

ABSTRACT

Abstract. This study investigates how service quality, product quality, and brand image influence repurchase intention through customer satisfaction mediation at Arunika Restaurant in Palembang's competitive F&B market with over 1,400 establishments. Using quantitative methodology, data were collected from 300 respondents via structured questionnaires and analyzed using PLS-SEM. Results show that service quality ($t = 6.106$, $p < 0.001$) and product quality ($t = 6.970$, $p < 0.001$) significantly influence customer satisfaction, while brand image shows no significant effect ($t = 0.070$, $p = 0.472$). Similarly, service quality ($t = 8.848$, $p < 0.001$) and product quality ($t = 5.356$, $p < 0.001$) directly impact repurchase intention, whereas brand image does not ($t = 0.917$, $p = 0.180$). Customer satisfaction mediates the relationship between service/product quality and repurchase intention but not brand image. The model explains 47.0% of customer satisfaction variance and 58.2% of repurchase intention variance, suggesting operational excellence outweighs brand perception in driving customer loyalty in competitive, homogeneous markets.

Key word : Service Quality, Product Quality, Brand Image, Customer Satisfaction, Repurchase Intention.