

PRODUCT QUALITY TO REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION AND TRUST, WORD OF MOUTH, AND CORPORATE IMAGE AS MODERATION IN MEDIUM-SCALE CONSTRUCTION BUSINESSES

Novanda Crysma Terrasista¹; Tony Antonio²

Universitas Ciputra, Surabaya^{1,2}

Email : crysma.novanda@gmail.com¹; tonyantonio@ciputra.ac.id²

ABSTRACT

The construction industry holds a significant position in national progress, contributing to economic, social, and cultural advancement. According to the MP3EI, this sector is projected to experience a 10–15% growth by 2025, indicating strong potential over the next ten years. PT Catur Eka Manunggal Jaya (PT CEMJ), a construction firm headquartered in East Java and founded in 1997, focuses on real estate and building projects. This research aims to explore the influence of product quality and customer satisfaction on repurchase intention, assess how product quality affects customer satisfaction, analyze the moderating effects of trust, word of mouth, and corporate image on the relationship between product quality and customer satisfaction, and investigate the mediating role of customer satisfaction in the link between product quality and repurchase intention. The study involved 70 respondents who are employees of PT CEMJ's partner companies. Data were collected via Google Forms using a Likert scale and analyzed using SEM-PLS. Results indicate that product quality and customer satisfaction positively and significantly influence repurchase intention, and product quality significantly impacts customer satisfaction. However, trust, word of mouth, and corporate image do not moderate the effect of product quality on customer satisfaction. In addition, customer satisfaction serves as a mediating factor between product quality and the intention to repurchase, highlighting the critical role of product quality in fostering customer loyalty.

Keywords : Product Quality; Repurchase Intention; Customer Satisfaction; Moderation; Construction

ABSTRAK

Sektor konstruksi berperan vital dalam pembangunan nasional karena mendukung pertumbuhan ekonomi, sosial, dan budaya. Mengacu pada MP3EI, sektor ini diperkirakan akan tumbuh sebesar 10–15% hingga tahun 2025, menjadikannya sebagai sektor strategis di masa mendatang. PT Catur Eka Manunggal Jaya (PT CEMJ), perusahaan konstruksi yang berdiri sejak 1997 di Jawa Timur, menjadi objek dalam penelitian ini. Penelitian ini bertujuan untuk mengevaluasi pengaruh kualitas produk serta kepuasan pelanggan, sekaligus menguji peran moderasi dari kepercayaan, word of mouth (WOM), dan citra perusahaan dalam hubungan antara kualitas produk dan kepuasan pelanggan. Selain itu, penelitian ini juga menganalisis peran mediasi kepuasan pelanggan dalam kaitannya dengan pengaruh kualitas produk terhadap niat pembelian ulang. Sebanyak 70 responden dari perusahaan mitra PT CEMJ dilibatkan dalam studi ini, dengan data dikumpulkan melalui kuesioner menggunakan skala Likert. Analisis data dilakukan menggunakan metode SEM-PLS. Temuan penelitian menunjukkan bahwa baik kualitas produk maupun kepuasan pelanggan memiliki

pengaruh positif dan signifikan terhadap niat pembelian ulang. Di samping itu, kualitas produk juga terbukti berpengaruh signifikan terhadap kepuasan pelanggan. Namun demikian, variabel kepercayaan, WOM, dan citra perusahaan tidak menunjukkan efek moderasi dalam hubungan yang diteliti. Selain itu, kepuasan pelanggan terbukti memediasi hubungan antara kualitas produk dan niat pembelian ulang, menegaskan pentingnya kualitas produk dalam meningkatkan loyalitas pelanggan.

Kata Kunci : Kualitas Produk; Niat Pembelian Ulang; Kepuasan Pelanggan; Moderasi; Konstruksi

INTRODUCTION

The construction sector plays a vital part in national development. In addition to creating new jobs, the construction sector is a barometer for national economic growth. The development of the construction sector is often used as a benchmark for a country's progress. The part of the construction sector includes supporting growth and development in the economic, social, and cultural fields; increasing infrastructure development that has an impact on increasing community mobility in a better direction; and supporting growth in other sectors (BPS Jawa Timur, 2022).

Construction consultants from PT BCI Central project a 5 to 6 percent growth in the construction sector in 2023. This is due to the numerous opportunities for new projects, both from the government and the private sector, as well as independently. Growth opportunities in the construction sector are also supported by the Indonesian economy's recovery from the COVID-19 pandemic (Widarti, 2023) According to observations made by SOEs, growth in the construction sector is estimated to reach 10 to 15% by 2025, in line with the MP3EI. Based on this data, the construction industry is one of the most promising industries for the next decade.

Chart 1 presents the ranking of regions in Indonesia based on the number of construction companies. East Java ranks first, recording the highest number with 24,596 construction companies in 2021. Chart 2 shows data on the number of construction companies in East Java from 2017 to 2019. The number of construction companies in 2021 increased by 26.59% from the previous year, namely 2020, with 19,430 companies. However, these companies contribute to infrastructure development in Indonesia, not only in the East Java region. Of the total 24,596 construction companies, 20,280 are small-scale construction companies, 2,303 are medium-scale construction companies, and 102 are large-scale construction companies, with the remaining 1,911 construction companies not meeting the qualification criteria (Gilang, 2024).

In the East Java region, construction projects with great potential are in the housing sector and then industrial projects supported by a large number of foreign investments entering Indonesia and having the capital to build new factories (Widarti, 2023) . The growing number of construction companies in East Java creates new employment opportunities for the local community, as the construction sector demands a significant workforce. Moreover, these companies contribute to increased investment, the rise of infrastructure and building projects, mutually beneficial relationships with other supporting sectors such as the economy and tourism, and act as a driving force for the circulation and growth of goods and services (Gilang, 2024).

One of the construction companies located in East Java, precisely in Surabaya, is PT. Catur Eka Manunggal Jaya, which will hereinafter be referred to as PT. CEMJ. PT. CEMJ was founded on April 26, 1997, by 4 founders who each had a background in civil engineering and accounting education. Until now, PT. CEMJ has been involved in over 100 projects, ranging from building structures to finishing projects, with a primary focus on real estate development and other sectors, including school buildings, offices, houses of worship, and restaurants.

To analyze factors that potentially affect interest in repeat purchases and problems experienced by parties collaborating with PT. CEMJ, the researcher conducted a pre-survey of 30 respondents who were employees of companies that had collaborated in development projects with PT. CEMJ. Chart 3 and Table 1 below provide a visual and tabular representation of the pre-survey results.

Chart 3 presents the pre-survey findings for question 1, " What factors encourage your company to cooperate with PT. CEMJ?" Question 1 can be answered with several answers. The majority of the answers from 30 respondents were then selected as the variables studied in this study: product quality, customer satisfaction, word of mouth, corporate image, and trust.

Table 1 summarizes the answer to question 2: "What things still need to be improved from PT. CEMJ?" Most respondents, including as many as 10, did not answer, while the rest provided answers for various reasons. Five respondents agreed to address the issue of timeliness in project completion, and four agreed to discuss the need for increased marketing activities. This is the basis of the problems owned by PT. CEMJ will be studied in this study.

Based on Table 1, the problems owned by PT. CEMJ has, for many years, never carried out direct marketing activities, relying instead on positive word of mouth from parties who have collaborated with them. Although positive word of mouth still supports cooperation with new parties, PT. CEMJ must also take individual steps to attract new consumers and customers to collaborate.

The development of PT. CEMJ also requires the support of high-quality raw materials to produce high-quality projects. This becomes the next problem, where the supplier of raw materials cannot provide the raw materials in significant quantities by the predetermined agreement time. Raw material suppliers are often late in delivering raw materials. This can happen because the development process takes longer and requires the importation of goods. The availability of natural raw materials is also influenced by the season; as the rainy season approaches, obtaining raw materials becomes more challenging, and their prices increase significantly. Only high-quality raw materials, such as PT, will be used to maintain the project's quality. CEMJ prefers to wait for raw materials that meet the company's criteria and standards. The delay and lack of quantity of raw materials then made the project completion time longer.

In addition to the problem of raw materials and marketing, PT. CEMJ also felt that there was instability in development demand from 2019 to 2022, which caused many projects to be stopped and even forced to be canceled due to poor economic conditions and lack of capital from related parties. This then causes turnover that does not experience a significant increase and instead decreases drastically. The rounding of turnover per semester of PT. CEMJ is reflected in the graph of chart 4 where starting from the first semester of 2019 there began to be a decline even though in the second half of 2018 there was an increase, until the peak in 2020 there was a very significant decline and since 2021 there has begun to increase again until 2023 even though it has not been able to equalize the turnover in 2018. The increasing demand for development since 2021 has increased the turnover of PT. CEMJ, after the situation improved, many parties began to cooperate with PT. CEMJ.

Considerations in collaborating with a construction company can be based on several factors such as: Considerations in collaborating with a construction company can be based on several factors such as:

a. Company Image

Company image is a key factor in selecting a construction company that can influence consumer decisions. According to Maulyan et al. (2022), corporate image is the impression of a company held by the public, which is embedded in consumers' cognitive recall. Based on this understanding, corporate image can be interpreted as the impression or reputation a company holds in the minds of the general public.

b. Trust

Trust is another influential factor, as it is often reflected in the choice of a construction company. Trust is built internally by the company towards consumers. According to Christian & Setiobudi (2023), Trust refers to the customers' confidence and emotional assurance in a product and service provider, serving as a foundation for building long-term relationships. Trust can be established between the company and the consumer if the company can foster and maintain a positive relationship with the consumer. Based on the definition of trust, it can be inferred that trust reflects the consumer's disposition to make decisions grounded in confidence toward a particular subject or entity, in this case, trust in construction companies, which leads to consumer satisfaction if their desires can be fulfilled with results that meet expectations.

c. Word of Mouth

The company's image and trust are also bolstered by word of mouth, influencing consumer decisions. According to Halim (2022), Word of mouth refers to verbal communication, either individually or within groups, that involves giving recommendations about a service or product to share knowledge. From the meaning of the word 'word of mouth,' It may be inferred that word of mouth represents a source of information conveyed from one person to another about the good and bad aspects of something. In this case, information conveyed by the public about construction companies, which involves a communication process of providing recommendations, can be an advantage for these companies in terms of marketing. Therefore, construction companies must ensure that their products and services can generate positive word of mouth among consumers.

d. Quality of Products (Projects)

Product quality is crucial, especially in the construction sector, because high-quality products are necessary for a building to stand firmly for an extended duration. Nasrifah (2022) states that product quality encompasses the characteristics of a product

that enable it to meet and satisfy consumer demands. Using high-quality raw materials in a construction project, combined with the expertise of skilled human resources, will create a high-quality building that can withstand weather changes and last for a long time. Therefore, selecting high-quality raw materials is crucial for construction companies to produce buildings of the highest quality.

Considering the background described, this study is conducted under the title "The Influence of Product Quality on Repurchase Intention Through Customer Satisfaction as a Mediation Variable and Trust, Word of Mouth, and Company Image as a Moderation Variable in Medium-Scale Construction Business" with the hope that this research can provide knowledge for researchers and related parties to the influence of product quality mediated by customer satisfaction and moderated by trust, word of mouth, and the company's image towards repurchase intention.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Theory of Planned Behavior (TPB) is the basis for this research. TPB itself has its point of view, which can influence a person in behaving on the subject (Persulesy et al., 2020). Intention is a decision to behave through the desired means to accomplish an act, either consciously or unconsciously. Based on this, the researcher concludes that the Theory of Planned Behavior is appropriate for explaining behavior across various fields, particularly in marketing, including purchasing behavior, advertising, and public relations, which are closely related to these behaviors. Not only that, but behavior in new environments, such as online or offline, new issues, and behavior in entrepreneurship are also significantly related to this theory (Rangan et al., 2020).

The Theory of Planned Behavior provides a theoretical basis for predicting and comprehending human actions. This theory assumes that a person's behavior can be predicted using intention in performing an action (Hagger et al., 2022). Purchase intention is a behavior that can be predicted using this theory. Attitude reflects an individual's assessment or judgment toward a product or service they intend to purchase. The Theory of Planned Behavior can be used to understand and predict a person's purchase intention. This can help a business develop the right marketing strategy to increase purchase intention. A positive consumer attitude combined with confidence

tends to increase the likelihood of developing an intention to buy the offered product or service (Javid et al., 2022).

Product Quality

Product quality encompasses the overall characteristics and attributes of a product that determine its ability to meet consumer expectations (Nasrifah, 2022) . Product quality can also be understood as a state in which consumers feel a sense of compatibility with a product, aligning with their expected desire to meet their needs. Product quality comprises various attributes of goods and services that are designed to satisfy consumer demands, covering aspects such as longevity, consistency, precision, maintainability, and other pertinent characteristics (Rizkiani & Setiawan, 2023).

Trust

According to Christian & Setiobudi (2023) , Trust can be understood as the combination of customer awareness and emotional connection toward a product, utilized by service providers to foster long-term engagement. A strong sense of trust in a company tends to enhance consumer satisfaction with its offerings (Ramadhany & Supriyono, 2022) . Trust can be built when a company creates and maintains strong customer relationships.

Word of Mouth (WoM)

Word of mouth is a form of personal communication through which people convey suggestions or endorsements regarding a product or service, aiming to inform others (Halim, 2022). Word of Mouth is a highly influential marketing strategy and one of the most effective methods for driving sales. It encourages consumer engagement, enabling individuals to share positive experiences about a product, service, or brand with others voluntarily. WoM can also be seen as creating opportunities for people to initiate conversations about a product naturally.

Corporate Image

Corporate image can be defined as the perception of a company contained in the consumer's memory (Maulyan et al., 2022) . Corporate image reflects the collective impression formed by the public concerning both the company and the goods it offers. The image of the company can also be interpreted as an overview of the organization as a whole (Le, 2023).

Customer Satisfaction

Customer satisfaction is the consumer's assessment of the use of goods or services compared to expectations before using them (Ginting et al., 2023). Consumer satisfaction can also be understood as consumers who assess the goods or services provided by consumer expectations and meet the standards that the consumer has set (Efendi et al., 2023). Consumer satisfaction is a state in which consumers recognize that their needs and desires are met in a way that aligns with their expectations.

Repurchase Intention

Repurchase intention is the likelihood that a consumer will choose to buy the same product again after having a prior experience with it (Ginting et al., 2023). It encompasses the consumer's decision-making process following product usage, taking into account elements such as quality, satisfaction, and pricing (Febrini et al., 2019). This intention can also be understood as a consumer's willingness and action to make a repeat purchase, driven by a sense of satisfaction and the product's alignment with their expectations. The presence of a brand that is already well-known and ingrained in consumers' minds can increase repurchase interest (Putra dan Prasetyawati, 2019). The higher a person's interest in purchasing, the more likely they are to buy. Repurchase interest refers to the interest earned on products or services previously purchased by buyers and subsequently repurchased. In essence, repurchase interest is a positive response from consumers who have a favorable impression of a company and intend to make a repurchase and continue using the company's products (Pasharani, 2022). According to Sarifudin and Anggraini et al. (2022). The four indicators in identifying repurchase intent are transactional, referential, preferential, and interest.

HYPOTHESIS DEVELOPMENT

The Effect of Product Quality on Repurchase Intention

Siregar et al. (2023), Aulia and Herawati (2023), and Zahroh et al. (2022) stated that product quality influences consumer repurchase interest. An increase in product quality is likely to enhance consumers' willingness to repurchase in the future. Product quality that can meet consumer expectations will make consumers feel the desire to make a purchase again. Based on this explanation, there may be an influence between product quality and repurchase intention, so the hypothesis obtained is:

H₁: Product quality has a significant effect on repurchase intention

The Effect of Product Quality on Customer Satisfaction

Cesariana et al. (2022), Imron (2019), and Sugiyanto and Maryanto (2021) highlighted the influence of product quality on how satisfied consumers feel. The higher the quality of the product that the company can provide, the greater the feeling of satisfaction felt by consumers. This means that the company can exceed consumer expectations when using products from the company, and these exceeded expectations will make consumers feel satisfied. Based on this explanation, there may be an influence of product quality on customer satisfaction. Therefore, the proposed hypothesis is:

H₂: Product quality has a significant effect on customer satisfaction

The Effect of Customer Satisfaction on Repurchase Intention

Miao et al. (2021), Jasin and Firmansyah (2023), and Artana et al. (2022) explained that satisfied consumers are more likely to develop an interest in making repeat purchases. This shows that the higher the satisfaction consumers feel, the higher their interest in repurchasing. Conversely, if consumers have low satisfaction and the expectations of the consignment are not met, then the interest in repurchasing by consumers will also not occur. Therefore, a business must ensure that consumers get satisfaction and that consumer expectations can be met so that repurchase interest can occur. This explanation suggests a potential relationship between customer satisfaction and repurchase intention, resulting in the following hypothesis:

H₃: Customer satisfaction has a significant effect on repurchase intention

The Role of Trust Moderation in the Influence of Product Quality on Customer Satisfaction

Purba et al. (2023), Fitri et al. (2023), and Safitra (2023) stated that product quality affects customer satisfaction, and trust has the potential to moderate this relationship. This implies that the stronger the trust consumers have, the more significant the influence of product quality on satisfaction becomes. When a business offers high-quality products that enhance consumer confidence, it is likely to increase their intention to repurchase. Based on this rationale, trust is assumed to play a moderating role in the relationship between product quality and customer satisfaction, leading to the formulation of the following hypothesis :

H₄: Trust moderates the influence of product quality on customer satisfaction

The Role of WOM Moderation in the Influence of Product Quality on Customer Satisfaction

Bernarto et al. (2022), Fatoni et al. (2023), and Seminari et al. (2023) stated that product quality has an influence on consumer satisfaction, and WOM can moderate the influence of both. This indicates that a higher level of word of mouth (WOM) shared by consumers can strengthen the relationship between product quality and customer satisfaction. When a business offers high-quality products frequently discussed or recommended by consumers, it has the potential to enhance customer satisfaction, which in turn may lead to greater purchase intention. Based on this explanation, it is assumed that WOM may serve as a moderating variable in the relationship between product quality and customer satisfaction, leading to the following hypothesis:

H₅: WOM memoderasi pengaruh product quality terhadap customer satisfaction

The Role of Corporate Image Moderation in the Influence of Product Quality on Customer Satisfaction

Nazir et al. (2023), Demir and Budur (2021), and Zuhdi (2022) stated that product quality influences consumer satisfaction, and the company's image can model the influence of both. This suggests that a stronger corporate image can enhance the relationship between product quality and customer satisfaction. When a business delivers high-quality products, it builds a positive corporate image, elevating consumer satisfaction. Consumers tend to feel more satisfied when they perceive the company they choose as having a reputable and trustworthy image. Based on this reasoning, it is assumed that corporate image may act as a moderating variable in the relationship between product quality and customer satisfaction, leading to the formulation of the following hypothesis:

H₆: Corporate image moderates the influence of product quality on customer satisfaction

The Effect of Product Quality on Repurchase Intention through Customer Satisfaction as a Mediation

Aldiki et al. (2022) It has been stated that product quality affects repurchase intention through customer satisfaction as a mediating variable. This implies that high product quality contributes to greater customer satisfaction, influencing the intention to repurchase. When consumers perceive a product as high in quality, they are more likely to feel satisfied, increasing their likelihood of repeat purchases (Aulia & Herawati,

2023). Based on this explanation, it is possible that product quality and repurchase intention affect each other, and customer satisfaction can mediate between the two, so the following hypothesis is obtained:

H₇: Product quality has a significant effect on repurchase intention through customer satisfaction

RESEARCH METHODOLOGY

This study uses a quantitative approach with a survey approach. The population in this study is developer employees who have collaborated with PT. CEMJ totals 70. In this study, the sampling is a non-probability technique, namely the census technique. The questionnaire is a research instrument with a Likert scale from 1 to 5. A validity test of all indicators in Product Quality, Customer Satisfaction, Repurchase Intention, Trust, Word of Mouth, and Corporate Image showed significant validity with a significance value 0.000. The indicator with the highest Pearson correlation is Z1.2 (Trust) with a value of 0.911, indicating robust validity, while the indicator with the lowest correlation is Z3.3 (Corporate Image) with a value of 0.728, which remains valid with a significance of 0.000 indicating that all indicators are valid for measuring their respective variables. Reliability test with Cronbach alpha on product quality (x) = 0.917, customer satisfaction = 0.887, repurchase intention = 0.852, trust = 0.916, word of mouth = 0.880, corporate image = 0.883. SEM PLS data analysis technique.

Result

The results of data analysis include age profiles and descriptions of respondents' answers on each indicator in the form of mean (Table 2). The following will present the mean value of each variable (Table 3):

Measurement Model or Outer Model

Discriminant Validity

The discriminant validity in this study is demonstrated through cross-loading, where an indicator is considered valid if it exhibits the highest loading factor for the latent variable compared to other latent variables. Table 4 shows that all indicators are valid because their latent variables have the highest loading factor compared to other latent variables. The loading factor for all variables has the highest value on the latent variable.

Convergent Validity

Convergent validity can be assessed by examining the outer loading value of each indicator and the Average Variance Extracted (AVE) value. A variable meets the convergent validity criteria if it has an outer loading value above 0.7 and an AVE NIAI of at least 0.5. Table 5 shows that each indicator has an outer loading value above 0.7, meeting the criteria, and thus, all indicators can be considered valid.

1. Average Variance Extracted (AVE) and Composite Reliability

After obtaining an outer loading value that meets the criteria, the validity test is continued by looking at the AVE value. The construct can be declared good and accepted in the validity test if it has an AVE value above 0.5.

Table 6 shows the results of the average variance extracted from this study. The AVE value exceeds 0.5, indicating good convergent validity, where the latent variable can explain more than half of the indicator's variance, suggesting that all variables are valid. Table 6 shows that the composite reliability results exceed 0.6, indicating that this research instrument is consistent and reliable. Table 6 shows that Cronbach's alpha result exceeds 0.6, indicating that this research instrument is consistent and reliable.

Inner Model

R^2 (Coefficient of Determination)

These results indicate that 90.1% of the customer satisfaction variables are influenced by the variables of product quality, repurchase intention, trust, word-of-mouth (WOM), and corporate image. Furthermore, 69.6% of the variance in repurchase intention is explained by the variables of product quality, customer satisfaction, trust, word-of-mouth (WOM), and corporate image. The remaining 30.1% is influenced by other factors not included in the scope of this research model. Based on these findings, the R-squared value indicates that the variables used in this study have a significant impact on repurchase intention.

1. Path Coefficient

The path coefficient value indicates both the direction and strength of the influence exerted by variable X on variable Y. A positive or negative coefficient signifies a corresponding positive or negative effect. The closer the value is to 1, the stronger the relationship; conversely, the closer it is to 0, the weaker the relationship becomes. Based on Table 7, it is evident that this study demonstrates a direct positive

relationship between product quality and both customer satisfaction and repurchase intention. Customer satisfaction has also been shown to increase repurchase intent. However, moderation variables such as trust, company image, and WOM do not strengthen the relationship between product quality and customer satisfaction. In addition, customer satisfaction acts as a mediator in the relationship between product quality and repurchase intention.

2. Q-Square (Blindfolding)

The Q-Square (Blindfolding) test is concerned with the predictive relevance level of the research model. If the value shown is greater than 0, then it can be said that the value in the study has been well reconstructed. Table 8 states the results of the Q-Square test in this study, a value of > 0 was obtained for each variable. This shows that the model studied has good predictive relevance.

3. F-Square (Effect Size)

F-Square is used to determine the model's merits. Based on the explanation of the strength of influence of exogenous and endogenous variables, the f-square values of 0.02, 0.15, and 0.35 were categorized as weak, moderate, and strong influences, respectively.

Table 9 displays the f-square results, illustrating the strength of various relationships among the study variables. Customer satisfaction has a strong effect on repurchase intention, as demonstrated by a value of 2.288, which surpasses the threshold of 0.35. The relationship between product quality and customer satisfaction is categorized as moderate, with an f-square value of 0.214, exceeding 0.15. Similarly, trust exhibits a moderate influence on customer satisfaction, indicated by a value of 0.222. Word of mouth shows a weak influence on customer satisfaction, as reflected by its f-square value of 0.081, which, although above 0.02, remains below 0.15. Corporate image demonstrates a strong effect on customer satisfaction, supported by a value of 0.939, exceeding the 0.35 benchmark. However, the moderating effects of corporate image, word of mouth, and trust on customer satisfaction are considered weak, with all f-square values only slightly exceeding 0.02.

DISCUSSION

The Effect of Product Quality on Repurchase Intention

Statistical results indicate that product quality positively and significantly impacts repurchase intention. This suggests that the higher the company's product quality, the more consumers will likely be interested in repurchasing. These findings are consistent with prior studies by Siregar et al. (2023), which also stated that product quality influences consumer repurchase interest.

The highest mean of the product quality variable is found in the PQ4 indicator, with the statement, "I feel that the work of PT." The specifications of the desires determine CEMJ." Meanwhile, the highest mean of the repurchase intention variable is found in the RI4 indicator, which states, "I want to find more information related to the services offered by PT." CEMJ." This indicates that the product quality, as specified, attracts consumers to seek more information about the services offered by PT. CEMJ for the need to cooperate again.

The Effect of Product Quality on Customer Satisfaction

Statistical results indicate that product quality positively and significantly impacts customer satisfaction. This suggests that the quality of products can impact the level of consumer satisfaction. The results of this study are also supported by previous research by Cesariana et al. (2022), Arini et al. (2025) and Aprillaurel & Halim (2024) which concluded that product quality influences consumer satisfaction.

The highest mean of the product quality variable is found in the PQ4 indicator, with the statement, "I feel that the work of PT." CEMJ is following the specifications of the desires that have been determined." Meanwhile, the highest mean of the customer satisfaction variable is found in the CS2 and CS3 indicators, with their respective statements being "I feel that I will cooperate again with PT." CEMJ in the future" and "I believe that I would like to recommend the work of PT. CEMJ to others." This indicates that with high-quality product results, consumers will feel satisfied and are more likely to recommend the product to others and cooperate again.

The Effect of Customer Satisfaction on Repurchase Intention

The statistical findings reveal that customer satisfaction positively and significantly affects repurchase intention. This indicates that consumer satisfaction increases, so does their intention and willingness to repurchase the product. These results are in line with previous studies conducted by Miao et al. (2022), which stated that consumer satisfaction influences repurchase intention.

The highest mean of the customer satisfaction variable is observed in the CS2 and CS3 indicators, corresponding to the respective statements, "I feel that I will cooperate again with PT. CEMJ in the future" and "I feel that I want to recommend PT's work." CEMJ to others." Meanwhile, the highest mean of the repurchase intention variable is found in the RI4 indicator, which states, "I want to find more information related to the services offered by PT." CEMJ." This shows that consumers will cooperate again in the future and recommend PT. CEMJ, by seeking more information about PT. CEMJ.

The Role of Trust Moderation in the Influence of Product Quality on Customer Satisfaction

The results of the statistical analysis indicate that trust does not serve as a moderating variable in the relationship between product quality and customer satisfaction. In other words, trust does not significantly enhance or weaken the influence of product quality on consumer satisfaction. This implies that the effect of product quality on customer satisfaction remains substantial regardless of the level of consumer trust. The findings suggest that even when product quality is perceived to be high, variations in trust do not significantly alter the level of satisfaction experienced by customers.

In addition, the findings reinforce that enhancements in product quality directly and positively influence customer satisfaction, independent of the degree of consumer trust. These results are consistent with prior studies conducted by Miao et al. (2022), which also concluded that trust does not moderate the relationship between product quality and customer satisfaction.

While trust does not act as a moderating variable in this context, it still plays a vital role in fostering long-term customer relationships. Consequently, businesses should prioritize improving product quality as a key factor in enhancing customer satisfaction while also continuously cultivating trust to deliver a comprehensive and satisfying customer experience.

The Role of Word of Mouth Moderation in the Influence of Product Quality on Customer Satisfaction

The statistical analysis shows that WOM does not moderate the relationship between product quality and customer satisfaction. In other words, WOM does not significantly alter or impact the effect that product quality has on consumer satisfaction. These findings indicate that the connection between product quality and customer satisfaction remains robust, even without a moderating influence such as WOM.

The findings imply that, although the product may be of high quality, WOM does not substantially impact the level of satisfaction customers experience with the product. Instead, the research highlights that improvements in product quality have a direct and significant impact on customer satisfaction, independent of WOM influence. These results are consistent with previous research conducted by Aulia & Herawati (2023), which also concluded that WOM does not moderate the relationship between product quality and customer satisfaction.

This indicates that improving product quality is the primary strategy for enhancing customer satisfaction. This study demonstrates that although WOM does not moderate the influence of product quality on customer satisfaction, it remains a significant factor in shaping purchasing decisions and influencing customer loyalty. Therefore, companies must prioritize improving product quality and continue to strive to encourage positive WOM through various channels to ensure an overall positive customer experience.

The Role of Corporate Image Moderation in the Influence of Product Quality on Customer Satisfaction

The statistical findings reveal that corporate image does not serve as a moderating variable in the relationship between product quality and customer satisfaction. In other words, the company's image does not significantly influence the strength of the relationship between product quality and consumer satisfaction. These results suggest that the association between product quality and customer satisfaction remains strong even without the presence of a moderating factor. The study concludes that improving product quality has a direct and positive effect on customer satisfaction, independent of the company's image. The results of this study are supported by previous research conducted by Aulia and Herawati (2023), which demonstrated that the company's image does not play a moderating role in the relationship between product quality and customer satisfaction.

The results of this study indicate that although corporate image does not moderate the influence of product quality, it still plays a significant role in other aspects of customer relationships. For instance, a strong corporate image can positively impact customer loyalty, trust, and risk perception. Therefore, companies must prioritize improving product quality and building a positive corporate image to ensure a good customer experience.

The Influence of Product Quality on Repurchase Intention Through Customer Satisfaction

Statistical results indicate that product quality positively and significantly impacts repurchase intention, mediated by customer satisfaction. This suggests that high product quality positively impacts consumer satisfaction and the likelihood of repurchasing or re-cooperation. The results of this study are also supported by previous research conducted by Aulia & Herawati (2023), which states that products of good quality will lead to consumer satisfaction and increase interest in buying again.

The highest mean of the product quality variable is found in the PQ4 indicator, with the statement, "I feel that the work of PT. CEMJ is following the specifications of the desires that have been determined." Then, the highest mean of the repurchase intention variable is located in the RI4 indicator with the statement, "I want to find more information related to the services offered by PT. CEMJ." Furthermore, the highest mean of the customer satisfaction variable is observed in the CS2 and CS3 indicators, with their respective statements being "I feel that I will cooperate again with PT. CEMJ in the future" and "I feel that I want to recommend the work of PT. CEMJ to others." This indicates that consumers who believe the product meets the specified quality standards are more likely to cooperate again and also recommend it to others by seeking additional information about PT. CEMJ.

Based on the explanation above, partial mediation is known in this study. Product quality still influences repurchase intention after customer satisfaction is a mediating variable. The influence of customer satisfaction is a small mediating variable because product quality itself can directly affect repurchase intention without the need for mediation.

CONCLUSION

This research confirms that product quality is crucial in increasing customer satisfaction and encouraging repurchase intent. Customers who rate the product as high quality are more likely to feel satisfied, ultimately increasing the likelihood of a repeat purchase. Additionally, customer satisfaction is a crucial factor that bridges the relationship between product quality and repurchase intent.

However, the results of this study also indicate that trust, company image, and word of mouth (WOM) do not serve as moderating variables in the relationship between product quality and customer satisfaction. This suggests that enhancing product quality directly impacts customer satisfaction, independent of customer trust levels, company image, or word-of-mouth (WOM) perceptions.

These findings imply that companies should prioritize improving product quality as a key strategy to enhance customer satisfaction and loyalty. While external factors, such as corporate image and word of mouth (WOM), remain essential in building a positive brand perception, the study emphasizes that the primary factor driving satisfaction and repurchase intent is the quality of the product itself. Therefore, marketing and product development strategies should be geared towards improving product features, reliability, and durability to improve the overall customer experience.

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TABLE, PICTURE AND GRAPHIC

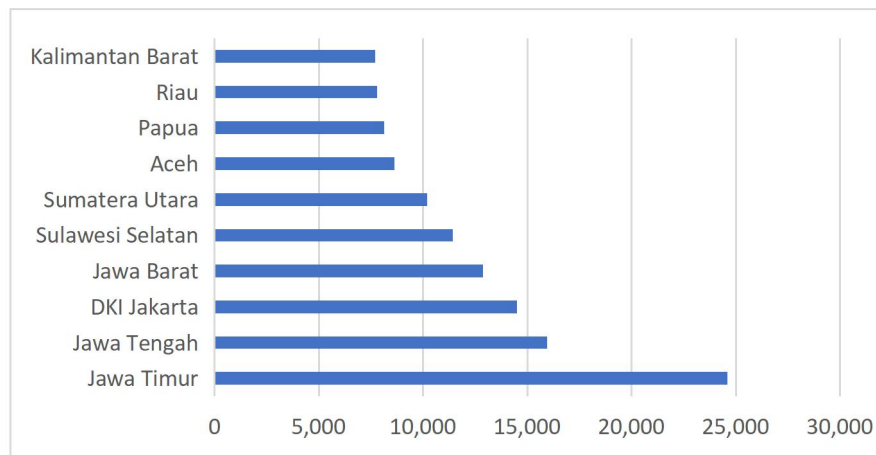


Chart 1. Order of Regions with the Highest Number of Construction Companies in Indonesia (2021)
Source: (Gilang, 2024)

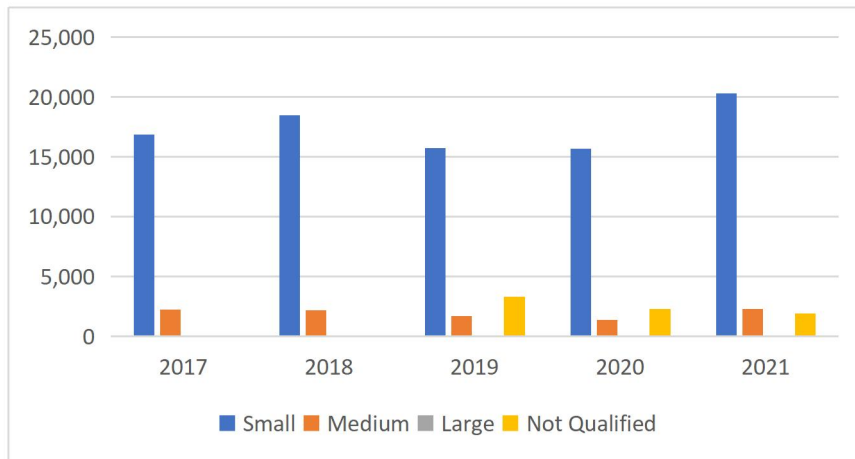


Chart 2. Number of Construction Companies in East Java in 2017-2021

Source: jurnal3.net (2023)

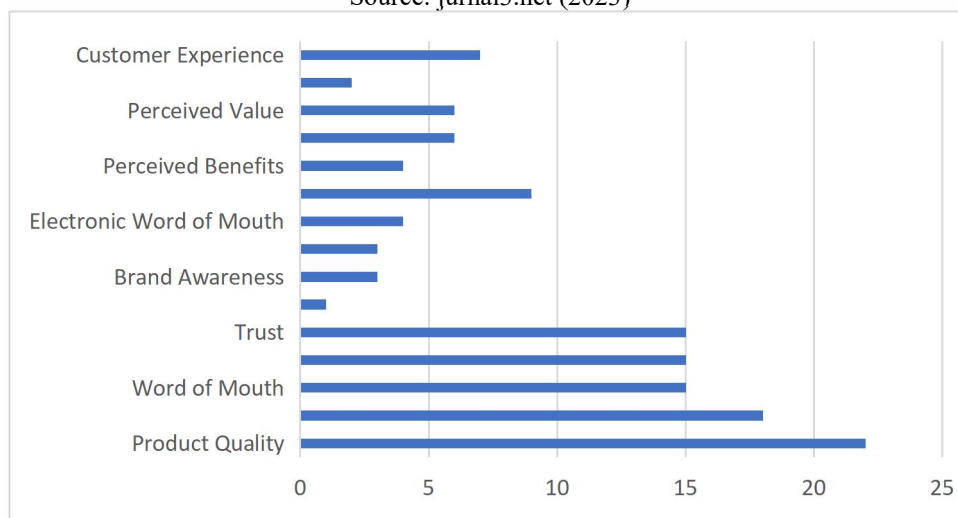


Chart 3. Pre-Survey Results Question 1

Source: Data processed (2024)

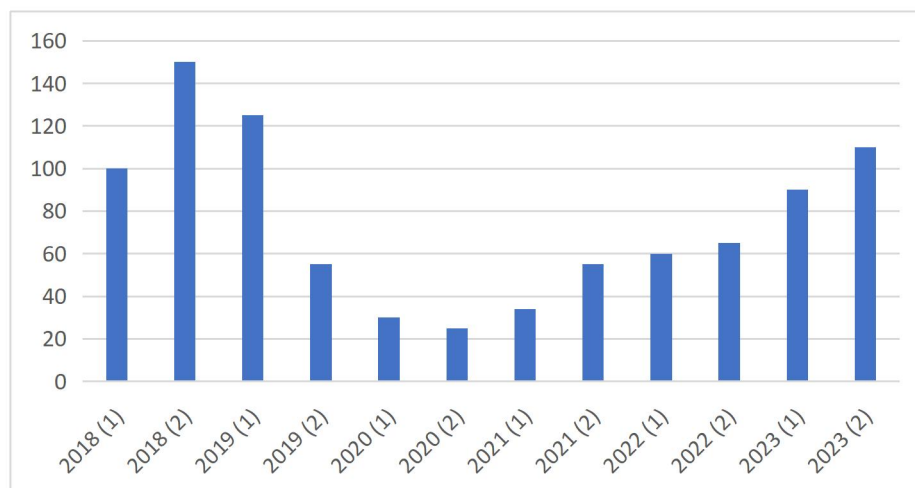


Chart 4. Rounding of Turnover per semester of PT. CEMJ (in billion Rupiah)

Source: Data processed (2023)

Figure 1. Research Model

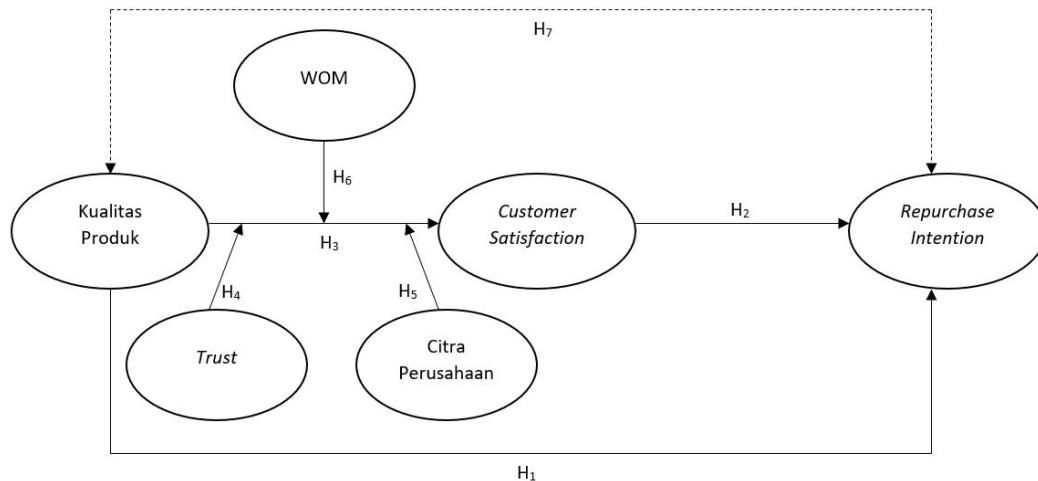


Table 1. Pre-Survey Results Question

Number of Respondent	Answer
2	Product Quality
2	Affordability
1	Brand image
1	Service
4	Marketing
1	Opportunities for cooperation outside of Java
5	Timeliness of project completion
1	Technological innovation
1	Project management
1	Workforce skills
1	Increase cooperation with raw material suppliers
10	Not answering

Sources: Data diolah (2024)

Table 2. Respondent Age and Type of Development

Age	N	Persentase
20-30 years	27 respondents	38.60%
31-40 years	23 respondents	32.90%
41-50 years	17 respondents	24.30%
51-60 years	3 respondents	4.30%
Type of Development		
House	33 respondents	47.10%
Restaurant	30 respondents	42.90%
Church	1 respondent	1.40%
School	6 respondents	8.60%

Table 3. Description of Research Variables

Corporate Image (Z3)			
No	Statatement	Mean	Category
1	I feel that PT. CEMJ has a responsible character.	3,814	Moderately Agree
2	I feel that PT. CEMJ has a good reputation.	4,057	Agree
3	I feel that PT. CEMJ has a good corporate culture.	4,043	Agree
4	I feel that PT. CEMJ has a recognizable corporate identity.	4,043	Agree
5	I feel that PT. CEMJ has a concern for the community.	4,143	Agree
Mean		4,023	Agree
Word of Mouth (Z2)			
No	Statatement	Mean	Category

1	I feel that I can obtain positive information about PT. CEMJ from others.	4,043	Agree
2	I feel motivated to encourage others to use PT. CEMJ's services.	4,129	Agree
3	I have received recommendations from others to use PT. CEMJ's services.	4,186	Agree
4	I feel that people who discuss PT. CEMJ always speak positively.	4,114	Agree
5	I feel that PT. CEMJ offers attractive opportunities for collaboration.	4,086	Agree
Mean		4,111	Agree
Trust (Z1)			
No	Statatement	Mean	Category
1	I feel that I can expect good results from PT. CEMJ.	4,157	Agree
2	I feel that PT. CEMJ provides honest service.	3,986	Moderately Agree
3	I feel that PT. CEMJ has competitive competence.	4,057	Agree
4	I feel that PT. CEMJ has friendly company personnel.	4,071	Agree
5	I feel that PT. CEMJ provides consistent service.	3,843	Moderately Agree
6	I feel that PT. CEMJ cares about developers.	4,000	Agree
7	I feel that PT. CEMJ maintains openness and transparency with its partners	3,914	Moderately Agree
		Mean	4,004 Agree
Repurchase Intention (Y)			
No	Statatement	Mean	Category
1	I will use PT. CEMJ's construction services again.	4,029	Agree
2	I will recommend PT. CEMJ's construction services to others.	4,171	Agree
3	I prefer the services offered by PT. CEMJ over similar competitors.	4,214	Agree
4	I would like to obtain more information about the services offered by PT. CEMJ.	4,271	Agree
Mean		4,171	Agree
Customer Satisfaction (M)			
No	Statatement	Mean	Category
1	I feel that PT. CEMJ's work results meet my expectations.	4,100	Agree
2	I feel that I will collaborate with PT. CEMJ again in the future.	4,271	Agree
3	I would like to recommend PT. CEMJ's work results in others.	4,271	Agree
4	I feel that the price offered by PT. CEMJ matches the quality of its work.	4,057	Agree
5	I feel that PT. CEMJ provides excellent service.	4,043	Agree
6	I feel that PT. CEMJ's promotions are attractive	4,143	Agree
Mean		4,146	Agree
Product Quality (X)			
No	Statatement	Mean	Category
1	I feel that PT. CEMJ's work results are of high quality.	4,029	Agree
2	I feel that PT. CEMJ's work results have unique characteristics compared to similar competitors.	4,071	Agree
3	I feel that PT. CEMJ's work results are durable over time.	4,043	Agree
4	I feel that PT. CEMJ's work results meet the specified requirements.	4,214	Agree
5	I feel that PT. CEMJ's work results remain durable with continued use.	4,071	Agree
6	I feel that PT. CEMJ has a responsive service capability.	3,929	Moderately Agree
7	I feel that PT. CEMJ's work results have an attractive appearance.	4,029	Agree
8	I feel that PT. CEMJ's work results are perceived by others as high-quality products	4,057	Agree
Mean		4,055	Agree

Source: Processed Data (2024)

Table 4. Cross Loading

Outer Loading	Corporate Image	Customer Satisfaction	Product Quality	Repurchase Intention	Trust	WOM
PQ1	0.765	0.750	0.838	0.663	0.767	0.742
PQ2	0.570	0.622	0.724	0.547	0.573	0.600
PQ3	0.594	0.605	0.764	0.586	0.600	0.643
PQ4	0.622	0.687	0.737	0.668	0.596	0.569
PQ5	0.560	0.605	0.740	0.582	0.672	0.706
PQ6	0.654	0.651	0.723	0.607	0.548	0.556
PQ7	0.576	0.622	0.744	0.572	0.631	0.677
PQ8	0.570	0.622	0.724	0.547	0.573	0.600
CS1	0.641	0.716	0.631	0.642	0.582	0.560
CS2	0.603	0.795	0.653	0.633	0.484	0.700
CS3	0.570	0.780	0.738	0.655	0.521	0.709
CS4	0.732	0.778	0.626	0.568	0.552	0.616
CS5	0.833	0.818	0.731	0.675	0.636	0.632
CS6	0.866	0.819	0.686	0.743	0.722	0.672
RI1	0.779	0.639	0.691	0.792	0.743	0.637
RI2	0.778	0.781	0.650	0.855	0.655	0.673
RI3	0.639	0.695	0.659	0.827	0.600	0.629
RI4	0.622	0.579	0.660	0.783	0.699	0.571
T1	0.607	0.560	0.652	0.678	0.791	0.620
T2	0.780	0.695	0.784	0.738	0.882	0.714
T3	0.616	0.565	0.631	0.685	0.772	0.563
T4	0.681	0.554	0.629	0.670	0.841	0.622
T5	0.731	0.663	0.733	0.667	0.801	0.698
T6	0.717	0.591	0.631	0.646	0.812	0.660
T7	0.769	0.663	0.701	0.661	0.871	0.743
WOM1	0.579	0.637	0.630	0.557	0.638	0.830
WOM2	0.670	0.619	0.601	0.582	0.644	0.796
WOM3	0.516	0.554	0.621	0.478	0.564	0.749
WOM4	0.730	0.729	0.774	0.745	0.727	0.803
WOM5	0.686	0.717	0.705	0.672	0.613	0.799
CI1	0.773	0.663	0.685	0.732	0.767	0.682
CI2	0.713	0.585	0.665	0.608	0.633	0.633
CI3	0.744	0.721	0.570	0.586	0.579	0.590
CI4	0.823	0.808	0.677	0.647	0.608	0.613
CI5	0.866	0.819	0.686	0.743	0.722	0.672
CI6	0.779	0.640	0.669	0.783	0.733	0.625

Source: Processed Data (2024)

Table 5. Outer Loading Research Indicators

Variable	Indicator	Outer Loading
Product Quality	PQ1	0,838
	PQ2	0,724
	PQ3	0,764
	PQ4	0,737
	PQ5	0,740
	PQ6	0,723
	PQ7	0,744
	PQ8	0,771
Customer Satisfaction	CS1	0,716
	CS2	0,795
	CS3	0,780
	CS4	0,778
	CS5	0,818
	CS6	0,819
Repurchase Intention	RI1	0,792

Trust	RI2	0,855
	RI3	0,827
	RI4	0,783
	T1	0,791
	T2	0,882
	T3	0,772
	T4	0,841
Word of Mouth	T5	0,801
	T6	0,812
	T7	0,871
	WOM1	0,830
	WOM2	0,796
Corporate Image	WOM3	0,749
	WOM4	0,803
	WOM5	0,799
	CI1	0,773
	CI2	0,713
	CI3	0,744
	CI4	0,823
	CI5	0,866
	CI6	0,779

Source: Processed Data (2024)

Table 6. AVE Research Variables

Variable	AVE	Composite Reliability	Nilai Cronbach's Alpha
Product Quality	0,572	0,914	0,893
Customer Satisfaction	0,616	0,906	0,875
Repurchase Intention	0,664	0,887	0,831
Trust	0,681	0,937	0,922
Word of Mouth	0,633	0,896	0,856
Corporate Image	0,615	0,905	0,875

Source: Processed Data (2024)

Table 7. Research Variable Path Coefficients

Hipotesis	Relationships between Variables	Coefficient	t	P-Values	Uji Hipotesis
H ₁	Product Quality → Repurchase Intention	0,386	3,009	0.003	Accepted
H ₂	Product Quality → Customer Satisfaction	0,327	3,373	0.001	Accepted
H ₃	Customer Satisfaction → Repurchase Intention	0,498	3,770	0.000	Accepted
H ₄	Product Quality*Trust → Customer Satisfaction	-0,114	0,991	0,322	Rejected
H ₅	Product Quality*Corporate Image → Customer Satisfaction	-0,026	0,183	0,855	Rejected
H ₆	Product Quality*WOM → Customer Satisfaction	-0,076	0,431	0,666	Rejected
H ₇	Product Quality → Customer Satisfaction → Repurchase Intention	0,163	2,477	0,014	Accepted

Sources: Data diolah (2024)

Table 8. Q-Square

Hipotesis	Q ² (=1-SSE/SSO)
Product Quality	0,412
Customer Satisfaction	0,433
Repurchase Intention	0,419
Trust	0,550

Word of Mouth	0,424
Corporate Image	0,435

Sources: Data diolah (2024)

Table 9. F-Square

Hipotesis	Customer Satisfaction	Repurchase Intention
Product Quality (PQ)	0,214	
Customer Satisfaction (CS)		2,288
Trust (T)	0,222	
Word of Mouth (WOM)	0,081	
Corporate Image (CI)	0,939	
PQxCI	0,008	
PQxWOM	0,003	
PQxT	0,016	

Source: Data processed (2024)