The influence of brand image, service quality, and customer satisfaction on repurchase intention

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ABSTRACT

Purpose-This study aims to analyze the effect of brand image, service quality, and customer satisfaction on repurchase intention of consumers at McDonald's Sultan Agung Yogyakarta.

Design/Methodology/Approach-This study used a quantitative approach using a questionnaire as a data collection technique, and a sample of 151 McDonald's Sultan Agung consumers was obtained. The sampling technique used is the purposive sampique, with the instrument measuring scale using a Likert scale. Hypothesis testing was carried out using multiple linear regression analysis using the SPSS version 25 analysis tool.

Findings-The results of this study indicate that brand image has proven to affect repurchase intention positively. Service quality is proven to positively affect repurchase intention. The customer satisfaction is proven to positively influence repurchase intention.

Research limitations/implications-Research findings are expected to be a reference and learning for producers of goods or services that to grow or retain consumers to be interested in making repeat purchases, there are many factors that influence it. This research reveals that brand image, service quality, and customer satisfaction influence consumers to be interested in making repeat purchases.

Originality/value-Studies on consumer behavior in the food and beverage business are quite limited, and there are minimal studies that use fast food restaurants as research subjects to measure the level of consumer repurchase interest. The study reveals factors that are thought to influence the level of consumer repurchase interest in a fast food restaurant.

1. The Introduction

Business developments in this globalization era impact the increasingly intense competition in the business world is increasingly difficult for a company to penetrate market share. Thus, it cannot be denied that globalization has significantly impacted human life, along with the progress of economic development, such as restaurants and other culinary tours.

The growing number of fast-food processing industries is one of the visible phenomena, ranging from small home-scale foods to international scale (Kurniawati et al., 2020). One restaurant that is in great demand by people from various walks of life, ranging from children to adults, is McDonald's. McDonald's is the largest fast-food chain in the world and has thousands of branches in more than 100 countries, one of which is Indonesia. This restaurant has the slogan "I'm Lovin It" which is recognized by many people because it is practical and in great demand by all generations, McDonald's Sultan Agung which is one of the most popular franchise locations in Daerah Istimewa Yogyakarta. The advantage of McDonald's Sultan Agung compared to others lies in the aesthetics of the place. This is proven by the combination of modern classic interiors with batik motifs on the walls and floors. In addition to a unique place, McDonald's Sultan Agung also offers a number of extra services, such as outdoor and indoor areas that are sometimes used to celebrate birthday parties, thanksgiving, and others.

The focus of this study is to examine brand image, service quality, and customer satisfaction as factors influencing repurchase intent or repurchase interest in McDonald's Sultan Agung consumers. Ismanto & Susanti (2019) said that buying interest is a desire that arises from consumers and is influenced by consumer observations of a product. Meanwhile, according to Damanik (2019), repurchase interest refers to the willingness or interest of consumers to buy the same product based on previous purchase experience. Brand image is one of the variables that may influence consumer interest in repeat purchases (Ismanto & Susanti, 2019). According to Wiguna & Santika (2020), a variety of factors influence brand image, making it difficult for businesses to embed good ideas about their brand in consumers' thoughts. However, when a brand image is positive in consumers' minds, it will entice them to make additional purchases. Consumers will essentially make repeat purchases if they continue to search for brands in this way. As a result, customers who have a favorable perception of a brand are more likely to make further purchases (Debora, 2021). Brand is a name, term, sign, symbol, design or combination to mark a product with the aim of distinguishing the product from its competitors (Ginting, 2011). Meanwhile, according to Tjiptono (2014), brand image is part of the description, perception, or consumer trust in a brand.

In addition to brand image, another important factor that can increase consumer repurchase interest is service quality (Bahar & Sjahruddin, 2017). The concept of fast food is to provide quality service in the shortest possible time. Companies operating in the field of goods and services consider the policy how important the quality of services provided. According to Kotler & Keller (2016) service is part of the action given by one party to another party which basically offers all the needs that are not formable, but can be felt the benefits generated. While Daryanto (2014) define service as various forms of business actions that can increase consumer satisfaction with a product. Bahar & Sjahruddin (2017) revealed that in addition to the two things mentioned above, customer satisfaction is also one of the important factors that must be considered if you want to generate consumer repurchase interest. Every company must be able to satisfy consumers with better service, because restaurants must be able to compete and maintain a tight growing market share position (Bahar & Sjahruddin, 2017). Consumers who are satisfied with a product are more likely to make more purchases and even show loyalty to it, which helps them recommend it to other consumers (Imran, 2018).

2. Literature Review and Hypothesis Development

According to Debora (2021), customers who have a favorable opinion of a brand are more likely to make more purchases or plan to do so in the future. A good brand image is one that adds value to the brand so that consumers always think favorably of it and will pique their interest in repeat purchases, according to Mufariq & Juanim (2018). This is why brand image is crucial in igniting consumer interest in making purchases. Because of this, brand image affects whether or not customers would repurchase a product. If a product's brand image is deemed to be inconsistent with customers' expectations, customers are less likely to repurchase the product. This statement is supported by research conducted by Pratama & Padmantyo (2022) and Shafa (2022) which states that brand image variables have a positive influence on repurchase intention. **H$_1$: Brand Image Has a Positive Effect on Repurchase Intention**

Damanik (2019) revealed that by creating good, fast, thorough and accurate service, consumers will feel satisfied, so it is likely that consumers will make repeat purchases of a product. Lovelock & Wright (2012) also stated that if the service quality or quality of service provided by the company approaches or exceeds what consumers expect, then consumers will feel happy, and will really enable consumers to participate to make a repeat purchase. Research by Nugrahaeni et al. (2021) and Rizki et al. (2021) that demonstrates that service quality variables have a favorable relationship on repurchase intention variables or repurchase interest supports this argument. **H₂: Service Quality Has a Positive Effect on Repurchase Intention**

According to Imran (2018), customer satisfaction can motivate customers to make repeat purchases, be devoted to the brand, and be devoted to the restaurant so that they can recommend it to other customers. According to Putriani & Suryana (2019), strong customer satisfaction levels follow the fulfillment of high consumer expectations. Customers tend to develop desire and enhance the frequency of repeat purchases when they are satisfied, according to research. Research by Purbasari & Permatasari (2018) and Imran (2018), which demonstrates that the customer satisfaction variable has a positive influence on the repurchase intention variable, lends support to this assertion. **H₃: Customer Satisfaction Has a Positive Effect on Repurchase Intention**
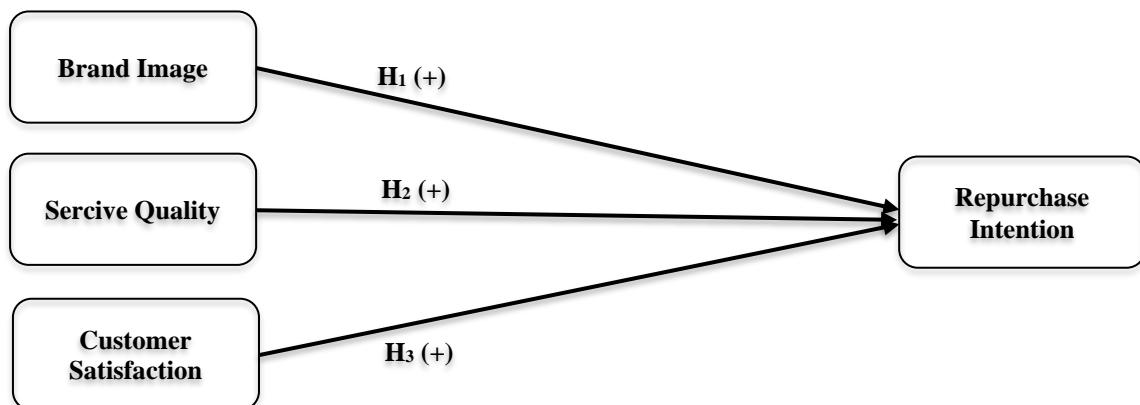
Figure 1. Research Framework

The framework of this study, which aims to ascertain how each component affects interest in repeat purchases, is shown in Figure 1. Consumer interest in repeat purchases is assumed to be positively influenced by brand image, service quality, and customer satisfaction.

3. Research Methodology

Population, according to Sugiyono (2017), is a generalization of a region made up of items or persons that fit the researcher's criteria for specific traits. Customers that make direct purchases at McDonald's in Sultan Agung make up the study's population. The population's size and features are reflected in the sample. Researchers can use samples gathered from the population since it is huge and because studying the entire population is unlikely owing to resource and time limitations (Sugiyono, 2017). A sample of customers who regularly shop at McDonald's Sultan Agung serves as an illustration in this study. Purposive sampling approaches are used in this study's sampling, which employs non-probability sampling methods with a few restrictions. The best outcome for determining the number of samples, according to Hair et al. (2010), is the number indication on each variable multiplied by 5 to 10. The minimum number of samples required for this study is 150 respondents because there are 15 indicators multiplied by 10.

Questionnaires were utilized as a data gathering approach in this study. A questionnaire is a method of gathering data in which respondents are asked a series of questions or statements (Sugiyono, 2017). The Likert scale, a technique for measuring attitudes, opinions, and perceptions of an individual or group of people concerning social phenomena, is used to measure variables in this study (Sugiyono, 2017). Measurement of brand image (BI) variables using three questions

developed from Kotler & Keller (2016), service quality (SQ) variables using 10 questions developed from Parasuraman et al. (1991), customer satisfaction (CS) variables using three questions developed from Dutka (1995), and repurchase intention (RI) variables using four questions developed from Ferdinand (2002).

The questionnaire's validity is evaluated using the validity test. The purpose of validity tests is to determine whether the statements or question items in the questionnaire can, in fact, accurately convey what will be learned. Every item in the study is deemed legitimate if the loading factor value is more than 0.5 (Ghozali, 2018). If measurements are taken multiple times on the same group of people and essentially the same results are produced, the measurement results can be trusted as long as the variables being measured remain constant. Cronbach's alpha was used in this study's reliability test to determine the dependability of each instrument. A variable is deemed dependable, according to Ghozali (2018), if its cronbach's alpha value is greater than 0.6. To ascertain how each independent variable affects the dependent variable, hypotheses tests are utilized. Based on the coefficient and significance values, the outcomes of the hypothesis test may be seen. In hypothesis testing, the hypothesis is accepted if the association between the variables has a significance value lower than alpha 5% (0.05) (Ghozali, 2018).

4. Result and Discussion
Validity Test

All indicators or statement items about brand image, service quality, customer satisfaction, and repurchase intention can be judged to be valid and deserving of further testing based on the findings of the validity test in Table 1 above. A loading factor value of more than 0.5 demonstrates this.

Table 1. Validity Test Result

Indicator	Brand Image	Service Quality	Customer Satisfaction	Repurchase Intention
BI 1	0.667			
BI 2	0.717			
BI 3	0.663			
SQ 1		0.932		
SQ 2		0.927		
SQ 3		0.933		
SQ 4		0.940		
SQ 5		0.933		
SQ 6		0.940		
SQ 7		0.930		
SQ 8		0.949		
SQ 9		0.926		
SQ 10		0.924		
CS 1			0.814	
CS 2			0.598	
CS 3			0.589	
RI 1				0.800
RI 2				0.777
RI 3				0.743
RI 4				0.790

Reliability Test

All instruments or statement indicators linked to brand image, service quality, customer satisfaction, and repurchase intention can be said to be reliable overall, according to the reliability test results in Table 2 below. Cronbach's alpha value is more than 0.6, which is proof of this.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Conclusion
Brand Image	0.730	Reliable
Service Quality	0.894	Reliable
Customer Satisfaction	0.755	Reliable
Repurchase Intention	0.783	Reliable

Hypothesis Test

Based on the results of hypothesis testing shown in table 3 below, it shows that all hypothesis in this study is supported or accepted. Brand image, service quality, and customer satisfaction are proven to have a positive influence on repurchase intention.

Table 3. Hypothesis Test Result

Model	Unstandardized Coefficient		Standardized Coefficient Beta	t	Sig.
	B	Std. Error			
(Constant)	2.150	1.383		1.555	0.122
Brand Image	0.256	0.123	0.169	2,074	0,040
Service Quality	0.137	0.048	0.276	2,846	0,005
Customer Satisfaction	0.401	0.133	0.291	3,008	0,003

Discussion
Positive Effect of Brand Image on Repurchase Intention

The findings of this study are consistent with other studies by Pratama & Padmantyo (2022) and Shafa (2022), which found that the brand image positively influences consumers' intentions to make additional purchases. This research demonstrates that by instilling a positive value in consumers' perceptions regarding a brand, these consumers will constantly think favorably about the brand, leading to consumer interest in repeat purchases. As for the positive impression or value that is planted in the minds of consumers, whether it is in the form of advantages or characteristics possessed by a brand, to the uniqueness of the flavors offered by the brand that match or exceed what is expected by consumers. Brand image is very important and becomes a challenge for the company, because when a brand image is positive it will encourage consumers to continue to make repeat purchases. In this phase, McDonald's may lose consumer trust and loyalty to their products. Therefore, to regain customer trust and eliminate consumers' negative image of their brand, McDonald's takes several actions, one of which is to build the best communication with consumers. To build good communication, McDonald's held a "Make up your own mind" campaign, namely by challenging the public to ask things they wanted to know about McDonald's. The campaign then spread virally on social media with a variety of positive responses that increased rapidly and began to reduce the negative impression that was previously quite attached to the McDonald's brand. So, by removing the negative impression of the brand and creating a positive brand image for McDonald's, it can have a direct impact on repurchase intention or repurchase intentions of consumers.

Positive Effect of Service Quality on Repurchase Intention

The findings of this study are consistent with other studies by Rizki et al. (2021) and Nugrahaeni et al. (2021), which found a positive relationship between the service quality and the repurchase intention. This study demonstrates how providing customers with good, spotless, quick, comprehensive, and accurate service will increase their satisfaction and likelihood of making repeat purchases. The services provided to consumers, such as the ability of employees to communicate with their customers and the efforts of employees to understand the wants and needs of consumers, will also have an impact on the high repurchase intention of consumers. Table service will be obtained when taking a table number after ordering the menu at the ordering counter or through a self-ordering service machine. This service can provide more satisfaction to consumers, so that consumers can enjoy many moments with friends and family without having

to wait at the order counter. The existence of this table service service can create a positive impression in the minds of consumers about the service system provided by McDonald's, so that it can trigger high repurchase intention for consumers.

Positive Effect of Customer Satisfaction on Repurchase Intention

The results of this study are in line with previous studies conducted by Purbasari & Permatasari (2018) and Imran (2018) which show that the customer satisfaction has a positive effect on the repurchase intention variable. This research proves that by providing good and quality-assured products, and providing good service and in accordance with what consumers expect, it can create consumer satisfaction. So that with high satisfaction, consumers will have a tendency to create desires and can encourage consumers to make repeat purchases. These steps are also taken to increase customer satisfaction or customer satisfaction. One of the improvements made by McDonald's is by increasing the Happy Meal menu in 120 markets so that McDonald's can provide more balanced nutrition or food nutrition, using simple ingredients, and be more transparent with information on the nutritional content of food, especially on menus Happy Meal.

5. Conclusion

The researcher can make the following inferences about the impact of brand image, service quality, and customer satisfaction on consumers in McDonald's Sultan Agung. Based on the results of research data analysis that the brand image has a favorable effect on repurchase intention is accepted. The second hypothesis, that the service quality has a favorable impact on customers' intentions to make additional purchases is accepted. The third hypothesis, that the customer satisfaction has a favorable impact on customers' intentions to make more purchases. Based on the limitations and deficiencies that exist in this study, there are several suggestions that can be taken into consideration for further research, including: The durability of food must be further improved to suit consumer needs, and create new, more innovative menus. So that the creation of good service quality will increase customer satisfaction, loyalty and consumer desire to make repeat purchases. The variables used in this study have been shown to influence one another. However, based on research by Nugrahaeni et al. (2021) and Debora (2021) several other variables outside this study such as product quality variables, store atmosphere, trust, price perceptions, and location variables may have an influence, so for researchers then it is suggested to use these other variables in order to get more diverse results and can enrich the existing theory. Because the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents, it is suggested that further research should use a larger number of respondents than this study and with more varied characteristics of respondents in order to obtain and increase diversity in research results.

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