The Effect Of Perceived Quality, Brand Image On Customer Satisfaction And Brand Awareness Toward Repurchase Intention

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Abstract	The purpose of this study is to analyze the factors that affect the repurchase intention, which is brand awareness and customer satisfaction, and the customer satisfaction affected by perceived quality and brand image. The population in this study is Indocafe coffee costumers in Purwokerto. The total number of samples that used in this study was 120 respondents by using convenience sampling. The measurement of variables in this research using Likert's scale and hypothesis testing using Structural Equational Modeling (SEM). Based on the result of this study, the average of respondent is male between the ages of 20-30 years old and the favorite is Indocafe Coffeemix 3 in 1. The result shows that (1) Perceived quality has a positive effect on customer satisfaction, (2) Brand image has a positive effect on customer satisfaction, (3) Customer satisfaction has a positive effect on brand awareness, (4) Customer satisfaction has a positive effect on repurchase intention, and (5) Brand awareness has a positive effect on repurchase intention. a. Perceived quality is a factor that effect the costumer satisfaction and impacts the repurchase intention. By maintaining the quality of taste and aroma of Indocafe coffee consumers will be more satisfied and have an impact on future intention.
Keywords	Perceived Quality, Brand Image, Customer Satisfaction, Brand Awareness, Repurchase Intention

INTRODUCTION

The main section of an article should start among the public, from young to old people. Coffee is popular because it has a special taste and flavor (Ramalakshmi *et al.*, 2008). Indonesia became the third largest coffee producer in the world after Brazil and Vietnam, by donating about 8% of the world's total coffee production. Indonesia is the fourth largest coffee exporter with a market share of about 11 percent in the world (Indonesian Coffee Exporters Association, 2015). Vice Chairman of the Association of Indonesian Coffee Exporters and Industry (AEKI) Pranoto Soenarto said the growth of national coffee consumption increased from 0.8 kilograms per capita to 1.3 kilograms per capita. This increase is indicated by the growing of coffee shops throughout Indonesia (Republika, 10 April 2016). One of the most popular instant coffee products is Indocafe coffee. Companies that produce Indocafe coffee are PT. Sari Incofood Corporation. The company was established in 1985, which is one of the largest factory and exporter of instant coffee in Indonesia. PT. Sari Incofood Corporation is also one of the pioneers in producing instant coffee coffeemix 3 in 1 and cappuccino in sachet packaging in Indonesia. Indocafe brand is one of instant coffe brand in Indonesia and become the 5 leading brands in the Asia Pacific region. Indocafe brands get Top Brand for Indocafe products in 2010, followed by 2013, 2014, 2015 and beyond for instant coffee category. For the year 2013, Indocafe is also awarded Indonesia Original Brand Award and Brand Indocafe get Indonesia Retailer Satisfaction 2013.

Based Top Brand Index 2018, it is known that Indocafe coffee has been awarded Top Brand in instant coffee category from 2015 until 2018. Indocafe Coffee becomes the top 1 instant coffee in Indonesia from 2015, 2016, and 2017 based on Top Brand Index, but the percentage of the Top Brand Index value was declines every year. And in 2018

Indocafe has no longer in the first position but dropped to second rank in Top Brand Index. Thus, the downward position of Top Brand Index from Indocafe coffee indicates the decline of brand awareness of Indocafe coffee products and also repurchase intention to buy Indocafe products in the future. According to Hellier *et al.* (2003), repurchase intention is an individual valuation relating to repurchase on a service or a product in the same company, by considering the state and their situation. Fang *et al.* (2011) in his research explains that the repurchase intention is the most dominant return influenced by constumer satisfaction. Consumers will satisfied if the product is appropriate with their expectations, and the costumer satisfaction will increase the demand for the product brand in the future. According to Aaker in Febriana (2014) brand awareness is ability to recognize or remember that a brand is part of a particular product category. Moreover, beside have a direct effect to repurchase intention, brand awareness also affected by customer satisfaction. When consumers feel satisfied, then the ability of consumers to recognize and remember the brand is getting stronger. The more consumers feel satisfied then the consumer's ability to remember will be stronger as well (Aaker, 2007). Pramudyo (2012), explains that the brand image has a potential to affect consumer perceptions and expectations about the goods or services offered and ultimately affect customer satisfaction. Perceived quality is defined in Keller (2013) as customers perception of the overall quality or superiority of a product or service compared to alternatives and with respect to its intended purpose. Consumer perceptions appears to be a comparison between costumer satisfaction to the products with the other products. In the research of Fepria (2009), the more positive perception of the quality of a product, the stronger consumer satisfaction.

Based on the background that has been described above, it can be seen that the basic problem in this research is the decline of Indocafe is the Top Brand Index in instant coffee category decreased every year and 2018 Indocafe coffee is no longer in the first position. The decline is in the Top Brand Index value, indicates the decrease of brand awareness of Indocafe coffee products and also the repurchase intention to buy Indocafe products in the future. With the description above this study ia to analyze the factors that

affect the repurchase intention, which is brand awareness and customer satisfaction, and the customer satisfaction affected by perceived quality and brand image.
Does Perceived Quality has a positive effect

LITERATURE REVIEW AND HYPOTHESES

Perceived quality according to Aaker (2007) is a customer perception of product and service quality related to the intended purpose. Consumer perceptions appear to be a comparison between consumer satisfaction with products with other products. The customers considered perceived quality as a more specific concept based on product and service features. The company can have a degree of control over quality. So, it is suggested when perceived quality is regarded as overall assessments, then perceived quality is understood as the source of satisfaction (Llusar et al., 2001).

Pramudyo (2012), explained that the brand image has the potential to affect consumer perceptions and expectations about the goods or services offered and ultimately affect customer satisfaction. According to Adelina (2016) brand image is the result of the assessment of consumer perceptions of a brand that positive or negative. The better product is produced then the consumer's perception of the brand will be better and will affect the level of customer satisfaction.

Consumer satisfaction can affect brand awareness. Ravi et al. (2006) in his research explains that unhappy customers equates to lack of recognition of the brand, poor associations with the brand. Javad (2016), also states by increasing customer satisfaction it can improve brand awareness among customers and in his research customer satisfaction has a positive effect on brand awareness.

According to Sumarwan (2002), that customer satisfaction and dissatisfaction is the impact of comparison between consumer expectations before the purchase with the actual obtained by consumers of the purchased product. If the product has a better performance than expected, this is called positive disconfirmation. If this happens, then consumers will feel satisfied and possible to make repeat purchase.

Brand awareness describes a buyer's ability to recognize, recall a brand as part of a particular product category. In general, consumers tend to buy products with a brand that has been known on the basis of

considerations of comfort, security and others. However, a well-known brand prevents consumers from using risk with the assumption that a well-known brand is reliable (Durianto et al, 2004: 29).

H1 : Perceived quality has a positive effect on customer satisfaction.

H2 : Brand image has a positive effect on customer satisfaction.

H3 : Customer satisfaction has a positive effect on brand awareness.

H4 : Customer satisfaction has a positive effect on repurchase intention.

H5 : Brand awareness has a positive effect on repurchase intention.

Based on a review of the literature, research, and development the previous hypothesis, it can be illustrated in the research model as shown in Figure 1 below :
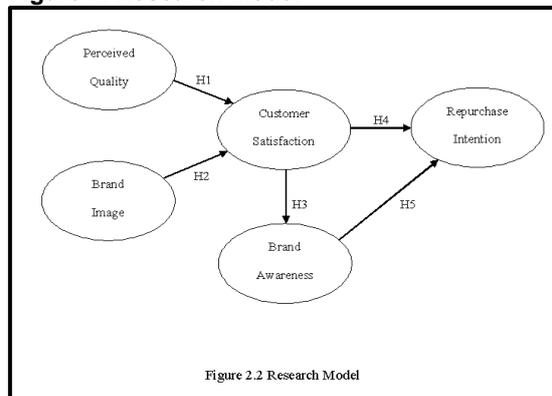
Figure 1. Research Model

Figure 2.2 Research Model

METHODS

The type of this research is survey research by using survey method where information is collected from respondent by using questionnaire. This research conducted in Purwokerto. The reasons is the increased number of coffee places such as cafes and coffee shops in Purwokerto that indicate the coffee costumers also increased.The main data of this research using primary data source based on respondent's perceptions related to research variable and secondary data source based on literature and previous research that supporting this research. Data collection method using questionnaires and interview which contain a number of questions and statements that have been prepared to collect answers based on respondent's perceptions related to research variables.

The population in this research is the total number of Indocafe coffee costumers. The sample of this research is Indocafe coffee costumers. To determine the minimum sample that proportionate to the number of population, this research using the estimated interval method because the number of population can not be known for certain. The formula of estimated interval method are as follow (Umar, 2002):

$$ n = p.q.\left(\frac{Z_{\alpha/2}}{e}\right)^2 $$

From the formula above can be determined the minimum number of samples as follows:

$$ n = (0.5 \times 0.5) \times \left(\frac{1.96}{0.1}\right)^2 = 96.04 \approx 97 $$

Based on the result of calculation, the minimal sample size of this research is 97 respondents. Furthermore, Hair et al. (2010) suggest that by using the Structural Equation Model (SEM) analysis, the minimum sample size is 100 until 200 samples, and then use a comparison with five observations for each of the estimated parameters. Number of parameters within study is 23 parameters, so the minimum sample should be taken is 115 samples (23 x 5). The response rate expected of this study is 80%, so the number of questionnaires distributed are: $115 \div 0.8$ =143.75 $\approx$ 145 questionnaires.

Sampling method in this research using convenience sampling method which is a technique of determination of sample by accidental, that is anyone who incidentally met with researcher can be made as respondent if deemed appropriate as source of data (Sugiyono, 2013:67). Measurement of variables in this study was conducted using Likert's scale that is used to measure the perception or response of a person about social objects (Suliyanto, 2011). The answer of each instrument using Likert's scale has a gradation ranging from very positive to very negative. The Likert's scale is always odd and there is always a neutral or undecided option. Each item is given a closed response (Suliyanto, 2011).

Hypothesis testing using Structural Equation Modeling (SEM)

RESULTS AND DISCUSSION

Data analysis in this study use Structural Equation Modeling (SEM) with AMOS 21.0 program. In testing the model using SEM, there are several steps taken (Ferdinand, 2005). This study aims to determine the effect of perceived quality, brand image on customer satisfaction and brand awareness

and the impact on repurchase intention on Indocafe coffee costumers in Purwokerto. Theoretical model that has been built from the research that conducted by Pradhita (2015) "The influence of brand awareness on repurchase intention : the mediation role of brand loyalty and perceived quality (a study on ready to drink coffee's customers in Malang)" accompanied by model development with adding brand image and customer satisfaction variables and analyzed as a researchable model (Ferdinand, 2000) using SEM (Structural Equation Modeling). Based on the theory-based model developed above, the model display in the path diagram in Figure as follows:

Figure 2. Path Diagram
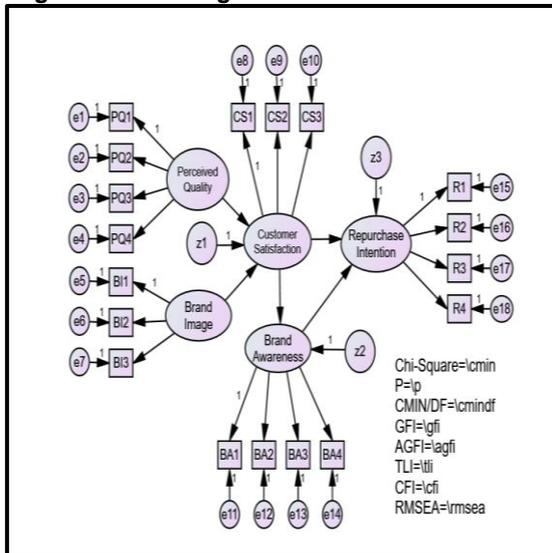
The model that has been presented in the form of path diagram above, then stated in structural equations to state the measurement model specifications.

Tabel 1. Construct Exogenous Perceived Quality

Indicator	Loading Factor	Category
PQ1	0.72	Valid
PQ2	0.75	Valid
PQ3	0.75	Valid
PQ4	0.72	Valid

Tabel 2. Construct exogenous brand image

Indicator	Loading Factor	Category
BI1	0.68	Valid
BI2	0.73	Valid
BI3	0.71	Valid

Table 3. Construct Endogenous Customer Satisfaction

Indicator	Loading Factor	Category
CS1	0.74	Valid
CS2	0.76	Valid
CS3	0.65	Valid

Table 4. Construct Endogenous Brand Awareness

Indicator	Loading Factor	Category
BA1	0.84	Valid
BA2	0.73	Valid
BA3	0.77	Valid
BA4	0.67	Valid

Table 5. Construct Endogenous Repurchase Intention

Indicator	Loading Factor	Category
R1	0.84	Valid
R2	0.78	Valid
R3	0.77	Valid
R4	0.71	Valid

Based on Table all indicators are valid and meet the requirements, meaning that the indicators can be used for further analysis. Confirmatory analysis is intended to identify the feasibility of each indicator for the analysis of Structural Equation Modeling (SEM). The measurement model for confirmatory factor analysis includes all research indicators. This can be seen from the estimated value on each indicator, if the value estimates >0.50 then the indicator can support the factor / variable. Based on the results of the confirmatory factor analysis, it was found that each indicator of each dimension of all research variables had an estimate value >0.50. All indicators in the research variables used in this study are acceptable and can be used in structural equation modeling (SEM) analysis.

After the model is analyzed through confirmatory factor analysis and it can be seen that each indicator can be defined latent construct, a full SEM model can be analyzed. The processing results of AMOS.21.0 are as follows:

Repurchase Intention = 0.27 Customer Satisfaction + 0.38 Brand Awareness + z3

Customer Satisfaction = 0.42 Perceived Quality + 0.29 Brand Image + z1

**Brand Awareness = 0.26 Customer Satisfaction + z2**

The test conducted in this study is causality, then the input used is covariance.

The estimation technique using the maximum likelihood estimation method that is defined in the AMOS program. If there is an identification problem, the AMOS program will give a warning, so the user will take corrective steps. But if the AMOS program can be run, shows that the standard error magnitude, variant error and correlation between estimation coefficients are in the range of values that do not indicate any identification problems.

After the model is analyzed through confirmatory factor analysis and it can be seen that each indicator can be defined latent contract, then a full SEM model can be analyzed. The processing results of AMOS.21.0 are as follows

Figure 2. SEM Analaysis Result
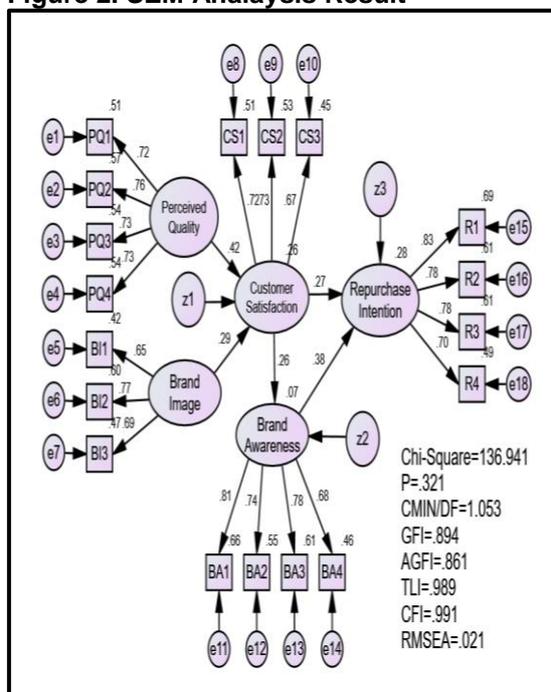
The conformity test of the model, indicate that the model is appropriate or fit to the data used in the study. This can be seen from the criteria, namely: Chi-Square, probability, CMIN / DF, TLI, CFI and RMSEA are well received. Although the GFI and AGFI are included in the marginal criteria, according to Hair et al. (2010) at least 5 criteria are fulfilled, the model is categorized as fit.

Table 6. Goodness of Fit Analysis

GoF Index	Cut-off Value	Result Model	Category
χ^2- Chi-Square	Expect. Small	136.94	**X^2 Tabel df (0.01;130) = 170.423>136.941 (good category)** Good
Probab	≥ 0.05	0.321	Good
CMIN/ DF	≤ 2.00	1.053	Good
GFI	≥ 0.90	0.894	Marginal
AGFI	≥ 0.90	0.861	Marginal
TLI	≥ 0.95	0.989	Good
CFI	≥ 0.95	0.991	Good
RMSEA	≤ 0.08	0.021	Good

One of the test to measure overall fit is the Chi-square statistic likelihood ratio. Chi-Square is very sensitive to the size of the sample used. The model that tested will be considered good or satisfying if the Chi-Square value is low. The smaller χ^2 than the better the model is received based on probability with the cut off value of p >0.05 (Ferdinand, 2005). In this study the chi-square values obtained were 136.941 <170.423 and p = 0.321, thus it can be concluded that the model in this study is a very good fit because the chi-square value is smaller than the chi-square table and the probability value is more than 0.05.

CMIN / DF is one indicator to measure the level of fit of a model (Ferdinand, 2005). In this case CMIN / DF is none other than statistical Chi-square, χ^2 divided by DF so it is called relative χ^2 relative. A relative value of χ^2 less than 2.0 or less than 3.0 is an indication of acceptable fit between model and data (Ferdinand, 2005). The CMIN / DF value of this research model is 1.053. Thus this model includes a very good fit, because the CMIN / DF value = 1.053 <2.0.

GFI is a non-statistical measure that has a range of values between 0 (poor fit) to 1.0 (perfect fit). A high value in the index shows a "better fit" and a model can be said a very good if the GFI value is more than or equal to 0.90 The value obtained in this study is 0.894, so that including the GFI value shows the weighted proportion of the variance of the sample covariance matrix described by the estimated population matrix. The resulting value is close to good fit.

AGFI is a criteria that takes into account the weighted proportions of variance in a sample covariance matrix. The

recommended level of acceptance if AGFI value equal to or greater than 0.90. A value of 0.95 can be interpreted as a good level-good overall model fit while the value between 0.90 - 0.95 shows a level of adequate-fit. The value obtained in this study is 0.861, so it does not include good overall model fit, including the marginal criteria because AGFI <0.90. This AGFI value shows the weighted proportion of the variance in the sample matrix that is explained by the estimated population matrix.

TLI is an alternative incremental index that compares a model tested against a baseline model. A value that is very close to 1 or more than 0.95 indicates a very good fit (Ferdinand, 2005). The TLI value obtained in this study is 0.989, so that it is categorized as a very good fit, because TLI> 0.95.

The magnitude of this index is in the range of values 0 (poor fit) up to 1.0 (perfect fit). A value that is more or equal to 0.95 identifies the highest level of fit a very good fit (Ferdinand, 2005). The CFI value obtained in this study is 0.991, so that it is categorized as a very good fit, because CFI> 0.95.

RMSEA is another test tool that shows goodness-of-fit that can be expected if the model is estimated in the population (Ferdinand, 2005), RMSEA value that smaller or equal to 0.08 is an index for accepting a model that shows a close fit of the model based on degrees of freedom (Ferdinand, 2005). Based on this study the RMSEA value obtained is 0.021. Thus this model is included a very good fit because the RMSEA value is ≤ 0.08.

Evaluation of Normality Data

SEM requires to fulfilled normality assumptions. The statistical value that can be used to test normality is z-value. The critical value commonly used is ± 2.58, on the probability level 0.01.Normality Data Assessment can be seen that the CR value for kurtosis univariate on the data is still in range ± 2.58. But the CR value for skewness has a data that shows more than the critical value ± 2.58. This means there is univariate data that less normal at $\alpha = 0.01$. Meanwhile, a value of multivariate in the amount of -1.126 is still among the critical values set (±2.58). Thus the assumption of normality in a multivariate is fulfilled.

The next step to resolve the abnormalities data is using the bootstrapping method. Model estimation using the Maximum Likelihood (ML) method is very sensitive to

abnormal data sprinkling (Hair, Anderson, Tatham & Black 1998). As an alternative, if the data sprinkles are not normal, Bootstrapping techniques can be used in the Maximum Likelihood method (Arbuckel & Wothke, 1999; Boomsma, 2000). From this source, the data of this study will then be analyzed by using the Maximum Likelihood (ML) bootstrapping technique.

Based on the results of Bollen-Stine Bootstrap obtained a probability value of 0.507 is greater than 0.05, so the model cannot be rejected, and this result is consistent with the results of the original chi square model which also cannot reject the null hypothesis. So, the original model compared to the bootstrap model is still consistent.

Evaluation of Outliers

Outliers are observations that appear with extreme values both univariate and multivariate, because the combination of unique characteristics that they have and look very different from the other observations (Ferdinand, 2000). On the basis that cases or observations that have z-score >± 3.0 will be categorized as outliers, based on Appendix 6. Univariate outlier test, the univariate outlier test obtained results that the data used is free from univariate outliers, because there is no variables that have a z-score above that limit.

Evaluation of multivariate outliers can be seen from the mahalanobis distance for each variable that shows the distance of a variable from the average of all variables in a multidimensional space (Ferdinand, 2005). Calculation of mahalonobis distance is based on the Chi-square value in the distribution table X with the 18 variables(indicators) at the level of p <0.001 namely (18: 0.001 = 42.312). Therefore, the data of mahalonobis distance more than 42.312 are considered to be multivariate outliers. Based on Mahalanobis Distance, The highest number is (28.029) < 42.312 which means that the data is multivariate normal

Evaluation of Multicollinearity and Singularity

In Multicollinearity and Singularity Test show that the determinant of sample covariance matrix = 1.663 is far from 0, so it can be concluded that there is no multicollinearity and singularity, or by dividing the highest mahalanobis distance (28.029) with the number of indicators (18), the result is 1.557

smaller than 2.5 (Hair et.al., 2010). Thus, it can be concluded that there is no multicollinearity and singularity.

Reliability and Variance Extract Test

Reliability is a measure of internal consistency indicators of a construct that shows the degree to which each indicator indicates a common construct (Ferdinand, 2005). The reliability test is done by calculating the reliability (composite) contruction (α) of each construct obtained from the output testing measurement model conducted with AMOS 21.0 program (Ferdinand, 2005) a formulation to calculate construct reliability of a construct as follows:

$$\text{Construct Realibility} = \frac{(\sum \text{std.loading})^2}{(\sum \text{stdloading})^2 + \epsilon.j}$$

Standardized loading can be obtained from the AMOS output, by looking at the standardized regression weight values of each construct against the indicator. Meanwhile ϵj can be calculated with the formula $\epsilon j = 1 - (\text{standardized loading})2$. In general, the acceptance limit of composite reliability is the coefficient α value above 0.70.

Table 7. Reliability Test

Construct	α
Perceived Quality	0.824
Brand Image	0.757
Customer Satisfaction	0.760
Brand Awareness	0.841
Repurchase Intention	0.858

Based on the calculation of construct reliability in Table shows that the five latent constructs used in this study have a coefficient greater than 0.70. Thus, it can be concluded that the latent constructs used in this study are reliable.

Variance Extract is a measure that shows the amount of variance of indicators extracted by the latent construct developed (Ferdinand, 2005: 95). The high value of variance extract indicates that the indicators have represented well the latent variables developed. In SEM modeling, the limit value used to measure the acceptable variance extract is $\geq$ 0.50 (Ferdinand, 2005). The variance extract calculation in this study uses the following formula:

$$\text{Variance Extract} = \frac{(\sum \text{std.loading})^2}{(\sum \text{stdloading})^2 + \epsilon.j}$$

Table 7. Reliability Test

Construct	α
Perceived Quality	0.539
Brand Image	0.510
Customer Satisfaction	0.514
Brand Awareness	0.571
Repurchase Intention	0.602

From Table can be seen that the extract variance value is greater than the value of α 0.50, so it can be concluded that the indicators have represented well the latent variables developed.

Indicator of a latent construct must converge or share a high proportion of variants and this is called convergent validity. To measure the construct validity can be seen from the value of the loading factor. High loading values on a factor indicate that they are convergent at one point. The conditions that must be fulfilled are the loading factor must be significant and the value must be greater than 0.5.

Table 8. Convergent Validity Test

Const.	Item	IRCA	Convergent Validity		
			LF	CR	AVE
PQ	PQ1		0.716		
	PQ2		0.749		
	PQ3	0.824	0.749	0.82	0.539
	PQ4		0.723		
BI	BI1		0.686		
	BI2	0.757	0.738	0.75	0.51
	BI3		0.717		
CS	CS1		0.742		
	CS2	0.76	0.756	0.76	0.514
	CS3		0.649		
BA	BA1		0.837		
	BA2	0.841	0.73	0.84	0.571
	BA3		0.774		
	BA4		0.672		
RP	R1		0.844		
	R2	0.858	0.777	0.85	0.602
	R3		0.768		
	R4		0.71		

Based on Table. all loading factors are statistically significant and the loading value is above 0.50.

Discriminant validity is used to measure a construct different from other constructs. The

step to test it is to compare the square root value of AVE with the correlation square between constructs (Ghozali, 2008).

Table 8. Convergent Validity Test

	PC	BI	CS	BA	RI
PQ	**0.539**				
BI	0.068	**0.510**			
CS	0.183	0.138	**0.514**		
BA	0.118	0.000	0.054	**0.571**	
RI	0.154	0.025	0.117	0.209	**0.602**

Based on Table. it can be seen that AVE constructs perceived quality (0.539), brand image (0.510), customer satisfaction (0.514), brand awareness (0.571), and repurchase intention (0.602). This shows that all AVE values of each variable are greater than the square correlation between constructs.

Hypothesis Testing

Hypothesis testing is conclude with a level of significance of 95% or α = 0.05. The hypothesis is accepted if the CR value has p value <0.05.

Variable		C.R	P-Val	Result
Perceived Quality Customer Satisfaction	→	3.393	0.000	Sig
Brand Image Customer Satisfaction	→	2.227	0.026	Sig
Customer Satisfaction Brand Awareness	→	2.160	0.031	Sig
Customer Satisfaction Repurchase Intention	→	2.483	0.013	Sig
Brand Awareness Repurchase Intention	→	3.481	0.000	Sig

The effect of perceived quality on customer satisfaction (H1)
C.R value for the effect of perceived quality on customer satisfaction variables in Table 19. is 3.393 with p value of 0.000 <0.05. Thus, the hypothesis which states there is a positive effect on perceived quality on customer satisfaction is accepted.

The effect of brand image on customer satisfaction (H2)
C.R value for the effect of brand image on customer satisfaction variables in Table 19. is 2.227 with p value of 0.026 <0.05. Thus, the hypothesis which states there is a positive effect on brand image on customer satisfaction is accepted.

The effect of customer satisfaction on brand awareness (H3)
C.R value for the effect of customer satisfaction variables on brand awareness in Table 19. is 2,160 with p value of 0.031 <0.05. Thus, the hypothesis which states there is a positive effect of customer satisfaction on brand awareness is accepted.

The effect of customer satisfaction on repurchase intention (H4)
C.R value for the effect of customer satisfaction variables on repurchase intention in Table 19. is 2.483 with p value of 0.013 <0.05. Thus, the hypothesis which states there is a positive effect of customer satisfaction on repurchase intention is accepted.

The effect of brand awareness on repurchase intention (H5)
C.R value for the effect of brand awareness variable on repurchase intention in Table 19. is 3.481 with p value of 0.000 <0.05. Thus, the hypothesis which states there is a positive effect of brand awareness on repurchase intention is accepted.

DISCUSSION
Based on the results of statistical tests, the model in this study can generally categorized as a very good model, because from the eight categories, the six categories show the results of a very good model, and also this model can be said to be a very good model if at least five categories (Hair et al, 2010).

Chi-Square, CMIN / DF, TLI, CFI, and RMSEA values are fulfilled according to statistical tests. But the AGFI and GFI values are not fulfilled according to statistical tests. Thus, it can be stated that the compatibility between the model and data in the study results in a good confirmation of the factor dimensions and causality relationships between factors.

Perceived quality has a positive effect on customer satisfaction
The first hypothesis testing result show that the perceived quality has a positive effect on customer satisfaction. This shows that the better consumer's perception of a product

also will increase the customer satisfaction. Related with the findings of this study, it can be explained that the majority of consumers had a good quality perception of Indocafe coffee products, related to the taste and aroma of Indocafe coffee itself. Most respondents stated that Indocafe coffee has a consistent taste and aroma. And the quality of Indocafe products does not change from time to time, because Indocafe coffee products are made using the selected high-quality coffee beans from the Mandailing mountains of North Sumatra which is famous as the best quality coffee-producing regions and produced with the best technology and high experience. This also indicates that Indocafe coffee are well produced with a good quality control to produce the best quality products.

In addition, most consumers feel that Indocafe coffee products already fulfilled a good coffee quality standards, by receive ISO-22000 (2005) Certificates for the application of food safety management systems, and ISO-17025 (2005) Certificates for accredited laboratories (www.indocafe.co.id). According to Parasuraman (1988), the higher level of perceived quality, customer satisfaction will increases. This confirms the close relationship between perceived quality and customer satisfaction.The results of this study are consistent with research conducted by Malik (2012) proved that perceived quality has a positive influence on satisfaction. Furthermore, the research was conducted by Ahmed et al. (2014), concluded that there is a positive and significant relationship between perceived quality and customer satisfaction. Viola and Hermin (2014) stated that perceived quality has a positive and significant effect on customer satisfaction.

Brand image has a positive effect on customer satisfaction

The second hypothesis testing result show that brand image has a positive effect on customer satisfaction. This shows that the better brand image of a product also will increase the level of customer satisfaction. Related to the findings of this study, it can be explained that most respondents states that the overall brand image of Indocafe coffee was good. According to the corporate image, respondents state that PT SARI INCOFOOD CORPORATION as a company that producing Indocafe coffee already have a good reputation, because PT SARI INCOFOOD was a pioneer in the production of instant coffee Coffeemix 3 in 1 and instant coffee cappuccino in packs sachets in Indonesia. And also, Indocafe's product image itself has a good image in the minds of consumers, because the Indocafe brand has become one of the number 1 instant coffee brands in Indonesia and one of the top 5 brands in the Asia Pacific region and have received Top Brand Award.

This condition makes most of respondents agree that Indocafe coffee consumers are a connoisseur of international-class coffee with a unique traditional taste. This shows that the overall brand image of Indocafe coffee has been known by the public and has a good reputation, especially in Purwokerto. The better image of a product, the better consumer's perception of the brand and will affect the level of customer satisfaction. The results of this study are consistent with research conducted by Adelina (2016) shows that the biggest variable gives the biggest effect contribution to consumer satisfaction is the brand image. And also research conducted by Suwandi et.al (2015) which states that brand image has a significant effect on consumer satisfaction. Lodhi's (2013) research also found a positive relationship between brand image and customer satisfaction.

Customer satisfaction has a positive effect on brand awareness

The third hypothesis testing result show that customer satisfaction has a positive effect on brand awareness. This shows that the greater the level of customer satisfaction with a product, it will increase the consumers minds to recognize and remember the product. Related to the findings of this study, it can be explained that in general, consumers are satisfied with Indocafe coffee products because most of respondents think that Indocafe is a good quality product in terms of its material composition. It also based from consumer favorite products is Indocafe Coffemix 3 in 1 which is a combination of the perfect composition between coffee, sugar, and cream, and becomes a superior product of Indocafe. And also, respondents state that Indocafe coffee products already appropriate with their expectation, especially in terms of taste, with a special taste that made consumers feel satisfied with Indocafe coffee and also make consumers always remembered the taste of Indocafe coffee itself.

Overall, consumers feels Indocafe coffee products have fulfilled the ideal coffee criteria, the criteria is a delicious coffee in terms of taste and aroma so the consumers feel satisfied and will have an impact on consumers' memory of Indocafe coffee products. When consumers feel satisfied, then the ability of consumers to recognize and remember the brand is getting stronger. The more consumers feel satisfied then the consumer's ability to remember will be stronger as well (Aaker, 2007). Javad (2016) also states by increasing customer satisfaction it can improve brand awareness among customers and in his research customer satisfaction has a positive effect on brand awareness. The results of this study are consistent with the research conducted by Asadollah (2013) show that the impact of customer satisfaction on brand equity, brand equity consists of four aspects: brand awareness, perceived quality, brand association and brand loyalty. And also research conducted by Gholami (2017) shows that the customer satisfaction has a significant and positive impacts on brand awareness.

Customer satisfaction has a positive effect on repurchase intention

The fourth hypothesis testing result show that customer satisfaction has a positive effect on repurchase intention. This shows that the greater level of customer satisfaction with a product, then consumer will buy the product again (repurchase). Related to the findings of this study, it can be explained that the most consumers are satisfied with Indocafe coffee products and this will be possible for future purchases. This is caused by the consumers who feel satisfied when buying a product, it is likely that consumers will return to buy the same product. Richard (in Pupuani, 2013) states that consumers who feel satisfied during the transaction process of goods or services obtained, it is likely they will come back again and make other purchases and will also recommend to friends or family about the company and its products.

In general, consumers feels the Indocafe coffee is appropriate with they expect in terms of good taste and special aroma. Consumer satisfaction is a benchmark for consumers to repurchase. The higher of customer satisfaction, consumers will intend to repurchase again. Consumer satisfaction is often used as a driving factor for repurchase intention in many studies (Rust et al., 1994, Patterson et al., 1997, Davidow, 2003, Gounaris et al., 2010).The results of this study are consistent with the research of Farida (2014) which proves that customer satisfaction has a significant influence on repeat purchases. Furthermore, research conducted by Pupuani (2013) concluded that customer satisfaction proved to have a significant influence on repurchase intention behavior. The research conducted by Thamrin (2003) and Sutrisno and Nurhidayati (2006) also revealed that the variables of customer satisfaction directly affect repurchase intention.

Brand awareness has a positive effect on repurchase intention

The fifth hypothesis testing show that brand awareness has a positive effect on repurchase intention. This shows that the more consumers recognize and remember a product, the consumer will buy the product and so on in the future. Related with the findings of this study, it can be explained that some consumers can remember well about the variants of Indocafe coffee products because some consumers think that Indocafe is a familiar brand in the minds of consumers so that can be remembered easily.And also, most consumers feel Indocafe coffee products can be easily recognized among other brands because the various Indocafe coffee products are already well known through advertising promotion media such as Indocafe Coffemix 3 in 1 and Indocafe Cappuccino.

Indocafe coffee always of the top choice when buying according to the most consumers opinion, because it has been proven that have a good quality in terms of taste and aroma. And also, consumers can recognize the taste of Indocafe coffee products when consuming it, because Indocafe has a unique taste from the one of example product, Indocafe Coffemix 3 in 1. Hendi (2012) in his research stated a product that have a high level of brand awareness are more likely to chosen by consumers in making purchases and that it will continue to consumers' repurchase intention. Brand awareness describes the ability of a buyer to recognize, recall a brand as part of a particular product category. In general, consumers tend to buy products with brands that are already known on the basis of considerations of comfort, security and others (Durianto et al, 2004: 29).The results of this study are consistent with Arina (2015) stating

that brand awareness has a positive strong relationship with repurchase intention. This is supporting the study by Chi et al. (2009) that consumers tend to purchase products that are familiar and favorable for them. They also tend to purchase products that are well-known (Mac Donald and Sharp, 2000 in Chi et al., 2009) especially if they have favorable past experience with the product (Keller, 2013). Lawu (2015), found that the results of brand equity which consists of brand loyalty, brand association, brand awareness, perceived quality, and brand image have significant simultaneous influence on repurchase intention.

CONCLUSION

Based on the results of the research that has been discussed, perceived quality has a positive effect on customer satisfaction, brand image has a positive effect on customer satisfaction, customer satisfaction has a positive effect on brand awareness, customer satisfaction has a positive effect on repurchase intention and brand awareness has a positive effect on repurchase intention

In the future research, it is expected to develop a research model using other variables in analyzing the factors that influence repurchase intention other than the variables in this study, such as brand loyalty and perceived price variables. And also, the next researcher is expected to get more respondents and choose research locations whose scope is wider than this research as in all areas of Central Java, etc.

Perceived quality is a factor that effect the costumer satisfaction and impacts the repurchase intention. A good quality product will increase the desire of consumers to make repeat purchases in the future. P.T SARI INCOFOOD CORPORATION has been good in maintaining the quality of Indocafe coffee products. By maintaining the quality of taste and aroma of Indocafe coffee consumers will be more satisfied and have an impact on future intention. There must be for strict and a good quality control in order to maintain the consistency of the quality of Indocafe coffee products themselves. For evaluating product quality, P.T SARI INCOFOOD CORPORATION should doing a survey and interview regarding product quality to their consumer to maintain the quality of the coffee products themselves and companies are recommended to receive suggestion from consumers regarding the quality of coffe so the quality can be achieved by consumers.

Brand image is a factor that effects a costumer satisfaction and impacts the repurchase intention. The better brand image of a product, the level of consumer desire to make a repeat purchase in the futureis higher. Corporate image in the minds of consumers is good enough, because P.T SARI INCOFOOD CORPORATION as a company that produces Indocafe coffee has a good reputation. And also, the Indocafe coffee product image is already good as an international class product with a traditional taste. The recommendation for the future is maintain good corporate and product image and keep the good image by increasing the intensity of product promotion in all communities in the future like promotion in various advertising media such as TV, radio, newspapers and use an international class brand ambassadors for promotions that make the image of Indocafe more luxurious in consumers perception.

Customer satisfaction is a factor that effects repurchase intention. The greater the level of customer satisfaction with a product, will impact the consumers repurchase the product in the future. In general, Indocafe coffee already appropriate with consumer expectations, but there is a factors that make consumers feel satisfied other than the quality and the taste of Indocafe, such as price promotion or buy 10 sachet get 1 sachet. And also measuring customer satisfaction by conducting regular surveys, conducted to find out how much customer satisfaction with Indocafe coffee. Then, the company must add more variants to increase repurchase intention of the Indocafe product.

Brand awareness is also a factor that influences repurchase intention. The greater of a consumer recognizes and remembers a product, the consumer will buy the product and so on in the future. Consumers already well known about the variants of coffee products and also Indocafe coffee is always the first choice when buying. The recommendation in the future that will increase awareness of Indocafe coffee products is the more frequent advertisements in all media and occasionally hold a social events involving Indocafe consumers. And also conduct a sponsor activities in the event or a program in the future.

This research was carried out in accordance with scientific procedures, but still has limitations. Data collection methods only use questionnaires, should be better to add interview method so the results of the

research obtained are more complete. There is a limitation of research using a questionnaire, there is a part of the questionnaire answers are incomplete and not returned so the questionnaire is not suitable for use.

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