

## The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products



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**ABSTRACT:** The frozen food industry in Indonesia is rapidly growing, driven by an increasing demand for practical and nutritious products, particularly among dual-income households seeking quick meal solutions for their families. Shifudo, a brand offering seafood-based processed frozen food, capitalizes on this trend by providing products that are easily accessible through supermarkets and e-commerce platforms. This study aims to analyze the influence of brand image, product quality perception, price fairness, and customer satisfaction on the repurchase intention of Shifudo products. Data were collected through an online survey using purposive sampling, involving 200 respondents who are Shifudo customers. Data analysis was performed using Structural Equation Modeling (SEM) with the help of AMOS 24. The results showed that brand image and price fairness have a significant positive impact on repurchase intention, while product quality perception only influences customer satisfaction, which in turn strengthens repurchase intention. These findings highlight the importance of brand image and fair pricing in driving customer loyalty for Shifudo.

**KEYWORDS:** brand image, product quality, price fairness, customer satisfaction, repurchase intention

### I. INTRODUCTION

The frozen food industry in Indonesia has experienced significant growth in recent years, with the market value reaching Rp 80 trillion in 2020 and projected to grow to Rp 95 trillion by 2021 (Asosiasi Produsen Makanan Dalam Negeri, 2023; Kontan, 2021). According to Mordor Intelligence, the frozen food market in Indonesia is expected to reach USD 2.78 billion by 2028, growing at a compound annual growth rate (CAGR) of 7.50% starting from 2023 (IndoFishMart, 2024). This growth is primarily driven by urban lifestyle changes, where busy routines and dual-income households demand convenient and durable food solutions. Frozen food provides quick, easy-to-prepare meals that align with the needs of modern consumers.

During the COVID-19 pandemic, the demand for frozen food surged due to restrictions on outdoor activities and concerns over the safety of fresh foods. Consumers turned to frozen food as a reliable alternative, leading to diversification in product offerings, ranging from snacks to more complex main dishes. Advances in packaging technology and cold-chain distribution also enabled the expansion of frozen food products to previously inaccessible regions, making it one of the fastest-growing categories in the fast-moving consumer goods (FMCG) sector (Asosiasi Produsen Makanan Dalam Negeri, 2023).

E-commerce has further bolstered the frozen food industry. Platforms like Tokopedia and Shopee have simplified consumer access to frozen food products, allowing for broader market penetration. The convenience of online shopping, combined with competitive pricing and promotions such as free shipping, has shifted consumer purchasing habits, making frozen food more accessible and appealing (Populix, 2023; GoodStats Data, 2023).

One key player in this industry is Shifudo, a frozen seafood brand owned by CP Prima Seafood. Shifudo offers a wide range of products, including fish balls, salmon balls, cheese dumplings, fish rolls, and innovative items like crab balls and black pepper squid flowers. These products cater to both traditional Indonesian and Korean-inspired dishes, such as gochujang-based steamboats, and are available in supermarkets and online platforms like Shopee and Tokopedia. The brand's affordable pricing, such as Rp 20,000 for 200g of Fish Stick, makes it competitive in the market (cpp.co.id, 2024; Daftar Harga&Tarif, 2023).

Despite Shifudo's efforts, its products are not among the top 12 most-consumed frozen food brands in Indonesia, which include dominant players like So Good, Fiesta, and Champ (Databoks, 2023). This competitive market environment and Shifudo's declining sales—7.4% lower in 2022 compared to the previous year—highlight the challenges the brand faces. While sales rebounded in

# **The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products**

2023, growing by 13.5%, these fluctuations underscore the empirical gap and motivate further research into factors influencing consumer repurchase intentions for Shifudo products (CP Prima, 2024).

Repurchase intention is significantly influenced by factors such as product quality, price fairness, and customer satisfaction. According to Hellier et al. (2013), repurchase intention is an individual's consideration of rebuying a product from a company, shaped by environmental conditions. Research by Nurmalasari and Istiyanto (2021) suggests that product and price quality are key determinants of repurchase intention. Furthermore, studies by Parry et al. (2021) and Cuong and Khoi (2019) highlight the positive impact of price fairness on customer satisfaction and repurchase intention. However, contrary findings by Nazulis (2021) indicate that price fairness may not always significantly affect customer satisfaction.

## **Repurchase intention**

Hellier et al. (2013) define repurchase intention as an individual's consideration of repurchasing a product from a company, influenced by the surrounding environment. This definition implies that favorable environmental conditions increase the likelihood of repurchase. It provides marketers with insights into stimuli designed to influence repurchase intentions.

According to Tjiptono (2012), loyalty is closely related to repeat purchases, though the two are distinct. Loyalty reflects a consumer's psychological commitment to a specific brand, whereas repeat purchase behavior involves repeatedly buying the same brand (possibly due to it being the only option, the cheapest, or other reasons). Hellier et al. (2013) measure repurchase intention using three indicators: intention to purchase the same quantity, intention to purchase in larger quantities, and intention to purchase with increased frequency or intensity.

In contrast, Naufal (2014) measures repurchase intention using three different indicators: the desire to repurchase the product, the effort to search for the product if it is unavailable at the usual store, and the habit of staying updated on the latest developments related to the product.

## **Brand Image**

According to Shimp (2003), as cited in Sari et al. (2012), brand image can be regarded as a type of association that arises in consumers' minds when recalling a specific brand. Kotler (2016) further defines brand image as a set of beliefs, ideas, and impressions that a person holds about a brand. Consumer attitudes and actions toward a brand are greatly influenced by its brand image. Based on these definitions, brand image can be summarized as the overall perception formed through consumer evaluation of a brand, reminding consumers of the product and serving as the basis for subsequent decisions regarding the product. A brand is fundamentally essential in marketing a product. Producers must create brands that are recognizable and memorable to consumers with a positive image, eventually forming a strong brand image.

Gitosudarmo (2015) states that a brand is a way to differentiate a name or symbol, such as a logo, trademark, or packaging design, intended to signify the products or services of one producer or a group of producers and to distinguish them from competitors. According to Law No. 15 of 2001 on Trademarks, Article 1, Paragraph 1, a trademark is defined as a mark in the form of images, names, words, letters, numbers, color arrangements, or a combination of these elements, possessing distinctive power and used in trading goods and services.

Brand image is the overall perception of consumers toward a brand, evaluated based on their understanding of the information associated with the brand. Therefore, a brand image must be identifiable by consumers, allowing them to evaluate products and services, reduce risk costs, ensure that consumer needs are met, and provide satisfaction through product or service differentiation (He et al., 2013). A weak brand image can reduce customer loyalty and make consumers more susceptible to switching behavior. Research conducted by Shujaat, Syed, and Ahmed (2015) titled *Factors Behind Brand Switching in Telecommunication Industry of Pakistan* highlights that factors such as price perception, product quality perception, brand image, value-added services, and promotional activities significantly influence consumer behavior, potentially motivating them to switch brands.

According to Sao Mai Dam (2021), there are several important indicators that reflect brand image, including trust, appeal, memorability, and a strong reputation. In this context, the Shifudo brand is trusted by consumers due to its consistency in providing quality products. Additionally, Shifudo is considered appealing, both in terms of packaging design and the brand image built through its communication strategies. The brand is also memorable for consumers, thanks to its consistent presence in the market and on social media platforms. Lastly, Shifudo's positive reputation stems from customers' favorable experiences with its products.

## **Product Quality Perception**

According to Keller (2013), perceived quality refers to the perception of a product's overall quality or superiority compared to other products or services and in relation to the expected purpose. Consumers' expectations will continue to rise in line with the

## **The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products**

ongoing improvement of products over the years. Aaker (1997) defines perceived quality as the customer's perception of the overall quality or superiority of a product or service concerning the intended purpose.

According to Rahayu Mardikaningsih et al. (2019), in the field of marketing, perceived product quality is considered an essential element before making decisions, as consumers compare the quality and price of a particular product before the purchase process. Meanwhile, Cries Rooney et al. (2019) define it as the overall features and characteristics of a product or service whose ability depends on meeting both stated and implied needs. It can also refer to consumers' perception of the general quality or superiority of a product or service, taking into account the purpose of the product or service compared to other alternatives. Similarly, Yunanda Arpan and M. Rafiq (2011) state that perceived quality is the consumer's perception of the overall quality or superiority of a product or service in relation to its intended purpose.

According to Yongping Zhong and Hee Cheol Moon (2020), there are several indicators that reflect product quality, including taste, durability, packaging, and appearance. Shifudo products have a delicious taste, which is one of the main factors contributing to customer satisfaction. In addition, Shifudo products also have good durability, ensuring that the products remain fresh and of high quality even when stored for a certain period. Shifudo's packaging is also well-designed, maintaining quality and providing maximum protection. Equally important, Shifudo's attractive product appearance enhances visual appeal and improves consumers' perception of product quality.

### **Perceived Price Fairness**

Perceived price fairness involves comparing prices or procedures with standards, references, or norms. According to Liao et al. (2020), to develop the conceptual meaning of fairness, several clarifications are needed. First, fairness and unfairness are often more apparent, sharper, and more concrete compared to the broader concept of justice. People recognize unfairness when they see or experience it, but articulating what is fair can be challenging.

According to Parry et al. (2021), perceived price fairness is the customer's judgment and emotional response to whether there is (or is not) a difference between the price of one seller and that of another in a manner that is reasonable, acceptable, or justified. Hakim et al. (2021) and Jin et al. (2016) suggest that, in many cases, customer satisfaction can shift focus toward service prices and service quality. Parry et al. (2021) define perceived price fairness as an evaluation of both the outcome and the process leading to an outcome that is deemed fair and acceptable. Xia, Monroe, and Cox (2004) state that perceived price fairness is the consumer's judgment and emotional response to whether there is (or is not) a difference between the price of one seller and that of another, in a way that is reasonable, acceptable, or justified. Kahneman (1986), as cited in Khandelwal (2012), defines perceived price fairness as a critical psychological factor that influences consumer reactions to pricing. Previous studies identified two factors influencing price fairness: knowledge and experience.

According to Faruk Anil Konuk (2018), several indicators reflect the price fairness of a product. Shifudo's product prices are competitive compared to similar products in the market, offering greater value to consumers than competitors. Additionally, Shifudo's product prices align with the benefits received by consumers, creating the perception that the price paid is proportional to the advantages gained. Shifudo's product prices are also considered consistent with their quality, where consumers feel the price paid matches the value of the product's quality. Lastly, Shifudo's product prices are acceptable to consumers, demonstrating that the prices are neither too expensive nor misaligned with consumer expectations for the offered products.

### **Customer Satisfaction**

In general, customer satisfaction is the feeling of pleasure or disappointment that arises from comparing a product's perceived performance (or outcome) against their expectations. If performance falls short of expectations, the customer will be dissatisfied. If performance matches expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be highly satisfied (Kotler & Keller, 2016). Kotler and Keller (2016) define customer satisfaction as follows:

"Satisfaction reflects a person's judgment of a product's perceived performance in relationship to expectations. If performance falls short of expectations, the customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted." This means satisfaction reflects a person's evaluation of a product's perceived performance relative to their expectations. If the performance is far from expectations, the customer feels disappointed. If the performance meets expectations, the customer is satisfied. If it exceeds expectations, the customer feels delighted.

According to Tjiptono (2015), customer satisfaction or dissatisfaction is a customer's response to their evaluation of perceived disconfirmation between prior expectations or alternative performance expectations and the actual performance of the product after usage. Based on the definitions provided by experts, it can be concluded that customer satisfaction is the customer's response to the comparison between performance and expectations, as evaluated after experiencing the product. This satisfaction is felt when customers have consumed a product or service. If customers like the product they consume, they experience satisfaction. Conversely, if the product does not meet their needs and they switch to another product, they do not feel satisfied.

# The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products

## II. METHODOLOGY

This research adopts a descriptive method to provide a clear and detailed depiction of the variables under study. The study focuses on analyzing real-world situations without manipulating variables and aims to explore relationships and interactions among them. Data collection involves both primary and secondary data. Primary data is obtained through questionnaires distributed to consumers who have purchased Shifudo products across Indonesia, while secondary data is sourced from existing research reports, journals, and official documents. The questionnaire uses a structured Likert scale, with responses ranging from strongly disagree to strongly agree.

The population for this study includes all Shifudo consumers, with the sample selected using a purposive sampling technique. This approach ensures the inclusion of respondents who have relevant experience with the product. The study involves 200 respondents, divided proportionally across Indonesia's western, central, and eastern regions. This division reflects the varying demographic, socioeconomic, and geographic characteristics of each region, enabling the research to capture consumer preferences comprehensively. The findings are expected to provide strategic insights into marketing, distribution, and product development tailored to the specific needs of each region.

## III. RESULTS AND DISCUSSION

### Convergent Validity Test and Reliability Test

After conducting validity tests, including convergent validity and discriminant validity, as well as construct reliability testing using Cronbach's Alpha, it can be concluded that all indicators measuring the variables career development, self-efficacy, employee performance, and job satisfaction are declared valid and reliable. This is evident from the loading factor and AVE values which meet the convergent validity criteria, as well as the AVE root value which is greater than the correlation with other variables in accordance with the Fornell and Larcker Criterion for discriminant validity (Hair et al., 2014). In addition, the large Cronbach's Alpha coefficient of 0.6 indicates that all indicators are consistent in measuring the variables they measure (Sekaran et al., 2016). Therefore, the test results confirm the validity and reliability of the measuring instruments used in this research (Primary Data, processed 2024).

**Table 1. Results of Convergent Validity Test and Reliability Test**

Variabel	Cronbach's Alpha	Composite Reliability	Cut Off	Keterangan
X1	0.90	0.92	0.7	Reliabel
X2	0.90	0.91	0.7	Reliabel
X3	0.89	0.91	0.7	Reliabel
Z	0.89	0.90	0.7	Reliabel
Y	0.84	0.86	0.7	Reliabel

Source: Primary Data (2024)

### Structural Model Test Results

Model suitability test results (goodness of fit) in the structural equation modeling (SEM) will be described in the table 2 below:

**Table 2. Results of Goodness of Fit**

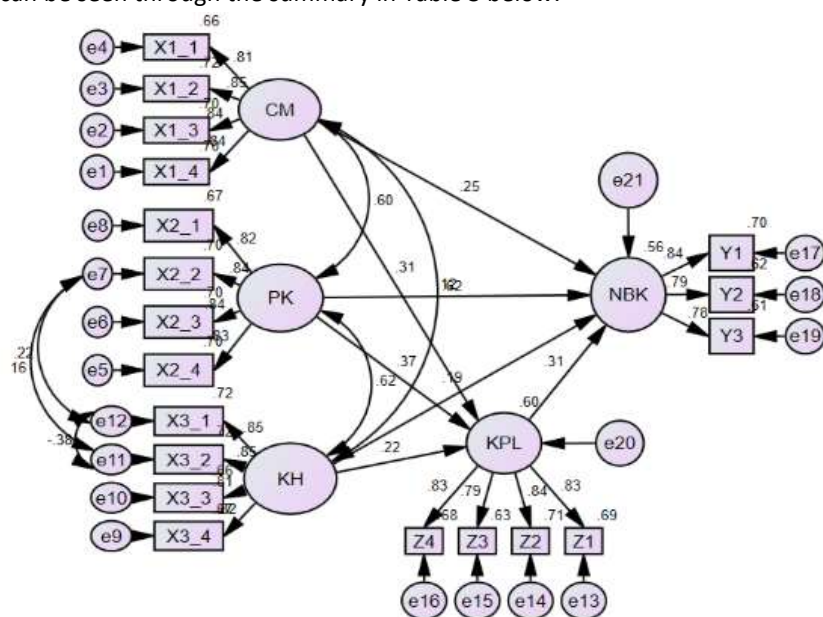
Indeks	Goodness of Fit	Cut Off Value	Keterangan
CMIN/DF	1.040	< 2	Good Fit
p-value	0.357	≥ 0.05	Good Fit
GFI	0.932	≥ 0.9	Good Fit
RMR	0.027	≤ 0.5	Good Fit
RMSEA	0.014	≤ 0.08	Good Fit
TLI	0.997	≥ 0.90	Good Fit
NFI	0.947	≥ 0.90	Good Fit
AGFI	0.907	≥ 0.90	Good Fit
RFI	0.935	≥ 0.90	Good Fit
CFI	0.998	≥ 0.90	Good Fit

Source: Primary Data (2024)

# The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products

## Hypothesis Testing

The results of the analysis can be seen through the summary in Table 3 below:



**Figure 1. Standardized Solution (Overall Model)**

Source: Primary Data (2024)

The results of hypothesis testing in this research used Structural Equation Modeling (SEM) processed through the AMOS application with hypothesis test results as follows:

Based on Figure 1, it shows two results on direct and indirect hypothesis testing of a positive relationship and significant relationship between variables are described in the table below:

**Table 3. Results of Direct Hypothesis Testing**

Hypothesis	Path	Standardized Coefficients	CR	P Value	Remark
H1	Brand Image → Repurchase Intention	0.253	2.690	0.007	Accepted
H2	Perceived Quality → Repurchase Intention	0.118	1.222	0.222	Rejected
H3	Price Fairness → Repurchase Intention	0.186	2.030	0.042	Accepted
H4	Brand Image → Customer Satisfaction	0.312	3.759	0.000	Accepted
H5	Perceived Quality → Customer Satisfaction	0.366	4.355	0.000	Accepted
H6	Price Fairness → Customer Satisfaction	0.216	2.596	0.009	Accepted
H7	Customer Satisfaction → Repurchase Intention	0.313	2.940	0.003	Accepted
H8	Brand Image → Customer Satisfaction → Repurchase Intention	0.098	0.113	0.049	Accepted
H9	Perceived Quality → Customer Satisfaction → Repurchase Intention	0.115	0.122	0.043	Accepted
H10	Price Fairness → Customer Satisfaction → Repurchase Intention	0.067	0.047	0.043	Accepted

Source: Primary Data (2024)



## **The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products**

Based on Table 3 above, the results of hypothesis analysis are as follows:

- The influence of brand image on repurchase intention resulted in a p-value of 0.007, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that there is a significant effect of brand image on repurchase intention. The coefficient of 0.253 indicates that brand image positively influences repurchase intention. This means that the better the brand image, the more it can increase repurchase intention.
- The influence of perceived quality on repurchase intention resulted in a p-value of 0.222, which is greater than the significance level ( $\alpha = 5\%$ ). This test result indicates that perceived quality does not significantly influence repurchase intention. Therefore, the hypothesis is rejected.
- The influence of price fairness on repurchase intention resulted in a p-value of 0.042, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that price fairness significantly influences repurchase intention. The coefficient of 0.186 indicates that price fairness positively influences repurchase intention. This means that the more fair the price, the more it can increase repurchase intention.
- The influence of brand image on customer satisfaction resulted in a p-value of 0.000, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that brand image significantly influences customer satisfaction. The coefficient of 0.312 indicates that brand image positively influences customer satisfaction. This means that the better the brand image, the more it can increase customer satisfaction.
- The influence of perceived quality on customer satisfaction resulted in a p-value of 0.000, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that perceived quality significantly influences customer satisfaction. The coefficient of 0.366 indicates that perceived quality positively influences customer satisfaction. This means that the better the perceived quality, the more it can increase customer satisfaction.
- The influence of price fairness on customer satisfaction resulted in a p-value of 0.009, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that price fairness significantly influences customer satisfaction. The coefficient of 0.216 indicates that price fairness positively influences customer satisfaction. This means that the more fair the price, the more it can increase customer satisfaction.
- The influence of customer satisfaction on repurchase intention resulted in a p-value of 0.003, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that customer satisfaction significantly influences repurchase intention. The coefficient of 0.313 indicates that customer satisfaction positively influences repurchase intention. This means that the more satisfied the customer, the more it can increase repurchase intention.
- The mediating effect of customer satisfaction between brand image and repurchase intention resulted in a p-value of 0.049, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that customer satisfaction mediates the relationship between brand image and repurchase intention. The coefficient of 0.098 indicates that customer satisfaction partially mediates this relationship.
- The mediating effect of customer satisfaction between perceived quality and repurchase intention resulted in a p-value of 0.043, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that customer satisfaction mediates the relationship between perceived quality and repurchase intention. The coefficient of 0.115 indicates that customer satisfaction partially mediates this relationship.
- The mediating effect of customer satisfaction between price fairness and repurchase intention resulted in a p-value of 0.043, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that customer satisfaction mediates the relationship between price fairness and repurchase intention. The coefficient of 0.067 indicates that customer satisfaction partially mediates this relationship.

## **DISCUSSION**

### **Brand Image Influences Consumers' Repurchase Intentions for Shifudo Products**

The testing of the effect of Brand Image (X1) on Consumers' Repurchase Intentions (Y) resulted in a p-value of 0.007. This result indicates that the p-value (0.007) is less than the level of significance ( $\alpha = 5\%$ ). This means that at a 5% significance level, it can be concluded that Brand Image has a significant effect on Consumers' Repurchase Intentions. The path coefficient for Brand Image is 0.253, indicating that Brand Image has a positive effect on Consumers' Repurchase Intentions. This means that the higher the Brand Image, the more likely it is to increase Consumers' Repurchase Intentions.

This finding implies that an improved brand image tends to enhance consumers' likelihood of repurchasing. The results align with the study conducted by Huang et al. (2021), which demonstrated that a positive brand image significantly influences consumers' willingness to repurchase. They found that consumers with a favorable perception of a brand's image are more likely

## **The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products**

to consider its products for future purchases. Moreover, research by Hsu et al. (2020) also supports this finding, emphasizing the importance of brand image in fostering customer loyalty. Consumers who feel a connection with a particular brand image are more inclined to repurchase products from the same brand. Therefore, strengthening brand image becomes a crucial strategy for companies to enhance their consumers' repurchase intentions.

### **Product Quality Perception Influences Consumers' Repurchase Intentions for Shifudo Products**

The test of the effect of Product Quality Perception (X2) on Consumers' Repurchase Intentions (Y) produced a p-value of 0.222. This result shows that the p-value (0.222) is greater than the level of significance ( $\alpha = 5\%$ ). This means that at a 5% significance level, it can be concluded that the effect of Product Quality Perception on Consumers' Repurchase Intentions is not significant. The path coefficient for Product Quality Perception is 0.118, indicating that Product Quality Perception has a positive but not significant effect on Consumers' Repurchase Intentions.

Although there is a positive relationship between Product Quality Perception and Consumers' Repurchase Intentions, this effect is not significant at a 5% confidence level. The p-value of 0.222 suggests that consumers' perceptions of the quality of Shifudo products are not strong enough to significantly influence their decision to repurchase. This finding is consistent with the research by Fariyasari et al. (2021), which found that while product quality perception can positively affect repurchase intentions, the effect is often mediated by other factors such as customer experience and brand image. Additionally, the study by Khuong and Dai (2016) indicated that in certain contexts, product quality perception is not always a strong predictor of repurchase intentions, especially when customers have high expectations or when more attractive product alternatives are available in the market.

Based on the data analyzed in this study, it can be concluded that although Product Quality Perception positively affects Consumers' Repurchase Intentions, this effect is not statistically significant, with a p-value of 0.222. This implies that Shifudo's product quality perception is not strong enough to drive consumers to repurchase. Research by Fariyasari et al. (2021) supports this finding, revealing that even when consumers hold a positive perception of product quality, other factors such as purchase experiences and customer service play a crucial role in shaping repurchase intentions.

### **Price Fairness Influences Consumers' Repurchase Intentions for Shifudo Products**

The test of the effect of Price Fairness (X3) on Consumers' Repurchase Intentions (Y) produced a p-value of 0.042. This result indicates that the p-value (0.042) is less than the level of significance ( $\alpha = 5\%$ ). This means that at a 5% significance level, Price Fairness significantly influences Consumers' Repurchase Intentions. The path coefficient for Price Fairness is 0.186, indicating a positive effect of Price Fairness on Consumers' Repurchase Intentions. This suggests that the higher the perceived price fairness, the more likely consumers are to increase their intention to repurchase.

The significant relationship between Price Fairness and Consumers' Repurchase Intentions at the 5% significance level indicates that the higher the perceived fairness of the price, the greater the likelihood of consumers repurchasing. According to Sweeney and Soutar (2001), consumers are more likely to repurchase if they feel that the price they pay corresponds to the benefits they receive. This implies that price fairness is a critical factor in creating customer satisfaction and enhancing loyalty.

In the context of Shifudo products, this study's results reveal that Price Fairness positively and significantly affects consumers' repurchase intentions, as evidenced by a p-value of 0.042. These findings align with the research by Chinomona and Sandada (2013), which found that perceived price fairness can enhance customer satisfaction, ultimately influencing repurchase intentions. Furthermore, the study by Hadi and Hadi (2022) indicated that consumers who perceive prices as fair are more likely to remain loyal and willing to return for future purchases. Therefore, price fairness is a key factor in pricing strategies that Shifudo must consider to strengthen consumer loyalty.

### **Brand Image Influences Customer Satisfaction in Shifudo Products**

The test on the effect of Brand Image (X1) on Customer Satisfaction (Z) resulted in a p-value of 0.000. This finding indicates that the p-value (0.000) is less than the level of significance ( $\alpha = 5\%$ ). At a 5% significance level, it can be stated that Brand Image has a significant effect on Customer Satisfaction. The path coefficient for Brand Image is 0.312, signifying a positive influence of Brand Image on Customer Satisfaction. This means that the stronger the Brand Image, the more likely it is to increase Customer Satisfaction.

This highlights that Brand Image has a strong positive impact on Customer Satisfaction. Marketing theories explain that a positive brand image fosters favorable expectations and perceptions among consumers, thus enhancing their satisfaction (Aaker, 1991). When consumers feel connected to a strong brand image, they are more likely to experience higher satisfaction levels, ultimately contributing to customer loyalty and repurchase intentions (Keller, 2001). Therefore, companies must effectively manage their brand image to improve customer satisfaction.

The results of this study on Shifudo products demonstrate that Brand Image significantly affects Customer Satisfaction, with a p-value of 0.000 and a path coefficient of 0.312. These findings align with the study by Rahi et al. (2021), which found that

## **The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products**

a positive brand image significantly enhances customer satisfaction in the food product sector. Another study by Ebrahimi and Zandi (2021) supports this result, emphasizing that a strong and consistent brand image creates positive experiences for consumers, contributing to higher levels of satisfaction. This underscores the importance of effective branding strategies in building customer satisfaction.

### **Product Quality Perception Influences Customer Satisfaction in Shifudo Products**

The test on the effect of Product Quality Perception (X2) on Customer Satisfaction (Z) resulted in a p-value of 0.000. This indicates that the p-value (0.000) is less than the level of significance ( $\alpha = 5\%$ ). At a 5% significance level, it can be concluded that Product Quality Perception significantly influences Customer Satisfaction. The path coefficient for Product Quality Perception is 0.366, which indicates a positive influence of Product Quality Perception on Customer Satisfaction. This means that the higher the Product Quality Perception, the more likely it is to increase Customer Satisfaction.

This finding signifies that Product Quality Perception has a significant effect on Customer Satisfaction, showing that consumers' perceptions of product quality can influence their level of satisfaction. Quality theory explains that product quality perception involves consumers' evaluations based on product features, durability, and reliability (Hadi & Hadi, 2022). When consumers feel that the quality of a product meets or exceeds their expectations, their satisfaction levels will increase. This aligns with the customer satisfaction model, which states that satisfaction arises from comparing expectations with the reality experienced (Rahi et al., 2021). Therefore, companies must focus on improving product quality to build higher customer satisfaction.

In the context of Shifudo products, the results of this study indicate that Product Quality Perception significantly affects Customer Satisfaction. These findings align with research by Rahi et al. (2021), which states that a positive quality perception increases customer satisfaction, especially in the food sector. The study by Hadi and Hadi (2022) also found that consumers with high-quality perceptions of a product tend to show higher satisfaction levels, which has implications for their loyalty and intention to repurchase the product. This highlights the importance of efforts to enhance product quality in creating customer satisfaction and loyalty.

### **Price Fairness Influences Customer Satisfaction in Shifudo Products**

The test on the effect of Price Fairness (X3) on Customer Satisfaction (Z) resulted in a p-value of 0.009. This indicates that the p-value (0.009) is less than the level of significance ( $\alpha = 5\%$ ). At a 5% significance level, it can be concluded that Price Fairness significantly influences Customer Satisfaction. The path coefficient for Price Fairness is 0.216, which indicates a positive influence of Price Fairness on Customer Satisfaction. This means that the higher the Price Fairness perceived by customers, the more likely it is to increase their satisfaction.

This finding highlights that when customers perceive the price of a product or service as fair, their satisfaction level increases significantly. Price fairness reflects customers' perceptions of the balance between the price they pay and the value or benefits they receive. If customers feel that the price they pay matches the quality or service provided, they are likely to feel more satisfied. Research by Nguyen et al. (2023) demonstrates that price fairness has a significant effect on customer satisfaction, particularly in the online retail sector, where customers are highly sensitive to price comparisons and perceived benefits. Conversely, prices perceived as too high or inconsistent with customer expectations can reduce satisfaction, as discussed in the study by Rahman and Sutopo (2023) in the context of the food and beverage industry.

In the findings related to Shifudo, price fairness emerges as a key factor influencing the overall customer experience. When the company offers competitive prices that align with the quality of its products or services, it enhances customer loyalty and encourages repeat purchases. A recent study by Zhang et al. (2023) supports these findings, showing that perceived price fairness positively affects customer loyalty, with satisfaction serving as a mediating variable. Therefore, companies that prioritize perceptions of fair pricing can not only boost customer satisfaction but also establish more stable and long-term customer relationships.

### **Customer Satisfaction Influences Consumers' Repurchase Intentions for Shifudo Products**

The test of the effect of Customer Satisfaction (Z) on Consumers' Repurchase Intentions (Y) resulted in a p-value of 0.003. This indicates that the p-value (0.003) is less than the level of significance ( $\alpha = 5\%$ ). At a 5% significance level, it can be concluded that Customer Satisfaction significantly influences Consumers' Repurchase Intentions. The path coefficient for Customer Satisfaction is 0.313, indicating a positive relationship. This means that higher Customer Satisfaction tends to increase Consumers' Repurchase Intentions.

This finding shows a significant influence of customer satisfaction on repurchase intentions. Customer satisfaction reflects a positive emotional response when customers receive products or services that meet or exceed their expectations. Satisfied customers are more likely to repurchase the same product or service in the future. Research by Wang et al. (2023) highlights that



## **The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products**

customer satisfaction serves as a critical driver for enhancing repurchase intentions, particularly in the e-commerce sector, where the relationship between service quality and customer satisfaction is robust. When customers are satisfied with the quality of products and services they receive, it fosters loyalty and motivates sustainable repurchase behavior.

In this study, customer satisfaction plays a vital role in driving repurchase intentions, particularly in highly competitive industries.

This aligns with findings by Zhang et al. (2023), who state that satisfied customers are more likely to make repeat purchases due to their positive experiences and growing trust in the brand. Similarly, research by Chen and Huang (2023) reveals that customer satisfaction in the retail sector directly and positively influences repurchase intentions. Therefore, maintaining and enhancing Shifudo customers' satisfaction is an essential strategy for CP Prima to retain Shifudo consumers and ensure their repurchase intentions for Shifudo products in the future.

### **Brand Image Influences Consumers' Repurchase Intentions for Shifudo Products Through Customer Satisfaction**

The test of the effect of Brand Image (X1) on Consumers' Repurchase Intentions (Y) through Customer Satisfaction (Z) resulted in a p-value of 0.049. This shows that the p-value (0.049) is less than the level of significance ( $\alpha = 5\%$ ). At a 5% significance level, it can be concluded that Brand Image significantly influences Consumers' Repurchase Intentions through Customer Satisfaction. The path coefficient of 0.098 indicates that Customer Satisfaction positively mediates the relationship between Brand Image and Consumers' Repurchase Intentions.

This means that customer satisfaction plays an essential role in mediating the influence of brand image on repurchase intentions. A positive brand image generally enhances customers' perceptions of product or service quality, but this effect is stronger when accompanied by customer satisfaction. Liu et al. (2023) found that customer satisfaction mediates the relationship between brand image and repurchase intention in the cosmetics sector, where customers who are satisfied with their experiences are more likely to repurchase from the same brand. In other words, while a strong brand image can enhance repurchase intention, customer satisfaction is the key factor that strengthens this effect.

Furthermore, research by Rahman and Lee (2023) in the automotive industry also supports this finding, showing that customer satisfaction strengthens the relationship between a strong brand image and repurchase intention. When customers are satisfied with their experience after interacting with a brand, they are more likely to be loyal and make repeat purchases—not just because of the brand image, but because of the positive experiences they had. Therefore, companies should focus not only on building a positive brand image but also on ensuring that customer satisfaction remains a top priority, as this is what drives sustainable repurchase intentions.

### **Product Quality Perception Influences Consumers' Repurchase Intention for Shifudo Products Through Customer Satisfaction**

The test of the influence of Product Quality Perception (X2) on Consumers' Repurchase Intention (Y) through Customer Satisfaction (Z) resulted in a p-value of 0.043. This result indicates that the p-value (0.043) is less than the significance level ( $\alpha = 5\%$ ). This means that at a 5% significance level, it can be stated that there is a significant influence of Product Quality Perception on Consumers' Repurchase Intention through Customer Satisfaction. The path coefficient of 0.115 shows that Customer Satisfaction positively mediates the relationship between Product Quality Perception and Consumers' Repurchase Intention.

This finding implies that customer satisfaction plays a crucial role in mediating the effect of product quality perception on consumers' repurchase intention. Product quality perception refers to customers' evaluation of how well a product meets their expectations. When this perception is positive, customers tend to feel more satisfied. Research by Tjiptono and Chandra (2023) demonstrates that customer satisfaction mediates the relationship between product quality perception and repurchase intention, where high-quality products enhance customer satisfaction, which in turn drives their intention to repurchase. In other words, while positive product quality perception can directly boost repurchase intention, customer satisfaction strengthens this effect. This conclusion is also in line with the findings of Wang and Wang (2023), which state that customer satisfaction is a key variable mediating the effect of product quality perception on repurchase intention. In this context, when consumers perceive that the product they purchase is of high quality, it not only increases their satisfaction but also strengthens their loyalty to the brand. Therefore, CP Prima, as the company producing Shifudo, should focus on improving Shifudo's quality while ensuring that customer satisfaction is maintained. This approach will be more effective in driving the repurchase of Shifudo products in the future.

### **Price Fairness Influences Consumers' Repurchase Intentions for Shifudo Products Through Customer Satisfaction**

The test of the effect of Price Fairness (X3) on Consumers' Repurchase Intentions (Y) through Customer Satisfaction (Z) resulted in a p-value of 0.043. This shows that the p-value (0.043) is less than the level of significance ( $\alpha = 5\%$ ). At a 5% significance level, it can be concluded that Price Fairness significantly influences Consumers' Repurchase Intentions through Customer Satisfaction. The path coefficient of 0.067 indicates that Customer Satisfaction positively mediates the relationship between Price Fairness and Consumers' Repurchase Intentions.

# **The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products**

This means that customer satisfaction positively mediates the relationship between price fairness and repurchase intentions. Price fairness reflects customers' perceptions of the alignment between the price they pay and the value they receive. Research by Voss et al. (2023) indicates that when customers perceive the price of a product as fair, they are more likely to feel satisfied. This study reveals that customer satisfaction acts as a significant mediator in the relationship between price fairness and repurchase intention. The findings reinforce that consumers who feel the price is fair are more satisfied, which, in turn, encourages them to make repeat purchases.

This is also supported by research by Trivedi and Raghunandan (2023), who state that in the retail market context, customer satisfaction is not only influenced by price fairness but also contributes positively to repurchase intention. When Shifudo customers feel that the price they paid corresponds to the quality they received, they are more likely to repurchase Shifudo products. Therefore, CP Prima should focus on maintaining price fairness and continuously improving customer satisfaction to encourage sustainable repurchase intentions for Shifudo products.

## **IV. CONCLUSIONS AND MANAGERIAL IMPLICATIONS**

### **CONCLUSIONS**

The findings of the investigation, drawn from linear regression analysis, support the following statements:

- Brand image has a significant positive influence on repurchase intention and customer satisfaction. This means that the better Shifudo's brand image, the stronger the repurchase intention and customer satisfaction it generates. Shifudo must continue to strengthen its brand image to enhance customer loyalty and satisfaction.
- Price fairness has a significant positive influence on repurchase intention and customer satisfaction. This indicates that customers' perception of fair pricing increases both repurchase intention and satisfaction. Shifudo should ensure that its product pricing aligns with the value perceived by customers to foster loyalty and satisfaction.
- Quality perception has a significant positive influence on customer satisfaction but does not directly affect repurchase intention. This implies that good quality perception improves customer satisfaction but does not directly lead to repurchase intention without a mediating factor. Shifudo needs to enhance quality perception to boost customer satisfaction, even though its effect on repurchase intention occurs through satisfaction.
- Customer satisfaction mediates the influence of brand image, quality perception, and price fairness on repurchase intention. This means that customer satisfaction acts as a connecting factor, strengthening the relationship between brand image, product quality, price fairness, and repurchase intention. Shifudo should focus on improving customer satisfaction as the key to maximizing the impact of brand image, quality perception, and price on customers' repurchase intentions, ultimately boosting repurchase rates for Shifudo products.

### **MANAGERIAL IMPLICATIONS**

This study highlights several managerial implications for improving Shifudo's performance. By understanding the relationship between brand image, quality perception, price fairness, and customer satisfaction, management can formulate more effective strategies to increase repurchase intentions.

First, a positive brand image is essential, as it significantly influences repurchase intentions. Management should implement marketing strategies to build and maintain a strong brand image through creative advertising, social media engagement, and fostering emotional connections with customers. A strong brand image enhances customer loyalty and attracts new customers, strengthening Shifudo's market position.

Second, maintaining and improving product quality is critical. While quality perception may not directly affect repurchase intentions, its significant impact on customer satisfaction cannot be ignored. Management should conduct regular evaluations of product and service quality and act on customer feedback to identify areas for improvement. Enhanced product quality will boost customer satisfaction, which, in turn, positively influences repurchase intentions.

Lastly, price fairness is a key factor. Transparent and competitive pricing creates a positive perception among customers, while loyalty promotions, such as discounts for repeat customers, can further enhance satisfaction and encourage repurchase. Implementing these pricing strategies can help Shifudo foster long-term customer loyalty.

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