

## The influence of Product Quality, Product Innovation and Electronic Word of Mouth on Repurchase Intention is mediated by Customer Satisfaction in the Marketplace(Case study of Indomaret Semarang branch employees)

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### Abstract

**Research aim :** This research was conducted to test the influence of product quality, product innovation and electronic word of mouth on repurchase interest mediated by customer satisfaction in the marketplace.

**Design/Method/Approach :** Approach in this case the research uses quatitative with primary data types and data collection using literature studies and data obtained from distributing Googleform questionnaires. The population in I was employees of the semarang branch of Indomaret, totaling 2.792 people. In this study, it was calculated using the slovin formula to obtain a score of 350 employees. The technique used is a probability sampling technique with a simple random sampling method and the criteria are employees of semarang branch of Indomaret who are marketplace uses. The data analysis technique in this research uses (SEM) structural equation modeling or SmartPLS.

**Research Finding :** Based on research that has been conducted, it was found that product quality has no effect on repurchase interest, product innovation, electronic word of mouth and customer satisfaction have a positive and significant effect on repurchase interest, product quality has no effect on customer satisfication, product innovation and electronic word of mouth have a positive and significant effect on customer satisfication, product quality and product innovation heve no effect on repurchase interest which is mediated by customer satisfaction, electronic word of mouth has a positive effect on repurchase interest which is mediated by customer satisfaction.

**Research limitation :** Limitations in time and energy so that this research not maximal. This research is far from perfect, so further research will be carried out hopefully better than before.

**Keywords :** Product Quality, Product Innovation, Electtronic word of mouth, Repurchase interest, Customer Satisfaction.

## Introduction

The development of communication technology and the internet is vary rapid in this global era, cultural changes encourage community activities, especially in the economi. Activities in online business are increasingly global, processes are carried out using the internet. Using the internet can access various information and needs via cellphone. The online business that is currently developing in Indonesia is online buying dan selling site. Recently, the use of online buying and selling has become increasingly popular and people are more interested. With the increasing use of the internet to carry out online business activities, the term marketplace has emerged, where there are various online shops. Marketplace itself is a third party platform that connects sellers and buyers. The marketplace that people currently use, such as : Lazada, Shopee, Tokopedia, etc. are portable internet applications makes it easier for consumers to find, sell and buy directly using mobile phones.

Competition makes sellers on various marketplace platforms compete too offer quality and affordable products, for example in thebeauty category, namely skincare products. The diversity of beauty products today encourages consumers to identify interest before making a purchasing decision. The lates skincare product developments have their own fans choosing which brand to buy on their preferend marketplace platform. In Indonesia, various skincare brands are stratung to develop rapidly, based on compass.co.id, 2022 skincare sales for the September period from two large companies, namely Shopee and Tokopedia, there are five best-selling brands from online sales, one of the five best-selling local skincare brand is brand Somethinc. Brand somethinc is in the top position with total sales 64.800 products. These sales illustrate that competition is tight in the Indonesia beauty and care industry.

Repurchase interest is a consumer's desire and behavior that arises as a response to a product to make a repeat purchase (Kotler & Keller, 2009). Consumer's repurchase interest is a feeling of statisfaction with the product they have purchased in term of price and product quality. Product quality is one of the main promotional tools for marketers and has the ability of a product to demonstrate its function and overall durability, reliability, accuracy, ease of operation, product attributes and other product repairs according to (Kotler et al., 2008). The influence of product innovaytion very important in a purchasing decision. Tight competition is characterized by the emergence of new companies and technological advances that are increasingly becoming business competitors. The key to minning competition is through ne innovation. The factor of statements, review or comments made online, which is called electronic word of mouth, is a dynamic and continuous process of exchanging information throught online media that involves consumers who have tried a product, brand and company (B. D. Prasetyo et al., 2018). The assessment of feelings of consumers after using a product with their hopes and needs met according to (Daryanto & Setyabudi, 2014).

Previous research was conducted (Resa, 2021) entitled the influence of product quality and service quality on purchase interest in scarlett product on E-Commerce Shopee states that product quality has a significant influence in repurchase intention. Research entitled the influence of product quality, price, design and brand image on interest in repurchasing adidas shoe product states that product quality simultaneously has a significant effect on repurchase interests in adidas shoe product. Previous research entitled the influence of price and product quality on repurchase interests with customer satisfaction as a mediating variable (Saga et al., 2019) stated that customer satisfaction can mediate product quality on repurchase intention.

### **1.1. Statement of Problem**

Differences in the results of previous research, based on the background that has been described, the problem analyzed is the influence of product quality, product innovation and electronic word of mouth on repurchase interest which is mediated by customer satisfaction.

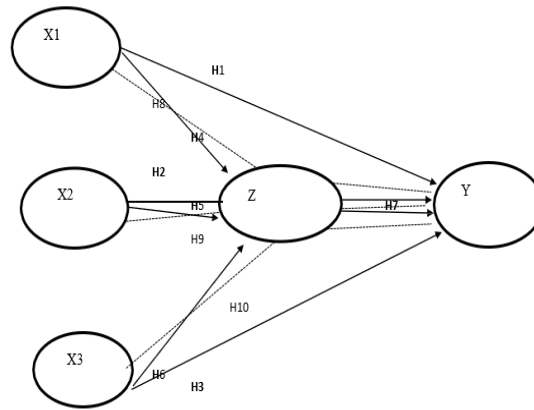
### **1.2. Research Objectives**

The purpose of this research is to determine the significant influence between product quality, product innovation and electronic word of mouth on purchasing interest which is mediated by customer satisfaction.

## **2. Method**

This research uses quantitative research with primary data, data that comes from respondents' answers regarding the description of variables through distributing questionnaires to opinion respondents' (Sugiyono, 2018). The distribution of primary data questionnaires was obtained from respondents, namely employees of the Semarang branch of Indomaret with a population of 2,792 people. The sampling approach uses a probability sampling technique, namely a simple random sample method, in which sampling provides equal opportunities for the entire population to become a sample. The samples taken from this research used the Slovin formula calculation which obtained a sample of 350 people. Distribution of questionnaires to obtain information and respondents' answers was distributed using Google Form which is in the form of an internet-based form. The data analysis used in this research is structural equation modeling (SEM) or partial least squares (PLS) also called SmartPLS. This analysis has two sub-models, namely the outer model (test validity and reliability) and the inner model (R-square and path coefficients). The following

is a picture of the empirical research model :



### 3. Results and Discussion /Hasil dan Pembahasan

#### Hypothesis testing results

Hypothesis	Research hypothesis	P values	T statistic	Significance	Information
H1	Product quality on repurchase interest	0.829	0.216	0.05	Rejected
H2	Product Innovation on Repurchase Intention	0.004	2,910	0.05	Accepted
H3	<i>Electronic word of mouth</i> (EWOM) on Repurchase Intention	0,000	6,717	0.05	Accepted
H4	Product Quality on Customer Satisfaction	0.324	0.986	0.05	Rejected
H5	Product Innovation on Customer Satisfaction	0.100	1,647	0.05	Rejected
H6	<i>Electronic word of mouth</i> Towards Customer Satisfaction	0,000	23,649	0.05	Accepted
H7	Customer Satisfaction on Repurchase Intention	0,000	6.126	0.05	Accepted
H8	Product Quality on Repurchase Interest Through Customer Satisfaction	0.322	0.991	0.05	Rejected

<b>H9</b>	Product Innovation Against Repurchase Interest Through Customer Satisfaction	0.124	1,540	0.05	Rejected
<b>H10</b>	<i>Electronic word of mouth</i> Against Repurchase Interest Through Customer Satisfaction	0,000	6,063	0.05	Accepted

**The Influence of Product Quality on Repurchase Intention**

Based on the research results, the relationship between product quality and repurchase intention has no significant effect, which shows a T statistic value (0.216) and a P value of  $0.829 > 0.05$ . These results show that product quality does not have a significant effect, because whether or not the quality of some products is good does not affect repurchase interest. Quality at medium to high prices makes consumers reluctant to repeat purchases because some consumers feel that the quality is expensive. Factors that influence respondents' indicators are suitability for skin type and packaging. The results are in line with research conducted by (Andhini, 2017) entitled the influence of Price, design and product quality on consumer buying interest in original All-Star shoes, stating that product quality does not influence repeat buying interest.

**The Influence of Product Innovation on Repurchase Intention**

Tests in this research show that the relationship between Product Innovation and Repurchase Intention has a positive and significant effect with the results of the T statistic value (2.910) and P value  $0.004 < 0.05$ . This shows that something products have innovated products from time to time, creating new variants for various skin types, attractive and unique packaging, becoming a local brand that is loved by young people. Product innovation in creating new products and product development is also a strategy for the Company. Consumers feel interested if some products have new variants, such as new products with new ingredients, purchasing new products and getting prizes. The results of this research are in line with those carried out by (Aditi, 2017) entitled analysis of the influence of Product Innovation, price and halal certification on Repurchase Interest through Consumer Satisfaction of MSMEs in the city of Medan, stated that in his research product innovation affected repurchase intention. Research was also carried out by (Ahemady & Wardhani, 2022) entitled brand image, product innovation on repurchase interest in ice cream in Sidoarjo, states that product innovation influences repurchase interest. Research also carried out by (Yuda Sedana Putra, 2021) entitled the influence of

innovation and product quality on consumers' Repurchase Interest, Breadtalk Lombok Epicentrum Mall, stated in their research that product innovation influences repurchase interest.

### **The Influence of Electronic Word of Mouth on Repurchase Intention**

Based on the results of research on the relationship between eWOM and repurchase interest, it has a positive and significant effect, which shows the statistical T value (6.717) and P value  $0.000 < 0.05$ . From the results of this research, eWOM is very influential in repurchasing on the marketplace, many people know that in making purchases via marketplace. To find out whether something products are good or not, look at the reviews submitted on the marketplace. The results of this research are in line with research conducted by (Putu Novi Sri Ariani et al., 2023) entitled the influence of experiential marketing, electronic service quality, electronic word of mouth on repurchase interest among Lazada users in Bandung district, states that eWOM research has an influence on repurchase intention. Research also conducted by (A. Prasetyo & Suryamugraha, 2023) The influence of electronic word of mouth and brand awareness on repurchase interest at KL Coffee Bandar Lampung, states that EWOM influences repurchase interest. Research was also carried out by (Afriani et al., 2022) entitled electronic word of mouth, celebrity endorsement and customer trust in repurchase interest on the Shopee online site with customer satisfaction as an intervening variable for Shopee application users, stated in research that EWOM influences repurchase interest.

### **The Influence of Product Quality on Customer Satisfaction**

Based on the research results, the relationship between product quality and customer satisfaction does not have a significant effect with the results of the T statistic value (0.986) and P value  $0.324 > 0.05$ . This research states that product quality is not only good ingredients but suitability for skin type, texture, durability and consumer expectations in choosing something products because a sense of satisfaction will arise when the product suits consumers and they choose to repurchase something products. The results of this research are in line with those carried out by (Izzuddin & Muhsin, 2020) entitled the influence of product quality, service quality and location on consumer satisfaction, states that product quality has no effect on customer satisfaction. On the other hand, in research conducted by (Haryanto et al., 2022) entitled the influence of product and service quality on repurchase intention through customer satisfaction as an intervening variable at the F3 Situbondo store, states that product quality influences customer

satisfaction. Research was also carried out by (Mariansyah & Syarif, 2020) entitled the influence of product quality, service quality and price on consumer satisfaction at Kabalu Café, stated in his research that product quality did not have a positive and significant effect on customer satisfaction.

#### **The Effect of Product Innovation on Customer Satisfaction**

The research results showing the relationship between product innovation and customer satisfaction do not have a significant effect with the T statistic value (1.647) and P value  $0.100 > 0.05$ . This shows that the product innovation carried out by something can make customers feel satisfied and try new variants, as well as innovations in purchases that include prizes. So customer satisfaction is an important thing given to customers. The results of this research are in line with those carried out by (Aditi, 2017) entitled analysis of the influence of Product Innovation, price and halal certification on repurchase intention through consumer satisfaction of MSMEs in the city of Medan, stated that in his research product innovation affected customer satisfaction. Research was also carried out by (Sukarmen et al., 2013) entitled Analysis of the influence of product innovation on customer satisfaction with Competitive Advantage as an intervening variable in the eleven granulated sugar products (Gulpas) of the reckless sugar factory PTP Nusantara XI (Persero), states that product innovation has an effect on customer satisfaction. Research conducted by (Fadhli et al., 2021) entitled the influence of service and product innovation on customer satisfaction CV. Afco group Jombang stated that product innovation influences customer satisfaction.

#### **The Effect of Electronic Word of Mouth on Customer Satisfaction**

The research results show that the relationship between ewom and customer fit has a positive and significant effect with a T statistic value (23.649) and a P value of  $0.000 < 0.05$ . This eWOM can influence customer satisfaction, the more often and more positively consumers use social media, the higher the level of customer satisfaction. The results of research are in line with those carried out by (Azzahra & Nainggolan, 2022) entitled the influence of social media, EWOM, brand image, service quality on customer satisfaction at R Hotel Rancamaya, states that EWOM has an influence on customer satisfaction. Research was also carried out by (Elvira, 2022) entitled the influence of electronic word of mouth, price perception, and service quality on customer satisfaction, virtual office users at Tripleso Central Jakarta, stated that EWOM has an influence on customer satisfaction. Research was also carried out by (Khofifah et al., 2023) entitled the influence of electronic word of mouth on consumer satisfaction of cosmetic products among STIKP PGRI Jombang students, states that eWOM has an influence on consumer satisfaction.

#### **The Influence of Customer Satisfaction on Repurchase Intention**

Based on research, it shows that the relationship between customer satisfaction and

interest in repurchasing certain products has a positive and significant effect with a T statistic value (6.126) and a P value of  $0.000 < 0.05$ . This states that satisfaction has an influence on repurchase interest, if the product purchased matches what they want, consumers will make continuous purchases. This research is in line with the results of research conducted by (Kusumadewi & Saraswati, 2020) entitled customer satisfaction towards repurchase interest at the Scarlett official store on Shopee and Tokopedia, which states that customer satisfaction influences repurchase interest. Research was also carried out by (Haryanto et al., 2022) entitled The influence of product and service quality on repurchase interest through customer satisfaction as an intervening variable at the F3 Situbondo store, states that customer satisfaction influences repurchase interest. Research was also carried out by (Suryawan et al., 2020) entitled the role of customer satisfaction mediating the influence of product quality on repurchase interest at the Bali Jayanti jegeg in Bandung district, states that customer satisfaction influences repurchase interest.

#### **The Influence of Product Quality on Repurchase Intention Through Customer Satisfaction**

Based on the research results, it shows that the relationship between product quality and repurchase intention through customer satisfaction does not have a significant effect with the T statistic value (0.991) and the P value  $0.322 > 0.05$ . This states that product quality has no effect on repurchase intention mediated by customer satisfaction, stating that the quality provided in some aspects of satisfaction does not match the purchase, reward expectations are also inappropriate and cause consumers to be dissatisfied with repurchases. This research was carried out by (Haryanto et al., 2022) entitled the influence of product and service quality on repurchase interest through customer satisfaction as an intervening variable at the F3 Situbondo store, states that product quality does not influence repurchase interest through customer satisfaction. On the other hand, in research conducted by (Suryawan et al., 2020) entitled the role of customer satisfaction mediating the influence of product quality on repurchase interest at the Bali Jayanti jegeg in Bandung district, states that customer satisfaction mediates product quality on repurchase intention. Research was also carried out by (Saga et al., 2019) entitled the influence of price and product quality on repurchase interest with customer satisfaction as a mediating variable, states that customer satisfaction mediates the influence of product quality on repurchase intention.



### **The Influence of Product Innovation on Repurchase Intention Through Customer Satisfaction**

Based on the research results, it shows the relationship between product innovation and repurchase interest through customer satisfaction with the results of the T statistic value (1.540) and the P value  $0.124 > 0.05$  having no significant effect. This states that innovation does not have a level of satisfaction and results in a decrease in repeat purchases. While some product variations do not have an impact on the rise and fall of repurchase interest. Research conducted by (Aditi, 2017) entitled analysis of the Influence of product innovation, price and halal certification on repurchase interest through consumer satisfaction of MSMEs in the city of Medan, stated that in his research product innovation affected repurchase interest mediated by customer satisfaction. Research was also carried out by (Firmansyah, 2021) entitled the influence of product quality, product innovation, price on repurchase interest in e-commerce at Tokopedia Surakarta through customer satisfaction as an intervening variable, states that customer satisfaction mediates the influence of product innovation on repurchase intention. And also research (Widyanita & Rahanatha, 2022) The role of customer satisfaction in mediating the influence of product innovation on intention to repurchase Lanakila brand clothing products in Bali, states that customer satisfaction can mediate the influence of product innovation on intention to repurchase.

### **The Influence of Electronic Word of Mouth on Repurchase Intention Through Customer Satisfaction**

Based on the research results, it shows the relationship between eWOM and repurchase interest through customer satisfaction with the T statistic value (6.063) and P value  $0.000 < 0.05$ , which has a positive and significant influence. This states that EWOM has an influence in making innovations to provide positive reviews and have a good effect on potential buyers. The impact of reviews on social media has a good influence on repeat purchases and satisfaction. This research was carried out by (Sugiyanto & Maryanto, 2021) entitled The Influence of Product Quality, Brand Image and Word of Mouth on Repurchase Intention Through Consumer Satisfaction among Esa Unggul Students who use iPhones, states that customer satisfaction mediates the influence of eWOM on repurchase intention. Research was also carried out by (Apritama & Ihwan Susila, 2020) entitled Analysis of the Influence of Brand Image, Customer Service, and ewom on Repurchase Intention with Customer Satisfaction as a Mediating Variable, states that customer satisfaction can mediate the influence of ewom on repurchase intention. Research was also carried out by (Mufashih et al., 2022) with the research title The Influence of Product Quality, Electronic Word of Mouth and Brand Image on Repurchase Intention in Coffee To Go Shops with Customer Satisfaction as an Intervening Variable, stated in the research that there is a positive influence between e-dom on repurchase intention through customer satisfaction.

### **CONCLUSION**

Based on the results of the tests that have been carried out, it can be concluded that: Product quality does not have a positive effect on interest in repurchasing some products. Product

innovation, electronic word of mouth and customer satisfaction have a positive and significant effect on interest in repurchasing some products. Product quality and product innovation do not have a positive effect on customer satisfaction [there are some products. Electronic word of mouth has a positive and significant influence on customer satisfaction with some products. Product quality and product innovation do not have a positive effect on repurchase interest through customer satisfaction with some products. Electronic word of mouth has a positive and significant effect on repurchase intention through customer satisfaction with certain products. It is hoped that further research can develop other variables such as providing incentives such as giving special discounts and can provide additional encouragement for consumers to make purchases. Adding new, unexplored variables and expanding the scope of the study can draw out hypotheses.

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