article category : Industrial Marketing

The Effect of Product Quality and Distribution Channels on Repurchasing Intention

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ARTICLE INFORMATION

ABSTRACT

This research was motivated by the Covid-19 pandemic, which directly changed people's lifestyles. The purposes of this study were to determine the effect of product quality and distribution channels on repurchase intentions in users of the application's food ordering feature to become an online driver in the City of Kediri, and to determine consumer satisfaction can mediate the effect of product quality on repurchase intentions in consumers. The research uses a quantitative approach with a questionnaire instrument. The results obtained from this study are Product quality partially has no effect on repurchase intentions, distribution channels partially have a significant positive impact on repurchase intentions, product quality has a positive effect on consumer satisfaction, and distribution channels have a positive impact on consumer satisfaction.

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INTRODUCTION

This research is motivated by the Covid-19 pandemic, which has changed the lifestyle of the world community. The virus, which originated in the city of Wuhan, China, has even affected the economies of countries around the world, including Indonesia. The increasingly high spread of Covid-19 has forced the government to suppress immediately the spread of the coronavirus by various ways of changing the order of life, such as restrictions on large-scale social activities (*Social Distancing*) [1]. Specifically in Indonesia, the Government has issued a disaster emergency status starting from February 29, 2020, to May 29, 2020, regarding this virus pandemic with a total time of 91 days. 4 Steps have been taken by the government to be able to resolve this extraordinary case, one of which is by promoting the Social Distancing movement. This concept explains that to be able to reduce and even break the chain of Covid-19 infection, one must maintain a safe distance from other humans at least 2 meters, and not make direct contact with other people, avoiding mass gatherings [2]. This is due to tips from governments throughout the country that limit the activities of their people to gather and interact directly from a close distance in order to inhibit the spread of the corona virus that causes this pandemic. Not only limited movement, even in several countries including Indonesia at the beginning of the corona virus case that entered and spread had implemented a lockdown or isolation both independently and comprehensively where everyone was prohibited from leaving their residence unless there was an urgent need. This limitation of community activities affects the social behavior of the community to change [3].

Changes in behavior are changes that occur on the side of human habits that are influenced by several factors, namely internal, external, internal factors include internal impulses in the form of desires and needs, and external factors include external encouragement. Covid-19 is one of the external factors that influence behavior change [4]. Restrictions on people's activities affect people's social behavior to change. Where previously they were able to carry out activities normally now with this pandemic, people are willing to minimize interactions with others so that they are more active in using social media and the internet to fill their social lives [5]. The term change in people's behavior patterns is referred to as the new-normal or new habits [6]. The study of consumer behavior explains what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after buying, and whether they buy them repeatedly [7]. The change in consumer behavior lies in the increase in online product purchases during this pandemic[8].

The existence of internet access currently causes information boundaries to no longer to exist. Real-world activities are slowly decreasing and shifting to virtual worlds. In cyberspace, every individual has the same right to provide and obtain information without restrictions and barriers [2]. The perfect globalization has happened in cyberspace; therefore, every digital community can connect. The implications of the development of technology and information today are giving birth to innovations in several vital daily activities of society, such as e-business, e-commerce, e-learning, e-books, e-Money, Mobile Banking, e-Banking, and others [9]. An online business driven by the motivation of entrepreneurs is

a business activity that is believed to be able to survive in the crisis of the COVID-19 pandemic. The limited access of the public to be able to carry out activities due to the lockdown has caused public interest in the online e-commerce business. However, the impact of the COVID-19 pandemic presents challenges for existing online business entrepreneurs [10]. This may also have a negative influence on the stability of its business [11]. Based on the results of research conducted on 147 respondents from the West Java community amid the COVID-19 pandemic, 55.2 percent of the community has an interest in developing an online business during the COVID-19 pandemic [12]. 29.3 percent of them agreed and 25.9 percent of the community stated strongly agree with statements related to the context of community interest in developing new businesses during the COVID-19 pandemic [10].

One type of business that has switched to using online marketing platforms and distribution channels is the culinary business [13]. One aspect that has become the lifestyle of the Indonesian people is culinary. Based on research conducted by Nielsen Singapore, the decision to use an application to buy ready-to-eat food online an average of 2.6 times a week indicates that ordering food online is increasingly in demand by the Indonesian people [14]. Communication in digital marketing is a very powerful tool for building brands and strengthening individual and community relationships by attracting them actively through the marketing process [15]. During a pandemic, marketing using an online platform is a major solution. Entrepreneurial motivation has indeed decreased during this pandemic due to the many challenges and the need for stages of adaptation to a new business style,

of course, based on technology [16]. One of the media used to market culinary products is an online motorcycle taxi application.

Transportation is a very important field of activity in life [7]. Online motorcycle taxi is an online transportation service that is most in demand by the public. The features provided by online motorcycle taxis are very helpful for consumers and producers in distributing their products [17]. In the results of research from online interviews with several sources on the use of services or features that are consumer favorites in the city of Bandung, namely the Go-Food service as a food delivery service and the second service, namely the Go-Send service as a delivery service [18].

Previous research regarding repurchase intention shows the definition that repurchases intention is a reflection of the behavior of consumers who buy the same brand in the future . Consumers who make repeat purchases are people who make repeat purchases regularly, buy between product and service lines and show immunity to the pull of competitors [19]. Research [20] results show that consumer satisfaction has a positive effect on online repurchase intentions. Research [21] also shows that consumer satisfaction has a direct effect on repurchase intentions at online stores [4].

Satisfaction is a feeling of pleasure or disappointment that arises because of comparing the expected performance of a product (or outcome) against consumer expectations [22] [23]. According to [20], consumer satisfaction in online shopping is a positive and significant factor towards consumers online repurchase expectations and interests[21]. Online shopping will increase positively and significantly because

they are satisfied where the online shopping experience will make them feel that shopping online is a wise decision [24]. Consumer satisfaction can be met, it is expected to increase repurchase intentions on a product. This can be measured from customer loyalty to the product so that repeat purchases will occur to recommend it to others. Consumers who make repurchase intentions are one of the goals of marketing activities carried out by the company [3].

Swastha (2007) in [25] states that distribution channels are marketing activities that maximize the distribution of goods and services from producers to consumers so that their use is more efficient. The use of channel design can create a sustainable competitive advantage (SCA). SCA is a skill possessed by companies that have a high level of interest in the company [5]. Distribution strategies are also used so that a product offered is directly realized so that product availability at retailers is maintained [21], [26]. In Margaretha's research [27], distribution channels have a significant effect on customer satisfaction, so the hypothesis that distribution channels have a significant effect on customer satisfaction is accepted. Meanwhile, in Pupuan and Sulistyawati's research [28], distribution channels have no significant effect on repurchase behavior.

Quality has a very important meaning for consumers in their purchasing decisions. If the quality of the product produced is good, consumers will tend to make repeat purchases while the quality of the product is not as desired, so consumers will shift their purchases to other similar products [29]. According to the results of Hastuti's research, it shows that there is a strong and positive relationship between product quality and customer satisfaction. While the r-squared quantity states that, the product quality has a positive and significant influence on customer satisfaction [30]. From the results of Aryadhe and Rastini's research, it is known that service quality, product quality, and brand image "have a positive and significant effect on repurchase intention", this means that the higher the service quality, product quality, and brand image, the repurchase intention will increase [11].

In this study, the researchers tried to examine how product quality and distribution channels can affect consumers repurchase intentions with consumer satisfaction as a mediator. Researchers chose online motorcycle taxi service providers in Kediri, namely Gojek, Grab, Oke Jack, Buroq, Lets Go, etc. with their respective features specifically used to deliver culinary products to consumers [26].

The framework of thought is used as reference material for solving research problems, which can be seen in the following figure 1.
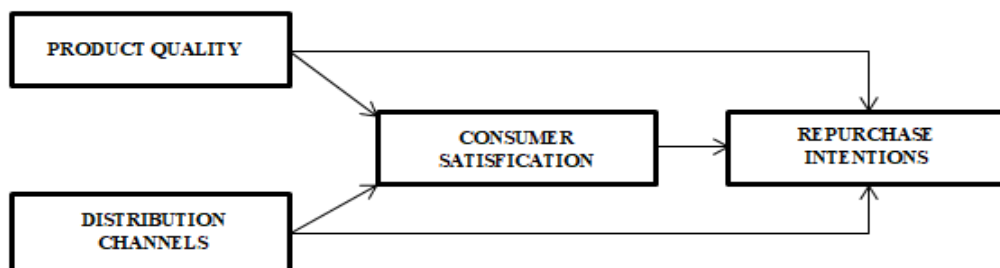

Figure 1. Thinking Framework
Source: primary data processed, 2021

RESEARCH METHODS

Seen from Figure 1, product quality and distribution channels are thought to have an effect on consumers' repurchase intentions with consumer satisfaction as a mediator. Because product quality can be an indicator of consumer satisfaction, and with the implementation of good distribution channels, sales targets can be realized well, consumer goals can be fulfilled, it is expected to increase repurchase intentions on a product. The research uses a quantitative approach, namely by testing theories and measuring research variables with numbers that are analyzed by statistical methods. The research was conducted in the city of Kediri during the Covid-19 pandemic. The data collection lasted for one month with respondents using the online object application who had used the meal ordering feature in the online motorcycle taxi application, not the feature for taking passengers, delivering goods, goods deposit services (JASTIP), and so on. The subject of this research is online motorcycle taxi customers who have ordered or frequently ordered culinary products in the Kediri City area during the COVID-19 pandemic in 2021, not limited to customers who live in Kediri City but also include customers whose most of their activities are in the city of Kediri. The object of research used in this study is an online motorcycle taxi service provider in the Kediri area (Gojek, Grab, Oke Jack, Buroq, and Lets Go, etc.). For online motorcycle taxi applications, those are used freely on the condition that they have a food-ordering feature.

According to Frendy (2011) in [31], if in research where the population is not known for certain, you can use the Lemeshow formula (1997) , this is because the total population is unknown (Jamaluddin, 2017). The following is the Lemeshow formula [30]:

$$N = \frac{Z_\alpha^2 \times p \times q}{d^2} = N = \frac{Z^2 p(1-p)}{d^2} \qquad (1)$$

N : Minimum number of samples required (Degree of confidence)
Z : Standard value (1.96)
p : Estimated maximum (0.5)
d : Limit of error or absolute precision (0,1)

Thus, the following calculations are obtained:

$$N = \frac{1,96^2 \times 0,5(1-0,5)}{0,1^2}$$
$$N = 96,04$$
$$N = 96$$

Based on the above calculations, this study took a sample of 96 samples. Respondents came from online motorcycle taxi customers who had ordered or frequently ordered culinary products from the Kediri area during the COVID-19 pandemic in 2021. The object of research used in this study was online motorcycle taxi service providers in the Kediri area (Gojek, Grab, Oke Jack, Buroq, Let's Go, etc.).

The research uses a quantitative approach with a questionnaire or questionnaire instrument. The data analysis method used is path analysis, validity, and reliability tests, with classical assumption tests, namely: normality test, heteroscedasticity multicollinearity, and auto-correlation, as well as the completeness of path analysis using theoretical trimming models and Sobel test.

RESULTS AND DISCUSSION

Validity Test Results

In testing the validity, the Pearson Product Moment Coefficient formula is used, with the assessment criteria if r count > r table, it can be said that the questionnaire item is valid, and if r count < r table, it can be said that the questionnaire item is invalid. To test the validity of each item, that is by correlating the score of each item with the total score which is the sum of each item's score. If the correlation coefficient is equal to or above 0.05 then the item is declared valid, but if the correlation value is less than 0.05 then the item is declared invalid as shown in table 1.

Table 1. Variable

Variable	item	r_{hitung}	r_{tabel}	Note
Product Quality (X_1)	X1.1	0.472	0.2006	Valid
	X1.2	0.458	0.2006	Valid
	X1.3	0.580	0.2006	Valid
	X1.4	0.579	0.2006	Valid
	X1.5	0.698	0.2006	Valid
	X1.6	0.785	0.2006	Valid
	X1.7	0.717	0.2006	Valid
	X1.8	0.635	0.2006	Valid
	X1.9	0.744	0.2006	Valid
	X1.10	0.706	0.2006	Valid
	X1.11	0.744	0.2006	Valid
Product Quality (X_1)	X1.12	0.775	0.2006	Valid
	X1.13	0.746	0.2006	Valid
	X1.14	0.776	0.2006	Valid
	X1.15	0.761	0.2006	Valid
	X1.16	0.728	0.2006	Valid
	X1.17	0.760	0.2006	Valid
	X1.18	0.594	0.2006	Valid
	X2.1	0.759	0.2006	Valid
	X2.2	0.777	0.2006	Valid
Distribution Channel (X_2)	X2.3	0.820	0.2006	Valid
	X2.4	0.850	0.2006	Valid
	X2.5	0.801	0.2006	Valid
	X2.6	0.735	0.2006	Valid
Customer Satisfaction (M)	M1.1	0.682	0.2006	Valid
	M1.2	0.661	0.2006	Valid

Variable	item	r_{hitung}	r_{tabel}	Note
	M1.3	0.700	0.2006	Valid
	M1.4	0.687	0.2006	Valid
	M1.5	0.792	0.2006	Valid
	M1.6	0.740	0.2006	Valid
	M1.7	0.759	0.2006	Valid
	M1.8	0.605	0.2006	Valid
	M1.9	0.676	0.2006	Valid
	M1.10	0.731	0.2006	Valid
Customer satisfaction (M)	M1.11	0.697	0.2006	Valid
	M1.12	0.719	0.2006	Valid
	M1.13	0.837	0.2006	Valid
	M1.14	0.742	0.2006	Valid
	M1.15	0.768	0.2006	Valid
	M1.16	0.777	0.2006	Valid
	M1.17	0.751	0.2006	Valid
	M1.18	0.792	0.2006	Valid
	Y1.1	0.761	0.2006	Valid
	Y1.2	0.781	0.2006	Valid
	Y1.3	0.864	0.2006	Valid
Customer Retention (Y)	Y1.4	0.887	0.2006	Valid
	Y1.5	0.867	0.2006	Valid
	Y1.6	0.846	0.2006	Valid
	Y1.7	0.781	0.2006	Valid
	Y1.8	0.854	0.2006	Valid
Customer Retention (Y)	Y1.9	0.798	0.2006	Valid

The results of the validity test conducted on the Product Quality and Distribution Channel on Repurchase Intention as a dependent variable with Consumer Satisfaction as a mediator shown in table above, from all indicators on each variable the correlation coefficient value produced by each indicator, is greater than r table (DF= n-2 = 96 – 2 = 94) which is 0.206. This shows that each variable indicator is declared valid.

Reliability Test Results

To find out whether a research questionnaire is reliable or not, the reliability test can be known based on the magnitude of the alpha value of a test. It is known that each variable (Product Quality and Distribution Channel on Repurchase Intention as the dependent variable with Consumer Satisfaction as a mediator) has a calculated r alpha value (Cronbach's Alpha) greater than 0.6. Thus, the results of the reliability test of all variables are reliable.

Classic Assumption Test Results

1. Normality test

Normality test aims to test whether in regression the dependent variable, the independent variable, or both have a normal distribution or not have a normal distribution. The results of the first normality test by looking at the histogram graph show that the distribution pattern is normal because the histogram graph provides a distribution pattern that does not deviate to the left or right.

The results of the normality test show that the data is normally distributed because the distribution of the residual data is close to the diagonal line. Testing the normality of the data by statistical analysis can be done using the Kolmogorov – Smirnov test. The results of the normality test in the first equation against 96 data indicate that the data has been normally distributed. This is shown by the Kolmogorov-Smirnov value in the first equation of 1.356 with a significance value of 0.050. While the results of the normality test in the second equation against 96 data indicate that the data has been normally distributed. This is indicated by the Kolmogorov-Smirnov value in the second equation of 1.233 with a significance value of 0.096 > 0.05. By looking at the results above, for the next classical assumption test using the regression equation:

a. Consumer Satisfaction = f (Product Quality and Distribution Channels)

b. Repurchase Intention = f (Product Quality, Distribution Channel and Consumer Satisfaction)

2. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). In this study, the values of VIF (Variance Inflation Factor) and Tolerance of equation 1 and equation 2 were obtained, there was no multicollinearity because the VIF value was less than 10 or the tolerance was greater than 0.10.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance of the residual from one observation to another observation remains, it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model is a model that does not occur heteroscedasticity.

4. Autocorrelation

The autocorrelation test is an assumption test in regression where the dependent variable is not correlated with the variable itself. To detect the symptoms of autocorrelation, this study used the Run Test. The test results both the first equation and the second equation have a significance value of 0.065 and 0.449, respectively, where the value is greater than 0.05, so it can be concluded that there is no autocorrelation symptom.

Path Analysis Results (Path)

Path analysis is used to analyze the pattern of relationships between variables with the aim of knowing the direct or indirect effect of a

set of independent variables (exogenous) on the dependent variable (endogenous).

Theoretical Model Development

Based on the relationship between variables, theoretically, a model is made in the form of a path diagram as follows in figure 2.
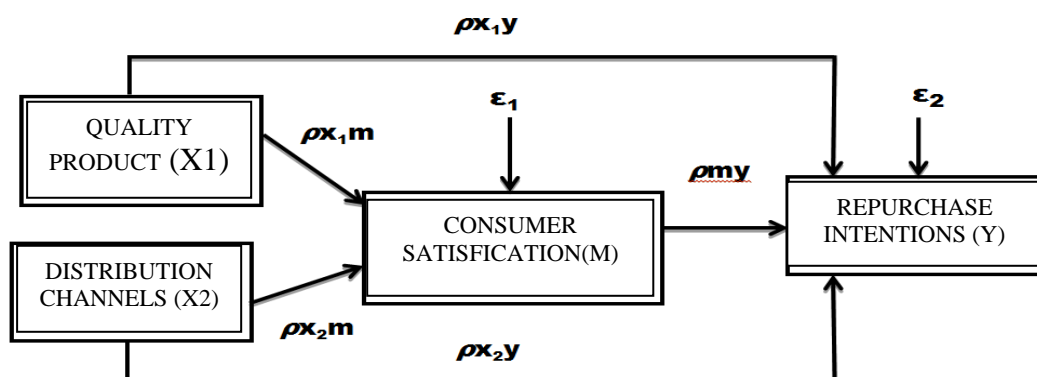

Figure 2. Path Diagram of the Theoretical Research Model
Source: SPSS *Output, 2021*

Furthermore, the image above can also be expressed in the form of an equation as follows:
Regression model I : M=ρx_1 mX_1+ρx_2 mX_2+ε_1
Regression model II : Y=ρx_1 yX_1+ρx_2 yX_2+ρmyM+ε_2

Description :
$\rho x_1 y$: Path coefficient of Product Quality on Repurchase Intention

$\rho x_2 y$: Coefficient of Distribution Channels on Repurchase Intention

Path Coefficient Calculation
The path coefficient calculation in this study uses multiple linear regression analysis by looking at the partial or simultaneous effect on each equation using SPSS 20 software with the following result in table 2.

Table 2. Results of path analysis equation 1

Variable	Beta	t – count	Sig (p-value)	Description
Product quality	0.343	4.202	0.000	There is an influence of product quality on consumer satisfaction
Distribution channel	1,688	7.033	0.000	There is an influence of distribution channels on consumer satisfaction

Source: SPSS *Output, 2021*

From table 2 above, we can see that:

1) The R Square value shows a value of 0.726 or 72.6%. This shows that the ability to explain the independent variables, namely Product Quality (X1) and Distribution Channels (X2) on the Consumer Satisfaction (M) variable is 72.6%, while the remaining 27.4% is explained by other variables outside the independent variables which are not included in the model.

2) The regression equation model obtained and its interpretation are as follows:
Consumer Satisfaction (M) = 6.553 + 0.343 Product Quality (X1) + 1.688 Distribution Channels (X2)
a) .Based on the influence model, the effect of the error is determined as follows:

$$\varepsilon_1 = \sqrt{1 - R^2}$$
$$= \sqrt{1 - 0,726^2}$$
$$= \sqrt{1 - 0,527}$$
$$= \sqrt{0,473}$$
$$= 0,687$$

Then, it can be seen that the sttandart error is 0.687. When the independent variables of Product Quality (X1) and Distribution Channels (X2) are constant, then Consumer Satisfaction (M) is in the position of 6.553 units

b) Product Quality = 0.343
The regression coefficient of the Product Quality variable is 0.343. This states that the relationship between Product Quality and Consumer Satisfaction is in the same direction as indicated by a positive coefficient value. This means that every 1% increase in Product Quality will increase Consumer Satisfaction by 0.343%. On the other hand, every 1% decrease in Product Quality will reduce Consumer Satisfaction by 0.343%.

c) Distribution Channel = 1.688
The regression coefficient for the distribution channel variable is 1.688. This states that the relationship between the distribution channel variables and consumer satisfaction is in the same direction as indicated by a positive coefficient value. This means that for every 1% addition of Distribution Channels, it will increase Consumer Satisfaction by 1.688%. On the other hand, every 1% decrease in Distribution Channels will reduce Consumer Satisfaction by 1.688%.

Table 3. Results of Path Analysis Equation

Variable	Beta	t – count	Sig (p-value)	Description
Product quality	0.087	1,508	0.135	There is no influence of product quality on repurchase intention

Variable	Beta	t – count	Sig (p-value)	Description
Distribution channel	0.389	2020	0.046	There is an influence of distribution channels on repurchase intentions
Consumer Satisfaction	0.325	4.840	0.000	There is an influence of consumer satisfaction on the intention to repurchase
Constant B = -4.247 t-table = 1.986 R Square = 0.695				

Source: SPSS *Output, 2021*

From table 3 above, we can see that:

a. The value of R Square shows 0.695 or 69.5%, this shows that the ability to explain the independent variables of Product Quality (X1), Distribution Channels (X2) and Consumer Satisfaction (M) on Repurchase Intention (Y) is 69.5%, while the remaining 30.5% is explained by other variables outside the independent variables that are not included in the model.

b. The multiple linear regression equation model and its interpretation obtained from the table are as follows:

Repurchase Intention (Y) = -4.247 + 0.087 Product Quality (X1) + 0.389 Distribution Channels (X2) + 0.325 Consumer Satisfaction (M)

1) Based on the influence model, the influence path model can be arranged as follows. This path model is called path analysis. Where the effect of the error is determined as follows:

2) The constant value of this equation is -4,247 which states that if there are no Product Quality, Distribution Channels and Consumer Satisfaction variables, the Repurchase Intention is -4,247.

3) Distribution Channel = 0.389

The regression coefficient for the distribution channel variable is 0.389. This states that the relationship between the distribution channel variables and repurchase intentions is in the same direction as indicated by a positive coefficient value. This means that for each additional 1% of Distribution Channels, it will increase the Repurchase Intention by 0.389%. On the other hand, every 1% decrease in Distribution Channels will reduce the Repurchase Intention by 0.389%.

4) Consumer Satisfaction = 0.325

The regression coefficient of the Consumer Satisfaction variable is 0.325. This states that the relationship between the variables of Consumer Satisfaction with Repurchase Intentions is in the same direction as indicated by a positive coefficient value. This means that for each additional 1% of Consumer Satisfaction, it will increase the Repurchase Intention by 0.325%. On the other hand, every 1% decrease in Customer Satisfaction, it will reduce the Repurchase Intention by 0.325%.

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Path Interpretation

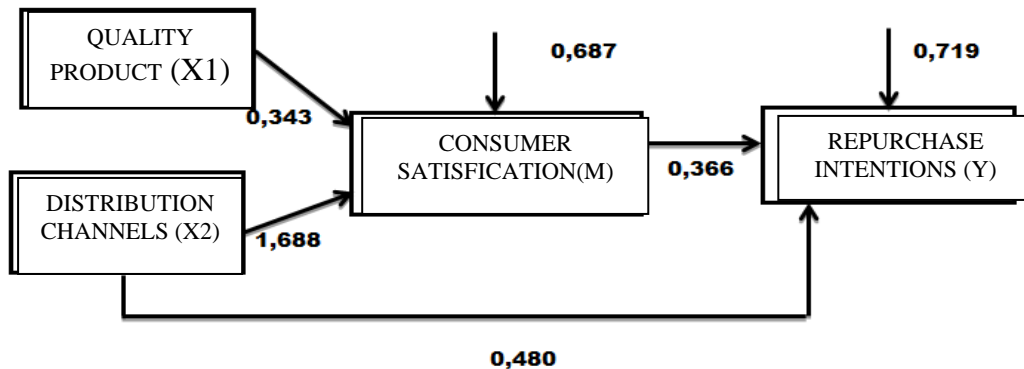From the two equations, the overall path analysis is obtained as follows:

Figure 3. Path Diagram Interpretation (Path Diagram)
Source: SPSS *Output, 2021*

From the figure 3 and the explanation in the previous explanation, the Goodness of Fit model was tested using the coefficient of total determination. The total diversity of data that can be explained by the model is measured by the formula:

R2m = 1 – P2 ε1 P2 ε2....P2 εp

Notes:
P2ε1 = 1 – R21 P2ε2 = 1 – R22
Where R21 is the residual for equation 1, which is 0.726, R22 is the residual for equation 2, which is 0.688:
P2ε1 = (0.726)2 = 0.527
P2ε2 = (0.688)2 = 0.473
So that the total coefficient of determination is obtained as follows: R2m = 1 – (0.527 × 0.473) = 0.750 or 75%

The results of the calculation of R2m indicate the diversity of data that can be explained So that the total coefficient of determination is obtained as follows: R2m = 1 – (0.527 × 0.473) = 0.750 or 75% by the path model is 75% or in other words, the information contained in the data 75% can be explained by the model. While the remaining 25% of the variance is explained by other variables (which are not yet included in the model).

The indirect effect of Product Quality (X1) on Repurchase Intention (Y) through Consumer Satisfaction (M) is obtained from the product of the direct effect of Product Quality (X1) on Consumer Satisfaction (M) and the direct effect of Consumer Satisfaction (M) on Repurchase Intention (Y) so that the indirect effect is 0.343 × 0.366 = 0.125. Because the direct influence between Product Quality (X1) on Consumer Satisfaction (M) and the direct influence between Consumer Satisfaction (M) on Repurchase Intention (Y) meets the requirements for significance < 0.05, it can be stated that there is an indirect effect between Product Quality (X1) on Repurchase Intention (Y) through Consumer Satisfaction (M).

The indirect effect between Distribution Channels (X2) on Repurchase Intention (Y) through Consumer Satisfaction (M) is obtained from the product of the direct influence between Distribution Channels (X2)

on Consumer Satisfaction (M) and the direct influence between Consumer Satisfaction (M) on the price of Repurchase Intention (Y) so that the indirect effect is 1.688 x 0.366 = 0.617.

Sobel Test

Sobel test was conducted to test the indirect effect of variable X to Y through M. In this study, the Sobel test was used to examine the effect of the mediating variable Consumer Satisfaction (M) mediating the Product Quality variable (X1) on Repurchase Intention (Y) and Distribution Channel (X2) on Repurchase Intention (Y). The following are

the results of the Sobel test using the Calculator feature. The results of the calculation of the regression test of Equation I previously showed that the Unstandardized Coefficients value on Product Quality was 0.343 with a Standard Error of 0.082 and the Unstandardized Coefficients value on the Distribution Channel variable was 1.688 with a Standard Error of 0.240.

Then the results are entered into the Calculator feature: Sobel Test for The Significance of Mediation as shown in the image below in figure 4.
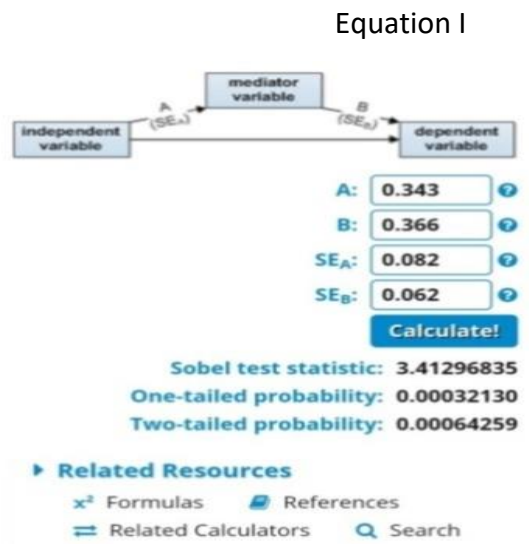
Equation I

Figure 4. Sobel Test Results Equation I
Source: Sobel calculator , 2021

From figure 4 above, the result of the z value of 3.413 is obtained which is greater than 1.96. This makes Consumer Satisfaction able to mediate the relationship between the Product Quality (X1) variable on Repurchase Intention (Y). Therefore, it can be concluded that product quality (X1) has an indirect effect on repurchase intention (Y).

The results of the previous calculation of the regression test of Equation II show that the Unstandardized Coefficients value in the Distribution Channel is 0.480 with a Standard Error of 0.184 and the Unstandardized Coefficients value in the Distribution Channel variable is 0.366 with a Standard Error of 0.062. Then the results are entered into the Calculator feature: Sobel Test for The Significance of Mediation as shown in the image below:
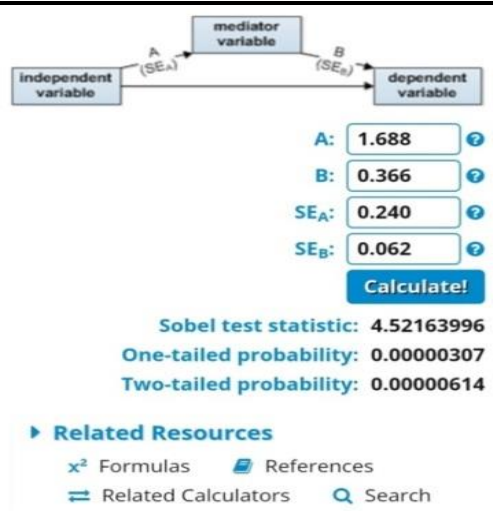
Figure 5. Sobel Test Results Equation II
Source: Sobel calculator, 2021

From figure 5 above, the result of a z value of 4.522 is obtained which is greater than 1.96. This makes Consumer Satisfaction able to mediate the relationship between the variable distribution channel (X2) and repurchase intention (Y). Therefore, it can be concluded that the distribution channel (X2) has an indirect effect on the repurchase intention (Y).

CONCLUSION

From the results of the research above, it can be concluded that product quality partially has no effect on repurchase intentions. Therefore, it can be said that consumers do not consider the quality of the product when they intend to repurchase culinary products through the online motorcycle taxi application. The distribution channel partially has a significant positive effect on repurchase intention. So it can be said that distribution channels are able to make connsumers intend to repurchase culinary products through online motorcycle taxi applications. Partially, consumer satisfaction has a positive effect on repurchase intention. Therefore, it can be said that consumer satisfaction is able to make consumers intend to repurchase culinary products through online motorcycle taxi applications. Product quality has a positive effect on consumer satisfaction, with a significance value smaller than 0.05, which is equal to 0.00. Therefore, it can be said that product quality is able to make consumers feel satisfied with purchasing culinary products through online motorcycle taxi applications. Distribution channels have a positive effect on consumer satisfaction, with a significance value smaller than 0.05, which is equal to 0.00. Therefore, it can be said that product distribution channels are able to make consumers feel satisfied with purchasing culinary products through online motorcycle taxi applications. Consumer satisfaction is able to mediate product quality with repurchase intentions, with the value of the Sobel test results, namely the z value of 3.413 which has a value greater than 1.96. Therefore, it can be said that consumers who are satisfied will intend to buy food products through online motorcycle taxi applications. Consumer satisfaction is able to mediate distribution channels with repurchase intentions, with the value of the Sobel test results, namely the z value of 4.522 which has a value greater than 1.96. So it can

be said that consumers who are satisfied will intend to buy food products through online motorcycle taxi applications. A review is needed by conducting a re-examination using consumer satisfaction as a mediating variable and its relationship with repurchase intentions. Researchers also need to find out more about other factors that can influence repurchase intentions. Researchers are advised to develop this research by adding other variables, but it is advisable to maintain customer satisfaction as a mediating variable because of its significant role in this study. In the context of development and review, researchers can use other analytical methods, namely SEM (*Structural Equation Modeling*) analysis.

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