

The Influence of Marketing Mix and Brand Image on Repurchase Intention and Consumer Satisfaction Study at Kampung Pempek 26 Ilir Palembang

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Abstract

This study examines the influence of the marketing mix and brand image on consumer satisfaction and repurchase intention in Kampung Pempek 26 Ilir, a designated center for purchasing pempek and souvenirs in Palembang. The research aims to identify key factors that drive repeat visits and improve sales for this tourism and culinary destination. A quantitative approach with descriptive analysis was utilized, targeting residents of Palembang who have visited Kampung Pempek 26 Ilir. A total of 210 respondents were selected using accidental sampling. Data analysis measured the direct and mediated effects of the marketing mix and brand image on consumer satisfaction and repurchase intention. The marketing mix showed a positive and significant influence on repurchase intentions and consumer satisfaction. When mediated by consumer satisfaction, the marketing mix had an additional positive effect on repurchase intention. Brand image also significantly influenced repurchase intention and consumer satisfaction. Findings suggest that both the marketing mix and brand image are crucial in enhancing consumer satisfaction and encouraging repeat visits to Kampung Pempek 26 Ilir. The positive mediation effects of consumer satisfaction indicate its role as an essential bridge between marketing strategies and consumer loyalty. The study concludes that improving both the marketing mix and brand image can substantially enhance consumer satisfaction and repurchase intention. Specifically, consumer satisfaction is a pivotal factor in increasing consumer loyalty and the likelihood of repeat purchases. The recommendation for Kampung Pempek 26 Ilir is to invest in optimizing its marketing strategies and brand image to enhance consumer satisfaction. Further studies could explore additional factors that influence consumer loyalty in similar cultural and culinary tourism centers.

Keywords: Marketing Mix, Brand Image, Re-Purchase Intention, Customer Satisfaction, Pempek Palembang

A. INTRODUCTION

Tourism is currently a priority sector in Indonesia's national development. Various tourism products, such as nature tourism, historical tourism, cultural tourism, maritime tourism, and culinary tourism, are undergoing significant developments and innovations. According to Yoeti (2013), tourism marketing is defined as the entirety of activities aimed at bringing together demand and supply so that buyers achieve satisfaction and sellers obtain maximum profit with minimum possible risk. One of the tourism sectors that has excellent prospects in the future is culinary tourism. According to Rahayu et al. (2022), culinary tourism is a form of tourism that focuses on culinary attractions, including food and beverage. In the 21st century, existing business developments are experiencing rapid and dynamic growth, especially during the implementation of the Southeast Asian Free Trade Area, or the ASEAN Economic Community (MEA). Producers are facing intense competition due to the wide range of products and services offered.

The high level of competition in the culinary tourism market has prompted producers to continually improve the quality of their products in various aspects. One of which is through marketing and the repurchase intention of their customers (Crick & Spencer, 2011). The marketing mix includes a specific marketing program. The marketing mix is a tool to influence the decision-

making process of consumers by combining a set of controllable variables to generate the expected response (Walean et al., 2020). The marketing mix can be utilized to influence consumers in order to make them become acquainted with the offered products, become interested in them, and eventually decide to buy a particular product (Bahrunsyah, 2018). According to Walean et al. (2020), the marketing mix as a combination of 7Ps: product, price, place, promotion, people, process, and physical evidence. Marketing mix is a strategy aimed at achieving marketing goals by meeting the needs and desires of consumers through the exchange of goods and services (Sudibyo et al., 2015; Zakharia & Sujianto, 2022). Re-purchase interest refers to the inclination of consumers to choose a product before making a purchase decision. Several supporting factors can influence this, serving as the driving forces behind each consumer's product choice (Muharami, 2021). One of the factors that can influence people to buy the product or use the service is brand image. Brand image is a set of associations about a brand stored in the minds or memories of consumers (Fakabun, 2019). Brand image, according to Keller as cited in Ramziya et al. (2020), has three indicators: strength, uniqueness, and favorability.

In addition to these two factors, repurchase intention and customer satisfaction are also important for maintaining business. This is because repurchase interest is based on the purchasing experience that consumers have had in the past (Lestari & Novitanigtyas, 2021). Armstrong and Kotler (2018) explain that there are several factors that influence customers in the repurchasing process. Firstly, cultural factors, such as subculture and social class; secondly, personal factors, including age, family life cycle stage, occupation, situation, economic status, lifestyle, and personality; and thirdly, psychological factors, namely motivation, perception, knowledge, beliefs, and attitudes.

Customer satisfaction can occur if an organizational business can provide services and products that exceed customer expectations. Customer satisfaction is one way to build a good relationship between the business organization and consumers, creating a solid foundation for repurchases and customer loyalty, leading to word-of-mouth promotion in the form of beneficial recommendations for a business organization (Tjiptono, 2019; Lestari & Novitanigtyas, 2021). Meanwhile, brand image is a term, name, symbol, sign, design, or combination used to mark a product or service from competitors (Santoso et al., 2019). Brand image is the main driver of brand equity, which refers to consumer's general perception and feeling about a brand that may influence consumer behavior (Baharudin, 2021). Therefore, brand image can be used as a characteristic or identifier of a product or service offered by a producer (Zhang, 2015).

Kampung Pempek 26 Ilir Palembang is a pempek business center established in 1993, that has been officially designated as a culinary village in Palembang since 2010. Kampung Pempek 26 Ilir Palembang has not experienced significant growth since its establishment, and the buyers in Kampung 26 Ilir Palembang are still from the local citizens of Palembang. Moreover, this village is not the primary choice to be recommended by Palembang citizens. The low purchasing power of the people of Palembang is due to the less strategic location, lack of recommendations from the surrounding community, unsatisfying promotion of the place and pempek products, and the cheap brand image of pempek with less satisfactory quality.

Kampung Pempek 26 Ilir Palembang requires assistance to enhance its business development, as its sales have never experienced a significant increase every year. Kampung Pempek 26 Ilir Palembang urgently needs to evaluate its marketing mix and brand image, with the aim of increasing repeat purchase interest from consumers in this business sector through customer satisfaction. For these reasons, this research will identify the factors of the marketing mix

in Kampung Pempek 26 Ilir Palembang and brand image on repeat purchase intention from consumers in Kampung Pempek 26 Ilir Palembang with their customer satisfaction.

B. RESEARCH METHOD

We conducted this research from October 2022 to July 2023 in Kampung Pempek 26 Ilir Palembang, located on Mujahidin Street, 26 Ilir District, Palembang City, with a sample size of 210 residents. The research utilized a quantitative approach, incorporating descriptive analysis. The sampling technique used was incidental sampling, and data collection utilized research instruments. The data analysis was quantitative or statistical, aiming to test hypotheses as established by Sugiono (2015). This study uses a quantitative model framework with nonprobability sampling with insidental sampling.

Data collection in this research involved two types: primary data and secondary data. The primary data collection methods included basic interviews, questionnaires for data retrieval, and observations for primary data collection. We gathered secondary data for this research from the Central Statistics Agency (BPS), literature reviews, library studies, and local government offices. The data collection techniques aligned with this research were based on several methods, according to Sugiono (2015). The study analyzed the impact of marketing mix and brand image on repeat purchase Modeling – Partial Least Square (SEM-PLS 4.0) method was employed for data analysis in this research (Ravand & Baghaei, 2019). Based on the literature review, this study has seven hypotheses, which are:

Hypothesis 1

H0: There is no influence of the marketing mix on repurchase interest in Kampung Pempek 26 Ilir Palembang

H1: There is influence of the marketing mix on repurchase interest in Kampung Pempek 26 Ilir Palembang

Hypothesis 2

H0: There is no influence of the marketing mix on customer satisfaction in Kampung Pempek 26 Ilir Palembang

H1: There is influence of the marketing mix on customer satisfaction in Kampung Pempek 26 Ilir Palembang

Hypothesis 3

H0: There is no influence of brand image on repurchase intention in Kampung Pempek 26 Ilir Palembang

H1: There is influence of brand image on repurchase intention in Kampung Pempek 26 Ilir Palembang

Hypothesis 4

H0: There is no influence of brand image on customer satisfaction in Pempek 26 Ilir Palembang

H1: There is an influence of brand image on customer satisfaction in Pempek 26 Ilir Palembang

Hypothesis 5

H0: There is no influence of customer satisfaction on repurchase intention in Kampung Pempek 26 Ilir Palembang

H1: There is an influence of customer satisfaction on repurchase intention in Kampung Pempek 26 Ilir Palembang

Hypothesis 6

H0: There is no direct influence of the marketing mix on customer satisfaction through repurchase interest in Kampung Pempek 26 Ilir Palembang

H1: There is a direct influence of the marketing mix on customer satisfaction through repurchase interest in Kampung Pempek 26 Ilir Palembang

Hypothesis 7

H0 : There is no indirect influence of Brand Image on Customer Satisfaction in Kampung Pempek 26 Ilir Palembang through Repurchase Intention

H1 : There is no influence of Brand Image on Customer Satisfaction in Kampung Pempek 26 Ilir Palembang through Repurchase Intention

C. RESULTS AND DISCUSSIONS

Various segments of the community frequently visit and favor Kampung 26 Ilir Palembang. This area supplies a wide variety of typical Palembang foods, located not far from the center of Palembang itself. The village has been established since 1970, with the majority of its residents initially engaged in selling Lihab mattresses. Over time, some individuals started selling Palembang's distinctive foods here, and it turns out that the income from selling pempek is greater than that from selling Lihab mattresses. In 1993, the majority of the residents of Kampung 26 Ilir Palembang shifted to selling pempek and other Palembang specialties. From that point onward, the village became known as Kampung 26 Ilir Palembang.

Despite existing since 1993, this pempek village continues to sell pempek products and other culinary delights in the same area, preserving its culture and authenticity. In 2010, the Palembang city government officially designated the village as a center for selling Palembang's specialty foods to preserve and legitimize its status, renaming it Kampung Pempek 26 Ilir Palembang. This village is the oldest pempek-selling village in Palembang, but due to the lack of recommendations from the surrounding community and the less favorable image of the pempek sold here, the author analyzes the influence of the marketing mix and brand image on repeat purchase intention and customer satisfaction in this pempek-selling village.

The author has conducted several research efforts using data collection methods such as observation, interviews, and questionnaire distribution. The distribution of questionnaires served as a means to gather data to understand the influence of the marketing mix and brand image on repeat purchase intention and customer satisfaction. Below are the results of the test conducted in this research.

Characteristics of respondents

Here are the results of the analysis of respondent characteristics, differentiated across six categories which are visit frequency, age, gender, occupation, income level, and education (See table 1).

Table 1. Profile of Respondents

	Frequency	Percent
Visits		
First Time	25	12%
One visit in one year	41	20%
Two visits in one year	47	22%
Three visits within a single year	97	46%
Ages		
17-25 Years Old	168	80.0%
26-35 Years Old	36	17.1%
36-45 Years Old	5	2.4%
46-55 Years Old	1	0.5%
Gender		
Women	134	64%
Men	76	36%
Occupancy		
Students	114	54%
Housewife	8	4%
Private Employee	28	13%
Government Employee	18	9%
Entrepreneur	19	9%
Others	23	11%
Income		
< Rp1.000.000,-	110	52%
Rp1.000.00 to Rp3.000.000	33	16%
Rp3.000.001 to Rp5.000.000	45	21%
Rp5.000.001 to Rp7.000.000	10	5%
> Rp 7.000.001	12	6%
Education		
High School/Equal	81	39%
Diploma 3/Equal	79	38%
Undergraduate/Equal	39	19%
Master	11	5%
Doctoral	-	0%
Total	210	100%

Sources: Processed Data by the Author

Based on data in Table 1, most of respondents who visited Kampung Pempek 26 Ilir Palembang, three times or more, amounted to 97 people, or 46%, while respondents who filled out this questionnaire the least were those who visited Kampung Pempek 26 Ilir Palembang for the first time, with only 25 people, or just 12%. Respondents purchasing Pempek products in Kampung Pempek 26 Ilir Palembang are mostly in the age range of 17-25 years, with 168 people, or 80.0%, while the lowest number of respondents who filled out this questionnaire are in the age range of 46-55 years, with only 1 person, or 0.5%. The majority of respondents who purchase food products

in Kampung Pempek 26 Ilir Palembang are female, with 134 individuals, or 64%. The majority of respondents who mostly purchase food products in Kampung Pempek 26 Ilir Palembang are students, with 114 individuals or 54%, while the least respondents who filled out this questionnaire are homemakers, with only 8 individuals or 4%. The majority of respondents who mostly purchase food products in Kampung Pempek 26 Ilir Palembang have an income of < Rp1,000,000,-, with 110 respondents or 52%, while the least respondents who filled out this questionnaire have an income of Rp5,000,000,- to Rp7,000,000,-, with only 10 respondents or 5%.

The majority of respondents who mostly purchase food products in Kampung Pempek 26 Ilir Palembang have completed their last education at the high school level, with 81 respondents, or 39%, and there were no respondents with a background of education at the doctoral level in this research (see table 6). Based on the research findings, it can be concluded that the majority of visitors to Kampung Pempek 26 Ilir Palembang are female, have visited more than 3 times in one year, are aged between 17 and 25 years, and work as high school students. Their average monthly income is less than Rp1,000,000.

Evaluation of Measurement Model (Outer Model)

Convergent Validity Test

The convergent validity test reveals outer loadings with values greater than 0.50 in table 2 indicating the validity of all tested indicators. In addition to the convergent validity test of outer loadings, the average variance extracted (AVE) test is also conducted as it can be seen in table 3.

Table 2. Outer Loading

	Marketing Mix (X1)	Brand Image (X2)	Repurchase Intention (Y)	Customer Satisfaction (Z)
X1.1	0.738			
X1.2	0.728			
X1.3	0.834			
X1.4	0.800			
X1.5	0.784			
X1.6	0.698			
X1.7	0.786			
X1.8	0.725			
X1.9	0.867			
X1.10	0.862			
X1.11	0.794			
X1.12	0.730			
X1.13	0.808			
X1.14	0.741			
X1.15	0.684			
X1.16	0.713			
X1.17	0.781			
X1.18	0.807			
X1.19	0.810			
X1.20	0.806			
X1.21	0.857			
X1.22	0.815			

	Marketing Mix (X1)	Brand Image (X2)	Repurchase Intention (Y)	Customer Satisfaction (Z)
X1.23	0.679			
X1.24	0.823			
X1.25	0.798			
X1.26	0.664			
X1.27	0.792			
X2.1		0.900		
X2.2		0.871		
X2.3		0.881		
X2.4		0.820		
Y.1			0.870	
Y.2			0.845	
Y.3			0.882	
Y.4			0.890	
Y.5			0.903	
Y.6			0.909	
Z.1				0.899
Z.2				0.893
Z.3				0.895
Z.4				0.890
Z.5				0.902

Sources: SmartPLS V4

Table 3. Average Variance Extracted (AVE)

Variables	Average variance extracted (AVE)
Marketing Mix (X1)	0.604
Brand Image (X2)	0.755
Repurchase Intention (Y)	0.781
Customer Satisfaction (Z)	0.803

Sources: SmartPLS V4

The convergent validity test is considered valid when the AVE (average variance extracted) value is greater than 0.5. Therefore, it can be concluded that variable X1 (marketing mix) obtained an AVE value of 0.604, variable X2 (brand image) obtained an AVE value of 0.755, variable Y (purchase intention) obtained a value of 0.781, and finally, variable Z (customer satisfaction) obtained a value of 0.803. Based on the data above, it can be inferred that each variable under investigation exceeds the threshold of 0.5, indicating that all the variables used are considered valid.

**Discriminant Validity Test
 Fornell-Larcker Criterion**

Table 4. Criteria Fornell-Larcker

	Marketing Mix	Brand Image	Repurchase Intention	Customer Satisfaction
Marketing Mix	0.777			

Brand Image	0.860	0.869		
Repurchase Intention	0.863	0.881	0.883	
Customer Satisfaction	0.855	0.848	0.890	0.896

Sources: SmartPLS V4

The discriminant validity test in the Fornell-Larcker Criterion states that a variable is considered valid if its latent construct explains a better value for its own indicators than the variance of other latent constructs or if the value of its own indicators is greater than the variance of other latent constructs. Based on table 4 it is declared VALID because the values of the indicators for each variable are greater than the variance of other latent constructs.

Reliability Test

The requirement for cross-loading is > 0.70 . As explained in table 5, it is stated that the value of each indicator is greater than the value of the indicators of other loading variables. Therefore, the conclusion can be drawn that each indicator in this study is considered VALID.

Tabel 5. Cross Loading

	Marketing Mix	Brand Image	Repurchase Intention	Customer Satisfaction
X1.1	0.738	0.678	0.655	0.615
X1.2	0.728	0.710	0.673	0.682
X1.3	0.834	0.744	0.769	0.719
X1.4	0.800	0.678	0.731	0.742
X1.5	0.784	0.627	0.708	0.634
X1.6	0.698	0.622	0.647	0.677
X1.7	0.786	0.681	0.706	0.554
X1.8	0.725	0.553	0.630	0.495
X1.9	0.867	0.721	0.755	0.717
X1.10	0.862	0.772	0.792	0.713
X1.11	0.794	0.741	0.696	0.627
X1.12	0.730	0.559	0.633	0.646
X1.13	0.808	0.722	0.717	0.706
X1.14	0.741	0.841	0.712	0.696
X1.15	0.684	0.627	0.642	0.555
X1.16	0.713	0.653	0.667	0.696
X1.17	0.781	0.691	0.713	0.606
X1.18	0.807	0.796	0.799	0.803
X1.19	0.810	0.715	0.728	0.725
X1.20	0.806	0.752	0.732	0.636
X1.21	0.857	0.811	0.803	0.695
X1.22	0.815	0.813	0.747	0.695
X1.23	0.679	0.591	0.605	0.601
X1.24	0.823	0.784	0.790	0.725

	Marketing Mix	Brand Image	Repurchase Intention	Customer Satisfaction
X1.25	0.798	0.745	0.768	0.643
X1.26	0.664	0.582	0.574	0.495
X1.27	0.792	0.699	0.701	0.666
X2.1	0.817	0.900	0.778	0.753
X2.2	0.723	0.871	0.704	0.708
X2.3	0.830	0.881	0.844	0.805
X2.4	0.772	0.820	0.766	0.671
Y.1	0.828	0.809	0.870	0.733
Y.2	0.752	0.734	0.845	0.830
Y.3	0.808	0.765	0.882	0.714
Y.4	0.808	0.829	0.890	0.811
Y.5	0.854	0.803	0.903	0.776
Y.6	0.808	0.790	0.909	0.852
Z.1	0.738	0.738	0.815	0.899
Z.2	0.771	0.781	0.782	0.893
Z.3	0.794	0.767	0.792	0.895
Z.4	0.728	0.751	0.786	0.890
Z.5	0.798	0.762	0.812	0.902

Sources: SmartPLS V4

Tabel 6. Cronbach's Alpha

	Cronbach's Alpha
Marketing Mix	0.974
Brand Image	0.891
Repurchase Intention	0.944
Customer Satisfaction	0.939

Sources: SmartPLS V4

From data in table 6, it can be observed that Cronbach's alpha values for all variables used in this study are greater than 0.60. Therefore, it can be concluded that Cronbach's alpha test for all variables in this research is considered RELIABLE.

Table 7. Composite Reliability

	Composite Reliability
Marketing Mix	0.976
Brand Image	0.925
Repurchase Intention	0.955
Customer Satisfaction	0.953

Sources: SmartPLS V4

In table 7, it can be observed that all composite reliability values for all variables used in this study are greater than 0.70. This implies that the variables utilized in this research can be considered RELIABLE.

Tabel 8. Descriptive Statistical Analysis

Descriptive Statistical Analysis	
Marketing Mix	3.67
Brand Image	3.65
Repurchase intention	3.69
Customer Satisfaction	3.65

Sources: SmartPLS V4

In this research, the marketing mix variable obtained a value of 3.67, categorized as high. The brand image variable received a score of 3.65, also classified as high. The repurchase interest variable obtained a score of 3.69, and the consumer satisfaction variable received a value of 3.65, both categorized as high (table 8).

Evaluating Structural Model (Inner Model)

Table 9. R-Square Test (R²)

	R-Square	Adjusted R-Square
Repurchase Intention	0.889	0.887
Customer Satisfaction	0.761	0.759

Sources: SmartPLS V4

The R² value (Table 9) for the variable Y (Repurchase Intention) is 0.889 or 88.9%, influenced by the variables X1 (Marketing Mix), X2 (Brand Image), and Z (Consumer Satisfaction). The remaining 11.1% is influenced by other variables not examined in this study. The R² value for variable Z (Consumer Satisfaction) is 0.761 or 76.1%, influenced by variables X1 (Marketing Mix), X2 (Brand Image), and Y (Repurchase Intention). The remaining 23.9% is influenced by other variables not investigated in this study.

Table 10. Q-Square (Q²)

	R-Square	Adjusted R-Square
Repurchase Intention	0.889	0.887
Customer Satisfaction	0.761	0.759

Sources: SmartPLS V4

The Q-Square (Q²) value (table 10) for variable Y (Repurchase Intention) is 0.278, and for variable Z (Consumer Satisfaction), it is 0.327. This means that both variables have values greater than 0, categorizing the values for these variables as predictive relevance. This explains that Repurchase Intention through Consumer Satisfaction in Kampung Pempek 26 Ilir Palembang is considered good or relevant.

T-Test Hypothesis

Based on data presented in the table 11, the hypothesis from this study between Variable Marketing Mix and Repurchase Intention has positive and significant influence with hypothesis H1 accepted and H0 rejected, between variable Marketing Mix and Customer Satisfaction has positive and significant influence with hypothesis H1 accepted and H0 rejected, between variable Brand Image and Repurchase Intention has positive and significant influence with hypothesis H1 accepted

and H0 rejected, between variable Brand Image and Customer Satisfaction has positive and significant influence with hypothesis H1 accepted and H0 rejected, between variable Customer Satisfaction and Repurchase Intention has positive and significant influence with hypothesis H1 accepted and H0 rejected. Meanwhile, the result between marketing mix and repurchase intention through customer satisfaction has positive and significant influences, and variable brand image between repurchase intention and customer satisfaction has also positive and significant influences.

Table 11 T-Test Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusion
Marketing Mix -> Repurchase Intention	0.437	0.437	0.074	5.932	0.000	(H1) Hypothesis Accepted
Marketing Mix -> Customer Satisfaction	0.485	0.490	0.088	5.523	0.000	(H1) Hypothesis Accepted
Brand Image -> Repurchase Intention	0.209	0.206	0.071	2.931	0.003	(H1) Hypothesis Accepted
Brand Image -> Customer Satisfaction	0.408	0.404	0.091	4.490	0.000	(H1) Hypothesis Accepted
Customer Satisfaction -> Repurchase Intention	0.339	0.342	0.053	6.351	0.000	(H1) Hypothesis Accepted
Marketing Mix -> Customer Satisfaction -> Repurchase Intention	0.165	0.167	0.039	4.186	0.000	(H1) Hypothesis Accepted
Brand Image -> Customer Satisfaction -> Repurchase Intention	0.139	0.138	0.039	3.521	0.000	(H1) Hypothesis Accepted

Sources: SmartPLS V4

The influence of marketing mix on repurchase intention

The respondents' high ratings for the physical evidence, price, and product indicators indicate that Kampung Pempek 26 Ilir Palembang has a positive and significant marketing mix towards repeat purchases. In this study, Kampung Pempek 26 Ilir Palembang exhibits a weakness in the promotion indicator, which can be attributed to the absence of promotional activities by the local government and village administrators. Consequently, the community does not widely recommend

this village to the public. The findings of this research are also supported by Sudibyo et al. (2015), whose research similarly showed that the marketing mix, particularly the location factor in the domicile kitchen and lounge cafe in Surabaya, has a positive and significant impact on repeat purchase intention.

These results, along with support from previous studies, demonstrate the significant influence of promotional activities with a marketing mix on tourism activities. In this context, promotional activities significantly influence whether the market will return to purchase products at the same location or not. Physical evidence, location, and purchase process are three factors that have the most influence on whether consumers will return or not. This proves that after consumers make a purchase, the physical evidence in the store, an effortless purchasing process, and an effortless locatable location in Kampung Pempek 26 Ilir Palembang become crucial experiences for consumers in deciding whether to return to the same place for future purchases.

In the case of Kampung Pempek 26 Ilir Palembang, the less attractive promotion indicator, with the failure to utilize emerging social media promotion techniques, and the indicator of people who do not meet consumer expectations, as evidenced by some complaints about poor service, result in consumers being unwilling to make repeat purchases at Kampung Pempek 26 Ilir Palembang.

The influence of the marketing mix on customer satisfaction

The marketing mix has a positive and significant direct influence on consumer satisfaction. This means that a successful marketing mix will result in equally successful consumer satisfaction. Kampung Pempek 26 Ilir Palembang can enhance its marketing mix, especially in the areas of promotion and people sub-variables. This is due to the limited promotion efforts by the Palembang city government, Pempek Association, or the operators/sellers in Kampung Pempek 26 Ilir Palembang itself. Another aspect that needs improvement is the people sub-variable, as evidenced by some consumer feedback indicating dissatisfaction with the service provided by businesses in Kampung Pempek 26 Ilir Palembang. This implies that both promotion and people indicators are equally crucial in determining whether consumers are satisfied or not.

Consumer satisfaction is closely associated with the highest level of happiness. Therefore, factors such as easily locatable locations, affordable prices, quick and flexible purchasing processes, and a well-presented physical store contribute to the happiness of a satisfied customer. Respondents who participated in this study expressed happiness with their purchases at Kampung Pempek 26 Ilir Palembang. However, the lack and unsatisfactory nature of promotional efforts and customer service in the village has discouraged consumers from returning to Kampung Pempek 26 Ilir Palembang.

The Influence of Brand Image on Repurchase Intention

Brand image has a positive and significant influence on repeat purchase intentions among consumers in Kampung Pempek 26 Ilir Palembang. This aligns with the findings of a study by Ramziya et al. (2020), which states that brand image has a positive and significant impact on impulsive buying. Brand image contributes positively to the emergence of impulsive buying behavior for consumers. This means that a better brand image owned by a producer will further increase consumers' repeat purchase interest; conversely, a lower brand image will decrease the interest in a specific brand.

The brand image of Kampung Pempek 26 Ilir Palembang is highly favorable, particularly in terms of its uniqueness. In this case, the products from Kampung Pempek 26 Ilir Palembang are

easily memorable, and such a concept is not found elsewhere in Palembang. Another advantage of Kampung Pempek 26 Ilir Palembang is its central location in Palembang and its affordable prices. However, the lowest factor lies in the uniqueness category. The products of Pempek in Kampung Pempek 26 Ilir Palembang lack distinctiveness from those of other Pempek sellers in different locations. The sellers in Kampung Pempek 26 Ilir Palembang solely concentrate on traditional Palembang foods without introducing noticeable innovations, which results in the Pempek sold there lacking differentiation from other Pempek varieties.

The Influence of Brand Image on Customer Satisfaction

Brand image has a positive and significant impact on consumer satisfaction in Kampung Pempek 26 Ilir Palembang. Kampung Pempek 26 Ilir Palembang's unique offering sets it apart from other Pempek eateries in Palembang. As the only village officially recognized by the local government as a center for purchasing traditional food souvenirs in Palembang, it stands out as a place with historical significance. Additionally, its strategic location in the heart of Palembang adds to its appeal. While consumers express happiness with their purchases here, there are still some aspects that need improvement, such as enhancing the uniqueness of the products and aligning them with current food trends. This improvement can boost the uniqueness factor in the brand image variable for this village, ultimately enhancing consumer satisfaction in Kampung Pempek 26 Ilir Palembang.

The results of this study are in line with the findings from Tombokan et al. (2015), whose research also revealed that, simultaneously, service quality and brand image have a significant influence on consumer satisfaction. Partially, both service quality and brand image contribute to consumer satisfaction. This research is particularly relevant due to the increasing number of producers involved in meeting consumer satisfaction, leading every company to prioritize consumer orientation as its primary goal.

The Influence of Customer Satisfaction on Repurchase Intention

Customer satisfaction has a positive and significant impact on repeat purchase intentions in Kampung Pempek 26 Ilir Palembang. This means that customer satisfaction has a strong and positive correlation with repeat purchase intentions in Kampung Pempek 26 Ilir Palembang. This is because the level of customer satisfaction is associated with contented consumers after making a purchase, given the supportive physical evidence of this place, the affordability of Pempek products, and the reasonably delicious quality of the Pempek. However, based on the feedback from respondents in Kampung Pempek 26 Ilir Palembang, the customer satisfaction level has not surpassed consumer expectations. Therefore, there are aspects that need improvement, such as enhancing the quality of human resources through employee training and community engagement to foster a positive sense of hospitality. We hope that these measures will increase consumer repeat purchase intention, leading to a higher level of purchasing at Kampung Pempek 26 Ilir Palembang.

The Influence of Marketing Mix on Customer Satisfaction Through Repurchase Intention

The results of this study indicate that the marketing mix (X1) has a positive and significant influence on repurchase intention (Y) through the mediating variable of customer satisfaction (Z). This means that the mediator variable in this research, which is repeat purchase intention, is partially mediating. This implies that the independent variable is capable of directly influencing a dependent variable without involving or going through its mediating variable (Yusniyar et al.,

2016). This is because customer satisfaction at Kampung Pempek 26 Ilir Palembang influences the marketing mix through its repeat purchase intention, considering aspects such as the physical evidence of the restaurant and area, affordable pricing, and easily accessible location. This results in customers at Kampung Pempek 26 Ilir Palembang feeling pleased after making a purchase. We anticipate that improving the quality of the marketing mix will enhance customer satisfaction, as evidenced by their intention to make repeat purchases at Kampung Pempek 26 Ilir Palembang.

The act of purchasing is a key factor in the success of the sales process. In this research, the marketing mix variables in Kampung Pempek 26 Ilir Palembang have a positive and significant influence on customer satisfaction through repeat purchase intention. However, there is room for further development and improvement of the promotional factor. To boost sales for a product, maintaining customer satisfaction is crucial. In this case, customer satisfaction at Kampung Pempek 26 Ilir Palembang has a positive and significant impact on repeat purchase intentions for their products. The average value of repurchase intention at Kampung Pempek 26 Ilir Palembang demonstrates the good influence of the marketing mix on customer satisfaction and repeat purchase intention.

The Influence of Brand Image on Customer Satisfaction Through Repurchase Intention

The variable of brand image influences customer satisfaction through repeat purchase intentions. As the only officially recognized traditional culinary village by the local government in the city of Palembang, Kampung Pempek 26 Ilir Palembang enjoys a favorable sub-variable. This variable needs improvement in areas like product uniqueness. We hope the village can incorporate contemporary food trends and innovations into its brand image, which will boost customer satisfaction and encourage repeat purchases.

This implies that the brand image variable influences customer satisfaction through repeat purchase intention. As the only officially recognized traditional culinary village in the city of Palembang by the local government, Kampung Pempek 26 Ilir Palembang enjoys a favorable sub-variable that can enhance its brand image. However, factors like the uniqueness of its products need improvement. We anticipate that adhering to contemporary food trends and innovations will enhance the village's brand image, thereby boosting customer satisfaction and encouraging repeat purchases.

Regarding the factors influencing repeat purchase intention in Kampung Pempek 26 Ilir Palembang, these include physical evidence, location, and process. Firstly, Kampung Pempek 26 Ilir Palembang offers significant advantages in terms of store layout, placement appropriateness, and other aspects, as evidenced by physical evidence and the store's atmosphere. Secondly, in terms of location, Kampung Pempek 26 Ilir Palembang is centrally located near offices and the iconic Ampera Bridge in Palembang. This location is a significant advantage, making it easily accessible and memorable. Thirdly, in terms of processing, Kampung Pempek 26 Ilir Palembang has a very easy and flexible purchasing and payment process. This factor contributes to customer satisfaction in shopping at Kampung Pempek 26 Ilir Palembang.

D. CONCLUSION

Kampung Pempek 26 Ilir still requires assistance for its improvement. Local associations, the government, and local sellers need to enhance massive promotional efforts for Kampung Pempek 26 Ilir Palembang. The study's findings indicate that the promotion factor has the lowest value, which may lead to people's unfamiliarity and reluctance to recommend Kampung Pempek 26 Ilir Palembang to their wider community. However, Kampung Pempek 26 Ilir Palembang also needs

improvements in human resource empowerment. Respondents chose the people factor as the second-lowest factor in the marketing mix variable, citing a lack of friendliness and responsiveness in customer service from the community and sellers. We hope that implementing these improvements will enhance the village's visibility to the wider community, not just the local residents. This, in turn, can enhance customer satisfaction and increase repeat purchase intention in Kampung Pempek 26 Ilir Palembang.

Kampung Pempek 26 Ilir Palembang's Pempek sellers should innovate by offering unique products that set them apart from other Pempek sellers. This way, the Pempek products in Kampung 26 Ilir Palembang will not be just a common option but can become the primary choice for Pempek purchases and souvenirs in the city of Palembang. This can increase customer satisfaction and stimulate repeat purchases in Kampung Pempek 26 Ilir Palembang. Enhancing the uniqueness factor will foster a positive and proud image for consumers when they purchase products. The village's history enhances its uniqueness.

The limitations of the study include a lack of enthusiasm and participation from visitors to Kampung Pempek 26 Ilir Palembang in filling out the online questionnaire. Additionally, the author, who is a member of the general public in Palembang, encountered difficulties in directly meeting with several parties for data collection and interview processes. In the further development of knowledge and the enhancement of the tourism destination where this study was conducted, Kampung Pempek 26 Ilir Palembang could be studied more extensively regarding the development of its human resources and in-depth analysis of the choices of promotional activities for the village.

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