The Influence of Brand Image, Product Innovation, and Social Media Marketing Activity on Repurchase Decision Through Customer Satisfaction as An Intervening Variable at Mixue In Bojonegoro

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ABSTRACT
The development of the food & beverage (F&B) industry in Indonesia is currently growing very rapidly. Changes in people's lifestyles, especially in big cities, who like fast food and drinks, coupled with the passive use of digital platforms which have a transformative impact on digitalization provide opportunities for F&B businesses to promote their products to internet users. This research aims to find out empirical evidence regarding the influence of brand image, product innovation, social media marketing activity, on repurchase decisions and customer satisfaction. The population in this research are customers who have made purchases at Mixue Bojonegoro. The sampling technique is a purposive sampling technique which is randomly selected from customers who have made purchases at Mixue Bojonegoro, namely 100 respondents. Hypothesis testing was carried out using a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). Based on the results of the analysis of the 7 hypotheses analyzed, all were proven to be accepted, namely brand image, product innovation, and social media marketing activity had a significant effect on repurchase decisions and customer satisfaction. This research provides insight for companies in designing effective marketing strategies to increase customer loyalty through improving brand image, product innovation and marketing activities on social media.

Keywords: brand image, product innovation, social media marketing activity, repurchase decision, customer satisfaction

INTRODUCTION

The development of the food & beverage (F&B) industry in Indonesia is currently growing very rapidly with growth projected at 5-7 percent by the end of 2023 (Kompas, 2023). This is not spared from the change in people's lifestyles, especially in big cities that love fast food and beverages, coupled with the massive use of digital platforms that have an impact on digitalization, providing opportunities for F&B businesses to promote their products to internet users. With the rapid development of (Wise Maliha et al., n.d.) F&B in Indonesia, it is an opportunity for well-known brands such as Mixue to capture market share in Indonesia and leverage digitalization to disseminate promotional content that appeals to consumers.

Mixue is an ice cream and cold drink franchise company originating from China founded in 1997 by Zhang Hongchao, has become one of the increasingly popular phenomena in Indonesia in recent years. With a unique and interesting drink concept, the Mixue Franchise has succeeded in attracting the interest of the Indonesian people, especially among young people. Nowadays, it is not difficult to find Mixue outlets in various major cities in Indonesia.

This shows that this brand has become one of the main players in the beverage industry in Indonesia. The presence of the Mixue franchise in Indonesia is not just a temporary trend, but has become part of the dynamic and growing lifestyle of urban society. (Mario, 2024)
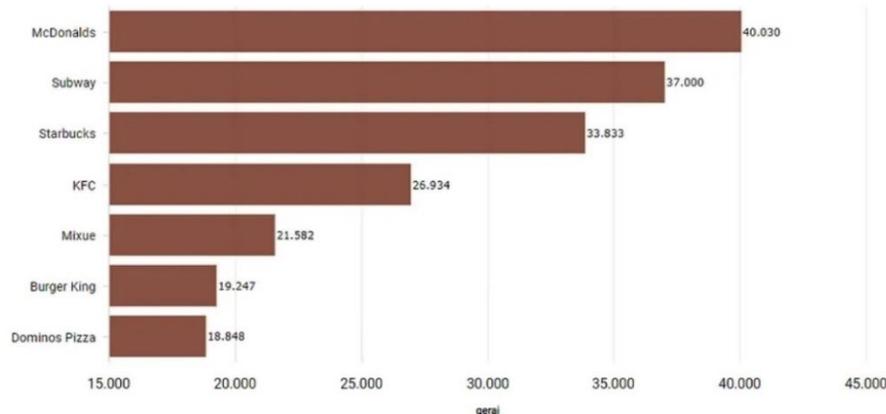

Figure 1 F&B Companies with the Most Franchise Outlets in the World in 2021
Source: katadata.co.id

The graph above shows the number of outlets from some of the world's leading fast food and restaurant chains. Mixue, which is a new player in the global F&B industry , stands out with 21,582 outlets, placing it in fifth place. Although it has only expanded in recent years, Mixue has quickly been able to compete with big brands such as McDonald's (40,030 stores), Subway (37,000 stores), and Starbucks (33,833 stores).

Mixue's rapid growth indicates its success in expanding its franchise network in a short period of time. One of the reasons for this success can be attributed to effective marketing strategies, affordable prices, and product innovations that continue to attract consumers' attention, especially in the Asian market. The fact that Mixue has been able to outperform other major chains such as Burger King and Domino's Pizza also shows that the brand has managed to build strong connections with global consumers, despite operating in more specific product categories, namely ice cream and cold drinks.

Mixue was first present in Indonesia in 2020. Mixue's first outlet is located on Cihampelan Walk, Bandung. In just three years, Mixue has managed to have many outlets spread across various cities in Indonesia. Mixue ice cream is widely loved for its varied taste and affordable price.
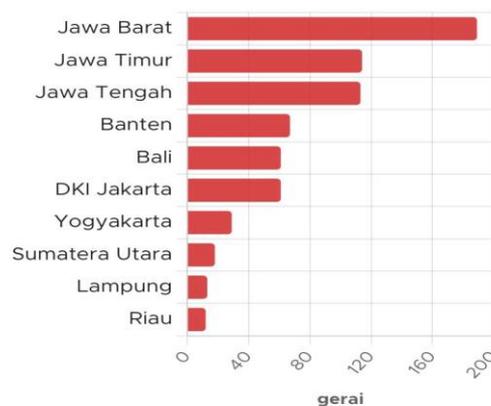

Figure 2 10 Provinces with the Most Mixue Outlets in Indonesia
Source: Jatimnetwork.com (2023)

The graphic image above shows that the three most Mixue outlets in Indonesia are located on the island of Java, namely West Java, East Java, and Central Java with 189 outlets, 114 outlets, and 113 outlets, respectively. The next most Mixue outlets are in Banten Province with 67 outlets. Switching to Bali with 61 outlets. After that, DKI Jakarta is the province with the

highest number of Mixue outlets in Indonesia, reaching 40 outlets. So it's no wonder that there are many Mixue outlets in Indonesia, because the existence of Mixue has mushroomed to remote parts of the country. Then Yogyakarta has 29 outlets with 29 outlets, North Sumatra with 18 outlets, Lampung with 13 outlets, and Riau with 12 outlets.

Brand image is the overall perception that consumers have of a brand, which is formed from various elements such as visual identity, product quality, customer experience, and brand communication. A strong brand image can create a deep positive impression in the minds of consumers. When consumers have a positive view of a brand, they tend to be more confident and comfortable in choosing products from that brand compared to other brands. This strong impression can influence repurchase decisions because consumers feel more satisfied and confident that the products they are buying meet the standards they expect. A consistent and positive brand image can increase consumer loyalty, which in turn increases the likelihood that they will return to buy the product in the future.(Khan & Fatma, 2023)

Product Innovation means the introduction of new products or the improvement of existing products to meet the evolving needs and desires of consumers. In the food and beverage industry, product innovation plays a crucial role in capturing consumers' attention and maintaining their interest in brands. By launching new product variants or improving the quality of existing products, companies can keep their products relevant and engaging. Innovation can also provide new solutions to consumer problems or create new pleasant experiences, thereby increasing customer satisfaction. When consumers feel that brands are constantly innovating and providing products that meet their needs, they are more likely to make repeat purchases and remain loyal to the brand.(Dziura & Rojek, 2021)

Social Media Marketing Activity involves using digital platforms such as Instagram, Facebook, Twitter, and TikTok to interact with consumers, build relationships, and promote products. Social media provides an effective channel for two-way communication between brands and consumers, allowing brands to reach a wider audience and create more personalized and relevant campaigns. Through social media, companies can share engaging content, such as promotions, product news, and customer testimonials, which can increase brand visibility and attract consumers' attention. Direct interaction with customers through comments, messages, and shared content can build stronger relationships and increase customer satisfaction. Additionally, active social media marketing activities can help brands build a loyal community of followers, which can potentially increase repurchase rates as consumers feel more connected to the brand.(Serrano-Malebran et al., 2023)

Customer satisfaction is an important factor that can bridge the influence of brand image, product innovation, and social media marketing activities on repurchase decisions. Customer satisfaction is the result of a positive experience that consumers get after consuming a product or using a service. When consumers are satisfied with the products and services provided by a brand, they are more likely to buy products from that brand in the future. In addition, customer satisfaction can also increase loyalty and strengthen the long-term relationship between consumers and brands. (Albarq, 2023)

Dam & Dam, (2021) investigated a supermarket in Ho Chi Minh City, Vietnam and found that brand image had a significant effect on customer satisfaction. On the other hand, investigating the influence of (Rahmasari et al., 2024a) Customer Relationship Management and Brand Image using customer satisfaction as a mediating variable, found that brand image has an effect on customer satisfaction.

Awaluddin & Saleh, (2024) analyzed the impact of product innovation, service quality, and transaction security on customer satisfaction and loyalty in Islamic banks, and found that product innovation has an impact on satisfaction. Meanwhile, according to the study which aims to analyze the influence of Mantik et al., (2022) application quality, product innovation,

and popularity on customer satisfaction and repurchase decisions, it shows that product innovation has a not significant effect on customer satisfaction.

Logic & Palupi, (2022) investigated the influence of social media marketing activity (SMMA) on Dear Me Beauty's Instagram customer satisfaction and found that social media marketing activity (SMMA) affects customer satisfaction by focusing on social identity and perceived value. And the study (Atqiyya Baroroh, 2022a) investigated the influence of price, product, and flash sale on repurchase decisions with customer satisfaction as a moderation variable in the Tiktokshop feature. It was found that customer satisfaction has a significant effect on repurchase decisions.

This study has a research gap by providing an in-depth understanding of how brand image, product innovation, and social media marketing activities have a direct impact on repurchase decisions through customer satisfaction in the local context. To date, there has been no research specifically addressing this market, specifically the role of customer satisfaction as an intervening variable that strengthens this relationship. In addition, although studies on mixue marketing strategies in Indonesia tend to focus on large cities, Bojonegoro district, as a semi-urban area, offers a different context in terms of consumer behavior, level of competition, and acceptance of digitalization there is still little discussion on this. While Mixue is known for its product innovations, the impact of those innovations on customer loyalty has not been studied in detail in a more competitive market like Bojonegoro.

The novelty of the research entitled "Brand Image, Product Innovation, Social Media Marketing Activity on Repurchase Decision through Customer Satisfaction in Mixue in Bojonegoro Regency" lies in several main aspects. This study highlights the role of customer satisfaction as an intervening variable, which has not been widely researched so far, in the relationship between brand image, product innovation, social media marketing activities, and repurchase decisions from the food and beverage industry. In addition, this study provides a more comprehensive view than previous studies by analyzing three variables simultaneously. The study also fills in the literature gaps regarding the interaction of these three factors and customer satisfaction in Indonesia, particularly in a small region such as Bojonegoro, and investigates the impact of Mixue product innovation in a competitive market. Finally, this study investigates how social media marketing activities affect customer satisfaction and repurchase decisions related to the current digital age, thus helping food industry practitioners provide new insights to develop marketing strategies that are more in line with the needs of the population that has adapted.

Mixue in Bojonegoro Regency faces challenges in maintaining customer loyalty amid fierce competition in the food and beverage industry. Despite having a strong brand image, diverse product innovation, and active social media marketing activities, it is still unclear how these factors directly affect repurchase decisions. Moreover, customer satisfaction as an intervening variable is suspected to play an important role in strengthening the relationship between brand image, product innovation, and social media marketing activity with repurchase decisions. Therefore, research is needed to understand the extent of the influence of brand image, product innovation, and social media marketing activity on repurchase decisions through customer satisfaction.

This study aims to analyze and prove the influence of brand image, product innovation, and social media marketing activity on customer satisfaction and repurchase decision in Mixue in Bojonegoro Regency. The focus of the research includes the relationship between brand image and customer satisfaction, product innovation and customer satisfaction, as well as social media marketing activity and customer satisfaction. In addition, this study also evaluates the influence of product innovation and social media marketing activity on repurchase decisions, as well as how brand image and customer satisfaction affect repurchase decisions. Theoretically, this study is expected to enrich the scientific literature related to the

influence of various marketing factors on repurchase decisions in the food and beverage industry in Indonesia, as well as highlight the role of customer satisfaction as an intervening variable that contributes to the development of consumer behavior theory and customer loyalty. From a practical perspective, the results of this study are expected to provide insight for Mixue management in Bojonegoro Regency in formulating more effective marketing strategies to increase customer satisfaction and loyalty through strengthening brand image, product innovation, and marketing activities on social media. In addition, this research can be a guide for other businesses in the food and beverage industry in understanding the importance of customer satisfaction as a key factor in driving repurchase decisions, while maximizing supporting factors to achieve business success.

Dam.S & Dam.T, (2021) in a study entitled "Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty" aims to test the relationship between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty in supermarkets in Ho Chi Minh City, Vietnam, using quantitative methods and PLS-SEM analysis. The results of the study show that Service Quality has a positive influence on Brand Image, Customer Satisfaction, and Customer Loyalty. Brand Image has also been proven to have a positive impact on Customer Satisfaction and Customer Loyalty, while Customer Satisfaction has a positive relationship with Customer Loyalty. While there are similarities in the recognition of the importance of Brand Image and Customer Satisfaction for repurchase decisions, this study differs from previous studies that focus more on service quality and loyalty in different contexts, with this thesis highlighting the influence of brand image, product innovation, and social media marketing activity.

Abbas et al., (2021) in a study entitled "Impact of Brand Image on Customer Loyalty with The Mediating Role of Customer Satisfaction and Brand Awareness" aims to investigate the influence of brand image on customer loyalty with customer satisfaction and brand awareness as mediating variables. The method used was a quantitative research design and SPSS analysis with a population of 300 respondents. The questionnaire used consisted of 22 statements with a Likert scale of 5 points. The results show that brand image has a significant influence on customer loyalty through customer satisfaction and brand awareness, although the influence of brand image on brand awareness is not significant. Both studies have similarities in their focus on the influence of brand image and customer satisfaction on repurchase decisions, as well as using a quantitative approach to analyze the relationship between variables. However, the difference lies in the variables studied; This thesis examines the influence of product innovation and social media marketing activities, while previous research has placed more emphasis on customer loyalty with brand awareness as a mediating variable.

Ahmed Muneeb Mehta and Maham Tariq, (2020). The research entitled "How Brand Image and Perceived Service Quality Affect Customer Loyalty Through Customer Satisfaction" aims to explain the importance of brand image and perceived service quality and its influence on customer loyalty through customer satisfaction. The method used was an exploratory research design with a population consisting of supermarkets in Pakistan. Data was collected using a questionnaire as a measuring tool. The results show that the perceived brand image and service quality have a significant influence on customer satisfaction, which in turn has a positive impact on customer loyalty. The similarity lies in emphasizing that brand image and customer satisfaction are key factors in building customer loyalty. Both use quantitative and analytical methods to test the relationship between variables. However, the difference lies in the context and focus of the research; This thesis not only considers brand image, but also product innovation and social media marketing activities, with buyback decisions as the end result studied, whereas previous research has focused more on customer loyalty in the context of service quality and supermarkets.

METHOD

This study uses a quantitative approach with data analysis using PLS to examine the influence of brand image, product innovation, and social media marketing activity on repurchase decisions at Mixue Bojonegoro. Data was collected through a questionnaire survey of 100 respondents using a likert scale involving consumers, with customer satisfaction as an intervening variable. The analysis was carried out to explore the relationship between the variables, as well as descriptive analysis to describe the characteristics of the respondents and the level of customer satisfaction. It is hoped that the results of this study can provide insights and recommendations for Mixue management in formulating more effective marketing strategies to increase customer loyalty.

RESULTS AND DISCUSSION

Hypothesis

Table 1 Results of Hypothesis Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Significance
Brand Image -> Customer Satisfaction	0,331	0,336	0,098	3,370	0,001	Significant
Product Innovation -> Customer Satisfaction	0,337	0,335	0,111	3,020	0,003	Significant
Social Media Marketing Activity -> Customer Satisfaction	0,267	0,264	0,102	2,612	0,009	Significant
Product Innovation -> Repurchase Decision	0,202	0,208	0,075	2,686	0,007	Significant
Social Media Marketing Activity -> Repurchase Decision	0,346	0,341	0,075	4,625	0,000	Significant
Brand Image -> Repurchase Decision	0,177	0,176	0,045	3,885	0,000	Significant
Customer Satisfaction -> Repurchase Decision	0,331	0,330	0,042	7,922	0,000	Significant

Source: Appendix 16

Table 1 above shows the results of the PLS calculation which states the influence between variables. Based on the table above, it can be seen that of the 7 hypotheses processed in this study, it can be declared accepted or significant if the P-Value < 0.05. All hypotheses stated positive significance.

H1   : Brand Image have a significant effect on Customer Satisfaction

The relationship between brand image and customer satisfaction shows that the original sample result (O) is 0.331 which states that the two variables have a positive relationship and a P-Value of 0.001, meeting the P-Value standard < 0.05, so the first hypothesis of this study is accepted and significant. From the sample data, it can be interpreted that the data for the independent brand image variable can show the relationship between the dependent customer satisfaction variable, so it can be said that brand image has a significant effect on customer satisfaction.

H2   : Product Innovation have a significant effect on Customer Satisfaction

The relationship between product innovation and customer satisfaction showed that the original sample result (O) was 0.337 which stated that the two variables had a positive relationship and a P-Value of 0.003, meeting the P-Value standard of < 0.05, so the hypothesis of these two studies was accepted and significant. From the sample data, it can be interpreted that the data for the independent product innovation variable can show the relationship between the dependent customer satisfaction variable, so it can be said that product innovation has a significant effect on customer satisfaction.

H3   : Social Media Marketing Activity have a significant effect on Customer Satisfaction

The relationship between social media marketing activity and customer satisfaction showed that the original sample result (O) was 0.267 which stated that the two variables had a positive relationship and a P-Value of 0.009, meeting the standard of P-Value < 0.05, so the third hypothesis of this study was accepted and significant. From the sample data, it can be interpreted that the data for the variable independent social media marketing activity can show the relationship between the variable dependent customer satisfaction, so it can be said that social media marketing activity has a significant effect on customer satisfaction.

H4   : Product Innovation have a significant effect on Repurchase Decision

The relationship between product innovation and repurchase decision showed that the original sample result (O) was 0.202 which stated that the two variables had a positive relationship and a P-Value of 0.007, meeting the P-Value standard of < 0.05, so the fourth hypothesis of this study was accepted and significant. From the sample data, it can be interpreted that the data for the independent product innovation variable can show the relationship of the dependent repurchase decision variable, so it can be said that product innovation has a significant effect on repurchase decision.

H5   : Social Media Marketing Activity have a significant effect on Repurchase Decision

The relationship between social media marketing activity and repurchase decision showed that the original sample result (O) was 0.346 which stated that the two variables had a positive relationship and a P-Value of 0.000, meeting the P-Value standard of < 0.05, so the fifth hypothesis of this study was accepted and significant. From the sample data, it can be interpreted that the data for the variable independent social media marketing activity can show the relationship between the variable dependent repurchase decision, so it can be said that social media marketing activity has a significant effect on repurchase decision.

H6   : Brand Image have a significant effect on Repurchase Decision

The relationship between brand image and repurchase decision showed that the original sample result (O) was 0.177 which stated that the two variables had a positive relationship and a P-Value of 0.000, meeting the P-Value standard of < 0.05, so the sixth hypothesis of this study was accepted and significant. From the sample data, it can be interpreted that the data for the independent barnd image variable can show the relationship of the dependent repurchase decision variable, so it can be said that the barnd image has a significant effect on the repurchase decision.

H7   : Customer Satisfaction have a significant effect on Repurchase Decision

The relationship between customer satisfaction and repurchase decision showed that the original sample result (O) was 0.331 which stated that the two variables had a positive relationship and a P-Value of 0.000, meeting the P-Value standard of < 0.05, so the seventh hypothesis of this study was accepted and significant. From the sample data, it can be interpreted that the data for the dependent customer satisfaction variable can show the relationship of the dependent repurchase decision variable, so it can be said that customer satisfaction has a significant effect on repurchase decision.

Discussion

Based on the results of data processing that has been carried out to support the proposed thesis, information was obtained that from 7 hypotheses produced 7 hypotheses accepted/significant. The following is an in-depth analysis related to the relationship between variables according to the hypothesis proposed:

Brand Image has a significant effect on Customer Satisfaction at Mixue in Bojonegoro Regency

Based on the results of statistical tests that have been carried out, it was found that the relationship between brand image and customer satisfaction showed that the original sample result (O) was 0.331 which stated that the two variables had a positive relationship and a P-Value of 0.001, meeting the P-Value standard of < 0.05, so the first hypothesis of this study is accepted and significant.

This result states that brand image has a significant impact in shaping customer satisfaction at Mixue in Bojonegoro Regency. Effective and consistent brand image management , which includes product quality, competitive prices, and satisfactory service, can increase customer satisfaction. By improving the overall customer experience, a positive brand image can build long-term customer loyalty, which in turn will have a positive impact on the growth and sustainability of Mixue's business in Bojonegoro Regency.

A good brand image plays a key role in shaping customer expectations for the products and services offered. In this case, Mixue Bojonegoro has succeeded in building a positive image through consistent quality of ice cream and beverage products, as well as affordable prices, thus creating expectations that are in accordance with the reality received by customers. The brand image formed from this perception has a direct impact on customer satisfaction levels, especially after they try the products offered. Customers who have a positive perception of the Mixue brand tend to have high expectations for product quality and service. When these expectations can be met or even exceeded, customers will feel higher satisfaction. In addition, this satisfaction is not only limited to the aspect of product taste and presentation, but also includes the overall experience that customers feel, which involves the price factor, the comfort of the place, and the service provided by Mixue employees.

The results of this study show that a strong and positive brand image can be an effective tool in building customer satisfaction, which ultimately contributes to customer loyalty and retention. Therefore, brand image management must be the main focus in Mixue's marketing strategy in Bojonegoro Regency. The creation and maintenance of a good brand image requires continuous efforts to ensure consistent product quality, friendly and professional service, and the delivery of brand values in accordance with customer expectations. In addition, it is important for Mixue Bojonegoro to continue to pay attention to the innovation aspect of the product, as well as consider the changing preferences and needs of the local market. In this case, an effective communication strategy, such as through proper promotion and branding, can also strengthen the brand image and increase customer engagement.

The results of this study are in line with research conducted by Dam.S & Dam.T (2021), Abbas et al., (2021) , Ahmed Muneeb Mehta & Maham Tariq, (2020) which found that brand image has a significant effect on customer satisfaction. In addition, research conducted by

Rahmasari et al. (2024) also supports this finding, stating that brand image has a significant influence on customer satisfaction in various industry sectors. This confirms that brand image is not only a relevant factor in the food and beverage industry, but can also be applied in various other sectors that involve direct interaction with consumers.

The results of this study are also in line with the theory put forward by Kotler et al. (2016), which relates brand image to the way a product or service meets consumer expectations and affects their perception of the quality of the brand. This theory suggests that a positive perception of a brand can reduce the uncertainty that customers face in making purchasing decisions, ultimately increasing customer satisfaction levels. Thus, a strong brand image can create more positive expectations, which has a direct effect on the customer experience after using the product or service.

Overall, this study proves that brand image plays a significant role in shaping customer satisfaction at Mixue Bojonegoro. Good brand image management , through aspects of product quality, competitive prices, and satisfactory service, can strengthen relationships with customers and increase their satisfaction levels. Therefore, Mixue Bojonegoro must continue to strive to maintain and strengthen their brand image, and use the results of this research as a reference to design a more effective and sustainable marketing strategy.

Product Innovation has a significant impact on Customer Satisfaction at Mixue in Bojonegoro Regency

Based on the results of statistical tests that have been carried out, it was found that the relationship between product innovation and customer satisfaction showed that the original sample result (O) was 0.337 which stated that the two variables had a positive relationship and a P-Value of 0.003, meeting the P-Value standard of < 0.05, so the hypothesis of these two studies is accepted and significant.

These results state that product innovation has a significant impact on customer satisfaction. Product innovation, both in terms of quality improvement and the development of new variants that are more attractive and in line with consumer preferences, plays an important role in meeting the evolving needs of customers. By presenting new, more innovative products, customers feel that they are getting more value, which in turn increases their satisfaction levels.

Product innovation is not only focused on the quality aspect, but also includes the introduction of new variants that can provide a different experience for consumers. This can create a sense of satisfaction because customers feel that the brand is able to meet their expectations by offering new solutions that are better than before. When a brand like Mixue continues to innovate, customers feel valued and recognized by the brand for its efforts to continuously improve its products and meet their needs.

Relevant and quality product innovations also provide an opportunity for customers to experience something new and exciting, which can strengthen their emotional connection with the brand. For example, the introduction of new flavors or product variants that are more unique and in line with consumer trends, can increase customer interest and provide a more enjoyable experience. This leads to higher satisfaction and stronger loyalty from customers.

Good product innovation shows a brand's commitment to continuous improvement. Customers who see that a brand is committed to always innovating are more likely to feel satisfied and loyal because they feel valued and cared for by the brand. Therefore, product innovation not only meets current customer expectations, but also creates opportunities for brands to build stronger long-term relationships with customers.

In line with these findings, relevant and quality product innovation can increase customer loyalty. Customers who are satisfied with new products or variants offered by the brand tend to make repeat purchases more often. This is not only related to the sense of satisfaction after trying a new product, but also to their desire to keep up with new developments and offerings from the brand. This high loyalty is created because customers feel

that the brand continues to meet their expectations, even exceeding expectations through the innovative products offered.

The results of this study are in line with research conducted by Awaluddin & Saleh (2024), Ellitan et al. (2023), which stated that Hidayat et al., (2023) product innovation has a significant effect on customer satisfaction. Ellitan et al. (2023) stated that activities in adding a variety of products that are unique, attractive, and meet customer expectations can create a high level of satisfaction. Products that have attractive designs, tastes that match expectations, and good quality, contribute to greater customer satisfaction and motivate them to make repeat purchases in the future.

The results of this study are not in line with the research conducted by Mantik et al., (2022) , which states that product innovation has a non-significant effect on customer satisfaction. This happens because creativity is a trait that shows how receptive society is to new concepts. From the customer's point of view, satisfaction is achieved when innovative components in a service or product are valued. Customers anticipate that the ideas that brands use will evolve in line with prevailing fashions. Therefore, in order to maintain their reputation for innovation and focus their efforts on generating original and unconventional ideas, service providers must ensure that their distinctive qualities remain constant at all times.

Previous research has also shown that product innovation , which not only improves product quality, but also introduces innovative and unique variants, can enrich the customer experience. By presenting a diverse selection of products, which cater to customer needs and preferences, companies can significantly increase customer satisfaction, while encouraging them to stay loyal to the brand.

From the results of this study, it can be concluded that product innovation is one of the key factors in increasing customer satisfaction of Mixue Bojonegoro. Therefore, Mixue needs to continue to innovate in the development of their products, whether in terms of quality, flavor variants, or product design, to remain relevant to the wants and needs of customers. The introduction of new products that can provide new and exciting experiences, in line with consumer trends, will strengthen Mixue's position in the market. In addition, Mixue also needs to ensure that every product innovation introduced not only meets the expected quality, but also provides clear added value for customers. This will create greater satisfaction and increase the chances of building long-term loyalty from customers.

Social Media Marketing Activity has a significant effect on Customer Satisfaction at Mixue in Bojonegoro Regency

Based on the results of the statistical tests that have been carried out, it was found that the relationship between social media marketing activity and customer satisfaction showed that the original sample result (O) was 0.267 which stated that the two variables had a positive relationship and a P-Value of 0.009, meeting the P-Value standard of < 0.05, so the three hypotheses of this study are accepted and significant.

These results show that marketing efforts made through social media platforms have a significant impact in increasing customer satisfaction. Marketing activities carried out through social media, such as product promotion, direct interaction with customers, and delivery of relevant and interesting information, can strengthen the positive perception of customers towards the Mixue brand and products. In other words, social media has become an effective channel for building relationships with customers and improving their experience with brands, ultimately leading to higher levels of satisfaction.

Social media is a platform that allows companies to interact directly with customers in real time. In this case, Mixue can use social media to provide the latest product information, run promotions, as well as communicate directly with customers, answer questions, and handle complaints. Activities like this increase the closeness of the brand with customers and create a

positive impression of the brand. When customers feel valued and get a quick response from a brand through social media, they tend to be more satisfied because they feel more noticed.

Attractive promotional activities on social media can create a sense of exclusivity and urgency for customers to buy products. Relevant and creative content, such as videos, images, or interesting information about the latest products, can spark customer interest and increase their engagement with the brand. This higher engagement, in turn, strengthens customer loyalty and creates a deeper sense of satisfaction.

The results of this study show that effective social media marketing activities can play a role in increasing customer loyalty. With intense interactions through social media, customers feel closer to the brand, which increases their emotional attachment. Positive and responsive interactions can influence customers to share their experiences with others (word of mouth or WOM), as well as be more likely to make repeat purchases. This is in line with the view expressed by Sano (2015), which states that effective social media marketing activities can help companies build good relationships with customers, which ultimately increases their satisfaction and encourages the spread of positive WOM.

When customers feel satisfied with their interactions with brands on social media, they not only become more loyal, but also become more active brand promoters. Therefore, a well-designed social media marketing activity can have a sustainable effect in creating greater customer satisfaction and increasing their loyalty to the Mixue brand.

The results of this study are in line with research conducted by Sano (2015), Anas et al., (2023) , , and Logic & Palupi, (2022) which found that social media marketing activity has a significant effect on customer satisfaction. The study explains that the activities that companies carry out on social media, if done in an effective way, can build better relationships with customers and increase their satisfaction. Customers who feel that the company communicates actively and responsively through social media, tend to feel more appreciated and more satisfied with the services provided.

The results of this study are not in line with the research conducted by Chen & Lin (2019), which states that social media marketing activity does not have a significant effect on customer satisfaction. These differences may be due to contextual factors, such as differences in industry types or different market characteristics between the two studies. Meanwhile, in the context of Mixue Bojonegoro, social media has proven to be an effective channel in building customer satisfaction.

Seeing these findings, Mixue Bojonegoro should continue to increase marketing activities through social media to strengthen relationships with customers. Activities such as discount promotions, engaging visual content, and providing relevant information about new products will bring the brand closer to customers. Therefore, Mixue needs to optimize their presence on social media platforms such as Instagram, Facebook, and TikTok with content that educates and entertains customers. In addition, it is important for Mixue to maintain consistency in interacting with customers through social media. Quick responses to questions or complaints, as well as a friendly and professional attitude, can create a more positive experience for customers. The speed and quality of service provided through social media will reinforce customers' positive perception of the brand and increase their satisfaction.

Overall, the results of this study show that social media marketing activity has a significant influence on customer satisfaction in Mixue Bojonegoro. Through marketing activities carried out on social media, Mixue can build closer relationships with customers, increase their engagement, and create a more satisfying experience. Therefore, Mixue must continue to leverage the power of social media as an integral part of their marketing strategy to build customer loyalty and increase their satisfaction.

Product Innovation has a significant effect on Repurchase Decision on Mixue in Bojonegoro Regency

Based on the results of statistical tests that have been carried out, it was found that the relationship between product innovation and repurchase decision showed that the original sample result (O) was 0.202 which stated that the two variables had a positive relationship and a P-Value of 0.007, meeting the P-Value standard of < 0.05, so the fourth hypothesis of this study is accepted and significant.

These results show that product innovation has a significant impact in influencing customer repurchase decisions. Product innovation that constantly introduces new variants, improves product quality, or creates new experiences that appeal to customers, can motivate them to return to buying products from the brand. This reflects that customers tend to prefer brands that can offer new experiences that suit their tastes and needs, as well as maintain consistent quality.

Relevant and engaging product innovations can capture customers' attention and increase opportunities for brands to build strong loyalty. In the context of Mixue, product innovation is not only limited to improving the quality of existing products, but also to introducing new variants that can provide a different experience for customers. For example, the launch of a new flavor or innovation in the form of product presentation can create a sense of curiosity that encourages customers to buy again.

Continuous product innovation shows that Mixue is an adaptive brand and able to follow market trends, which will certainly increase the brand's attractiveness in the eyes of customers. Customers who feel that the brand always offers something new and exciting, will be more likely to return and make a repeat purchase. Relevant and engaging innovations also create a more satisfying customer experience, so they feel that the brand is able to meet their needs and expectations.

When customers are satisfied with the innovations offered by the brand, they will be more likely to make a repeat purchase, which is a repurchase decision driven by the satisfaction created from previous experiences. In this case, product innovation not only plays a role in influencing customer satisfaction, but also increasing brand loyalty. High loyalty will result in more frequent repurchase decisions because customers have a positive perception of the brand and feel that the products offered always meet their expectations.

The results of this study are in line with research conducted by Khomilah (2020), Widyanita & Rahanatha (2022), and Cahyaningrum & Panjaitan (2019), which states that product innovation has a significant influence on repurchase decisions. These studies show that product innovations that successfully introduce new variants that are attractive and meet customer needs, can strengthen repurchase decisions and increase customer loyalty.

In line with the innovation diffusion theory, product innovations that are successfully accepted by the market can influence repurchase decisions through various factors such as customer satisfaction, brand loyalty, innovation adoption, and social influence. Products that are innovative and meet or even exceed customer expectations have the potential to create a positive experience that encourages consumers to come back to buy. In this case, Mixue, which continues to innovate in offering new products that are attractive and in accordance with consumer needs, can increase the likelihood of customers making repeat purchases.

Based on these findings, Mixue Bojonegoro should continue to strengthen its product innovation strategy to encourage repurchase decisions. The introduction of new flavor variants that follow other product trends or innovations, such as seasonal or limited-edition products, can create a sense of urgency and interest for customers to immediately make a repeat purchase. Therefore, Mixue needs to continue to pay attention to the development of consumer trends and adapt to their desires in order to always be able to offer relevant and interesting products.

Mixue needs to ensure that each product innovation not only meets customer expectations but also offers more value that makes the customer experience more satisfying. This will not only strengthen customer loyalty, but also increase the chances for them to make repeat purchases in the future. Introducing innovations that suit the needs and preferences of the local market, such as flavor variants preferred by the people of Bojonegoro, can also increase the attractiveness of Mixue in the market.

Social Media Marketing Activity has a significant effect on the Repurchase Decision of Mixue in Bojonegoro Regency

Based on the results of statistical tests that have been carried out, it was found that the relationship between social media marketing activity and repurchase decision showed that the original sample result (O) was 0.346 which stated that the two variables had a positive relationship and a P-Value of 0.000, meeting the P-Value standard of < 0.05, so the fifth hypothesis of this study is accepted and significant.

This result states that Social Media Marketing Activity has a significant effect on the Repurchase Decision in Mixue in Bojonegoro Regency. Marketing activities through social media, such as special promotions, engaging content, and regular interactions with customers, can strengthen emotional connections with consumers and increase their desire to buy again. Social media is also an effective means of building brand awareness and influencing repurchase decisions.

Through social media platforms, Mixue can directly get feedback from customers, which allows companies to tailor marketing strategies and products according to market preferences. Positive and personalized interactions with customers through social media can create higher loyalty, which ultimately encourages consumers to re-choose Mixue in every purchase opportunity.

This research is in line with the research conducted by Afina & Widarmanti (2022) , which states that social media marketing activity has a significant influence on repurchase decisions, and research conducted by states that Dala Ade et al., (2022) social media marketing activity has a significant influence on repurchase decisions.

This research is in line with Customer Engagement Theory, focusing on emotional engagement and interaction between brands and consumers through various platforms, including social media. Marketing activities carried out through social media can increase consumer engagement with the brand, either in the form of comments, likes, shares, or participation in campaigns or promotions. The greater the engagement consumers have with the brand on social media, the more likely they are to make a repeat purchase. This happens because engagement creates a stronger relationship between consumers and brands, which can strengthen customer loyalty. In many cases, social media activity that creates meaningful interactions or gives a sense of belonging to the brand will lead to higher repurchase decisions.

Overall, the results of this study prove that product innovation has a significant effect on the repurchase decision at Mixue Bojonegoro. Sustainable, relevant, and engaging product innovation not only increases customer satisfaction, but also strengthens brand loyalty and drives repeat purchase decisions. Therefore, Mixue must continue to focus on product development and innovation to meet customer expectations, as well as maintain their brand appeal to remain competitive in the market. Successful product innovation will create a positive experience for customers which in turn will increase repurchase rates and ensure the long-term success of the Mixue brand.

Brand Image has a significant influence on the Repurchase Decision of Mixue in Bojonegoro Regency

Based on the results of statistical tests that have been carried out, it was found that the relationship between brand image and repurchase decision showed that the original sample result (O) was 0.177 which stated that the two variables had a positive relationship and a P-

Value of 0.000, meeting the P-Value standard of < 0.05, so the sixth hypothesis of this study is accepted and significant.

These results state that a positive brand image plays an important role in influencing repurchase decisions. A good brand image, such as consistent product quality, satisfactory service, and a strong brand identity, can increase customer trust in the product and encourage them to make repeat purchases. Customers tend to choose brands they trust and feel emotionally connected to them, so a good brand image is a major factor in their decision to buy the products offered.

A strong brand image serves as a quality guarantee for customers. When customers have a positive image of the brand, they feel more confident to buy back products from the same brand, even though there are many other options in the market. This is due to the trust formed from previous positive experiences, both in terms of product quality, service, and value provided by the brand. A strong brand image not only creates a positive impression of the product, but also creates a sense of security and comfort for customers to make a repeat purchase decision.

Furthermore, a solid brand image also affects customer perception of the value provided by the product. For Mixue, products known for their consistent taste quality, affordable prices, and friendly and professional service, further strengthen a good brand image in the eyes of customers. When customers feel that the brand provides more value, both in terms of quality and experience offered, they will be more likely to choose the same brand in the future.

A good brand image also contributes to the formation of brand loyalty. Customers who feel satisfied and emotionally connected to the brand, will be more likely to make a repeat purchase. This loyalty arises because customers feel that they are having a continuous positive experience, which makes them more trusting and loyal to the brand. Conversely, brands that have a bad or inconsistent image will struggle to build loyalty and hinder repeat purchase decisions.

A strong brand will create an emotional connection with customers. For example, Mixue, which continues to maintain quality and provide friendly service, is able to build closeness with customers, creating a sense of affection that leads to a repeat purchase decision. With this emotional connection, customers tend to not only buy the product repeatedly, but also recommend the brand to others, which indirectly contributes to the growth of the Mixue market in Bojonegoro Regency.

The results of this study are in line with research conducted by Gusti Firmansah (2024) and Very Avandi, (2023), which states that brand image has a significant influence on repurchase decisions. The study found that a positive brand image strengthens emotional connections and increases customer loyalty, which ultimately drives repeat purchase decisions.

The results of this study are not in line with the research conducted by Raditya et al. (2019), which stated that brand image does not have a significant effect on repurchase decisions. These differences can be caused by contextual factors, such as differences in the type of product or market studied, as well as differences in how consumers respond to brands in different regions or types of industries. For example, in the case of Mixue in Bojonegoro Regency, factors such as product quality, brand consistency, and customer relationship with the brand are more dominant in influencing repurchase decisions.

This research is in line with brand loyalty theory, which explains the relationship between brand image and repurchase decisions. According to this theory, a positive brand image will create brand loyalty among consumers, which encourages them to buy products from the same brand again. A strong brand image helps build trust, provide a positive experience, create emotional connections, and provide social identity value to customers, all of which contribute to the repurchase decision. Thus, the stronger the brand image of a brand, the more likely customers are to buy products from that brand again. This proves that a positive and consistent

brand image not only plays a role in attracting new customers, but also in retaining existing customers and increasing their purchase frequency.

Based on these findings, Mixue Bojonegoro should continue to strive to strengthen their brand image through product quality management, consistent service, and effective brand communication. By improving product quality and maintaining a good brand reputation, Mixue can strengthen a positive image in the eyes of customers and motivate them to make repeat purchases. In addition, Mixue must also ensure that every element of the customer experience, from interactions on social media to in-store service, reflects the desired brand values, in order to continue to build an emotional connection with customers.

Mixue could also consider innovating in aspects of brand communication, such as through advertising campaigns that emphasize brand quality and consistency, as well as introducing satisfied customer testimonials. This will help strengthen customer trust and further strengthen their decision to choose Mixue as their brand of choice in the future.

Overall, the results of this study show that brand image has a significant effect on the repurchase decision of Mixue Bojonegoro. A positive brand image, built through consistent product quality, good service, and a strong brand identity, plays an important role in increasing customer trust and encouraging them to make repeat purchases. Therefore, Mixue needs to continue to manage and strengthen their brand image to maintain customer loyalty and increase their market share in Bojonegoro Regency.

Customer Satisfaction has a significant effect on the Repurchase Decision of Mixue in Bojonegoro Regency

Based on the results of statistical tests that have been carried out, it was found that the relationship between customer satisfaction and repurchase decision showed that the original sample result (O) was 0.331 which stated that the two variables had a positive relationship and a P-Value of 0.000, meeting the P-Value standard of < 0.05, so the seventh hypothesis of this study is accepted and significant.

These results show that customer satisfaction has a significant impact on repurchase decisions. When customers are satisfied with the quality of the products they receive, the service they get, and the pleasant shopping experience, they are likely to choose Mixue again as their brand of choice in the future. Customer satisfaction plays a key driving factor in strengthening the relationship between customers and brands, which ultimately increases the likelihood of repeat purchases.

Customer satisfaction is a key element in creating sustainable brand loyalty. Satisfied customers tend to feel more connected to the brand and more confident that they will continue to have the same positive experience in the future. This increases their chances of choosing Mixue again when they need a similar product. For example, if customers are satisfied with the taste, quality, and consistency of a Mixue product, they will be more likely to come back to buy the product again, even when there are other alternatives available in the market.

A high level of satisfaction not only influences repurchase decisions, but it can also reinforce customer loyalty. Satisfied customers tend to be loyal customers who make repeat purchases more often, and may even prefer to be more active customers, such as by recommending Mixue to their family, friends, or colleagues. This phenomenon, often referred to as word-of-mouth (WOM), can create a viral effect that brings in new customers while strengthening relationships with existing customers.

By maintaining customer satisfaction, Mixue can build a loyal customer base, which ultimately impacts the brand's repurchase decisions and long-term success. Satisfied customers will be more likely to make a repeat purchase, not only because they feel satisfied with their previous experience, but also because they feel that the brand provides value that is proportional to the price they paid. Customer satisfaction also creates a deeper, longer-term relationship with the brand, which further strengthens future repurchase decisions.

Satisfied customers are likely not only to return to purchase the product, but they can also become active brand advocates. They can share their positive experiences with others, either directly through private conversations or through social media platforms. This creates an organic form of promotion, which can increase Mixue's appeal in the market and drive the brand's growth.

The results of this study are in line with research conducted by Very Avandi (2023), Batrisyia & Waluyo (2022), Inoni, (2021) Aldiki et al., (2022) and Endah Ritonga & Digdowiseiso (2023), which states that customer satisfaction has a significant influence on repurchase decisions. These studies show that customer satisfaction not only directly influences repurchase decisions, but also contributes to increased customer loyalty and commitment to the brand. Satisfied customers are more likely to stick to the same brand in future product purchases.

The results of this study are in line with the theory of customer satisfaction and loyalty (Customer Satisfaction and Loyalty Theory). This theory explains that high customer satisfaction will drive loyalty, which in turn increases the likelihood of customers making repeat purchases. Customer satisfaction not only serves to create a long-term relationship between the customer and the brand, but it also has the potential to create customers who are more loyal and more likely to recommend products to others.

According to the theory of customer satisfaction and loyalty, customer satisfaction plays an important role in shaping brand loyalty. When customers are satisfied with the products and services they receive, they will not only come back to buy the product, but they will also create a long-term relationship with the brand. The satisfaction gained from positive experiences, both in terms of the quality of the products and services received, is the basis for strong customer loyalty.

This loyalty then serves as a key driver in improving repurchase decisions. Satisfied customers will be more likely to repeat their purchases, reduce the likelihood of switching to competitors, and even increase their purchases from brands they trust.

Based on these findings, Mixue Bojonegoro must continue to focus on efforts to improve customer satisfaction through improved product quality, consistent service, and a pleasant shopping experience. Good service, friendly interactions, and attention to customer needs and feedback can contribute significantly to increasing customer satisfaction. To strengthen loyalty and encourage repurchase decisions, Mixue may also consider introducing loyalty programs or incentives for customers who make frequent repeat purchases. This will not only increase customer satisfaction, but also strengthen their emotional bond with the brand. Mixue can also leverage satisfied customer testimonials to promote the brand through social media or other marketing campaigns. In this way, Mixue can expand the brand's reach and attract more new customers while retaining its existing customer base.

The results of this study prove that customer satisfaction has a significant effect on the repurchase decision at Mixue Bojonegoro. High customer satisfaction, driven by product quality, satisfactory service, and a pleasant shopping experience, increases the likelihood of customers making repeat purchases. By maintaining and improving customer satisfaction, Mixue can build strong loyalty, create long-term relationships, and magnify opportunities for sustainable brand growth.

CONCLUSION

This study examines the influence of brand image, product innovation, and social media marketing activity on repurchase decisions with customer satisfaction as an intervening variable, using a sample of 100 respondents in Mixue Bojonegoro. The results of the analysis show that brand image has a significant effect on customer satisfaction, where consistent brand

image management, including product quality, competitive prices, and satisfactory service, is able to increase customer satisfaction and encourage loyalty and business growth. Product innovation also has an important role in increasing customer satisfaction through the development of new variants and improving product quality in accordance with customer needs. In addition, marketing activities through social media contribute significantly to customer satisfaction by strengthening relationships, increasing engagement, and strengthening customers' positive perceptions of the Mixue brand. Further findings show that product innovation directly influences repurchase decisions, as products that continue to evolve are able to attract attention and meet customer expectations. Similarly, marketing activities on social media influence repurchase decisions by creating emotional connections and customer loyalty through ongoing promotions and interactions. A positive brand image also significantly improves repurchase decisions, by building trust and a strong emotional connection between customers and the brand. Customer satisfaction proved to be a key factor influencing the repurchase decision, where a pleasant shopping experience and high product quality strengthened the customer's relationship with Mixue and increased their chances of re-purchasing the product.

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