



THE INFLUENCE OF PRODUCT QUALITY, PACKAGING DESIGN, AND CUSTOMER EXPERIENCE ON CONSUMER REPURCHASE INTEREST IN AYAM PENYET BANG AMIN RANTAUPRAPAT

PENGARUH KUALITAS PRODUK, DESAIN KEMASAN, DAN PENGALAMAN PELANGGAN TERHADAP MINAT PEMBELIAN ULANG KONSUMEN PADA AYAM PENYET BANG AMIN RANTAUPRAPAT

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Abstract

This study aims to determine the the influence of product quality, packaging design, and customer experience on consumer repurchase intention on Ayam Penyet Bang Amin products in Rantauprapat, both partially and simultaneously. This type of research is quantitative research with an associative approach. The population in this study were all consumers of Ayam Penyet Bang Amin Rantauprapat. The research sample was determined using the Lemeshow formula so that 96 respondents were obtained with a sampling technique using purposive sampling technique. Primary data were collected through online questionnaires and processed using SPSS version 23. The test results showed that partially, product quality had a positive and significant effect on repurchase intention (t count 3.069 > t table 1.986; Sig. 0.003 < 0.05). Packaging design had a positive and significant effect on repurchase intention (t count 2.446 > t table 1.986; Sig. 0.016 < 0.05). Customer experience also has a positive and significant effect on repurchase intention (t count 3.528 > t table 1.986; Sig. 0.001 < 0.05). Simultaneously, product quality, packaging design, and customer experience have a significant effect on consumer repurchase intention (F count 143.923 > F table 2.70; Sig. 0.000 < 0.05). The coefficient of determination of 0.819 indicates that the variables of product quality, packaging design, and customer experience are able to explain the variation in repurchase intention by 81.9%, while the remaining 18.1% is influenced by other variables outside this research model.

Keywords : Product Quality, Packaging Design, Customer Experience, Repurchase Intention.



Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, desain kemasan, dan pengalaman pelanggan terhadap niat beli ulang konsumen pada produk Ayam Penyet Bang Amin di Rantauprapat, baik secara parsial maupun simultan. Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah seluruh konsumen Ayam Penyet Bang Amin Rantauprapat. Sampel penelitian ditentukan menggunakan rumus Lemeshow sehingga diperoleh 96 responden dengan teknik pengambilan sampel menggunakan purposive sampling. Data primer dikumpulkan melalui kuesioner daring dan diolah menggunakan SPSS versi 23. Hasil pengujian menunjukkan bahwa secara parsial, kualitas produk berpengaruh positif dan signifikan terhadap niat beli ulang ($t\text{-hitung } 3,069 > t\text{-tabel } 1,986$; Sig. $0,003 < 0,05$). Desain kemasan berpengaruh positif dan signifikan terhadap niat beli ulang ($t\text{-hitung } 2,446 > t\text{-tabel } 1,986$; Sig. $0,016 < 0,05$). Pengalaman pelanggan juga berpengaruh positif dan signifikan terhadap niat beli ulang ($t\text{-hitung } 3,528 > t\text{-tabel } 1,986$; Sig. $0,001 < 0,05$). Secara simultan, kualitas produk, desain kemasan, dan pengalaman pelanggan berpengaruh signifikan terhadap niat beli ulang konsumen ($F\text{-hitung } 143,923 > F\text{-tabel } 2,70$; Sig. $0,000 < 0,05$). Nilai koefisien determinasi sebesar 0,819 menunjukkan bahwa variabel kualitas produk, desain kemasan, dan pengalaman pelanggan mampu menjelaskan variasi niat beli ulang sebesar 81,9%, sedangkan sisanya sebesar 18,1% dipengaruhi oleh variabel lain di luar model penelitian ini.

Kata Kunci : Kualitas Produk, Desain Kemasan, Pengalaman Pelanggan, Niat Pembelian Ulang.

1. INTRODUCTION

The Indonesian culinary industry continues to face increasingly fierce competition. Changing consumer preferences, easy access to information, and a wide range of product choices require businesses to retain customers after the initial purchase. This makes repeat purchase intention a crucial indicator for maintaining the sustainability of culinary businesses. Consumers consider not only price but also product quality, ease of access, packaging appearance, and the experience during the purchase process. Research on culinary consumers indicates that product quality and service quality can be factors related to consumers' decisions to repurchase the same product (Priyanto, 2024). Other findings also indicate that product quality can contribute to repeat purchase intention, although the strength of this influence can vary depending on product and consumer characteristics (Marcelo et al., 2024).

In the food (culinary) industry, product quality is a crucial aspect because consumers can directly evaluate products through taste, freshness, cleanliness, texture, and presentation consistency. This consistency becomes even more important because consumers form expectations based on previous purchasing experiences. When a product meets or exceeds expectations, consumers have a stronger basis for considering subsequent purchases. Recent research shows that product quality can play a role in shaping repurchase intention, both directly and through customer satisfaction (Safitri et al., 2024). Other research also found that the relationship between product quality and repurchase intention is not always consistent because satisfaction factors, consumer characteristics, and product context can influence this relationship (Martini & Putri, 2025). Product quality is viewed in terms of performance, reliability, durability, conformity to standards, and product features (Kotler, 2020).

In addition to product quality, packaging design is increasingly relevant in food product marketing. Packaging plays a role in protecting the product while simultaneously conveying its visual identity to consumers. According to Suriono et al. (2024), packaging design plays a dual role. In addition to protecting the product from damage during distribution and shipping, packaging also serves as a visual branding medium that creates a positive first impression and enhances the unboxing experience for consumers. Packaging appearance can shape initial product perceptions, especially when consumers purchase products through takeout or online ordering. Research on beverage products shows that creative packaging design can attract consumers' attention and shape product perceptions



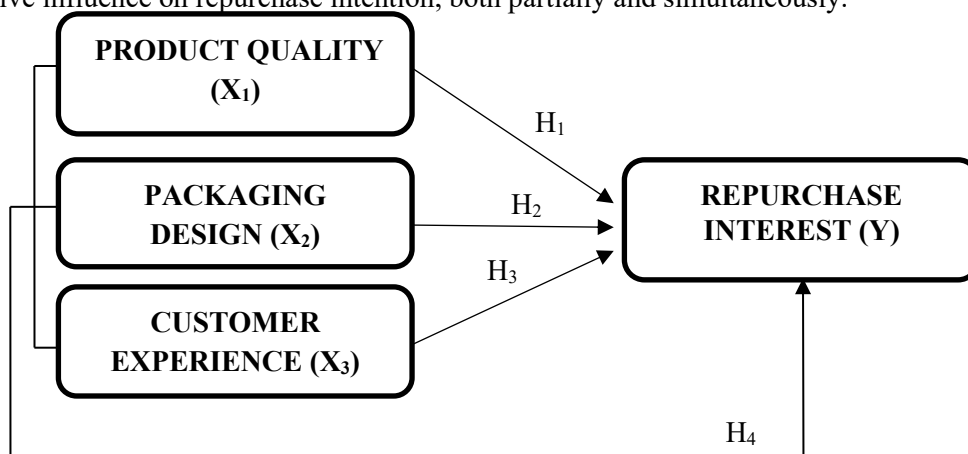
through visual elements and brand identity (Yuliantie & Baskoro, 2025). Therefore, packaging that is practical, informative, and has an appropriate visual appearance can become part of the consumption experience. Packaging design is viewed in terms of color, shape, size, and graphic design (Klimchuk, 2007).

The next factor is customer experience. Customer experience is formed through the entire consumer interaction with the business, from the ordering process, service, waiting time, comfort of the place, to the experience after receiving the product. A positive experience can strengthen satisfaction and encourage consumers to consider repurchasing. Recent research shows that customer experience has a positive effect on repurchase intention, both directly and through customer satisfaction (Suryaman et al., 2025). Other findings also indicate that customer experience is related to repurchase decisions in service and tourism businesses through interaction, ease of service, transaction convenience, and service response (Triana & Veronica, 2025). These results demonstrate that customer experience, along with product quality, influences repurchase. Customer experience is viewed in terms of ease of use, transaction convenience, service quality, and emotional satisfaction (Rambe, 2026).

Competition in the Ayam Penyet (mashed chicken) and similar food business in Rantauprapat is increasingly providing consumers with numerous alternatives. When consumers find a better experience at other businesses, the chance of customer switching can increase. Therefore, Ayam Penyet Bang Amin needs to understand the factors most closely related to its customers' repeat purchase intention. Based on initial research observations, this business faces several issues related to the consistency of repeat purchase intention. From a product perspective, there are complaints about the consistency of the chili sauce flavor, which sometimes changes. From a packaging perspective, take-out products still use relatively simple packaging, and under certain conditions, the chili sauce can easily spill or leak. From a customer experience perspective, wait times can increase during peak hours. These conditions can influence consumers' assessment of the overall purchasing experience and potentially influence their decision to repurchase.

This study aims to explore the influence of product quality, packaging design, and customer experience on repurchase intention, both partially and simultaneously. The results are expected to provide practical recommendations for Bang Amin's Crushed Chicken in optimizing product quality, packaging design, and customer experience to increase revenue and business sustainability.

The conceptual framework in this study describes the relationship between independent variables, namely product quality (X_1), packaging design (X_2), and customer experience (X_3), with the dependent variable, namely repurchase intention (Y). All three independent variables are assumed to have a positive influence on repurchase intention, both partially and simultaneously.





Based on the conceptual framework above, the hypotheses proposed in this study are as follows:

- H₁ : Product quality has a positive and significant effect on repeat purchase intention of Ayam Penyet Bang Amin Rantauprapat
- H₂ : Packaging design has a positive and significant effect on repeat purchase interest of Ayam Penyet Bang Amin Rantauprapat
- H₃ : Customer experience has a positive and significant effect on repurchase interest in Ayam Penyet Bang Amin Rantauprapat.
- H₄ : Product quality, packaging design, and customer experience simultaneously have a positive and significant effect on repurchase interest in Ayam Penyet Bang Amin Rantauprapat.

2. RESEARCH METHOD

This research is a quantitative study with an associative approach, namely to determine the relationship between two or more variables. The survey method was used in data collection with the help of a questionnaire. The data used were primary data obtained through questionnaires distributed online to respondents, then processed using the SPSS version 23 application. The research was conducted at the location of Ayam Penyet Bang Amin, Jl Sempurna Gang Buntu, Bakaran Batu District, South Rantau, Labuhanbatu Regency, North Sumatra. The research was carried out during June-July 2026. Number sample determined with formula Lemeshow, so that obtained 96 respondents met the research criteria. The sampling technique used was purposive sampling. The respondent criteria were consumers who had made a purchase. Ayam Penyet Bang Amin products in the last 3 months. The collected data were then analyzed, followed by validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing.

3. RESULT AND DISCUSSION

Validity Test Results

Item Code	r Count	r Table	Information
X1.1	0.728	0.361	Valid
X1.2	0.771	0.361	Valid
X1.3	0.882	0.361	Valid
X1.4	0.875	0.361	Valid
X1.5	0.803	0.361	Valid
X2.1	0.710	0.361	Valid
X2.2	0.695	0.361	Valid
X2.3	0.776	0.361	Valid
X2.4	0.830	0.361	Valid
X2.5	0.842	0.361	Valid
X3.1	0.834	0.361	Valid
X3.2	0.865	0.361	Valid
X3.3	0.881	0.361	Valid
X3.4	0.755	0.361	Valid
X3.5	0.737	0.361	Valid
Y.1	0.845	0.361	Valid
Y.2	0.889	0.361	Valid
Y.3	0.711	0.361	Valid
Y.4	0.880	0.361	Valid
Y.5	0.819	0.361	Valid



Based on the results of the validity test, all statement items on the product quality variables (X_1), packaging design (X_2), customer experience (X_3), and purchase interest (Y) have a calculated r value $> r$ table (0.361), so all items are declared valid.

Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Limit	Information
Product Quality	0.871	5	0.60	Reliable
Packaging Design	0.826	5	0.60	Reliable
Customer Experience	0.870	5	0.60	Reliable
Repurchase Interest	0.888	5	0.60	Reliable

Based on the results of the reliability test, all variables have a Cronbach's Alpha value > 0.60 so that all research instruments are declared reliable.

Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,65985353
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,053
Test Statistic		,065
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Normality Test: The Asymp. Sig. (2-tailed) value in the Kolmogorov-Smirnov test is 0.200 (> 0.05), indicating that the residual data is normally distributed.

Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,247	1,011		1,234	,220		
Kualitas Produk	,333	,109	,339	3,069	,003	,156	6,395
Desain Kemasan	,258	,105	,242	2,446	,016	,194	5,147
Pengalaman Pelanggan	,352	,100	,364	3,528	,001	,179	5,590

a. Dependent Variable: Minat Beli

Multicollinearity Test: Tolerance values for all independent variables > 0.10 ($X_1 = 0.156$; $X_2 = 0.194$; $X_3 = 0.179$) and VIF values < 10 ($X_1 = 6.395$; $X_2 = 5.147$; $X_3 = 5.590$), so there are no symptoms of multicollinearity.



Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,412	,581		2,429	,017
	KUALITAS PRODUK	-,024	,062	-,098	-,378	,706
	DESAIN KEMASAN	,004	,061	,014	,059	,953
	PENGALAMAN PELANGGAN	-,021	,057	-,088	-,363	,718

a. Dependent Variable: ABS_RES

Test Heteroscedasticity: The Heteroscedasticity test using the Glejser Test shows a significance value for Product Quality of 0.736, Packaging Design of 0.813, and Customer Experience of 0.757. Since all variables have a significance value greater than 0.05 (> 0.05), it can be concluded that there is no heteroscedasticity symptom.

Partial Test Results (t-Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,247	1,011		1,234	,220
	KUALITAS PRODUK	,333	,109	,339	3,069	,003
	DESAIN KEMASAN	,258	,105	,242	2,446	,016
	PENGALAMAN PELANGGAN	,352	,100	,364	3,528	,001

a. Dependent Variable: MINAT BELI

Based on the results of the t-test:

1. Product Quality (X_1): The calculated t value ($3.069 > t$ table (1.986)) with a sig of $0.003 < 0.05$. Therefore, H_1 is accepted, meaning that product quality has a positive and significant effect on repurchase interest.
2. Packaging Design (X_2): The calculated t value ($2.446 > t$ table (1.986)) with a sig of $0.016 < 0.05$. Therefore, H_2 is accepted, meaning that packaging design has a positive and significant effect on repurchase interest.
3. Customer Experience (X_3): The calculated t value ($3.528 > t$ table (1.986)) with a sig of $0.001 < 0.05$. Therefore, H_3 is accepted, meaning that customer experience has a positive and significant effect on repurchase intention.

Simultaneous Test Results (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	194,126	3	64,709	143,923	,000 ^b
	Residual	41,364	92	,450		
	Total	235,490	95			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), PENGALAMAN PELANGGAN, DESAIN KEMASAN, KUALITAS PRODUK



Based on the F test, the F count was $143.923 > F$ table 2.70 with a significance value of $0.000 < 0.05$. This proves that H_4 is accepted, namely product quality, packaging design, and customer experience together have a significant effect on repurchase intention. The R Square value of 0.824 indicates that 82.4% of the repurchase intention variable can be explained by the three independent variables, while the remaining 17.6% is explained by other variables outside the study.

Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908 ^a	.824	.819	.671

a. Predictors: (Constant), PENGALAMAN PELANGGAN, DESAIN KEMASAN, KUALITAS PRODUK

Based on the results of the coefficient of determination test in the Model Summary table, the Adjusted R Square value was 0.819. This indicates that the independent variables, consisting of Product Quality, Packaging Design, and Customer Experience, are able to explain or influence the dependent variable (Purchase Intention) by 81.9%. The remaining 18.1% is explained by other variables outside this research model.

1. The Influence of Product Quality on Repurchase Intention

Product quality (X_1) has been shown to have a positive and significant effect on repurchase intention. This finding aligns with the theory of Kotler and Armstrong (2020) which states that product quality is the main foundation of consumer satisfaction. Research conducted by Salvador (2023) also shows that product quality influences repurchase intention, with a calculated t value ($4.864 > t$ table (1.198) with a significance of $0.020 < 0.05$. At Ayam Penyet Bang Amin, the consistency of the chili sauce flavor, the cleanliness of the presentation, and the freshness of the ingredients are the main determinants of customer satisfaction and the encouragement to make repeat purchases.

2. The Influence of Packaging Design on Repurchase Intention

Packaging design (X_2) has been shown to have a positive and significant effect on repurchase intention. As stated by Klimchuk and Krasovec (2007), packaging functions not only as a protective barrier but also as a visual communication medium for the brand. Practical, neat, leak-proof, and visually appealing packaging provides convenience for consumers of takeaway or online ordering services, which ultimately increases repurchase habits. Research conducted by Septiyadi (2021) also shows that packaging design influences repurchase intention, with a calculated t value ($11.787 > t$ table (1.98) and a significance value < 0.05 .

3. The Influence of Customer Experience on Repurchase Intention

Customer Experience (X_3) has a dominant influence on repurchase intention. This is in accordance with the views of Maknun & Mahendri (2024) and Monica & Widaningsih (2020) that shopping experience management, emotional involvement, staff friendliness, speed of service, and store comfort create a deep impression in the minds of consumers, thus creating loyalty and repeat purchase intention. Research conducted by Rambe (2026) also shows that customer experience influences repurchase intention, with a calculated t value ($5.901 > t$ table (1.986) with a significance of $0.000 < 0.05$.

4. The Influence of Product Quality, Packaging Design, and Customer Experience on Repurchase Intention

Product quality, packaging design, and customer experience together have a positive and significant effect on consumer repurchase intention at Ayam Penyet Bang Amin Rantauprapat. The results of this study indicate that consumer repurchase intention is not only influenced by one factor, but is influenced together by product quality, packaging design, and customer experience. Good product quality, supported by attractive packaging design and a pleasant customer experience during



the purchase, can increase consumer desire to repurchase Ayam Penyet Bang Amin Rantauprapat products. The Adjusted R Square value of 0.819 indicates that the independent variable influences the dependent variable by 81.9%. While the remaining 18.1% is explained by other variables outside this research model, for example digital payments, location, digital promotions, and so on.

4. CONCLUSION

Based on the research results, it shows that product quality, packaging design, and customer experience have a positive and significant influence on consumer repurchase intention of Ayam Penyet Bang Amin Rantauprapat, both partially and simultaneously. Customer experience is the most dominant factor. Therefore, Ayam Penyet Bang Amin is advised to consistently maintain the taste, cleanliness, and quality of ingredients and modify the packaging to make it more practical for takeout. In addition, management needs to improve the speed and friendliness of service, especially during peak hours, to create a more positive customer experience.

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