

The Impact Of Local Fried Chicken Attractiveness And Brand Prestige On Repurchase Intention Toward Western Fried Chicken Fast-Food Through Customer Satisfaction

Denzel Sudjono ^{1*}, Heriyadi ², Bintoro Bagus Purmono ³, Wenny Pebrianti ⁴, Ahmadi ⁵

^{1*,2,3,4,5} Prodi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Tanjungpura Pontianak, Kalimantan Barat, Indonesia.

Email: denzelsudjono@gmail.com ^{1*}, heriyadi@ekonomi.untan.ac.id ², bintorobagus@ekonomi.untan.ac.id ³, wenny.pebrianti@ekonomi.untan.ac.id ⁴, ahmadi@ekonomi.untan.ac.id ⁵

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik ayam goreng lokal dan prestise merek terhadap niat membeli ulang pada restoran cepat saji ayam goreng Barat di Indonesia dengan kepuasan pelanggan sebagai variabel mediasi. Penelitian ini menggunakan pendekatan survei kuantitatif dengan mengumpulkan data dari 200 konsumen di Indonesia yang memiliki pengalaman mengonsumsi ayam goreng lokal maupun merek Barat. Data dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa daya tarik ayam goreng lokal cenderung menurunkan kepuasan konsumen terhadap ayam goreng cepat saji Barat, sementara prestise merek terbukti meningkatkan kepuasan pelanggan serta mendorong niat pembelian ulang. Selain itu, kepuasan pelanggan memiliki peran mediasi yang penting dalam menjelaskan bagaimana persepsi terhadap merek dan daya tarik alternatif kompetitor memengaruhi niat pembelian ulang. Penelitian ini memberikan kontribusi pada literatur perilaku konsumen dengan memperluas penerapan Alternative Attractiveness Theory dan Expectation–Confirmation Theory dalam konteks industri makanan cepat saji di Indonesia, khususnya dalam menjelaskan bagaimana tekanan kompetitif dari merek lokal dan nilai simbolik merek memengaruhi perilaku pembelian ulang konsumen.

Kata Kunci: Daya Tarik Alternatif; Prestise Merek; Kepuasan Pelanggan; Niat Pembelian Ulang.

Abstract

This study aims to examine the influence of Local Fried Chicken Attractiveness and Brand Prestige on Repurchase Intention toward Western fried chicken fast-food brands in Indonesia, with Customer Satisfaction acting as a mediating variable. A quantitative survey design was employed by collecting data from 200 Indonesian consumers who had experience consuming both local and Western fried chicken products. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings indicate that the attractiveness of local fried chicken alternatives tends to reduce consumers' satisfaction with Western fried chicken, while brand prestige positively enhances customer satisfaction and repurchase intention. Furthermore, customer satisfaction plays a crucial mediating role in translating brand perceptions and competitive attractiveness into repurchase intention. This research contributes to consumer behavior literature by extending Alternative Attractiveness Theory and Expectation–Confirmation Theory in the context of the Indonesian fast-food industry, particularly in explaining how competitive pressure from local brands and symbolic brand value influence consumers' repurchase behavior.

Keyword: Alternative Attractiveness; Brand Prestige; Customer Satisfaction; Repurchase Intention.

1. Introduction

The global fast-food industry continues to experience rapid growth, driven by urbanization, evolving lifestyles, and rising consumer demand for convenience. According to Grand View Research (2024), In 2021, the global fast-food market was valued at USD 595.93 billion, and it is expected to grow steadily, reaching approximately USD 851.34 billion by 2029. However, as Indonesian consumers become increasingly value-oriented, their purchasing decisions are shaped more by the perceived benefits of local fast-food offerings than by mere brand familiarity or symbolic prestige associated with Western chains (Nurul & Abror, 2023). The concept of brand prestige emphasizes consumers' perceptions of a brand's exclusivity, social status, and symbolic superiority (Jin *et al.*, 2016). Brand prestige refers to consumers' perception of a brand's exclusivity and social status, which can positively influence satisfaction and repurchase intention (Jin *et al.*, 2016; Hanaysha & Pech, 2018). However, the growing success of local fried chicken brands such as Rocket Chicken, Hisana Fried Chicken, and Ayam Geprek Pak Gembus has introduced a new competitive dynamic. These brands have expanded nationally by emphasizing affordability, local taste, and halal assurance elements that increase their alternative attractiveness (Jones *et al.*, 2000). As Indonesian consumers become more discerning, their repurchase decisions toward Western fast-food brands increasingly depend on whether brand prestige continues to deliver emotional and social value that outweighs the functional appeal of local competitors (Veas-González *et al.*, 2024). According to Alternative Attractiveness Theory, consumers' intention to remain with a brand can be influenced by the perceived attractiveness of competing alternatives (Jones *et al.*, 2000; Bansal & Taylor, 1999). When an alternative brand offers higher attractiveness through affordability, cultural compatibility, or localized experience customers may be more likely to switch even if they are moderately satisfied with their existing choice (Ping JR, 1993). Therefore, this research conceptualizes Local Fried Chicken Fast-Food Attractiveness as a contextualized adaptation of alternative attractiveness representing the degree to which local fried-chicken brands appeal to consumers. Recent studies demonstrate that brand prestige significantly enhances customer satisfaction and repurchase intention, particularly when it reflects aspirational value (Hanaysha & Pech, 2018; Liu *et al.*, 2023). Consumers who associate Western fast-food brands with status and reliability are more likely to develop positive emotions and repeat purchase behaviors, even in the presence of strong local competitors (Acar *et al.*, 2024). In Indonesia, this symbolic dimension of Western brands remains a key determinant of customer loyalty, mediated by satisfaction derived from quality and global standards (Firdaus *et al.*, 2023).

Customer satisfaction serves as a critical mechanism in consumer behavior models. According to Expectation–Confirmation Theory (Oliver, 1999), satisfaction arises when perceived performance meets or exceeds expectations, encouraging repeated purchasing behavior (Chun & Nyam-Ochir, 2020). Studies within the Indonesian fast-food sector demonstrate that satisfaction mediates the relationship between brand prestige and repurchase intention (Nurul & Abror, 2023). Although international studies have explored relationships between brand prestige, satisfaction, and repurchase intention (Hanaysha & Pech, 2018; Liu *et al.*, 2023; Zhou & Hudin, 2025), research integrating brand prestige and alternative attractiveness within the Indonesian fast-food context remains limited. Most domestic studies emphasize functional attributes such as price fairness or service quality while overlooking symbolic and competitive dimensions influencing repurchase behavior (Harmawati & Dewanti, 2023; Krisna *et al.*, 2025). Therefore, this study investigates the effects of Local Fried Chicken Attractiveness and Brand Prestige on repurchase intention toward Western fried chicken fast food, with customer satisfaction acting as a mediating variable. Grounded in Alternative Attractiveness Theory (Jones *et al.*, 2000) and Expectation–Confirmation Theory (Oliver, 1999), this research aims to provide empirical evidence explaining how competitive attractiveness and symbolic brand value jointly shape consumer loyalty within Indonesia's fast-food market.

2. Literature Review

2.1 Relationship between Local Fried Chicken Attractiveness and Customer Satisfaction

The concept of alternative attractiveness is rooted in consumer behavior and relationship marketing literature, referring to the perceived desirability of competing providers that may attract consumers away from their current choice (Jones *et al.*, 2000). In the Indonesian fast-food context, Local Fried Chicken Fast-Food Attractiveness represents the perceived appeal of local fried chicken brands compared to Western franchises through affordability, cultural alignment, and localized flavor offerings (Krisna *et al.*, 2025). When customers perceive alternative brands as more attractive in terms of price, quality, or experience, their evaluation toward incumbent brands may decline, influencing satisfaction outcomes, particularly in markets with low switching costs (Bansal & Taylor, 1999; Suhartanto *et al.*, 2025).

2.2 Relationship between Brand Prestige and Customer Satisfaction

Brand prestige is defined as consumers' perception of a brand's superior status, exclusivity, and symbolic value compared to competing brands (Hanaysha & Pech, 2018). In fast-food consumption, Western brands are often associated with higher social standing and lifestyle aspiration, generating emotional and symbolic value beyond functional benefits (Veas-González *et al.*, 2024; Sarjono *et al.*, 2023). Previous studies indicate that prestigious brands enhance customer satisfaction by strengthening positive emotional evaluations and perceived reliability, thereby improving overall consumption experience (Liu *et al.*, 2023; Firdaus *et al.*, 2023).

2.3 Relationship between Customer Satisfaction and Repurchase Intention

Customer satisfaction represents a key determinant of post-purchase behavior. According to Expectation–Confirmation Theory, satisfaction occurs when perceived performance meets or exceeds consumer expectations, encouraging continued purchasing behavior (Oliver, 1999). Empirical findings in the fast-food industry confirm that satisfied consumers are more likely to maintain loyalty and demonstrate repurchase intention toward the same brand (Chun & Nyam-Ochir, 2020; Nurul & Abror, 2023; Veas-González *et al.*, 2024).

2.4 Relationship between Local Fried Chicken Attractiveness and Repurchase Intention

Alternative attractiveness has been widely linked to switching behavior and reduced loyalty toward incumbent brands. Highly attractive alternatives offering comparable benefits may weaken consumers' intention to repurchase from existing providers (Bansal *et al.*, 2005; Ping Jr., 1993). In Indonesia, local fried chicken brands provide competitive advantages through affordability and cultural familiarity, increasing competitive pressure toward Western fast-food brands; however, consumers may remain loyal when satisfaction levels remain high, indicating that switching behavior does not always occur directly (Krisna *et al.*, 2025; Bernarto *et al.*, 2022).

2.5 Relationship between Brand Prestige and Repurchase Intention

Repurchase intention refers to consumers' likelihood of purchasing from the same brand in the future (Hellier *et al.*, 2003). Brand prestige influences repurchase intention through psychological and emotional associations that create affective attachment between consumers and brands (Prasetyo *et al.*, 2021). Studies show that consumers perceiving a brand as prestigious and socially admired tend to develop stronger loyalty and repeat purchasing behavior, particularly within competitive fast-food markets (Firdaus *et al.*, 2023; Inoni, 2021).

2.6 The Mediating Role of Customer Satisfaction in the Relationship between Local Fried Chicken Attractiveness and Repurchase Intention

Customer satisfaction functions as an important mediating mechanism translating competitive evaluation into behavioral intention. Expectation–Confirmation Theory explains that satisfaction converts consumption experiences into continued purchasing decisions (Oliver, 1999). Prior studies indicate that

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although attractive alternatives exist, consumers may continue repurchasing when satisfaction remains high, suggesting that satisfaction mediates the influence of alternative attractiveness on repurchase intention (Bernarto *et al.*, 2022; Chun & Nyam-Ochir, 2020).

2.7 The Mediating Role of Customer Satisfaction in the Relationship between Brand Prestige and Repurchase Intention

Brand prestige enhances repurchase intention indirectly through customer satisfaction, as prestigious brands strengthen emotional attachment and perceived value that improve satisfaction and loyalty outcomes (Hanaysha & Pech, 2018). Empirical studies confirm that satisfaction mediates the relationship between brand prestige and repurchase intention, indicating that consumers maintain loyalty when brand experiences align with symbolic expectations (Nurul & Abror, 2023; Liu *et al.*, 2023; Veas-González *et al.*, 2024).

3. Research Methodology

This study employed a quantitative explanatory research design using a survey method to examine the causal relationships between Local Fried Chicken Fast-Food Attractiveness, Brand Prestige, Customer Satisfaction, and Repurchase Intention toward Western fried chicken fast food. The explanatory design was chosen because it enables hypothesis testing and identification of directional relationships among variables within a defined theoretical framework (Creswell & Creswell, 2017). The questionnaire measured four constructs, namely Local Fried Chicken Fast-Food Attractiveness (LFA), Brand Prestige (BP), Customer Satisfaction (CS), and Repurchase Intention (RI), using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The population of this study comprised Indonesian consumers aged 17 years and above who had purchased both local and Western fried chicken fast food in Indonesia within the past six months. The sampling technique applied was purposive sampling, as it allows researchers to intentionally select respondents meeting specific criteria relevant to the study objectives (Etikan & Bala, 2017). A total of 200 valid responses were collected through online and offline distribution channels, exceeding the minimum requirement for PLS-SEM analysis recommending a sample size of at least five to ten times the maximum number of structural paths directed at any endogenous construct (Hair Jr *et al.*, 2021). Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The measurement model was evaluated through indicator reliability, composite reliability, Average Variance Extracted (AVE), and discriminant validity using the HTMT ratio, while the structural model was assessed using bootstrapping procedures with 5,000 resamples to test the significance of path coefficients (Hair Jr *et al.*, 2021; Henseler *et al.*, 2015).

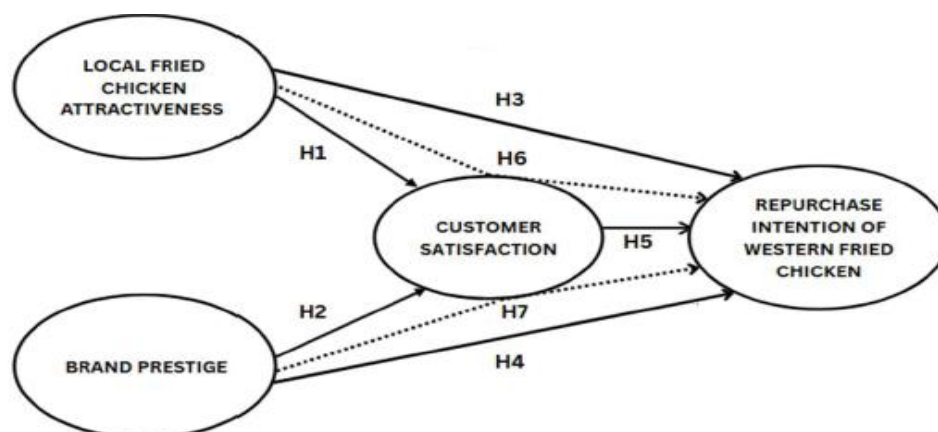


Figure 1. Research Framework

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Table 1. Variable and Indicator

Variable	Indicator
Local Fried Chicken Attractiveness	Food Quality, 2) <i>Service Quality</i> , 3) <i>Atmosphere</i> , 4) <i>Price</i> (Chun <i>et al.</i> , 2020)
Brand Prestige	Symbolic Prestige, 2) <i>Social Status</i> , 3) <i>Esteem</i> (Hanaysha & Pech, 2018)
Customer Satisfaction	Cumulative Satisfaction, 2) <i>Expectation Fulfillment</i> , 3) <i>Emotional Delight</i> (Hanaysha & Pech, 2018)
Repurchase Intention	Transactional interest, 2) <i>Preferential interest</i> , 3) <i>Referential interest</i> (Surawilaga, 2024)

4. Result and Discussion

4.1 Results

Table 2. Initial Outer Loading

	LFA	BP	CS	RI
LFA1	0.860			
LFA2	0.797			
LFA3	0.872			
LFA4	0.161			
BP1		0.832		
BP2		0.846		
BP3		0.767		
CS1			0.861	
CS2			0.827	
CS3			0.794	
RI1				0.820
RI2				0.870
RI3				0.792

Table 3. Final Outer Loading

	LFA	BP	CS	RI
LFA1	0.870			
LFA2	0.807			
LFA3	0.898			
BP1		0.832		
BP2		0.846		
BP3		0.767		
CS1			0.860	
CS2			0.827	
CS3			0.795	
RI1				0.819
RI2				0.870
RI3				0.793

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Based on this evaluation, LFA4 was removed from the measurement model. After removing this indicator, the remaining indicators of Local Fried Chicken Attractiveness demonstrated satisfactory loading values, confirming that the construct was measured reliably. The revised measurement model was then used for subsequent validity and reliability testing. Table 3 presents the final outer loading values of all measurement indicators after the refinement of the measurement model. The results show that all retained indicators load strongly on their respective constructs, with loading values exceeding the recommended threshold of 0.70 (Hair Jr *et al.*, 2021). This indicates that each indicator adequately represents its underlying variable.

Table 4. Convergent Validity dan Composite Reliability

Variable	Items	Mean	Convergent Validity		Reliability Testing	
			Loading Factor	AVE	Cronbach's Alpha	CR
Local Fried Chicken Attractiveness	3	2.5617	0.807-0.898	0.738	0.825	0.894
Brand Prestige	3	4.025	0.767-0.846	0.665	0.748	0.856
Customer Satisfaction	3	4.0783	0.795-0.860	0.686	0.77	0.867
Repurchase Intention	3	4.0817	0.793-0.870	0.685	0.771	0.867

Table 4 reports the results of the measurement model evaluation focusing on convergent validity and discriminant validity using SEM-PLS. Convergent validity was assessed through indicator loadings and Average Variance Extracted (AVE), where one indicator of Local Fried Chicken Attractiveness (LFA4) was removed due to a low outer loading value below the recommended threshold. After its removal, all remaining indicator loadings ranged from 0.767 to 0.898, exceeding the minimum threshold of 0.70, indicating that the indicators adequately represent their respective constructs. The AVE values for Local Fried Chicken Attractiveness, Brand Prestige, Customer Satisfaction, and Repurchase Intention ranged from 0.665 to 0.738, all above the acceptable limit of 0.50, confirming that each construct explains more than half of the variance of its indicators and demonstrates satisfactory convergent validity (Fornell and Larcker, 2012; Hair Jr *et al.*, 2021). Table 4. also presents the mean values of each research variable, showing that Brand Prestige, Customer Satisfaction, and Repurchase Intention have relatively high mean scores indicating generally positive evaluations toward Western fried chicken brands, whereas Local Fried Chicken Attractiveness shows a lower mean value, suggesting respondents tended to favor Western fried chicken over local alternatives while still reflecting the presence of competitive pressure from local brands.

Table 5. Discriminant Validity – Fornell Larcker

Variable	LFA	BP	CS	RI
Local Fried Chicken Attractiveness	0.859			
Brand Prestige	-0.02	0.816		
Customer Satisfaction	-0.207	0.416	0.828	
Repurchase Intention	-0.164	0.479	0.665	0.828

As shown in Table 5, the diagonal values, representing the square roots of AVE for Local Fried Chicken Attractiveness (0.859), Brand Prestige (0.816), Customer Satisfaction (0.828), and Repurchase Intention (0.828), are all higher than the corresponding inter-construct correlation values in the same rows and columns. This indicates that each construct shares more variance with its own indicators than with other constructs, thereby confirming adequate discriminant validity. Overall, the results demonstrate that all constructs are empirically distinct and measure different conceptual dimensions, supporting the validity of the measurement model (Fornell and Larcker, 2012; Hair Jr *et al.*, 2021).

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Table 6. R-Square

	R-Square	R-Square Adjusted
Customer Satisfaction	0.213	0.205
Repurchase Intention	0.494	0.486

Table 6 presents the coefficient of determination (R^2) and adjusted R^2 values for the endogenous constructs in the structural model, namely Customer Satisfaction and Repurchase Intention. The R^2 value for Customer Satisfaction is 0.213, indicating that Local Fried Chicken Attractiveness and Brand Prestige jointly explain 21.3% of the variance in Customer Satisfaction; based on Chin (1998), this value falls within the weak to moderate category, suggesting that although the predictors contribute to explaining customer satisfaction, other variables outside the model may also play a significant role, while the adjusted R^2 value of 0.205 further supports the stability of the model by accounting for the number of predictors included (Hair Jr *et al.*, 2021). For Repurchase Intention, the R^2 value of 0.494 indicates that Customer Satisfaction, Local Fried Chicken Attractiveness, and Brand Prestige collectively explain 49.4% of the variance in repurchase intention, which reflects a moderate level of explanatory power in PLS-SEM studies, particularly in behavioral and marketing research contexts (Hair Jr *et al.*, 2021). The adjusted R^2 value of 0.486 remains close to the original R^2 , indicating that the model's explanatory capability is not overstated; overall, these findings demonstrate that the structural model exhibits acceptable explanatory power, with stronger predictive ability for repurchase intention compared to customer satisfaction, as recommended in PLS-SEM evaluation guidelines (Chin, 1998; Hair Jr *et al.*, 2021).

Table 7. Hypothesis Testing

	Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
H1	Local Fried Chicken Attractiveness → Customer Satisfaction	-0.199	-0.213	0.083	2.403	0.016	Significant
H2	Brand Prestige → Customer Satisfaction	0.412	0.406	0.101	4.098	0	Significant
H3	Local Fried Chicken Attractiveness → Repurchase Intention	-0.044	-0.052	0.061	0.733	0.463	Not Significant
H4	Brand Prestige → Repurchase Intention	0.248	0.247	0.052	4.719	0	Significant
H5	Customer Satisfaction → Repurchase Intention	0.553	0.544	0.063	8.738	0	Significant
H6	Local Fried Chicken Attractiveness → Customer Satisfaction → Repurchase Intention	-0.11	-0.114	0.044	2.501	0.012	Significant
H7	Brand Prestige → Customer Satisfaction → Repurchase Intention	0.228	0.223	0.068	3.37	0.001	Significant

Table 7 presents the results of the specific indirect effects analysis obtained through the bootstrapping procedure in SmartPLS 4 to examine the mediating role of Customer Satisfaction (CS) in the relationship between Local Fried Chicken Attractiveness (LFA), Brand Prestige (BP), and Repurchase

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Intention (RI). The indirect effect of Local Fried Chicken Attractiveness on Repurchase Intention through Customer Satisfaction is negative and statistically significant ($\beta = -0.11$, $t = 2.501$, $p = 0.012$), indicating that higher attractiveness of local fried chicken indirectly reduces repurchase intention toward Western fried chicken by lowering customer satisfaction. In contrast, the indirect effect of Brand Prestige on Repurchase Intention through Customer Satisfaction is positive and statistically significant ($\beta = 0.228$, $t = 3.37$, $p = 0.001$), suggesting that brand prestige enhances repurchase intention indirectly through increased customer satisfaction. Overall, these findings confirm the significant mediating role of Customer Satisfaction, demonstrating that both Local Fried Chicken Attractiveness and Brand Prestige influence Repurchase Intention primarily through their effects on customer satisfaction (Hair Jr *et al.*, 2021; Hanaysha & Pech, 2018; Oliver, 1999).

4.2 Discussion

This study examines how Local Fried Chicken Attractiveness and Brand Prestige are related to Repurchase Intention toward Western fried chicken fast food, with Customer Satisfaction playing an intermediary role. The findings support the relevance of Alternative Attractiveness Theory and Expectation–Confirmation Theory, illustrating how competition from local brands and symbolic brand value jointly shape consumer loyalty in Indonesia's fast-food market. The findings indicate that as local fried chicken becomes more appealing, consumers tend to evaluate their experiences with Western fried chicken less favorably. This pattern is consistent with Alternative Attractiveness Theory, which explains that the presence of attractive alternatives can weaken consumers' evaluations of existing brands (Bansal & Taylor, 1999; Jones *et al.*, 2000). Previous studies have similarly shown that local brands offering affordable prices, cultural familiarity, and localized taste can lower consumers' satisfaction with Western fast-food options (Chang & Chiu, 2023; Krisna *et al.*, 2025). In the Indonesian context, local fried chicken brands emphasize halal assurance and culturally embedded flavors, which resonate strongly with consumers' identity and daily consumption habits, thereby reducing the perceived appeal of Western offerings. However, the attractiveness of local fried chicken does not automatically lead consumers to reduce their intention to repurchase Western fried chicken. This suggests that the presence of appealing local alternatives alone is not sufficient to trigger immediate switching behavior. This observation differs from earlier studies suggesting that strong alternatives directly weaken repurchase intention (Bansal *et al.*, 2005; Ping JR, 1993). A plausible explanation lies in the symbolic and emotional attachment consumers maintain toward Western brands, where repurchase behavior is shaped less by direct comparisons and more by overall satisfaction and brand meaning. Similar patterns were identified by Bernarto *et al.* (2022), who found that consumers may continue to patronize fast-food brands despite attractive alternatives when they remain satisfied. This finding indicates that consumers' preference for local fried chicken does not directly translate into reduced repurchase intention toward Western brands.

In contrast, Brand Prestige is closely associated with more favorable consumer evaluations and a stronger inclination to continue purchasing Western fried chicken. This supports branding theories that emphasize the importance of symbolic value in consumer decision-making (Hanaysha & Pech, 2018; Jin *et al.*, 2016). Prior research has shown that prestigious brands enhance satisfaction by fulfilling consumers' aspirations related to social status and global identity (Liu *et al.*, 2023; Sarjono *et al.*, 2023). In Indonesia, Western fried chicken brands continue to represent modernity and reliability, which strengthen emotional attachment and encourages repeat patronage even as competition from local brands intensifies. Customer Satisfaction emerges as a central element in shaping consumers' intention to repurchase Western fried chicken. In line with Expectation–Confirmation Theory, satisfaction develops when consumers perceive that their experiences meet or exceed expectations, which in turn encourages continued purchasing behavior (Oliver, 1999). This pattern is consistent with findings from fast-food and hospitality studies showing that satisfied customers are more likely to remain loyal and engage in repeat purchases (Nurul & Abror, 2023; Veas-González *et al.*, 2024). The analysis further shows that Customer Satisfaction serves as a key mechanism linking both Local Fried Chicken Attractiveness and Brand Prestige to Repurchase Intention. The influence of local fried chicken operates primarily by shaping consumers' satisfaction with Western brands rather than through direct substitution. Conversely, brand

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prestige strengthens consumers' intention to repurchase by enhancing satisfaction with the overall consumption experience. These findings highlight satisfaction as a psychological channel through which competitive perceptions and symbolic brand value are translated into loyalty-related behavior (Hanaysha & Pech, 2018; Sarjono *et al.*, 2023). This pattern suggests that the influence of local fried chicken attractiveness on repurchase intention occurs indirectly through changes in customer satisfaction. In a similar manner, brand prestige influences repurchase intention by first shaping consumers' satisfaction with Western fried chicken brands.

5. Conclusion

This study highlights that the sustainability of Western fried chicken brands in Indonesia depends not only on functional attributes but also on their ability to maintain brand prestige and deliver satisfying consumption experiences. The findings indicate that Local Fried Chicken Attractiveness influences consumer evaluation primarily through customer satisfaction rather than directly reducing repurchase intention, while Brand Prestige strengthens satisfaction and encourages continued purchasing behavior. Customer Satisfaction plays a central role in linking competitive pressure from local alternatives and symbolic brand value toward repurchase intention, demonstrating that emotional attachment and symbolic associations with Western brands remain important despite the growing attractiveness of local competitors. By integrating competitive and symbolic perspectives, this study contributes to a clearer understanding of consumer loyalty formation within emerging fast-food markets. Based on the findings, Western fried chicken brands in Indonesia may benefit from maintaining brand prestige while paying attention to customer satisfaction as a key factor in sustaining repeat patronage. Rather than competing directly on price, Western brands are encouraged to emphasize consistent quality, strong brand identity, and overall dining experience while adapting selectively to local consumer preferences. For local entrepreneurs and policymakers, continued support for local fast-food businesses through innovation, cultural relevance, and affordability may strengthen competitiveness within the food service industry. Future research may incorporate additional variables such as brand trust, perceived value, or consumer ethnocentrism and expand research contexts across different regions or countries to provide deeper insights into evolving consumer perceptions and repurchase behavior.

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