Vol. 2 No. 4 Edisi Oktober 2025 **E. ISSN. 3032-2472**

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

ANALYSIS OF CUSTOMER RETENTION STRATEGIES FOR SMALL AND MEDIUM-SIZED FRIED CHICKEN BUSINESSES IN JAKARTA: THE MEDIATING ROLE OF CUSTOMER SATISFACTION BASED ON PRODUCT QUALITY, SERVICE QUALITY, AND PAYMENT SYSTEMS

ANALISIS STRATEGI RETENSI PELANGGAN UMKM FRIED CHICKEN DI JAKARTA: PERAN MEDIASI KEPUASAN PELANGGAN BERDASARKAN KUALITAS PRODUK, KUALITAS PELAYANAN, DAN SISTEM PEMBAYARAN

Anindita Fadhillah[1*]

[1*]Faculty of Economics and Business, Jakarta State University, Indonesia Email: dita.anindita99@gmail.com

*Email Correspondent: dita.anindita99@gmail.com

DOI: https://doi.org/10.62567/micjo.v2i4.1453

Abstract

The height competition in the sector business Micro, Small and Medium Enterprises (MSMEs) fried chicken in Jakarta demands perpetrator business for improve retention strategies customers, one of them through increased purchase interest repeat. Research This aim analyze influence quality products, service quality, and systems payment on purchase interest repeat, with satisfaction customer as intervening variables. Research quantitative this use Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) with sample of 100-150 respondents MSMEs fried chicken customers in Jakarta. Test results hypothesis show that satisfaction customer own significant and positive influence on purchase interest repeat. Next, quality products and systems payment proven in a way direct influential positive and significant to satisfaction customers. Meanwhile that, variable quality products, service quality, and systems payment no show influence significant direct on purchase interest repeat. Findings this indicates that satisfaction customer play a role important as variables mediation. Strategy to increase purchase interest repeat must focused on efforts reach customer satisfaction. this is can achieved with maintain quality superior products (especially consistency of taste and texture), provides quality good service, as well as ensure system efficient and diverse payments. With thus, satisfaction customer is key main bridging influence quality products, service quality, and systems payment on purchase interest repeat to MSMEs fried chicken customers in Jakarta.

Keywords: Purchase Interest Repeat, Customer Satisfaction, Quality Product, Service Quality, System Payment.

1. INTRODUCTION

In a business, customers are a crucial aspect for maintaining its survival. A strong customer base allows a company to continue operating or even expand its business. This aligns

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

with Tjiptono's (2019) opinion, which states that customers play a crucial role in determining a business's long-term success. Therefore, businesses are competing to improve their operations to meet market needs and understand their target customers. According to Haol et al. (2024), understanding customers is a crucial foundation for innovation and avoiding potential business failures.

In Indonesia, the business market is expanding rapidly as more people are starting to become entrepreneurs and establishing their own micro, small, and medium enterprises (MSMEs). Data from the Indonesian Chamber of Commerce and Industry (KADIN) shows that the number of MSMEs increased by 1.52% in 2023, indicating growing public interest in starting their own businesses. Limited job opportunities and economic needs are the underlying reasons why establishing MSMEs is increasingly popular among Indonesians (Febrianti, 2025). The relatively small capital requirements and flexible work environment are also supporting factors for the broader development of MSMEs in Indonesia (Pradana & Amanah, 2024).

According to data from the Indonesian Chamber of Commerce and Industry (KADIN), there are 66 million MSMEs operating in Indonesia by 2023. Meanwhile, according to data from the Central Statistics Agency (BPS), there are 79,992 MSMEs in Jakarta alone, representing a 45% increase from the previous year. These small businesses are dominated by food and beverage products, followed by other sectors such as clothing, household necessities, and so on. In the food and beverage industry itself, according to a report from the Tourism Office, there are 52,625 food and beverage service businesses throughout DKI Jakarta. Businesses in this sector include stalls, restaurants, catering, and so on. The development of MSMEs is positive because in fact, MSMEs are able to contribute 61% to the Indonesian economy. This contribution involves the role of MSMEs in increasing the country's Gross Domestic Product (GDP) and helping to absorb more labor.

The large number of MSMEs in Indonesia naturally increases competition among business actors. The same product can be sold by not just one but many businesses simultaneously, particularly fried chicken, which is now mushrooming in the community. According to data from the MSME Association (AKUMINDO) , fried chicken sales saw a 20% increase in outlets in 2018. This demonstrates the growing interest of business owners in establishing businesses specializing in this product. Furthermore, this competition occurs not only among small-scale business owners but also with more familiar conventional products (Nurlatifah et al., 2023). Therefore, a strategy is needed to build customer value in facing competitive business situations (Mandal, 2023). This customer value can be achieved through a business's excellence in meeting needs that align with customer preferences, both in terms of product quality, service quality, and other supporting needs such as the provision of relevant business instruments. By achieving customer satisfaction, a business will be able to make their customers have the desire to make repeat purchases and increase the profits of a business (Ashfaq et al., 2019).

Armstrong & Vickers (2018) in their research argue that product quality is said to be the initial builder of a customer's perception. Therefore, it is important for a business to maintain quality in their business. In business transactions, it is undeniable that quality, especially based on the visuals of the products sold, is one of the initial attractions to attract customers (Ooijen et al., 2017). Through good product quality, customers will be interested in trying and purchasing what the business actor offers. Although visuals play an important role in the initial buying and selling process as an attention grabber, the quality of a product itself is not only

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

assessed by visual appeal. Specifically in the food industry, there are also several other factors such as taste, texture, aroma, and various other sectors more broadly (Foegeding et al., 2015).

By maintaining product quality, a business will be able to create a good purchasing experience for customers. Therefore, it is crucial for a business to maintain the quality of their products. A good purchasing experience will create customer loyalty and achieve customer satisfaction (Gilmore & Pine, 2002). Loyal customers will certainly be an advantage for a business because they increase the likelihood of those customers purchasing again and marketing and recommending the business's products more widely through word of mouth (Pereira et al., 2025).

To achieve customer satisfaction, besides product quality, there are certainly other aspects that a business must also consider. This aligns with Liu (2024) who argued that customer value is not created by a single element, but rather by a combination of experiences across all existing elements. One such influential factor is service quality. Through satisfactory service quality, customers will feel comfortable and secure conducting transactions with a business, which can boost the value of their positive experience (Garbo et al., 2024). This certainly increases the potential for repeat customers, and the business can maintain its profitability.

In today's era of easy access to information, customers are more easily influenced by quality than other perceptions in their purchases (Simonson et al., 2017). Therefore, both product quality and service quality are considered important aspects for a business to maintain for its survival. This is especially true in an era where information can spread rapidly, making it easier for people to access information before making a purchase. Reviews of various businesses can easily be found at the customer's fingertips and used as references when making purchases. Customers are becoming increasingly critical in assessing their products based on existing reviews (Chang, Fang, & Huang, 2015). Buyers are also considered to be more discerning in selecting where to shop.

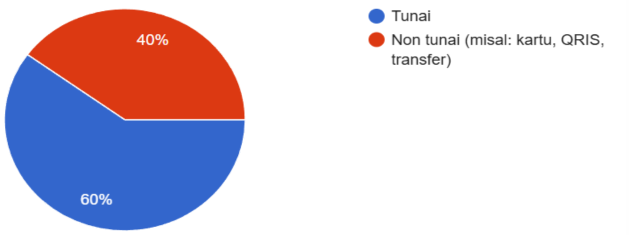
With the advancement of science today, the business sector is also growing with various advancements in digital technology. This digital technology creates transformative opportunities in the small business sector (Díaz -Arancibia et al., 2024). One of the most common technological developments in today's society is the widespread use of digital payment instruments. People are beginning to be introduced to various payment methods other than cash, making it easier for people to conduct transactions. In Indonesia itself, in recent years, people have been introduced to Quick Response Indonesian Standard technology, commonly known as QRIS. The provision of QRIS is useful for creating even greater convenience in buying and selling transactions. Due to this convenience, non-cash transactions have become a widely used payment method by people today (Nasution et al., 2024).

Although financial technology has advanced rapidly, there are still several barriers to its adoption, particularly in the small business industry. This is generally due to familiarity, where customers tend to simplify their decisions based on their habits (Solomon, 2015). Micro-businesses that have adopted payment methods other than cash still face several challenges, such as delays in the cash flow process, withdrawal difficulties, errors, and various other technical issues (Sitanggang et al., 2024). In other words, despite the rapid development of financial technology with the availability of various digital payment methods, cash remains crucial and cannot be easily completely removed from people's lives, especially for small transactions (Cruijsen and Cörvers, 2022). To support this opinion, a preliminary study was

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

conducted on payment method preferences based on the opinions of random customers. The results of this preliminary study are presented in the following graph.

Figure 1. Results in a Preliminary Study Regarding the Effects of Payment Systems



Source: Preliminary Research Results March 2025

Based on this preliminary research, cash still plays a significant role in buying and selling transactions, especially in micro-businesses such as MSMEs. However, it is undeniable that with the advancement of technology, payment systems are also evolving, and non-cash payment methods are increasingly being adopted by small businesses. This is evident in the relatively small difference in preference between cash and non-cash payment methods. Many micro-businesses, such as cafes, restaurants, food stalls, and grocery stores, now offer alternative payment methods for their customers in addition to cash. In some cases, some businesses even offer only non-cash payment methods to simplify financial records and save energy. However, there are also small businesses, such as small shops in residential areas, that still rely solely on cash transactions. Therefore, providing a variety of payment methods for each micro-business certainly differentiates one business from another and has the potential to create added value for that business.

Based on the background mentioned previously, this study tries to dig deeper into the relationship between product quality and service quality through variations in payment methods on customer satisfaction in the micro-business environment.

2. RESEARCH METHOD

Research methods used in study This is quantitative with purposeful design for analyze influence quality product, quality services and systems payment to interest purchase repeat, where satisfaction customer play a role as intervening variables, on MSME Fried Chicken customers in Jakarta. Population study is fried chicken UMKM customers in Jakarta, with samples used range between 100-150 respondents and taken use technique purposive sampling based on criteria certain. The data analysis techniques used is Structural Equation Modeling based Partial Least Squares (SEM-PLS) For test connection between variables, with testing hypothesis done through technique bootstrapping For analyze significance path (*T*- statistic value and *P*-value) (Santoso et al., 2022).

3. RESULTS AND DISCUSSION

Results

This section serve results empirical data obtained from Structural Equation Modeling analysis based on Partial Least Squares (SEM-PLS) on 107 respondents *fried chicken* MSME customers in Jakarta. The results are presented in a way systematic, starting from analysis

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

descriptive, evaluation of measurement models (*outer models*), to testing of structural models (*inner models*) and hypotheses.

Analysis Descriptive
Profile Respondents

Analysis demographics show that majority respondents involved in study This is women, with proportion significant by 82%, or 88 people. Dominance This in harmony with trend general in study marketing consumers, where women often become determinant or taker decision main in purchase product food and Drink House ladder.

From the side age, majority respondents (77.8%, or 90 people) were in range aged 20 to 50 years, reflecting group age productive and economic active who has Power purchase and frequency transaction high in culinary MSMEs. Distribution age This show that findings very relevant research for understand behavior purchase re-introduction in the consumer market segment mature.

Variable Data Description Study

Evaluation average score (scale 1–5) of every indicator variables study give understanding deep about perception customer to operational *fried chicken* UMKM that they visit.

1. Quality Product (KP): The KP variable records overall average score of 4.40 (88.1%). The prominent indicators is Product Performance (4.43), especially on the item "tastes good and savory " (4.59) and Reliability Product (4.45), which focuses on consistency deliciousness from time to time. The height score this show that attribute Garvin's (1987) core functionalities are highly valued and expected at a high level by customers.
2. Quality Services (KL): The KL variable obtains overall average score 4.40 (87.6%). Indicator with score highest is Responsiveness and Service Reliability (*4.50* and 4.40*)*. Specifically, items regarding "acceptance criticism and suggestions" have score highest (4.60), indicating that customer expect a fast and accurate service process, in line with dimensions important in the SERVQUAL model (Parasuraman, Zeithaml & Berry, 1988).
3. System Payment (SP): SP variable reaches average score 4.40 (87.2%). Indicator Efficiency Payment own the highest average score (4.50), especially on the item "availability system appropriate payment with needs" (4.60). This is underline that in the middle rapid development technology digital payments (Fintech/QRIS), utility and convenience transaction has become prerequisite absolute equal importance with quality products and services.
4. Satisfaction Customer (KeP): Variables Satisfaction Customer get average score 4.40 (87.2%). Indicator highest is Acceptable Quality (4.50), with the item "quality Good from fried chicken" reach score 4.70. This fact confirm that satisfaction the biggest customer originate from fulfillment mark functional product That alone, which is in line with theory Perceived Value Zeithaml (1988), where the benefits received compared to with cost incurred.
5. Purchase Interest Repeat (MPU): The MPU variable has average score 4.30 (86.9%). Indicator Intention Based on Satisfaction own score highest (4.40), indicating that

Vol. 2 No. 4 Edisi Oktober 2025 E. ISSN. 3032-2472
Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

willingness customer for buy return is greatly influenced by accumulated feelings of satisfaction from experience previously.

Outer Model Evaluation

Evaluation outer model aim for test validity and reliability latent construct. Measurement model beginning show that five question items own mark loading factor below threshold 0.7 (including flavor variant items on KP, packaging on KL, and discounts / reductions price on SP). These items Then eliminated, and evaluated repeat measurement model done for ensure validity strong convergence.

After model refinement, all remaining indicators show loading factor above 0.7. In addition, the criteria validity and reliability following fulfilled:

	Average Variance Extracted (AVE)	Composite Reliability (CR)	Cronbach's Alpha	Criteria (Min.)	Conclusion
Satisfaction Customer	0.637	0.933	0.918	≥0.5 (AVE); ≥0.7 (CR/Alpha)	Reliable & Valid
Quality Service	0.631	0.945	0.935	≥0.5 (AVE); ≥0.7 (CR/Alpha)	Reliable & Valid
Quality Product	0.564	0.951	0.945	≥0.5 (AVE); ≥0.7 (CR/Alpha)	Reliable & Valid
Purchase Interest Repeat	0.669	0.924	0.900	≥0.5 (AVE); ≥0.7 (CR/Alpha)	Reliable & Valid
System Payment	0.691	0.931	0.911	≥0.5 (AVE); ≥0.7 (CR/Alpha)	Reliable & Valid

All mark Average Variance Extracted (AVE) is above 0.5, and the value Composite Reliability (CR) as well Cronbach's Alpha exceeds 0.9, indicating that constructs used own validity excellent internal convergence and reliability.

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

Inner Model Evaluation

Structural model evaluation done through coefficient determination (R^2) and size effect (f^2).

Coefficient Determination (R^2):

	R Square	R Square Adjusted	Category (1998)
Satisfaction Customer	0.910	0.907	Strong
Purchase Interest Repeat	0.862	0.857	Strong

Very high (R^2) value For Satisfaction Customers (0.910) and Purchase Interest Repeat (0.862) shows that variables exogenous (Quality Products, Service Quality, and Systems Payment) and Customer Satisfaction as a capable mediator explain variability in endogenous variables with very strong proportions. The proposed structural model is very relevant and has Power superior prediction in context of the *fried chicken* UMKM market.

Size Effect (f^2):

	Satisfaction Customer	Purchase Interest Repeat
Satisfaction Customer		0.233 (Medium)
Quality Service	0.097 (Small)	0.014 (Small)
Quality Product	0.188 (Medium)	0.000 (None)
System Payment	0.188 (Medium)	0.041 (Small)

f^2 show that Satisfaction Customer give influence moderate (0.233) towards Purchase Interest Repeat. Good Quality Product and System Payment also provides influence moderate (0.188) against Satisfaction Customers. This is indicates that Satisfaction Customer is the most critical construction in this model, act as determinant main intention behavior, while Quality Products and Systems Payment is factor the strongest cause in form satisfaction.

Testing Hypothesis

Testing hypothesis done use technique *bootstrapping* for determine significance statistics based on mark *T* - statistic (≥1.96 for α=0.05) and *P* -value (≤0.05).

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

No.	Connection Variables	Coefficient (O)	T-Statistics	P-Value	Conclusion (α=0.05)
H1	Quality product → Satisfaction customer	0.355	2,518	0.012	Accepted (+)
H2	Quality service → Satisfaction customer	0.320	1,981	0.048	Accepted (+)
H3	System payment → Satisfaction customer	0.313	2,358	0.019	Accepted (+)
H4	Quality product → Purchase interest repeat	0.000	0.001	0.999	Rejected
H5	Quality service → Purchase interest repeat	0.154	0.596	0.551	Rejected
H6	System payment → Purchase interest repeat	0.198	1,401	0.162	Rejected
H7	Satisfaction Customer → Purchase interest repeat	0.597	3,281	0.001	Accepted (+)
H8	KP → KeP → MPU (Indirect)	0.212	2,080	0.038	Accepted (+)
H9	KL → KeP → MPU (Indirect)	0.191	1,746	0.081	Rejected
H10	SP → KeP → MPU (Indirect)	0.187	1,637	0.102	Rejected

Discussion

Discussion This interpret results testing hypothesis, review its relevance with framework theoretical and literary relevant marketing.

Quality Products, Service Quality, and Systems Payment to Satisfaction Customers (H1, H2, H3)

H1: Influence Quality Product to Satisfaction Customer

Hypothesis first (H1) which states that there is influence positive between Quality Product (KP) against Satisfaction Customer (KeP) is accepted (T- Statistic = 2.518; P-Value = 0.012). Coefficient track positive (0.355) indicates that improvement quality product will increase satisfaction.

Findings this is very strong and in tune with literature previously, which shows that quality product is trigger beginning perception customers (Kotler and Armstrong, 2016) and

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

have connection significant positive with satisfaction (Cruz, 2015; Uzir et al (2020). In the context of fried chicken MSMEs, where the core product is that fried chicken alone, value functional product (Garvin dimensions) becomes very important. Descriptive data show that the most dominant KP indicator is performance (delicious and savory taste) and reliability (consistency of taste). This means that customers will feel satisfied when the products they consumption in a way consistent fulfil expectation base they will deliciousness and quality. Quality superior and consistent products validate exchange source power that has been done by the customer, in line with theory Perceived Value (Zeithaml, 1988).

H2: Influence Quality Service to Satisfaction Customer

Hypothesis second (H2) which states existence influence positive between Quality Services (KL) for Satisfaction Customers (KeP) **are accepted** (T- Statistic = 1.981; P-Value = 0.048). Although significant, results This own mark T- statistics that are close to the minimum limit, and the value size the effect (f^2) is the smallest (0.097) among all variables exogenous against KeP.

This result confirm view extensive literature that quality service create experience positive and strengthening connection term long with customer (Marcos & Coelho, 2022). In the SERVQUAL model (Parasuraman et al., 1988), the dimensions Responsiveness and Reliability of Service have score tall in descriptive data. This is means that in the fried chicken UMKM, the speed presentation, accuracy orders, and handling fast complaint is element important triggers Customer Satisfaction. Although thus, the effect to Satisfaction in a word small compared to with Quality Products, which implies that service Possible functioning more as hygiene factors necessary prerequisites for customers No disappointed, but his contribution in create level extreme satisfaction (satisfaction that triggers loyalty) is limited compared to with quality product that alone.

H3: Influence System Payment to Satisfaction Customer

Hypothesis third (H3) which states existence influence positive between System Payment (SP) against Satisfaction Customer (KeP) is accepted (T- Statistic = 2.358; P-Value = 0.019). Coefficient track positive (0.313) and size effect (f^2) which is medium (0.188) is equivalent with Quality Product show that aspect transactional This play substantial role in Satisfaction.

Findings This in harmony with literature that emphasizes importance adoption *Financial Technology* (Fintech) in MSMEs (Junitasari et al., 2023). Satisfaction customer driven by convenience, efficiency, and diversity option payments offered. Descriptive data show that *Efficiency Payment* (speed and availability) appropriate non - cash method is the most valued indicator. In Jakarta's ever-changing environment fast and modern, the ability of MSMEs to offer transaction without friction (for example, through QRIS) increases the perceived value (perceived *value*) by customers through comfort (Karjaluoto et al., 2019). This matter show existence evolution in expectation customers, where convenience transactional now considered the same the fundamentals with quality product in determine total satisfaction (*Customer Experience*).

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

Satisfaction Customer as Key Drivers of Purchase Intention Repeat (H7)

H7: Influence Satisfaction Customer on Purchase Interest Repeat

Hypothesis the seventh (H7) that tests influence Satisfaction Customer (KeP) on Purchase Interest Repeat (MPU) accepted with level very high significance (T- Statistic = 3.281; P-Value = 0.001). The coefficient path (0.597) is the strongest in the whole model.

This result strengthen understanding fundamental in marketing that Satisfaction is predictor the most reliable single For intention future behavior (Kotler and Keller, 2016; Afinia & Tjahjaningsih, 2024). Satisfaction No only just feeling happy, but is evaluation cognitive and affective that are formed after experience usage (Tjiptono, 2020). When customers feel satisfied, they develop commitment (Oliver, 1997) and have more tendencies big for back, minimize risk switch to competitor, a very important concept for MSMEs in a competitive market. The high power predictive effect of KeP on MPU (35.64% of MPU variance explained directly by KeP) shows that accumulation experience comprehensive positive is the main strategy for maintain customers in the sector fried chicken Jakarta.

Direct Path Failure and Confirmation Phenomenon Mediation Full (H4, H5, H6)

H4, H5, H6: Influence Direct Quality Products, Service Quality, and Systems Payment on Purchase Interest Repeat

Hypotheses H4 (KP → MPU), H5 (KL → MPU), and H6 (SP → MPU) are all rejected at the level significance α=0.05. The very low T- statistic values (0.001 for H4, 0.596 for H5, and 1.401 for H6) indicate that these individual attributes No in a way direct own significant effect to decision purchase repeat customer.

Failure track direct this, combined with reception KeP → MPU (H7) path and reception track variables exogenous against KeP (H1, H2, H3), is proof strong empirical for strengthen hypothesis Mediation Full Mediation**.** In the context *of* study this, thing This show that *fried chicken* UMKM customers No decide for buy repeat solely Because attribute good specifics (for example, service fast or good taste); on the other hand, the attributes the must moreover formerly processed and integrated to in evaluation comprehensive psychology in the form of Customer Satisfaction. In other words, Quality Products, Service Quality, and Systems Payment only effective in trigger Purchase Interest Repeat if and only If factors the succeed creates a sense of accumulated satisfaction. Behavior intention buy repeat is consequence from evaluation *holistic* (Satisfaction), not just addition attribute functional.

Analysis Mediation Satisfaction Customers (H8, H9, H10)

H8: Influence Quality Product through Satisfaction Customer on Purchase Interest Repeat

Hypothesis the eighth (H8) which tests effect No Direct KP → KeP → MPU is accepted (T- Statistic = 2.080; P-Value = 0.038). This confirms that Satisfaction Customer in a way significant mediate connection between Quality Products and Purchase Interest Repeat.

Because of the path direct (H4) is rejected and the path No direct (H8) received, Satisfaction Customer functioning as Full Mediator on the line this. Findings This is very important, especially in the sector culinary, and in line with study previously discovered role KeP mediation in relationship between KP and MPU. Quality Product is the only one factors that are strong succeed pass the Satisfaction filter For Achieve Purchase Interest Repeat at level significance α=0.05. This confirms principle product primacy: for customer food, the core quality of the product (taste, texture, consistency) is foundation the main thing that must be

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

perfect. When KP is high, KeP increases in a way significant, and it is this KeP that ultimately push intention loyalty and purchasing repetitive. Product performance donate effect no direct amounting to 21.19% of Purchase Interest Repeat.

H9: Influence Quality Service through Satisfaction Customer on Purchase Interest Repeat

Hypothesis the ninth (H9) that tests effect No directly KL → KeP → MPU **rejected** at the level significance α=0.05 (T- Statistic =1.746; P-Value=0.081).

Although Quality Service succeed trigger Satisfaction (H2 accepted), effect combination from track No direct This No Enough significant in a way statistics For explaining Purchase Interest Repeat at confidence limits standard 95%. This is show that role service, although important for avoid dissatisfaction, relative weak in create loyalty that leads to intention purchase recurring. Customer Possible see good service as standard industry that must fulfilled. The analysis carried out show that there is sensitivity at the significance level: if the significance level loosened to 10%, hypothesis This will accepted (P-Value 0.081 < 0.10). However, in strict testing (5%), the effect This considered No proven in a way statistics. Phenomenon This underline that in the sector food, non-core attributes (service) are difficult become *motivator* the main thing that changes satisfaction become intention strong behavior.

H10: Influence System Payment through Satisfaction Customer on Purchase Interest Repeat

Hypothesis the tenth (H10) which tests effect No direct SP → KeP → MPU **rejected** at the level significance α=0.05 (T- Statistic =1.637; P-Value=0.102).

Like case in point Quality Service, System Payment succeed increase Satisfaction (H3 is accepted), but effect mediation This No Enough strong for in a way significant encourage Purchase Interest Repeat. Effect No directly calculated is 18.68%. Failure statistics at this 5% limit implies that although efficiency modern payments (QRIS, non- cash) create experience pleasant transaction, customer No in a way automatic be loyal to something brand *fried chicken* only Because convenience payment. They see system competent payment as utilities general, not as superiority differentiation specifics that guarantee they return to the MSMEs. Similar with H9, results This show sensitivity, where at α=0.10, the hypothesis This will accepted. With Thus, the effect System Payment against MPU through KeP is proven there is, but is at a weak level or marginal.

Implications

Implications Theoretical

Findings This give contribution important for literature management marketing, in particular in context of the commodity MSME market. Acceptance of H8 and rejection of H4 provide proof strong empirical for the Mediation model Full in determine intention behavior consumers. This strengthens theory that in environment with competition height and product homogeneous, decision for purchase repeat is consequence from evaluation accumulated affective and cognitive (Satisfaction Customers), not only reaction to attribute stimuli single (KP, KL, or SP) at the time transaction. Research model This underline the need multi- stage analysis in framework Customer Experience (CX), where the attributes functional (KP) and utility (SP) acts as a causal input of KeP, and KeP acts as proximate cause Purchase Interest Repeat.

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

Contribution Another theory lies in the recognition role System Payment (SP) in the MSME market. The value of f^2 SP (0.188) is equivalent to with KP in influence Satisfaction show that factor technology - driven *convenience* has shift from just feature addition become variables essential structural in determine *Perceived Value* modern customers.

Implications Managerial

Implications practical from study this offer guide clear strategy for *fried chicken* MSMEs in Jakarta:

1. Priority Strategic on Core Product Quality: Remember Quality Product is the only one factors that are significant trigger the MPU through Satisfaction, focus main operational must be on Reliability Products and Product Performance. Managerial Strategy must covers implementation control strict quality (e.g., standardization) spices and cooking process) for ensure consistency of taste and texture crispy in every branch or every time purchase. Failure guard consistency of taste will direct erode foundation Satisfaction Customers and inhibit Purchase Interest Repeat.
2. KL and SP as Minimum Prerequisites: Quality Services and Systems Payment must maintained at the level high performance for guard Satisfaction. MSMEs must ensure aspect *Responsiveness* (speed handling orders and complaints) and *Efficiency Payment* (availability fast non - cash option) running smooth. Although attribute This No in a way dominant push loyalty, failure in attribute This can cause acute dissatisfaction, which ultimately will destroy the MPU. Business actors recommended for invest in system reliable QRIS payments for fulfil Jakarta's market needs are highly dependent on digital efficiency.
3. Manage Satisfaction as *Hub* Behavior: Because of Satisfaction Customer is bridge mandatory (Mediation Full) for Achieve Purchase Interest Repeat, MSMEs must active measure and manage Satisfaction in a way periodically. All effort increase in KP, KL, and SP is a must measured the impact to score Satisfaction (e.g., using *Customer Satisfaction Index* or CSI) before expected generate Purchase Interest Real repeat.

Limitations Research and Recommendations For Study Furthermore

Limitations Study

Study This own necessary limitations considered moment interpret results. First, although using SEM-PLS, the size sample (N=107) still classified as approaching the minimum limit for a relatively model complex, which has the potential influence strength statistical (*power*) models, especially on the path with marginal effect. Second, data collection was carried out through online questionnaire (*Google Form*), which is not allows researchers for control honesty and understanding respondents in a way directly, which can be biased in survey data.

Recommendation For Study Furthermore

Based on existing findings and limitations, there are a number of recommendation for future research:

1. Testing Repeat Marginal Path: Recommended For replicating the research model This use size more samples large (minimum $N \geq 250$), for increase strength statistics. This is very important for test return track mediation Quality Services (H9) and Systems

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

Payment (H10). Increase sample can help confirm whether effect mediation that is currently This rejected at α=0.05 completely No There is or only significant effect in a way marginal (as indicated by *the p -values* of 0.081 and 0.102) which requires Power more statistics big for proven.

2. Variables Price Moderation: Study furthermore can enter Price Perception as variables moderation, especially on the path Quality Product → Satisfaction Customer or Satisfaction Customer → Purchase Interest Repeat. In the context of MSMEs, the assessment perceived value customers are hanging in the balance between quality received and price paid (Value of *Money*), and price can change How quality product translated become satisfaction.
3. Expanding Control Demographics: Analyze role variables more demographics area (for example, level income, frequency purchase, or distance geographical) as variables moderation or control. This is can give greater understanding details about How group different customers prioritize KP, KL, and SP in the formation process Satisfaction and Purchase Intention Repeat they.

4. CONCLUSION

Study This aim For analyze strategies for increasing Purchase Interest Repeat (MPU) on UMKM *Fried Chicken* customers in Jakarta, with focus on the role mediation Satisfaction Customer (KeP) towards variables exogenous Quality Product (KP), Quality Services (KL), and Systems Payment (SP). The results of the SEM-PLS analysis show a number of conclusion structured key in accordance with formulation problem study:

1. **Satisfaction Customer as Central Construct (H1, H2, H3, H7):** Quality Product (H1), Quality Service (H2), and System Payment (H3) individually and significantly influential positive to Satisfaction Customers. This confirms that Satisfaction Customer is results from evaluation holistic to attribute functional, service, and utility transaction. Next, Satisfaction Customer (H7) is the strongest and most significant predictor on Purchase Interest Repeat.
2. **Mediation Full on Quality Products (H4, H8):** Quality Product No own influence direct significant on Purchase Interest Repeat (H4 rejected). However, the influence the become significant when mediated by Satisfaction Customer (H8 received). This confirms existence phenomenon Mediation Full Mediation**,** which shows that quality of taste, texture and consistency product must converted become a sense of satisfaction that is internalized by customers before decision for buy repeat made.
3. **Quality Services and Systems Payment (H5, H6, H9, H10):** Quality Service (H5) and System Payment (H6) no own influence significant direct on Purchase Interest Repeat. Mediation path they through Satisfaction Neither do customers (H9 and H10). significant at the standard limit α=0.05. This is indicates that while KL and SP are important for create Satisfaction, effect they in trigger loyalty strong brand (MPU) is marginal compared to with Quality Product.

In a way overall, the most effective strategy for *fried chicken* SMEs in increase Purchase Interest Repeat is with prioritize Quality Product for maximize Satisfaction Customers, who then in a way experience push behavior purchase repeating.

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

5. REFERENCES

Afinia, S., & Tjahjaningsih, E. (2024). Customer Satisfaction's Influence on Repurchase Intention in Indonesia's E-commerce Sector. *Jurnal Informatika Ekonomi Bisnis*, *6*(3), 634–639. https://doi.org/10.37034/infeb.v6i3.948

Armstrong, M., & Vickers, J. (2018). Multiproduct Pricing Made Simple. *Journal of Political Economy*, *126*(4), 1444–1471. https://doi.org/10.1086/697902

Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *Sage Open*, *9*(2). https://doi.org/10.1177/2158244019846212

Chang, H. H., Fang, W., & Huang, L. S. (2015). How do online reviews affect purchase intentions? *Internet Research*, 25(4), 1–20.

Cruijsen, C. A. B., & Cörvers, F. (2022). Cash and card payments in the Netherlands: What drives consumer choices? *Journal of Payments Strategy & Systems*, 16(2), 122–138.

Cruz, A. V. (2015). *Relationship between product quality and customer satisfaction*.

Díaz Arancibia, A., López Paredes, A., & Martínez Moya, J. (2024). Digital transformation and small business innovation. *Journal of Small Business Management*, 62(3), 515–532.

Febrianti, F. (2025). Peran Usaha Mikro, Kecil, Dan Menengah (UMKM) Dalam Menurunkan Pengangguran Dan Membuka Lapangan Kerja Di Kota Mataram. *Journal of Economics Development Research*, *1*(2), 61–67. https://doi.org/10.71094/joeder.v1i2.98

Foegeding, E. A., Vinyard, C. J., Essick, G., Guest, S., & Campbell, C. (2015). Transforming Structural Breakdown into Sensory Perception of Texture. *Journal of Texture Studies*, *46*(3), 152–170. https://doi.org/10.1111/jtxs.12105

Garbo, A., Rahman, M., & Lestari, S. (2024). Kualitas pelayanan dan kepuasan pelanggan pada usaha makanan di Surabaya. *Jurnal Manajemen dan Bisnis Indonesia*, 14(1), 22–33.

Garvin, D. A. (1987). *Competing on the eight dimensions of quality*.

Gilmore, J. H., & Pine, B. J. (2002). Customer experience places: the new offering frontier. *Strategy & Leadership*, *30*(4), 4–11. https://doi.org/10.1108/10878570210435306

Junitasari, P. D. K., Indrajaya, I. G. B., Wantara, I. G. A., & Dwipayana, K. W. A. (2023). Pemahaman Penggunaan Financial Technology (Fintech) Dalam Konteks Sistem Pembayaran Dan Layanan Keuangan. *Jurnal Inovasi Ekonomi Dan Keuangan*, *1*(1), 19–24. https://doi.org/10.58982/jike.v1i1.485

Haol, A., Kim, S., & Wang, L. (2024). Understanding customer experience and innovation in competitive markets. *Academy of Marketing Science Review*, 58(2), 120–135.

Karjaluoto, H., Shaikh, A. A., Saarijärvi, H., & Saraniemi, S. (2019). How perceived value drives the use of mobile financial services apps. *International Journal of Information*

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

Management, *47*, 252–261. https://doi.org/10.1016/j.ijinfomgt.2018.08.014

Kotler, P. and K., K. L. (2016). *Marketing Management*. Pearson Education.

Kotler, P., Armstrong, G., & Armstrong, G. M. (2010). *Principles of marketing*. Pearson Education India.

Liu, S. (2024). The Impact of Social Media on Communication and Popularity in the Fashion Industry. *Lecture Notes in Education Psychology and Public Media*, *41*(1), 84–93. https://doi.org/10.54254/2753-7048/41/20240755

Mailoa, E. (2021). Kualitas produk dan pengalaman pelanggan dalam industri kuliner Indonesia. *Jurnal Manajemen Pemasaran Indonesia*, 13(2), 55–67.

Mandal, S. (2023). Customer value creation strategies in competitive markets. *International Journal of Business Research*, 28(1), 1–15.

Marcos, A. M. B. de F., & Coelho, A. F. de M. (2022). Service quality, customer satisfaction and customer value: holistic determinants of loyalty and word-of-mouth in services. *The TQM Journal*, *34*(5), 957–978. https://doi.org/10.1108/TQM-10-2020-0236

Nasution, A., Rahim, R., & Lubis, Z. (2024). Adopsi QRIS sebagai metode pembayaran digital di Indonesia. *Jurnal Keuangan dan Perbankan Digital Indonesia*, 3(1), 34–48.

Nurlatifah, N., Juhadi, J., Rusmana, F. D., Mutiah, R., & Aditya, S. (2023). Dampak Pengetahuan Dan Inovasi Bisnis Terhadap Kinerja Usaha Mikro Kecil Menengah (UMKM) Dalam Perspektif Syariah. *Coopetition : Jurnal Ilmiah Manajemen*, *14*(2), 395–404. https://doi.org/10.32670/coopetition.v14i2.3654

Ooijen, I. van, Fransen, M. L., Verlegh, P. W. J., & Smit, E. G. (2017). Packaging design as an implicit communicator: Effects on product quality inferences in the presence of explicit quality cues. *Food Quality and Preference*, *62*, 71–79. https://doi.org/10.1016/j.foodqual.2017.06.007

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of Retailing*, *64*(1), 12.

Pereira, M. de S., de Castro, B. S., Cordeiro, B. A., de Castro, B. S., Peixoto, M. G. M., da Silva, E. C. M., & Gonçalves, M. C. (2025). Factors of Customer Loyalty and Retention in the Digital Environment. *Journal of Theoretical and Applied Electronic Commerce Research*, *20*(2), 71. https://doi.org/10.3390/jtaer20020071

Pradana, A. A., & Amanah, L. (2024). Penerapan Akuntansi pada Usaha Mikro Kecil dan Menengah (UMKM) di Wilayah Jombang. *Jurnal Ilmu Dan Riset Akuntansi (JIRA)*, *13*(9), 1–15. https://jurnalmahasiswa.stiesia.ac.id/index.php/jira/article/view/6112

Santoso, S., Kusnanto, E., & Saputra, M. R. (2022). Perbandingan Metode Pengumpulan Data dalam Penelitian Kualitatif dan Kuantitatif Serta Aplikasinya dalam Penelitian Akuntansi Interpretatif. *OPTIMAL Jurnal Ekonomi Dan Manajemen*, *2*(3), 351–360. https://doi.org/10.55606/optimal.v2i3.4457

Multidisciplinary Indonesian Center Journal (MICJO)
Journal page is available to
https://e-jurnal.jurnalcenter.com/index.php/micjo
Email: admin@jurnalcenter.com

Simonson, I., Sela, A., & Sood, S. (2017). Preference-Construction Habits: The Case of Extremeness Aversion. *Journal of the Association for Consumer Research*, *2*(3), 322–332. https://doi.org/10.1086/695340

Sitanggang, H., Putra, D., & Simanjuntak, Y. (2024). Tantangan penggunaan sistem pembayaran non-tunai pada UMKM. *Jurnal Ekonomi dan Inovasi Digital*, 5(1), 66–79.

Solomon, M. R. (2015). *Consumer behavior: Buying, having, and being* (11th ed.). Pearson Education.

Tjiptono, F. (2019). *Strategi Pemasaran*. Andi Offset.

Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, *6*(12), e05710. https://doi.org/10.1016/j.heliyon.2020.e05710

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, *52*(3), 2–22. https://doi.org/10.1177/002224298805200302