

The Effect of Product Quality on Repurchase Intention, Mediated by Customer Satisfaction, for SO GOOD brand Sausages in the Bandung area

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ABSTRACT

This study was motivated by the decline in the index for So Good brand sausages based on data obtained from the Top Brand Award (2025) in the food and beverage category, which showed a decrease from 12.30% in 2024 to 7.50% in 2025; this indicates a decline in repurchase interest in So Good brand sausages. The method used is a quantitative approach employing a descriptive-associative method. The results of the study indicate that product quality has a positive and significant effect on customer satisfaction; product quality has a positive and significant effect on repurchase intention; customer satisfaction has a positive and significant effect on repurchase intention; and customer satisfaction mediates the effect of product quality on repurchase intention.

INTRODUCTION

The human need for food is a top priority, and the fast-food industry now plays a vital role in providing practical solutions for modern society (Kotler & Keller, 2016). The fast-paced changes in lifestyle demand food products that are not only filling but also high-quality and nutritionally rich, thereby driving the growth of the frozen food industry post-pandemic (Selangkah, 2025). Companies are required to understand the increasingly discerning consumer behavior when selecting processed meat products based on the quality and value they offer (de Araújo et al., 2022). Ready-to-eat sausages have become a favorite choice due to their convenience, yet dynamic consumer preferences lead to fluctuations in brand loyalty within this category (Imtiyaz et al., 2023). This situation compels manufacturers to continuously innovate to ensure their products remain relevant and are chosen again amidst intense competition (Septiarini, 2022).

The frozen food industry in Indonesia is currently experiencing rapid growth, creating new momentum in the national food business landscape (Handoyo & Fitri, 2021). Indonesia's frozen food market is projected to reach approximately Rp 200 trillion by 2025, up from Rp 95 trillion in 2021, with an annual growth rate of around 16 percent, according to the Indonesian Cold Chain Association (ARPI) (Handoyo & Fitri, 2021). An IMARC Group report notes that Indonesia's frozen food market was valued at USD 3.4 billion in 2024 and is projected to grow to USD 5.9 billion by 2033, with a compound annual growth rate (CAGR) of 6.31 percent (IMARC Group, 2025). A 2025 survey by GoodStats and Jakpat revealed that 29 percent of respondents purchase frozen food products at least once a week, with the most frequently consumed categories being sausages, nuggets, and french fries (Zahra, 2025). This growth is driven by changes in the post-pandemic lifestyles of urban residents, who demand food products that are convenient yet affordable (Lalamove, 2025).

One of the key players in this segment is the So Good brand of sausage products, manufactured by PT So Good Food under the umbrella of PT Japfa (PT Japfa, 2022). The company's vision is to become a trusted provider of protein-based food solutions by prioritizing hygiene standards and modern technology to remain competitive in the global market (Sun et al., 2025). Since its establishment, PT So Good Food has focused on safety, processing, convenience, and improving the quality of its sausage products through the application of processing technologies to maintain product freshness and quality (Carballo, 2021). However, although the So Good brand image is quite strong as a pioneer in ready-to-eat sausages, the position of So Good sausage variants is beginning to be threatened by the presence of various new competitors in the same category (Safitri, 2024). Market dynamics demanding more economical yet high-quality products are driving consumers to compare quality attributes among various sausage brands (Huo et al., 2025).

Table 1 Top Brands Index for the Food and Beverage Category, Sausage Subcategory, 2023–2025

Brand name	2023 (%)	2024 (%)	2025 (%)
CHAMP	22.6	19.9	21.0
FIESTA	19.8	17.3	16.4
SO GOOD	9.3	12.3	7.5

Source : (Top Brand Award, 2025)

Table 1 The brand performance of the So Good sausage variants also appears to be under pressure in terms of brand equity, as indicated by the national brand index. Data from the Top Brand Index for the sausage category for 2023–2025 shows that the So Good sausage index fell from 9.30 percent in 2023, briefly rose to 12.30 percent in 2024, but dropped again to 7.50 percent in 2025 (Top Brand Award, 2025). At the same time, the Champ and Fiesta brands consistently outperformed So Good, indicating a shift in consumer preferences within the sausage subcategory. Since one component of the TBI is future intention, this decline in the index suggests a weakening of consumers' repurchase intention toward So Good sausage variants compared to its main competitors (Herlansyah & Sigarlaki, 2025). This situation signals that the company needs to evaluate the factors influencing repurchase intention, particularly those related to product quality and consumption experience (Chatzoglou et al., 2022).

To analyze this phenomenon, the study employs the Stimulus-Organism-Response (SOR) theory, which explains consumers' behavioral responses to marketing stimuli (Mehrabian & Russell, 1974). Within this framework, product quality acts as an external stimulus evaluated by consumers (Li & Shan, 2025). This stimulus is processed internally (Organism) in the form of customer satisfaction, which encompasses cognitive and affective aspects (Islam et al., 2021). This internal process then generates a behavioral response in the form of repurchase intent toward the product (Anjellia & Herawati, 2024). This approach is relevant for demonstrating how quality improvements can restore satisfaction and revitalize declining repurchase intent (Suhaily & Soelasih, 2017).

THEORETICAL REVIEW

Product Quality

According to (Kotler & Keller, 2016), quality is defined as the totality of features and characteristics of a product or service that are capable of satisfying consumer needs. Product quality generally results from a comparison between customer expectations and perceived performance (Morano et al., 2018). For companies, good product quality can create a positive impression on customers, thereby encouraging repeat purchases of the products offered (Mahmudi, 2020). The concept of quality is of great importance in product development, as a quality product is one that meets customers' needs and desires (Anwar & Satrio, 2015). Product quality can be defined as a product's ability to perform its functions optimally, thereby fulfilling consumer needs and expectations (Umar & Nuridin,

2021). Product quality is a key factor that influences consumer satisfaction and purchasing decisions, as high-quality products meet customers' needs and expectations (Ernawati, 2019).

Customer Satisfaction

Customer satisfaction is a key factor in understanding how customers' needs and desires are met (Akbar et al., 2020). Every company wants every consumer who purchases its products to feel satisfied; moreover, meeting consumer needs can enhance a company's competitive advantage. Satisfaction is an assessment of the characteristics or features of a product or service—or the product itself—that provides a level of consumer pleasure related to the fulfillment of consumer needs (Nurullita & Maulidizen, 2022). Customer satisfaction is a person's feeling of joy or disappointment that arises from comparing the perceived performance of a product (or outcome) with the consumer's expectations (Kotler & Keller, 2016). According to Sambo et al. (2022), customer satisfaction is the customer's feeling of joy or disappointment resulting from comparing customer expectations with the expected performance of the product. According to Siarmasa et al. (2023), customer satisfaction is a post-consumption evaluation of a product or service in terms of positive, neutral, or negative attitudes toward the product or service resulting from comparing consumer expectations and experiences with the company or its products and services.

Repurchase Intention

According to (Chairudin & Sari, 2021), the level of customers' repurchase interest in a product they enjoy has a direct impact on a company's success in serving customers, leading customers to become loyal and make repeat purchases; a company's success depends on customers making repeat purchases. Repurchase interest can also be described as the most important element in driving a company's profitability (Izzati & Puspitasari, 2015). Repurchase interest is a consumer's decision to buy a product more than once, a decision that is influenced by various factors (Sudarijati et al, 2020).

Several studies have found that repurchase intention is influenced by other variables such as product quality and customer satisfaction. In the study by (Rahmawati & Susyani, 2024), the product quality variable had a positive influence on repurchase intention. Additionally, the study by Ramadhan & Adialita (2024) stated that customer satisfaction has a significant effect on repurchase intention. The indicators include (transactional interest), which is the tendency of consumers to always repurchase products they have consumed; (referential interest), which is the willingness of consumers to recommend products they have consumed to others; and (preferential interest), which is consumer behavior that makes the product they have consumed their primary choice. Repurchase intention is the process of purchasing products from the same company (Purnapardi & Indarwati, 2022).

This explanation forms the basis for the first hypothesis:

H1: Product quality has a positive effect on customer satisfaction.

Research by Ramadan et al. (2024) shows that product quality is a fundamental factor that drives repurchase intention for processed food products. This finding aligns with the study by (Praja & Haryono, 2022), which concluded that consumers tend to be loyal and have a strong repurchase intention when they trust a product's quality standards. This means that if the So Good brand of sausages can maintain consistent quality amid intense market competition, consumers' motivation to continue purchasing the product in the future will grow stronger. Based on this discussion, the second hypothesis is proposed:

H2: Product quality has a positive effect on repurchase intent.

Customer satisfaction is considered the most accurate predictor of loyalty behavior. Tjiptono (2019) states that satisfaction is a post-purchase evaluation which, if positive, will encourage repeat purchases. Empirical support comes from Nurrahim, F., & Nurtjahjadi (2025), who demonstrated that customer satisfaction has a significant and positive effect on repurchase intention in the Fast-Moving Consumer Goods (FMCG) sector. This is also confirmed by Acar et al. (2024), who found that satisfaction creates a strong desire to repurchase the same brand. Thus, the higher the consumer satisfaction with So Good sausages, the higher the repurchase intention. Based on this discussion, the third hypothesis is proposed:

H3: Customer satisfaction has a positive effect on repeat purchase intent.

According to the S-O-R (Stimulus-Organism-Response) theory, physical stimuli require internal processing before they translate into actual actions. Natalia & Suparna (2023) found that customer satisfaction serves as a significant mediator in the relationship between product quality and purchase loyalty. (Syaputri, DR, & Herawati, 2025) also assert that good product quality does not always directly trigger repeat purchases without a sense of satisfaction forming in the consumer's mind. This indicates that customer satisfaction acts as a psychological bridge connecting these perceptions. This explanation underpins the fourth hypothesis:

H4: Customer satisfaction mediates the effect of product quality on repurchase intention.

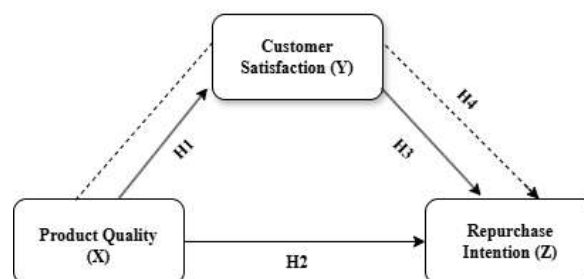


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative approach using a survey method to test the formulated hypotheses. The research design is descriptive and verifiable, aiming to describe the research variables and test the relationships among them (Ferdinand, 2014). The research steps include the operational definition of variables, the development of a research instrument in the form of a

questionnaire, data collection from respondents, testing the validity and reliability of the instrument, and data analysis using statistical techniques to prove the proposed hypotheses.

This study involved a population of residents in the Bandung area who were at least 17 years old and had experience consuming So Good brand sausage products. The Bandung area was selected as the focus of the study because it is one of the major cities serving as a base for the national brand index survey conducted by the (Top Brand Award, 2025), indicating that the competitive dynamics of processed food products in this region are sufficiently high and relevant for research.

The sample size used in this study was 65 respondents. This number was deemed adequate as it meets the recommended criteria for statistical testing. According to Hair et al. (2019), the ideal sample size for studies using multivariate analysis ranges from 5 to 10 times the number of indicators. In this study, there were 13 indicators, so the minimum sample size required was 65 respondents. To obtain analysis results and improve the reliability of the model, this study set the sample size at 65 respondents, as it met the requirements.

The sampling technique used in this study is purposive sampling, which falls under the category of non-probability sampling. According to (Malhotra, 2020), purposive sampling is a sampling technique in which the researcher selects respondents based on specific considerations or criteria deemed most relevant to the research objectives. This non-probability sampling method implies that not all members of the population have an equal chance of being selected; rather, only those who meet the criteria (residing in the Bandung area and having previously purchased the product) will be selected. The questionnaire will be distributed online to selected respondents using Google Forms for time efficiency and ease of data collection.

RESULTS

Respondent Demographic Characteristics

Respondents in this study were customers who had purchased and consumed So Good brand sausages within the past year. The total number of respondents collected was 65, with 46 (70.77%) being male and 19 (29.23%) being female. The majority of respondents were aged 17-24 (60) (92.31%), and 55 (84.61%) were students. This explanation is important because the answers given by So Good brand sausage customers to the questions in this questionnaire reflect the respondents' demographic, geographic, and behavioral characteristics.

Validity testing in this study used the product-moment correlation technique with the criterion that if the calculated $r > r$ table, then the statement item is declared valid. It is known that the product-moment r table in this study is 0.3061. The following are the results of the validity test and the results of the reliability test using SPSS version 26.

Table 2 Results of Validity and Reliability Tests

No	Statement	Validity Test Results	Reliability Test Results
		R count (<i>pearson correlation</i>)	<i>Cronbach's alpha</i>
Product Quality (X)			
1	In my opinion, the delicious taste of the dominant meat in So Good brand sausages is always the same as before.	0.486	0.791
2	In my opinion, the seasoning in So Good brand sausages tastes just right on the tongue.	0.639	
3	I think the aroma of So Good brand sausages is very appetizing when cooked.	0.758	
4	In my opinion, the elasticity of the So Good brand sausage meat is just right when chewed (not too soft and not too hard).	0.654	
5	In my opinion, the color of So Good brand sausages looks fresh (not pale or too bright).	0.744	
6	In my opinion, the physical appearance of So Good brand sausages is not easily destroyed when processed or cooked.	0.760	
7	In my opinion, the nutritional content of So Good brand sausages is safe for consumption according to the information on the packaging label.	0.771	
Customer Satisfaction (Y)			

1	The quality of the So Good brand sausages that I tasted exceeded my expectations.	0.840	0.828
2	I feel happy consuming So Good brand sausages because they taste better than other brands.	0.857	
3	I am confident that choosing So Good brand sausage is the right purchasing decision.	0.890	
Repurchase Intention (Z)			
1	I have a strong desire to repurchase So Good brand sausages in the future.	0.902	0.654
2	I would like to choose So Good brand sausage over competing brands.	0.756	
3	I am interested in trying other types of So Good brand sausage products (nuggets, meatballs)	0.639	

Source: Validity and Reliability Test Results

The results of the validity test show that all statement items in the questionnaire are declared valid because the calculated r of each statement in the questionnaire is greater than the table r , which is 0.3061. This means that the instrument used to collect data in this study can measure what should be measured. Furthermore, the results of the reliability test above show that the value of Cronbach's alpha is declared reliable because its value is greater than 0.60 based on the idea put forward by (Sekaran & Bougie, 2010) so that it can guarantee consistent measurements if carried out across different times.

Classical Assumption Test Results

The classical assumption test consists of the normality test, multicollinearity test, and heteroscedasticity test, which are explained as follows:

Table 3 Results of the Classical Assumption Test

No	Types of Classical Assumption Tests	Test Result Acceptance Criteria	Test Results	Interpretation
1	Normality Test of Equation 1	(Sig) $\geq 0,05$	(Sig) = 0.359	Normally Distributed Data
	Normality Test of Equation 2	(Sig) $\geq 0,05$	(Sig) = 0.148	
2	Multicollinearity Test	<i>Tolerance value</i> $> 0,1$ and <i>VIF</i> < 10	<i>Tolerance value</i> = 0.502 or <i>VIF</i> = 1.502	There is no correlation between independent variables
3	Heteroscedasticity test for equation 1	(Sig) $\geq 0,05$	(Sig) = 0.867	There is no similarity in the variance of the residuals of the regression model or no heteroscedasticity occurs.
	Heteroscedasticity test for equation 2	(Sig) $\geq 0,05$	(Sig) = 0.693	

Source: Classical Assumption Test Results

Based on the results of the classical assumption test in table 3, it is known that in the normality test the significance value of the first equation (sig) = 0.359 ≥ 0.05 and for the significance value of the second equation (sig) = 0.148 ≥ 0.05 , which means that the data is normally distributed. Then the results of the multicollinearity test show that each independent variable has a tolerance value > 0.10 and *VIF* < 10 , which indicates that the model is free from multicollinearity or there is no correlation between independent variables. Furthermore, the results of the heteroscedasticity test show that each variable has a significance value (sig) > 0.05 , which means the regression model is free from heteroscedasticity or there is no independent variable that affects the absolute residual value.

Analisis Deskriptif test

Table 4 Results of Descriptive Analysis of Product Quality Variables

Statement	Mean Statistic	Total Mean Statistic	Category
KP 1	3.85	4.00 (Good)	Good
KP 2	4.03		Good
KP 3	3.98		Good
KP 4	4.05		Good
KP 5	3.94		Good
KP 6	4.14		Good
KP 7	4.05		Good

Source: Results of Product Quality Descriptive Analysis Test

Based on the descriptive analysis, the statistical mean value is 3.85 to 4.14 with a total average of 4.00, which means that the respondents' attitude criteria regarding product quality for So Good brand sausage products around Bandung are good.

Table 5 Results of Descriptive Analysis of Customer Satisfaction Variables

Statement	Mean Statistic	Total Mean Statistic	Category
CS 1	3.45	3.72 (Satisfied)	Satisfied
CS 2	3.83		Satisfied
CS 3	3.88		Satisfied

Source: Results of Descriptive Analysis of Customer Satisfaction Test

Based on descriptive analysis, the statistical mean value is 3.45 to 3.88 with a total average of these values of 3.72, which means that the respondent's attitude criteria regarding customer satisfaction with So Good brand sausage products around Bandung are satisfied.

Table 6 Results of Descriptive Analysis of Repurchase Interest Variables

Statement	Mean Statistic	Total Mean Statistic	Category
MBU 1	4.00	3.98 (Tall)	Tall
MBU 2	3.58		Tall
MBU 3	4.38		Tall

Source: Results of Descriptive Analysis Test of Repurchase Interest

Based on the descriptive analysis, the statistical mean value is 3.58 to 4.38 with a total average of 3.98, which means that the respondent's attitude criteria regarding repurchase interest in So Good brand sausage products around Bandung is high.

Simple & Multiple Regression Test

The simple regression test aims to analyze the direct impact of product quality variables on customer satisfaction.

Table 7 Simple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Sig
	B	Std. Error	Beta		
1 (Constant)	1.436	1.738		0.828	0.412
Product Quality	0.347	0.062	0.578	5.624	0.000

a. Dependent Variable: Customer Satisfaction

Source: Simple Regression Test Results

Based on table 7, the following simple regression equation can be obtained:

$$Y = 1,436 + 0,347 X$$

Referring to the results of a simple regression analysis, it is known that the constant value of 1.436 indicates that all variables are zero, so consumer satisfaction will be worth 1.436 units. Product quality has a positive and significant effect on customer satisfaction, which can be seen from the coefficient (B) of 0.347 and with a calculated t value of 5.624 which is greater than the t table of 1.99834 and a significance value of 0.000 which is smaller than 0.05. Therefore, the management of So Good brand sausages can prioritize improving all indicators that form product quality because it is expected to have a positive impact on customer satisfaction. Every 1 unit increase in product quality can encourage an increase of 0.347 units in customer satisfaction.

Table 8 Multiple Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T Value	Sig
		B	Std. Error	Beta		
1	(Constant)	0.925	1.069		0.865	0.390
	Product Quality	0.212	0.046	0.403	4.584	0.000
	Customer satisfaction	0.458	0.077	0.523	5.940	0.000

- a. Dependent Variable: Repurchase Intention
 Source: Multiple Regression Test Results

Based on table 8, the multiple regression equation can be obtained as follows:

$$Z = 0,925 + 0,212 X + 0,584 Y$$

Referring to the results of multiple regression analysis, it is known that the constant value of 0.925 indicates that all variables are zero, so the repurchase interest will be worth 0.925 units. Product quality has a positive and significant effect on repurchase interest, which can be seen from the coefficient (B) of 0.212 and with a calculated t value of 4.584 which is greater than the t table of 1.99897 and a significance value of 0.000 which is less than 0.05. Then, customer satisfaction has a positive and significant effect on repurchase interest, which can be seen from the coefficient (B) of 0.458 and with a calculated t value of 5.940 which is greater than the t table of 1.99897 and a significance value of 0.000 which is less than 0.05.

Sobel Test

The Sobel test aims to determine the role of customer satisfaction in mediating the indirect effect of product quality on repurchase intention.

Table 9 Sobel Test Results

Hypothesized Relationship Between Variables	A	B	Sa	Sb	Sobel Test Results (T Count)	Sobel Test Result Acceptance Criteria	P Value	Interpretation
Product quality → customer satisfaction → repurchase intention	0.347	0.458	0.062	0.077	4.076	$t_{count} > t_{table} = 1,66940$	0.000	Customer satisfaction successfully mediates the influence of product quality on repurchase intention.

Source: Sobel Test Results Information:

- a = regression coefficient of independent variable on intervening variable
- b = regression coefficient of the intervening variable on the dependent variable

Table 9 shows the results of the test on the role of customer satisfaction in mediating the influence of product quality on repurchase intention. The Sobel test obtained a t-value of 4.076, greater than the t-table of 1.66940, and a p-value of 0.000, less than 0.05. Therefore, these results can explain that customer satisfaction successfully mediates the influence of product quality on repurchase intention.

Hypothesis Test Results

Table 10 displays the results of the hypothesis tests for the four available hypotheses. Therefore, the results of the hypothesis tests are as follows:

Table 10 Hypothesis Test Results

Hypothesis	Influence Between Variables	T Count	Sig	Interpretation of Hypothesis Test Results	
H1	Product quality → customer satisfaction	5.624	0.000	H ₀ successfully rejected	Working hypothesis (H _a) supported by

					empirical data
H2	Product quality → repurchase intention	4.584	0.000	H ₀ successfully rejected	Working hypothesis (H _a) supported by empirical data
H3	Customer satisfaction → repurchase intention	5.940	0.000	H ₀ successfully rejected	Working hypothesis (H _a) supported by empirical data
H4	Product quality → customer satisfaction → repurchase intention	4.076	0.000	H ₀ successfully rejected	Working hypothesis (H _a) supported by empirical data

Information:

1. Rejection criteria H₀ if $t_{count} > t_{table}$ Or $sig \leq 0,05$
2. ** = t_{table} (simple regression) as big as 1,99834
3. *** = t_{table} (multiple regression) as big as 1,99897
4. *** = t_{table} (sobel test) as big as 1,66940

DISCUSSION

Analysis of the Effect of Product Quality on Customer Satisfaction (H1)

The results of the statistical test demonstrate that product quality has a positive and significant effect on increasing customer satisfaction with So Good sausages ($t = 5.624$; $Sig = 0.000$). This empirical finding confirms the application of the SOR theory, wherein physical stimuli in the form of processed food quality directly trigger positive cognitive-affective responses from the consumer’s internal system (Islam et al., 2021; Li & Shan, 2025). In fact, respondents’ perceptions of the taste indicators for So Good sausages had a high average score of 4.00. This indicates that the sausage flavor formula offered successfully met consumers’ basic expectations. These results align with previous studies by Astuti & Abdurrahman (2022) and (Wicaksana, 2022), which state that optimizing product quality attributes is an absolute prerequisite for building consumer satisfaction.

Analysis of the Effect of Product Quality on Repurchase Intention (H2)

Product quality was found to have a direct, positive, and significant effect on consumers’ repurchase intention ($t = 4.584$; $Sig = 0.000$). This finding implies that the higher the perceived physical quality, reliability, and food safety of So Good

sausages among the people of Bandung, the stronger their tendency to make repeat purchases will be. Consistent quality helps reduce post-purchase anxiety among consumers, particularly amid the recent surge of viral social media posts regarding physical damage to frozen foods (Ardiansyah & Dedy, 2025; Siaputra, 2020). Theoretically, these results support the research by Maulana et al. (2023) and (Widyastuti & Hidayat, 2022), which confirms that product quality acts as the primary anchor of consumer behavioral loyalty.

Analysis of the Effect of Customer Satisfaction on Repurchase Intention (H3)

Partial testing indicates that customer satisfaction has the most dominant influence on increasing repurchase intention for So Good sausages ($t = 5.940$; $\text{Sig} = 0.000$). These results reinforce the marketing management principle that positive post-consumption emotions are the primary driving force behind the creation of long-term repeat purchases and positive word-of-mouth recommendations (Sangadji & Sopiah, 2013; Tjiptono, 2019). When consumers feel that their financial sacrifice is commensurate with the utility derived from the sausages, they will prioritize So Good sausages again in their regular shopping lists. These results are consistent with the research by Octaviananda et al. (2023) and (Yum & Yoo, 2023).

Analysis of the Role of Customer Satisfaction in Mediating the Relationship Between Product Quality and Repurchase Intention (H4)

The most significant finding in this study is the confirmation of the mediating role of customer satisfaction, with a Sobel t -value of 4.076 ($\text{Sig} = 0.000$). This indicates a linear indirect mechanism consistent with the SOR model logic: a stimulus of excellent product quality does not immediately and directly create a commitment to repurchase, but must first be processed to generate a sense of satisfaction within the consumer (organism) before manifesting as a repurchase response (Mehrabian & Russell, 1974; Natalia & Suparna, 2023).

This empirical finding is crucial for explaining the decline in the Top Brand Index for So Good sausages from 12.30% to 7.50% over the past year (Top Brand Award, 2025). Consumer complaints regarding a decline in the product's physical consistency and issues with moldy packaging at retail locations have damaged the internal state (organism) of customer satisfaction (Ardiansyah & Dedy, 2025; Olin, 2023). As a result of this diminished satisfaction, the behavioral response—specifically, the intention to repurchase—has plummeted, leading consumers to easily switch to competing brands like Champ, which aggressively offers more stable product alternatives (Auliya et al., 2024; Top Brand Award, 2025). This mediation finding strongly supports the studies by Firmansyah et al. (2023) and Meliana et al. (2025).

CONCLUSIONS AND RECOMMENDATIONS

1. Product quality has a positive and significant effect on customer satisfaction with So Good brand sausages in the Bandung area.
2. Product quality has a positive and significant effect on consumers' intention to repurchase So Good brand sausages in the Bandung area.
3. Customer satisfaction has a positive and significant effect on consumers' intention to repurchase So Good brand sausages in the Bandung area.

4. Customer satisfaction plays a significant role as a mediating variable in bridging the effect of product quality on the repurchase intention of So Good brand sausages in the Bandung area.

Management Recommendations

Based on the results of the analysis, PT So Good Food's management is recommended to take the following strategic steps to regain market share:

1. Improving Flavor Consistency: Management must maintain the high standard of flavor quality (score of 4.00) by standardizing the mixing process for processed meat ingredients to prevent quality fluctuations.
2. Packaging Innovation and Redesign: Given that the visual aspects of the packaging received the lowest ratings from respondents (score of 3.72), the company needs to redesign the packaging to make it look more modern and interactive, and offer cost-effective, space-saving multipacks for household consumers in the Bandung area.
3. Development of Healthy Product Variants: To counter the aggressive market penetration by competing brands, it is recommended to develop low-MSG sausage variants fortified with natural fiber (from vegetables or grains), as well as launch contemporary flavor variants (such as savory creamy, truffle, smoked BBQ, or Gochujang) to attract younger consumers.

FURTHER STUDY

This study has a limited geographical scope, focusing only on the Bandung area; therefore, any generalization of the findings to a national scale should be made with caution. Future researchers are advised to expand the research area and conduct more specific demographic segmentation, such as focusing on the behavioral dynamics of Generation Z or Millennials.

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