

Mediation Effect of Customer Satisfaction on The Relationship Between Price Perception, Social Media, Brand Awareness, and Repurchase Decisions

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Abstract: This study aims to determine the effect of perceived price, social media and brand awareness on repurchase decisions through customer satisfaction as a mediating variable for millennial consumers at KFC La Terrace Lenteng Agung. This research involved 200 samples of millennial consumers using a purposive sampling technique. Data collection was carried out by distributing questionnaires which were then analyzed by Stata 17.0 software using the SEM (Structural Equation Modeling) model. The results of this study indicate that price perceptions have a positive but not significant effect on customer satisfaction, while social media and brand awareness have a positive and significant effect on customer satisfaction. Meanwhile, social media, brand awareness, price perception, and customer satisfaction have a positive and significant impact on repurchasing decisions. In addition, price perception, social media, and brand awareness have a positive and significant influence on repurchase decisions mediated by customer satisfaction.

Keywords: Brand Awareness and Business Risk, Customer Satisfaction, Firm Value, Social Media, Repurchase Decisions

A. Introduction

The franchise business in Indonesia grew 5% with a turnover of IDR 31.1 trillion in 2021, this industry was also able to absorb a workforce of 682,292 people and the franchise business in Indonesia grew 5% with a turnover of IDR 31.1 trillion in 2021, then based on data from the Ministry of Trade, the franchise business sector is dominated by food and beverage services which reaches 44.09% (Nadya Zahira et al., 2022).

Based on data on top brand index teens for the fast-food restaurant category, the percentage value of KFC's top brand index teens for the fast-food restaurant category is experiencing a downward trend from 2020.

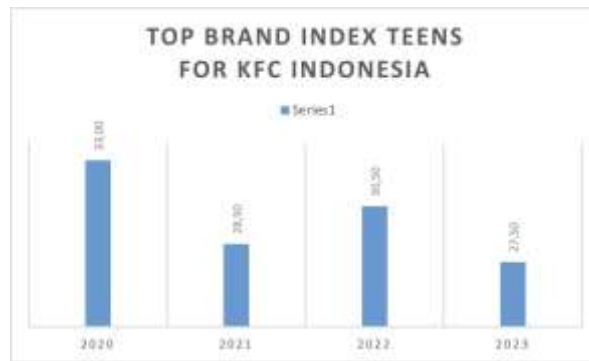


Figure 1. Percentage of Top Brand Index Teens for KFC Indonesia Fast Food Restaurant Category Period 2020-2023

The research method used by Top Brand is through the face-to-face interview process and using a structured questionnaire specifically designed to be able to measure the three parameters of Top Brand, namely Top of Mind, Last Usage & Future Intentions. Brand awareness is important for companies, therefore companies must be able to increase brand awareness so that it can become a competitive advantage (Almukarim & Yasri, 2022). Research conducted by (Mahardhika & Nurmahdi, 2023) concluded that brand awareness has a significant and positive effect on repurchase intention, but on the other hand research conducted by (Agustiawan Djoko Baruno & Arisca Handri Puji Susanto, 2018) states that brand awareness has a negative and insignificant effect on repurchase decisions.

In this digital era, one of the prominent marketing strategies is using social media. Research conducted by (Fahmi et al., 2019) concluded that social media has a significant effect on repurchase decisions, but on the other hand, (Leksono & Prasetyaningtyas, 2021) in their research concluded that social media has no effect on repurchase intentions. (Tjiptono & Anastasia, 2015) (Tjiptono, 2016) formulate one of the indicators of customer satisfaction is repurchase intention.

Consumer satisfaction with a product is one of the factors that influence them in deciding to repurchase a product (Irma Setyawati, 2016). Research regarding the influence relationship between price perceptions and customer satisfaction conducted by (Lestari & Mailangkay, 2022) concluded that there was a significant influence. Furthermore, research conducted by (Farizky et al., 2022) concluded that there was an influence between social media on customer satisfaction. (Putranto et al., 2022) examined the effect of brand awareness on customer satisfaction which concluded that there was a significant influence. There is a positive influence between the independent variables above, namely price perception, social media and brand awareness on customer satisfaction, attracting the attention of the authors to make customer satisfaction a variable as a mediating or intervening variable in the author's research (Digdowiseiso et al., 2022) (Tecoalu et al., 2021). This is also supported by previous research conducted by (Junaedi & Digdowiseiso, 2023) which concluded that there is a significant influence between customer satisfaction and repurchase decisions.

The results of previous studies indicate that there are differences in the effect between variables. For this difference or research gap, the authors set the research title "The Influence of Perceived Price, Social Media and Brand Awareness on Repurchase Decisions Through Customer Satisfaction as a mediating variable (Study on Millennial Consumers at KFC La Terrace Lenteng Agung)" as the research title. As for this research aims (1) To find out and analyze the direct effect of price perceptions on customer satisfaction. (2) To find out and analyze the direct influence of social media on customer satisfaction. (3) To find out and analyze the direct influence of brand awareness on customer satisfaction. (4) To find out and analyze the direct effect of perceived price on repurchasing decisions. (5) To find out and analyze the direct influence of social media on repurchasing decisions. (6) To find out and analyze the direct effect of brand awareness on repurchasing decisions. (7) To find out and analyze the direct effect of customer satisfaction on repurchasing decisions. (8) To find out and analyze the indirect effect of perceived price on repurchasing decisions through customer satisfaction. (9) To find out and analyze the indirect effect of social media on repurchasing decisions through customer satisfaction and (10) To find out and analyze the indirect effect of brand awareness on repurchasing decisions through customer satisfaction.

B. Methods

According to (Digdowiseiso, 2022) (Suharyono & Digdowiseiso, 2021) what is meant by research objects are scientific goals to obtain data with specific goals and uses about something objective, valid and reliable about a (certain variable). The framework used in this study for the independent variables there are three namely the Effect of Perceived Price (X1), Social Media (X2) and Brand Awareness (X3) on Repurchase Decision (Y) as the dependent variable through Customer Satisfaction (Z) as an intervening variable.

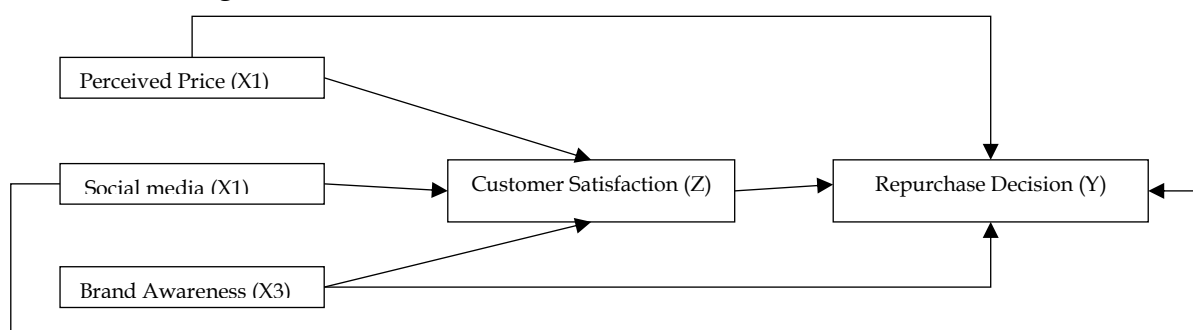


Figure 2. Research Framework

The primary data collection method used in this study is the method of distributing questionnaires directly and online via the Google form to 200 millennial customers at KFC La Terrace Lenteng Agung. The data collected in this study used a questionnaire method using a Likert scale. For data analysis, the SEM (Structural Equation Modeling) method was used with the STATA 17.00 program. This method will be used to process data to obtain descriptive information, determine the strength

and significance of a relationship between independent, dependent and mediating variables, as well as investigate the sign, size, and significance of the relationship between these three variables.

C. Results and Discussion

The results of distributing the questionnaire obtained object descriptions from millennial consumer respondents at KFC La Terrace Lenteng Agung, which is a subject of research. Gender, age and occupation of the respondents are the basic characteristics of the respondents, which are described as follows:

Table 1. Characteristics of Respondents by Gender and Age

Gender	Range Age				Total
	16-20	21-25	26-30	31-35	
Man	7	22	24	24	77
	9.09	28.57	31.17	31.17	100.00
Woman	14	23	44	42	123
	11.38	18.70	35.77	34.15	100.00
Total	21	45	68	66	200
	10.50	22.50	34.00	33.00	100.00

Based on table 1 above, it can be concluded that KFC La Terrace Lenteng Agung's millennial consumers are dominated by women aged 26-30 years.

Table 2. Characteristics of Respondents Based on Gender and Occupation Range

Gender	Range Job						Total
	Student / Student	Private	Government employees	Police	Self-employed	Housewife	
Man	13	37	8	4	15	0	77
	16.88	48.05	10.39	5.19	19.48	0.00	100.00
Woman	18	54	2	1	43	5	123
	14.63	43.90	1.63	0.81	34.96	4.07	100.00
Total	31	91	10	5	58	5	200
	15.50	45.50	5.00	2.50	29.00	2.50	100.00

Based on table 2 above, it can be drawn that KFC La Terrace Lenteng Agung's millennial customers are dominated by women with jobs as entrepreneurs.

Table 3. Characteristics of Respondents Based on Age and Occupation

Age Range	Range Job						Total
	Student / Student	Private	Government employees	Police	Self-employed	Housewife	
16-20 th	20	1	0	0	0	0	21
	95.24	4.76	0.00	0.00	0.00	0.00	100.00
21-25 th	11	28	0	1	5	0	45
	24.44	62.22	0.00	2.22	11.11	0.00	100.00
26-30 th	0	42	3	2	20	1	68
	0.00	61.76	4.41	2.94	29.41	1.47	100.00
31-35 th	0	20	7	2	33	4	66
	0.00	30.30	10.61	3.03	50.00	6.06	100.00
Total	31	91	10	5	58	5	200
	15.50	45.50	5.00	2.50	29.00	2.50	100.00

Based on table 3 above, it shows that KFC La Terrace Lenteng Agung's millennial customers are dominated by customers aged 26-30 years who work as private employees.

Data Quality Test Results

Validity test

Decision making validity based on the factor loading value must be greater than 0.6.

Table 3. Test the Validity of Questionnaire Statements

Variable	Factor1	Uniqueness
PH1	0.69	0.525
PH2	0.709	0.497
PH3	0.759	0.424
PH4	0.732	0.465
SM1	0.783	0.387
SM2	0.815	0.336
SM3	0.69	0.524
SM4	0.814	0.337
BA1	0.862	0.256
BA2	0.812	0.34
BA3	0.833	0.305
BA4	0.864	0.253
KPL1	0.805	0.351
KPL2	0.796	0.367
KPL3	0.788	0.379
KPU1	0.753	0.432
KPU2	0.772	0.405
KPU3	0.765	0.415

From table 3 above it can be seen that the values of all statements for each variable are declared valid because the factor loading value is above 0.6. Then it is stated that each item of the questionnaire statement is valid.

Reliability Test

After the validity test is carried out, reliability testing is then carried out by looking at the scale reliability coefficient value.

Table 4. Reliability Test of Questionnaire Statements

Variable	Alpha
PH1	0.9610
PH2	0.9607
PH3	0.9600
PH4	0.9603
SM1	0.9596

SM2	0.9590
SM3	0.9612
SM4	0.9591
BA1	0.9583
BA2	0.9592
BA3	0.9589
BA4	0.9583
KPL1	0.9594
KPL2	0.9596
KPL3	0.9597
KPU1	0.9602
KPU2	0.9599
KPU3	0.9600

Test scale = mean(unstandardized items)

Average interitem covariance: .2733422
 Number of items in the scale: 18
 Scale reliability coefficient: 0.9619

From the table above it can be concluded that the statement of each variable is reliable, because the value of the scale reliability coefficient is above 0.7.

Classical Assumption Test Results

Normality test

In this study, the normality test was carried out using the Skewness/Kurtosis test. The significance level used is $\alpha = 0.05$. The basis for making a decision is to look at the probability number p , provided that if the probability value $p \geq 0.05$, then the assumption of normality is met and if the probability <0.05 , then the assumption of normality is not fulfilled.

Table 5. Normality Test

Skewness and kurtosis tests for normality					----- Joint test -----
Variable	Obs	Pr(skewness)	Pr(kurtosis)	Adj chi2(2)	Prob>chi2
res	200	0.1342	0.2602	3.55	0.1695

From the results of the normality test using the Skewness and Kurtosis method, a probability value of 0.1695 is obtained, greater than 0.05, so it can be concluded that the data is normally distributed.

Multicollinearity test

To see the symptoms of multicollinearity is to look at the value of the variance inflation factor (VIF). Ghozali (2017) states that if the VIF value is greater than 10, multicollinearity occurs in the independent variables.

Table 6. Multicollinearity test

Variable	VIF	1/VIF
BA	3.50	0.286098
SM	2.72	0.367639
KPL	2.60	0.385300
PH	2.42	0.413038
Mean VIF	2.81	

Based on the table above the values of all VIF are less than 10, it is concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test

Heteroscedasticity testing was carried out with the Breusch-Pagan/Cook-Weisberg test. If the probability value is greater than 0.05, it is concluded that there is no heteroscedasticity and if vice versa, then heteroscedasticity has occurred.

Table 7. Heteroscedasticity Test

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity	
Assumption:	Normal error terms
Variable:	Fitted values of kpu
H0:	Constant variance
chi2(1)	2.06
Prob > chi2=	0.1517

The table above shows the probability value is $0.1517 > 0.05$ meaning there are no symptoms of heteroscedasticity.

Autocorrelation Test

Run Test is used to determine whether or not there is autocorrelation in this study. If the probability value is greater than 0.05 then there is no autocorrelation and vice versa if the probability value is <0.05 then there is autocorrelation.

Table 8. Autocorrelation Test

runtest r	
N(res <=	.1852600425481796) = 96
N(res >	.1852600425481796) = 104
obs =	200
N(runs)	93
z =	-1.11
Prob> z	.27

Based on the results of the Run Test in the table above, it is known that the probability value is $0.27 > 0.05$, so it is concluded that there is no autocorrelation.

Path Analysis Test

Table 9. Path Diagram Results

Standardized Structural	Coefficient	std. err	z	P> z	95% conf. interval	
KPL						
PH	.0713126	.0680228	1.05	0.294	-.0620097 .2046349	
SM	.2038405	.0702636	2.90	0.004	.0661265 .3415546	
BA	.5644192	.0663996	8.50	.000	.4342785 .69456	
_cons	1.678613	.3159946	5.31	.000	1.059274 2.297951	
KPU						
KPL	.4279974	.0659346	6.49	0.000	.298768 .5572269	
PH	.0381449	.0655568	0.58	0.561	-.090344 .1666339	
SM	.1983762	.0689756	2.88	0.004	.0631866 .3335658	
BA	.2237582	.0781955	2.86	0.004	.0704978 .3770186	
_cons	1.087708	.3101124	3.51	0.000	.479899 1.695517	
var(e.KPL)	.3852997	.0355551			.3215515 .4616862	
var(e.KPU)	.3552479	.034804			.2931828 .4304518	

The regression equation of the two equations above can be summed up as follows (rounding to two decimal places):

Equation 1

$$KPL = 1,68 + 0,07PH + 0,20SM + 0,56BA + \epsilon_1$$

Equation 2

$$KPU = 1,09 + 0,04PH + 0,20SM + 0,22BA + 0,43KPL + \epsilon_2$$

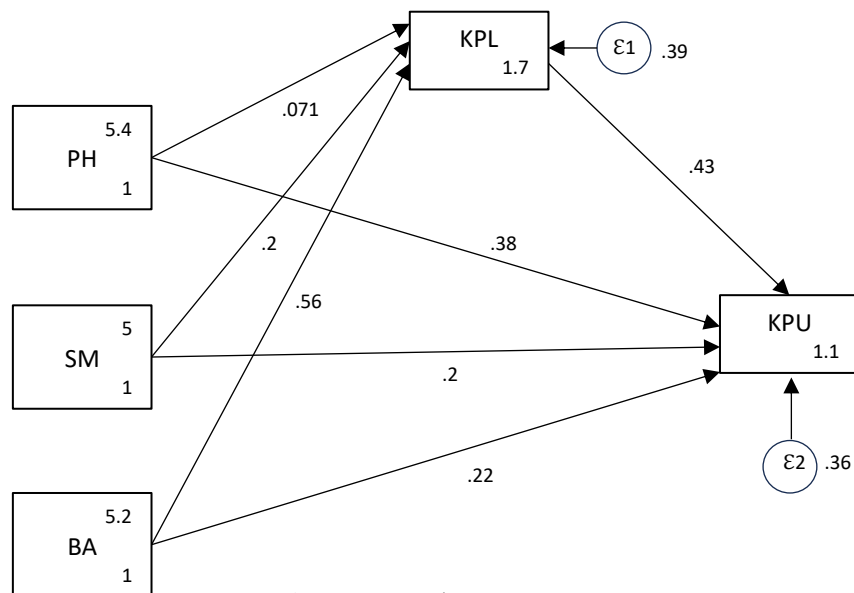


Figure 2. Path Diagram

The magnitude of the error value on each effect of the independent variable on the dependent is as follows: The magnitude of the error value on each effect of the independent variable on the dependent is as follows:

$$\epsilon_1 = 0,39$$

$$\epsilon_2 = 0,36$$

In trimming theory, testing the validity of the research model is observed through calculating the total determination coefficient as follows:

$$Rm^2 = 1 - (0,39^2) (0,36^2)$$

$$Rm^2 = 1 - (0,152) (0,130)$$

$$Rm^2 = 1 - 0,02$$

$$Rm^2 = 0,98 (98\%)$$

The coefficient of determination of 0.98 indicates that 98% of the information contained in the data can be explained by the model, while the remaining 2% is explained by errors and other variables outside the model. The coefficients in this model are relatively large enough so that further interpretation is appropriate.

Table 9. Sobel Test Results (Price Perception)

Medsem, indep(PH) med(KPL) dep(KPU) stand rit rid Significance testing of indirect effect (standardised)			
Estimates	Delta	Sobel	Monte Carlo
Indirect effect	0.385	0.385	0.385
Std. Err.	0.040	0.039	0.039
z-value	9.605	9.755	9.773
p-value	0.000	0.000	0.000
Conf. Interval	0.307 , 0.464	0.308 , 0.463	0.311 , 0.463

STEP 1 - KPL:PH (X -> M) with B=0.621 and p=0.00z
 STEP 2 - KPU:KPL (M -> Y) with B=0.620 and p=0.000
 STEP 3 - KPU:PH (X -> Y) with B=0.220 and p=0.000
 As STEP 1, STEP 2 and STEP 3 as well as the Sobel's test above are significant the mediation is partial!

RIT = (Indirect effect / Total effect)
 (0.385 / 0.605) = 0.636
 Meaning that about 64 % of the effect of PH on KPU is mediated by KPL!

RID = (Indirect effect / Direct effect)(0.385 / 0.220) = 1.750 That is, the mediated effect is about 1.8 times as large as the direct effect of PH on KPU!

Based on the results of the Sobel test to determine the indirect effect of price perceptions on repurchase decisions mediated by customer satisfaction as shown in Table 4.14, it is known that the z-value is 9.755 > 1.96 and the p-value is 0.000 < 0.05, thus it can be concluded that there is an influence of perceived price on repurchase decisions mediated by customer satisfaction. The RIT value is 0.636 (64%) which means that the effect of perceived price on repurchase decisions mediated by customer satisfaction is 64%.

Table 10. Sobel Test Results (Social Media)

Medsem, indep(PH) med(KPL) dep(KPU) stand rit rid Significance testing of indirect effect (standardised)			
Estimates	Delta	Sobel	Monte Carlo
Indirect effect	0.369	0.369	0.368
Std. Err.	0.042	0.041	0.041
z-value	8.885	8.989	8.968
p-value	0.000	0.000	0.000

Conf. Interval	0.287 , 0.450	0.288 , 0.449	0.291, 0.448
STEP 1 - KPL:PH (X -> M) with B=0.621 and p=0.00z			
STEP 2 - KPU:KPL (M -> Y) with B=0.620 and p=0.000			
STEP 3 - KPU:PH (X -> Y) with B=0.220 and p=0.000			
As STEP 1, STEP 2 and STEP 3 as well as the Sobel's test above are significant the mediation is partial!			
RIT = (Indirect effect / Total effect)			
(0.369 / 0.680) = 0.542			
Meaning that about 64 % of the effect of PH on KPU is mediated by KPL!			
RID = (Indirect effect / Direct effect)			
(0.369 / 0.312) = 1.183			
That is, the mediated effect is about 1.8 times as large as the direct effect of PH on KPU!			

Based on the results of the Sobel test to determine the indirect effect of social media on repurchase decisions mediated by customer satisfaction as shown in Table 4.15, it is known that the z-value is 8.989 > 1.96 and the p-value is 0.000 < 0.05, thus it can be concluded that there is social media on repurchase decisions mediated by customer satisfaction. The RIT value is 0.542 (54%) which means that the influence of social media on repurchase decisions mediated by customer satisfaction is 54%.

Table 11. Sobel Test Results (Brand Awareness)

Medsem, indep(PH) med(KPL) dep(KPU) stand rit rid	Significance testing of indirect effect (standardised)		
Estimates	Delta	Sobel	Monte Carlo
Indirect effect	0.372	0.372	0.371
Std. Err.	0.051	0.051	0.051
z-value	7.243	7.295	7.239
p-value	0.000	0.000	0.000
Conf. Interval	0.271 , 0.472	0.272 , 0.472	0.271, 0.469
STEP 1 - KPL:PH (X -> M) with B=0.767 and p=0.00z			
STEP 2 - KPU:KPL (M -> Y) with B=0.485 and p=0.000			
STEP 3 - KPU:PH (X -> Y) with B=0.355 and p=0.000			
As STEP 1, STEP 2 and STEP 3 as well as the Sobel's test above are significant the mediation is partial!			
RIT = (Indirect effect / Total effect)			
(0.372 / 0.727) = 0.511			
Meaning that about 64 % of the effect of PH on KPU is mediated by KPL!			
RID = (Indirect effect / Direct effect)			
(0.372 / 0.355) = 1.046			
That is, the mediated effect is about 1.8 times as large as the direct effect of PH on KPU!			

Based on the results of the Sobel test to determine the indirect effect of brand awareness on repurchase decisions mediated by customer satisfaction as shown in Table 4.16, it is known that the z-value is $7.295 > 1.96$ and the p-value is $0.000 < 0.05$, thus it can be concluded that there is an indirect effect of brand awareness on repurchase decisions mediated by customer satisfaction. The RIT value is 0.511 (51%) which means that the influence of brand awareness on repurchase decisions mediated by customer satisfaction is 51%. Based on the data above, the interpretation of hypothesis testing is obtained as follows:

Hypothesis 1

H1: There is a positive and significant influence between Perceived Price (X1) on Customer Satisfaction (Z). The test results show that price perception has a positive but not significant effect on customer satisfaction, with a value of 0.07 and a probability of $p = 0.294 > 0.05$. Therefore hypothesis I is declared rejected.

Hypothesis 2

H2: There is a positive and significant influence between Social Media (X2) on Customer Satisfaction (Z). The test results show that social media has a significant and positive influence on customer satisfaction. With a path coefficient value of 0.20 and a probability of $p = 0.004 < 0.05$. Therefore hypothesis II is declared acceptable.

3. Hypothesis 3

H3: There is a positive and significant influence between Brand Awareness (X2) on Customer Satisfaction (Z). The test results show that brand awareness has a significant and positive influence on customer satisfaction. With a path coefficient value of 0.56 and a probability of $p = 0.000 < 0.05$. Therefore hypothesis III is declared acceptable.

Hypothesis 4

H4: There is a positive and significant influence between Perceived Price (X1) on Repurchase Decision (Y). The test results show that price perception has a positive but not significant effect on repurchase decisions. With a path coefficient value of 0.04 and a probability of $p = 0.561 > 0.05$. Therefore hypothesis IV is declared rejected.

Hypothesis 5

H5: There is a positive and significant influence between Social Media (X2) on Repurchase Decisions (Y). The test results show that social media has a significant and positive influence on repurchasing decisions. With a path coefficient value of 0.20 and a probability of $p = 0.004 < 0.05$. Therefore hypothesis V is declared acceptable.

Hypothesis 6

H6: There is a positive and significant influence between Brand Awareness (X3) on Repurchase Decisions (Y). The test results show that brand awareness has a

significant and positive influence on repurchase decisions. With a path coefficient value of 0.22 and a probability of $p = 0.004 < 0.05$. Therefore hypothesis VI is declared acceptable.

Hypothesis 7

H7: There is a positive and significant influence between Customer Satisfaction (Z) on Repurchase Decisions (Y). The test results show that customer satisfaction has a significant and positive effect on repurchasing decisions. With a path coefficient value of 0.43 and a probability of $p = 0.000 < 0.05$. Therefore hypothesis VII is declared acceptable.

Hypothesis 8

H8: There is a positive and significant influence between Perceived Price (X1) on Repurchase Decisions (Y) through Customer Satisfaction (Z). The test results show that price perception has a significant and positive influence on repurchase decisions mediated by customer satisfaction. With a path coefficient value of 0.385 and a probability of $p = 0.000 < 0.05$. Therefore hypothesis VIII is declared acceptable.

Hypothesis 9

H9: There is a positive and significant influence between Social Media (X2) on Repurchase Decisions (Y) through Customer Satisfaction (Z). The test results show that social media has a significant and positive influence on repurchase decisions mediated by customer satisfaction. With value = path coefficient 0.369 and probability $p = 0.000 < 0.05$. Therefore hypothesis IX is declared acceptable.

Hypothesis 10

H10: There is a positive and significant influence between Brand Awareness (X3) on Repurchase Decisions (Y) through Customer Satisfaction (Z). The test results show that brand awareness has a significant and positive influence on repurchase decisions mediated by customer satisfaction. With a = path coefficient value of 0.372 and a probability of $p = 0.000 < 0.05$. Therefore hypothesis X is declared acceptable.

D. Conclusion

Based on the results of the research and discussion that has been described, the following conclusions can be drawn: (1) Perceptions of price have a positive but not significant direct influence on customer satisfaction of millennial consumers at KFC La Terrace Lenteng Agung. (2) Social media has a direct, positive and significant influence on millennial customer satisfaction at KFC La Terrace Lenteng Agung. (3) Brand awareness has a direct, positive and significant influence on millennial customer satisfaction at KFC La Terrace Lenteng Agung. (4) Perceived price has a positive but not significant direct influence on millennial consumers' repurchase decisions at KFC La Terrace Lenteng Agung. (5) Social media has a direct, positive and significant influence on millennial consumers' repurchasing decisions at KFC La

Terrace Lenteng Agung. (6) Brand awareness has a direct, positive and significant influence on millennial consumers' repurchase decisions at KFC La Terrace Lenteng Agung. (7) Customer satisfaction has a direct, positive and significant influence on millennial consumers' repurchase decisions at KFC La Terrace Lenteng Agung. (8) Perceived price has a positive and significant indirect effect on repurchasing decisions through customer satisfaction for millennial consumers at KFC La Terrace Lenteng Agung. (9) Social media has a positive and significant indirect influence on repurchasing decisions through customer satisfaction for millennial consumers at KFC La Terrace Lenteng Agung and (10) Brand awareness has a positive and significant indirect effect on repurchasing decisions through customer satisfaction for millennial consumers at KFC La Terrace Lenteng Agung.

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