

ANALYSIS OF REPURCHASE DECISIONS WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE FOR MASPION SURABAYA STAINLESS STEEL PRODUCTS

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan citra merek terhadap keputusan pembelian ulang produk stainless steel Maspion Surabaya dengan kepuasan pelanggan sebagai variabel mediasi. Penelitian ini dilatarbelakangi oleh meningkatnya persaingan industri peralatan rumah tangga berbahan stainless steel yang menuntut perusahaan untuk mempertahankan kualitas produk, membangun citra merek yang kuat, serta meningkatkan kepuasan pelanggan guna mendorong keputusan pembelian ulang. Penelitian menggunakan pendekatan kuantitatif dengan metode explanatory research. Sampel penelitian berjumlah 105 pelanggan produk stainless steel Maspion Surabaya yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner dengan skala Likert dan dianalisis menggunakan Structural Equation Modeling berbasis Partial Least Squares (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 3.0. Hasil penelitian menunjukkan bahwa kualitas produk dan citra merek berpengaruh terhadap keputusan pembelian ulang. Selain itu, kepuasan pelanggan terbukti memediasi pengaruh kualitas produk terhadap keputusan pembelian ulang. Sebaliknya, kepuasan pelanggan tidak mampu memediasi pengaruh citra merek terhadap keputusan pembelian ulang. Temuan ini menunjukkan bahwa kualitas produk merupakan faktor utama dalam meningkatkan kepuasan pelanggan yang pada akhirnya mendorong keputusan pembelian ulang, sedangkan citra merek memberikan pengaruh secara langsung tanpa melalui kepuasan pelanggan. Oleh karena itu, perusahaan perlu mempertahankan kualitas produk, meningkatkan inovasi, memperkuat citra merek, serta mengoptimalkan kepuasan pelanggan untuk menjaga loyalitas dan meningkatkan pembelian ulang.

Kata kunci: *Kualitas Produk, Citra Merek, Kepuasan Pelanggan, Keputusan Pembelian Ulang*

ABSTRACT

This study aims to analyze the influence of product quality and brand image on repurchase decisions for Maspion Surabaya's stainless steel products, with customer satisfaction serving as a mediating variable. The study is motivated by the increasing competition in the stainless steel household appliance industry, which requires companies to maintain product quality, strengthen brand image, and enhance customer satisfaction to encourage repurchase decisions. This research employed a quantitative approach using an explanatory research design. A total of 105 customers of Maspion Surabaya's stainless steel products were selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. The findings reveal that both product quality and brand image have significant effects on

repurchase decisions. Furthermore, customer satisfaction mediates the relationship between product quality and repurchase decisions. However, customer satisfaction does not mediate the relationship between brand image and repurchase decisions. These findings indicate that product quality plays a crucial role in enhancing customer satisfaction, which subsequently encourages repurchase decisions, while brand image influences repurchase decisions directly rather than indirectly through customer satisfaction. Therefore, the company should maintain product quality, improve product innovation, strengthen its brand image, and enhance customer satisfaction to sustain customer loyalty and increase repurchase decisions.

Keywords: *Product Quality, Brand Image, Customer Satisfaction, Repurchase Decision*

INTRODUCTION

The Indonesian stainless steel household appliance industry has experienced substantial growth over the past decade, driven by increasing consumer awareness of product durability, functionality, and long-term value. Alongside this growth, market competition has become increasingly intense as domestic manufacturers compete not only with local competitors but also with imported products that offer diverse designs and competitive prices. Such competitive conditions require manufacturing firms to continuously improve their operational capabilities while maintaining superior product performance to achieve sustainable competitiveness. Quality management has consequently become an essential strategic priority because production defects can reduce customer trust and weaken a firm's market position. Empirical evidence demonstrates that effective quality control significantly minimizes production defects and enhances manufacturing performance, emphasizing the importance of maintaining consistent product quality in stainless steel production (Cahyono & Mundari, 2023).

The growing competitiveness of the stainless steel industry is not solely determined by production efficiency but is also influenced by manufacturers' ability to innovate while maintaining environmental and operational sustainability. Modern manufacturing companies are increasingly required to integrate technological innovation with efficient production processes to respond to rapidly changing consumer expectations. Digital transformation has further accelerated competition by encouraging firms to adopt innovative manufacturing strategies that strengthen organizational competitiveness and improve market responsiveness. Research indicates that manufacturing innovation positively contributes to enterprise competitiveness by enabling firms to create superior value propositions that are difficult for competitors to imitate (Gao et al., 2023). Similarly, lifecycle analysis within Indonesia's stainless steel manufacturing industry highlights the importance of sustainable production practices as a strategic approach for improving industrial performance while addressing long-term environmental challenges (Latuhihin & Rachmanto, 2023).

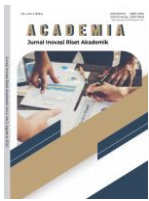
Within increasingly saturated markets, companies can no longer rely exclusively on competitive pricing strategies to secure customer loyalty. Instead, product quality has emerged as one of the most influential determinants of sustainable competitive advantage because customers tend to evaluate products based on their performance, reliability, durability, and overall value. High-quality products create positive consumption experiences that encourage customers to maintain long-term relationships with a particular brand. Innovation strategy and continuous quality improvement therefore become complementary managerial approaches that strengthen organizational competitiveness in mature industries. Evidence suggests that firms implementing innovation-oriented strategies while consistently improving product quality are better positioned to achieve sustainable competitive advantages in highly competitive markets (Mohammad, 2022).

Besides product quality, brand image has become another critical factor influencing consumer purchasing behavior within highly competitive manufacturing industries. A favorable brand image enables consumers to perceive products as trustworthy, valuable, and capable of fulfilling their expectations even before actual consumption occurs. From a marketing perspective, brand image represents the accumulation of consumer perceptions formed through previous experiences, corporate communication, and overall product reputation. Strong brand image not only differentiates products from competing alternatives but also reduces consumer uncertainty during purchasing decisions, thereby increasing the likelihood of repeat purchases. Previous marketing studies have consistently emphasized that brand image plays a significant role in shaping consumer purchase decisions by strengthening perceived product value and competitive positioning (Nurliyanti et al., 2022), while philosophical perspectives further explain that brand image constitutes an intangible organizational asset capable of generating long-term competitive differentiation through consumer trust and brand credibility (Haryanto & Harsono, 2022).

Customer satisfaction is widely recognized as a fundamental determinant of long-term business sustainability because it reflects consumers' evaluation of whether a product or service has fulfilled or exceeded their expectations. In consumer behavior theory, satisfaction is formed through the comparison between perceived product performance and the expectations held before purchase. Customers who experience a high level of satisfaction are more likely to maintain positive attitudes toward a product, recommend it to others, and engage in repeat purchasing behavior. Consequently, customer satisfaction has frequently been positioned as an important mechanism through which marketing strategies influence behavioral outcomes. The SERVQUAL perspective also emphasizes that customer satisfaction represents a multidimensional construct that directly reflects the quality perceived by consumers during their consumption experience (Hermizahadiwidastra & Syamsuar, 2022).

The relationship between quality-related attributes and customer satisfaction has been extensively discussed in recent marketing literature. Although service quality is conceptually different from product quality, both dimensions ultimately contribute to customers' overall evaluations after consumption because consumers assess the total value they receive from a company. Positive consumption experiences strengthen emotional attachment and increase the probability of maintaining long-term relationships with a brand. Recent empirical findings confirm that improvements in quality significantly enhance customer satisfaction, indicating that organizations should consistently maintain superior performance to strengthen customer retention strategies (Novad & Hendrawan, 2024). Likewise, product quality has been shown to positively influence customer satisfaction and customer loyalty, demonstrating that consumers are more likely to remain committed to brands that consistently deliver reliable product performance (Sambo et al., 2022).

Repurchase decision represents one of the most important indicators of customer loyalty because it reflects consumers' willingness to purchase the same product repeatedly after evaluating their previous consumption experiences. Rather than being influenced by a single factor, repurchase decisions result from the interaction of multiple cognitive and affective evaluations, including perceived product quality, brand-related perceptions, customer satisfaction, and loyalty. Previous empirical studies have demonstrated that perceived quality and brand satisfaction significantly contribute to repurchase decisions, while brand loyalty can strengthen these relationships by acting as an intervening mechanism between consumers' evaluations and their future purchasing behavior (Sari & Padmantlyo, 2025). Furthermore, research conducted within the e-commerce sector reveals that customer satisfaction positively



influences purchase decisions through repurchase intention, highlighting the strategic importance of satisfaction as a behavioral driver in various market contexts (Simbolon & Sumiati, 2025).

Although numerous studies have investigated the relationships among product quality, brand image, customer satisfaction, and repurchase behavior, several inconsistencies remain evident within the existing literature. Some studies consistently report that product quality significantly enhances customer satisfaction and stimulates repurchase intention through positive post-purchase evaluations, indicating that consumers prioritize functional product performance when making future purchasing decisions (Ongkowijoyo, 2022). However, the magnitude and mechanism through which brand image influences repurchase decisions remain inconclusive across different industrial settings, particularly within the durable household appliance sector. Moreover, empirical investigations focusing specifically on Indonesia's stainless steel household appliance industry remain relatively limited despite the sector's increasing economic significance and competitive intensity. Therefore, this study addresses these gaps by examining the direct effects of product quality and brand image on repurchase decisions while simultaneously investigating the mediating role of customer satisfaction in the context of Maspion Surabaya's stainless steel products. The novelty of this study lies in integrating these relationships within the Indonesian stainless steel manufacturing industry, providing empirical evidence that contributes to the development of consumer behavior and marketing management literature while offering practical implications for strengthening competitive advantage in the domestic manufacturing sector.

RESEARCH METHODS

This study employed a quantitative research approach using an explanatory survey design to examine the relationships among product quality, brand image, customer satisfaction, and repurchase decision. The research was conducted among customers who had purchased and used Maspion Surabaya stainless steel products. The study population comprised consumers of Maspion stainless steel household products, while the sample was determined using a purposive sampling technique based on the criteria that respondents had previously purchased and used the products and were willing to participate in the survey. A total of 105 respondents met these criteria and were included in the analysis. Primary data were collected through a structured questionnaire using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consisted of measurement indicators representing each research variable, namely product quality, brand image, customer satisfaction, and repurchase decision, which were developed from relevant marketing and consumer behavior literature. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 software. The analysis was performed in two sequential stages. The first stage involved evaluating the measurement model (outer model) by assessing indicator reliability, internal consistency reliability, convergent validity, and discriminant validity to ensure that the measurement instrument met established quality criteria. The second stage involved evaluating the structural model (inner model) by examining the coefficient of determination (R^2), path coefficients, and the predictive relationships among the latent variables. Hypothesis testing was conducted using the bootstrapping procedure to determine the significance of both direct and indirect effects, thereby evaluating the mediating role of customer satisfaction in the relationship between product quality, brand image, and repurchase decision.

RESULTS AND DISCUSSION

Result

The measurement model was evaluated prior to testing the structural relationships to ensure that the research instrument satisfied the required validity and reliability criteria. This evaluation consisted of convergent validity, discriminant validity, and composite reliability assessments. Each assessment provides evidence regarding the quality of the measurement model before proceeding to hypothesis testing. The results of the outer model analysis are presented sequentially in the following tables. The interpretation emphasizes the adequacy of the measurement properties rather than repeating the numerical values reported in the tables.

Convergent validity was assessed by examining the outer loading values of all indicators representing each latent construct. Indicators with satisfactory loading values demonstrate that they appropriately reflect the construct they are intended to measure and possess adequate explanatory power. The findings indicate that all measurement indicators fulfilled the recommended threshold for convergent validity and were therefore retained for subsequent analyses. This result confirms that the operationalization of product quality, brand image, customer satisfaction, and repurchase decision adequately represents their respective theoretical constructs. The detailed convergent validity results are presented in Table 1.

Table 1. Convergent Validity Results

Indicator	Product Quality (X1)	Brand Image (X2)	Repurchase Decision (Y)	Customer Satisfaction (Z)
X1.1	0.843			
X1.2	0.769			
X1.3	0.748			
X1.4	0.755			
X2.1		0.774		
X2.2		0.831		
X2.3		0.878		
X2.4		0.714		
Y1			0.699	
Y2			0.794	
Y3			0.792	
Y4			0.763	
Z1				0.737
Z2				0.766
Z3				0.836

The evidence presented in Table 1 demonstrates that all observed indicators adequately measure their corresponding latent variables. None of the indicators required elimination because each fulfilled the minimum loading criterion established in SEM-PLS analysis. These findings indicate that the questionnaire possesses satisfactory construct representation and can be used for evaluating the relationships among the research variables. Consequently, the

measurement model met the convergent validity requirement and was considered appropriate for further assessment through discriminant validity and reliability analysis.

The next stage of measurement model evaluation examined discriminant validity to determine whether each construct was empirically distinct from the other constructs included in the research model. Discriminant validity was evaluated using the Fornell–Larcker criterion, which compares the square root of the Average Variance Extracted for each construct with its correlations with other constructs. A satisfactory discriminant validity result indicates that each latent variable explains its own indicators more effectively than indicators associated with other constructs. The findings of this assessment are summarized in Table 2.

Table 2. Discriminant Validity Results (Fornell–Larcker Criterion)

Variable	Product Quality (X1)	Brand Image (X2)	Repurchase Decision (Y)	Customer Satisfaction (Z)
Product Quality (X1)	0.780			
Brand Image (X2)	0.732	0.802		
Repurchase Decision (Y)	0.724	0.705	0.763	
Customer Satisfaction (Z)	0.755	0.631	0.695	0.781

The discriminant validity assessment confirms that each construct maintains sufficient conceptual distinctiveness within the structural model. The observed pattern indicates that the indicators are more strongly associated with their intended construct than with any alternative construct included in the model. This outcome minimizes the possibility of construct overlap and strengthens confidence in the measurement quality. Therefore, the latent variables demonstrate satisfactory discriminant validity and provide a reliable basis for structural model evaluation.

Following the assessment of construct validity, the reliability of each latent variable was evaluated using Cronbach's Alpha, rho_A, and Composite Reliability. Internal consistency reliability is essential because it demonstrates that the indicators consistently measure the same underlying construct. Reliable constructs increase the credibility of subsequent structural analyses and hypothesis testing. The reliability assessment results are presented in Table 3.

Table 3. Composite Reliability Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Product Quality (X1)	0.785	0.794	0.861
Brand Image (X2)	0.812	0.815	0.877
Repurchase Decision (Y)	0.762	0.766	0.848
Customer Satisfaction (Z)	0.682	0.697	0.824

The results presented in Table 3 indicate that the measurement instrument demonstrates satisfactory internal consistency across all latent constructs. The consistency observed among

the measurement indicators confirms that the instrument is capable of producing stable and dependable measurements for each research variable. The combined evidence from convergent validity, discriminant validity, and reliability testing indicates that the measurement model fulfills the recommended SEM-PLS quality criteria. Accordingly, the outer model evaluation was successfully completed, allowing the analysis to proceed to the assessment of the structural model presented in the following section.

After confirming that the measurement model met the required validity and reliability criteria, the next stage focused on evaluating the structural model (inner model). The structural model assessment determines the predictive capability of the proposed research model and examines how well the exogenous variables explain the endogenous variables. In this study, the structural model was evaluated using the coefficient of determination (R^2) and predictive relevance (Q^2). These indicators provide evidence regarding the explanatory and predictive performance of the proposed model before hypothesis testing is conducted. The results of the structural model evaluation are presented below.

The coefficient of determination (R^2) was employed to evaluate the proportion of variance in each endogenous construct explained by the exogenous variables included in the research model. Higher R^2 values indicate that the independent variables possess greater explanatory power in predicting the dependent variables. Therefore, this assessment provides an overview of the model's overall capability to explain customer satisfaction and repurchase decision. The coefficient of determination results are summarized in Table 4.

Table 4. Coefficient of Determination (R^2) Results

Endogenous Variable	R Square
Repurchase Decision (Y)	0.624
Customer Satisfaction (Z)	0.583

The findings presented in Table 4 indicate that the proposed structural model demonstrates satisfactory explanatory capability for both endogenous constructs. The observed coefficient values suggest that product quality and brand image collectively contribute to explaining customer satisfaction and repurchase decision within the context of Maspion stainless steel products. Although a proportion of the variance remains attributable to factors outside the model, the explanatory power obtained is considered adequate for behavioral research employing Partial Least Squares Structural Equation Modeling. Consequently, the structural model can be regarded as sufficiently robust for evaluating the hypothesized relationships among the research variables.

Following the evaluation of the coefficient of determination, the predictive capability of the model was further assessed using the predictive relevance (Q^2) statistic. Predictive relevance measures the extent to which the structural model is capable of accurately predicting the observed data. A positive Q^2 value indicates that the model possesses predictive relevance and is therefore appropriate for explaining the relationships among the investigated constructs. The predictive relevance results are presented in Table 5.

Table 5. Predictive Relevance (Q^2) Results

Endogenous Variable	R Square
Repurchase Decision (Y)	0.624

Customer Satisfaction (Z) 0.583

The predictive relevance analysis demonstrates that the proposed model possesses strong predictive capability in explaining the relationships among the latent variables investigated in this study. The positive Q^2 result confirms that the structural model is not only capable of explaining the observed data but also possesses satisfactory predictive accuracy. This finding strengthens the overall adequacy of the proposed research model and indicates that it is suitable for hypothesis testing. Having satisfied both explanatory and predictive evaluation criteria, the structural model provides a reliable foundation for examining the direct and indirect effects among product quality, brand image, customer satisfaction, and repurchase decision in the subsequent hypothesis testing stage.

Discussion

The findings demonstrate that product quality has a positive and significant influence on repurchase decisions for Maspion stainless steel products. This result indicates that consumers are more likely to repurchase products that consistently deliver superior performance, durability, and reliability throughout their usage period. Since stainless steel household products are classified as durable goods, consumers tend to evaluate their long-term functional value before deciding whether to repurchase the same brand. The present finding reinforces the argument that product quality remains one of the strongest determinants of consumer behavioral intentions because it reduces perceived purchase risk and increases confidence in future purchasing decisions. This result is consistent with the findings of Ardhianti and Kusuma (2023), who reported that product quality significantly enhances consumers' repurchase intention by increasing the perceived value obtained from product usage. Similarly, Marcelo et al. (2024) concluded that superior product quality strengthens consumers' willingness to repurchase by creating favorable consumption experiences that persist beyond the initial purchase. Therefore, the significant relationship identified in this study confirms that maintaining consistent product quality is an essential strategy for strengthening customer retention and sustaining competitive advantage within the stainless steel household appliance industry.

The empirical results also reveal that product quality exerts a positive and significant effect on customer satisfaction. This finding suggests that customers evaluate their satisfaction primarily through their direct experience of using the product rather than through external promotional messages or symbolic product attributes. Stainless steel products that provide durability, functionality, ease of maintenance, and long service life are capable of fulfilling customer expectations and consequently generating positive post-purchase evaluations. These findings support the fundamental premise of Expectation-Confirmation Theory, which explains that satisfaction emerges when actual product performance confirms or exceeds consumers' prior expectations. The present result is in accordance with Maryoso et al. (2023), who demonstrated that product quality constitutes one of the primary antecedents of customer satisfaction because customers develop favorable evaluations after receiving products that consistently meet expected standards. Likewise, Munawaroh and Simon (2023) emphasized that product quality contributes substantially to customer satisfaction by creating positive consumption experiences that strengthen customers' confidence in the products they purchase. Consequently, improving product quality should remain a strategic priority for manufacturing companies seeking to increase customer satisfaction and establish long-term customer relationships.

Another important finding of this study indicates that brand image has a positive and significant influence on repurchase decisions. A favorable brand image enables consumers to perceive Maspion as a trustworthy manufacturer capable of consistently delivering reliable household products. Such perceptions reduce uncertainty during purchasing decisions and strengthen consumers' confidence when selecting the same brand for future purchases. Although consumers evaluate the functional quality of stainless steel products, brand reputation continues to play an important role in differentiating products within increasingly competitive markets. These findings are consistent with the study conducted by Putri et al. (2024), which found that a positive brand image significantly strengthens consumers' repurchase decisions because it creates emotional attachment and reinforces confidence toward the brand. Similarly, Sutanto and Kussudyarsana (2024) concluded that brand image serves as a strategic intangible asset capable of increasing repurchase intention through stronger consumer trust and positive brand perceptions. Therefore, strengthening brand image through consistent marketing communication and corporate reputation management remains an important managerial strategy for maintaining long-term customer loyalty.

In contrast to its direct influence on repurchase decisions, brand image was not found to have a significant effect on customer satisfaction. This finding indicates that although consumers recognize Maspion as a reputable household appliance brand, satisfaction is primarily determined by their actual experience with the product rather than by the symbolic value associated with the brand itself. In the context of durable household products, customers tend to prioritize tangible product performance over image-related attributes when evaluating their satisfaction after product usage. This result suggests that a strong brand image alone cannot guarantee customer satisfaction unless it is supported by consistently high product quality and positive user experiences. These findings differ from the conclusions reported by Tahir et al. (2024), who, through a systematic literature review, argued that brand image generally contributes positively to customer satisfaction by strengthening consumer perceptions and brand loyalty. The present result also highlights the importance of integrating effective brand communication with continuous product improvement, as proposed by Berestetska et al. (2023), who emphasized that digital brand management strategies must be supported by products capable of consistently fulfilling customer expectations. Accordingly, companies should not rely exclusively on branding activities but should continuously improve product performance to transform favorable brand perceptions into genuine customer satisfaction.

The results of this study demonstrate that customer satisfaction has a positive and significant effect on repurchase decisions. This finding indicates that customers who are satisfied with the quality, functionality, and overall performance of Maspion stainless steel products are more likely to continue purchasing the same products in the future. Satisfaction reflects consumers' post-purchase evaluations and serves as an important determinant of long-term behavioral intention. From a theoretical perspective, this finding supports the Expectation-Confirmation Theory, which explains that repurchase behavior emerges when product performance successfully confirms or exceeds consumers' initial expectations. Recent empirical evidence reported by Long and Lijia (2024) similarly demonstrates that customer satisfaction significantly enhances customer retention and repurchase behavior because satisfied customers perceive greater value from their consumption experience. Likewise, AlSokkar et al. (2024) argued that expectation confirmation strengthens consumer trust, which subsequently encourages continued purchasing behavior. Therefore, enhancing customer satisfaction should remain one of the primary strategic objectives for companies seeking to improve customer loyalty and sustain long-term market competitiveness.

Another important finding indicates that customer satisfaction significantly mediates the relationship between product quality and repurchase decisions. This result suggests that superior product quality not only influences consumers directly but also strengthens repurchase behavior indirectly by increasing customer satisfaction. Customers who perceive stainless steel products as durable, reliable, and capable of meeting their functional needs are more likely to experience satisfaction, which subsequently motivates them to purchase the products again. The mediating effect observed in this study confirms that customer satisfaction serves as an important psychological mechanism linking consumers' product evaluations with their future purchasing decisions. These findings are consistent with the study conducted by Gazi et al. (2025), which reported that customer satisfaction functions as a significant mediating variable between quality-related attributes and customer loyalty by translating positive product experiences into long-term behavioral commitment. Accordingly, companies should continuously maintain product quality while simultaneously developing strategies that strengthen customer satisfaction because these two factors operate synergistically in encouraging sustainable repurchase behavior.

Conversely, customer satisfaction was not found to mediate the relationship between brand image and repurchase decisions. This finding indicates that although Maspion possesses a well-established corporate reputation, consumers' decisions to repurchase stainless steel products are not necessarily influenced by satisfaction derived from brand perceptions. Instead, customers appear to rely more heavily on their direct evaluation of the product's functional performance than on symbolic brand associations when deciding to repurchase durable household products. This outcome suggests that the mediating role of customer satisfaction becomes less prominent when consumers emphasize objective product attributes over image-related evaluations. The present finding implies that brand image contributes more directly to consumer decision-making than indirectly through customer satisfaction within the context of durable manufacturing products. Consequently, companies should continue strengthening brand image through consistent communication strategies while ensuring that branding efforts are supported by tangible improvements in product performance and customer experience. Overall, the findings of this study enrich the literature on consumer behavior by demonstrating that product quality represents the principal driver of customer satisfaction and repurchase decisions, whereas brand image contributes primarily through its direct influence on consumer purchasing behavior. These results also provide practical implications for PT Maspion Surabaya, emphasizing that sustainable competitive advantage should be developed through the integration of superior product quality, continuous innovation, customer-oriented quality improvement, and strategic brand management capable of creating long-term customer loyalty.

CONCLUSION

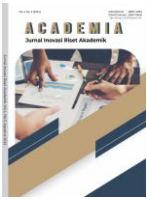
This study confirms that product quality plays a fundamental role in shaping customer repurchase decisions for Maspion Surabaya's stainless steel products, both directly and indirectly through customer satisfaction. These findings demonstrate that consumers of durable household products place greater emphasis on tangible product performance—including durability, reliability, and functional suitability—than on symbolic brand attributes when evaluating future purchasing decisions. Accordingly, customer satisfaction serves as an important psychological mechanism through which superior product quality is translated into sustainable repurchase behavior. In contrast, brand image was not found to significantly influence customer satisfaction or to strengthen repurchase decisions through customer satisfaction, indicating that a favorable corporate image alone is insufficient to encourage

repeated purchasing unless it is supported by consistently superior product performance. These findings enrich consumer behavior and marketing management literature by highlighting the dominant role of product quality and the mediating function of customer satisfaction within the context of Indonesia's stainless steel household appliance industry.

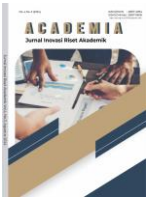
From a practical perspective, the findings suggest that PT Maspion Surabaya should prioritize continuous product quality improvement through innovation, quality assurance, and product reliability while maintaining customer-oriented strategies that enhance post-purchase satisfaction. Strengthening brand communication should remain an important managerial effort; however, branding initiatives must be accompanied by measurable improvements in product performance to generate sustainable customer loyalty. This study is limited to customers of Maspion stainless steel products in Surabaya and examines only product quality, brand image, customer satisfaction, and repurchase decisions. Therefore, future studies are encouraged to expand the research scope by involving broader geographical areas, larger and more diverse samples, and additional variables such as brand trust, perceived value, customer loyalty, perceived price, or customer experience. Future research may also employ longitudinal or mixed-method approaches to provide a more comprehensive understanding of the factors influencing repurcha

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