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The Effect of Product Quality on Repurchase Intention Mediated by Word of Mouth Variable in Traditional Dayak Cuisine Restaurants in Palangka Raya City

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Abstract: This study explore the effect of Product Quality on Repurchase Intention, mediated by Word of Mouth, in traditional Dayak cuisine restaurants in Palangka Raya City. The research aims to analyze how product quality influences customer satisfaction and the likelihood of repeat visits. Employing a quantitative descriptive method, data was collected from customers of Kedai Om Nun and Rumah Makan Samba using a structured questionnaire. The findings reveal that product quality significantly affects repurchase intention, both directly and indirectly through word of mouth. High-quality products lead to positive consumer experiences, fostering word-of-mouth promotion that encourages repeat purchases. These results suggest that maintaining product quality is essential for enhancing customer loyalty and satisfaction in the culinary sector.

Keyword: Product Quality, Repurchase Intention, Word of Mouth

INTRODUCTION

The food business is one of the most popular businesses among the public, as it not only generates high profits but also meets a basic human need that must be fulfilled by everyone (Suryana, 2013). The food and beverage industry has a large and relatively stable market potential because it is a basic necessity. According to Alma (2018), the culinary business also has high competitiveness, so businesses must provide added value, one of which is through product quality. In the food industry, product quality is a key factor influencing consumer decisions to make repeat purchases. According to Tjiptono (2015), product quality includes characteristics that determine the product's ability to meet consumer expectations and needs. High quality products not only increase customer satisfaction but also encourage them to make repeat purchases. This is in line with the opinion of Kotler and Keller (2016) which states that customer satisfaction can influence their intention to make repeat purchases. Product Quality is something that needs the main attention of a business entity, because paying attention to the level of quality can support efforts to improve or maintain a position as a market leader in the market or not.

According to Ariffin et al. (2016) repurchase intention is the behavior of consumers who intend to buy and use the services offered again. This intention arises because consumers tend to feel satisfied with the services they buy and tend to say good things Kotler & Keller (2016). Hutami et al. (2020) also said that the level of consumer satisfaction can affect consumer intention to repurchase. High customer satisfaction can be the reason consumers want to make repeat purchases according to Dwipayana & Sulistyawati (2018)

Advertising is one of the means of introducing a company's products to consumers in order to achieve the company's objectives. Through effective advertising placement, companies can influence consumer perceptions. However, advertising often requires significant costs and is only a one-way form of communication (Belch & Belch, 2015). One form of promotion that does not require much cost and is highly effective is word of mouth (WOM) or mouth-to-mouth promotion. WOM is particularly effective in the food industry, where consumers trust recommendations from friends and family more than advertisements (Silverman, 2011). According to Lopiyoadi (2015), word of mouth is a form of promotion in the form of verbal recommendations about the merits of a product. Good product quality can generate positive discussions among consumers, which ultimately influence others' purchasing decisions (Kotler & Keller, 2016).

The objects of this study are traditional Dayak restaurants in Palangka Raya, namely Kedai Om Nun and Rumah Makan Samba. These two restaurants were selected because they represent local culinary businesses that serve traditional Dayak cuisine and are popular among the people of Palangka Raya City

This study aims to explore the effect of product quality on repurchase intentions through word of mouth as a mediating variable in traditional Dayak cuisine restaurants in Palangka Raya City. By understanding this relationship, it is hoped that culinary businesses can develop more effective marketing strategies to attract and retain customers. The problem formulation contains article questions that must be explained in the discussion and answered in the conclusion.

METHOD

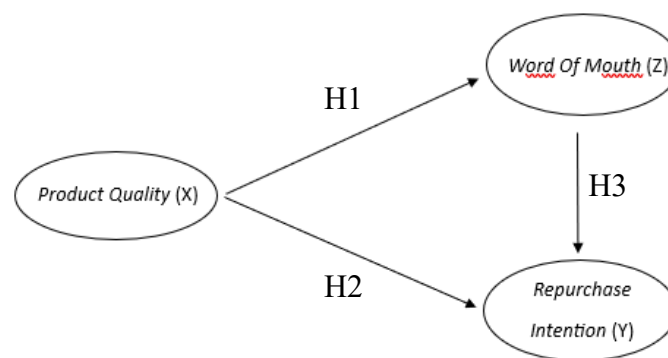


Figure 1. Research Model

This research model is suitable for explaining the steps of quantitative research, such as research design, population and sample, research instruments, and Sugiyono's data analysis techniques. (2019). The research method used in this research is a quantitative approach. The population in this study were all customers of Kedai Om Nun and Rumah Makan Samba. The sampling technique used the Lameslow formula so that the total sample used was 96 customers. While the data collection technique uses a questionnaire distributed to customers. The data analysis technique used in this research is multiple linear regression analysis, coefficient of determination, hypothesis testing techniques and T test. With the help of the SmartPLS 4.0 program.

RESULTS AND DISCUSSION

Descriptive Statistics Results

Descriptive statistics were used to describe the characteristics of respondents based on gender, age, and occupation, as well as to show their average responses to the research variable indicators (Sekaran & Bougie, 2016).

Descriptive statistics are presented to provide an overview of the characteristics of respondents and their responses to the statements in the questionnaire. These descriptive statistics include distributions based on gender, age, and occupation, as well as the average responses to the research variable indicators, namely product quality, word of mouth, and repurchase intention. The presentation of this data aims to determine the extent to which respondents responded to the statements presented and to understand the general profile of the consumers who are the subject of this study.

Table 1. Characteristics of Respondents

Characteristics of Respondents		Total	Percentage
Gender	Male	51	53
	Female	45	47
	Total	96	100%
Age	17-25 Years Old	10	10
	26-35 Years Old	16	17
	36-45 Years Old	45	47
	> 46 Years Old	25	26
	Total	96	100%
Job	Student	10	10
	Civil Servant/TNI/Polri	39	41
	Corporate Employee	31	32
	Merchant	7	7
	Entrepreneur	19	20
	Total	96	100%

Source: Research Result

Presenting the demographic characteristics of respondents involved in research on the influence of product quality on repurchase intention with word of mouth as a mediating variable at traditional Dayak restaurants in Palangka Raya City. The characteristics examined include gender, age, and occupation of respondents. This data is important for providing a comprehensive overview of the consumer profile that is the subject of this study, enabling the analysis results to be interpreted in a more contextual manner.

Based on gender data, out of a total of 96 respondents, 51 (53%) were male, while 45 (47%) were female. This indicates that both men and women are quite active in consuming traditional Dayak food, although there is a slight dominance of male respondents. This balanced proportion suggests that perceptions of product quality and interest in repurchasing are not concentrated on a single gender group but are relatively evenly distributed.

Viewed from the type of work, the majority of respondents work as civil servants (PNS), TNI, or Polri, namely 39 people (41%). This group usually has a fixed income, a structured lifestyle, and tends to be loyal to products or services that have met their quality standards. Thirty-one respondents (32%) are private-sector employees, 19 people (20%) are self-employed, 10 people (10%) are students or college students, and 7 people (7%) work as merchants. This diversity in job types reflects that the traditional Dayak cuisine restaurant in

Palangka Raya appeals to various segments of society with different socioeconomic backgrounds.

Overall, the demographic characteristics of respondents indicate that visitors to traditional Dayak restaurants in Palangka Raya are predominantly adults and professionals. This suggests that the quality of the products offered has been able to attract the interest of consumers who are critical and selective in their consumption choices. Therefore, understanding these demographic characteristics is important for business operators to design targeted marketing strategies and maintain consumer loyalty through improvements in product quality and service.

Table 2. Characteristics of Respondents

No Item	Respondents Answers					Mean	Description
	SD	D	N	A	SA		
PQ 1.1	0	0	4	24	68	4,66	Agree
PQ 1.2	0	0	3	21	72	4,71	Agree
PQ 1.3	0	0	4	21	71	4,69	Agree
PQ 1.4	0	0	4	16	76	4,75	Agree
PQ 1.5	0	0	4	21	71	4,69	Agree
PQ 1.6	0	0	5	22	69	4,66	Agree
PQ 1.7	0	0	1	28	67	4,68	Agree
WOM 1.1	0	0	4	18	74	4,72	Agree
WOM 1.2	0	0	4	19	73	4,71	Agree
WOM 1.3	0	0	1	24	71	4,72	Agree
WOM 1.4	0	0	4	20	72	4,7	Agree
WOM 1.5	0	0	5	17	74	4,71	Agree
RI 1.1	0	0	4	20	72	4,89	Agree
RI 1.2	0	0	2	24	70	4,88	Agree
RI 1.3	0	0	2	25	69	4,9	Agree
RI 1.4	0	0	3	22	71	4,91	Agree
RI 1.5	0	0	2	19	75	4,89	Agree

Source: Research Result

Based on the tabulation results, the majority of respondents answered Agree (A) and Strongly Agree (SA) for all statement items, reflecting a positive perception of the three variables studied.

The mean value of each item ranged from 4.66 to 4.91, indicating that most respondents agreed or strongly agreed with the statements in the questionnaire. The highest average value was found in indicator RI 1.4 (4.91), which means that most respondents had a very high tendency to make repeat purchases. Meanwhile, the lowest average value was found in indicators PQ 1.1 and PQ 1.6 (4.66), although it still remains in the Agree category.

Overall, the results in this table show that consumer perceptions of product quality, word-of-mouth communication strength, and intention to repurchase are at high levels. These findings support the assumption that these three variables have an important influence on consumer behavior, particularly in the context of this study.

Outer Model Analysis

Outer model analysis is used to test the extent to which indicators can represent latent constructs in a research model. According to Ghazali and Latan (2015), the outer model or measurement model aims to assess the validity and reliability of indicators in measuring the

latent variables under study. The testing is carried out in several stages, namely convergent validity, discriminant validity, and construct reliability.

Convergent validity is evaluated through factor loading values and Average Variance Extracted (AVE) values. Hair et al. (2017) state that an indicator is said to meet convergent validity if it has a factor loading above 0.70. In addition, the AVE value must also be greater than 0.50 for the construct to be considered capable of explaining more than half of the variance of the indicators used. Fornell and Larcker (1981) also emphasize that AVE is an important measure in assessing convergent validity, and if the AVE value is below 0.50, it indicates that the measurement error is greater than the variance explained by the construct.

Next, discriminant validity was tested using two approaches, namely the Fornell-Larcker Criterion and cross-loading. Fornell and Larcker (1981) explain that discriminant validity is fulfilled if the square root of the AVE value for each construct is greater than the correlation value between other constructs. Meanwhile, the cross-loading approach requires each indicator to have the highest loading on the intended construct compared to other constructs. Meanwhile, the cross-loading approach requires that each indicator must have the highest loading value for the construct it measures, compared to the loading for other constructs (Hair et al., 2019). If the indicators contain the highest loading values for the appropriate construct, it can be concluded that the construct has good discriminant validity.

To test construct reliability, two main indicators were used, namely Composite Reliability (CR) and Cronbach's Alpha. According to Nunnally and Bernstein (1994), a construct can be considered reliable if it has a CR and Cronbach's Alpha value above 0.70. These values indicate internal consistency among indicators in measuring a latent construct.

This means that outer model analysis is a key step in PLS-SEM-based research, because it makes sure that the measurement tools used are valid and reliable before testing the relationships between variables.

Table 3. Goodness of Fit Model

Variabel	AVE	Composite Reliability	Cronbach's Alpha	R-Square
Product Quality (X)	0.587	0.956	0.858	
Repurchase Intention (Y)	0.637	0.885	0.851	0.911
Word of Mouth (Z)	0.859	0.962	0.958	0.911

Source: Output PLS 2025

Based on Table 3, it can be seen that all constructs in the research model have met the validity and reliability requirements. AVE values exceeding 0.50 indicate that the indicators are able to adequately represent the constructs. Meanwhile, Composite Reliability and Cronbach's Alpha values above 0.70 reflect that the instruments used have good internal consistency. The R-Square value of 0.911 for the Repurchase Intention and Word of Mouth variables indicates that this model has a high explanatory power for the variables under study. These results also show that the constructs in the model have good measurement quality and can make a significant contribution to explaining the consumer behavior under study. Thus, the model used in this study is considered valid and reliable for testing the relationships between the variables under investigation.

Inner Model Analysis

Hypothesis Testing

Table 4. Hypothesis Testing

Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
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Product Quality (X) -> Word of Mouth (Z)	0.954	0.956	0.013	71.714	0.000
Word Of Mouth (Z) -> Repurchase Intention (Y)	0.496	0.496	0.114	4.342	0.000
Product Quality (X) -> Repurchase Intention (Y)	0.470	0.471	0.115	4.104	0.000
Product Quality (X) -> Word of Mouth (Z) -> Repurchase Intention (Y)	0.473	0.475	0.110	4.284	0.000

Source: Output PLS 2025

The hypothesis test results indicate that Product Quality has a significant effect on Word of Mouth with a coefficient of 0.954, a t-statistic value of 71.714, and a p-value of 0.000, which is well below the significance threshold of 0.05. This indicates that positive perceptions of product quality strongly encourage consumers to verbally convey positive information. According to Kotler and Keller (2016), high product quality creates positive experiences that naturally encourage consumers to recommend the product to others.

Furthermore, the relationship between Word of Mouth and Repurchase Intention is also significant, with a coefficient of 0.496, a t-statistic of 4.342, and a p-value of 0.000. This indicates that the stronger the word-of-mouth communication received by consumers, the greater their tendency to make repeat purchases. This finding is in line with Silverman (2011) statement that word-of-mouth promotion is the most trusted form of communication and has a significant influence on consumer purchasing behavior, including the intention to repurchase.

The direct relationship between Product Quality and Repurchase Intention was also found to be significant, with a coefficient of 0.470, a t-statistic of 4.104, and a p-value of 0.000, indicating that product quality directly influences consumers interest in repurchasing. This reinforces the opinion of Zeithaml, Bitner, and Gremler (2018) that the quality perceived by consumers directly affects their satisfaction and loyalty to the product.

The mediation effect test shows that Word of Mouth mediates the influence of Product Quality on Repurchase Intention, with a mediation coefficient value of 0.473, t-statistic of 4.284, and p-value of 0.000. This reinforces the theory of Baron and Kenny (1986) which states that mediation occurs when an intermediary variable (in this case WOM) significantly bridges the relationship between independent and dependent variables.

Thus, all relationships between variables in the structural model are significant, and Word of Mouth is proven to play an important mediating role in this model.

CONCLUSION

This study proves that product quality has a significant influence on customers intention to repurchase, both directly and indirectly through word of mouth mediation. The findings show that when consumers perceive the products served at traditional Dayak restaurants to be of high quality, they tend to share their positive experiences with others, thereby creating positive word of mouth. This positive communication significantly increases the likelihood of consumers returning to make another purchase. Additionally, statistical results indicate that word of mouth is not only an outcome of product quality but also acts as a bridge that strengthens the influence of product quality on repeat purchase decisions. Therefore, restaurant operators must maintain consistent product quality to create customer satisfaction and foster loyalty through organic promotion driven by consumers themselves.

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