

# Enhancing Repurchase Intentions of *Sie Reuboh Goreng Aceh* Through Brand Image and Product Innovation

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## Article History

Received: 28 October 2025

Revised: 29 November 2025

Accepted: 30 November 2025

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## Abstract

The study aim to measure the influence of Brand Image and Product Innovation on Repurchase Intention mediated by Customer Satisfaction. Data obtained through a survey from 150 customers as a sample representing the research population using a questionnaire as a data collection instrument. Statistical Package for the Social Science (SPSS) was used as an analysis tools to determine the influence between the variables involved. The results indicate that Brand Image did not significantly affect Repurchase Intention, while Product Innovation had a significant effect on Repurchase Intention. Brand Image and Product Innovation had a significant effect on Customer Satisfaction. The indirect effect of Customer Satisfaction was able to significantly mediate the effect of Brand Image and Product Innovation on Repurchase Intention.

**Keywords:** Brand Image; Product Innovation; Customer Satisfaction; Repurchase Intention.

## Abstrak

Penelitian ini bertujuan untuk mengukur pengaruh Citra Merek dan Inovasi Produk terhadap Niat Beli Kembali yang dimediasi oleh Kepuasan Pelanggan. Data diperoleh melalui survei terhadap 150 pelanggan sebagai sampel yang mewakili populasi penelitian dengan menggunakan kuesioner sebagai instrumen pengumpulan data. Statistical Package for the Social Science (SPSS) digunakan sebagai alat analisis untuk menentukan pengaruh antar variabel yang terlibat. Hasil penelitian menunjukkan bahwa Citra Merek tidak berpengaruh signifikan terhadap Niat Beli Kembali, sedangkan Inovasi Produk berpengaruh signifikan terhadap Niat Beli Kembali. Citra Merek dan Inovasi Produk berpengaruh signifikan terhadap Kepuasan Pelanggan. Pengaruh tidak langsung Kepuasan Pelanggan mampu memediasi secara signifikan pengaruh Citra Merek dan Inovasi Produk terhadap Niat Beli Kembali.

**Kata kunci:** Citra Merek; Inovasi Produk; Kepuasan Pelanggan; Niat Pembelian Kembali.

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## Introduction

In fulfilling their needs, humans have many ways to achieve this, such as working as employees or seeking a livelihood through trading or business. Currently, one business that is considered accessible to many entrepreneurs and does not require a large capital investment is the culinary business. Moreover, the market share in the culinary business can reach all demographics, from children to adults, both domestically and internationally, and across various economic groups, from lower to upper-middle class. Through various methods and innovations, both in production and branding and marketing strategies, the culinary business

has become a primary choice for business developers. This condition is further supported by the growth of the food industry sector, which ranked second in the first quarter of 2017 in terms of industry growth in Indonesia, with a growth rate of 8.15% (Ratih, 2020).

Due to the proliferation of various culinary businesses, people are competing to come up with ideas or innovations that attract customers. Similarly, a variety of outlets offering appealing culinary options have also emerged. The diversity of culinary offerings has become an attractive subject for research, particularly when examined within a specific culinary segment or product type. The culinary business is thriving and shows no signs of slowing down; it continues to grow alongside population growth and the fast-paced lifestyle that demands quick and convenient food options. As population growth increases, the demand for food also rises, requiring businesses to continuously adapt in terms of supply and innovation (Rahardjo, 2022).

For any business to grow, the implementation of appropriate business strategies is essential. This is not limited to large businesses; all companies, especially those dealing with customers, must adopt specific strategies to ensure profitability and smooth operations. According to DPMG Banda Aceh in Sumarni (2023), many culinary industries have established themselves as regional staples, with some food and drink icons becoming increasingly associated with specific regions or cities. This strategy is commonly used to strengthen brand recognition and attract visitors to these areas. Eventually, these foods or beverages gain wider recognition or even go viral. For example, Yogyakarta is famous for its gudeg, Padang for its sanjai chips, and Aceh is known for its culinary delights such as sie reuboh goreng, mie Aceh, rujak Aceh, and various other regional specialties.

Aceh Province is well-known for its distinctive culinary flavors. This uniqueness has contributed to the growing popularity of Acehnese cuisine beyond the local context. During the commemoration of the 17th anniversary of the Aceh Tsunami, held at the National Land Agency (BPN) office in Jakarta, the spokesperson for the Minister of BPN revealed that Aceh's traditional cuisine has become a popular culinary choice, favored by people across Indonesia and even internationally. Currently, in Jakarta, there is a community called "Sahabat Kuliner Aceh" (Friends of Aceh Cuisine) that actively promotes Aceh's culinary specialties. This reflects that Aceh's traditional cuisine has significant potential to further expansion (Al Attariq, 2022).

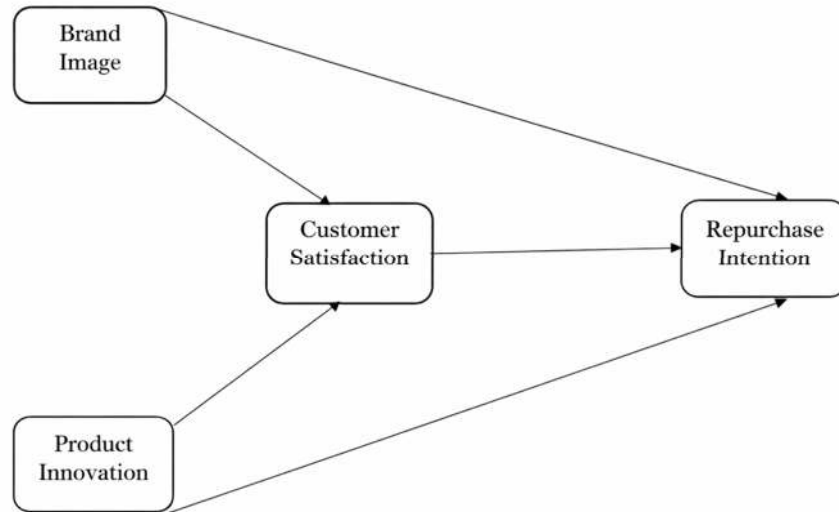
One of the restaurants that offers a variety of traditional Acehnese dishes is Rumah Makan Cut Bit. Initially named "Rujak Cut Bit," this restaurant has successfully developed one of Aceh's traditional dishes, originally known as "Sie Reuboh," into a popular version called "Sie Reuboh Goreng." This culinary innovation has led to a significant increase in sales.

The high demand for Sie Reuboh Goreng has helped Rumah Makan Cut Bit establish a strong presence among the people of Banda Aceh and Aceh Besar. In addition, other culinary dishes such as rujak, fried chicken, mie Aceh, Indomie, kuah blangong, and sie reuboh have also seen an increase in demand. Despite being located in Aceh Besar Regency, specifically behind Sultan Iskandar Muda International Airport, this restaurant has managed to maintain its popularity and prominence, competing with other restaurants located in the city center. This condition highlights the restaurant's ability to sustain consumer interest despite its non-central location.

Based on the initial observation at Rumah Makan Cut Bit, the "Sie Reuboh Goreng" dish has become one of the top-selling items. The innovation of "Sie Reuboh Goreng" represents a turning point in the significant increase in sales at Rumah Makan Cut Bit, as evidenced by the high demand for beef at this restaurant. This phenomenon provides a relevant context for examining consumer behavior in the culinary sector. Therefore, this study aims to analyze the influence of Brand Image and Product Innovation on Repurchase Intention, with Customer Satisfaction as a mediating variable, among consumers of Sie Reuboh Goreng at Rumah Makan Cut Bit in Banda Aceh.

### ***Literature Review and Hypotheses Development***

According to Sugiyono (2017), a conceptual framework is a theoretical structure that describe and explains the relationships between variables in a study. The variables investigated in this study include Brand Image (X1), Product Innovation (X2), Customer Satisfaction (Z), and Repurchase Intention (Y). Based on the the theoretical foundation, the relationships among these variables are formulated in the form of a conceptual framework, which serves as the basis for this research model as follows.



**Figure 1. Theoretical Framework**

According to the research conducted by Sindarto et al. (2023), brand image has an effect on customer satisfaction. Consumer perceptions and evaluations form the basis of their purchasing decisions, including whether to buy or not. Therefore, meeting the expectations and desires of consumers will create a positive brand image, which aligns with the formation of customer satisfaction. Brand image thus plays an important role in influencing customer satisfaction. Product innovation impacts repurchase intention. Product innovation provides consumers with new benefits and experiences, which in turn increases the likelihood of them repurchasing or reusing the brand. Product innovation encourages the development of repurchase intention by helping to fulfill consumer expectations, making customers more likely to remain loyal to the brand. The relationship between product innovation and repurchase intention is driven by increased consumer curiosity and perceived value. When consumers perceive the innovation as beneficial, their interest in making future purchases grows. Customer satisfaction mediates the relationship between product innovation and repurchase intention. This finding explains that product innovation gives a product added value compared to its competitors. As a result, product innovation enhances positive consumer perception, motivating them to repurchase the product in the future. Customer satisfaction plays a crucial role in mediating the relationship between product innovation and repurchase intention. Product innovation provides additional benefits, making the product more valuable and of higher quality. This leads to consumers feeling satisfied, thereby creating a positive consumption experience. Once positive satisfaction is achieved, consumers are more likely to recall the brand, increasing the chances of them repurchasing the same brand. This ultimately results in a higher repurchase intention.

Based on the research conducted by Sindarto (2023), brand image has a significant effect on repurchase intention. This influence arises because the provision of high-quality services strengthens consumer perceptions of the brand. In Garuda Indonesia case, the airline provides the best quality of service to consumers by adding various facilities on their planes. As a result, consumers perceive Garuda Indonesia as a reliable brand, which increases their likelihood of using the airline's services again in the future. A good brand image plays a strong role in shaping consumer repurchase behavior. A positive brand image boosts consumer confidence in the brand, which in turn fosters a greater intention to repurchase.

Setiobudi & Audrey (2023) revealed that product innovation affects repurchase intention. Product innovation provides consumers with new benefits and experiences, which has the potential to increase the likelihood of repurchasing or reusing the brand. When consumers perceive the innovation as beneficial, their intention to repurchase the product in the future will become stronger.

According to Saputra (2023), the perceived brand image influences the feelings and emotions of consumers. The satisfaction experienced by consumers makes them more confident in repurchasing from the

same brand. Customer satisfaction serves as a mediating variable between brand image and the development of repurchase intention.

According to Setiobudi & Audrey (2021), product innovation influences repurchase intention, with customer satisfaction acting as a mediator. This is supported by the fact that customer satisfaction plays an important role in mediating the relationship between product innovation and repurchase intention. Product innovation provides additional benefits, making the product more valuable and of higher quality. This leads to consumers feeling satisfied and experiencing positive emotions. Once positive satisfaction is achieved, consumers are more likely to recall the brand, increasing the likelihood of repurchasing the same brand. The mediating role of customer satisfaction occurs because product innovation enhances product attractiveness, which increases its popularity among consumer and ultimately drives their intention to repurchase in the future.

## Method

### *Population and Research Samples*

Population is the group of research subject or object that have certain characteristics determined by the researcher to be analyzed and to answer the research objectives (Yunus, 2021). The population in this study consists of consumers of Sie Reuboh Goreng Cut Bit in Banda Aceh from April to May 2024.

The sample in quantitative research is defined as a portion of the population that represent its characteristics. The sample in this study is a drawn from the identified population. The sample size determination in this study is based on Roscoe's theory. According to Roscoe as cited in Sugiyono (2017), the appropriate sample size for a study is typically between 30 and 500 samples. It is also stated that for research using multivariate analysis, the sample size should be ten times the number of variables analyzed.

This study consists of two independent variables, one intervening variable, and one dependent variable, resulting in a total of four variables. Based on Roscoe's theory, the minimum sample size for this research is 40 samples. However, in this study, 150 respondents will be used to enhance the robustness and representativeness of the data collected through the questionnaire.

The 150 respondents are selected using a non-probability sampling technique, specifically purposive sampling. Purposive Sampling is a sampling technique based on specific considerations made by the researcher, making the sample suitable for the study (Sugiyono, 2017).

The criteria for selecting respondents for the sample are as follows:

- a. Consumers who have made at least one direct purchase of Sie Reuboh Goreng Cut Bit in Banda Aceh between April and May 2024.
- b. Consumers who are willing to complete the questionnaire completely and clearly.

### *Data Collection Techniques*

The data collection technique used in this study is the questionnaire survey. The purpose of using a questionnaire is to collect data directly from respondents, which will be analyzed to address the objectives of this research.

### *Data Analysis Methods*

After the necessary data has been collected, the next step is data analysis. In this study, the researcher will use a computer with the SPSS (Statistical Product and Service Solutions) version 25, which is utilized to process and analyze the collected data.

## Results and Discussion

### **A. Result**

Confirmatory Factor Analysis (CFA) is used to examine the construct validity of measurement models by assessing the relationships between latent variables and their observed. In this test model, each question item must have a factor loading above 0.40 (Hair, 2014). To evaluate the adequacy of the factor analysis, several statistical criteria are applied, including the coefficient of determination (R) score is required to be close to 0, the KMO score must be greater than 0.5, and the Barlett test must show a significance of  $p < 0.05$ .

These criteria indicate that data are suitable for factor analysis. The result of the independent, dependent, and mediating variable tests conducted using the SPSS IBM version 26 program is shown in the following table:

Table 1. Validity Test

Variabel	Item Pertanyaan	r hitung	r tabel	Kesimpulan
Brand Image (X1)	X1.1	0,760	0,160	Item Valid
	X1.2	0,773		Item Valid
	X1.3	0,817		Item Valid
Product Innovation (X2)	X2.1	0,672		Item Valid
	X2.2	0,694		Item Valid
	X2.3	0,700		Item Valid
	X2.4	0,639		Item Valid
Repurchase Intention (Y)	Y1	0,777		Item Valid
	Y2	0,690		Item Valid
	Y3	0,682		Item Valid
	Y4	0,763		Item Valid
Customer Satisfaction (Z)	Z1	0,669		Item Valid
	Z2	0,594		Item Valid
	Z3	0,615		Item Valid
	Z4	0,766		Item Valid
	Z5	0,699	Item Valid	

Based on the table above, which presents the validity test for each question item in the research variables, the Brand Image (X1) variable consists of 3 question items (X1.1, X1.2, and X1.3). The calculated r values ranging from 0.760 to 0.817, which means the calculated r values exceed the critical r table value, indicating all question items for this variable are declared valid. The Product Innovation (X2) variable consists of 4 question items (X2.1, X2.2, X2.3, and X2.4) with calculated r values ranging from 0.639 to 0.700, which means the calculated r values are greater than the r table value, thus all question items for this variable are declared valid. The Repurchase Intention (Y) variable consists of 4 question items (Y1, Y2, Y3, and Y4) with calculated r values ranging from 0.682 to 0.777, which means the calculated r values are greater than the r table value, shows that all question items for this variable are declared valid. The Customer Satisfaction (Z) variable consists of 5 question items (Z1, Z2, Z3, Z4, and Z5) with calculated r values ranging from 0.594 to 0.766. All items indicate correlation values above the the r table value, confirming all question items for this variable are valid.

Table 2. Reliability Test

Variabel	Croanbach Alpha	$\alpha$	Conclusion
Brand Image (X1)	0,686	0,600	Reliable
Product Innovation (X2)	0,604		Reliable
Repurchase Intention (Y)	0,704		Reliable
Customer Satisfaction (Z)	0,693		Reliable

Based on the table above, which presents the reliability test result for each research variable, the Cronbach's Alpha values are 0.686, 0.604, 0.704, and 0.693. All of the value exceed the minimum threshold of 0.600, indicating that each research variables demonstrates acceptable internal consistency and considered reliable.

Variabel	B	Std. Error	t	Sig.
<i>Constant</i>	2,457	1,173	2,094	0,038
<i>Brand Image (X1)</i>	0,218	0,113	1,927	0,056
<i>Product Innovation (X2)</i>	0,294	0,084	3,517	0,001
<i>Customer Satisfaction (Z)</i>	0,300	0,065	4,634	0,000
<i>F = 46,725 Sig. = 0,000</i>				
<i>R Square = 0,490</i>				

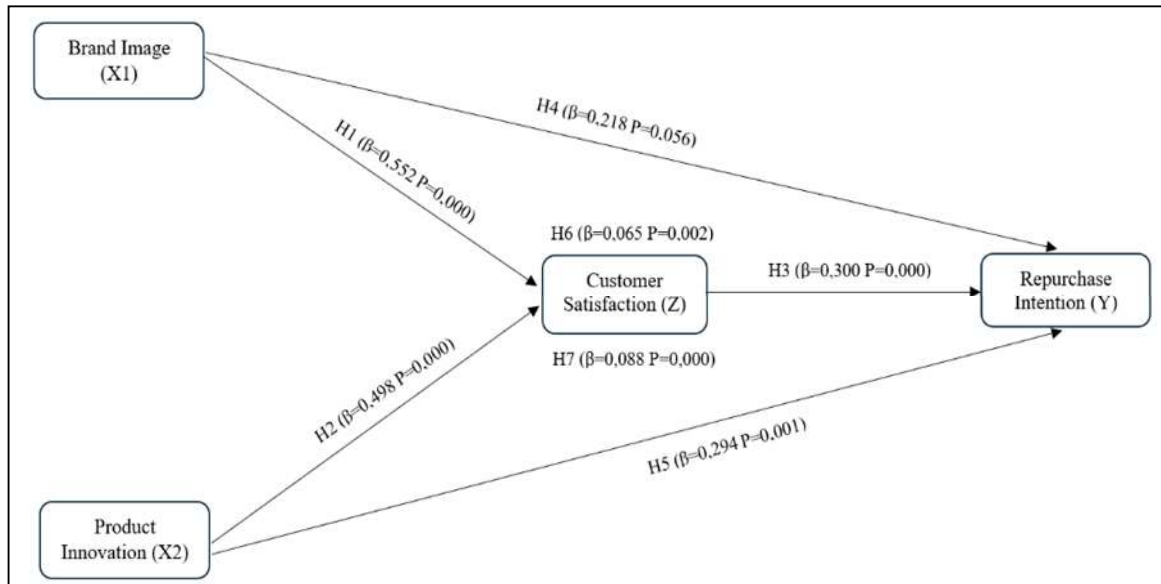
*Table 3. The Influence of Brand Image, Product Innovation, and Customer Satisfaction on Repurchase Intention*

Brand Image (X1) has a Sig. value of 0.056, which is greater than 0.05 (Sig. > 0.05), indicating that Brand Image (X1) does not have a statistically significant effect on Repurchase Intention (Y). Product Innovation (X2) has a Sig. value of 0.001, which is less than 0.05 (Sig. < 0.05), indicating that Product Innovation (X2) has a statistically significant effect on Repurchase Intention (Y). Customer Satisfaction (Z) has a Sig. value of 0.000, which is less than 0.05 (Sig. < 0.05), indicating that Customer Satisfaction (Z) has a statistically significant effect on Repurchase Intention (Y).

### **B. Discussion**

The results of the hypothesis test reveal that the significance value between brand image and customer satisfaction is 0.000, which is lower than the  $\alpha$  value (0.05). This indicates that the brand image has a statistically significantly influences customer satisfaction. Therefore, the hypothesis in this study, which states "Brand Image significantly affects Customer Satisfaction," is accepted. This suggests that the positive brand image of Si Reuboh Goreng Cut Bit plays an important role in enhancing customer satisfaction.

Consumers who have a positive opinion about Si Reuboh Goreng Cut Bit tend to feel satisfied because the experience offered meets their expectations. Customer satisfaction is the level at which consumers feel happy or disappointed with a product. Satisfaction occurs when consumers have a positive perception of the product. Si Reuboh Goreng Cut Bit in Banda Aceh has successfully established a brand identity that resonates with consumers when the service is good, the quality is consistent, and the taste is authentic. These findings are consistent with the research conducted by Saputra & Ekawati as cited in Sindarto et al. (2023), which revealed that brand image affects customer satisfaction. Another study by Mufashih (2023) also shows that the brand image variable has a direct positive influence on customer satisfaction.



**Figure 2 Research Results**

The significance value between product innovation and customer satisfaction is 0.000, which is lower than the  $\alpha$  value (0.05). This indicates that the product innovation significantly influences customer satisfaction on a partial basis. Therefore, the hypothesis in this study, which states "Product Innovation significantly affects Customer Satisfaction," is accepted. This suggests that the appropriate product innovation of Si Reuboh Goreng Cut Bit plays an important role in enhancing customer satisfaction. Product innovation can add value for consumers because new product innovations can increase consumer interest. Si Reuboh Goreng Cut Bit needs to understand and assess customer needs and adapt to market trends. This is because successful innovation depends on customer needs that are effectively addressed by the restaurant. Product innovation will allow consumers to experience new benefits and experiences. Moreover, product innovation at Si Reuboh Goreng Cut Bit can also strengthen customer loyalty. When the menu offered by Si Reuboh Goreng Cut Bit is updated and aligned with customer expectations, customer satisfaction will arise because their expectations are met. The findings of this study are consistent with the research conducted by Novia et al. as cited in Mufashih (2023), which found a significant impact of product innovation on customer satisfaction. Another study by Wulan et al. (2023) also revealed that product innovation has a significant and positive effect on customer satisfaction.

The significance value between customer satisfaction and repurchase intention is 0.000, which is lower than the  $\alpha$  value (0.05). This indicates that the customer satisfaction significantly influences repurchase intention on a partial basis. Therefore, the hypothesis in this study, which states "Customer Satisfaction significantly affects Repurchase Intention," is accepted. This suggests that high customer satisfaction at Si Reuboh Goreng Cut Bit plays an important role in increasing repurchase intention. When consumers are satisfied with the menu or services at Si Reuboh Goreng Cut Bit, they will tend to have a stronger desire to engage in repurchase intention. The higher the level of satisfaction experienced by the consumer, the more it will encourage their intention to make repeat purchases in the future. In other words, customer satisfaction can create a long-term relationship between consumers and Si Reuboh Goreng Cut Bit, as consumers will remain loyal and continue to support the menu items offered at the restaurant. These findings align with the research conducted by Balasubramanian et al. as cited in Nugraha (2021), which found that the most important factor influencing consumer behavior regarding repurchase intention is satisfaction. Another study by Saputra & Ekawati in Sindarto et al. (2023) also shows that customer satisfaction positively influences the formation of repurchase intention.

The significance value between brand image and repurchase intention is 0.056, which is higher than the  $\alpha$  value (0.05). This indicates that the brand image does not have a statistically significant effect on repurchase intention. Therefore, the hypothesis in this study, which states "Brand Image significantly

influences Repurchase Intention," is rejected. This suggests that the positive brand image of Si Reuboh Goreng Cut Bit does not fully significantly contribute to the increase in repurchase intention. A positive brand image alone at Si Reuboh Goreng Cut Bit is not sufficient to encourage consumers to engage in repurchase intention. The direct experience that consumers have is believed to have a larger impact on their decision in choosing which restaurant to visit. In other words, the brand image perceived by consumers is not the sole determinant in making purchasing decisions. These findings are consistent with the research conducted by Widyastuti and Hidayat (2022), which revealed that brand image does not significantly influence repurchase intention. This suggests that customers may not be very loyal to a brand if it faces many competitors offering similar products. As a result, the influence of brand image on repurchase intention may be minimal. Another study by Praja and Haryono (2022) also found that brand image has a positive but insignificant effect on repurchase intention. Brand image enables consumers to identify needs that the brand can fulfill and differentiate the brand from its competitors. However, brand image alone is not enough to increase the likelihood of consumers repurchasing that brand.

The significance value between product innovation and repurchase intention is 0.001, which is lower than the  $\alpha$  value (0.05). This indicates that the product innovation significantly influences repurchase intention. Therefore, the hypothesis in this study, which states "Product Innovation significantly influences Repurchase Intention," is accepted. This suggests that the appropriate product innovation at Si Reuboh Goreng Cut Bit plays an important role in increasing repurchase intention. Product innovation causes a product to have more value compared to its competitors. Thus, product innovation triggers a sense of pride in consumers, making them more likely to engage in repurchase intention in the future. Additionally, product innovation gives the impression that Si Reuboh Goreng Cut Bit always strives to provide the best for its consumers. Products that continuously develop and adapt to consumer needs will tend to generate a stronger intention from consumers to make repeat purchases. This finding is consistent with the research conducted by Setiobudi & Audrey as cited in Sindarto (2023), which revealed that product innovation influences repurchase intention. Another study by Mufashih (2023) shows that innovation in product quality positively influences repurchase intention. The results of the hypothesis test revealed that the significance value between brand image and repurchase intention through customer satisfaction is 0.002, which is lower than  $\alpha$  (0.05). This indicates that the brand image significantly affects repurchase intention through customer satisfaction. Therefore, the hypothesis in this study, which is "Customer Satisfaction mediates the relationship between Brand Image and Repurchase Intention," is accepted. This shows that the positive brand image of Si Reuboh Goreng Cut Bit and good customer satisfaction will play an important role in increasing repurchase intention.

A positive brand image can influence consumers' intention to repurchase, but the impact will be stronger if consumers are also satisfied with the products and services they receive. In other words, customer satisfaction mediates the effect of brand image on repurchase intention. A good brand image creates high expectations, and when these expectations are met, customer satisfaction increases, which in turn drives repurchase intention. The mediating role of customer satisfaction emphasizes the importance of direct consumer experience in enhancing their loyalty. Although a brand's image can attract consumers' attention and form a positive initial perception, only through good customer satisfaction can the intention to repurchase be realized. This aligns with research conducted by Saputra and Ekawati as cited Sindarto et al. (2023), which shows that the perceived brand image affects consumers' feelings and emotions. The satisfaction felt by consumers makes them more confident in using the product from the same brand again. Another study by Ellitan et al. (2023) revealed that customer satisfaction can partially mediate the relationship between brand image and repurchase intention.

The significance value between product innovation and repurchase intention through customer satisfaction is 0.000, which is lower than the  $\alpha$  value (0.05). This indicates that the product innovation significantly influences repurchase intention through customer satisfaction. Therefore, the hypothesis of Customer Satisfaction mediates the relationship between Product Innovation and Repurchase Intention, is accepted. This shows that the positive brand image of Si Reuboh Goreng Cut Bit restaurant and good customer satisfaction play an important role in increasing repurchase intention.

Product innovation adds more value to a product, making it of higher quality. Product innovation, combined with customer satisfaction, plays an important role in enhancing repurchase intention. Every innovation introduced by Si Reuboh Goreng Cut Bit restaurant adds value to the customers. If innovation is not accompanied by an improvement in customer satisfaction, its impact on repurchase intention will be limited. These findings are in line with research conducted by Setiobudi & Audrey (2021), which shows that product innovation affects repurchase intention through customer satisfaction. Additionally, research by Widyanita & Rahanatha in Sindarto (2023) also concludes that customer satisfaction mediates the relationship between product innovation and repurchase intention.

## Conclusion

Based on the discussion of the research findings presented in the previous section, it can be concluded that brand image and product innovation play important roles in shaping customer satisfaction. Brand image is proven to have a significant effect on customer satisfaction, indicating that positive consumer perceptions of a brand can enhance their level of satisfaction. In addition, product innovation also has a significant effect on customer satisfaction, confirming that relevant and continuous product innovation is essential in meeting customer expectations.

Furthermore, the results of the study show that customer satisfaction has a significant effect on repurchase intention. This finding suggests that satisfied customers are more likely to develop stronger intentions to make repeat purchases. However, the study also reveals that brand image does not have a significant direct effect on repurchase intention, implying that a favorable brand image alone is not sufficient to encourage repurchase intention without being supported by customer satisfaction.

In contrast, product innovation is found to have a significant direct effect on repurchase intention, indicating that innovation can directly motivate customers to repurchase. Moreover, the mediation analysis demonstrates that customer satisfaction mediates the relationship between brand image and repurchase intention, as well as the relationship between product innovation and repurchase intention. Therefore, customer satisfaction serves as a crucial mechanism through which brand image and product innovation influence repurchase intention.

## Acknowledgment

An earlier version of this paper was presented at the Annual International Conference (AIC) Universitas Syiah Kuala 2024. The authors thank the conference organizers and participants for their valuable feedback and constructive discussions.

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