

THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON REPURCHASE INTENTION WITH PROMOTION DIGITALIZATION AS MEDIATION

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Abstract

The purpose of this study is to empirically prove the effect of Product Quality and Service Quality on Repurchase Intention with Promotion Digitalization as a Moderator among Es Teler Caruban Mama Fara Customers in the Madiun Area. This study uses a quantitative research method. The sampling technique used purposive sampling with the Lemeshow formula. The sample of this study was 385 respondents who visited Es Teler Caruban Mama Fara in the Madiun area. Data analysis used path analysis with SPSS software. The results showed that: 1) Partially, the product quality variable (X1) has a positive and significant effect on repurchase intention. 2) Partially, the service quality variable (X2) has a positive and significant effect on repurchase intention. 3) Partially, the promotion digitalization variable (Z) has a positive and significant effect on repurchase intention. 4) Partially, the product quality variable (X1) has a positive and significant effect on promotion digitalization. 5) Partially, the service quality variable (X2) has a positive and significant effect on promotion digitalization. 6) Product quality influences repurchase intention, with the digitalization of promotions acting as a moderator. 7) Service quality influences repurchase intention, with the digitalization of promotions acting as a moderator.

Keywords : *Effect of Product Quality, Service Quality, Repurchase Intention, Promotion Digitalization*

A. INTRODUCTION

The more as time goes by, more and more Lots method consumer in fulfil need life everyday. One of them is fulfil need fundamental like eat and drink. This is make interest consumer in choose and buy food and Drink So very diverse. According to *theory of planned behavior* (TPB) which influences interest behavior There is three construct that is attitudes,

norms subjective and control behavior . *Theory of planned behavior* (TPB) is development from *theory of reasoned action* (TRA) or Can called as theory action reasonable (Ajzen, 1991).

Theory of Planned Behavior explain that attitude to behavior is main important to be able to estimate something deeds , even though thus need considered attitude somebody in test norm subjective as well as measure control behavior the person 's perception . If there is any positive attitude , support from people around as well as existence perception convenience Because No There is obstacle For behave so intention somebody For behave will the more high (Ajzen, 1991).

Industry in the culinary world moment This increasingly develop with the more diversity choice products offered to consumer . Industry culinary be one of room business that is not will timeless with various updates and creations. Based on data from the Central Statistics Agency (BPS) which will be released in June 2025, there are as many as 11,223 businesses culinary businesses spread throughout Indonesia in 2020. A total of 8,042 businesses (71.65 percent) of them in the form of restaurant or House eating , 269 businesses (2.40 percent) in the form of catering , and the remaining 2,912 businesses (25.95 percent) entered in category others (goodstats.id).



Figure 1Development Business Culinary in Indonesia

Source : processed Researcher , 2026

The height business culinary This has an impact on almost all over business culinary give the best For customers . Starting from quality food , reasonableness the price that can be they

market , and also to satisfaction consumers (Nasution et al., 2024). Various method innovate and create in make food to attract customers . The perpetrator business culinary must also be Ready compete with the perpetrators business culinary others . Along with progress of the times, increasingly many perpetrators business culinary . The perpetrators business culinary must own techniques and methods in increase sales and not lost competition with perpetrator business culinary others , namely with make business different culinary .

One of products that are in demand by consumers in the field culinary is es teler . Es teler is drink typical in the form of mixed ice made from mixture various fruits that is avocado , coconut young , jackfruit , and added with syrup, condensed milk sweet , and also shaved ice . Based on observations made , show that in the Madiun area ice teler business experience sufficient growth rapidly in a number of year lastly . Many perpetrators business compete offer product with various innovation For interesting interest consumers . Conditions This cause competition business become the more strict , including in business drink traditional like Es Teler Mama Fara's Caruban.

The more height competition business culinary es teler in Madiun , the perpetrator business like case in point Ice Teler Mama Fara's Caruban sued For capable maintain customers to remain do purchase repeat . Therefore that , the factors that influence intention purchase repeat become very important For studied . According to Putri et al., (2024) interest buy repeat is emerging behavior as response to objects that show desire customer For do purchase repeat . When someone consumer get response positive on past actions , from there it will be happen strengthening , with owned by him thinking positive on the gap he received allows individual For do purchase in a way repeated . As for the indicators interest buy repeat in study This namely: *transactional* (interest transactional), *preferential* (interest preferential), and *explorative* (interest exploratory) (Laila, 2023).

Intention purchase repeat on Es Teler product Mama Fara's Caruban is urge, desire, or possibility consumer For buy return ice teler products in the future. This is is form loyalty emerging consumers after experience positive first, like good taste, price affordable, or satisfactory service. Intention purchase repeat (intention purchase repeat) on Es Teler products Mama Fara 's Caruban very impact on the number buyer .

According to Kotler (2020) quality product is ability A product in demonstrate its function, thing the including overall durability, reliability, accuracy, convenience, operation and repairs product Also attribute product others. As for the indicators quality products used in study This namely : performance product, features product, durability (power resistance), conformance (suitability), perceived quality, and aesthetics (Andriin Saputra 2024) .

Variables next thing that influences intention purchase repeat that is quality service. Tjiptono (2021) defines quality service or quality service as size how much Good level services provided capable in accordance with expectation customers. The existing phenomenon show that form quality service at Es Teler Mama Fara's Caruban can seen in terms of quality products (tangibles - evidence) physical), comfortable place (*physical evidence*), additional menu variations , price affordable (*value for money*), and accessibility and operating hours .

Variables next influential to intention purchase repeat that is digitalization promotion . Digitalization promotion is use digital technology in activity marketing For convey information product to consumer in a way extensive and effective (Nurmalasari & Cahyo, 2025). Digitalization promotion covers utilization of social media, websites, and other digital platforms as means communication marketing. Indicators digitalization promotions used in study This namely: *quality content* (quality) content), *frequency* (frequency promotion), and *ability interaction* (ability interaction) (Napawut et al, 2022). Digitalization moment This has bring change big to activity economy , one of them is in the field marketing .

As for the form digitalization promotions carried out by Es Teler Mama Fara's Caruban is: 1) Utilization of Instagram and TikTok, Mama Fara's Es Teler is active promote the product through visual platforms such as Instagram and TikTok. The uploaded content in the form of short videos (*Reels / TikTok*) that show the menu, atmosphere place and testimonials customers. 2) Usage Content *User-Generated* (Viral Marketing), many promotion done through uploads repost or content from customers (*food vlogger* or customer loyal) who made es teler viral This as "caste" highest in Caruban". 3) Promotion Location Based (Geotagging), Using feature locations on Instagram, especially on Jalan Raya Bener and Jalan Nusa Indah, Caruban, for make it easier customer find branch new.

Based on the above phenomenon shows that quality products and quality service own role important in influence intention purchase repeat customers , which in matter This can strengthened by digitalization Promotion . At Es Teler Caruban Mama Fara in the Madiun area, important For know to what extent the factors the each other interact in influence decision purchase repeat. Therefore that, research This become relevant For done use give a clearer picture clear about behavior consumers. Research results This expected can become base in improve marketing and service strategies business .

Conceptual framework

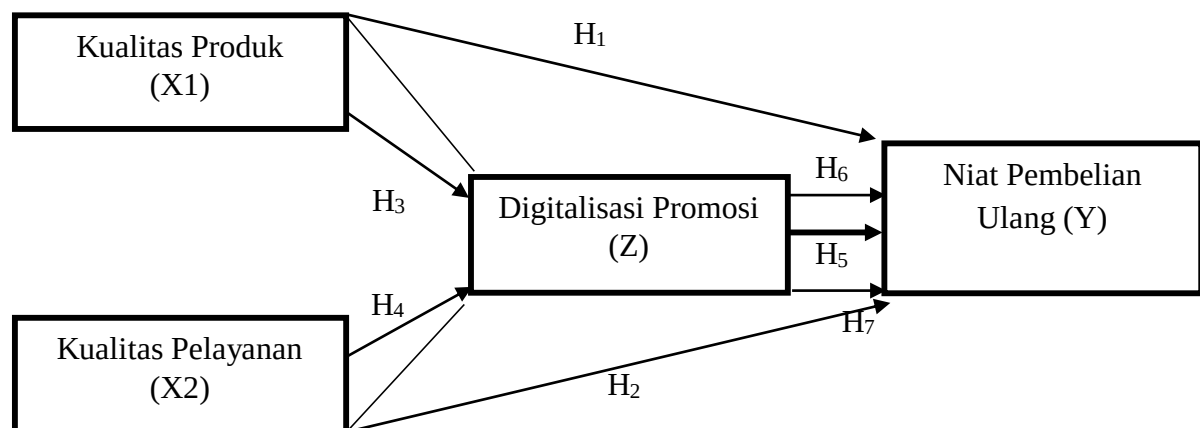


Figure 2. Conceptual framewor

Research Hypothesis

- H 1 : Influence quality product positive and significant to intention purchase repeat to Es Teler customers Mama Fara's Caruban in the Madiun area
- H 2 : Influence quality service positive and significant to intention purchase repeat to Es Teler customers Mama Fara's Caruban in the Madiun area
- H 3 : Influence quality product positive and significant to digitalization promotions for Es Teler customers Mama Fara's Caruban in the Madiun area
- H 4 : Influence quality service positive and significant to digitalization promotion for Es Teler customers Mama Fara's Caruban in the Madiun area
- H 5 : Influence digitalization promotion positive and significant to intention purchase repeat to Es Teler customers Mama Fara's Caruban in the Madiun area

H6: Influence quality product positive and significant to intention purchase repeat with digitalization promotion as mediation for Es Teler customers Mama Fara's Caruban in the Madiun area

H7: Influence quality service positive and significant to intention purchase repeat with digitalization promotion as mediation for Es Teler customers Mama Fara's Caruban in the Madiun area

B. METHOD

This study used a quantitative research method. This study was conducted at Es Teler Caruban Mama Fara in the Madiun area, located on Jl. Raya Bener, Kedung Pring, Sukorejo, Saradan District, Madiun Regency, East Java 63155. The study population was all visitors at Es Teler Caruban Mama Fara in the Madiun area . The sampling method used was *purposive sampling with formula Lemeshow* , which yielded 385 respondents. The research data were obtained from the results of a questionnaire distributed via *G-form* . Data analysis used included: validity and reliability tests, classical assumption tests, path analysis tests, Sobel tests, influence direct , influence No direct , total effect , hypothesis test and test the coefficient of determination (R^2) with the help of SPSS software.

C. RESULTS AND DISCUSSIONS

Validity Test

An instrument is said to be valid if it can accurately reveal data from the variables being studied (Ghozali, 2022) . It is said to be valid if the calculated R value is $> R$ table (0.100), then the instrument is said to be valid.

Table 1Validity Test Results

No	Variables	Question	R count	R table	Conclusion
1.	Product Quality (X1)	X _{1.1}	0.722	0.100	Valid
2.		X _{1.2}	0.824	0.100	Valid
3.		X _{1.3}	0.794	0.100	Valid
4.		X _{1.4}	0.768	0.100	Valid
5.		X _{1.5}	0.733	0.100	Valid
6.		X _{1.6}	0.669	0.100	Valid
7.		X _{1.7}	0.701	0.100	Valid

8.		X _{1.8}	0.731	0.100	Valid
9.		X _{1.9}	0.764	0.100	Valid
10.		X _{1.10}	0.781	0.100	Valid
11.	Service Quality (X2)	X _{2.1}	0.813	0.100	Valid
12.		X _{2.2}	0.766	0.100	Valid
13.		X _{2.3}	0.701	0.100	Valid
14.		X _{2.4}	0.811	0.100	Valid
15.		X _{2.5}	0.709	0.100	Valid
16.		X _{2.6}	0.747	0.100	Valid
17.		X _{2.7}	0.809	0.100	Valid
18.		X _{2.8}	0.683	0.100	Valid
19.		X _{2.9}	0.686	0.100	Valid
20.		X _{2.10}	0.871	0.100	Valid
21.	Promotion Digitalization (Z)	Z _{1.1}	0.836	0.100	Valid
22.		Z _{1.2}	0.592	0.100	Valid
23.		Z _{1.3}	0.850	0.100	Valid
24.		Z _{1.4}	0.686	0.100	Valid
25.		Z _{1.5}	0.821	0.100	Valid
26.		Z _{1.6}	0.870	0.100	Valid
27.	Repurchase Intention (Y)	Y _{1.1}	0.828	0.100	Valid
28.		Y _{1.2}	0.662	0.100	Valid
29.		Y _{1.3}	0.817	0.100	Valid
30.		Y _{1.4}	0.723	0.100	Valid
31.		Y _{1.5}	0.814	0.100	Valid
32.		Y _{1.6}	0.708	0.100	Valid

Source : Processed Data with SPSS, (2026)

Based on the table above, can known that in all variables study show that all over questionnaire is valid. This is fulfil condition that is own calculated R value > R table (0.100), with thus all grains question in questionnaire the can used and can trusted as research data.

Reliability Test

Reliability measurement done with test the stick statistic *Cronbach Alpha* based on scale *Likert* . A variable is considered reliable if it has a Cronbach alpha value > 0.70.

Table 2Reliability Test Results

No.	Variables	<i>Cronbach Alpha</i>	Information
1.	Product Quality (X1)	0.854	Reliable
2.	Service Quality (X2)	0.920	Reliable
3.	Promotion Digitalization (Z)	0.867	Reliable
4.	Repurchase Intention (Y)	0.854	Reliable

Source : Processed Data with SPSS, (2026)

Based on the results of the reliability test above , the variables *store atmosphere, events, location, purchase decisions, repurchase intention* proven reliable , because mark *Cronbach Alpha* > 0.70 which is included in category reliable . This is prove results study Enough can trusted and appropriate with the reality .

T-test

The t-test is a statistical technique used to test the truth or falsity of the null hypothesis that there is no significant difference between the mean values of two samples obtained randomly from similar populations (Sugiyono, 2022). The results of the t-test analysis in study This as following:

Model 1

In model 1, namely For know influence quality products and quality service to digitalization Promotion (Study on Es Teler Customers) Caruban Mama Fara in the Madiun Area) with results as following :

Table 3Results of t-Test Analysis of Model 1

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2,279	.474		4,809
	Quality Product	.426	.049	.447	8,696
	Quality Service	.299	.031	.490	9,539

a. Dependent Variable: Digitalization Promotion

Source : Processed Data with SPSS, (2026)

Based on results analysis data the table above , can concluded that :

- On the variable product quality (X_1) $t_{count} > t_{table}$ namely $8.696 > 1.966$ with significance $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted . This means in a way partial variables product quality (X_1) has positive and significant influence to digitalization Promotion (Study on Es Teler Customers) Caruban Mama Fara in the Madiun Area) , so **the third hypothesis is accepted** . This show that the more tall product quality , then digitalization Promotion (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area) will also the more increase.
- On the variable service quality (X_2) $t_{count} > t_{table}$ namely $9,539 > 1,966$ with significance $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted . This means in a way partial variables service quality (X_2) has positive and significant influence to digitalization

Promotion (Study on Es Teler Customers) Caruban Mama Fara in the Madiun Area) , so **the fourth hypothesis is accepted** . This show that the more tall quality of service , then digitalization Promotion (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area) will also the more increase.

Model 2

In model 2 , namely For know influence quality products and quality service to intention purchase repeat with digitalization promotion as mediation (Study on Es Teler Customers Caruban Mama Fara in the Madiun Area) with results as following :

Table 4Results of t-Test Analysis of Model 2

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1,331	.354		.000
	Quality Product	.214	.039	.548	.000
	Quality Service	.334	.040	.689	.000
	Digitalization Promotion	.140	.037	.330	.001

a. Dependent Variable: Intention Purchase Repeat

Source : Processed Data with SPSS, (2026)

Based on results analysis data the table above , can concluded as following :

- 1) On the variable product quality (X₁) $t_{count} > t_{table}$ namely $5,499 > 1,966$ with significance $0.000 < 0.05$, meaning Ho is rejected and Ha is accepted . This means in a way partial variables product quality (X₁) has positive and significant influence to repurchase intention (Study on Es Teler Customers) Caruban Mama Fara in the Madiun Area) , so **the first hypothesis is accepted** . This show that the more tall product quality , then repurchase intention (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area) will also the more increase .
- 2) On the variable service quality (X₂) $t_{count} > t_{table}$ namely $8,353 > 1,966$ with significance $0.000 < 0.05$, meaning Ho is rejected and Ha is accepted . This means in a way partial variables service quality (X₂) has positive and significant influence to repurchase intention (Study on Es Teler Customers) Caruban Mama Fara in the Madiun Area) , so **the second hypothesis is accepted**. This show that the more tall quality of service , then repurchase

intention (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area) will also the more increase .

- 3) On the variable digitalization of promotion (Z) $t_{\text{count}} > t_{\text{table}}$ namely $3.789 > 1.966$ with significance $0.001 < 0.05$, meaning H_0 is rejected and H_a is accepted . This means in a way partial variables digitalization of promotion (Z) has positive and significant influence to repurchase intention (Study on Es Teler Customers) Caruban Mama Fara in the Madiun Area), so **the fifth hypothesis is accepted**. This show that the more often do digitalization of promotion, then repurchase intention (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area) will also the more increase.

Coefficient Determination (R^2)

The coefficient of determination (R^2) is used to determine how much the independent variable can explain the dependent variable. The magnitude proportion donation This called coefficient determination multiple , with symbol R^2 . For mark coefficient determination in study This can seen in the table following :

Model 1

Coefficient determination in model 1, namely discuss about influence quality products and quality service to digitalization Promotion (Study on Es Teler Customers) Caruban Mama Fara in the Madiun Area) with results as following:

Table 5 Table of Multiple Determination Coefficients of Model 1

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.918 ^a	.843	.842	2,183
a. Predictors: (Constant), Quality Service , Quality Product				
b. Dependent Variable: Digitalization Promotion				

Source : Processed Data with SPSS, (2026)

Based on the table above , obtained results mark R_{Square} approaching 1, namely 0.843, meaning There is strong influence between variables free with variables bound . To percentage influence product quality and service quality to digitalization Promotion (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area) by 84.3%. Meanwhile the rest namely 15.7% influenced variables other free ones that are not investigated in study This .

Model 2

Coefficient determination in model 2, namely discuss about influence quality products and quality service to intention purchase repeat with digitalization promotion as mediation (Study on Es Teler Customers Caruban Mama Fara in the Madiun Area) with results as following:

Table 6 Multiple Determination Coefficient Table for Model 2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.926 ^a	.857	.851	2.009
a. Predictors: (Constant), Digitalization Promotion , Quality Product , Quality Service				
b. Dependent Variable: Intention Purchase Repeat				

Source : Processed Data with SPSS, (2026)

Based on the table above , obtained results mark R_{Square} approaching 1, namely 0.857, meaning There is strong influence between variables free with variables bound . To percentage influence quality products and quality service to intention purchase repeat with digitalization promotion as mediation (Study on Es Teler Customers Mama Fara's Caruban in the Madiun Area) by 85.7%. Meanwhile the rest namely 14.3% influenced variables other free ones that are not investigated in study This .

D. CONCLUSIONS

Based on study related influence quality products and quality service to intention purchase repeat with digitalization promotion as mediation (Study on Es Teler Customers Caruban Mama Fara in the Madiun Area), then can concluded as following:

1. In a way partial variables product quality (X_1) has positive and significant influence to repurchase intention (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area).
2. In a way partial variables service quality (X_2) has positive and significant influence to repurchase intention (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area).

3. in a way partial variables product quality (X_1) has positive and significant influence to digitalization Promotion (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area).
4. In a way partial variables service quality (X_2) has positive and significant influence to digitalization Promotion (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area).
5. In a way partial variables digitalization of promotion (Z) has positive and significant influence to repurchase intention (Study on Es Teler Customers) Mama Fara's Caruban in the Madiun Area).
6. There is an influence quality product to intention purchase repeat with digitalization promotion as mediation (Study on Es Teler Customers Mama Fara's Caruban in the Madiun Area) .
7. There is an influence quality service to intention purchase repeat with digitalization promotion as mediation (Study on Es Teler Customers Mama Fara's Caruban in the Madiun Area) .

E. SUGGESTIONS

For researchers next , it should be add other variables that influence intention purchase repeat such as: price, packaging, location, etc. Using method mixture (*mixed methods*), that is combine questionnaire with interview or observation . This method will give a clearer picture deep. Taking different respondents as well as add amount respondents so that possibility obtained different results .

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