

THE INFLUENCE OF BRAND AMBASSADOR AND PRODUCT QUALITY TOWARD REPURCHASE INTENTION MEDIATED BY CUSTOMER SATISFACTION OF LEMONILO BRAND INSTANT NOODLE PRODUCTS

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Abstract – Lemonilo is a brand of instant noodles marketed in Indonesia. Lemonilo is a fast food noodle made from organic spinach which is also flavored with selected ingredients that are free of preservatives and MSG. This study aims to determine the role of customer satisfaction and repurchase intention on brand ambassadors and product quality in purchasing Lemonilo Noodle products, and analyze what factors influence purchasing decisions for Lemonilo Noodle products. Using the theory from Hair (2006), the number of respondents collected was 196 samples. The data obtained from the sample will be analyzed using Partial Least Square (PLS). PLS can build a proposition testing relationship as a confirmation of theory with one of the analytical techniques that provide statistical efficiency. From the results of hypothesis testing, it states that of the five hypotheses there are two hypotheses that are not accepted. So, it can be concluded that Brand Ambassador has no influence on Repurchase intention, Product quality has an influence on Repurchase Intention. Brand Ambassador has an influence on Customer Satisfaction and product quality has no influence on Customer Satisfaction and finally customer satisfaction has a significant influence on customer satisfaction.

Keywords: Brand Ambassador, Product Quality, Customer Satisfaction, Repurchase Intention

Introduction

The way of life of the general public is increasingly moving towards standards that align with the prevailing times. This is happening because the general public is more conscious of their available time and resources. When a particular task becomes more practical, there is an increase in the amount of time and energy available for that task, freeing up time for other, more significant tasks. Customer satisfaction is the most important thing that we must know, starting from marketing the product to how we attract attention to customers so that they are more interested in making repeat purchases of the product. Many brands and variants are affordable and become a mainstay food when hungry. Changes in people's lifestyles affect their consumption patterns.

In Indonesia, Instant Noodles are one of the food products favored by Indonesians, not Indonesians but many people in other countries who like Instant Noodle products. Many people favor instant noodles in Indonesia. Moreover, in the era of the COVID pandemic - 19 Instant Noodles are one of the foods that are easy to find, and people tend to store much food at home as supplies. One of them is instant noodles.

PT Lemonilo Indonesia is a company that was established in 2016 to sell healthy products. The step in introducing its products is, of course, that the company promotes to the public. Lemonilo Instant Noodles were offered offline in minimarkets and supermarkets to meet the rising demand. In more than 28 Indonesian regions, Lemonilo Instant Noodles are currently

accessible. More healthful goods are still being created and released by Lemonilo. One of the most popular strategies used by businesses to pique the interest of consumers in their products is advertising; this form of indirect communication relies on information about the benefits of a product (Setiawaty, 2017).

According to Rahmadani & Ananda (2018), consumer decisions to buy a product are worthy of further research because, currently, people are presented with various types of products on the market, so many factors will encourage these individuals to make purchases. Customer satisfaction is very concerning when customers buy a product and will feel satisfied if the product they buy does not disappoint. Lemonilo also educates many people in Indonesia by introducing that its products are noodles with nutritional content and, of course, build a healthier life according to their needs, without any preservatives and flavorings.

According to Iffathurjannah & Harti's (2021) research on various groups of people on Lemonilo's Instagram social media shows that Lemonilo noodle consumers are dominated by 16-25 years old with student status. In this case, researchers prefer to examine Lemonilo noodles as research material, where Lemonilo noodles have a more natural product and do not contain preservatives and other harmful ingredients. So Lemonilo Noodles claim their products as healthy instant noodle food because the cooking process does not use frying.

In the context of an increasingly competitive market and dynamic changes in consumer behavior, it is imperative for companies to understand the factors that influence customer satisfaction and repurchase intentions for their products. Of course, the collaboration with one of the brand ambassadors makes sales increase. Lemonilo noodles can maintain and expand market share, especially in the food industry, such as instant noodles. The purpose of the study is how strong lemonilo 7 products are to maintain their products by using marketing strategies to encourage sales of Lemonilo Noodle products to consumers. In conducting research on Customer Satisfaction and Repurchase Intention, we analyze based on Brand Ambassador and Product Quality.

Literature Review

Brand Ambassador

There are many strategies to introduce a product to be recognized among the public which will be of interest to the public to try the product. With a conceptualized approach to introduce products to the public. This aims to make people buy, accept and stick with the products the company offers you persuade the target market and introduce products among the people who are the target market. Brand Ambassadors are celebrities who are meant to promote products from companies that have collaborated. The celebrity can significantly impact product sales and give the company trust and confidence to promote the product.

Product Quality

Product quality cannot be ruled out because it is essential when making products. Quality can be interpreted by the product's capacity to carry out its duties, such as sustainability,

dependability, or advancement, strength, convenience in product packaging improvements, and another characteristic. As for consumer behavior that can make consumers loyal to certain products or services offered by certain companies offered by a particular company. Loyalty can also be said to be a commitment to survive deeply by purchasing products or services repeatedly or subscribing (Genoveva & Utami, 2020).

Customer Satisfaction

Customer Satisfaction is commonly felt by consumers when the product purchased matches the expectations it creates. According to Nursyirwan et al. (2020), the level of satisfaction is one of the critical factors in online shopping. The level of satisfaction comes from feelings of pleasure and disappointment after comparing people's expectations with a brand's performance because the level of satisfaction provides an overview of the goods and services quality.

Repurchase Intention

Repurchase intention consists of several stages that customers take before buying a product. Repurchase intention is to choose two or more alternative repurchase intentions, meaning that someone can decide and must set aside several alternatives (Dewi et al., 2020). Repurchase intention exists after customer satisfaction exists; after the customer identifies product specifications, seeks information, and evaluates it correctly, there will be an intention to repurchase the product.

Hypothesis Formulation

Based on the description of the theory, a hypothesis can be drawn in this study, namely:

H1: There is an influence of Brand Ambassador on Repurchase Intention

H2: The Effect of Product Quality on Repurchase Intention

H3: The Influence of Brand Ambassadors on Customer Satisfaction

H4: The Effect of Product Quality on Customer Satisfaction

H5: The Influence of Customer Satisfaction on Repurchase Intention

Theoretical Framework



Figure 1. Theoretical Framework

Research Methodology

Population & Sampel

The Population in this study were respondents who had bought Lemonilo Noodle products, both men and women. The considerations used in this study are respondents from Indonesian people aged 18 – 30 years old. This analysis uses a questionnaire method, assuming you can understand the questions, fill out the questionnaire correctly, and have bought Lemonilo Noodle products. A sampling strategy is called purposeful sampling that is based on the researcher's preferences for the research respondents. The sampling technique uses a purposive sampling technique (nonprobability sampling). Sampling is based on the availability and ease of getting it.

Primary Data & Secondary Data

Defines primary data as information that comes directly from a person or people, such as the outcomes of interviews or responses to surveys that are frequently used by researchers. Secondary data are facts gathered from already-existing sources, Secondary data include supporting documents for research related to variables such as journals, papers, and research. In order to gather initial data for this study's methodology, questionnaires were employed to collect both primary and secondary data.

Analysis & Discussion

The basic data used in this study were gathered via respondents' responses answers distributed via google form. The first page contains a screening question, namely, "Have you ever bought a special lemonilo noodle product because of the Brand Ambassador?". After doing the screening question, respondents filled in some information such as name, age, domicile, gender, latest education, and employment status.

	Brand Ambassador	Product Quality	Customer Satisfaction	Repurchase Intention
BA2	0.798	0.527	0.785	0.522
BA5	0.848	0.817	0.623	0.569
BA6	0.868	0.878	0.693	0.568
PQ1	0.576	0.751	0.531	0.522
PQ2	0.848	0.817	0.623	0.569
PQ3	0.868	0.878	0.693	0.568
PQ4	0.604	0.756	0.590	0.456
PQ6	0.574	0.781	0.598	0.537
CS1	0.798	0.527	0.785	0.522
CS3	0.647	0.688	0.794	0.638
CS4	0.765	0.680	0.875	0.696
CS5	0.536	0.548	0.740	0.517
CS6	0.486	0.530	0.711	0.476
RI1	0.490	0.479	0.594	0.798
RI2	0.559	0.525	0.647	0.853
RI4	0.491	0.531	0.531	0.778
RI7	0.556	0.587	0.565	0.755

Figure 2. Discrimant Validty Result

The results from Figure 2 all factors, including perceived quality, brand ambassadors, repurchase intention, and customer satisfaction. The highest average value is Perceived Quality,

which has a value of 4.000 and indicates agreement, followed by Brand Ambassador, who has a value of 4.066 and indicates strong agreement, Repurchase Intention, who has a value of 3.865 indicates agreement, and Customer Satisfaction, who has a value of 3.953 and indicates agreement.

Cronbach's Alpha		
	Cronbach's Alpha	Average Variance Extracted (AVE)
Brand Ambassador	0.789	0.703
Customer Satisfaction	0.842	0.612
Perceived Quality	0.856	0.637
Repurchase Intention	0.807	0.634

Figure 3. Reliability Test Result

The result of Figure 3 is for Brand ambassador, customer satisfaction, perceived quality and repurchase intention is significant because the result cronbach's alpha is greater than 0.6

Test Coefficient of Determination (R^2)

The Determinant Coefficient (R^2) and Path Coefficient are both found between latent variables using the Inner Model.

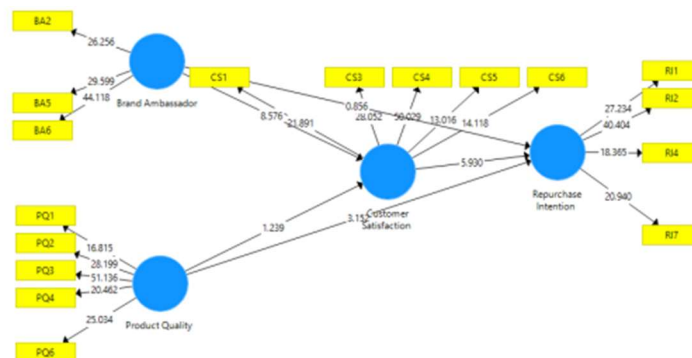


Figure 4. Inner Model Framework

The R^2 value measures the variation between changes in exogenous and endogenous latent variables. The higher the R^2 value, the better the predictive model of the proposed research model.

Table 1. R Square Result

Variable	R Square Adjusted
Customer Satisfaction	0.705
Repurchase Intention	0.562

Table 1 R Square explains that the R^2 Adjusted value on the customer satisfaction variable has an influence of 70.5%, which means that it has an influence by exogenous variables, while exogenous variables with repeat purchases both have a variable of 56.2%.

Model Test (Q²)

The effectiveness of the observation value while employing the blindfolding procedure is demonstrated by the Q value, which is a relevance test. If the Q Square value is greater than 0, it can be said to be good, and if it is less than 0, it can be said to be poor.

Table 2. Q Square Result

Q ²	
Brand Ambassador	
Product Quality	
Customer Satisfaction	0.448
Repurchase Intention	0.287

Based on the results of table 2 is regarding Q Square customer satisfaction and repurchase intention has a good value because it is more than 0. So, for customer satisfaction and repurchase intention is good value because more than 0.

Discussion & Findings

The variable relationship is accepted in this discussion and findings by looking at the research findings from the T-Statistic value, considering that the T-Statistic value is more than the T-Table (1.65) and the P-Value is less than 0.05 (0.05) indicating that the hypothesis is accepted. Variables that have a positive and large value of the Brand Ambassador and Product Quality variables which are variables that affect Customer Satisfaction and Repurchase Intention.

Variable	Original Sample (O)	T Statistic ((O/STDEV))	P Values	Result
H1 : Brand Ambassador -> Repurchase Intention	-0.112	0.856	0.393	H1 Rejected
H2 : Brand Ambassador -> Repurchase Intention	0.315	3.152	0.002	H3 Accepted
H3 : Brand Ambassador -> Customer Satisfaction	0.742	8.576	0.000	H2 Accepted
H4 : Product Quality-> Customer Satisfaction	0.112	1.239	0.216	H4 Rejected
H5: Customer Satisfaction-> Repurchase Intention	0.589	5.930	0.000	H5 Accepted

Figure 5. T Statistic Result

1. Hypothesis 1 > Rejected (Brand Ambassador – Repurchase Intention) Brand Ambassador has a negative relationship with Repurchase Intention, with a T-Value of -0.112 and at a P-Value of 0.393 more than the value of 0.5. So, the conclusion is that

Brand Ambassador does not have a significant value and rejects the Repurchase Intention relationship

2. Hypothesis 2 > Accepted (Product Quality – Repurchase Intention) Product Quality has a positive relationship with Repurchase Intention, with a T-Value of 0.315 and a P-Value of 0.002 smaller than the value of 0.5. So, the conclusion is that Product Quality has a significant value and there is a relationship with Repurchase Intention
3. Brand Ambassador has a positive relationship with Customer Satisfaction, with a T-Value of 0.742 and at a P-Value of 0.000 smaller than the value of 0.5. So, the conclusion is that Brand Ambassador has a significant value and there is a relationship with Customer Satisfaction.
4. Product Quality has a negative relationship with Customer Satisfaction, with a T-Value of 0.112 and at a P-Value of 0.216 greater than the value of 0.5. So, the conclusion is that Product Quality does not have a significant value and rejects the Customer Satisfaction relationship.
5. Customer Satisfaction has a positive relationship with Repurchase Intention, with a T-Value of 0.589 and a P-Value of 0.000 smaller than the value of 0.5. So, the conclusion is that Customer Satisfaction has a significant value and there is a relationship with Repurchase Intention.

Conclusion & Suggestion

Considering the results of research that has been conducted to look at the factors that influence between customer satisfaction and repurchase. Therefore, this study aims to identify Brand Ambassador, Product Quality, Customer Satisfaction, and Repurchase intention on lemonilo noodle products. With 196 valid respondents. After conducting the analysis, several conclusions can be drawn as follows:

1. Brand Ambassador has no significant influence Repurchase The results of the calculation of Brand Ambassador on Repurchase Intention are insignificant. Where Lemonilo who cooperates with Brand Ambassador has no effect on repurchase intention.
2. Product Quality have significant influence toward Repurchase Intention The results of the calculation of Product Quality on Repurchase Intention are significant. Where the quality of lemonilo products has an influence on Repurchase Intention
3. Brand Ambassador has significant influence toward Customer Satisfaction The results of the calculation of Brand Ambassador on Customer Satisfaction are significant. Where Lemonilo, which collaborates with Brand Ambassadors with benefits in product packaging, has succeeded in making product sales increase and customer satisfaction occurs.
4. Product Quality no have significant influence toward Customer Satisfaction From the results of the above calculations, the Product Quality hypothesis on Customer Satisfactio is not significant. Which means that Product Quality at lemonilo does not have the quality that makes customer satisfaction with lemonilo products and does not believe in making repeat purchases of these products.

5. Customer Satisfaction has significant influence toward Repurchase Intention The two primary hypotheses in this study are supported by the calculation results of customer satisfaction with repurchase, and the findings are significant. So, in order for there to be a desire to repurchase Lemonilo products, Customer Satisfaction has an effect on those products.

Suggestions

For Lemonilo: Lemonilo Noodle products must maintain a brand image so that the product continues to see developments and progress from price, trust, which consumers already feel so that customer satisfaction arises. With the results obtained that Repurchase Intention as perceived usefulness and perceived usefulness is significant to customer satisfaction in purchasing Lemonilo Noodle products.

For Future Research: Future researchers are advised to look into this phenomenon more thoroughly in the interim. Based on the results of the path coefficient obtained, there are several hypotheses that are not significant because the results of the P Values are more than 0.05. This means that there are variables that are less supportive in the study, for this reason it is recommended for future researchers to look at or conduct further research on a wider range of independent variables.

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