

The Effect of Product Quality on Repurchase Intention Through Customer Satisfaction on Club Brand Bottled Drinking Water in Bandung City

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Abstract

The Bottled Drinking Water (BDW) industry in Indonesia has grown significantly, yet Club brand has experienced a consistent decline in its Top Brand Index from 5.80% in 2021 to 3.30% in 2024. This study aims to examine the effect of product quality on repurchase intention mediated by customer satisfaction for Club brand bottled drinking water consumers in Bandung City. A quantitative survey approach was employed with convenience sampling. Data were collected from 130 respondents aged 17 years and above who had previously consumed Club brand bottled water in Bandung City. The research instruments were tested for validity using Pearson correlation ($r\text{-table} = 0.3610$) and reliability using Cronbach's Alpha, with all items declared valid and reliable. Data were analyzed using simple linear regression, multiple linear regression, and the Sobel test with SPSS version 27. The results show that product quality has a positive and significant effect on customer satisfaction ($t = 6.028$, $\text{sig} = 0.000$). However, product quality does not have a significant direct effect on repurchase intention ($t = 1.455$, $\text{sig} = 0.148$). Customer satisfaction has a positive and significant effect on repurchase intention ($t = 4.994$, $\text{sig} = 0.000$). Furthermore, customer satisfaction significantly mediates the effect of product quality on repurchase intention (Sobel $t = 3.841 > t\text{-table} = 1.981$). These findings indicate that product quality influences repurchase intention indirectly through customer satisfaction. The results are particularly relevant to the current Bottled Drinking Water (BDW) industry, where increasing market competition and rising consumer expectations require companies to focus not only on improving product quality but also on delivering superior customer satisfaction. Therefore, strengthening customer satisfaction should become a strategic priority for sustaining customer loyalty and encouraging repurchase intention.

Keywords:

Product Quality; Customer Satisfaction; Repurchase Intention; Bottled Drinking Water; Mediation.

1. INTRODUCTION

The Bottled Drinking Water (BDW) industry in Indonesia has undergone significant growth in recent decades, driven by increasing public awareness of health, clean water scarcity in several regions, and the demands of a modern urban lifestyle. Indonesian consumers have gradually shifted toward packaged water as a practical and safe alternative for daily hydration. According to data from Databoks (n.d.) citing national household consumption statistics, as of March 2023, approximately 40.64% of Indonesian households relied on branded bottled water or refillable water as their primary drinking water source, a notable increase from 2020 figures. The packaged drinking water segment ranked fourth among the best-selling packaged food and beverage categories in Indonesia in 2024, with retail sales reaching IDR 53.8 trillion. This demonstrates the

enormous market potential and the strategic importance of the BDW sector in the national consumer goods landscape.

Despite the overall growth of the BDW industry, competition among brands has become increasingly fierce, particularly in large urban centers such as Bandung City. Major brands including Aqua, Le Minerale, Club, Cleo, and Ades continuously compete for consumer loyalty and market share. According to the Top Brand Index data from 2021 to 2024, Aqua dominates the market, though its index has declined from 62.50% in 2021 to 46.90% in 2024. Meanwhile, Le Minerale demonstrated a remarkable upward trend, rising from 4.60% in 2021 to 18.80% in 2024. In contrast, Club brand experienced a consistent decline from 5.80% in 2021 to 3.30% in 2024, representing a total decrease of 2.50% over four years. This downward trend signals growing challenges in retaining consumer loyalty and stimulating repurchase behavior among Club brand users.

The declining performance of Club brand against the backdrop of overall industry growth raises important questions about the underlying factors affecting consumer behavior toward the brand. One plausible explanation lies in the perceived quality of the product. Product quality encompasses all attributes and characteristics of a product that contribute to its ability to satisfy consumer needs, both physically and psychologically (Kotler, 2014). For bottled drinking water specifically, quality dimensions include the product's ability to quench thirst, water cleanliness and freshness, safety from contamination, ease of packaging use, and aesthetic appeal of the packaging design. When consumers perceive that a product's quality falls short of their expectations, dissatisfaction follows, which in turn weakens their motivation to repurchase. The gap between Club's market performance and industry growth suggests that consumers may be perceiving its product quality attributes as insufficient relative to competing brands.

Customer satisfaction plays a central role in shaping long-term consumer behavior, particularly repurchase intention. Satisfaction is defined as the emotional state of pleasure or disappointment that arises when consumers compare the actual performance of a product with their prior expectations (D. Tjiptono, 2019). When a product consistently meets or exceeds consumer expectations, satisfaction is achieved, thereby creating a positive disposition toward the brand. Satisfied consumers are significantly more likely to repurchase the same product, recommend it to others, and remain loyal even in the presence of competitive alternatives. For the BDW industry, where the products are relatively homogeneous and switching costs are low, the ability of a brand to generate genuine consumer satisfaction becomes a decisive competitive advantage. Thus, understanding the relationship between product quality, customer satisfaction, and repurchase intention is of critical practical importance for Club brand management.

Repurchase intention refers to a consumer's willingness to engage in a future purchase of a product based on a positive prior experience (Hardiana, C. D., & Kayadoe, F. R., 2022). It is widely recognized as a key indicator of marketing strategy success, as retaining existing customers is generally more cost-effective than acquiring new ones. Repurchase intention is influenced by multiple factors, including product quality, price perception, brand image, and service quality. Within the context of BDW, repurchase intention is particularly relevant because consumers must regularly replenish their water supply. If consumers develop a strong repurchase intent toward Club brand, the company benefits from stable demand and reduced customer acquisition costs. However, given the observed decline in Club's Top Brand Index, it appears that the brand is struggling to maintain adequate levels of repurchase intention among its consumers in Bandung City.

Prior research has extensively investigated the relationships between product quality, customer satisfaction, and repurchase intention across various product and service categories. Pratama and Yulianthini (2022) found that product quality has a direct positive and significant effect on repurchase intention in the BDW sector. Wardani et al. (2022) demonstrated that customer satisfaction is a key factor that mediates the path from product quality to repurchase intent. Aisyah et al. (2022) provided evidence that product quality does not always affect repurchase intention directly; rather, its effect becomes significant when mediated by customer satisfaction. Prasetya (2024) further confirmed that both product quality and customer satisfaction positively influence repurchase intention in the BDW segment. These converging findings from the literature collectively suggest that a mediating mechanism through customer satisfaction is likely present in the Club brand context as well.

Despite the growing body of literature on this topic, there remains a notable gap in studies specifically focused on Club brand BDW, particularly in Bandung City. Most prior research has concentrated on dominant brands such as Aqua and Le Minerale, or on BDW products in other regions of Indonesia. The Club brand context is particularly interesting because it is a brand that is actively losing market share despite operating in a growing industry, which creates a unique opportunity to test whether established theoretical relationships hold in a declining-brand scenario. Furthermore, studies explicitly examining the mediating role of customer satisfaction between product quality and repurchase intention specifically for Club brand consumers in Bandung have not yet been conducted. This research gap highlights the need for further investigation into the mediating role of customer satisfaction in the relationship between product quality and repurchase intention, particularly for club bottled drinking water consumers in Bandung City.

This study therefore aims to fill the identified research gap by empirically testing the influence of product quality on repurchase intention through customer satisfaction as a mediating variable, using Club brand bottled drinking water consumers in Bandung City as the research object. The research is guided by the conceptual model adopted from Pratama and Yulianthini (2022) and is informed by theoretical foundations from Kotler

(2014), D. Tjiptono (2019), and Peburiyanti (2016). By establishing empirical evidence on these relationships, the study contributes to the development of consumer behavior and marketing literature in the BDW sector and provides actionable managerial insights for PT Tirta Sukses Perkasa as the producer of Club brand water. Ultimately, the findings are expected to help the company design more targeted strategies for improving product quality, building customer satisfaction, and sustaining repurchase intention in a highly competitive market.

2. RESEARCH METHOD

2.1. Research Design

This study employed a quantitative research approach using a survey method grounded in deductive reasoning, with the primary purpose of hypothesis testing. The research was designed to systematically examine the relationships among product quality, customer satisfaction, and repurchase intention. The process consisted of operationalizing variables, designing a questionnaire instrument, testing validity and reliability, collecting data from respondents, processing and analyzing data, and performing hypothesis testing. A cross-sectional data collection design was applied, meaning data were gathered at a single point in time from respondents who met the predetermined sampling criteria.

2.2. Research Object and Sample

The research object was Club brand bottled drinking water (BDW), with the unit of analysis being consumers of Club brand water residing in Bandung City. The sample consisted of male and female respondents aged 17 years and above who had purchased Club brand bottled water more than once. The minimum sample size was set at 120 respondents, following the guideline proposed by Hair et al. (2013) and supported by Sekaran and Bougie (2017), which recommends a minimum of 5–10 times the number of indicators. With 12 measurement items in total across all variables, the minimum sample of 120 was considered appropriate and sufficient. A total of 130 respondents were ultimately collected. The sampling technique used was convenience sampling, a form of non-probability sampling, selected due to the practical constraints of accessing the entire population. Data were collected through an online questionnaire distributed via Google Forms. Although convenience sampling was selected because of practical limitations in accessing the target population, this technique may introduce sampling bias and limit the generalizability of the findings. Therefore, future studies are encouraged to employ probability sampling techniques or incorporate additional analytical approaches to improve the robustness and external validity of the research findings.

2.3. Operationalization of Variables

This study examined three main variables. Product quality (X) was defined following Kotler (2014) as how a product possesses value that satisfies consumers both physically and psychologically, encompassing the attributes and characteristics found within a good. It was measured using five indicators adapted from Tjiptono (2019): product performance (ability to quench thirst), reliability (cleanliness and freshness of water), safety (freedom from harmful substances), ease of use (practical packaging), and aesthetics and packaging (attractive physical appearance). Customer satisfaction (Y) was defined following D. Tjiptono (2019) as the feeling of pleasure or disappointment experienced by consumers after comparing the perceived performance or outcome of a product with their expectations. It was measured using three indicators from Kusumawati, I. J. S. S. A. (2014), consumers feel pleased when using the product, consumers feel pleased because the product meets their needs, and consumers feel pleased because the product exceeds their expectations. Repurchase intention (Z) was defined following Hardiana, C. D., & Kayadoe, F. R. (2022) as a person's desire to repurchase a product in the future based on past experience and a positive attitude toward it. It was measured using four indicators from Peburiyanti (2016): referential interest (recommending to others), transactional interest (tendency to repurchase), preferential interest (making the product the primary choice), and explorative interest (seeking additional product information).

2.4. Measurement Scale

All items across the three variables were measured using a five-point Likert scale as described by Sekaran and Bougie (2017), ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale was applied to quantify each respondent's level of agreement or disagreement with each statement in the questionnaire.

2.5. Validity and Reliability Testing

Validity was assessed using Pearson product-moment correlation, with the criterion that $r\text{-count} \geq r\text{-table}$ (0.3610, based on $df = n - k = 30 - 2 = 28$ at $\alpha = 0.05$). Items with $r\text{-count}$ below the $r\text{-table}$ threshold were considered invalid and excluded. Reliability was assessed using Cronbach's Alpha coefficient, with values above 0.60 considered acceptable and values above 0.80 considered good, as outlined by Sekaran and Bougie (2017). All instruments were processed using SPSS version 27.

2.6. Data Analysis Technique

Data were analyzed using two regression approaches and the Sobel test. Simple linear regression was applied to test Hypothesis 1 (H1), examining the direct effect of product quality on customer satisfaction, expressed as $Y = a_1 + b_1X$. Multiple linear regression was applied to test Hypotheses 2 and 3 (H2 and H3), examining the direct effects of product quality and customer satisfaction on repurchase intention, expressed as $Z = a_2 + b_2X + b_3Y$. The Sobel test, as formulated by Preacher and Hayes (2004), was used to test Hypothesis 4 (H4), examining whether customer satisfaction significantly mediates the effect of product quality on repurchase intention. The Sobel formula used was:

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

With the t-value calculated as:

$$t = ab/S_{ab}.$$

The significance threshold for all hypothesis tests was set at $\alpha = 0.05$ (t-table: 1.65685 for simple regression, 1.65694 for multiple regression, and 1.98063 for the Sobel test).

2.7. Classical Assumption Tests

Prior to hypothesis testing, the data were subjected to three classical assumption tests to satisfy the conditions of the Ordinary Least Squares (OLS) estimator. The Kolmogorov-Smirnov test was used for normality testing, with data considered normally distributed if the significance value exceeded 0.05. Multicollinearity was assessed using tolerance value and Variance Inflation Factor (VIF), with acceptable thresholds of tolerance > 0.10 and VIF < 10 . Heteroscedasticity was assessed using the Glejser test, where the absence of heteroscedasticity was indicated by a significance value above 0.05 for all independent variables when regressed against the absolute residual values.

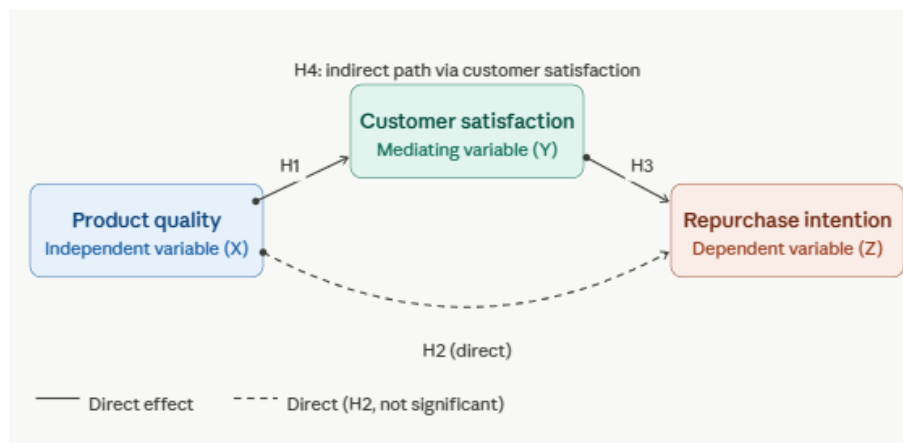


Figure 1. Conceptual model of the effect of product quality on repurchase intention through customer satisfaction for Club brand BDW in Bandung City

3. RESULTS AND DISCUSSION

3.1. Results

Data collection was conducted through Google Forms distributed online to 130 eligible respondents. The demographic profile of respondents is presented in Table 1.

Table 1. Respondent Profile

Description	Category	Frequency	Percentage
Gender	Male	70	53.8%
	Female	60	46.2%
Age	17 – 22 years	44	33.8%
	23 – 28 years	45	34.6%
	29 – 34 years	22	16.9%
	35 – 40 years	15	11.5%
	41 – 45 years	1	0.8%
	> 46 years	3	2.3%

Domicile	Bandung City	130	100%
Occupation	Student	46	35.4%
	Entrepreneur	23	17.7%
	Private Employee	29	22.3%
	Labor	10	7.7%
	Housewife	7	5.4%
	Civil Servant (PNS)	11	8.5%
	Others	4	3.1%
Ever purchased Club brand BDW?	Yes	130	100%
	No	0	0%
Purchase Frequency per Month	1 – 3 times	54	41.5%
	4 – 6 times	50	38.4%
	> 7 times	26	20.0%

Source: Primary Data, Processed by the Author (2026)

Respondents were predominantly male (53.8%) and concentrated in the 23–28 age group (34.6%), all domiciled in Bandung City (100%). The majority were students (35.4%), followed by private employees (22.3%). All 130 respondents had previously purchased Club brand bottled water, confirming their suitability as research subjects. The most common purchase frequency was 1–3 times per month (41.5%), indicating moderate but regular consumption behavior.

3.1.1. Validity and Reliability Test Results

All questionnaire items passed the validity and reliability tests. The results are presented in Table 2.

Table 2. Validity and Reliability Test Results

Variable	Statement	r-count	Validity
Product Quality (X)	Club brand water effectively quenches thirst	0.912	Valid
	Club brand water tastes clean when consumed	0.909	Valid
	Club brand water meets consumer expectations	0.919	Valid
	Club brand water packaging is easy to open	0.911	Valid
	Club brand water packaging is attractive	0.906	Valid
Customer Satisfaction (Y)	I feel pleased when consuming Club brand BDW	0.899	Valid
	I feel pleased because Club brand BDW fulfills my needs	0.934	Valid
	I feel pleased because Club brand BDW exceeds my expectations	0.913	Valid
Repurchase Intention (Z)	I will recommend Club brand BDW to others	0.913	Valid
	I will repurchase Club brand BDW	0.924	Valid
	I am willing to make Club brand BDW my primary choice	0.919	Valid
	I will seek additional information about Club brand BDW	0.902	Valid

Note: r-table = 0.3610; All Cronbach's Alpha values > 0.60 (Reliable)

Source: Primary Data, Processed by the Author (2026)

All 12 items showed r-count values well above the r-table of 0.3610, confirming that each item validly measured its intended construct. Cronbach's Alpha values for all three variables exceeded 0.60, confirming satisfactory reliability. These results ensure the measurement instruments are both accurate and consistent for subsequent analysis.

3.1.2. Descriptive Analysis

A descriptive analysis was conducted to assess respondents' perceptions of each variable based on the mean scores of each indicator item. The results are presented in Tables 3, 4, and 5.

Table 3. Descriptive Statistics – Product Quality (X)

Variable	N	Minimum	Maximum	Mean	Std. Deviation
X1	130	1	5	3.07	1.253
X2	130	1	5	3.02	1.344
X3	130	1	5	2.93	1.289
X4	130	1	5	3.03	1.187
X5	130	1	5	3.08	1.306

Source: Primary Data, Processed by the Author (2026)

Table 3 presents the descriptive statistics for the Product Quality variable (X), which consists of five measurement indicators and was assessed using responses from 130 participants. The mean scores range from 2.93 to 3.08 on a five-point Likert scale, indicating that respondents generally perceive the product quality at a moderate to relatively positive level. Among the indicators, X5 recorded the highest mean score ($M = 3.08$; $SD = 1.306$), followed closely by X1 ($M = 3.07$; $SD = 1.253$), suggesting that these aspects of product quality received the most favorable evaluations from respondents. In contrast, X3 obtained the lowest mean score ($M = 2.93$; $SD = 1.289$), indicating that this dimension was perceived less positively than the others. The standard deviation values range from 1.187 to 1.344, reflecting a moderate variation in respondents' perceptions across all indicators. Overall, the findings suggest that respondents tend to have a moderately positive perception of the product quality of the product under study, although there remains room for improvement in several quality dimensions

Table 4. Descriptive Statistics – Customer Satisfaction (Y)

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Y1	130	1	5	2.86	1.193
Y2	130	1	5	2.95	1.305
Y3	130	1	5	3.05	1.302

Source: Primary Data, Processed by the Author (2026)

Table 4 presents the descriptive statistics for the Customer Satisfaction variable (Y), which consists of three measurement indicators based on responses from 130 respondents. The mean scores range from 2.86 to 3.05 on a five-point Likert scale, indicating that respondents generally report a moderate level of satisfaction. Among the indicators, Y3 obtained the highest mean score ($M = 3.05$; $SD = 1.302$), suggesting that this aspect of customer satisfaction received the most favorable evaluation. Meanwhile, Y1 recorded the lowest mean score ($M = 2.86$; $SD = 1.193$), indicating that respondents were relatively less satisfied with this aspect. The standard deviation values range from 1.193 to 1.305, reflecting a moderate level of variability in respondents' perceptions. Overall, the findings indicate that customer satisfaction is perceived at a moderate level, suggesting that while customers are generally satisfied, improvements in several aspects of the product or service may further enhance overall satisfaction.

Table 5. Descriptive Statistics – Repurchase Intention (Z)

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Z1	130	1	5	3.06	1.166
Z2	130	1	5	2.92	1.236
Z3	130	1	5	3.02	1.217
Z4	130	1	5	2.85	1.210

Source: Primary Data, Processed by the Author (2026)

Table 5 presents the descriptive statistics for the Repurchase Intention variable (Z), which consists of four measurement indicators based on responses from 130 participants. The mean scores range from 2.85 to 3.06 on a five-point Likert scale, indicating that respondents generally exhibit a moderate level of repurchase intention. Among the indicators, Z1 recorded the highest mean score ($M = 3.06$; $SD = 1.166$), suggesting that this aspect of repurchase intention received the most favorable evaluation from respondents. Conversely, Z4 obtained the lowest mean score ($M = 2.85$; $SD = 1.210$), indicating that respondents were relatively less inclined toward this dimension of repurchase intention. The standard deviation values range from 1.166 to 1.236, reflecting a moderate level of variability in respondents' responses. Overall, these findings indicate that respondents have a moderately positive intention to repurchase the product, although improvements in certain aspects may further strengthen consumers' willingness to make repeat purchases

The mean scores for product quality ranged from 2.93 to 3.08, customer satisfaction from 2.86 to 3.05, and repurchase intention from 2.85 to 3.06. All three variables were perceived at a moderate ("sufficient") level by respondents, consistent with the neutral midpoint of the Likert scale. This indicates that Club brand's product quality, the customer satisfaction it generates, and the resulting repurchase intention are all at a mediocre level in the eyes of Bandung consumers, which aligns with the brand's declining Top Brand Index figures.

3.1.3. Classical Assumption Test Results

The results of the three classical assumption tests are summarized in Table 6.

Table 6. Classical Assumption Test Results

No.	Test Type	Acceptance Criterion	Result	Interpretation
1.	Normality – ($X \rightarrow Y$)	$\text{Sig} > 0.05$	$\text{Sig} = 0.200$	Normally distributed
2.	Normality – ($X, Y \rightarrow Z$)	$\text{Sig} > 0.05$	$\text{Sig} = 0.200$	Normally distributed

3.	Multicollinearity – (X, Y → Z)	Tolerance > 0.10; VIF < 10	Tolerance = 0.779; VIF = 1.284	No multicollinearity
4.	Heteroscedasticity – (X, Y → Z)	Sig > 0.05	Sig = 0.944	No heteroscedasticity

Source: Primary Data, Processed by the Author (2026)

All three classical assumption tests were satisfied. The data were normally distributed, no significant correlation existed between independent variables (no multicollinearity), and the variance of residuals was homogeneous (no heteroscedasticity). The regression model therefore meets the BLUE (Best Linear Unbiased Estimator) requirements and is valid for hypothesis testing.

3.1.4. Regression Analysis and Sobel Test Results

Table 7. Simple Linear Regression – Effect of Product Quality on Customer Satisfaction

Model	B	Std. Error	Beta	t-value	Sig.
(Constant)	4.607	0.757		6.086	0.000
Product Quality	0.282	0.047	0.470	6.028	0.000

Dependent Variable: Customer Satisfaction

Source: Primary Data, Processed by the Author (2026)

Table 7 presents the results of the simple linear regression analysis examining the effect of Product Quality on Customer Satisfaction. The findings indicate that Product Quality has a positive and statistically significant effect on Customer Satisfaction ($\beta = 0.470$, $B = 0.282$, $t = 6.028$, $p < 0.001$). This result suggests that improvements in product quality are associated with higher levels of customer satisfaction. Specifically, every one-unit increase in Product Quality is predicted to increase Customer Satisfaction by 0.282 units, assuming other factors remain constant. The regression equation can be expressed as $\text{Customer Satisfaction} = 4.607 + 0.282(\text{Product Quality})$. The positive regression coefficient confirms that better product quality contributes to greater customer satisfaction. Since the significance value (0.000) is below the 0.05 threshold, the effect is statistically significant, indicating that the hypothesis proposing a positive relationship between Product Quality and Customer Satisfaction is supported.

Table 8. Multiple Linear Regression – Effect of Product Quality and Customer Satisfaction on Repurchase Intention

Model	B	Std. Error	Beta	t-value	Sig.
(Constant)	5.522	1.071		5.155	0.000
Product Quality	0.096	0.066	0.126	1.455	0.148
Customer Satisfaction	0.550	0.110	0.433	4.994	0.000

Dependent Variable: Repurchase Intention

Source: Primary Data, Processed by the Author (2026)

Table 8 presents the results of the multiple linear regression analysis examining the effects of Product Quality and Customer Satisfaction on Repurchase Intention. The findings reveal that Customer Satisfaction has a positive and statistically significant effect on Repurchase Intention ($\beta = 0.433$, $B = 0.550$, $t = 4.994$, $p < 0.001$). This indicates that higher customer satisfaction significantly increases consumers' intention to repurchase the product. Specifically, a one-unit increase in Customer Satisfaction is predicted to increase Repurchase Intention by 0.550 units, holding other variables constant. In contrast, Product Quality does not have a statistically significant direct effect on Repurchase Intention ($\beta = 0.126$, $B = 0.096$, $t = 1.455$, $p = 0.148$), as the significance value exceeds the 0.05 threshold. The resulting regression equation is $\text{Repurchase Intention} = 5.522 + 0.096(\text{Product Quality}) + 0.550(\text{Customer Satisfaction})$. These findings suggest that while product quality contributes positively to repurchase intention, its direct effect is not statistically significant when customer satisfaction is included in the model. This implies that customer satisfaction plays a more dominant role in explaining consumers repurchase intention.

Table 9. Sobel Test – Mediating Role of Customer Satisfaction

Variable Relationship	a	b	Sa	Sb	Sobel t-value	t-table	Interpretation
Product Quality → Customer Satisfaction → Repurchase Intention	0.282	0.550	0.047	0.110	3.841	1.981	Customer satisfaction mediates the effect

Source: Primary Data, Processed by the Author (2026)

Table 9 presents the results of the Sobel test used to examine the mediating role of Customer Satisfaction in the relationship between Product Quality and Repurchase Intention. The analysis shows that the path

coefficient from Product Quality to Customer Satisfaction ($a = 0.282$) and the path coefficient from Customer Satisfaction to Repurchase Intention ($b = 0.550$) jointly produce a Sobel test statistic of 3.841, which is greater than the critical t-table value of 1.981. This result indicates that the indirect effect of Product Quality on Repurchase Intention through Customer Satisfaction is statistically significant. Therefore, Customer Satisfaction serves as a significant mediating variable in the relationship between Product Quality and Repurchase Intention. These findings suggest that improvements in product quality enhance customer satisfaction, which subsequently increases consumers' intention to repurchase the product. The mediation analysis provides empirical evidence that Customer Satisfaction acts as an important mechanism through which Product Quality influences Repurchase Intention.

3.1.5. Hypothesis Testing Results

Table 10. Summary of Hypothesis Testing

Hypothesis	Variable Relationship	t-value & Sig.	Decision	Conclusion
H1	Product Quality → Customer Satisfaction	$t = 6.028$; $\text{sig} = 0.000$	H_0 rejected	Product quality has a positive and significant effect on customer satisfaction
H2	Product Quality → Repurchase Intention	$t = 1.455$; $\text{sig} = 0.148$	H_0 not rejected	Product quality does not significantly affect repurchase intention directly
H3	Customer Satisfaction → Repurchase Intention	$t = 4.994$; $\text{sig} = 0.000$	H_0 rejected	Customer satisfaction has a positive and significant effect on repurchase intention
H4	Product Quality → Customer Satisfaction → Repurchase Intention	$t = 3.841$; $p = 0.000$	H_0 rejected	Customer satisfaction mediates the effect of product quality on repurchase intention

Note: t-table for simple regression = 1.65685; multiple regression = 1.65694; Sobel test = 1.98063
Source: Primary Data, Processed by the Author (2026)

Based on the hypothesis testing results presented in Table 10, H1 is supported, indicating that product quality has a positive and significant effect on customer satisfaction ($t = 6.028$; $p = 0.000$). However, H2 is not supported, as product quality does not have a significant direct effect on repurchase intention ($t = 1.455$; $p = 0.148$). In contrast, H3 is supported, demonstrating that customer satisfaction positively and significantly influences repurchase intention ($t = 4.994$; $p = 0.000$). Furthermore, H4 is supported, as the Sobel test confirms that customer satisfaction significantly mediates the relationship between product quality and repurchase intention ($t = 3.841$; $p = 0.000$). These findings suggest that product quality enhances customers repurchase intention primarily by increasing customer satisfaction rather than through a direct effect.

3.2. Discussion

The first hypothesis test confirmed that product quality has a positive and significant effect on customer satisfaction ($t = 6.028$, $\text{sig} = 0.000$). This finding is consistent with the results of Riyani, D., et al. (2021), who demonstrated that product quality positively and significantly influences customer satisfaction. Similarly, Yuliani and Herawati (2024) confirmed that customer satisfaction is significantly shaped by product quality in the BDW context. Momou, Desrianto, and Fathorrahman (2024) also found a positive and significant relationship between product quality and customer satisfaction in local BDW products. The regression equation $Y = 4.607 + 0.282X$ indicates that every one-unit increase in perceived product quality leads to a 0.282-unit increase in customer satisfaction. This implies that improvements in product attributes including water cleanliness, taste, packaging practicality, and aesthetic design are likely to generate meaningful gains in consumer satisfaction with Club brand water.

The second hypothesis test revealed that product quality does not have a significant direct effect on repurchase intention ($t = 1.455$, $\text{sig} = 0.148$), leading to the non-rejection of H_0 . This result is consistent with Setyawan (2021), who found that product quality does not directly and significantly influence repurchase intention unless accompanied by other supporting factors such as competitive pricing. It is also aligned with Teressa et al. (2024), who found that in the gelato industry, product quality had a positive but non-significant direct effect on repurchase intention, with customer satisfaction serving as the mediating mechanism. This finding suggests that for Club brand consumers, simply improving the product's technical quality is insufficient to directly stimulate repurchase behavior without the accompanying creation of consumer satisfaction.

The third hypothesis confirmed that customer satisfaction has a positive and significant effect on repurchase intention ($t = 4.994$, $\text{sig} = 0.000$). This finding is strongly supported by prior research. Maharany et al. (2021) demonstrated that higher customer satisfaction is directly associated with greater repurchase intention, establishing satisfaction as a critical predictor of consumer retention. Hudzaifah, H., & Idris, I. (2018) similarly found that customer satisfaction significantly drives repurchase behavior. The regression coefficient

of 0.550 indicates that for every one-unit increase in customer satisfaction, repurchase intention increases by 0.550 units. This underscores the centrality of customer satisfaction in Club brand's retention strategy ensuring that consumers feel genuinely satisfied with their water consumption experience is the most powerful lever available to the company for sustaining repurchase intent.

The fourth hypothesis, tested using the Sobel test, confirmed that customer satisfaction significantly mediates the effect of product quality on repurchase intention (Sobel $t = 3.841 > t\text{-table} = 1.981$). This finding indicates a full mediation relationship: product quality does not influence repurchase intention directly, but does so entirely through its impact on customer satisfaction. This result is consistent with Aisyah et al. (2022), who found that customer satisfaction mediates the path between product quality and repurchase intention. It is also supported by Pratama and Yulianthini (2022), who found that customer satisfaction serves as a mediating variable in the relationship between product quality and repurchase intention for BDW products. The full mediation finding has important practical implications: PT Tirta Sukses Perkasa must understand that product quality improvements will only translate into greater repurchase intention if those improvements are sufficient to generate a meaningful elevation in consumer satisfaction. Quality without perceived satisfaction will not yield the desired behavioral outcome.

4. CONCLUSION

This study examined the effect of product quality on repurchase intention mediated by customer satisfaction among consumers of Club brand bottled drinking water in Bandung City, involving 130 respondents and analyzed using simple and multiple linear regression as well as the Sobel test. The findings collectively demonstrate a nuanced pattern of relationships among the three variables. Product quality was confirmed to have a positive and significant effect on customer satisfaction, meaning that higher-quality product attributes including cleanliness, taste, safety, packaging ease, and aesthetics meaningfully elevate the level of satisfaction consumers experience with Club brand water. However, product quality was found not to have a significant direct effect on repurchase intention, suggesting that improved product quality alone is insufficient to motivate consumers to repurchase without first creating a satisfying consumption experience. Customer satisfaction, in contrast, was found to exert a positive and significant direct influence on repurchase intention, confirming that satisfied consumers are substantially more likely to choose Club brand again. Most critically, the Sobel test established that customer satisfaction fully mediates the relationship between product quality and repurchase intention, indicating that product quality influences repurchase intention entirely through the satisfaction it generates in consumers. These findings hold important managerial implications for PT Tirta Sukses Perkasa. The company should not treat product quality improvement and customer satisfaction as separate strategic concerns but as an integrated pathway: investing in quality attributes must be pursued with the explicit goal of translating those improvements into elevated consumer satisfaction, which will then organically drive repurchase intention. Practical strategies include enhancing water purity standards, improving packaging design and functionality, and ensuring consistent product quality across distribution channels. Future research is recommended to expand the sample size and research coverage to different geographical areas in order to improve the generalizability of the findings. In addition, future studies should consider incorporating variables such as brand image, price perception, and consumer trust to provide a more comprehensive understanding of the factors influencing repurchase intention in the bottled drinking water industry.

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