

## THE EFFECT OF PRODUCT QUALITY, CUSTOMER SATISFACTION, TRUST, AND BRAND IMAGE ON INTEREST TO REPURCHASE KANZLER FROZEN FOOD PRODUCTS

**Mochammad Wafie Arsyad, Elwisam, Kumba Digdowiseiso**

Faculty of Economics and Business, National University, Indonesia

Email: [mochammadwafiearsyad@gmail.com](mailto:mochammadwafiearsyad@gmail.com), [elwisam@civitas.unas.ac.id](mailto:elwisam@civitas.unas.ac.id),  
[kumba.digdo@civitas.unas.ac.id](mailto:kumba.digdo@civitas.unas.ac.id)

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### **Abstract:**

Research with the aim of analyzing the influence of product quality factors, consumer satisfaction, trust and brand image on repurchase intention on Kanzler Frozen Food products. In quantitative research with primary data from the results of distributing questionnaires to respondents as many as 100 consumers. Using descriptive analysis method and inferential analysis by conducting tests namely instrument test analysis, feasibility test of multiple linear regression correlation analysis models and hypothesis testing. The results of the regression analysis showed that there was a positive influence on repurchase intention based on the results obtained in the regression equation model  $Y = 0.624 (X1) + 0.162 (X2) + 0.181 (X3) + 0.230 (X4)$ . The due diligence interpretation stated that the model in this study passed the due diligence based on a significant value obtained of 0.000 in the ANOVA table, this means that all independent variables have a significant effect on repurchase intention. The results of the hypothesis testing in this study are based on the acquisition of a significance value for the product quality variable of 0.000, then the satisfaction variable of 0.014. Then the trust variable is 0.007 and the brand image variable is 0.001. So it was concluded that the hypothesis in this research was proven to be accepted based on the significance value obtained. The producers of Kanzler Frozen Food are advised on the Product Quality factor which has the greatest contribution value in terms of influence on consumer repurchase interest, paying more attention to consumer needs and desires in order to increase consumer repurchase interest

**Keywords:** *Product Quality, Consumer Satisfaction, Trust, Brand Image, and Repurchase Intention.*

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## INTRODUCTION

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Meeting the demands of changing times from year to year, in the era of globalization which has also entered the era of industrial revolution 4.0, where development and competition in any business world are becoming increasingly tighter and more competitive. Especially nowadays, with increasingly competitive marketing strategies, business actors are required to have their own competitive advantages. With increasingly widespread business competition in any field, both in domestic and international markets, it requires that a business that wants to develop or at least survive must be able to utilize the important function of implementing marketing better than its competitors.

The era of globalization, which is accompanied by widespread trade wars in the international arena, requires companies to try to produce products needed by consumers with product quality, trust and the image of a good brand. Companies that want to win the competition are required to continue trying to produce products that are able to satisfy consumer needs. For this reason, companies must be smart in choosing marketing strategies that are able to produce maximum satisfaction for consumers.

With the development of the era which increasingly requires something fast, it gives rise to the desire to fulfill daily needs instantly and practically. This opens up a market opportunity to fulfill the market's desired needs. One of them is Frozen food which is processed frozen instant food, easy to serve and long lasting in storage. Frozen food can be a solution for someone who doesn't want to bother with cooking. Many people choose frozen food because it is practical and ready to eat, especially now that there are so many different brands of frozen food products circulating on the market. This of course makes consumers more careful in choosing the frozen food products they will buy, this is because brands are very influential in attracting consumer interest in purchasing.

With so many similar competitors, business actors in this business must be clever in launching various strategies to attract potential consumers and retain existing consumers so that they reach the stage of making purchases in accordance with the company's hopes and goals. Many products have low brand equity because of the many variants and substitute goods that appear on the market. Therefore, efforts are needed from producers with low involvement products to be able to maintain their brand existence in the market.

Therefore, the meaning of a brand is very important. To survive in the market, a brand is needed that will create added value to a product. Products can be easily imitated by competitors, but a particular brand will not be easily created. Trust between companies and consumers, because the brand of a product guarantees consistency that a product can always convey the value that consumers expect from it.

Kanzler products are currently quite popular with the market in Indonesia, including people in East Jakarta. Even though there are many competitors with similar products, this does not make Kanzler's product pessimistic, but it can have an impact on the target or income obtained.

Based on target projection data with achievements in 2022 (last 10 months), it shows that the reflection of achievement between targets and realization has fluctuated with a downward trend in the last three months. This can also illustrate that Kanzler is less able to capture the market in a sustainable manner due to reduced interest in repurchasing its products by consumers. In trying to ensure that consumers continue to buy or re-purchase a product, there are many factors that can influence consumers' interest in repurchasing. However, this research only focuses on four factors, including product quality, consumer

satisfaction, trust and brand image. The more the number of consumers who buy, the more the company's revenue and profits will increase.

To try to attract consumers to keep buying the products offered, implementing good quality in a product being offered is very necessary for a company, where this is closely related to repurchase interest. Because consumer interest in repurchasing is influenced by product quality, as said by Kotler and Armstrong (2018: 225) "Product quality is one of the marketers' main positioning tools. Quality has a direct impact on the performance of a product or service; thus, it is closely linked to customer value and satisfaction." So from this statement it can be stated that the quality or quality of the product can influence consumers in terms of attracting their interest in purchasing the product by returning to buy it. Studies on how product quality can influence consumers' intention to repurchase have been widely carried out and proven. As in one of the studies conducted by Ahmad and Tri (2023) who found in the results of their research, it was proven that product quality had a positive and significant influence on repurchase interest among BBQ Mountain Boys Burger Bandung consumers.

Consumers' interest in repurchasing can also be influenced by factors such as how satisfied consumers feel with the products they have purchased. Because satisfaction is a person's feeling of happiness or disappointment caused by the perceived performance or results of a product, compared to their expectations. If the service a customer receives is less than what the consumer expects, the customer will become dissatisfied.

As Kotler and Keller (2016: 153) say, "Satisfaction is a person's feeling of joy or disappointment resulting from comparing a product or perceived performance against expectations." Repurchase interest can be created if consumer satisfaction is met, because satisfaction has been proven to create greater interest in repurchasing a product. In this case, it has been proven in the findings in research conducted by Wawan and Koko (2019) which states that consumer satisfaction has a positive and significant effect on repurchase intention.

Another factor that is quite crucial in terms of influencing consumers in the stage of interest in repurchasing is influenced by trust in a brand. If consumers have confidence in a brand, it is very likely that they will repeat purchases of products from that particular brand, and will even continue to do so. Trust in the image of a brand can indeed influence consumers' repurchase interest, as in the theory according to Tjiptono (2016: 398), that *trust* in a brand is the consumer's willingness to trust or rely on a brand in risk situations due to the expectation that the brand in question will provide positive results. Trust has also been proven to be able to attract consumers to repurchase a product, this has been proven deeply by Randika and Ratih (2019), where trust is one of the success factors for a culinary business in serving Toraja coffee at Coffe Josh Situbondo, because trust determines how much can attract many potential consumers by introducing and forming an image of the goods or services offered which will then attract interest in repeat purchases.

The final factor in this research that can influence consumers' interest in repurchasing products is that management also needs to display a variety of products and services with a positive brand image. As in the theory stated, brand image is a vision and belief that is hidden in the minds of consumers, as a reflection of associations that are held in consumers' memories, Bastian (2014: 2). A research conducted by Nur and Siti (2021), with their case study which provides a very clear picture, is that consumers who repurchase a product are due to brand image *factors*. Having a *brand* will make it easier for consumers to remember if they have an interest in repurchasing, therefore the image of a brand has a significant influence on repurchase interest in a product being offered.

This research aims to investigate the influence of Product Quality, Consumer Satisfaction, Trust, and Brand Image on consumers' Repurchase Intention for Kanzler Frozen Food products, along with the decline in sales that occurred from August to October 2022. The research questions focused on analyzing the impact of each factor on interested in buying again. The research objectives include analyzing the influence of Product Quality, Consumer Satisfaction, Trust, and Brand Image on Repurchase Intention. The expected benefits include the contribution of information to management in retaining consumers, the implementation of theory and knowledge, as well as the contribution of literature to future research. This research also details relevant findings from previous research to support the analytical framework. It is hoped that the research results can become a reference and significant contribution to understanding the factors that influence consumers' repurchase interest in Kanzler Frozen Food products.

## RESEARCH METHODS

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The object of this research is interest in repurchasing Kanzler products which is influenced by product quality, consumer satisfaction, trust and brand image. Research data was obtained through questionnaires filled out by the general public, using primary data. The research population is consumers of Kanzler products, and the sample was determined using the Non Probability Sampling method, especially simple random sampling, with a sample size of 100 respondents. The data collection method was carried out through the distribution of questionnaires with a Likert scale. Data analysis involves descriptive and inferential analysis, including multiple linear regression analysis to determine the effect of independent variables on the dependent variable. Validity, reliability and classical assumption tests were also carried out to ensure the quality of the data and analysis. Hypothesis testing uses a significance level criterion of  $<0.05$  to determine whether the variables of product quality, consumer satisfaction, trust and brand image have a significant effect on repurchase intention.

## RESULTS AND DISCUSSION

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### Research result

#### A. Descriptive Perception Research Variables

To measure all variables, namely Product Quality, Consumer Satisfaction, Trust, Brand Image and Consumer Repurchase Intention . Each variable is measured separately through an instrument that uses a Likert scale measurement with the following weights: Strongly agree (SS) = 5. Agree (S) = 4. Somewhat agree (CS) = 3. Disagree (TS) = 2, and Strongly Disagree (STS) = 1.

Descriptive statistical test results to determine the average value and total mean for each research variable. In this research, the independent variables are Product Quality ( $X_1$ ), Consumer Satisfaction ( $X_2$ ), Trust ( $X_3$ ) and Brand Image ( $X_4$ ), as well as the dependent variable Consumer Repurchase Interest (Y), each of which variables have different statement items. Data analysis by carrying out statistical calculations using SPSS *software* , obtained the following results:

##### 1. Product Quality ( $X_1$ )

The average value of each statement item on the Product Quality variable is as follows:

**Table 1. Descriptive Product Quality Variables (X<sub>1</sub>)**

No	Statement	Mean
1	Kanzler Frozen Food products offer an attractive variety and choice of quality products	4.07
2	Kanzler Frozen Food products always release new variants so I don't get bored of buying	4.03
3	Kanzler Frozen Food products always develop flavors that suit consumer desires	4.00
<b>Total Mean</b>		<b>12,10</b>
<b>Mean Product Quality Score (X<sub>1</sub>)</b>		<b>4.03</b>

Source: Primary Data, processed 2023.

Based on the results of table 4.5, the results obtained from the questionnaire answers to the Product Quality variable are generally between 4.00 - 4.07 with a mean score of 4.03. This result means that each indicator of the Product Quality variable received a rating of at least agree. The highest mean value is found in the first statement "Kanzler Frozen Food products offer a variety and attractive product quality choices" with a score of 4.07. Meanwhile, the lowest mean value is found in the third statement "Kanzler Frozen Food products always develop flavors that suit consumer desires" with a mean value of 4.00.

## 2. Consumer Satisfaction (X<sub>2</sub>)

The average value for each item in the Consumer Satisfaction variable statement is as follows:

**Table 2. Descriptive Consumer Satisfaction Variables (X<sub>2</sub>)**

No	Statement	Mean
1	After trying Kanzler Frozen Food products, I am very satisfied	4.33
2	Everything we got from Kanzler Frozen Food Products met my expectations	4.16
3	After trying Kanzler Frozen Food products, it made me interested in buying them again	4.15
4	After I taste Kanzler Frozen Food Products, I will recommend them to other relatives	4.18
<b>Total Mean</b>		<b>16.82</b>
<b>Mean Customer Satisfaction Score (X<sub>2</sub>)</b>		<b>4.21</b>

Source: Primary Data, processed 2023.

Based on the results of distributing questionnaires to 100 respondents, the perception of answers to the Satisfaction variable was generally between 4.15 - 4.33 with a mean score of 4.21. These results mean that each indicator of the Consumer Satisfaction variable received a perception rating of at least agree. The highest score

is in the first statement "After trying Kanzler Frozen Food Products, it makes me very satisfied" with a score of 4.33.

**3. Trust (X<sub>3</sub>)**

The average value of each item in the trust variable is as follows.

**Table 3. Descriptive Trust Variables (X<sub>3</sub>)**

No	Statement	Mean
1	Kanzler Frozen Food products guarantee consumer satisfaction	4.36
2	Kanzler Frozen Food products have high integrity in fulfilling consumer desires	4.34
3	Kanzler Frozen Food Products will provide compensation if there is a defect in the product	4.32
<b>Total Mean</b>		<b>13.02</b>
<b>Mean Trust Score (X<sub>3</sub>)</b>		<b>4.34</b>

Source: Primary Data, processed 2023.

Based on the results in table 3, the general trust variable questionnaire answers were between 4.32 – 4.36 with a mean score of 4.34. This result means that each indicator of the trust variable received a rating of at least agree. The highest mean value is found in the first statement "Kanzler Frozen Food products guarantee consumer satisfaction" with a mean score of 4.36.

**4. Brand Image (X<sub>4</sub>)**

The average value of each item in the Brand Image variable is as follows

**Table 4 . Descriptive Brand Image Variables (X<sub>4</sub>)**

No	Statement	Mean
1	Kanzler Frozen Food products have their own characteristics in the eyes of consumers	4.56
2	Kanzler Frozen Food products have their own character	4.30
3	Kanzler Frozen Food products have a good image	4.35
4	Kanzler Frozen Food products are one of the best products	4.54
<b>Total Mean</b>		<b>17.75</b>
<b>Brand Image Mean Score (X<sub>4</sub>)</b>		<b>4.44</b>

Source: Primary Data, processed 2023.

Based on the results in table 4, the results obtained from the questionnaire answers to the Brand Image variable are generally between 4.30 – 4.56 with a mean score of 4.44. This result means that each indicator of the Brand Image variable received a rating of at least agree. The highest mean value is found in the first statement "Kanzler Frozen Food products have their own characteristics in the eyes of consumers" with a mean score of 4.56.

### 5. Consumer Repurchase Intention (Y)

The average value of each statement item in the consumer repurchase interest variable (Y) is as follows:

**Table 5. Descriptive Variable Consumer Repurchase Intention (Y)**

No	Statement	Mean
1	I will always be interested in purchasing Products Kanzler Frozen Food	4.53
2	I am always interested and recommend products Kanzler Frozen Food to my relations	4.01
3	I am always interested in Kanzler Frozen Food products because they guarantee to replace the product if there is a fault	4.31
4	I am always interested in trying new variants of Kanzler Frozen Food products	4.19
<b>Total Mean</b>		<b>17.04</b>
<b>Mean Consumer Repurchase Intention Score (Y)</b>		<b>4.26</b>

Source: Primary Data, processed 2023.

Based on the results shown in table 5 above, the results of distributing the questionnaire to 100 respondents obtained a perception of answers to the consumer Repurchase Intention variable in general between 4.01 - 4.53 with a mean score of 4.26. These results mean that each statement on the consumer repurchase interest variable indicator received a rating of at least agree. The biggest score is in the first statement "I will always be interested in buying Kanzler Frozen Food Products" with a score of 4.53.

### 6. Instrument Testing Analysis

#### a. Instrument Validity Test

In this research, validity and reliability tests were carried out on a sample of 100 respondents. The validity test was carried out to test whether the proposed questionnaire items were suitable for use as instruments in this research. In determining whether the proposed questionnaire is valid or not, the author uses a comparison of the calculation results obtained with the values in the *r-product-moment table*, with the criterion that if  $r\text{-count} > r\text{-table}$ , then the proposed instrument is declared valid and vice versa.

The results of calculating the validity of the instrument with a total questionnaire of 18 statements representing the variables in this research with a sample of 100 respondents, the following results were obtained:

**Table 6. Variable Validity Test Results ( $X_1$ ), ( $X_2$ ), ( $X_3$ ) and (Y)  
Item-Total Statistics**

No	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected tem- Total Correlation (R-Table) ( $r$ count)	Information
<b>Product Quality Variable (<math>X_1</math>)</b>				

Questionnaire 1	8.03	2,514	0.788	0.195	Valid
Questionnaire 2	8.07	2,126	0.841	0.195	Valid
Questionnaire 3	8.10	2,253	0.776	0.195	Valid
<b>Consumer Satisfaction Variable (X<sub>2</sub>)</b>					
Questionnaire 4	12.49	4,010	0.742	0.195	Valid
Questionnaire 5	12.66	3,520	0.758	0.195	Valid
Questionnaire 6	12.67	3,334	0.810	0.195	Valid
Questionnaire 7	12.64	3,182	0.779	0.195	Valid
<b>Trust Variable (X<sub>3</sub>)</b>					
Questionnaire 8	8.66	1,055	0.600	0.195	Valid
Questionnaire 9	8.68	,987	0.653	0.195	Valid
Questionnaire 10	8.70	1,061	0.616	0.195	Valid
<b>Variable Brand Image (X<sub>4</sub>)</b>					
Questionnaire 11	13.19	2,580	0.513	0.195	Valid
Questionnaire 12	13.45	2,008	0.631	0.195	Valid
Questionnaire 13	13.40	1,980	0.700	0.195	Valid
Questionnaire 14	13.21	2,632	0.504	0.195	Valid
<b>Consumer Repurchase Intention Variable (Y)</b>					
Questionnaire 15	12.51	2,879	0.571	0.195	Valid
Questionnaire 16	13.03	2,272	0.681	0.195	Valid
Questionnaire 17	12.73	2,543	0.661	0.195	Valid
Questionnaire 18	12.85	2,230	0.679	0.195	Valid

*Source: SPSS output. Item-Total Statistics. Processed 2023.*

The results shown in table 6 above can be explained based on the resulting output values, it was found that all the questionnaire items submitted received a



*Corrected Item Total Correlation value* that was greater than the  $r_{\text{table value}}$  in the Nth 100 sample, namely (0.195), which means that overall  $r_{\text{count}} > r_{\text{table}}$ .

From the results of the validity test output on the Product Quality variable ( $X_1$ ), the largest correlation value is found in the second statement, namely 0.841. Meanwhile, the results of the validity test of the Consumer Satisfaction variable ( $X_2$ ) have the largest correlation value in the third statement, namely 0.810. Then the results of the validity test of the trust variable ( $X_3$ ) have the largest correlation value in the second statement, namely 0.653. And the results of the validity test of the Brand Image variable ( $X_4$ ) have the largest correlation value in the third statement, namely 0.700. And The output results of the validity test of the dependent variable Consumer Repurchase Interest (Y), the largest correlation value is found in the 3rd (second) statement, namely 0.681.

Based on the results shown in table 4.9 and the explanation, from the overall validity test on all variables of this research, all questionnaires submitted in this research are declared valid, so that they can be continued to the next stage, namely reliability testing.

b. Reliability Test

Reliability testing is used to determine the consistency of the measuring instrument, whether the measuring instrument can be relied on for further use. After the Validity Test was carried out and valid question items were obtained, a reliability test was then carried out, in this study using an *Alpha value limit* greater than (0.6).

The results of the Reliability Test in this research are presented in table 7 below:

**Table 7. Instrument Reliability Test Results for Each Variable**

No	Variable	<i>Cronbach's Alpha</i>	Alpha	Information
1	Product Quality ( $X_1$ )	0.898	0.6	Reliable
2	Consumer Satisfaction( $X_2$ )	0.893	0.6	Reliable
3	Trust ( $X_3$ )	0.784	0.6	Reliable
4	Brand Image ( $X_4$ )	0.777	0.6	Reliable
5	Consumer Repurchase Interest (Y)	0.820	0.6	Reliable

*Source: SPSS Output, Cronbach's Alpha. Data processed in 2023.*

From the output of data processing carried out with the SPSS program as a calculation tool, the values shown in table 4.10 above, it can be said that all the questionnaire items used to measure all variables in this study are declared valid and reliable, which is shown in the *Cronbach's value. alpha* for all variables has a value level above sufficient, namely above 0.6. This means that all variable values are said to be good and acceptable because they are above the level of less than good or even good results, which is shown in the *Reliability statistical output* , where all *Cronbach's alpha values* for all variables are above 0.7.

### 7. Inferential Analysis.

Inferential analysis is analysis that emphasizes the influence of independent variables and dependent variables by conducting hypothesis tests and concluding hypothesis results.

a. Multiple Linear Regression

Multiple linear regression analysis is used in this research to analyze how much influence the independent variable (X) has on the dependent variable (Y), where the independent variables are Product Quality (X<sub>1</sub>), Consumer Satisfaction (X<sub>2</sub>), Trust (X<sub>3</sub>) and Brand Image (X<sub>4</sub>) and the dependent variable is consumer Repurchase Intention (Y).

In calculating the regression coefficient in this study using SPSS software, the results obtained are shown in table 8 as follows:

**Table 8. Output (Coefficients) Multiple Linear Regression Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,227	1,790		.127	,899
	Product quality	,574	,060	,624	9,505	,000
	Consumer Satisfaction	.135	,054	,162	2,517	,014
	Trust	,255	,093	,181	2,756	,007
	Brand Image	,241	,068	,230	3,530	,001

Source: SPSS output. Coefficients, linear regression. Data processed in 2023.

The results shown in the *coefficients table* above, then the regression equation is;

$$Y = 0.624 (X_1) + 0.162 (X_2) + 0.181 (X_3) + 0.230 (X_4)$$

The regression coefficient result for the Product Quality variable is 0.624, which means that if the Consumer Satisfaction, Trust and Brand Image variables are assumed to have constant or fixed values, then every 1 increase in the value score in Product Quality has a positive effect on increasing consumer Repurchase Interest by 0.624.

The regression coefficient for the Satisfaction variable is 0.162, meaning that if Trust, Brand Image and Product Quality are assumed to be constant values, then any change in the value of Satisfaction will affect the increase in consumer Repurchase Interest by 0.162.

The regression coefficient result for the trust variable is 0.181, which means that if the Brand Image, Product Quality and Satisfaction variables are assumed to have constant or fixed values, then every 1 increase in trust score has a positive effect on increasing consumer repurchase interest by 0.181.

The regression coefficient for the Brand Image variable is 0.230. Which means that if the variables of Product Quality, Satisfaction and Trust are constant in value, then every 1 increase in Brand Image score will have a positive effect on increasing consumer Repurchase Interest by 0.230.

Of all the independent variables studied, namely Product Quality, Consumer Satisfaction, Trust and Brand Image have a positive relationship with Repurchase Intention. The biggest contribution is in the Product Quality factor with a *standardized Beta Coefficient value* of 0.624. Which means that the product quality factor can be further improved so that consumers' repurchase interest is higher.

### 8. Classic Assumption Deviation Test

In this research, the classical assumption test was carried out with four tests, namely the normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.

#### a. Normality test.

The Normality Test is used to determine the population distribution, whether it follows a theoretical distribution (normal, Poisson, or uniform), which aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution. Distribution data is said to be normal if the level of significance value is  $> 0.05$  and if it is  $< 0.05$  then it is said to be abnormal. The normality test in this study was carried out using *the One Sample Kolmogorov–Smirnov Test*. Below is a table of results from the Normality Test in this study:

**Table 9. One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		100
Normal Parameters <sup>a, b</sup>	Mean	.0000000
	Std. Deviation	1.27520529
Most Extreme Differences	Absolute	.048
	Positive	.048
	Negative	-.043
Statistical Tests		.048
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Primary data. Processed 2023.

Based on the results shown in table 4.12, the Sig value obtained is 0.200. What is interpreted in the formulation of the hypothesis in this research: if Sig  $< 0.05$ , then  $H_0$  is rejected, if Sig  $> 0.05$ , then  $H_0$  is accepted.

These results can be said to be normality test results based on the significance value, namely ( $0.200 > 0.05$ ). So  $H_0$  is accepted, which means that the population distribution or results of consumer repurchase interest originating from Product Quality, Consumer Satisfaction, Trust and Brand Image are normally distributed, at a significance level of 0.05.

#### b. Multicollinearity Test

Multicollinearity is a situation where between two or more independent variables in a regression model there is a perfect or close to perfect linear

relationship. The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. A good regression model should be free of multicollinearity or no correlation between independent variables.

The following is a table of results from the multicollinearity test by looking at the results on the Tolrance and VIF values below:

**Table 10. Multicollinearity Test Output Coefficients <sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Quality	0.954	1,048
	Consumer Satisfaction	0.989	1,011
	Trust	0.950	1,053
	Brand Image	0.966	1,036

Source: Primary data. Processed 2023 .

Based on the results of the *Coefficient table above, the variance inflation factor (VIF)* value is below 10 for all variables  $X_1$ ,  $X_2$ ,  $X_3$  and  $X_4$ , namely; on Product Quality of 1.048. Then the Consumer Satisfaction variable is 1.011. Then the Trust variable is 1.053 and the Brand Image variable is 1.036.

*tolerance* value obtained for all each variable is. The Product Quality variable is  $0.954 > 0.10$ . Then for the Satisfaction variable it is  $0.989 > 0.10$  and for the Brand Image variable it is  $0.623 > 0.10$ .

Based on these results, it can be concluded that in the regression equation model between the independent variables there is no multicollinearity.

c. Autocorrelation Test

In the autocorrelation test in this research, the aim is to see whether in this model there is a problem of deviation in autocorrelation, namely that there is a strong correlation in an observation between one observation and another. Because a regression model is said to be good if it does not have problems with autocorrelation, if it has problems with autocorrelation then the model is not good for use in research. Below are the results of the autocorrelation test in the research.

**Table 11. Model Summary <sup>b</sup>**

Model	Durbin-Watson
1	1,948

Based on the results shown in the table above, the value obtained in the Durbin-Watson column is 2.241. So it is concluded that the model is not in the autocorrelation area, based on the theoretical formulation used in this research by referring to the Durbin-Watson (DW) table at a significance level of 0.05. In

The Effect of Product Quality, Customer Satisfaction, Trust, and Brand Image on Interest to Repurchase Kanzler Frozen Food Products

this study, the total sample was (N=100), with four independent variable (K) values. So in the table the DL value is = 1.5922 and the DU value is = 1.7582, then at the value (4 - DL = 2.4078) and the value (4 - DU = 2.2418).

Based on the formulation criteria that have been explained in the research method, which is used in this research to conclude the results of the autocorrelation test. The DW value is 1.958, so the DW value lies in DU and (4 - DU), = 1.7582 < 1.948 < 2.2418.

So in this study the regression model is declared good because there is no or is in the autocorrelation area in the model.

d. Heteroscedasticity Test

In the heteroscedasticity test, a good regression should not have heteroscedasticity, and also aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another which remains constant, it is called homoscedasticity, and if it is different it is called heteroscedasticity. A good regression model is one that is homoscedastic, or does not have heteroscedasticity. In this research, in the Heteroscedasticity test using the Spearman's rho correlation coefficient method, the results obtained are presented in table 4.15 as follows;

**Table 12**  
**Heteroscedasticity Test**  
**Correlations**

		Unstandardized Residuals	X1	X2	X3	X4
Spearman's rho Unstandardized Residual	Correlation Coefficient	1,000	-.009	,038	-.046	,036
	Sig. (2-tailed)	.	,928	,707	,652	,722
	N	100	100	100	100	100
Product quality	Correlation Coefficient	-.009	1,000	,066	,196	,097
	Sig. (2-tailed)	,928	.	,513	,051	,335
	N	100	100	100	100	100
Consumer Satisfaction	Correlation Coefficient	,038	,066	1,000	-.032	,079
	Sig. (2-tailed)	,707	,513	.	,752	,435
	N	100	100	100	100	100
Trust	Correlation Coefficient	-.046	,196	-.032	1,000	,149
	Sig. (2-tailed)	,652	,051	,752	.	,138
	N	100	100	100	100	100
Brand Image	Correlation Coefficient	,036	,097	,079	,149	1,000
	Sig. (2-tailed)	,722	,335	,435	,138	.
	N	100	100	100	100	100

Source: SPSS output. Data processed in 2023.

Based on the results shown in the table above, it means that the correlation between the Product Quality variable and *the unstandardized residual* has a significance value of more than 0.05, namely 0.928. Then, between satisfaction and *the unstandardized residual*, the resulting significance value is greater than 0.5, namely 0.707. Then the correlation between the trust variable and the *unstandardized residual* has a significance value of more than 0.05, namely 0.652, and the correlation between the Brand Image variable and the *unstandardized residual* results in a significance value of more than 0.05, namely 0.722.

Based on the results obtained, it can be concluded that there is no heteroscedasticity problem.

**9. Model Feasibility Test**

To conclude whether there is an influence of the independent variables Product Quality ( $X_1$ ), Consumer Satisfaction ( $X_2$ ), Trust ( $X_3$ ) and Brand Image ( $X_4$ ) on the dependent variable Consumer Repurchase Intention (Y), in this research by looking at the results of the values in the column (Sig) in the ANOVA table. The test results using an alpha significance limit of 5%, obtained the results shown in table 4.16 as follows:

**Table 13**  
**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	250,851	4	62,713	37,007	0,000
	Residual	160,989	95	1,695		
	Total	411,840	99			

Based on the results in the ANOVA table above, a significance value of 0.000 was obtained. This value is smaller than the alpha probability limit or error limit used, namely 5% (0.05). Meaning of Sig value in the table, in this study the results obtained are said to be significant because they are below the specified alpha value limit of  $0.000 < 0.05$ . So the feasibility test of the model is accepted based on the significance value obtained which is smaller than 0.05.

So it is said that in this study the model was declared suitable for predicting the dependent variable and was used in this study based on the results of the significance value obtained, meaning that all independent variables can explain any changes in the value of the dependent variable because they have a significant influence.

**10. Coefficient of Determination  $R^2$**

The coefficient of determination is to analyze how strong the relationship and influence of the independent variable is on the dependent variable, the results of this research are shown in table 14 below;

**Table 14. Model Summary <sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,780 <sup>a</sup>	,609	,593	1,302

The Effect of Product Quality, Customer Satisfaction, Trust, and Brand Image on Interest to Repurchase Kanzler Frozen Food Products

- a. Predictors: (Constant), Product Quality, Consumer Satisfaction, Trust, Brand Image
- b. Dependent Variable: Repurchase Intention

Based on the results in the *Model Summary table* which shows the correlation coefficient R is 0.780. From these results it can be concluded that the relationship between the independent and dependent variables is quite strong because it is almost close to the value of 1 (one).

Meanwhile, the result shown in the *R Square column* is 0.609. The results of these statistical calculations mean that the ability of the independent variable to influence and explain every variation in changes in the dependent variable is 60.9%, while the remaining 39.1% is explained or influenced by other factors or variables outside the regression model analyzed in this research.

**11. Hypothesis testing**

This test is used to interpret whether or not the independent variable partially influences the dependent variable. This influence can be seen from the significant value obtained, to find out whether Product Quality ( $X_1$ ), Consumer Satisfaction ( $X_2$ ), Trust ( $X_3$ ) and Brand Image ( $X_4$ ) have a significant influence on Repurchase Intention ( $Y$ ), the results of this study are presented in table 15 below:

**Table 15. Coefficients <sup>a</sup>**

Model	Standardized Coefficients		
	Beta	Q	Sig.
Product quality	,624	9,505	,000
Consumer Satisfaction	,162	2,517	.014
Trust	,181	2,756	,007
Brand Image	,230	3,530	,001

a. Dependent Variable: Repurchase Intention

Source: Output Coefficients. Data processed in 2023.

Based on the research results obtained, which are shown in table 15, it can be concluded that the results of partial hypothesis testing are as follows:

- a. Testing the Product Quality Hypothesis on Repurchase Intention
 

The results shown in table 4.18 explain that the influence of the Product Quality variable on consumer repurchase interest is seen from the acquisition of a significance value that is smaller than 0.05, namely 0.000. So it is interpreted partially that Product Quality has a significant influence on Repurchase Intention.
- b. Testing the Consumer Satisfaction Hypothesis on Repurchase Intention
 

The results shown in table 4.18 can be explained that the influence of the Satisfaction variable on consumers' Repurchase Intention as seen from the results of the significance value obtained is smaller than 0.05, namely 0.014. So it is interpreted partially that Consumer Satisfaction has a significant influence on consumer Repurchase Intention
- c. Test the Trust Hypothesis on Repurchase Intention
 

The results shown in table 4.18 explain that the influence of the trust variable on consumer repurchase interest is seen from the acquisition of a

significance value that is smaller than 0.05, namely 0.007. So it is partially interpreted that Trust has a significant influence on Repurchase Intention.

d. Hypothesis Testing of Brand Image on Repurchase Intention

The results shown in table 4.18 obtained significance results below the alpha probability limit used, namely  $0.001 < 0.05$ . So the hypothesis in this research can also be proven that Brand Image has a significant influence on Repurchase Intention.

## Discussion

### A. The Influence of Product Quality on Repurchase Intention.

For (Philip Kotler & Armstrong, 2008) product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. The research results show that product quality has a positive and significant influence on repurchase interest in Kanzler Frozen Food products. This means that the better the quality of a product, the higher the interest in repurchasing it. This result is supported by the results of descriptive analysis which shows that the respondents' perceptions of the three statements are average with a total *mean of* 4.03. These results mean that consumers of Kanzler Frozen Food feel that the quality of Kanzler products can be felt, making them feel satisfied because they think Kanzler is quality.

Based on the results of analysis and hypothesis testing in this research, the results are shown in the *Coefficients table* with a significance level of 0.05. And the results of this test have a significance value of  $<0.05$ , namely a significance value of 0.000, and a calculated t value of 9.505.

This is also in line with research (Ananda & Jamiat, 2021) which states that product quality has a partially significant effect on repurchase intention.

### B. The Influence of Consumer Satisfaction on Repurchase Intention.

According to Kotler and Keller (2016:153) Satisfaction is a person's feeling of joy or disappointment resulting from comparing a product or perceived performance against expectations. The research results show that consumer satisfaction has a positive and significant influence on repurchase interest in Kanzler Frozen Food products. This means that the more satisfied consumers are, the higher their interest in repurchasing. This result is supported by the results of descriptive analysis which shows that the respondents' perceptions of the four statements are average with a total *mean of* 4.21. These results mean that Kanzler Frozen Food consumers are satisfied with Kanzler products because they consider Kanzler to be quality.

Based on the results of analysis and hypothesis testing in this research, the results are shown in the *Coefficients table* with a significance level of 0.05. And the results of this test have a significance value of  $<0.05$ , namely a significance value of 0.014, and a calculated t value of 2.517.

This is also in line with research by Ririn and Harini (2021) which states that consumer satisfaction has a positive and significant effect on repurchase intention.

### C. The Influence of Trust on Repurchase Intention.

According to Sangadji and Sopiah (2013: 201) that "trust is the strength that a product has certain attributes. This belief is often called object- *attribute linkage* , namely consumer belief about the possibility of a relationship between an object and its relevant attributes." The research results show that trust has a positive and significant influence on repurchase interest in Kanzler Frozen Food products. This means that the more consumers believe, the higher their interest in repurchasing. This result is supported by the results of descriptive



analysis which shows that the respondents' perceptions of the three statements are average with a total *mean of* 4.34. These results mean that Kanzler Frozen Food consumers feel confident in Kanzler products because they consider Kanzler to be quality.

Based on the results of analysis and hypothesis testing in this research, the results are shown in the *Coefficients table* with a significance level of 0.05. And the results of this test have a significance value of <0.05, namely a significance value of 0.007, and a calculated t value of 2.756.

Apart from that, the results of this research also strengthen the results of previous research conducted by Lisa (2019), in her research results stating that trust has a positive and significant effect on Repurchase Intention.

#### **D. The Influence of Brand Image on Repurchase Intention.**

According to (Kotler et al., 2016), brand image is a consumer's perception of a brand as a reflection of the associations in the consumer's mind. The research results show that Brand Image has a positive and significant influence on repurchase interest in Kanzler Frozen Food Products. This means that the better the brand image, the more consumers' repurchase interest will increase. This result is supported by the results of descriptive analysis which shows that the respondents' perceptions of the four statements are average with a total *mean of* 4.44. These results mean that Kanzler Frozen Food consumers feel that the brand image of Kanzler products is good so that consumers are willing to buy the product and even make repeat purchases.

Based on the results of analysis and hypothesis testing in this research, the results are shown in the *Coefficients table* with a significance level of 0.05. And the results of this test have a significance value of <0.05, namely a significance value of 0.001, and a calculated t value of 3.530.

This is also in line with research conducted by Randika and Ratih (2019) which stated in their research results that Brand Image has a positive and significant influence on consumers' Repurchase Intention.

## **CONCLUSION**

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Based on this research, it can be concluded that Product Quality, Consumer Satisfaction, Trust, and Brand Image have a significant positive effect on consumer repurchase interest in Kanzler Frozen Food products. The t test results show that each factor, namely Product Quality, Consumer Satisfaction, Trust, and Brand Image, has a significant impact on consumers' tendency to make repeat purchases. This conclusion provides important insights for developing marketing strategies and improving the quality of Kanzler Frozen Food products in order to increase consumer loyalty and repurchase interest.

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