.2 The brand has a product that did not exist before X2.3 The brand has unique new product X2.4 The product has a good appearance X2.5 The product has a good taste.

Customer Satisfaction-Customer satisfaction can be measured as high or low level of satisfaction within consumers after consuming Indomie products. Indicators that can be used to measure customer satisfaction referring to Dam & Dam (2021) are: Z.1 The brand is perceived as satisfactory compared to other brands Z.2 The brand is perceived to provide overall satisfaction Z.3

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The brand is perceived as the right choice by consumers Z.4 The brand is perceived to meet consumer expectation.

Repurchase Intention-Repurchase intention determined by a customer's wishes and commitment to purchase more Indomie products in the future. Indicators that can be used to measure repurchase intention according to Widyanita & Rahanatha (2022) are: Y.1 The consumers will make repeat purchases Y.2 The consumers will suggest product to others Y.3 The consumers will make the product as the first choice Y.4 The consumers will share positive information about the product.

The data analysis technique used in this research is a structured equation model with the assistance of partial least square software. Structural Equation Model is a path analysis method where researchers can find out the value of the relationship between research variable. Meanwhile, Partial Least Square (PLS) is statistical software that can be used to analyze and assess the relationship of many variables at once and multiple regression. The purpose of doing calculations using Partial Least Square (PLS) since PLS is able to handle several independent and dependent variables even when multicollinearity occurs, as well as handle path models related to causality of predictor variables in response variables. Thus, the 37 researcher can find out whether there is a relationship between the brand image and product innovation to customer satisfaction and customer repurchase intention. There are two parts that become components in the analysis by using SEMPLS including inner model and outer model. The inner model provides an overview of the causal relationship that exists between the existing latent variables. Whereas the outer model provides an overview of the relationship possessed by the latent variable to the indicator.

RESULTS & DISCUSSION

Brand image is measured using 4 indicators. Based on the results of the descriptive statistical test shown in table 2, the majority of respondents agree that Indomie has a good brand image. This can be proven by the overall average mean value of each indicator is 4.356 which indicates the interval score strongly agrees. The indicators used to measure product innovation are 5 indicators. Most respondents strongly agree that the product innovation carried out by Indomie is interesting. This statement can be proven by the overall average mean value of the indicators displayed amounting to 4.246. Thus, the product innovation carried out by Indomie can be said to be successful.

Customer satisfaction is measured using 4 indicators. From table 2, it can be seen the overall average mean value of each indicator shows the number 4.162 which means consumers agree that Indomie products are able to provide customer satisfaction to their consumers. Repurchase intention is measured using 4 indicators. According to the results of the statistical descriptive test, the majority of respondents agree to repurchase Indomie products. This statement is evident from the overall average mean value of each of the existing indicators amounting to 3.992.

Table 2.
Descriptive Statistic Result

No	Variable	Mean	Description
1	Brand Image	4.356	Strongly Agree
2	Product Innovation	4.246	Strongly Agree
3	Customer Satisfaction	4.162	Agree
4	Repurchase Intention	3.992	Agree

Table 3.
Hypothesis Test

Hypothesis	Path	T – Statistics	P – Value	Results
H1	Brand Image -> Customer Satisfaction	7.015	0.000	Accepted
H2	Product Innovation -> Customer Satisfaction	5.013	0.000	Accepted
H3	Customer Satisfaction -> Repurchase Intention	5.433	0.000	Accepted
H4	Brand Image -> Repurchase Intention	2.420	0.016	Accepted
H5	Product Innovation -> Repurchase Intention	2.122	0.034	Accepted
H6	Brand Image -> Customer Satisfaction -> Repurchase Intention	4.322	0.000	Accepted
H7	Product Innovation -> Customer Satisfaction -> Repurchase Intention	3.692	0.000	Accepted

Through the tests that have been described, the value of the T statistic and the P value for the first hypothesis are 7.015 and 0.000 (Table 3). Thus, this figure does not exceed the tolerance limit applied. It can be concluded that brand image has a positive significant impact on customer satisfaction, indicating the better the brand image owned by Indomie, the greater the chance of increasing consumer satisfaction. Therefore, hypothesis 1 is accepted. Through the tests that have been described, the value of the T statistic and the P value for the second hypothesis are 5.013 and 0.000. Thus, this figure does not exceed the tolerance limit applied. It can be concluded that product innovation has a positive significant impact on customer satisfaction, indicating the better the product innovation owned by Indomie, the greater the chance of increasing consumer satisfaction. Therefore, hypothesis 2 is accepted. Through the tests that have been described, the value of the T statistic and the P value for the third hypothesis are 5.433 and 0.000. Thus, this figure does not exceed the tolerance limit applied. It can be concluded that customer satisfaction has a positive significant impact on repurchase intention, indicating the better the customer satisfaction experienced by consumers, the greater the chance of increasing repurchase intention. Therefore, hypothesis 3 is accepted. Through the tests that have been described, the value of the T statistic and the P value for the fourth hypothesis are 2.420 and 0.016. Thus, this figure does not exceed the tolerance limit applied. It can be concluded that brand image has a positive significant impact on repurchase intention, indicating the better the brand image owned by Indomie, the greater the chance of increasing repurchase intention. Therefore, hypothesis 4 is accepted. Through the tests that have been described, the value of the T statistic and the P value for the fifth hypothesis are 2.122 and 0.034. Thus, this figure does not exceed the tolerance limit applied. It can be concluded that product innovation has a positive significant impact on repurchase intention, indicating the better the product innovation owned by Indomie, the greater the chance of increasing repurchase intention. Therefore, hypothesis 5 is accepted. Through the tests that have been described, the value of the T statistic and the P value for the sixth hypothesis are 4.322 and 0.000. Thus, this figure does not exceed the tolerance limit applied. It can be concluded that customer satisfaction mediates the relationship between brand image and repurchase intention partially where without customer satisfaction, Indomie brand image is able to directly influence customer repurchase intention. However, Indomie's brand image is also able to increase repurchase intention through customer satisfaction. Therefore, hypothesis 6 is accepted. Through the tests that have been described, the value of the T statistic and the P value for the seventh hypothesis are 3.692 and 0.000. Thus, this figure does not exceed the tolerance limit applied. It can be concluded that customer satisfaction mediates the relationship between product innovation and repurchase intention partially where without customer satisfaction, Indomie product innovation is able to directly influence customer repurchase intention. However, Indomie's product innovation is also able to increase repurchase intention through customer satisfaction. Therefore, hypothesis 7 is accepted.

Based on the results of hypothesis testing, brand image has a positive and significant effect on customer satisfaction, meaning a good Indomie brand image can increase consumer satisfaction. This statement is also supported by the value of a descriptive statistical brand image which shows the number of 4.356 where the majority of consumers consider that Indomie is a brand that can be relied on well. Therefore, the hypothesis which states that brand image has an impact on customer satisfaction is accepted. The results of this research are consistent with research conducted by Saputra & Ekawati (2020), Dam & Dam (2021), Putri & Yasa (2022), Prameswari & Mahestu (2019), Desyana & Basri (2019) which shows that brand image has a positive influence on the formation of consumer satisfaction. Indofood's efforts to make Indomie reliable, attractive, pleasing, and still have a good reputation making consumers, especially students, have positive experiences with Indomie. Even though there is a decrease in the top brand index 56, consumers still perceive Indomie as a brand that can fulfil their desires. Therefore, the better Indomie's ability to provide what consumers expect, the higher the consumer satisfaction that arises. Meanwhile, according to Putri &Yasa (2022), Kopi Kulo which is the object of the research, has a good brand image. The good brand image arises because respondents agree that Kopi Kulo is fulfilling their expectation through the products and services presented. The fulfilled expectation leads to the creation of customer satisfaction. So, the better the Kopi Kulo brand image, the higher the customer satisfaction created. The discussion by Dam & Dam (2021) showing a good brand image comes from good quality supermarket services that provide an impressive shopping experience for consumers. Thus, they will feel if they are served well which makes them satisfied when shopping at the supermarket. This indicates that if consumers have a good brand image, then customer satisfaction will increase. All the previous research found that brand image is a predictor of consumer satisfaction itself because if a brand is able to fulfil what consumers want, then customer satisfaction will arise.

Based on the results of hypothesis testing, product innovation has a positive and significant effect on consumer satisfaction, meaning that Indomie's product innovation can increase customer satisfaction. Through the results of statistical tests, the majority of consumers think that Indomie product innovation is exist with an overall average mean value of 4.246. Therefore, the hypothesis which states that product innovation has an impact on customer satisfaction is accepted. The results of this research are consistent with research conducted by Widyanita & Rahanatha (2022), Setiobudi & Audrey (2021), and Manuhutu el al. (2021) which shows that product innovation has a positive influence on the formation of consumer satisfaction. Indofood's efforts in issuing new products that are unique, interesting, and with good design and taste make the product not look monotonous and boring. So that it presents an interesting new experience for consumers. In addition, product 57 innovation is also related to improving the quality of the product itself which makes the product have more value which makes consumers more satisfied to make a purchase. Thus, the variety of products and flavours that are issued, the higher the consumer satisfaction with Indomie products. Meanwhile according to Widyanita & Rahanatha (2022), product innovation is one way to increase customer satisfaction because product innovation is related to product development for the better. So that existing products can provide something new and more value to consumers. Based on the answers from Lanakila respondents, they agree that product innovation from Lanakila is good. Respondents are satisfied with innovations in the fields of design, motifs, and product uniqueness where the better the innovations made by Lanakila Bali, the satisfaction felt by customers will also be higher. The discussion by Manuhutu el al. (2021) showing that product innovation adds value to existing products. Through product innovation, Oppo presents new features that did not exist in previous products. The novelty makes consumers experience more advanced features, making them satisfied with what they feel. Thus, the better the product innovation, the higher the customer satisfaction. All previous studies have found that product innovation can provide added value to customers. This added value will make consumers feel benefited which makes them satisfied with what they get.

Based on the results of hypothesis testing, customer satisfaction has a positive and significant effect on repurchase intention, meaning high customer satisfaction experienced by Indomie consumers can increase repurchase intention. Through the results of statistical tests, the majority of consumers think that Indomie is able to provide the satisfaction to their customer which is proven by the overall average mean value of 4.162. Therefore, the hypothesis which states that customer satisfaction has an impact on repurchase intention is accepted. The results of this research are consistent with research conducted by Saputra & Ekawati (2020), Widyanita & Rahanatha (2022), Sohaib & Rehman (2016), and Rahmatulloh & Melinda (2021) which shows that customer satisfaction has a positive influence on the formation of repurchase intention. Consumers are satisfied with what they get when consuming Indomie. This is because Indomie is able to meet what consumers want. So, it makes consumers feel that Indomie is the right choice that is able to meet their expectations which make them decide to do repeat purchases in the future because of a positive impression from previous consumption. Therefore, when consumers are satisfied with Indomie products, their chances of repurchasing them in the future will also be greater. Meanwhile according to Widyanita&Rahanatha (2022), Customer satisfaction is caused by several factors. Based on the description of the answers from respondents who bought products at Lanakila Bali, customer satisfaction is created as a result of products having good quality, maximum service, and affordable prices which create a sense of pride when using Lanakila Bali products. Thus, this satisfaction is able to move consumers to make repeat purchases. The discussion by Saputra&Ekawati (2020) who show that customer satisfaction is influenced by experience when buying a product. Based on the answers of respondents who bought coffee at the M. AboeTalib shop, the majority of respondents agreed that the M. AboeTalib shop provided good services and products, meaning consumers are satisfied with the quality of service and products provided which results in a positive experience. This positive experience will encourage consumers to make repeat purchases in the future. On the other hand, if the customer is not satisfied, then the possibility of making repeat purchases will also be smaller. All the previous research found that customer satisfaction will provide a positive experience and make customers more confident with a brand. Hence, high customer satisfaction tends to influence consumers to repurchase in the future. If the business fails to create customer satisfaction, consumers will feel disadvantaged. Thus, the intention to repurchase will not appear.

Based on the results of hypothesis testing, brand image has a significant effect on repurchase intentions, meaning that a good Indomie brand image can increase repurchase intentions. This statement is also supported by the value of a descriptive statistical brand image which shows the number of 4.356 where the majority of consumers consider that Indomie is a brand that can be relied on well. Therefore, the hypothesis which states that brand image has an impact on repurchase intention is accepted. The results of this research are consistent with research conducted by Saputra&Ekawati (2020), Putri&Yasa (2022), Sari et al. (2021), and Girsang et al. (2020) which shows that brand image has a positive influence on the formation of repurchase intention. Indofood's efforts to make Indomie reliable, attractive, pleasing, and still have a good reputation making Indomie is well known which creates familiarity between consumers and Indomie. As a result of this familiarity, they feel that Indomie is become a part of everyday life. This makes them want to repurchase in the future because of the closeness between consumers and indomie. Therefore, a positive brand image is the basis for forming consumer interest in making repeat purchases in the future. Meanwhile, according to Putri&Yasa (2022), the influence of brand image on repurchase intention is caused by a positive reputation. Based on the description of the respondents' answers, the majority of respondents agreed that the brand image owned by Kopi Kulo was good, so that it made Kopi Kulo easy to remember. This causes or triggers consumers to re-purchase Kopi Kulo products. The discussion by Sari et al. (2021) shows that the influence of brand image on repurchase intention arises because of Garuda Indonesia providing the best quality service for consumers by adding the facilities contained in the aircraft as well as the professionalism of the employees. So that it forms a positive perception on consumers which causes consumers to think

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that Garuda Indonesia is reliable. As a result, consumers are more interested in reusing Garuda Indonesia services in the future. All the previous research found that a business that has a good brand image will make consumers more familiar in using the products or services offered . When 60 consumers feel close to the products or services, the tendency of consumers to use these products in the future will be even greater.

Based on the results of hypothesis testing, product innovation has a significant effect on repurchase intention, meaning product innovation owned by Indomie can increase repurchase intention. Through the results of statistical tests, the majority of consumers think that Indomie product innovation is exist with an overall average mean value of 3.992. Therefore, the hypothesis which states that product innovation has an impact on repurchase intention is accepted. The results of this research are consistent with research conducted by Aditi (2019), Setiobudi & Audrey (2021), and Widyanita & Rahanatha (2022) which shows that product innovation has a positive influence on the formation of repurchase intention. By providing product innovations through new products that are unique, interesting, and with good design and taste, Indomie is able to demonstrate its ability to provide new experiences for consumers. Thus, Indomie offers product advantages to continue to meet consumer desires. This makes consumers don't feel bored with the product innovations offered by Indomie which motivate them to keep trying new products. Therefore, product innovation makes consumers willing to repurchase Indomie in the future.

Meanwhile, according to Widyanita&Rahanatha (2022), the effect of product innovation on repurchase intentions is caused by attractive designs, motifs favored by customers, and product uniqueness. Based on the results of statistical descriptions, the results obtained if the innovations carried out by Lanakila are good. Through attractive designs, motifs that are liked by customers, and the uniqueness of the product triggers the customer's intention to make repeat purchases because it provides new things that the previous product did not have. The discussion by Setiobudi& Audrey (2021) shows that the effect of product innovation on repurchase intention is caused by consumers tending to pay attention to aspects of customer satisfaction such as performance, experience gained, and the right choice. If these three aspects are met, then the possibility of consumers to make repeat purchases will be even greater. Through research conducted by Setiobudi& Audrey it was found that if Mr.Sei as the object of research innovates products by creating new menus that are more varied with softer meat quality that creates consumer motivation to make repeat purchases. Thus, the better the product innovation, the greater the consumer's repurchase intention. All the previous research found that innovation encourages the development of consumers' repurchase intentions because product innovation makes consumersfeel new experiences which makes customers want to stick with the brand.

Based on the results of hypothesis testing, customer satisfaction is partially able to mediate the relationship between brand image and repurchase intention. This is evidenced by a T statistic that is greater than 1.96 and P value of less than 0.5, meaning there is a mediating effect of customer satisfaction between the relationship of brand image and repurchase intention. Therefore, the hypothesis which states that customer satisfaction mediates the relationship between brand image and repurchase intention is accepted. The results of this research are consistent with research conducted by Saputra & Ekawati (2020), Putri & Yasa (2022), and Ananda et al. (2021) which shows that customer satisfaction is able to mediate the influence between brand image and repurchase intention. The partial mediation arises due to brand image is able to influence repurchase intentions directly or through mediation of customer satisfaction. However, a comparison made on the path coefficient value shows that the effect of partial mediation is higher than the direct effect, namely 24.5% > 22.2%. Therefore, customer satisfaction has an important role in helping brand image to create repurchase intention where the influence caused by brand image will have more impact on repurchase intention through customer satisfaction than direct influence. Meanwhile according to Ananda et al. (2021), customer satisfaction has a role as a full mediation in the relationship between brand image and repurchase intention. So, customer satisfaction becomes a

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bridge between brand image and repurchase 62 intention. Without customer satisfaction, Matahari's brand image cannot influence the formation of repurchase intention. However, through customer satisfaction, the possibility for customers to repurchase will be even greater. The discussion by Putri&Yasa (2022) shows that customer satisfaction acts as a partial mediation on repurchase intention. This is because Kopi Kulo's brand image is able to directly influence repurchase intention. However, Kopi Kulo's brand image is also able to influence repurchase intention through customer satisfaction. Customer satisfaction comes from the quality of services and products offered by Kopi Kulo in accordance with what consumers want. This creates an interest in repurchasing.

Based on the results of hypothesis testing, customer satisfaction is partially able to mediate the relationship between product innovation and repurchase intention. This is evidenced by a T statistic that is greater than 1.96 and P value of less than 0.5, meaning there is a mediating effect of customer satisfaction between the relationship of product innovation and repurchase intention. Therefore, the hypothesis which states that customer satisfaction mediates the relationship between product innovation and repurchase intention is accepted. The results of this research are consistent with research conducted by Widyanita&Rahanatha (2022), Manuhutu et al. (2021), and Setiobudi& Audrey (2021) which shows that customer satisfaction is able to mediate the influence between product innovation and repurchase intention. The partial mediation arises due to product innovation is able to influence repurchase intentions directly or through mediation of customer satisfaction. However, a comparison made on the path coefficient value shows that the effect of partial mediation is higher than the direct effect, namely 18.6% > 17.0%. Therefore, customer satisfaction has an important role in helping product innovation to create repurchase intention where the influence caused by product innovation will have more impact on repurchase intention through customer satisfaction than direct 63 influence. According to Manuhutu et al. (2021), customer satisfaction also partially mediates the relationship between product innovation and repurchase intention where product innovation is able to influence repurchase intention directly. However, product innovation is also able to influence repurchase intention through customer satisfaction. Manuhutu et al. (2021) found a significant relationship because product innovation has a positive impact on customer satisfaction and satisfied consumers will form the occurrence of repurchase intention. Research conducted by Widyanita&Rahanatha (2022) also gives the same results where customer satisfaction is able to partially mediate the relationship between product innovation and repurchase intention, which means that product innovation can affect repurchase intention directly and indirectly. However, product innovation assisted by high customer satisfaction will be able to increase repurchase intention rather than just creating product innovation. So, the higher the customer satisfaction, the higher the repurchase intention.

CONCLUSION

This study examines the relationship between brand image and product innovation variables on Indomie's repurchase intention either directly or through the mediating role of customer satisfaction.Brand image is proven to affect the formation of customer satisfaction positively and significantly, meaning Indomie's superiority as a reliable, attractive, satisfying, and reputable brand creates high consumer satisfaction. Product innovation is proven to affect the formation of customer satisfaction positively and significantly, meaning Indomie activity in adding a variety of product variants which never existed before, unique, have an attractive design appearance, and good taste that meets customer expectations creates high customer satisfaction. Customer satisfaction is proven to affect the formation of repurchase intention positively and significantly, meaning consumers are satisfied with what they get when they buy and consume Indomie which lead them to do repurchases in the future. Brand image is proven to affect the formation of repurchase intention positively and significantly, meaning Indomie's superiority as a reliable, attractive, satisfying, and reputable brand creates the willingness of repurchase intention in the future. Product innovation is

proven to affect the formation of customer satisfaction positively and significantly, meaning Indomie activity in adding a variety of product variants which never existed before, unique, have an attractive design appearance, and good taste that meets customer expectations creates the willingness of repurchase intention in the future. Customer satisfaction is proven to be able to mediate the relationship between brand image and repurchase intention partially, which means that Indomie's brand image can directly or indirectly influence repurchase intention. However, a good brand image that is able to create customer satisfaction will have a greater influence in creating repurchase intention than just creating a good brand image only. Customer satisfaction is proven to be able to mediate the relationship between product innovation and repurchase intention partially, which means that Indomie's product innovation can directly or indirectly influence repurchase intention. However, a good product innovation that is able to create customer satisfaction will have a greater influence in creating repurchase intention than just creating a good product innovation only.

Based on the conclusions that have been presented, the authors provide suggestions that can be used as material for consideration, namely as follows. For Academics: For further research, the authors suggest adding several variables related to the formation of repurchase intentions such as trust, perceived value, and brand preference. So that the exploration of the hypotheses proposed for this research and future research can complement each other. The author also suggests expanding the research area and the number of samples studied in order to find out and obtain more diverse respondents' answers so that the data obtained can better represent the condition of the object under study to produce more significant results. For Company: Based on the research results, consumers agree that the brand image of Indomie is good. This is evidenced by a high statistical descriptive score, indicating that Indomie has managed to maintain its image in the minds of consumers through the superiority of the products offered. However, of all the indicators used to measure brand image, Indomie is the pleasing brand with the lowest score. Therefore, it would be better if Indomie was able to satisfy its consumers through the creation of products that are more in line with trends but still at affordable prices and without losing the characteristics of Indomie itself and increasing the quality of the products offered to keep Indomie having a good reputation in consumer's perception.

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