

Understanding Repurchase Intention for French Imported Dairy Products in Jabodetabek

Suci Wijayanti*, Mohamad Rizan, Osly Usman

Universitas Negeri Jakarta, Indonesia

Email: s.suciwijayanti@gmail.com*, mohamadrizan72@unj.ac.id, oslyusman@unj.ac.id

Abstract

Keywords

perceived quality; price
fairness; brand image;
customer satisfaction;
repurchase intention

This study aims to analyse the influence of perceived quality, price fairness, and brand image on the repurchase intention of imported dairy products from France, with customer satisfaction as a mediating variable, among consumers in the Greater Jakarta area (Jabodetabek). This study employs a quantitative approach using Covariance-Based Structural Equation Modelling (CB-SEM) with AMOS version 31.0. The study population consists of consumers who have purchased and consumed French imported dairy products, including UHT milk, cheese, yoghurt, butter, cooking cream, and whipping cream. The sampling technique used was purposive sampling, with a sample of 385 respondents. The findings reveal that perceived quality, price fairness, and brand image positively influence both customer satisfaction and repurchase intention. Customer satisfaction has also been demonstrated to mediate the relationship between perceived quality, price fairness, and brand image on the one hand and repurchase intention on the other. The perceived quality variable is the most dominant factor in increasing customer satisfaction and repurchase intention. These findings strengthen the applicability of the Stimulus–Organism–Response (S-O-R) theory and Expectancy Disconfirmation Theory (EDT) in explaining consumer behaviour in the premium imported dairy product segment. This study contributes to the consumer behaviour literature while offering practical insights for companies and importers in developing effective marketing strategies to enhance repurchase intention and strengthen customer loyalty towards French imported dairy products. The managerial implications suggest that companies should prioritise customer satisfaction through consistent product quality, effective communication of price value, and the development of a trustworthy and credible brand image. Marketing strategies should focus on enhancing consumption experiences, educating consumers about product quality, providing transparent product information, and managing premium brand positioning rather than relying primarily on price discount programmes.

INTRODUCTION

International trade is a pillar of global economic development. This phenomenon creates opportunities for countries to cooperate, exchange goods and services, and complement each other's needs with their surplus production, thereby increasing global efficiency and productivity (Girdzijauskas et al., 2022; Mammadova & Abdullayev, 2025; Zhu et al., 2024).

One of the most common and tangible forms of international trade activity is the conduct of exports and imports. Export activities play an important role in increasing a country's economic growth by boosting foreign exchange receipts and creating new jobs across sectors such as

agriculture, manufacturing, and distribution. In addition, exports provide access to international markets, opening opportunities for companies to explore new markets and expand their global market share. Export activities can also enhance a country's competitiveness in the global market and attract foreign investment.

Import activities, on the other hand, are equally necessary, enabling a country to respond to market needs and demands that cannot be met by domestic industry. Imports are also undertaken to obtain goods or technology that are comparatively more advanced and of superior quality, and not yet available domestically. Imports from diverse source countries are also important for market diversification and for reducing economic risks that may arise from political instability in any particular source country. Furthermore, imports can strengthen diplomatic and international relations between countries. No less important among the positive effects of import activity is the stimulus provided to domestic production quality and to healthy competition from local industries, encouraging them to remain competitive with imported products, services, and technologies. Export and import activities take place across numerous industrial sectors, including the dairy products sector.

Improving economic conditions and shifts in consumption patterns driven by the country's rising urbanisation rate — recorded at 56.7% in 2020, projected at 60% in 2025 and 70% in 2045 (BPS, 2024) — have created significant opportunities for international food and beverage companies to invest, collaborate, and expand their presence in the Indonesian market. The retail food sector is particularly dynamic, as purchasing power parity and urbanisation rates continue to rise.

In the dairy sector, international trade plays an important role in meeting national demand, as domestic milk production remains far below market requirements; approximately 80% of national milk needs are currently met through imports. Dependence on imported dairy products is increasing in line with government policies that incorporate milk into the national nutrition improvement programme through the free nutritious meals initiative. In addition, the growth of the middle class, urbanisation, and lifestyle changes among urban communities have driven increased consumption of value-added dairy products such as cheese, yoghurt, butter, and cream. These conditions make the Indonesian market an attractive target for international dairy suppliers, including imported products from France, which carry a premium, high-quality image among urban consumers.

The market for French imported dairy products in Indonesia, particularly in Greater Jakarta, shows considerable growth potential as consumer awareness of healthy lifestyles and demand for premium food products continue to increase. The Greater Jakarta area represents the largest metropolitan market in Indonesia, characterised by high purchasing power, extensive modern retail penetration, and a large concentration of middle- and upper-income consumers. These characteristics make Greater Jakarta an important market for premium imported food products, including French dairy products. However, fluctuations in import values during the 2020–2024 period indicate that market demand has not been fully supported by stable repurchase behaviour. While import statistics provide evidence of market performance, they do not fully explain the

consumer behaviour underlying repeated purchases. The sustainability of demand for imported dairy products ultimately depends on consumers' willingness to repurchase following their initial consumption experience. Understanding the determinants of repurchase intention is therefore essential for assessing whether observed market growth can be translated into long-term consumer loyalty and stable demand.

To understand why consumers continue purchasing imported dairy products despite the growing availability of alternatives, it is necessary to examine the determinants of repurchase intention. Repurchase intention has become a central construct in consumer behaviour literature because it reflects the sustainability of consumer–brand relationships and long-term market demand.

Theoretically, repurchase intention refers to consumers' willingness to purchase the same product or brand again on the basis of previous consumption experiences and evaluations. From a theoretical perspective, Expectancy Disconfirmation Theory (EDT) posits that customer satisfaction is formed through a comparison between perceived product performance and prior expectations. The Stimulus–Organism–Response (S-O-R) framework, meanwhile, explains how external and internal stimuli are cognitively processed by consumers before generating behavioural responses such as repurchase intention. Within this framework, perceived quality, price fairness, and brand image can be understood as important evaluative stimuli that influence customer satisfaction and subsequent repurchase behaviour.

Previous studies have consistently identified perceived quality, price fairness, brand image, and customer satisfaction as important determinants of repurchase intention. Perceived quality reflects consumers' evaluation of product excellence and has been found to positively influence both satisfaction and repurchase behaviour (Konuk, 2018; Putritamara et al., 2024). Similarly, price fairness contributes to consumers' perceptions of value, while brand image strengthens trust and emotional attachment towards a product (Dirgantari et al., 2024; Tahir et al., 2024). Customer satisfaction, in turn, has been widely recognised as a key mechanism through which these evaluative factors influence consumers' willingness to repurchase (Daniel & Arief, 2024; Additsar, 2025).

Furthermore, pre-research findings indicate that product quality is the most influential factor affecting customer satisfaction and repurchase intention, suggesting that consumers of imported dairy products rely more heavily on quality evaluations and brand reputation than on promotional factors. Despite the growing body of literature on repurchase intention, most previous studies have focused on conventional FMCG products, e-commerce platforms, or local food and beverage brands. Limited attention has been given to premium imported dairy products, particularly in emerging markets such as Indonesia. Moreover, existing studies tend to emphasise external marketing stimuli, while the roles of perceived quality, price fairness, and brand image remain underexplored in this context. Unlike conventional FMCG products, premium imported dairy products involve higher perceived risk, stronger quality evaluation, and greater sensitivity to brand reputation, suggesting that the determinants of repurchase intention may differ across product categories.

This study offers several contributions to the literature. First, it extends repurchase intention research to the context of premium imported dairy products, a category that remains underrepresented in consumer behaviour literature. Second, it provides empirical evidence from Greater Jakarta, Indonesia's largest metropolitan market for imported food products. Third, the study integrates perceived quality, price fairness, and brand image into a single structural model with customer satisfaction as the central mediating mechanism. Finally, by combining EDT and S-O-R, the study provides a more comprehensive explanation of how consumers transform product evaluations into repurchase intentions.

This study addresses this gap by examining the effects of perceived quality, price fairness, and brand image on repurchase intention, with customer satisfaction serving as a mediating variable among consumers of French imported dairy products in Greater Jakarta. The study is expected to contribute to consumer behaviour and marketing literature by extending repurchase intention research beyond conventional FMCG contexts, while providing practical insights for international dairy producers, importers, and distributors operating in the Indonesian market.

METHOD

Research Time and Place

This research was carried out for 8 (eight) months, namely from October 2025 to May 2026. The place where this research was carried out was in the DKI Jakarta Province area and its agglomeration area, namely Greater Jakarta. This study employed Covariance-Based Structural Equation Modeling (CB-SEM) using AMOS. CB-SEM was selected because the primary objective of this research is theory testing and theory confirmation rather than prediction. The study examines the relationships among established constructs, namely perceived quality, price fairness, brand image, customer satisfaction, and repurchase intention, based on the Expectancy Disconfirmation Theory (EDT) and the Stimulus–Organism–Response (S–O–R) framework. In addition, the sample size and data characteristics met the assumptions required for CB-SEM. Compared with PLS-SEM, which is more suitable for exploratory research and prediction-oriented models, CB-SEM provides a more rigorous assessment of model fit and theoretical validation, making it more appropriate for the objectives of this study.

Population and Sample

The population in this study is all consumers who have bought and consumed imported dairy products from France, such as UHT milk, cheese, yogurt, butter, cooking cream, and whipping cream in the Greater Jakarta area. The Greater Jakarta area was chosen because it has a high level of consumption of imported products, the availability of various distribution channels, and the characteristics of consumers who represent the urban market in Indonesia. The number of the population in this study is not known for sure because there is no centralized database that records the number of consumers of imported dairy products from France specifically. In addition, consumer data is limited and spread across various parties such as modern retail, e-commerce, distributors, and importers, so this study uses an unknown population approach.

The sampling technique uses non-probability sampling with the purposive sampling method, which is the selection of respondents based on certain criteria according to the research objectives. The sample criteria included respondents who were domiciled in Greater Jakarta, had purchased and consumed imported dairy products from France, made purchases at least once in the last 3-12 months, and were at least 18 years old. The number of samples was determined using the Cochran formula because the population is not known for sure. Based on calculations with a confidence level of 95% and an error rate of 5%, a sample of 385 respondents was obtained. These amounts were assessed to be adequate for analysis using AMOS v31.0 and have met the minimum sample size recommendations in complex SEM studies.

Data Collection Techniques

The data collection method to be used is a natural setting without experimental treatment or natural setting and consumer surveys are conducted on real market conditions, not in an experimental setting (Malhotra, 2019) using survey techniques through questionnaires as a primary data source. The questionnaire will be used to collect information from respondents in Greater Jakarta as the subject of the study. The target population of this study is consumers of dairy products from France in the region. Samples will be selected by the purposive sampling method, which allows the selection of respondents who have experience and knowledge of imported French dairy products. The distribution of questionnaires in this study was carried out online.

Data Analysis Techniques

This study uses a CB-SEM using AMOS 31.0 approach with the help of AMOS software version 31.0 to analyze the causal relationship between perceived quality, price fairness, brand image, customer satisfaction, and repurchase intention. This approach was chosen because the research is confirmatory and based on the Stimulus–Organism–Response (S-O-R) framework and Expectancy Disconfirmation Theory (EDT). Before the main study was conducted, the research instrument was tested through a pilot test on 32 respondents using a validity and reliability test with the help of IBM SPSS Statistics 31.0. The test results showed that all items were valid and reliable with Cronbach's Alpha values ranging from 0.879–0.967, so all indicators were suitable for use in the main study.

After the data was collected, the study conducted descriptive analysis, SME testing and Bartlett's Test, and Confirmatory Factor Analysis (CFA) to test the validity and reliability of the construct. Furthermore, full measurement models and full structural models were tested using various Goodness of Fit (GOF) indicators such as GFI, RMSEA, SRMR, CFI, TLI, NFI, and AGFI, PGFI and PNFI. This study also tested the mediation effect using the bootstrap method with 5,000 resamples on AMOS v31.0 to obtain a more accurate estimate of indirect influence. With this approach, the research is expected to produce a valid, reliable, and consistent analysis model in accordance with the theoretical framework used.

RESULT AND DISCUSSION

Hypothesis Test

The hypothesis test in this study was carried out using the Structural Equation Modeling (SEM) method with the help of AMOS 31.0 software. The test was conducted to determine the direct influence of perceived quality, price fairness, and brand image on customer satisfaction and repurchase intention, as well as to test the role of customer satisfaction as a mediating variable in the relationship between independent variables and repurchase intention. The decision to accept or reject the hypothesis was determined based on a Critical Ratio (C.R.) value of ≥ 1.96 and the level of p-value significance < 0.05 .

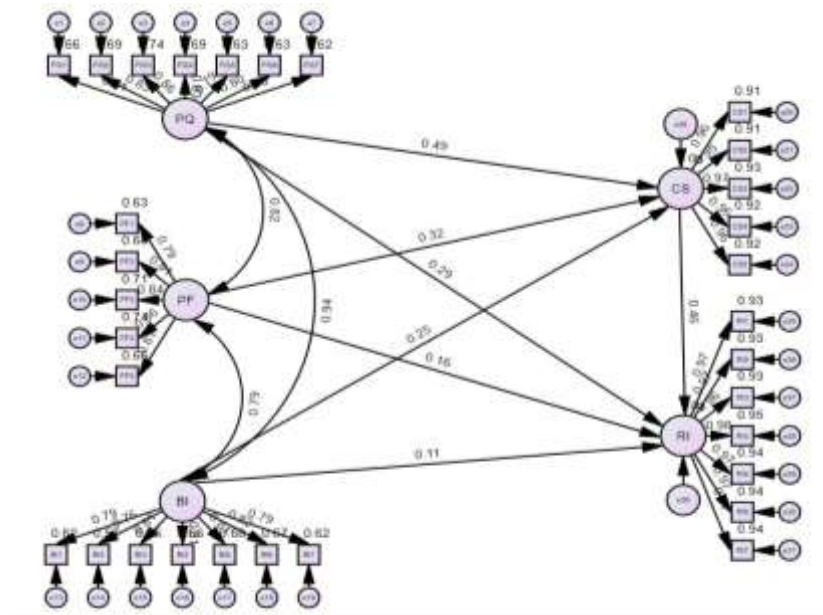


Figure 3.1 Full Model SEM Test Results

Source : Data processed by Researcher (2026)

Figure 3.1 provides a visual summary of the structural relationships among the study variables. The model illustrates both the direct and indirect influence pathways linking perceived quality, price fairness, and brand image to repurchase intention through customer satisfaction. The standardized path coefficients indicate that perceived quality exerts the strongest influence on customer satisfaction ($\beta = 0.490$), while customer satisfaction is the strongest direct predictor of repurchase intention ($\beta = 0.462$). Overall, the figure highlights the central mediating role of customer satisfaction in translating consumers' evaluations into repurchase behavior.

Table 1 Direct Influence Hypothesis Test Results

	Pathway	Estimate	β	S.E	C.R	p-value	Results
H ₁	<i>Perceived Quality</i> → <i>Customer Satisfaction</i>	0.439	0.490	0.040	10.966	***	Accepted

H ₂	<i>Price Fairness → Customer Satisfaction</i>	0.326	0.325	0.021	15.754	***	Accepted
H ₃	<i>Brand Image → Customer Satisfaction</i>	0.238	0.248	0.037	6.367	***	Accepted
H ₄	<i>Customer Satisfaction → Repurchase Intention</i>	0.468	0.462	0.048	9.773	***	Accepted
H ₅	<i>Perceived Quality → Repurchase Intention</i>	0.262	0.289	0.033	7.882	***	Accepted
H ₆	<i>Price Fairness → Repurchase Intention</i>	0.162	0.160	0.021	7.630	***	Accepted
H ₇	<i>Brand Image → Repurchase Intention</i>	0.111	0.115	0.024	3.265	0,001	Accepted

Source : Primary Data processed by Researchers (2026)

Based on the results of the path test on the structural model, all relationships between variables in this study were proven to have a positive and significant effect. In the details of the table above, Table 3.1 shows the results of the SEM test by containing Estimate (Unstandardized) data used to see significance (CR and p-value). Regarding customer satisfaction (CS), the variable that had the strongest influence was perceived quality (PQ) ($\beta = 0.490$; $p < 0.001$), followed by price fairness (PF) ($\beta = 0.325$; $p < 0.001$) and brand image (BI) ($\beta = 0.248$; $p < 0.001$). This shows that customer satisfaction is most predominantly shaped by the perception of product quality, then by price fairness, and finally by brand image.

Furthermore, for repurchase intention (RI), the variable that had the greatest influence was customer satisfaction (CS) ($\beta = 0.462$; $p < 0.001$). In addition, perceived quality (PQ) ($\beta = 0.289$; $p < 0.001$), price fairness (PF) ($\beta = 0.160$; $p < 0.001$), and brand image (BI) ($\beta = 0.115$; $p = 0.001$) also had a direct positive effect on repurchase intention. These findings confirm that customer satisfaction is a major factor driving repurchases, while quality, price fairness, and brand image continue to contribute both directly and through satisfaction.

Then, after direct effects testing, the results showed that the variables perceived quality (PQ), price fairness (PF), and brand image (BI) contributed to customer satisfaction (CS) and to repurchase intention (RI) in accordance with the hypothesis proposed. However, this study not only assesses the direct influence between variables, but also tests whether the relationship between independent variables and dependent variables can be explained through a psychological mechanism in the form of customer satisfaction (CS).

Therefore, the next stage is to conduct an indirect effects test with a bootstrapping approach of 5000 resampling to evaluate the role of customer satisfaction as a mediation variable. The use of bootstrapping was chosen because this method is more robust in testing the significance of the mediation effect, especially when the distribution of indirect effects is not always normal. The significance of mediation in this study was determined based on the value of Two-tailed significance (PC 95%) on the output of standardized indirect effects.

Table 2 Mediation Hypothesis Test Results

	Mediation Pathway	(β)	p-value	Results
H ₈	<i>Perceived Quality</i> → <i>Customer Satisfaction</i> → <i>Repurchase Intention</i>	0.227	***	Accepted
H ₉	<i>Price Fairness</i> → <i>Customer Satisfaction</i> → <i>Repurchase Intention</i>	0.150	***	Accepted
H ₁₀	<i>Brand Image</i> → <i>Customer Satisfaction</i> → <i>Repurchase Intention</i>	0.115	0,001	Accepted

Source : Primary Data processed by Researchers (2026)

The results of bootstrapping 5000 show that customer satisfaction significantly mediates the relationship between perceived quality, price fairness, and brand image to repurchase intention. This means that improved perception of quality, price fairness, and brand image not only directly influences repurchase intent, but also works through a mechanism of improving customer satisfaction.

In more detail as shown in Table 2, the greatest indirect influence is shown by the perceived quality → customer satisfaction → repurchase intention pathway ($\beta = 0.227$; $p < 0.001$), which indicates that perceived quality is the main determinant that increases customer satisfaction, thus ultimately driving repurchase intent. Furthermore, the price fairness pathway → customer satisfaction → repurchase intention was also significant ($\beta = 0.150$; $p < 0.001$), which suggests that price fairness increases satisfaction and encourages repurchase intention. The brand image → customer satisfaction → repurchase intention pathway was also significant ($\beta = 0.115$; $p = 0.001$), which confirms that brand image can strengthen satisfaction and have an impact on repurchase intent, albeit with a lower influence power than other variables.

Based on the results of the path test on the SEM structural model, all the relationships between variables proposed in this study were proven to have a positive and significant effect, both on direct effects and indirect effects. These findings strengthen the theoretical argument that in the context of imported dairy products from France, perceived quality (PQ), price fairness (PF), and brand image (BI) not only directly affect repurchase intention (RI), but also work through a psychological mechanism in the form of customer satisfaction (CS) as a mediating variable. The results of the significance of the pathway in this study were seen through a Critical Ratio (CR) value of > 1.96 and a p-value of < 0.05 .

Customer satisfaction has proven to be the most dominant determinant of repurchase intention and also plays a significant role as a mediating variable in explaining the mechanism of the influence of perceived quality, price fairness, and brand image on repurchase intention. Customer satisfaction is formed through the process of comparing expectations and actual experience, which then becomes the main basis for the formation of repurchase intention. Thus, the results of this study strengthen the framework of S-O-R and Expectancy Disconfirmation Theory (EDT) in explaining the repurchase behavior of imported dairy products from France in the Greater Jakarta area.

Taken together, Figure 1 and Tables 1–2 highlight the central role of customer satisfaction within the structural model. Customer satisfaction exhibited the strongest direct effect on repurchase intention, while perceived quality emerged as the strongest determinant of customer satisfaction. Furthermore, the perceived quality → customer satisfaction → repurchase intention pathway generated the largest indirect effect, confirming that customer satisfaction serves as a key mechanism through which consumers' evaluations are translated into repurchase intentions.

The Effect of Perceived Quality on Customer Satisfaction

The results showed that perceived quality had a positive and significant effect on customer satisfaction (estimate = 0.439; CR = 10,966; $p < 0.001$; $\beta = 0.490$) on imported dairy products from France in the Greater Jakarta area, therefore, H_1 is accepted. A very high CR value (10.966) indicates that this relationship is not only statistically significant, but also very reliable and consistent.

The standard coefficient of $\beta = 0.490$ confirms that perceived quality is the main determinant of consumer satisfaction. In the premium dairy product category, quality serves as a threshold attribute—the minimum prerequisite for a product to be positively accepted. Greater Jakarta consumers, who are widely exposed to premium imported products, make the actual consumption experience (taste, texture, aroma, food safety) the main basis for evaluating satisfaction, not just brand image or the reputation of the country of origin.

The visual dimension was the most dominant indicator, showing that consumers were more responsive to observable cues than to technical attributes that did not appear to be the quality of raw materials. The relatively high standard variation of deviation (± 1.43 – 1.60) indicates the heterogeneity of perception due to differences in product categories (UHT milk, cheese, yoghurt, butter, cream) and individual preferences.

This mechanism is in line with the EDT and the S-O-R framework, quality as a stimulus → evaluation of satisfaction as an organism → repurchase intention as a response. Theoretically, perceived quality has a dual role as a source of hedonic value (sensory enjoyment) as well as reassurance value (security guarantee). The result obtained in this study is similar to the findings reported by Jauwena (2023), Bangun et al. (2025), Mkedder et al. (2021), and Yudhistira and Lestari (2024) which all prove the positive and significant influence of perceived quality on satisfaction with milk-based products and premium foods.

The Effect of Price Fairness on Customer Satisfaction

The test results indicated that price fairness had a positive and significant effect on customer satisfaction (estimate = 0.326; CR = 15,754; $p < 0.001$; $\beta = 0.325$), indicating that H_2 is accepted. The very high value of CR = 15.754 proves that the perception of price fairness is not just a complementary element, but an important determinant in post-purchase evaluation.

The coefficient of $\beta = 0.325$ shows a considerable contribution, although below perceived quality ($\beta = 0.490$). The descriptive findings showed that the mean indicator was in the range of 3.76–3.85, reflecting a typical pattern of premium products: consumers accept high prices

(acceptable) but do not fully consider them affordable. The highest indicator is PF5 (mean = 3.85): "Prices are justified based on the benefits provided", proving that price fairness is formed through value for money logic, not nominal affordability.

In the context of imported French dairy products, consumers do not reject the premium price as long as there is a clear justification for the benefits. Price fairness functions as a value legitimization mechanism—a bridge between economic evaluation (cost-benefit) and psychological (perceived justice). The relatively high standard deviation (± 1.43 – 1.59) reflects the heterogeneity of the assessment due to differences in purchasing power, product category, and brand experience. In the framework of S-O-R and EDT, price fairness acts as a normative stimulus that triggers a rational and emotional evaluation of the fairness of exchange. This result is consistent with the research conducted by Nugraha and Wiguna (2021) and Bangun et al. (2025).

The Influence of Brand Image on Customer Satisfaction

The statistical results identified that brand image had a positive and significant effect on customer satisfaction (estimate = 0.238; CR = 6,367; $p < 0.001$; $\beta = 0.248$), implying that H_3 is accepted. The value of the coefficient $\beta = 0.248$ shows a fairly strong influence, but it is smaller than perceived quality and price fairness, indicating that brand image plays a role as a reinforcing factor of satisfaction, not the main determinant.

The descriptive results show that the mean brand image indicator is in the range of 3.75–3.86. The highest indicator is BI2 (brand is easily distinguishable from competitors, mean = 3.86), confirming that the main strength of brand image lies in distinctiveness. In contrast, BI7 (the brand reflects social status, mean = 3.75) shows a relatively weak symbolic dimension, so consumers view French dairy products as premium because of quality and trust, not prestige.

Brand image functions as an uncertainty reduction mechanism in product categories whose quality cannot be fully evaluated before consumption. Through cognitive pathways, brand image forms beliefs about quality and safety; through the affective pathway, creating familiarity and trust. Within the framework of S-O-R and EDT, brand image acts as a symbolic stimulus that shapes initial expectations and influences post-consumption evaluation. This result further strengthens previous evidence presented by Putri and Yasa (2022), Pirri and Mulia (2020), Tarigan and Bernarto (2024), and Sitompul and Andarini (2025).

The Effect of Customer Satisfaction on Repurchase Intention

The findings demonstrated that customer satisfaction had a positive and significant effect on repurchase intention (estimate = 0.468; CR = 9,773; $p < 0.001$; $\beta = 0.462$), meaning that H_4 is accepted. The value of CR = 9.773 far exceeds the limit of 1.96 and the coefficient of $\beta = 0.462$ confirms that satisfaction is the most dominant substantial predictor in shaping repurchase intentions.

In the context of the Jabodetabek market with high competition and many alternatives to dairy products, only a truly satisfying experience is able to retain consumers. Satisfaction with imported dairy products is experiential-based—formed from direct experience related to taste,

texture, quality, and safety. This mechanism works cognitively (value for money evaluation) as well as affectively (pleasure and satisfaction), which together strengthen the intention to repurchase. In S-O-R, satisfaction plays the role of an organism (O) that is an internal response to the previous stimulus, while repurchase intention is a response (R). Consistent evidence across various contexts was also found by Qin and Surachaikulwattana (2017), Hariyanto and Meilita (2022), Bhutto et al. (2023), and Mukaromah (2024).

The Influence of Perceived Quality on Repurchase Intention

The empirical results revealed that perceived quality had a positive and significant effect on repurchase intention (estimate = 0.262; CR = 7,882; $p < 0.001$; $\beta = 0.289$), accordingly, the H₅ is accepted. Perceived quality is the second strongest determinant after customer satisfaction in forming repurchase intention, proving that there is a direct path of influence other than the path through satisfaction.

Perceived quality serves as a reliability signal that lowers risk perception: consumers tend to re-choose products that are proven to be of high quality to minimize uncertainty. This mechanism occurs through a direct cognitive route within the framework of S-O-R—quality becomes a direct evaluative cue without always having to be mediated by satisfaction. It identifies a dual pathway mechanism: an indirect path through satisfaction and a direct path based on cognitive evaluation. The findings are consistent with prior empirical studies by Azhar and Wuryan (2024), Sharif et al. (2023), Jauwena (2023), Aquinia et al. (2021), and Ariffin et al. (2016).

The Effect of Price Fairness on Repurchase Intention

The analysis results indicated that price fairness had a positive and significant effect on repurchase intention (estimate = 0.162; CR = 7,630; $p < 0.001$; $\beta = 0.160$), confirming that H₆ is accepted. Although significant, the influence of price fairness ($\beta = 0.160$) was the second lowest after brand image, below perceived quality ($\beta = 0.289$) and customer satisfaction ($\beta = 0.462$).

This pattern shows that in French imported dairy products that are positioned as premium, consumers tend to accept premium prices as the market norm so that the variation in the perception of fairness becomes smaller. Price fairness serves as a justification-based driver and boundary condition variable—keeping consumers within the price acceptance range, but not the main motivator of repurchases. In EDT, positive disconfirmation (the price is considered to be equal to or exceeds the perceived value) drives repurchase intention. This result further strengthens previous evidence presented by Moon and Ji (2023), and Saputra and Rahardjo (2024).

The Influence of Brand Image on Repurchase Intention

The hypothesis testing showed that brand image had a positive and significant effect on repurchase intention (estimate = 0.111; CR = 3,265; $p = 0.001$; $\beta = 0.115$), so that H₇ is accepted. However, $\beta = 0.115$ was the lowest coefficient among all the predictor variables in the model, indicating that brand image acted as a supporting driver, not the main determinant of repurchase.

Brand image functions as a memory-based evaluation mechanism: at the repurchase stage, consumers recall past experiences and use brand image as an evaluative shortcut, so there is no need to re-evaluate thoroughly. This also functions as a trust mechanism and uncertainty reduction mechanism. The findings of functional dominance over symbolic value – functional values (quality and satisfaction) are more dominant than symbolic values in utilitarian products – in line with Trismelia and Sihite (2021), Fitri and Apriani (2024), Munir and Kussudyarsana (2025), and Bangun dan Bangsawan (2025).

The Influence of Perceived Quality on Repurchase Intention through Customer Satisfaction

The results of the bootstrapping test (5,000 resamples) underscored that customer satisfaction significantly mediated the relationship between perceived quality and repurchase intention, with an indirect effect value of $\beta = 0.227$ ($p < 0.001$), therefore, H_8 was accepted. This indirect effect value is the largest compared to other mediating pathways in the model.

Because the direct path perceived quality \rightarrow repurchase intention (H_5 : $\beta = 0.289$) and the indirect path through customer satisfaction are equally significant, mediation is partial mediation. This mediation occurs because perceived quality does not necessarily automatically result in repurchase behavior; Consumers need psychological validation in the form of satisfaction as a confirmation mechanism—especially in products with consumption risks such as imported dairy (food safety, quality consistency). In S-O-R: perceived quality as a stimulus (S) \rightarrow customer satisfaction as an organism (O) \rightarrow repurchase intention as a response (R). In EDT, positive disconfirmation of quality results in satisfaction which then drives repurchase intent. Satisfaction serves as a psychological validation layer that ensures quality is truly worth repeating. The findings are consistent with previous research by Gultom et al. (2021), Jauwena (2023), Larasati and Baehaqi (2022), Bangun dan Bangsawan (2025), and Additsar (2025).

The Effect of Price Fairness on Repurchase Intention through Customer Satisfaction

The results of the bootstrapping test (5,000 resampling) showed that customer satisfaction significantly mediated the relationship between price fairness and repurchase intention, with an indirect effect of $\beta = 0.150$ ($p < 0.001$), hence, H_9 was accepted.

Since the direct path of price fairness \rightarrow repurchase intention ($\beta = 0.160$) and the indirect path through satisfaction are equally significant, mediation is partial. The comparison of coefficients showed that price fairness tended to be more powerful in forming satisfaction ($\beta = 0.325$) than directly driving repurchase intention ($\beta = 0.160$), indicating that the influence of price fairness was more effective through mediation. This mechanism works because price fairness serves as a perceived justice mechanism: when prices are judged to be reasonable and commensurate, there is a positive disconfirmation that results in satisfaction, which then becomes the psychological basis for repurchase intentions. Customer satisfaction acts as a value internalization mechanism that translates price perception into behavior. The findings align with earlier research conducted by Nugraha and Wiguna (2021), Bangun dan Bangsawan (2025), Azizi et al. (2024), Kalpika et al. (2023), and Widyartini and Purbawati (2019).

The Influence of Brand Image on Repurchase Intention through Customer Satisfaction

The results of the bootstrapping test (5,000 resamples) identified that customer satisfaction significantly mediated the relationship between brand image and repurchase intention, with an indirect effect of $\beta = 0.115$ ($p = 0.001$), thus, H_{10} was accepted.

Because the direct path of brand image \rightarrow repurchase intention ($\beta = 0.115$) and the indirect path through satisfaction are equally significant, mediation is partial. Effects comparisons show that brand image works through two equally relevant pathways: the psychological pathway through satisfaction and the direct symbolic pathway to repurchase intent, with the pathway through satisfaction explaining the process of behavior formation in a more profound way (experiential dominance over symbolic value).

This mediation occurs because brand image as a symbolic stimulus shapes expectations and trust, but requires experiential validation in the form of satisfaction to ensure that brand perception is in accordance with reality. Brand image serves as a memory-based stimulus that evolves from forming initial expectations to an evaluative memory that influences subsequent purchasing decisions. In S-O-R and EDT, satisfaction serves as the primary conversion mechanism that translates brand image into repurchase behavior. Overall, in French imported dairy products, brand image is not strong enough as a key driver without the support of a satisfactory consumption experience. The findings strengthen earlier evidence reported by Dewi and Ekawati (2019), Ellitan et al. (2023), Putri and Yasa (2022), Khairunisa and Nisa (2022), Sitompul and Andarini (2025), and Tarigan and Bernarto (2024).

The findings provide several practical implications for marketers of French imported dairy products in Greater Jakarta. First, perceived quality was identified as the strongest determinant of customer satisfaction and one of the strongest drivers of repurchase intention. Therefore, companies should prioritize product quality consistency, sensory attributes (taste, texture, aroma), food safety assurance, and premium packaging to strengthen consumer perceptions.

Second, although consumers generally accept premium prices, price fairness remains an important determinant of both satisfaction and repurchase intention. Marketers should communicate the value proposition of imported dairy products more effectively by emphasizing product origin, production standards, nutritional benefits, and quality certifications to justify premium pricing.

Third, brand image contributes to both customer satisfaction and repurchase intention. Companies should strengthen brand differentiation through storytelling related to French dairy heritage, authenticity, and expertise. Digital marketing campaigns and in-store branding activities may help reinforce consumer trust and brand recognition.

Finally, given the high purchasing power and concentration of premium-product consumers in Greater Jakarta, marketing efforts should focus on modern retail channels, premium supermarkets, specialty food stores, and digital commerce platforms. Customer retention programs should emphasize satisfaction-building strategies, as customer satisfaction was found to be the strongest predictor of repurchase intention in this study.

CONCLUSION

This study concludes that perceived quality, price fairness, and brand image have a positive and significant effect on customer satisfaction and repurchase intention in imported dairy products from France in the Greater Jakarta area. Customer satisfaction has proven to be the most dominant factor in driving repurchase intentions, while perceived quality has the strongest influence compared to other variables. Price fairness and brand image also make a positive contribution, although the influence of brand image is relatively lower because consumers consider the actual consumption experience more than the symbolism of the brand. The bootstrapping results show that customer satisfaction partially mediates the relationship between perceived quality, price fairness, and brand image to repurchase intention. Theoretically, this study strengthens the relevance of the Stimulus–Organism–Response (S-O-R) framework and Expectancy Disconfirmation Theory (EDT) in explaining the repurchase behavior of premium imported dairy products.

The implications of the study show that companies need to prioritize customer satisfaction management through product quality consistency, effective communication of value-based pricing, and the development of a trustworthy brand image that emphasizes product safety and reliability. Marketing strategies should focus on enhancing consumption experiences, consumer education, product information transparency, and premium positioning rather than relying primarily on price discount strategies. As a practical marketing strategy, companies targeting consumers in Greater Jakarta should reinforce these efforts through quality certifications, transparent product information, and educational initiatives that strengthen consumers' perceptions of product quality, value, and trust, as these factors were found to be the most important drivers of customer satisfaction and repurchase intention.

This research still has limitations, such as the geographical coverage being limited to Greater Jakarta, the use of a cross-sectional design, and the inclusion of a limited number of research variables. Therefore, future studies are recommended to expand the geographical scope, incorporate additional variables such as trust, perceived value, and brand loyalty, and employ longitudinal research designs to provide more comprehensive and representative findings.

REFERENCES

- Addisar, R. (2025). Pengaruh Brand Image Dan Perceived Quality Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Mediasi (Studi Kasus Terhadap Pelanggan Es Teh Indonesia Pada Generasi Z Di Kota Semarang). <https://repository.unissula.ac.id/41334/>
- Adeniran, A. O. (2025). Understanding Cronbach's Alpha in social and management studies. *Journal of Social Research Methods*.
- Aquinia, A., Soliha, E., Liana, L., & Wahyudi, D. (2021). *The role of perceived quality and brand loyalty influencing repurchase intention*. In Proceedings of the 3rd International Conference of Banking, Accounting, Management and Economics (ICOBAME 2020) (Vol. 169, pp. 381–384). Atlantis Press. <https://doi.org/10.2991/aebmr.k.210311.076>

- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. *Procedia Economics and Finance*, 37, 391–396. [https://doi.org/10.1016/S2212-5671\(16\)30142-3](https://doi.org/10.1016/S2212-5671(16)30142-3)
- Azhar, M., & Wuryan, S. (2024). Pengaruh Customer Engagement, Perceived Quality, dan Perceived Value Terhadap Repurchase Intention pada Produk Mcdonald's. *MES Management Journal*, 3, 81–95. <https://doi.org/10.56709/mesman.v3i1.173>
- Azizi, M. A., Rizan, M., & Febrilia, I. (2024). The Influence of E-Service Quality, Price Fairness, and Perceived EASE OF Use on Repurchase Intention through Customer Satisfaction in Online Food Delivery. *JURNAL CAPITAL: Kebijakan Ekonomi, Manajemen Dan Akuntansi*, 6(1), 12–31.
- Bangun, D., & Bangsawan, S. (2025). Studies Management and Finance Economics, of Journal The Influence of Brand Image, Product Quality, and Price Fairness on Consumer Repurchase Intention Through Customer Satisfaction as a Mediating Variable for Shifudo Products. *Journal of Economics, Finance and Management Studies*, Volume 08(Issue 02 February 2025), 808–819. <https://doi.org/10.47191/jefms/v8>
- Bhutto, M. Y., Khan, M. A., Sun, C., Hashim, S., & Khan, H. T. (2023). Factors affecting repurchase intention of organic food among generation Z (Evidence from developing economy). *PLoS ONE*, 18(3 MARCH). <https://doi.org/10.1371/journal.pone.0281527>
- Daniel, M. C., & Arif, M. (2024). The influence of product quality and brand image on repurchase interest with customer satisfaction as an intervening variable in Mixue Store in Medan City. *Proceeding International Seminar on Islamic Studies*, 5(1), 2136–2148
- Dewi, I., & Ekawati, N. W. (2019). Peran Kepuasan Konsumen Memediasi Pengaruh Brand Image terhadap Repurchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 8, 2722. <https://doi.org/10.24843/EJMUNUD.2019.v08.i05.p05>
- Dirgantari, P. D., Widjajanta, B., & Zunilda, A. (2024). *Effect of Brand Image on Repurchase Intention* (pp. 604–613). https://doi.org/10.2991/978-94-6463-443-3_79
- Ellitan, L., Sindarto, J., & Agung, D. (2023). The Influence of Brand Image and Product Innovation on Customer Repurchase Intention through The Mediation of Customer Satisfaction Towards Indomie. *Journal of Entrepreneurship & Business*, 4, 32–45. <https://doi.org/10.24123/jeb.v4i1.5275>
- Fitri, A., & Apriani, A. (2024). The Influence Of Repurchase Intentions Based On Brand Image, Product Quality, Trust And Safety On MOYA Soy Milk In The Area Of Tangerang City. *Dinasti International Journal of Education Management And Social Science*, 6, 109–114. <https://doi.org/10.38035/dijemss.v6i1.3424>
- Girdzijauskas, S., Streimikiene, D., Griesiene, I., Mikalauskiene, A., & Kyriakopoulos, G. L. (2022). New approach to inflation phenomena to ensure sustainable economic growth. *Sustainability*, 14(1), 518.
- Gultom, J. S., Chairunnisa, T. L. T., & Tamba, M. (2021). Pengaruh Brand awareness dan perceived quality terhadap repurchase intention melalui customer satisfaction pada Produk Dbd Powder Medan. *VALUE*, 2(2), 26–42
- Hariyanto, O. I. B., & Meilita, M. (2022). Analisis Faktor-Faktor yang Mempengaruhi Niat Membeli Kembali Terhadap Minuman Bubble Milk Tea Di Kota Batam. In *Journal of Business Management Education* | (Vol. 7, Issue 1).
- He, Y., Song, P. X. K., & Xu, G. (2023). Adaptive bootstrap tests for composite null hypotheses in the mediation pathway analysis. *Journal of the Royal Statistical Society. Series B, Statistical methodology*, 86(2), 411–434. <https://doi.org/10.1093/jrsssb/qkad129>

- Jauwena, C. (2023). Pengaruh Perceived Quality Dan Value Terhadap Repurchase Intention Melalui Satisfaction Rosita Cookies. *Performa*, 8, 700–717. <https://doi.org/10.37715/jp.v8i6.3742>
- Kalpika, S. N. L. C., Raka, S. T. G., & Sri, S. N. W. (2023). The effect of price fairness and product completeness on repurchase intentions mediated by customer satisfaction: A study on Indobat pharmacy customers in Denpasar City. *European Journal of Business and Management Research*, 8(6), 156–162.
- Khairunisa, A., & Nisa, P. (2022). Pengaruh Kepuasan Konsumen terhadap Brand Produk Minuman Boba Xing Fu Tang. *Jurnal Ecodemica : Jurnal Ekonomi Manajemen Dan Bisnis*, 6, 195–205. <https://doi.org/10.31294/eco.v6i2.12939>
- Konuk, F.A. (2018). Price fairness, satisfaction, and trust as antecedents of purchase intentions towards organic food. *Journal of Consumer Behaviour*, 17, 141–148. <https://doi.org/10.1002/cb.1697>
- Larasati, A., & Baehaqi, M. (2022). Pengaruh Perceived Quality Dan Brand Image Terhadap Repurchase Intention dengan Customer Satisfaction sebagai Variabel Intervening: Studi pada Pengguna Smartphone Vivo di Kabupaten Kebumen. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 4(1), 48–71. <https://doi.org/10.32639/jimmba.v4i1.64>
- Mammadova, E., & Abdullayev, A. (2025). Cultural industries and national economic competitiveness: A global perspective. *Porta Universorum*, 1(3), 322–344.
- Mkedder, N., Bakir, M., & Lachachi, A. (2021). Investigating the Antecedents of Purchase Intention Toward Local Dairy Products: An Empirical Study Based on the SOR Model. *Central European Management Journal*, 29(4), 124–148. <https://doi.org/10.7206/cemj.2658-0845.62>
- Moon, J., & Ji, Y. (2023). Structural Relationship between Taste, Price Fairness, and Repurchase Intention of Fast Food: Moderating Effect of Healthiness. *GLOBAL BUSINESS FINANCE REVIEW*, 28, 109–121. <https://doi.org/10.17549/gbfr.2023.28.5.109>
- Mukaromah, H. (2024). Effect of of Food Quality, Perceived Value, Price Fairness, and Customer Satisfaction on Repurchase Intention and Word of Mouth. *J-CEKI: Jurnal Cendekia Ilmiah*, 3(6), 8197–8204.
- Munir, A. F. (2025). The Influence of Product Image, Product Quality, and Promotion on Repurchase Intention: The of Brand Image as an Intervening Variable on Cimory Yogurt Products. *Jurnal Economic Resource*, 8(2), 905–917.
- Nugraha, R., & Wiguna, L. D. (2021). The Influence Of Product Quality, Perceived Value, Price Fairness, EWOM and Satisfaction Towards Repurchase Intention at XING FU TANG. *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*. <https://api.semanticscholar.org/CorpusID:237778749>
- Pirri, S. S., & Mulia, D. (2020). Analysis of the Effect of Product Quality, Price Perception, Brand Image and Promotion on Customer Satisfaction to Achieve Repurchase Intention (Fiesta Chicken Nugget). *International Journal of Innovative Science and Research Technology*, 5, 595–602. <https://doi.org/10.38124/IJISRT20AUG339>
- Putri, K. A. M. A., & Yasa, N. N. K. (2022). The Role of Customer Satisfaction as Mediating Variable on the Effect of Brand Image towards Coffee Shop Customer's Repurchase Intention. *European Journal of Business and Management Research*, 7(2), 149–154. <https://doi.org/10.24018/ejbmr.2022.7.2.1271>
- Putritamara JA, Purwanti T, Hartono B, Satria AT, Hidayat IR (2024). Understanding consumers'

- repurchase intention for dairy products: customer value perspective. *Adv. Anim. Vet. Sci.* 12(11): 2165-2174. <https://dx.doi.org/10.17582/journal.aavs/2024/12.11.2165.2174>
- Qin, Z., & Surachaikulwattana, P. (2017). The Relationship among Social Environment, Perceived Value, Customer Satisfaction and Repurchase Intention in Ice Cream Franchise (Doctoral dissertation, University of the Thai Chamber of Commerce).
- Saputra, M. R. I., & Rahardjo, S. T. (2024). Studi Fajtor Penentu Pembelian Ulang Pada Restoran A&W Di Kota Semarang. *Diponegoro Journal of Management*, 13(2).
- Sharif, S., Rehman, S. U., Ahmad, Z., Albadry, O. M., & Zeeshan, M. (2023). Consumer quality management for beverage food products: analyzing consumer' perceptions toward repurchase intention. *The TQM Journal*, 36(2), 431–459. <https://doi.org/10.1108/TQM-01-2022-0012>
- Sitompul, S., & Andarini, S. (2025). The Influence of Product Quality and Brand Image on Repurchase Intention Through Customer Satisfaction as an Intervening Variable (A Study on Kopi Kenangan Customers in Surabaya). *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 8(3). <https://doi.org/10.31538/ijse.v8i3.6975>
- Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(16). <https://doi.org/10.1016/j.heliyon.2024.e36254>
- Tarigan, A. P. B., & Bernarto, I. (2024). The effect of brand image, brand trust and customer satisfaction on repurchase intention (Case study: Starbucks Coffee Jakarta). *Edunomika*, 8(1), 1–14.
- Trismelia, E. (2021). The Effect of Brand Image and Promotion on Repurchase Intention Through Experiential Marketing as a Mediating Variable (Case Study of Jakarta Starbucks Coffee Consumers). In *International Journal of Innovative Science and Research Technology* (Vol. 6, Issue 10). www.ijisrt.com
- Widyartini, A. A., & Purbawati, D. (2019). Pengaruh service quality dan price terhadap repurchase intention dengan customer satisfaction sebagai variabel intervening pada konsumen e-commerce elevenia. co. id di Kota Semarang. *Jurnal Ilmu Administrasi Bisnis*, 8(2), 138–148.
- Xu, Z., Song, Z., & Fong, K.-Y. (2025). Perceived Price Fairness as a Mediator in Customer Green Consumption: Insights from the New Energy Vehicle Industry and Sustainable Practices. *Sustainability*, 17(1), 166. <https://doi.org/10.3390/su17010166>
- Yin, H., Fang, S. E., Miroso, M., & Kearney, R. (2023). Dairy purchase behaviors: Increasing understanding of Chinese consumers using a consumer involvement segmentation approach. *Journal of Dairy Science*, 106(12), 8523–8537. <https://doi.org/10.3168/jds.2022-2284>
- Yudhistira, D. A., & Lestari, I. R. (2024). Pengaruh Perceived Quality Dan Perceived Value Terhadap Kepuasan Pelanggan Keju Lokal Indonesia. *Jurnal Bisnis Darmajaya*, 10(1), 58–70.
- Zhu, A., Han, Y., & Liu, H. (2024). Effects of adaptive cooperation among heterogeneous manufacturers on supply chain viability under fluctuating demand in post-COVID-19 era: an agent-based simulation. *International Journal of Production Research*, 62(4), 1162–1188.