

# The Effect of Brand, Product Completeness and Product Quality on Consumer Satisfaction and Its Impact on Repeat Orders at Srala Store

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## Abstract

This study aims to determine the effect of brand, product variety, and product quality on repeat order decisions through the mediation role of consumer satisfaction at the Srala.id Store in Banda Aceh. The approach used is path analysis with primary data collected through a survey conducted on consumers of the Srala.id Store. Respondents in this study were all consumers who had made repeat orders at the Srala Store in Banda Aceh City, totaling 300 people. Data were analyzed using SEM AMOS. The results of the analysis show that brand, product variety, and product quality have a positive and significant effect on consumer satisfaction. Furthermore, consumer satisfaction also shows a positive and significant relationship with repeat order decisions. In addition, this study identifies the indirect effect of brand, product variety, and product quality on repeat order decisions, which are mediated by consumer satisfaction, highlighting the importance of this mediating variable. These findings suggest that efforts to increase repeat order frequency can be achieved by strengthening the brand, ensuring product variety, and improving product quality, while maintaining consumer satisfaction at an optimal level. The practical implications of this research emphasize the need for continuous innovation and improvement in aspects that contribute to consumer experience, to maintain customer loyalty and support long-term sales growth.

**Keywords : Brand, Product Completeness, Product Quality, Consumer Satisfaction, Repeat Orders**

## Introduction

Srala Store is one of the most comprehensive cosmetic stores in Banda Aceh, offering a wide selection of cosmetic products from various brands, complete with makeup tools, materials, and other skincare items. The store features a diverse range of skincare and bodycare products, including body lotions, soaps, and other treatments. Additionally, Srala Store stocks products from Bath and Body Works, a renowned skincare brand that offers a variety of items such as body lotions, soaps, and home fragrances. With its complete and varied product offerings, Srala Store has become one of the top choices for those seeking skincare and bodycare products in Banda Aceh City.

Srala Store is the ideal destination for those seeking to purchase a wide range of cosmetic products, makeup tools, and materials from various reputable brands at affordable prices, all while receiving friendly and high-quality service. The store offers an extensive selection of items, allowing customers to easily find products that suit their individual needs, preferences, and style. In addition, Srala Store places a strong emphasis on customer satisfaction, ensuring that every shopping experience is both comfortable and enjoyable. The knowledgeable staff is dedicated to assisting customers in finding the right products, while maintaining a welcoming atmosphere throughout their visit. With its commitment to quality and customer care, Srala Store stands out as one of the best choices for beauty and skincare shopping in Banda Aceh.

Skincare has emerged as a global phenomenon, capturing the attention of consumers worldwide. According to recent search results, skincare trends are gaining significant momentum not only globally but also in Indonesia and Aceh. Skincare products from various countries, such as those from Australia, have become highly popular, with many brands recognized as top skincare choices across different generations. This highlights the widespread appeal of skincare products on a global scale.

In Indonesia, skincare has developed into the largest market for beauty and personal care products, reflecting the country's growing interest in skincare. People in Indonesia, particularly in urban areas, are becoming increasingly aware of the benefits of skincare, which is evident from the rising demand for skincare products.

In Aceh, the skincare trend has also witnessed substantial growth in recent years. More and more Acehnese individuals, especially the younger population, have become conscious of the importance of maintaining healthy skin. Social media platforms like Instagram, TikTok, and YouTube have played a crucial role in spreading skincare knowledge and raising awareness about the significance of skincare routines. Beauty influencers, dermatologists, and content creators frequently share tips, product reviews, and skincare routines, which significantly impact consumer preferences and purchasing behavior in Aceh. As a result, skincare has become a prominent aspect of beauty and self-care practices in the region.

The impact of a brand on consumer satisfaction is highly significant in shaping consumer behavior and determining the success of a product or service. Consumer behavior studies offer valuable insights into how campaigns influence consumer satisfaction, allowing for a more targeted and effective product development process. Furthermore, analyzing consumer opinions and feedback on brands or products provides critical information about their preferences, needs, and experiences. This understanding helps businesses refine their offerings, address customer concerns, and ultimately enhance consumer satisfaction, leading to stronger brand loyalty and increased sales. In addition, brand has been shown to have a significant influence on consumer satisfaction. This study demonstrates that brand image has a positive and meaningful impact on consumer satisfaction levels, as well as on brand trust. Consumer satisfaction, in turn, plays a crucial role in shaping repurchase intentions. These findings highlight the importance of consumer satisfaction as a key factor that connects brand image and brand trust to consumer repurchase decisions (Dewanti et al., 2023). In addition to brand, product completeness is also one of the main determinants that influence consumer satisfaction. Consumers tend to feel more satisfied when the products offered meet their needs comprehensively. Therefore, it is important to assess the extent to which product completeness contributes to increasing consumer satisfaction. This study also seeks to explore the impact of product completeness on consumer satisfaction, especially in relation to the tendency of consumers to make repeat orders.

Product completeness has been shown to have a significant impact on consumer satisfaction. Product quality plays a significant role in shaping the consumer experience while using the product. When consumers are satisfied with the quality of the product they receive, their likelihood of making repeat purchases increases significantly. In addition, product price is a crucial factor in determining the level of consumer satisfaction. Products with competitive prices tend to be more accessible to various segments of society, which ultimately contributes to increased overall satisfaction. Promotional strategies also have a strategic role in attracting consumer attention. Well-designed promotions can not only increase product visibility, but also have the potential to generate positive responses from consumers. Therefore, product completeness, which includes aspects of quality, price, and promotion, collectively have a significant impact on determining the level of consumer satisfaction and influencing their purchasing decisions. In addition to brand and product completeness, consumer satisfaction is also greatly influenced by the quality of the product offered. Product quality has a significant impact on consumer satisfaction because it includes aspects such as the physical condition, nature, and function of the product, both in the form of goods and services. High product quality is the main indicator in determining the level of consumer satisfaction and the

sustainability of a company's business.

Factors such as the product's ability to meet user standards, durability, reliability, accuracy, ease of use, ease of repair, and other attributes play an important role in shaping consumer perceptions of quality. In the context of business strategy, maintaining and continuously improving product quality is a crucial step to maintain consumer loyalty and meet their needs in a sustainable manner. Therefore, product quality not only has a direct impact on consumer satisfaction, but also plays a strategic role in building a strong relationship between the company and consumers, which ultimately supports the company's long-term success.

Product quality has a significant impact on consumer satisfaction levels, because high-quality products are able to create a positive experience for users. This shows that good quality not only meets the functional needs of consumers, but also increases their perception of the value of the product, which ultimately contributes to overall satisfaction. Conversely, low product quality can cause disappointment and reduce consumer satisfaction. Consumer analysis of product quality can provide valuable insights into consumer preferences, needs, and their expectations of the product. By understanding this analysis, companies can make improvements or product innovations that are in accordance with consumer expectations, thereby increasing consumer satisfaction levels.

Consumer satisfaction has a significant influence on repeat order decisions. The level of consumer satisfaction is one of the main determinants that influences the decision to repurchase a product or use the same service. Satisfied consumers tend to show loyalty by making repeat purchases, while also acting as indirect promotional agents through recommendations to others. Thus, consumer satisfaction not only has a direct impact on the frequency of repeat orders, but also contributes to increasing customer loyalty, which ultimately supports the company's sustainable profit growth.

The level of customer satisfaction has a significant influence on repeat order decisions. Consumers who are satisfied with their experience in using a product or service tend to show higher loyalty, thus potentially becoming repeat customers. In addition, satisfied consumers are also more likely to recommend products or services to others, which can expand the company's market share through word-of-mouth effects. Thus, customer satisfaction not only drives repeat purchases but also plays a strategic role in supporting business growth and sustainability.

The relationship between customer satisfaction and customer loyalty is also important to consider. High customer satisfaction often leads to higher levels of loyalty, where customers will choose the company or brand again in future purchasing situations. In a business strategy, understanding the relationship between customer satisfaction and repeat orders is essential, because repeat orders tend to have lower customer acquisition costs than attracting new customers. Thus, customer satisfaction has a direct impact on repeat orders and can be key to building customer loyalty and increasing company profits.

Repeat orders have a strategic role in determining the success of a company, because they reflect the level of consumer satisfaction and contribute to income stability. Consumers' decisions to make repeat orders indicate that they are satisfied with the products or services offered, while also reflecting a strong relationship and high level of trust in the company. In addition, repeat orders provide economic benefits to companies by reducing the cost of acquiring new customers. By retaining existing customers, companies can allocate resources more efficiently, which ultimately supports increased profitability. Therefore, repeat orders are not only an indicator of customer satisfaction, but also an important element in a business strategy that focuses on customer loyalty and operational efficiency.

## **Literaturer**

### **Brand**

Brand refers to elements such as name, logo, and slogan attached to a company, which help build a strong identity in the minds of consumers. Brand plays a vital role in differentiating a company from competitors,

strengthening market visibility, and supporting business growth. In addition, a brand also reflects the values, personality, and perceptions held by consumers towards the company's products, services, or entities. A brand is not just a name and visuals, but also forms an image attached to the company, which contributes to the formation of consumer loyalty and strengthening the company's position in the market (Tahir et al., 2024).

Then further (Kotler & Keller, 2018), states that in practice, the Company will create a strong brand for each product launched in the market. Branding can be interpreted as an effort to build an image attached to a product through elements such as name, logo, and slogan, which are formed in the minds of consumers. Branding aims to attract the attention of consumers so that they choose the product again. Usually, new companies that are not yet known to the public start branding activities with the aim of introducing products and reaching as many consumers as possible. By having a strong brand, the company is not only able to differentiate its products from competitors, but also increase sales opportunities. A good brand allows companies to build consumer loyalty, thus supporting increased revenue. In addition, effective branding provides a competitive advantage for the company in the long term. One of the direct results of successful branding is increased revenue that can provide more stable financial benefits.

A brand is defined as a series of letters, numbers, symbols, or a combination of other visual elements that function as a "sign" to distinguish a product from other products (Sutanto & Umam, 2019). In addition, a brand can also be viewed as a norm or term that refers to a sign, design, or combination of these elements, which are used to identify goods and services from an individual or group of sellers, and to distinguish these products from competitors (Kotler & Keller, 2018). Furthermore, a brand acts as an identity of the seller or maker of a product, which can be a name, logo, trademark, or other symbol. A brand is different from other intellectual property rights such as patents and copyrights, because a brand has a certain period of protection.

A brand that is not yet known to consumers cannot occupy space in the minds of consumers. Therefore, an important initial step in building a strong position for a brand is through efforts to increase brand awareness. In addition, the brand needs to be effectively connected to various concepts that are relevant to consumer purchasing behavior. A strong brand position is most effectively achieved through developing deep relationships between the brand and a number of clearly defined attributes. This allows the brand to differentiate itself from competitors and build positive perceptions in the eyes of consumers, which in turn can support loyalty and business sustainability.

Thus, branding is a marketing strategy carried out by a company to create an easily recognizable identity, such as a name, symbol, or design, which is the hallmark of the business or entity. Branding plays an important role in building a strong brand that is recognized by consumers, while also separating the company from competitors in the market. In addition, branding also helps in increasing brand awareness, building a positive image, and strengthening consumer loyalty. Thus, branding not only has an impact on increasing business visibility, but also supports long-term growth through deeper consumer attachment to the brand.

### **Product Completeness**

Products are a core element in marketing, because products represent the offerings provided by marketers to consumers. Products not only fulfill the needs and desires of consumers, but also become the starting point in building interactions between companies and the market. In the context of marketing, products become the center of attention in marketers' efforts to provide added value to buyers and differentiate themselves from competitors (Suharno & Sutarso, 2020). Menurut (Nurochani, 2023), A product refers to anything that can be offered to a market for attention, acquisition, use, or consumption to satisfy a consumer's wants and needs. The term product encompasses a variety of forms, such as physical goods, services, and other means designed to satisfy consumer needs and wants.

According to (Kotler & Keller, 2018), A product is anything that can be sold in a market to satisfy a customer's needs or wants. Customers judge a product based on the features or features it has. Furthermore (Kotler & Keller, 2018) Product completeness refers to the availability of a diverse range of products offered by manufacturers for consumers to own, use, or consume. Factors such as the depth, breadth, and quality of product variety significantly influence consumers' decisions regarding their choice of retail stores.

According to (Mufidah, 2021), Products comprise various interconnected elements that collectively generate mutually reinforcing effects to attract consumer interest and drive purchase decisions. Products must be customer-oriented, prioritizing consumer needs and satisfaction over the sole interests of producers. Key elements that a product should include are as follows: product category, name or brand, formulation, composition, labeling, taste or variations, packaging, unique selling points, supporting benefits, and customer service. These elements work synergistically to create added value that meets consumer expectations and facilitates purchasing decisions.

Product completeness refers to the availability of a diverse range of product types and variations offered by manufacturers for consumers to own, use, or consume. Consumers select these products because they fulfill specific needs or offer certain desired benefits. Product characteristics encompass not only tangible attributes, such as shape, size, and material, but also intangible elements, including brand reputation, customer service, and after-sales support, which are not directly visible. Consequently, product completeness plays a crucial role in providing consumers with the flexibility to select products that best align with their preferences and needs (Lianardi & Chandra, 2019).

Product completeness encompasses the depth, breadth, and quality of the products offered, as well as their consistent availability in the store, as highlighted by (Lestari et al., 2022), Optimal product completeness can prevent consumers from switching to competitors in search of desired products. Thus, offering a comprehensive and diverse range of products serves as a crucial value-added strategy for retaining customers and enhancing customer satisfaction.

According to (Lesmana & Ayu, 2019), Consumers tend to prefer establishments that offer a wide and comprehensive range of products, encompassing the depth, breadth, and quality of the goods available. These products must effectively meet consumer needs at competitive prices and be complemented by excellent service from employees. Therefore, it is essential for companies to continuously motivate their employees to deliver exceptional service, such as providing accurate information, promptly addressing consumer inquiries or complaints, and offering satisfactory solutions. High-quality service not only enhances customer satisfaction but also increases the attractiveness of the products offered, thereby encouraging repeat purchases and fostering long-term customer loyalty.

## **Product Quality**

(Kotler & Armstrong, 2018), Anything that can be sold in a market to satisfy a need or want—including goods, services, experiences, events, individuals, locations, properties, organizations, information, and concepts—constitutes a product. Product quality refers to the ability of a product to perform its intended function, encompassing aspects such as durability, reliability, accuracy, ease of operation, reparability, and other features that influence consumer satisfaction. High-quality products provide greater benefits to consumers, enhance their satisfaction, and foster trust. Product quality is a critical factor in determining consumer satisfaction and the long-term success of a product, as consumers tend to choose products that meet their expectations, generate positive experiences, and deliver added value aligned with their needs.

Product quality refers to the perception that the product offered by the seller possesses a unique value that differentiates it from competitors' offerings (Kotler & Armstrong, 2018). Consequently, companies prioritize continuous improvement of product quality while consistently benchmarking against competitor products. In this regard, product quality serves as a critical factor in building competitive advantage,



maintaining customer satisfaction, and enhancing market competitiveness. High-quality products not only foster greater consumer trust but also provide added value and effectively fulfill consumer needs. Furthermore, consistency in maintaining product quality plays a pivotal role in sustaining customer loyalty and mitigating market loss caused by discrepancies between consumer expectations and actual product experiences.

According to (Kotler & Armstrong, 2018), Price refers to the amount of money charged for a product or service, or the value that consumers are willing to sacrifice to gain the benefits of owning or using the product. According to (Stanton, 2000), Price represents the amount of money required to acquire a combination of goods and associated services. It can be defined as the monetary value that consumers must pay or exchange to obtain goods that deliver benefits and utility. Price is a critical factor influencing consumer purchasing decisions and plays a significant role in determining the competitiveness of products in the market.

Product quality can be defined as a comprehensive evaluation by customers regarding the superiority of a product or service. The primary challenge in assessing product performance lies in the dimensions that consumers consider when making evaluations, such as functionality, reliability, durability, and other relevant attributes (Mowen & Minor, 2017). According to (Kotler & Keller, 2018), Product quality refers to the overall characteristics and attributes of a product or service that influence its ability to meet the explicit or implicit needs of consumers. In essence, product quality is a critical determinant of consumer satisfaction and serves as a key factor in providing added value that differentiates a product from its competitors.

### **Customer Satisfaction**

Consumer satisfaction refers to a state in which the expectations held by consumers are met by the products or services they purchase. According to (Kotler & Armstrong, 2018), Consumer satisfaction arises from the response consumers give after evaluating the gap between their expectations and the actual performance of a product. Satisfaction occurs when a product meets or exceeds the expectations held by consumers. This indicates that the product delivers an experience that aligns with, or surpasses, what was anticipated, resulting in consumers feeling satisfied with their purchase or use of the product.

Consumer satisfaction or dissatisfaction is a widely discussed topic across various sectors, including industry and services, due to its strong connection to the quality of goods and services received. Essentially, consumer satisfaction or dissatisfaction can be understood as the discrepancy between consumer expectations and the perceived performance of a product or service. When the performance of a product or service meets or exceeds consumer expectations, consumers are likely to feel satisfied. Conversely, when performance falls short of expectations, consumers tend to experience dissatisfaction, which can influence their loyalty and future purchase decisions.

According to (Mowen & Minor, 2017), Customer satisfaction refers to the extent to which customers' needs, wants, and expectations are fulfilled, leading to repeat purchases and long-term loyalty. According to this theory, customer satisfaction is determined by how well a product or service meets, or even exceeds, customer expectations. It reflects the alignment between the customer's perceived experience and their expectations, which encompass factors such as product quality, service, and overall value received. Customer satisfaction is crucial for companies, as it fosters consumer loyalty, encourages positive word-of-mouth promotion, and contributes to the long-term sustainability of the business in a competitive market.

Customer satisfaction is achieved when the performance of a product or service meets or exceeds the expectations held by the customer. According to (Fornell, 2013), High customer satisfaction is achieved when the value perceived by customers exceeds their expectations. A key factor in fostering customer satisfaction is the performance of the agent, which is often interpreted as the quality of the agent. High-

quality performance from the agent helps to fulfill the needs and desires of customers, thereby enhancing customer satisfaction and fostering long-term loyalty.

The assertion that satisfied customers contribute to higher profits is grounded in the fact that satisfied customers are more willing to pay a premium for the products they purchase and are more tolerant of price increases. This, in turn, can enhance the business's profit margins and strengthen customer loyalty to the brand. Satisfied customers are also more likely to purchase additional products offered by the company, and the company benefits from positive WOM, serving as an effective marketing tool. This strategy can drive sales and build customer trust. However, it is important to note that higher customer satisfaction levels do not always correlate with increased market share. In fact, in many cases, expanding market share can lead to a decline in customer satisfaction. This may result from factors such as a reduction in product or service quality, which can undermine customer trust and loyalty.

### **Repeat Order**

Sales are a primary objective in business operations, as increasing sales directly impacts company profits. Consequently, repeat orders are a highly sought-after factor among business leaders. Repeat orders refer to the reordering of products or services that customers have previously purchased. This term describes the action of a consumer placing an order again. Repeat orders represent the first step in fostering customer retention throughout the buyer's journey. By consistently meeting customer needs, companies can strengthen long-term relationships and enhance customer loyalty.

In the business world, repeat orders are a key performance indicator that every business aims to achieve. Repeat orders occur when a product successfully captures consumer interest and consistently meets their needs. Literally, repeat orders refer to the act of reordering a product after a previous purchase. Generally, repeat orders are placed by consumers who are satisfied with the quality, service, or overall experience provided by the product. The term 'repeat order' can also be understood as a repeat purchase made by customers at the same location or store, reflecting consumer loyalty to the brand or company. Repeat orders serve as the initial step in cultivating a stronger relationship between the company and its customers, ultimately contributing to increased loyalty and long-term business sustainability.

Repeat orders refer to purchase transactions made by consumers for specific products, where the purchases are consistently made at the same store (Mothersbaugh, 2013). Consumer behavior that leads to repeat orders is generally sought after by sellers, as it eliminates the need to repeat the marketing process or provide explanations about the benefits and advantages of products that have already proven to meet consumer needs. Repeat orders serve as an indicator of consumer satisfaction with the product, which in turn helps strengthen long-term relationships between customers and the company. This behavior also supports the development of consumer loyalty and enhances the potential for sustainable sales growth.

The strategy to generate repeat orders is closely linked to efforts aimed at enhancing customer loyalty. The key distinction between loyalty and repeat orders is that loyalty signifies a consumer's preference for a product, but does not necessarily lead to repeat purchases. In contrast, repeat orders refer to the actions of consumers who return to make purchases from the same seller, whether for the same product or other products offered by the seller. Once consumers reach the loyalty stage, it is almost certain that one of the outcomes will be repeat orders, either for the same product or others. This finding aligns with research conducted by (Rohwiyati & Mulyono, 2017), which suggests that service quality has an indirect effect on customer loyalty through customer satisfaction. This indicates that customer satisfaction acts as a mediating variable in the relationship between service quality and customer loyalty. Consequently, service quality will have a more pronounced impact on customer loyalty if it first meets consumer expectations and fosters satisfaction. When the service provided successfully addresses the needs and desires of consumers, it generates a sense of satisfaction, which ultimately encourages customers to remain loyal and make repeat

purchases. Therefore, companies must continually enhance service quality by focusing on efficiency, responsiveness to complaints, and attention to individual customer needs in order to foster sustainable customer loyalty.

### Research Model

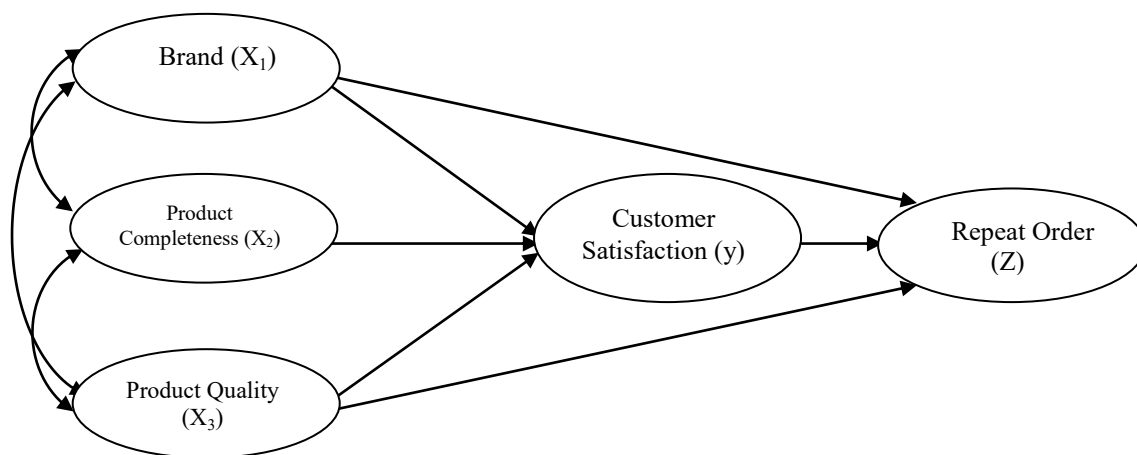


Figure 1. Research Framework

### Novelty

This study is built upon previous research, including works by (Abigail et al., 2024), (Ningsih et al., 2024), (Ningsih et al., 2024), (Dewanti et al., 2023), (Dewanti et al., 2023), (Mufidah, 2021), (Firdaus, 2020) and (Zaini & Poernamawati, 2019). It offers significant novelty by integrating three key elements—brand, product completeness, and product quality—to examine their impact on consumer satisfaction and subsequent repeat orders at the Srala.id Store. While prior studies primarily focused on one or two variables, this research expands its scope by simultaneously testing the relationships between a strong brand, adequate product completeness, and high product quality in relation to consumer satisfaction.

This study emphasizes the significance of repeat orders, which reflect a consumer's tendency to make repeat purchases after their initial experience with a particular product or brand. This is crucial, as repeat orders can serve as an indicator of the success of marketing strategies and long-term consumer satisfaction. Furthermore, the study highlights how consumer satisfaction functions as a mediator in the relationship between the three variables—brand, product completeness, and product quality—and repeat orders. This represents a novel contribution to research, as it has been rarely explored comprehensively in the context of the Srala.id Store. Additionally, the study underscores the importance of partial mediation analysis, demonstrating that consumer satisfaction not only has a direct impact on repeat orders, but also strengthens the relationship between brand, product completeness, product quality, and consumer behavior in making repeat Order.

This study also contributes to the academic field by employing more advanced analytical techniques to test the relationships between variables, offering a deeper understanding of consumer dynamics at the Srala.id Store. This approach provides valuable insights, making the study a significant contribution to the development of more effective marketing strategies aimed at increasing consumer loyalty and encouraging repeat orders.



## Research Methods

This research was conducted at Srala.id Store, located in Banda Aceh City, focusing on the factors of brand, product completeness, product quality, consumer satisfaction, and repeat orders. The population for this study consisted of all consumers who had made repeat orders at the Srala.id Store in Banda Aceh City, with a total of 300 respondents.

Following data collection, the next step is to analyze the data using Structural Equation Modeling (SEM) with the support of AMOS 19 and SPSS 23 software. The use of SEM enables researchers to test complex relationships between variables, thereby providing a more comprehensive understanding of the overall model. According to (Sarstedt et al., 2017), SEM is an evolution of path analysis and multiple regression, both of which are types of multivariate analysis. After analyzing each item based on the independent variables, hypothesis test results will be obtained. If the results do not meet the feasibility index criteria, further analysis using Confirmatory Factor Analysis (CFA) will be conducted. This involves revisiting items with results below the threshold for independent variables and evaluating the magnitude of regression for each item. Therefore, items that are not eliminated should not show significant differences in regression.

## Result

### Direct Effect

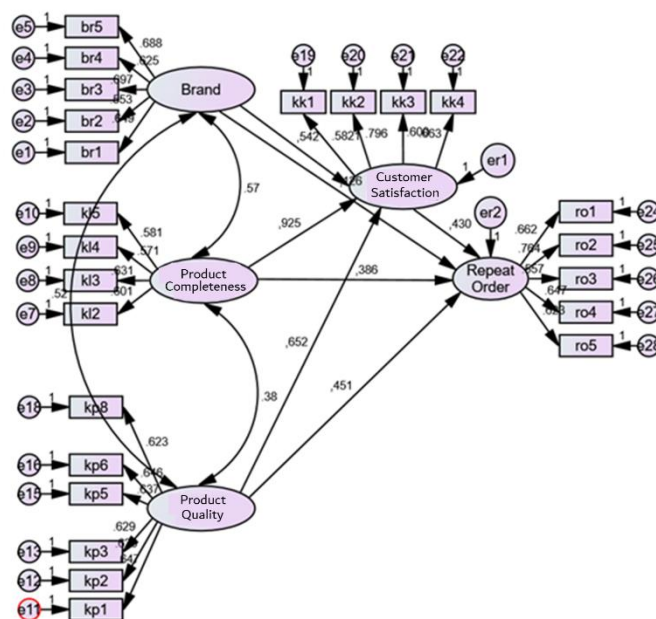


Figure 2. Structural Equation Model

Table 1. Standardized Regression Weight Structural Equation Model

			Estimate	S.E.	C.R.	P
Customer Satisfaction	<---	Brand	0.542	0.078	6.949	***
Customer Satisfaction	<---	Product Completeness	0.925	0.159	5.818	***
Customer Satisfaction	<---	Product Quality	0.652	0.097	6.722	***
Repeat Order	<---	Customer	0.430	0.143	3.007	***

			Estimate	S.E.	C.R.	P
Repeat Order	<---	Satisfaction Brand	0.126	0.049	2.571	***
Repeat Order	<---	Product Completeness	0.386	0.158	2.443	***
Repeat Order	<---	Product Quality	0.451	0.142	3.176	***

Source: Processed Primary Data, (2024)

### **The Impact of Brand on Consumer Satisfaction at Srala.id Store, Banda Aceh**

The test on the influence of brand on customer satisfaction reveals a CR value of 6.949 with a probability of 0.000. Both values meet the criteria for H1, as the CR value of 6.949 is higher than 1.97, and the probability is lower than 0.05. These results indicate that the brand has a significant impact on customer satisfaction at the Srala.id Store in Banda Aceh. The findings of this study align with research conducted by (Dewanti et al., 2023),

Further explanation shows that a strong brand provides an identity that is easily recognized by consumers, thus creating a positive perception of the store. When consumers have a good perception of the brand, they tend to feel satisfied with the products offered. This satisfaction arises because the brand is able to provide quality assurance, consistent service, and added value that differentiates it from competitors (Dewanti et al., 2023). This, in turn, can enhance consumer trust in the store, increasing the likelihood of repeat purchases and encouraging customers to recommend the product to others.

Thus, effective brand management is a critical factor in maintaining consumer satisfaction. The Srala.id Store must continue to strengthen its brand image through various strategies, including marketing campaigns, reputation management, and fostering strong communication with consumers. This will ensure that the brand remains relevant and consistently meets consumer needs in a sustainable manner.

### **The Impact of Product Completeness on Impact on Consumer Satisfaction at Srala.id Store, Banda Aceh**

Testing the effect of product completeness on consumer satisfaction found a CR value of 5.818 with a probability of 0.000. The CR value of 5.818 is greater than 1.97 and the probability is lower than 0.05. Therefore, it can be concluded that product completeness at the Srala.id Store has a significant impact on customer satisfaction levels. These findings align with the results of research conducted by (Nurochani, 2023) and (Mufidah, 2021)

Further explanation reveals that product completeness pertains to the availability of a diverse range and variety of products in the store. Consumers are more likely to feel satisfied when they encounter a wide selection of products that align with their needs and preferences (Nurochani, 2023). When the Srala.id Store is able to offer a comprehensive range of products, including various brands, sizes, and functions, it enhances consumer convenience and improves the overall shopping experience.

Product completeness is a key factor that influences consumer purchasing decisions (Mufidah, 2021). Complete product offerings provide consumers with the freedom to select according to their preferences, thereby enhancing the overall shopping experience. Additionally, a wide range of products can foster satisfaction, as consumers feel that their needs are easily met in one place. Therefore, Srala.id Store must consistently update and expand its product variety to ensure sustained consumer satisfaction.

### **The Impact of Product Quality on Consumer Satisfaction at Srala.id Store, Banda Aceh**

Parameter estimasi untuk pengujian pengaruh kualitas produk terhadap kepuasan konsumen menunjukkan nilai CR sebesar 6,722 dengan probabilitas sebesar 0,000. Kedua nilai ini memenuhi syarat untuk H3,

dengan nilai CR sebesar 6,722 lebih tinggi dari 1,97 dan probabilitas lebih rendah dari 0,05. Dengan demikian, kepuasan pelanggan di Toko Srala.id Banda Aceh sangat dipengaruhi oleh kualitas produk. Hasil penelitian ini sejalan dengan hasil penelitian yang pernah dilakukan oleh (Ningsih et al., 2024), (Mufidah, 2021)

Further clarification indicates that product quality refers to the degree to which a product meets the standards desired by consumers. High-quality products not only offer durability and reliability, but also provide added value such as comfort, ease of use, and features that align with consumer needs (Ningsih et al., 2024). When consumers receive a product that meets their quality expectations, they are more likely to feel satisfied (Mufidah, 2021).

Product quality is a critical factor in fostering consumer satisfaction, as consumers are inclined to purchase products that meet their needs optimally. High-quality products at Srala.id Store will provide significant satisfaction, encouraging repeat purchases and enhancing brand loyalty. Therefore, Srala.id Store must continually work to improve the quality of its products to ensure sustained consumer satisfaction.

### **The Impact of Brand on Repeat Orders at Srala.id Store, Banda Aceh**

The test on the impact of brand on repeat orders produced a CR value of 2.571 with a p-value of 0.000. These values meet the criteria for accepting H4. Therefore, it can be concluded that the brand has a significant effect on repeat orders at Srala.id Store, Banda Aceh. This study demonstrates that consumers who have positive experiences with strong brands are more likely to return for repeat purchases. Brands with a strong, trusted, and well-known image instill confidence in consumers regarding the quality of the products offered, which ultimately encourages repeat orders. The findings of this study are consistent with previous research conducted by (Jayasuriya et al., 2020), (Chauhan, 2018)

This demonstrates that a strong brand is a crucial factor in fostering consumer loyalty and increasing the likelihood of repeat visits to the store. Further explanation reveals that a strong brand plays a vital role in establishing long-term relationships with consumers (Jayasuriya et al., 2020). Consumers often prefer brands that they are familiar with and trust. A well-established brand can offer quality assurance, product uniqueness, and a positive image, all of which significantly influence consumer purchasing decisions (Chauhan, 2018).

When consumers are satisfied with the products offered by Srala.id Store and develop an emotional connection with the brand, they are more likely to make repeat orders. A strong brand facilitates consumer recognition, differentiates the store from its competitors, and enhances the likelihood of repeat orders. Therefore, Srala.id Store must continually maintain and strengthen its brand image to ensure ongoing consumer loyalty and encourage repeat Orders.

### **The Impact of Product Completeness on Repeat Orders at Srala.id Store, Banda Aceh**

The test examining the effect of product completeness on repeat orders yielded a CR value of 2.443 with a P value of 0.000, confirming that H5 is accepted. These findings demonstrate that product completeness at Srala.id Store, Banda Aceh, significantly influences repeat orders. Consumers are more likely to make repeat purchases when the store offers a wide variety of products that meet their needs. A high level of product completeness provides consumers with more options, enhancing their convenience and satisfaction, which in turn motivates them to return for additional purchases. The results of this study align with research conducted by (Nurochani, 2023)

Further analysis reveals that consumers are more inclined to select stores that offer a comprehensive and diverse range of products. Product completeness plays a critical role in simplifying the process for consumers to fulfill their needs efficiently. This variety not only provides convenience but also enhances the overall shopping experience, making the store a preferred choice for repeat purchases (Nurochani, 2023).

When a store offers a wide variety of products that align with consumers' preferences and needs, it increases the likelihood of them returning to make repeat purchases. Providing diverse options enhances consumer satisfaction and fosters loyalty, encouraging repeat order (Nurochani, 2023).

The comprehensive range of products offered by Srala.id Store enables consumers to conveniently find everything they need in one place. This not only enhances the shopping experience but also motivates consumers to make repeat purchases due to their satisfaction with the product variety. Therefore, it is crucial for Srala.id Store to continually expand and update its product offerings to further improve customer satisfaction and maximize opportunities for repeat orders.

### **The Impact of Product Quality on Repeat Orders at Srala.id Banda Aceh Store**

Testing the impact of product quality on repeat orders yielded a CR value of 3.176 with a P value of 0.000, meeting the criteria for accepting H6. This indicates that product quality at the Srala.id Banda Aceh Store has a significant effect on repeat orders. Consumers satisfied with the quality of the products are more likely to make repeat purchases as the products consistently meet their needs. High-quality products instill confidence in consumers, encouraging them to continue choosing the product and making repeat purchases at the store. These findings align with the results of research conducted by (Ningsih et al., 2024).

Additional explanation highlights that high product quality is a critical factor in encouraging consumers to place repeat orders. Satisfied consumers are more likely to return for future purchases because the products consistently meet their expectations in terms of superior features, durability, and reliable performance. When consumers experience products that deliver on these attributes, it fosters trust and loyalty, further solidifying their decision to continue shopping at the Srala.id Banda Aceh Store (Ningsih et al., 2024). When consumers receive high-quality products, they have a positive experience and are more likely to trust the brand (Ningsih et al., 2024).

Superior product quality adds value that satisfies consumer needs, making them more likely to make repeat purchases. Additionally, high-quality products instill trust in consumers, encouraging them to recommend the products to others. This will strengthen brand trust and increase the likelihood of repeat purchases. Therefore, Srala.id Store must maintain consistency in ensuring the quality of the products offered to continue enhancing customer satisfaction and the frequency of repeat orders.

### **The Impact of Consumer Satisfaction on Repeat Orders at Srala.id Banda Aceh Store**

The test results show a CR value of 3.007 and a P value of 0.000. Both values meet the criteria required to accept H7. Based on these results, it can be concluded that consumer satisfaction significantly influences the occurrence of repeat orders at the Srala.id Banda Aceh Store. These findings are consistent with research conducted by (Ningsih et al., 2024), (Zaini & Poernamawati, 2019), which emphasizes the crucial role of consumer satisfaction in encouraging repeat Orders.

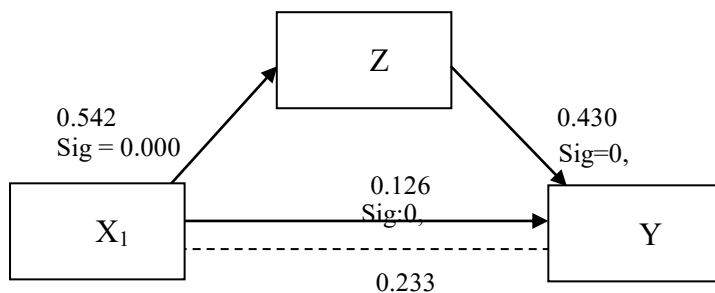
Consumer satisfaction reflects the extent to which the product or service received is able to meet or even exceed customer expectations. When consumers are satisfied, they tend to have a positive experience with the product purchased, which encourages them to return to buy the same or other products at the same store (Ningsih et al., 2024). Consumer satisfaction is a key factor in building long-term relationships with customers, as satisfied consumers are more likely to make repeat orders compared to dissatisfied consumers. When customers are satisfied with their experiences, they develop trust and loyalty toward the brand, which in turn increases the likelihood of continued business and positive word-of-mouth recommendations. Therefore, maintaining high levels of consumer satisfaction is essential for fostering repeat business and ensuring long-term success (Zaini & Poernamawati, 2019).

By concluding that consumer satisfaction significantly influences repeat orders, we are recognizing that when customers are satisfied with their purchases, they are more likely to return and make additional

purchases. This could be due to various factors such as product quality, service experience, value for money, and overall positive experience. When consumers feel satisfied, they are also more likely to share their positive experiences through word-of-mouth, recommend the store to others, and engage in repeat transactions. In practical terms, this result emphasizes the importance of maintaining high levels of customer satisfaction in order to foster long-term relationships with customers. Companies that focus on customer satisfaction are more likely to retain their customers and build loyalty, leading to increased repeat orders, which ultimately supports business sustainability and growth. This finding is consistent with broader marketing and management theory, which suggests that satisfied customers are more likely to become loyal customers, repeat buyers, and even brand advocates.

### Indirect Effect

The mediating effect of brand variables on consumer satisfaction can be analyzed as follows:

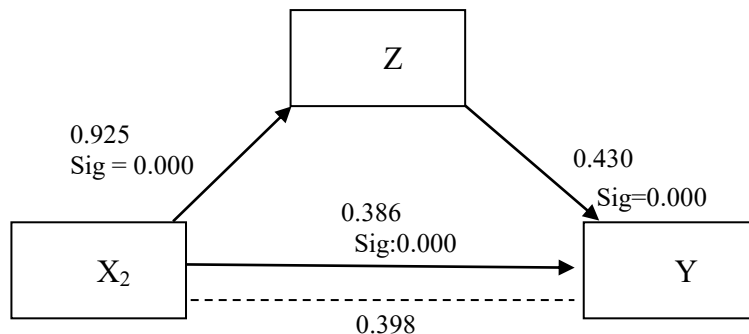


**Figure 3: Testing the Mediating Effect of Brand on Repeat Orders Through Consumer Satisfaction**

Based on Figure 2, the test results indicate that the influence of brand on repeat orders is positive (0.542,  $p = 0.000$ ), and the impact of consumer satisfaction on repeat orders is also significant (0.430,  $p = 0.000$ ). Furthermore, the influence of brand on consumer satisfaction is significant (0.126,  $p = 0.000$ ). These results suggest partial mediation, as the direct effect (0.542) is greater than the indirect effect through consumer satisfaction.

This suggests that while consumer satisfaction partially mediates the relationship between brand and repeat orders, the direct effect of the brand on repeat orders remains more dominant than its indirect effect. This indicates that enhancing the brand can have a direct and significant impact on repeat orders, while consumer satisfaction also plays a role in mediating part of the relationship.

The impact of the mediating effect of the product completeness variable on consumer satisfaction can be explained as follows:



**Figure 4. Testing the Mediating Effect of Product Completeness on Repeat Orders Through Consumer Satisfaction**

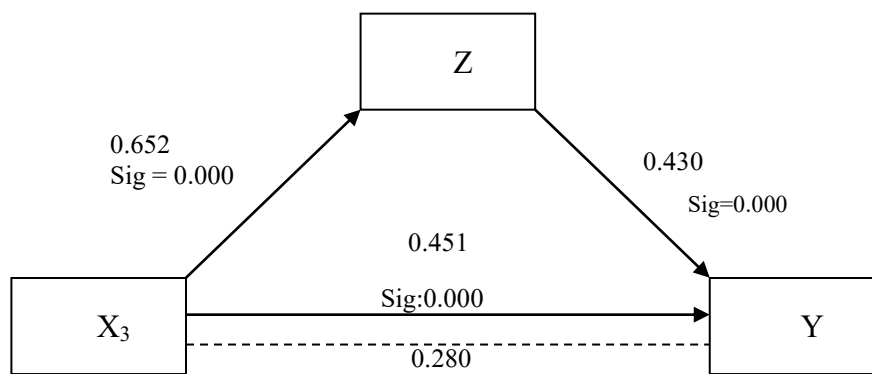
Based on the test results, it is evident that the effect of product completeness on repeat orders is positive (0.459,  $p = 0.000$ ), while the effect of consumer satisfaction on repeat orders is also significant (0.715,  $p =$



0.000). Furthermore, the influence of product completeness on consumer satisfaction is significant (0.940,  $\rho = 0.000$ ). These results indicate partial mediation, as the direct effect (0.459) exceeds the indirect effect through consumer satisfaction.

This means that, although product completeness mediates part of the relationship between consumer satisfaction and repeat orders, the direct effect of product completeness on repeat orders remains more dominant than its indirect effect. This suggests that the product completeness offered by Srala.id Store can increase the likelihood of repeat purchases by consumers, both through its direct impact and the mediating effect of consumer satisfaction.

the results of testing the mediating effect of the product quality variable on consumer satisfaction can be explained as follows:



**Figure 5. Testing the Mediating Effect of Product Quality on Repeat Orders Through Consumer Satisfaction**

Based on the test results, it can be concluded that product completeness has a positive effect on repeat orders at Srala.id Store Banda Aceh, with a CR value of 0.652 and a probability of  $\rho = 0.000$ . In addition, consumer satisfaction significantly influences repeat orders (0.430,  $\rho = 0.000$ ), and product completeness significantly impacts consumer satisfaction (0.451,  $\rho = 0.000$ ).

This analysis indicates full mediation, as the indirect effect ( $0.451 \times 0.430 = 0.194$ ) exceeds the direct effect (0.652). This suggests that, in addition to the direct influence of product completeness on repeat orders, the effect of product completeness on repeat orders is also mediated by the increase in consumer satisfaction, which arises when consumers receive products that are complete and meet their needs. In this context, consumer satisfaction serves as a full mediating variable, linking product completeness to the consumer's decision to make repeat purchases.

The findings underscore the importance for Srala.id Store Banda Aceh to maintain a focus on the completeness of its product offerings. Not only does product completeness directly stimulate consumer interest in repeat orders, but it also contributes to consumer satisfaction, which in turn fosters future purchases. Therefore, continuously aligning product offerings with consumer needs is crucial to strengthening long-term customer relationships

## Conclusion

The results of this study indicate that brand, product completeness, and product quality significantly influence consumer satisfaction and repeat orders at Srala.id Banda Aceh Store. A strong brand can enhance consumer satisfaction because consumers are more likely to trust products with a clear and reputable identity. Additionally, the completeness of the products available in the store caters to a wide range of consumer needs, positively impacting their satisfaction. A comprehensive product assortment allows

consumers to find what they are looking for more easily, directly enhancing their satisfaction with the services offered. Product quality is also a crucial factor; products that meet high-quality standards create positive consumer experiences, which encourage repeat purchases. Consumer satisfaction results from a combination of a strong brand, product completeness, and high-quality products, ultimately influencing consumers' decisions to make repeat purchases.

This study also revealed that brand, product completeness, and product quality have an indirect influence on repeat orders through consumer satisfaction. This suggests that consumers who are satisfied with a product are more likely to make repeat purchases. Furthermore, the analysis shows that the direct influence of brand, product completeness, and product quality is greater than the indirect influence, indicating that these factors directly affect consumer decisions to repurchase, without relying on a mediating variable.

Therefore, Srala.id Banda Aceh Store should continue to focus on strengthening its brand, maintaining product completeness, and ensuring high product quality to consistently enhance consumer satisfaction and encourage repeat orders. The store should further invest in its brand image by improving product and service quality, ensuring consistency in brand messaging, and using targeted marketing campaigns, consumer testimonials, and expanding its brand presence across various media platforms. Additionally, Srala.id Store must continue to expand and update its product lines. Offering a diverse selection of relevant and current products will better meet consumer needs and increase the likelihood of repeat purchases.

It is crucial for Srala.id Store to ensure that all products meet rigorous quality standards. Implementing more stringent quality control measures and continuously innovating product offerings will sustain consumer satisfaction and foster future repurchases. Lastly, prioritizing consumer experience remains essential. Improving customer service, providing timely responses to inquiries or complaints, and ensuring a pleasant shopping experience—whether online or in physical stores—are all vital strategies for maintaining customer loyalty and encouraging repeat business.

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