

THE EFFECT OF PRODUCT QUALITY STRATEGY ON REPURCHASE INTEREST THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE AT PT. CIOMAS ADISATWA BOGOR REGENCY

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Background: Business competition in the food industry requires companies to consistently maintain product quality to ensure customer satisfaction and loyalty. PT. Ciomas Adisatwa, a company engaged in the processing and distribution of broiler chickens, prioritizes product quality as a key factor in influencing consumer satisfaction and encouraging repeat purchases.

Purpose: This study aims to determine and analyze the effect of product quality on repurchase intention, with consumer satisfaction as an intervening variable, at PT. Ciomas Adisatwa.

Methodology: This research applies a quantitative approach with descriptive and verification methods. Data were collected through questionnaires distributed to 100 consumers of PT. Ciomas Adisatwa using a sampling technique used was non-probability sampling with a purposive sampling approach. The collected data were analyzed using path analysis with the help of SPSS 25 software to test direct and indirect effects between variables.

Finding: The results indicate that product quality has a positive and significant effect on consumer satisfaction, and consumer satisfaction has a positive and significant effect on repurchase intention. Moreover, consumer satisfaction mediates the relationship between product quality and repurchase intention. This shows that consistent improvement in product quality enhances both customer satisfaction and loyalty.

Limitation: This study focuses solely on consumers of PT. Ciomas Adisatwa and uses a quantitative method; therefore, the results may not be generalized to other industries or different consumer contexts. Future research could include additional variables such as brand image or service quality.

Originality: This study provides empirical evidence on how product quality affects repurchase intention through consumer satisfaction in the poultry industry, emphasizing the importance of maintaining freshness, cleanliness, and safety in raw chicken products as determinants of customer loyalty.

Keywords: Product Quality, Consumer Satisfaction, Repurchase Intention, PT. Ciomas Adisatwa